

REGENERATION PIPELINE SOCIAL VALUE REPORT

4 December 2024

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SANDWELL SOCIAL (SV) VALUE FORECAST

Where SV Plans have been identified (25 Projects)

FORECAST

153

WORK
EXPERIENCE

104

NEW
APPRENTICES

67

EXISTING
APPRENTICES

19

NEW
GRADUATES

106

NEW CONSTRUCTION
JOBS

423

NEW
JOBS

ACHIEVED TO DATE

20

WORK
EXPERIENCE

15

NEW
APPRENTICES

12

EXISTING
APPRENTICES

7

NEW
GRADUATES

31

NEW CONSTRUCTION
JOBS

0

NEW JOBS

WORK EXPERIENCE ACHIEVED TO DATE

| Social Value (SV) Delivery Plan Breakdown | Forecast |
|--|----------|
| Social Value Delivery Plans Approved (12 Projects) | 34 |
| Social Value Delivery Plans Pending Approval (13 Projects) | 119 |

| Projects achieved Work Experience SV to date | Forecast | Achieved |
|--|-----------|-----------|
| Town Hall Quarter | 4 | 8 |
| Land at Hall Green Road | 4 | 5 |
| Fountain Lane Development | 5 | 7 |
| Total | 13 | 20 |

153

FORECAST
WORK
EXPERIENCE

67

LIVE PROJECTS

NEW APPRENTICES ACHIEVED TO DATE

| Social Value (SV) Delivery Plan Breakdown | Forecast |
|--|----------|
| Social Value Delivery Plans Approved (12 Projects) | 26 |
| Social Value Delivery Plans Pending Approval (13 Projects) | 78 |

| Projects achieved New Apprentices SV to date | Forecast | Achieved |
|--|-----------|-----------|
| Improving Digital Connectivity | 2 | 2 |
| Town Hall Quarter | 2 | 6 |
| Land at Hall Green Road | 3 | 2 |
| Fountain Lane Development | 4 | 4 |
| Energy from Waste Plant | 1 | 1 |
| Total | 12 | 15 |

104

FORECAST NEW
APPRENTICES

67

LIVE PROJECTS

EXISTING APPRENTICES ACHIEVED TO DATE

| Social Value (SV) Delivery Plan Breakdown | Forecast |
|--|----------|
| Social Value Delivery Plans Approved (12 Projects) | 16 |
| Social Value Delivery Plans Pending Approval (13 Projects) | 51 |

| Projects achieved Existing Apprentices SV to date | Forecast | Achieved |
|---|----------|-----------|
| Fountain Lane Development | 4 | 12 |
| Total | 4 | 12 |

67

FORECAST
EXISTING
APPRENTICES

67

LIVE PROJECTS

NEW GRADUATES ACHIEVED TO DATE

| Social Value (SV) Delivery Plan Breakdown | Forecast |
|--|----------|
| Social Value Delivery Plans Approved (12 Projects) | 5 |
| Social Value Delivery Plans Pending Approval (13 Projects) | 14 |

| Projects achieved New Graduates SV to date | Forecast | Achieved |
|--|----------|----------|
| Town Hall Quarter | 1 | 1 |
| Land at Hall Green Road | 0 | 1 |
| Fountain Lane Development | 1 | 5 |
| Total | 2 | 7 |

19
FORECAST
NEW
GRADUATES

67
LIVE PROJECTS

NEW CONSTRUCTION JOBS ACHIEVED TO DATE

| Social Value (SV) Delivery Plan Breakdown | Forecast |
|--|----------|
| Social Value Delivery Plans Approved (12 Projects) | 32 |
| Social Value Delivery Plans Pending Approval (13 Projects) | 74 |

| Projects achieved New Graduates SV to date | Forecast | Achieved |
|--|-----------|-----------|
| Town Hall Quarter | 4 | 5 |
| Land at Hall Green Road | 4 | 16 |
| Fountain Lane Development | 4 | 4 |
| Canal Network Connectivity | 0 | 6 |
| Total | 12 | 31 |

106

FORECAST NEW
CONSTRUCTION
JOBS

67

LIVE PROJECTS

SANDWELL SOCIAL VALUE

COMPLETED PROJECTS (10 SOCIAL VALUE PLANS AGREED)

FORECAST

59

WORK
EXPERIENCE

66

NEW
APPRENTICES

12

EXISTING
APPRENTICES

9

NEW
GRADUATES

232

NEW CONSTRUCTION
JOBS

45

NEW JOBS

ACHIEVED

68

WORK
EXPERIENCE

217

NEW
APPRENTICES

13

EXISTING
APPRENTICES

14

NEW
GRADUATES

540

NEW CONSTRUCTION
JOBS

47

NEW JOBS

WINDSOR OLYMPUS ACADEMY

| CATEGORY | Forecast | Achieved |
|----------------------------|-----------------------|----------|
| Work Experience | 3 | 5 |
| New Apprentices | 2 | 3 |
| Existing Apprentices | 1 | 4 |
| New Graduates | 1 | 0 |
| New Construction Jobs | 1 | 0 |
| New Jobs (End User) | 0 | 0 |
| School/ College Engagement | 12 hours £180.00 | |
| Community Engagement | 90 hours £1,800.00 | |

CENTRAL ST MICHAELS, SANDWELL SCIENCE, ENGINEERING AND MANUFACTURING CENTRE

| CATEGORY | Forecast | Achieved |
|----------------------------|---|----------|
| Work Experience | 3 | 10 |
| New Apprentices | 2 | 0 |
| Existing Apprentices | 1 | 0 |
| New Graduates | 1 | 0 |
| New Construction Jobs | 10 | 9 |
| New Jobs | 4 | 6 |
| School/ College Engagement | 30 hours £450.00 | |
| Community Engagement | | |
| | <ul style="list-style-type: none"> • £500 donation to new beginnings • £1,000 Food Bank Donation to the (Fountain of Life) NT Church of God | |

RON DAVIS CENTRE EXPANSION

| CATEGORY | Forecast | Achieved |
|---|-------------------|----------|
| Work Experience | 1 | 0 |
| New Apprentices | 1 | 1 |
| Existing Apprentices | 1 | 1 |
| New Graduates | 0 | 0 |
| New Construction Jobs | 0 | 0 |
| New Jobs (End User) | 0 | 0 |
| School/ College Engagement | 6 hours £90.00 | |
| Community Engagement | | |
| <ul style="list-style-type: none"> • 1 hour (£120.00) • £100 donation to Victoria Park Primary School | | |

ELM TREE PRIMARY ACADEMY

| CATEGORY | Forecast | Achieved |
|----------------------------|----------------------|----------|
| Work Experience | 3 | 4 |
| New Apprentices | 2 | 4 |
| Existing Apprentices | 1 | 3 |
| New Graduates | 0 | 0 |
| New Construction Jobs | 4 | 2 |
| New Jobs | 0 | 0 |
| School/ College Engagement | 10 hours £150.00 | |
| Community Engagement | 3 hours £2,720.00 | |

OPERATIONAL HUB FOR WEST MIDLANDS AMBULANCE SERVICE

| CATEGORY | Forecast | Achieved |
|----------------------------|---------------------|----------|
| Work Experience | 1 | 1 |
| New Apprentices | 3 | 7 |
| Existing Apprentices | 1 | 1 |
| New Graduates | 1 | 2 |
| New Construction Jobs | 2 | 10 |
| New Jobs (End User) | 1 | 1 |
| School/ College Engagement | 18 hours £270.00 | |
| Community Engagement | - | |

SANDWELL ACQUATICS CENTRE

| CATEGORY | Forecast | Achieved |
|----------------------------|-------------------------|----------|
| Work Experience | 5 | 5 |
| New Apprentices | 18 | 36 |
| Existing Apprentices | 4 | 0 |
| New Graduates | 2 | 1 |
| New Construction Jobs | 10 | 25 |
| New Jobs | 40 | 40 |
| School/ College Engagement | 168 hours £2,520.00 | |
| Community Engagement | 900 hours £18,000.00 | |

WEDNESBURY HEALTH CENTRE/ KING ST HOUSING

| CATEGORY | Forecast | Achieved |
|----------------------------|---------------------|----------|
| Work Experience | 1 | 1 |
| New Apprentices | 1 | 0 |
| Existing Apprentices | 2 | 2 |
| New Graduates | 0 | 0 |
| New Construction Jobs | 2 | 1 |
| New Jobs (End User) | 0 | 0 |
| School/ College Engagement | 18 hours £270.00 | |
| Community Engagement | 25 hours £500.00 | |

WOODS LANE HOUSING DEVELOPMENT PHASE 2

| CATEGORY | Forecast | Achieved |
|----------------------------|--------------------|----------|
| Work Experience | 2 | 2 |
| New Apprentices | 2 | 3 |
| Existing Apprentices | 1 | 2 |
| New Graduates | 0 | 1 |
| New Construction Jobs | 2 | 0 |
| New Jobs | 0 | 0 |
| School/ College Engagement | 6 hours £90.00 | |
| Community Engagement | 6 hours £240.00 | |

MIDLAND MET UNIVERSITY HOSPITAL

| CATEGORY | Forecast | Achieved |
|----------------------------|------------------------|----------|
| Work Experience | 40 | 40 |
| New Apprentices | 35 | 163 |
| Existing Apprentices | 0 | 0 |
| New Graduates | 4 | 10 |
| New Construction Jobs | 200 | 492 |
| New Jobs (End User) | 0 | 0 |
| School/ College Engagement | 252 hours £3,528.00 | |
| Community Engagement | 2,076 hours £2,076 | |



SOCIAL VALUE GOOD NEWS STORIES

Bridge Construction Limited gives back to Smethwick Community.

In a remarkable display of community spirit and professional dedication, contractor Bridge Construction Ltd (BCL) has gone above and beyond their contractual obligations to make a significant contribution to Shireland Hall Primary Academy in Smethwick.

[Bridge Construction Ltd](#) were appointed by Sandwell Council to undertake [connectivity improvement works in Smethwick](#) and have taken on additional voluntary work at the local school, ensuring the safety of some of the youngest members of the community.

With the new academic year approaching, the school had been facing concerns about the condition of the timber fencing surrounding the reception year playground. The aging structure posed a potential safety risk for the young children who use the area daily. Recognising the importance of children's safety, Bridge Construction Ltd stepped in to offer their services free of charge.

Bridge Construction Limited gives back to Smethwick Community.

Richard Lewis, Commercial Director of Bride Construction Limited, explained their involvement: “The school approached us with concerns over the safety of the existing timber fencing around the reception year playground. BCL volunteered all resources and material to remediate the issues by removing the existing timber fencing and adjacent block paving. We then installed new timber fencing with edgings and re-laid the block paving to make the area safe for use in the upcoming term.”

The works were completed in time for the new school term; September 2024.



Bridge Construction Limited gives back to Smethwick Community.

Jason Evans, Site Manager at Shireland Hall Primary Academy, expressed his gratitude for the works carried out by BCL: “Many thanks to Richard Lewis and his team, who came out and replaced an aging curved fence that provides vital protection for the Reception Classes. Their punctual, polite and professionalism resolved a problem that would have cost us several thousands of pounds to put right.”

“Bridge Construction Ltd generosity in providing this service was amazing, and despite this being a charitable endeavour, the quality of groundwork and construction was brilliant. As a result of this hard work, some of the youngest children in our school will be protected, for years to come, by the curved fence you’ve provided. Once again, thank you.”

The voluntary works at Shireland Hall Primary Academy Highlights Bridge Construction Ltd commitment to helping local communities. While they continue to fulfil their contractual obligations, their decision to undertake this additional work demonstrated a strong dedication to making a positive difference where it’s most needed.



Canal Network Connectivity: helping connect in more ways than one!

Waterways and wellbeing charity, [Canal & River Trust](#), working in partnership with Sandwell Council, has delivered four and half miles of towpath improvements along the Netherton Tunnel Branch Canal, the Gower Branch Canal, the Old Mainline Canal, and the Dudley No.2 Canal. The Canal Network Connectivity Project funding was secured as part of the Government-funded Towns Fund Programme.

Funding has not only achieved great enhancements to improve the canal towpath and access points, making them more accessible and attractive for resident use, but also opened the creation of jobs for local people looking for work.

To support the social value commitment of this contract, Sandwell's [Social Value](#) and [Think Sandwell](#) teams worked with the principal contractor '[Kier](#)' to ensure that local people could be part of the development and work with them on the project infrastructure. A small recruitment campaign was launched, and six local people were recruited via Think Sandwell Employment Officer, Anna Bishop.

Canal Network Connectivity: helping connect in more ways than one!

Following the completion of towpath improvements, three members of the team continued their employment with Kier. The other three members of the team left the programme to explore other job opportunities.



Michael Ditch, Kiers Operations Manager said: “This has been a great opportunity to work with people who live locally and really put passion into their work. Kier will look to continue creating opportunities on future programme of works as it is valuable and rewarding in lots of ways”

Local Contractor Fitzgerald gives back to Smethwick Community

Local contractor, Fitzgerald, has taken a step beyond their contractual obligations and has engaged in a charitable project at the Brasshouse Community Centre in Smethwick.

Fitzgerald was appointed to enhance cycle and pedestrian connectivity in Smethwick as part of the Towns Fund Smethwick Connected project. Their work aims to improve infrastructure, making a more accessible and connected town. However, Fitzgerald's commitment extends beyond infrastructure development to directly supporting the community's needs.

In April 2024, contractors engaged initially with Sandwell's Social Value team to discuss options to support the local community whilst carrying out highway works along Tollhouse Way in Smethwick. Karen Richards, a Sandwell Council Social Value Officer, happily matched them up with nearby Charity, North Smethwick Development Trust (NSDT) who manage the Brasshouse Community Centre, a vital hub for residents offering various services and activities, to see what initiatives Fitzgerald could support as part of their social value commitment.

Local Contractor Fitzgerald gives back to Smethwick Community

Understanding the centre's importance to the community and recognising the poor condition of the community centre car park, Fitzgerald undertook the task of repairing the car park surface and marking out new car parking bays.



Local Contractor Fitzgerald gives back to Smethwick Community

Jennifer Harrison BEM, Chief Executive Office of North Smethwick Development Trust, said “I want to give a big thank you to all involved, we are extremely grateful to Fitzgerald Contractors and Sandwell’s Social Value Team working together to make this happen.

“This will enable Brasshouse Community Centre visitors to have designated parking. The new look car park will maximise our space to avoid parking issues in the surrounding area, making life a little easier for all our visitors and neighbours in the future.”

Steve Jones, Fitzgerald Contract Manger, said “It’s been a pleasure to work on this project. We always like to construct a great outcome and obviously bring a greater benefit to the people and communities we work with.”

Acknowledging the unique community connectivity in each of Sandwell’s six towns, Fitzgerald consistently seeks opportunities to provide support tailored to the needs of each individual community.

Supporting Employment, Skills and Students.

Meet Paige! Paige signed up for support from Black Country Impact in 2022 as she was looking for work. Her original goal was to work in the beauty industry, and she attended a training course in this sector. She was also attending regular 1-2-1 sessions with a Think Sandwell mentor who helped her to find the courses and supported her to look for suitable vacancies.

Paige had a change of direction however, when her mum was having some building work done and was struggling to find anyone to carry out work on the property.

Paige said, “I realised that there was lots of work available, and I wanted to know how to get into a trade”.



Supporting Employment, Skills and Students.

Her mentor arranged for Paige to do a 'construction overview' course which included training for a CSCS card, which she passed. She identified that she enjoyed plastering the most. With support from [Think Sandwell](#), Paige applied for work experience placements and was offered an opportunity with DCL contracts on the [Windsor Olympus Academy](#) site in Smethwick.

As a result of her performance during her work experience, Paige was offered a 3-year plastering apprenticeship and started in April 2023. Paige's goal is to one day have her own business after qualifying.

Scott Joynes, project manager DCL said "It's nice to see younger age groups having an interest in learning a skilled trade. Having Paige on site has been a breath of fresh air, she certainly keeps us all on our toes. I started as an apprentice myself when I was 16 and it's great to see the support networks that are in place to support apprentices now."

John Jacznik, Director at DCL said "It's refreshing to have someone with that enthusiasm on site. Her character and spirit will make her into a great asset. The support from Think Sandwell in finding an apprentice and setting up the apprenticeship has been a great example of partnership working".

New School Bags for 181 Windsor Olympus Academy Students.

BAM, who constructed the new school in Smethwick, made a donation to provide new school bags for the 181 new students starting at the school in September 2023.

They used a local supplier based in Oldbury, Gogna Sports & School Uniforms, which created some increased local spend in the area.



Contractor helps a Smethwick School create a Memorial Haven.

In a touching display of community spirit, local contractor Stourbridge Paving has gone above and beyond to support Uplands Manor Primary School in Smethwick, helping create a peaceful memory garden in honour of those dearly missed.

The heartfelt project began when SCVO (Sandwell Council of Voluntary Organisations) reached out to Sandwell Council's Social Value Team, sharing the schools wish to honour the memories of a recently passed pupil, former staff members and the schools' beloved dog. The school envisioned a serene space where students and staff could find comfort and reflect.

At the heart of the garden is a memory tree, already standing as a tribute to a pupil who passed away a few years ago. The school hoped to create a beautiful setting around this tree, featuring a newly purchased pagoda, fencing, and a garden arch. However, they needed expert help to bring this vision to life. In response, Sandwell Council's Social Value Team issued a callout for local contractors willing to lend their expertise.

Contractor helps a Smethwick School create a Memorial Haven.

Stourbridge Paving answered the call with open hearts, undertaking the landscaping and installation work needed to transform the space into the tranquil garden the school had hoped for. The total contribution from Stourbridge Paving was £6,000.

Uplands Manor Primary School is now planning an official opening ceremony for the memory garden, with the family of the pupil they lost, to participate in this meaningful event.

“We are incredibly thankful to SCVO, Karen from Sandwell Council’s Social Value Team, James from Stourbridge Paving, and the entire Stourbridge Paving team for their dedication to this project,” said the school’s Strategic Business Director. “Their hard work has been invaluable, and we are so grateful for their help in creating a space that holds such deep meaning for our community.”



Memory Garden created with the support of Stourbridge Paving Company.

Town Hall Quarter: Significant Social Value Achieved.

Beyond the physical restoration works at West Bromwich Town Hall and Central Library, the project has delivered incredible social value to the community, led by the contractor responsible for the works.

Local Spend: Morgan Sindall achieved a remarkable local spend, with **41% of funds utilised within a 20-mile radius.**

Local Employment: **135 local people** contributed to the project's success, **including 34 Sandwell residents.** This was supported by **18 work experience** students, **one graduate** site manager, and **seven new apprentices** specialising in scaffolding, construction, joinery and electrical work.

School Engagement: The project engaged with educational institutions such as Sandwell College and Birmingham City University, offering **84 hours** of educational tours, brickwork presentations, and social value lectures.

Town Hall Quarter: Significant Social Value Achieved.

Community Engagement: The community benefitted from **252 hours** of support through various initiatives, including fundraising for the Kaleidoscope Plus Group in 2023 and 2024, supporting the Sandwell Children Trust Fun Day, assisting care leavers into employment, donating equipment to the Sandwell Visually Impaired and Central Library Warm Spaces initiative. The project to date has **invested over £24,000 back into the community** through donations and fundraising efforts for local charities.



www.regeneratingsandwell.co.uk