



London Construction Academy 2016-17

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The London Construction Academy, formally known as the London Highway Academy of Excellence, is now in its fourth year and is championed by the Worshipful Company of Paviers.

The academy gives local people the opportunity to attend a two-week construction related course.

The course aims to give candidates knowledge, information and certification to enable them to select a career pathway in the construction industry with one of 49 employers engaged offering opportunities.

The academy promotes fairness, inclusion and respect and understands that to enable candidates to have equal access to the career pathways we need to provide solutions to enable them to overcome barriers to training they have previously encountered.

We fund travel and food expenses for the candidates and the course costs include the application and provision of a CSCS card (Construction Skills Certification Scheme)

The candidates are encouraged to enrol through the academy's 79 referral partners, clients, social media and by recommendation from former students.

The Worshipful Company of Paviers' are committed to the academy and actively participate. The current Master, Ian Lumsden, and the charity committee have presented the successful candidates with their London Bronze Pass certificates and effected the name change to broaden the scope of opportunities for students and attract more employers.

In 2016/17 the London Construction Academy delivered the training at the Southwark Construction Skills Centre, based on a construction development at Elephant and Castle. The centre is equipped with IT facilities and external construction areas for delivery of practical training. The experience is further enhanced for candidates by the visibility of the different activities, skills and companies required to deliver a large development.

This report analyses four courses – February, May and September 2016 and February 2017 – to understand the social impact and provide an indicative social value for the course.

What is the course?

Over the ten days, candidates benefit from training in Health and Safety, First Aid, Customer Service, Construction Sustainability, Manual Handling and Employability. In addition candidates are funded to obtain their CSCS card. After successful completion of the course, candidates are awarded a London Bronze Pass and the opportunity to attend interviews to secure an apprenticeship.

After finishing school, Millie was looking for an employment opportunity to kick start her career. Millie had previous work experience and researched other courses before being referred onto the London Construction Academy course. She successfully completed the course in February 2017 obtaining the London Bronze Pass and applied for an opportunity with Tarmac, one of the employers who support the London Construction Academy and offer employment to candidates undertaking the course.

'I wouldn't have had this chance with Tarmac without the London Construction Academy. None of the other courses I looked at could offer the same opportunity. The course provided me with an introduction in working in the construction industry and vital skills together with a CSCS card.'

Following the interview, Millie secured a position as a Shipper with Tarmac in March 2017. She comments: 'I have now started work and I am enjoying working at Tarmac. They have made me feel very welcome and comfortable. I'm fitting in well with a company I like.'



February 2016 graduates



May 2016 graduates



September 2016 graduates



February 2017 graduates

The Story So Far

Since the first course in June 2014, the London Construction Academy has engaged with over 180 individuals to provide training and employment opportunities.

Over £1,021,000 of social value has been created since June 2014 with an estimated social value ratio of £9 for every £1 invested.

74 | CANDIDATES STARTED
THE COURSE ACROSS THE
PAST FOUR COURSES

ACHIEVED
THE LONDON
BRONZE PASS | 69%

63% OF | STUDENTS WITH LONDON
BRONZE PASS SECURED
EMPLOYMENT FROM 3 COURSES*

COMPLETED
THE 10 DAYS | 89%

5% OF | CANDIDATES
ENROLLED IN
EDUCATION

ENTERED
CONSTRUCTION
RELATED INDUSTRIES | 68%

Aldo was working as a part time Security Marshall when he was introduced to the London Construction Academy. He was actively looking for a permanent role that would offer progression but he felt he lacked experience and had no financial means to take up studying again. He comments 'It really helped me to understand and expand my knowledge in the construction industry. It broke down the barriers I had long felt when applying for positions and gave me the confidence to apply for jobs in the sector.'

Aldo successfully passed the course in May 2016 and, along with his fellow candidates, had the opportunity to apply for apprenticeships with a range of companies that support the LCA. He was successful in securing a position as an Apprentice Network Administrator at CVU, working on behalf of TfL at LoHAC Central. In addition, he is responsible for the TfL Apprentice Forum Site Visits, supporting and networking with other apprentices to gain more experience.

'I like it – it keeps me motivated and engaged and I can keep progressing. I am learning new things every day and busy working across different departments to expand my knowledge further.' Aldo is also undertaking an ILM Level 3 course and is optimistic about his future career opportunities within the company. 'I wouldn't have had this opportunity had it not been for the LCA and the Worshipful Company of Paviers who support this – it gave me a big advantage and I am so grateful for the support I received throughout the course and beyond. Now I have a chance to build a career for myself.'

*Excludes candidates from February 2017 as they are still in the recruitment process

Measuring Our Impact

We have used the principles of Social Return on Investment to help inform our approach to establishing the social value of the 2016-17 London Construction Academy Programme. Social Return on Investment is a framework for measuring and accounting for social, economic and environmental value¹. This has guided our analysis to provide an indication as to the social value created.

An SROI Analysis, as published by Social Value UK, comprises 6 key stages. First, key stakeholders are identified and engaged. This enables a theory of change to be developed that demonstrates what changes for each stakeholder involved. Financial proxies are then attributed to each outcome and the social impact calculated with consideration for what would have happened anyway, who else contributed to the change and how long the impact is felt for.

By establishing the costs to deliver an intervention (financial, time and in kind donations) and determining the social impact of each outcome, a social ratio can be calculated.

To understand what difference the London Construction Academy course made, all candidates completed surveys at the beginning and end of the course. In addition, candidates are contacted following the course to ascertain if they have secured employment since the course. In total, 100% of candidates who successfully completed the course responded to the pre and post surveys. Average wellbeing values developed by HACT² have been used to quantify the social impact of the London Construction Academy and provide an indication of the social value created.

SEVEN PRINCIPLES OF SROI



Involve stakeholders



Do not over-claim



Understand what changes



Be transparent



Value the things that matter



Verify the result



Only include what is material

¹ Starting Out on Social Return on Investment, Social Value UK, 2015

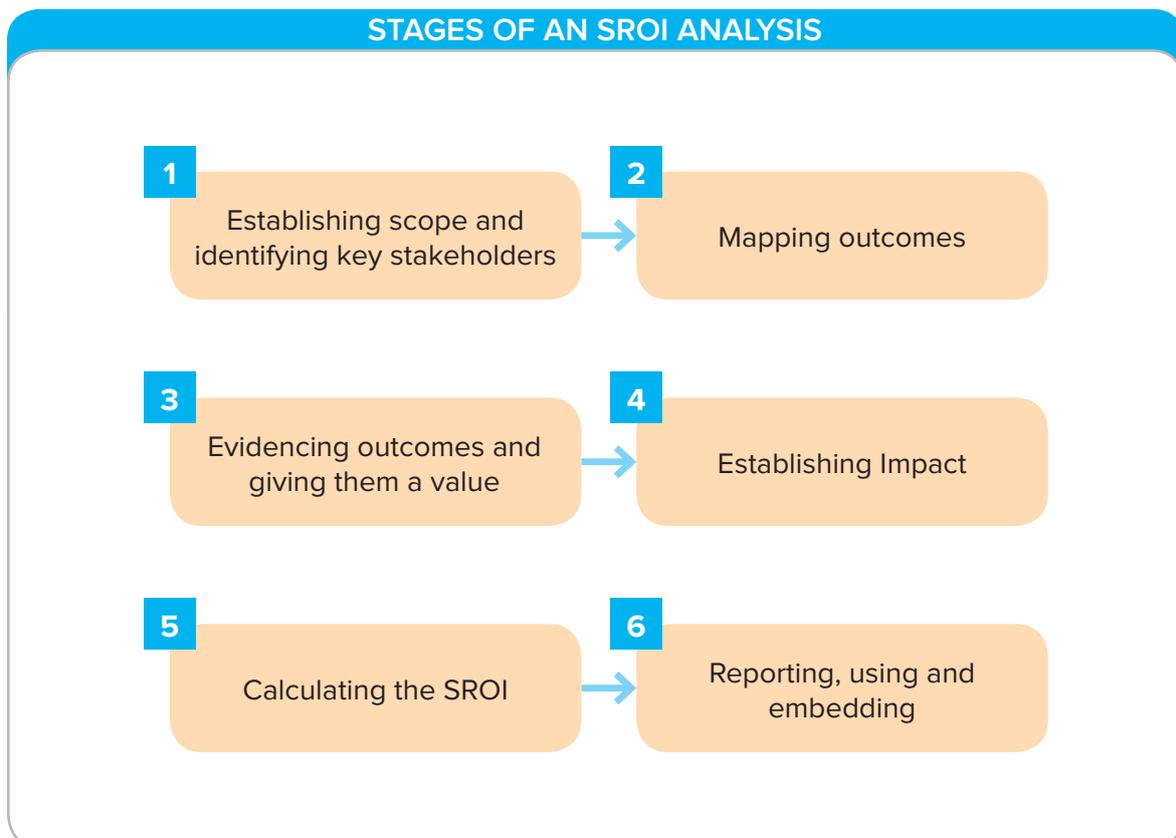
² Title: Community investment values from the Social Value Bank, Authors: HACT and Daniel Fujiwara (www.hact.org.uk / www.simetrica.co.uk), Source: www.socialvaluebank.org, License: Creative Commons Attribution-NonCommercial-NoDerivatives license (http://creativecommons.org/licenses/by-nc-nd/4.0/deed.en_GB)

What assumptions and limitations were there?

The key outcome for candidates completing the London Construction Academy Course is to achieve employment. For the latest course in February, candidates are continuing to secure employment, which would increase the social impact. This analysis primarily considers the social impact for the candidates completing the course to provide an indicative value. Candidates did identify the potential impact on family members; however, it was not possible to engage with this stakeholder. As not all

stakeholders were engaged, there could be additional unintended consequences, either positive or negative, for other parties not considered here, which would affect the social impact. The wellbeing values used are averages, and further engagement with stakeholders could greater establish the value placed on each outcome.

The calculation and analysis of the social impact was completed independently by Kingfishers (Project Management) Ltd to ensure transparency and avoid over-claiming.



Before the Course

Who attended?

In total, 74 candidates started the London Construction Academy Course across the four courses with 89% completing the 10 days and 69% achieving the London Bronze Pass.

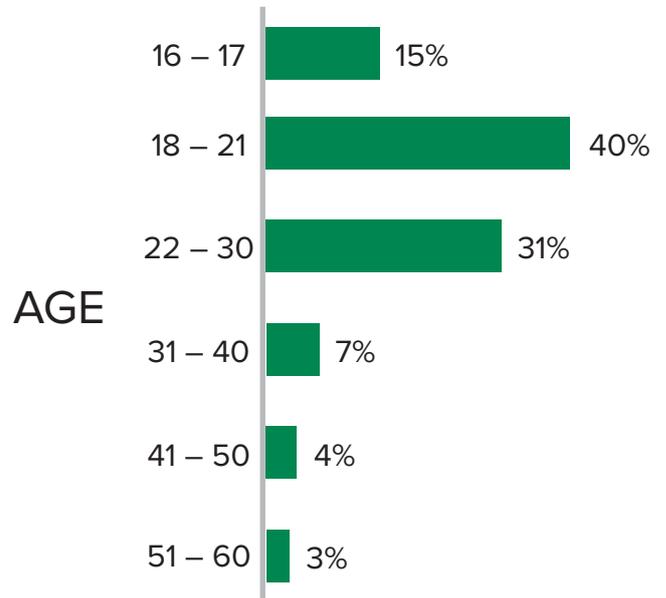
The majority of candidates were aged between 16 to 30; however, the course is open to all ages and 20% of the candidates in 2016-17 were aged 25 and older. This is an increase on the previous four courses held in 2015 where 12% were aged 25 and over. This demonstrates the diversity of the course to both provide young people with their first career and support older people to re-enter the workplace.

Greenwich continues to be the most common residence of candidates with over a quarter living in the borough. Lambeth was second followed by Southwark with the remaining spread across the rest of London and Greater London.

7 OF CANDIDATES WERE FEMALES

16 OF CANDIDATES ATTENDING THE COURSE WERE EX OFFENDERS

93 OF CANDIDATES WISHED TO PURSUE A CAREER IN THE CONSTRUCTION INDUSTRY



The course attracted candidates from a range of ethnic backgrounds. British was the most common at 38% followed by Caribbean at 31%. 7% of the candidates were African compared with 29% in 2015. A greater percentage declared their religion as Christian this year at 41%, followed by no religion at 34%. The remaining candidates were Muslim at 9% and Buddhist at 3% with 14% not wishing to declare. The change in ethnicity and religion compared with 2015 simply highlights that the course is accessible to all and attracting a variety of different candidates year on year.

Three quarters of candidates were not in education, employment or training and 23% of candidates had been unemployed for over 12 months. The key aim of the course is to support people into employment into the construction industry and the significant percentage of candidates that are unemployed highlights the importance of this course in helping people start or return to work. The remaining candidates were either studying or had insecure full-time or part-time employment.

Outcomes

What Changed?

Finding employment and gaining skills were the key outcomes candidates hoped to achieve when they started the course. For some, this included the opportunity to obtain their CSCS card which would enable them to work on site together with gaining industry experience. Securing employment following the course was the primary outcome for candidates; however, many also experienced additional outcomes including an increase in confidence, feeling more job ready and having a better understanding of the construction industry.

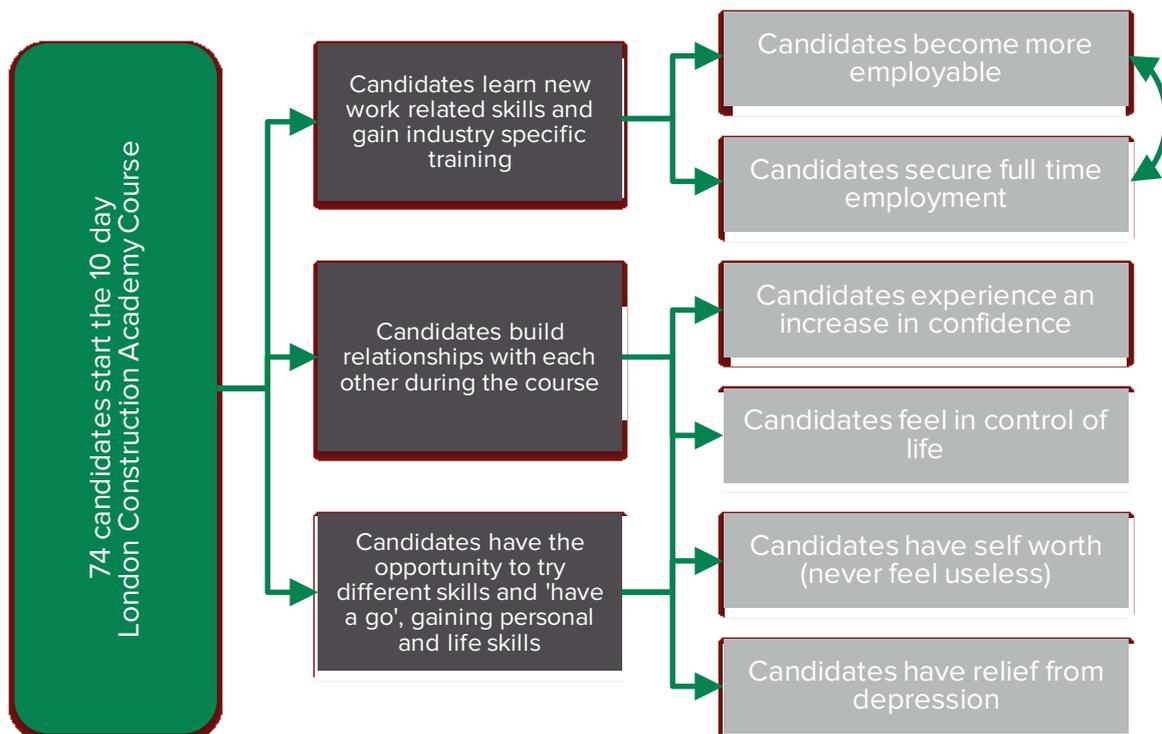
63% OF STUDENTS WITH LONDON BRONZE PASS SECURED EMPLOYMENT FROM 3 COURSES*

CANDIDATES PREVIOUSLY CLAIMING BENEFITS SECURED EMPLOYMENT | 12

69% OF CANDIDATES ACHIEVED THE LONDON BRONZE PASS

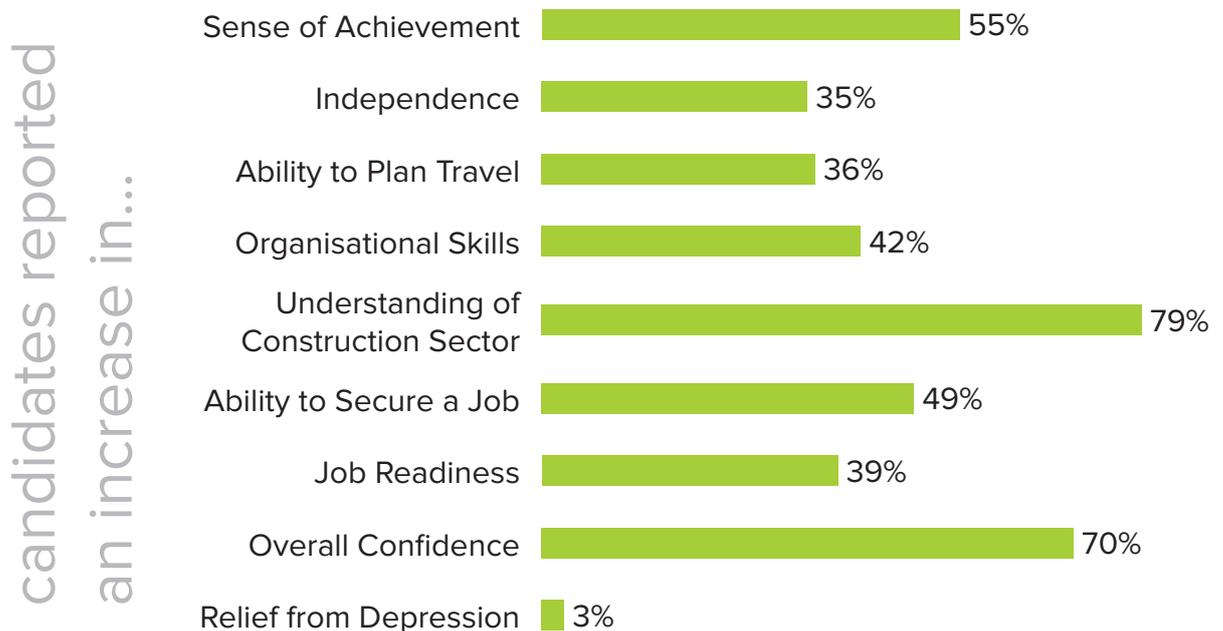
5% OF CANDIDATES ENROLLED IN EDUCATION

Theory of Change



*Excludes candidates from February 2017 as they are still in the recruitment process

How many experienced a positive change?



To date, 57% of the candidates that passed the course have secured employment. Excluding the most recent course in February 2017, the employment rate increases to 63%. This is because many of the candidates from February 2017 are still in the recruitment process and, therefore, it would be expected that the rate will increase further as more candidates secure employment over the coming months. This includes both candidates that secured employment at the end of the course together with those that later found employment as well as any that gained employment during the 10 days.

Of those that found full time employment, 34% were previously claiming unemployment benefits, highlighting the wider value of the course not just to the candidates but also to the public purse.

It should be noted that even candidates that did not achieve the London Bronze Pass as they did not pass the CSCS test, but still completed the 10 days, experienced positive outcomes. Furthermore, a few of these candidates managed to secure employment from completing the course, with 47% of students that started the course securing employment.

I not only gained skills and experience but lasting friendships

Good experience with a brilliant outcome

Social Impact

INPUTS:



£49,403

OUTPUT:

74 candidates start the London Construction Academy course with 51 achieving the London Bronze Pass

IMPACT:



£402,197



up to **£8**

**SOCIAL VALUE CREATED
FOR EVERY £1 INVESTED**

What does it mean?

This demonstrates that for every £1 invested in the London Construction Academy, up to £8 of social value is created. The inputs comprise both the financial cost to deliver the course together with cost of staff time. The analysis considers what would have happened anyway and who else contributed to the change. This information is determined from stakeholder engagement, completed surveys and external research.

Social Value Distribution

The social value distribution pie chart below demonstrates the percentage impact to each stakeholder. The greatest impact is for those candidates that secure employment following completion of the course. Equally, this represents a significant benefit to the state as a result of a reduction in benefits and increase in National Insurance and Income Tax. There are also benefits for candidates that complete the 10 day course with improved confidence and a sense of achievement. Candidates also reported improved relationships with family members and the ability to contribute financially to the household.

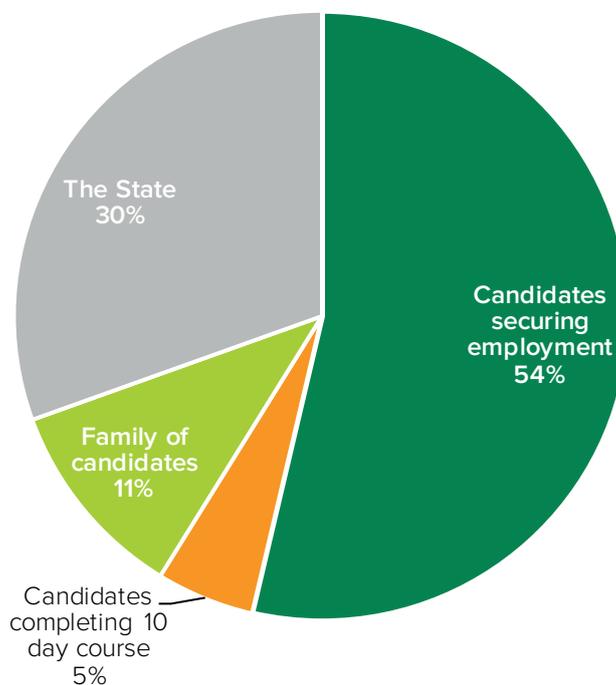
The analysis is comparable with 2015 and each year aims to build on past analyses and achieve more accurate reporting.

There was greater impact for those aged over 25 but higher attribution as candidates reporting the importance of family members and past work experience in also helping them to achieve positive outcomes.

For candidates securing employment, however, the outcome remains largely as a direct result of attending the course. Once again, the social value shows the continued success of the London Construction Academy and the ability to offer opportunities to a range of candidates and deliver real social value to both candidates and the state.

By continuing to attract a wide range of candidates, London Construction Academy can deliver positive social impact year on year and support even more people into employment.

Cost per candidate completing course	£748.54
Social impact per candidate (employed)	£6,541.89
Social impact per candidate (completed only)	£627.34
Social impact per candidate to State	£1,964.02



Our Employers

We would like to thank all the employers that support the London Construction Academy, interviewing and recruiting candidates and providing meaningful employment opportunities at the end of the course.



“ Tarmac has been delighted to work with the London Highways Academy of Excellence. The relationship has allowed us to employ four students, to date, following successful completion of their course, supporting our commitment to youth recruitment, bringing new talent into the industry and helping the development of skills in communities around our sites. We look forward to continuing our support for the Academy and see it as a key part of our employment strategy in the London area.

Mark Wood of Tarmac
Regional Managing Director - South



Our Referral Partners

We are grateful to all our referral partners that promote and support the London Construction Academy enabling us to reach and help more people across London.





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