



CommunityMark
developed by Business in the Community

CommunityMark Survey - Contract Scotland

How do you measure and evaluate the difference that your projects make to the community and your business?

<i>Project name</i>	<i>(A) Describe your input(s) to this project.</i>	<i>(B) The sustainable difference you are trying to make in the community (i.e. the <u>impact</u> you are targeting).</i>	<i>(C) What the project has contributed to the community so far (progress towards the impact)</i>	<i>(D) The difference you have made to the business</i>
Breaking the Mould	Breaking the mould was a pilot scheme involving 2 intakes of 6 long term unemployed women from the Raploch area of Stirling who undertook NVQ level 1 courses in Construction Skills at Clackmannan College in Alloa. Our involvement was to provide suitable construction employers to provide initial work shadowing opportunities on a part time basis during their study period of 16 weeks and then sustainable employment on completion of the college courses. Our input in to this project were employee time in organising	The impact that we were trying to make was two fold. First of all was to highlight a potential solution to the skill shortage in the Construction Industry in Scotland by employing more women in to the Construction Industry. The second impact we were trying to highlight was a method of removing those women who were long term unemployed off the unemployment register and hopefully into the job market. Over the duration of the project from the intake of 12 women 10 ended up in sustainable employment. When the project	So far 10 women have obtained sustainable employment through the project and the benefit to the business has been a good relationship building with a community partner and project which is adjacent to our office location in Stirling. A positive development has been media coverage as highlighted in the attached press releases, which have been used both internally and externally (see appendix 1).A positive impact has been in attracting new staff in terms of graduates coming	Being a Recruitment Consultancy we intended to make an impact on the recruitment decisions made by Local Construction Companies in terms of the ways in which they currently source candidates and how that might change to take account of the skills shortage the Industry is experiencing. It is difficult to evaluate the way in which attitudes towards employing women in the Construction Industry have changed in the local

	<p>and attending lunchtime seminars and individual meetings with construction companies to highlight the opportunity provided by the breaking the mould scheme and to provide and persuade employers to take women on job shadowing or to provide sustainable employment opportunities. Employee time is divided between secretarial input, director/management time to speak with and follow up initial letter contact with clients and the other input were gifts in kind, on completion of the course we provided all the successful participants with toolkits to enable them to start their employment with the best opportunity possible. Our other input was cash. We provided a donation of £1000 to two 360 excavator drivers to enable them to obtain a qualification leading to sustainable employment.</p>	<p>first commenced it was a pilot scheme of 6 women. Due to the success of the first intake a 2nd intake of 6 were recruited. The numeric target was limited by the level of funding available and was part of a number of other initiatives co-ordinated by the Raploch URC to get as many long term unemployed people from the area into sustainable employment(Breaking the Mould was one scheme of several running concurrently)</p>	<p>to work for our organisation who have been attracted to the company through our Community Activities. As part of our recruitment procedure for Recruitment Consultants, each new recruit is required to put together a 5-10 minute presentation entitled "ContractScotland's role in the Recruitment market". As more potential recruits have carried out more research on our Company they have been aware of the Community activities we are involved with which has contributed to their decision to join our organisation.</p>	<p>area, but the fact that an additional 10 women have entered the local Construction workplace is positive. We would have hoped that a 3rd intake of 6 women would have been possible and hope that the findings of attitudes amongst employers in the region towards employing women is taken up by the appropriate trade body(Scottish Building). Basically attitudes to employing women prevented the programme including a 3rd intake and the research of this "pilot scheme"into the reasons why highlighted the stereotypical response of construction not being an industry best suited to employing women. This feedback has been forwarded by the Breaking the Mould team to Scottish Building(Industry trade body)and any decision on whether to try and</p>
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				challenge these objections will be left to them to take forward. At this point the project came to a conclusion and the team disbanded.
The Bridges Programme	Our involvement with the Bridges Programme has been a long term working relationship to highlight the employability of Asylum Seekers and Refugees within the Scottish Construction Industry. During this time we have worked on a number of different projects. The first was organising a half day conference to create awareness of the employability of Asylum Seekers and Refugees where our input was secretarial and managerial time to send out invitations to construction employers and then to co-ordinate those attending on the day into two separate agendas at a conference covering Asylum Seekers and Refugees and also the Fresh Talent Initiative. Our other input was in kind, paying for the venue and the food and drink for the conference. We have also been involved in a	The impact we are trying to create is employment prospects and opportunities for refugees with construction skills and experience. We are also trying to highlight to construction employers that there is another potential solution to the skills shortage which comes from taking employees from the refugee community with good construction skills. As highlighted in the commitments for the next 3 years, we are hoping to increase the number of refugees we work with based on the recent Government decision to grant "leave to remain" to a number of long term Asylum Seekers. Unfortunately we can't put a specific number to this because The Bridges Programme obtains referrals from a variety of sources and availability of potential candidates depends on a combination of their	Following the half day conference in May 2006 three Refugees have subsequently found sustainable permanent employment opportunities. As a result of the CV preparation and interview techniques course in December 2007, two Refugees have been found permanent employment opportunities through ourselves. (see appendix 2 for press releases relating to this).	Working with the Bridges Programme has helped improve team building within the sales element of the business were a number of our sales/recruitment consultants worked together to identify those construction companies most interested or who they feel would be appropriate employers for the Refugee community. It has also help staff retention in terms of staff who would have otherwise might not have being given additional responsibilities utilised in community projects. We are looking to be involved in the next project(Equipped for the Future) with regards to interviewing and identifying construction

	<p>recent scheme at the end of 2007 which was a pilot scheme to provide CV training and interview techniques to Refugees who had just been given their leave to remain in the UK, to prepare them for the job market. Our input here was management time to give mock interviews to refugees, to provide advice on CV structure and preparation and to make up mock interview panels to give the Refugees an understanding of the UK recruitment process and to look for sustainable employment opportunities for the construction individuals on this course once they had completed their seven week training.</p>	<p>personal circumstances, status and quality of their written and spoken English.</p>		<p>employers and it has also helped in our recruitment of Recruitment Consultants by being able to highlight a strong community policy to potential employees to our business. Here we intended to highlight awareness of the abilities of this sector group and feel this target has been successfully met due to the engagement of Refugees by Contractors and their willingness to interview potential candidates. Although we only currently have a limited number of staff involved with such activities, we will increase the numbers involved with future "Equipped for the Future" courses which will give additional responsibility to those involved which hopefully enhances staff retention levels.</p>
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How do you enable your employees to contribute to the community?

In this question, we will ask in detail about how you support your employees to contribute to charities and community groups and how you engage them to get involved in your projects. We will then contact your employee referees to get their perspective. Again, we will be pragmatic and measured in our approach.

A: First, please tell us about your systems and policies which support your employees to contribute to charities and community groups. Examples: you could write about your approach to volunteering and/or about a Payroll Giving scheme. Or you may talk about embedding community work into your appraisal, personal development or remuneration systems. If you have an accreditation or award, for example a Payroll Giving Quality Mark or Investing in Volunteers, please tell us about it.

Because of the nature the business in which we are (a Technical recruitment consultancy that provides staff to the Scottish Construction Industry), it is very difficult for us to involve significant numbers of our staff in community activities. This is because we are providing the link between the project and the end user, so in terms of the numbers of people involved this is limited in comparison to other organisations. Our involvement with how we encourage is through meetings on a monthly basis, where we highlight our corporate responsibility activities. We also ask for potential employers that our Recruitment Consultants are currently dealing with that they could recommend as potential organisations to be involved in the schemes. We also ask all Recruitment Consultants to highlight our community activities to clients as they go out to meet them as a way of differentiating ourselves from our competitors.

To enable us to get an indication of the numbers interested in being involved in Community activities, we allow those involved with Community activities to volunteer in paid company time, we allow access to Community schemes to all staff so long as they possess the skills required(i.e "Equipped for Work" requires staff with previous knowledge of interviewing techniques within construction). For those that don't possess this skill we would try and incorporate their interest into administrative functions(i.e co-ordinating mailshots to potential clients about community activities). We have an open appraisal system whereby the agenda is a combination of the needs of both parties - if community work isn't mentioned by the appraisee it can often be included in the appraisal structure by the appraisor.

B: Next, please tell us how you engage your employees so that they are enthused about your community projects and want to get involved in them. You might talk here about how you consult with your employees when designing projects, about appointing community champions, about your ways of celebrating the success of your employees, or about your approach to the communication of projects.

Our employees become aware of community activities through formal meetings that we organise and we ask for their input and involvement in relation to those clients that they deal with that would be most appropriate for the schemes that we are involved with. The main person in our organisation who has also been involved in community activity is Emma Watts who is the Manager of the business and the other staff who are or have been involved in community activities has been Stewart McKerchar, Recruitment Consultant. We also advise all staff through our internal e-mail system of projects we are working on and encourage participation from all parts of the business. Once a member of staff expresses interest in being involved in Community activities we try and engage them in schemes appropriate to their skills(whether admin or Sales Consultants).

In addition 6 monthly Career Appraisals allow those not currently involved to express an interest in and become involved in Community activities.

The numbers involved are quite low because we act as a Recruitment Consultancy and our job is to identify potential employers for the individuals looking for work. As such the key involvement for us is highlighting the most appropriate employer based on each individual's circumstances then follow the process through with both employer and candidate.

What are your commitments for the next three years?

We want to ensure that companies who hold the CommunityMark continue to lead in being a good investor in the community. Please tell us what you commit to do over the next three years in order to sustain and improve your positive community impact. We would like you to tell us how you will measure your progress towards this commitment. A condition of attainment of the CommunityMark is that you will publicly report progress against these commitments. You may mention up to 10 commitments, but must mention at least two.

If you re-apply for the CommunityMark after 3 years of holding it, one of the criteria for your re-assessment will be delivery against these commitments.

Commitments to sustain and improve your community impact in next 3 years?	How you will measure your commitments?
<p>1. As previously mention our involvement with the Raploch URC has come to an end with the completion of Breaking the Mould pilot. We will continue to work with the Bridges Programme on various schemes that they are involved with. There will be a second intake refugees in late spring/early summer for the Preparing for the Workplace initiative(Equipped for the Future) which we hope to be involved with, again from CV preparation and mock interview point of view. We are committed to working with The Bridges Programme on an on-going basis in relation to specific cv's that they receive with previous construction experience to give them Industry advice. We are also investigating a job swop situation starting with one of our staff spending a day at The Bridges Programme offices after they move office at the end of April.</p>	<p>The measures we will use are the volume of candidates we are able to direct into suitable/appropriate positions within the Scottish Construction Industry. We are committed to trying to increase this to 20 in the next 3 years through our involvement with The Bridges Programme. We would also like to see the numbers involved with Community activity increase from the present levels to 5 staff actively involved in different aspects of community activity which we envisage being divided between our 2 Community Partners going forward(The Bridges Programme & The Trossachs National Park). We would also hope that the new partnership with the Trossachs National Park will lead to more activity in such remote areas to give Companies access to Training & Development to enable them to take their businesses forward.</p>
<p>2. As also as previously mentioned we are also committed to an involvement with a new initiative which is a four year undertaking with a new community partner, the Trossachs National Park, which will lead to an increased involvement from the summer of 2008 onwards. We are committed to a £7,000 investment over the 4 years of hte project life and hope to use our position within the Scottish Construction Industry to gain further committment to investment from other Private Sector</p>	

organisations.

We would also like to have a more formal relationship with The Bridges Programme as a main point of contact for their construction clients and also to pursue other issues such as seconding our staff to work with them on an ad hoc basis to gain a greater understanding of their activities and give some of their staff access to a private sector organisation.