

PEOPLE

EDUCATION, SKILLS & EMPLOYMENT

OUR OBJECTIVES

We have a responsibility to ensure that local people benefit directly from the pathways into training, apprenticeships and employment programmes that exist across our activities and within our supply chain.

We are committed to investing in education and training at all levels to ensure that as many people as possible can access the opportunities that are available to them.

EDUCATION

Objective: To inspire local people to pursue careers in our sector by supporting educational partners and engaging with students to enhance their understanding of the required skillsets and the types of opportunities available to them.

SKILLS & EMPLOYMENT

Objective: To share our knowledge and skills with local communities, equipping people with relevant training to support their future



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EDUCATION

Our objective is to inspire local people to pursue careers in our sector by supporting educational partners and engaging with students to enhance their understanding of the required skillsets and the types of opportunities available to them.

Our Education Programme is designed to highlight pathways and promote careers in construction and property, at the same time developing soft skills that aren't necessarily part of the national curriculum and raising awareness of mental health and wellbeing.

ENGAGEMENT WITH SCHOOLS

Our School Engagement Programme is led by our Skills Team and is multi-faceted, combining engagement activities with local schools and our business, our supply chain and our community centre, The Yellow.

In 2016, we identified a number of local schools, based on proximity, with which we could build lasting and strong relationships with. Quintain's school engagement programme was affected by the aftermath of Covid-19 however our engagement figures were significantly higher than 2020 reaching 5,945 students in 2021 compared to 1,864 the year before.

During 2021 we continued our partnership with The Skills Builder to fund several schools in Brent to access upskilling programmes and employer volunteering schemes. During 2021 many of the sessions took place virtually however, we reached a great many students. McLaren and Sisk reaching 65 students for National Apprenticeship. This was a project management course for young people in Brent which included a masterclass from the Quintain and McLaren teams facilitated through our employee volunteering schemes culminating in a dragon's den style event at one of our Quintain Living social spaces.

A partnership with London National City Park trust was set up to support Brent based charity Daniel's Den and Place 2 Be schools for Children's mental health week taking place in 2022.

“As a response to Covid-19 we worked hard to connect local communities and charities to share skills and all that they have learned. One particular project with Brent Mind and Sufra looked to support and empower adults living with mental health issues. The aim was to help them design their own community garden spaces. Seven people took part with support volunteers.”

LAURA ASHBY
SKILLS MANAGER

“I spent an enjoyable three sessions with the students at our local Ark school, discussing the depth and range of opportunities in the workplace and talking about relevant skills that will help when seeking employment that they can work on now.”

CATH WEBSTER
EXECUTIVE DIRECTOR



**Skills Builder (2021)
Participating
students and
teachers
3,895**

**School
Engagement (2021)
Participating
students
5,945**



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LIFELONG LEARNING

Through collaboration with key local actors, lifelong learning is supported through a range of initiatives in the local community.

Through early research carried out with Brent Community Voluntary Service and the Young Brent Foundation, we identified skills gaps that were needed within the voluntary sector locally.

As similar skills gaps were identified across different organisations, we developed a programme to deliver relevant training courses to groups of people from across the sector using our in-house expertise. This included, for example, a session on media training delivered by Deepika Sharma, Content Manager for Quintain Living.



SOCIAL VALUE CONTRIBUTIONS

	TOTAL (£)
HOW WE CONTRIBUTE	259,592
■ Cash	88,592
■ Staff time	185hrs 3,778.24
■ In-kind donations	200
■ Management costs	167,368
WHAT WE SUPPORT	259,938
■ Education, Skills & Employment	104,427
■ Health & Wellbeing	23,945
■ Economic Development	326
■ Arts & Culture	24,522
■ Emergency Relief	-
■ Social Welfare	2,350
■ Environment	130
■ Other Support	104,238
WHY WE CONTRIBUTE	259,938
■ Charitable donations	750
■ Community investment	259,188
SOURCES OF ADDITIONAL FUNDING (LEVERAGE)	61,852
■ Contributions from Quintain employees	7,593
■ Contributions from Quintain supply chain	54,258
BENEFICIARIES	61,852
■ Number of individuals benefitting	8,060
■ Number of organisations benefitting	74



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SKILLS & EMPLOYMENT

Our objective is to share our knowledge and skills with local communities, equipping people with relevant training to support their future ambitions and providing access to apprenticeships and employment opportunities across our developments.

Increasing the level, range and depth of local skills and creating a tangible legacy from our investment in an area, our skills programmes are targeted at every level, from residents, to trades, businesses, schools and tertiary education.

We aim to equip local economies with well-trained workforces, which in turn will support local businesses, as well as encouraging start-ups and more well-established enterprises to relocate.

OUR SKILLS TEAM

Our Skills Team, managed by Laura Ashby, is responsible for the development and delivery of our Education & Skills Programmes at Wembley Park.

Laura is a local resident with over 15 years' experience of working within communities and has been part of the Wembley Park team since 2015, first establishing the Retail Skills Academy for Realm at London Designer Outlet, and in 2017, joining Quintain to set up and lead the Skills Team.

The team is responsible for the development, coordination and delivery of education, skills and employment activities across the London Borough of Brent, linked to our activities at Wembley Park. This includes the identification of opportunities for the business to engage with education providers and other third sector organisations to enhance community provision in the area, much of which is delivered via our Contractor Community Framework, Corporate Volunteering Programme and the Wembley Park Community Fund.

Our corporate volunteering enables us to speak to people in an organic and informal way about opportunities, as well as providing us with a better understanding of the other ways we might be able to support local initiatives.

The team apply their skills to monitor the performance and social value of our activities, allowing us to identify opportunities to continually improve and ensure the best possible outcomes for those who take part. In 2014, we began working with community food charity Sufra, setting up an IT suite for them in our old office building, York House. Sufra's services have extended beyond food bank provision, and we have supported them along the way through the provision of space, volunteers and access to opportunities.

In recent years, this has included funding via the Wembley Park Community Fund to extend their Food Academy aimed at providing healthy eating and cooking skills to children to an employability programme providing catering qualifications.

As a result of the programme, several graduates have found employment in the catering industry, including a team who set up and ran their pancake business Oh Crepe! from Wembley Park Food Market.

CONTRACTOR COMMUNITY FRAMEWORK

In 2016, we set up our Contractor Community Framework to leverage the support and coordinate engagement with our framework contractors at Wembley Park for the benefit of residents in the London Borough of Brent.

To demonstrate our long-term commitment to the local area, we have developed a strategic and targeted approach with our contractors for supporting local community needs. This includes the identification and coordination of volunteering, as well as more targeted programmes that allow us to share our knowledge and skills with the local community, whilst raising awareness and providing access to career opportunities within the sector.

Representatives from our principal contractors, employment services from the London Borough of Brent, the College of Northwest London, and employment agencies we are working with meet on a quarterly basis to plan activities and events to deliver against our objectives.

COMMUNITY CONSTRUCTION SKILLS

Construction skills programmes often only focus on delivering training and skills to those of school age or in higher education. Whilst this is clearly a key area of focus for the Contractor Community Framework, we also think it is important that our local communities' benefit from the knowledge and skills that we and our supply chain can share. Over the past few years, our contractors have shared their skills with local people - ranging from basic plumbing, to decorating advice, tiling, carpentry and dry-lining.

These sessions not only provide local people with useful skills, they're also a valuable way for our site teams to connect with and build relationships in the community.



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LOCAL EMPLOYMENT

In 2021, 38% of our construction workforce was resident in the London Borough of Brent.

Our construction contractors complete and submit Employment and Training Plans to identify local employment opportunities before they start on our projects. We then work collaboratively with them and their supply chain to forecast vacancies across all construction and trade phases. During construction, we have implemented governance structures to ensure that all relevant parties are up to date and aware of any changes to the construction programme and so upcoming employment opportunities are updated and advertised.

In collaboration with the London Borough of Brent and our contractors, we set a target for at least 20% of our workforce to be resident within Brent. Our partnership approach has proven to be a successful way of delivering against this target. Contractors are held accountable for delivery but within a supportive framework throughout our supply chain. We have exceeded our target and in 2021, 38% of the construction workforce was resident within Brent.

Due to the nature of construction, and the need for different trades on site at different times, not all of those employed will become full time employees on completion of their contract, however we know that 16% of local people employed on our projects have gone on to be full time employees with the contractor that originally employed them and a further 17% of employees have gone on to find related employment elsewhere, achieved at Levels, been at Levels 2, 3 and 4:

equivalent to GCSE, A Level and Foundation degree level. The majority of apprentice roles were created specifically as a result of construction at Wembley Park and of the 158 apprentices employed since 2017, we have data for 143 which shows that 128 were new apprentices, 12 transitioned from other employers, and three were existing apprentices, who although would have been sent elsewhere if Wembley Park did not exist, still gained valuable experience by working on the project.

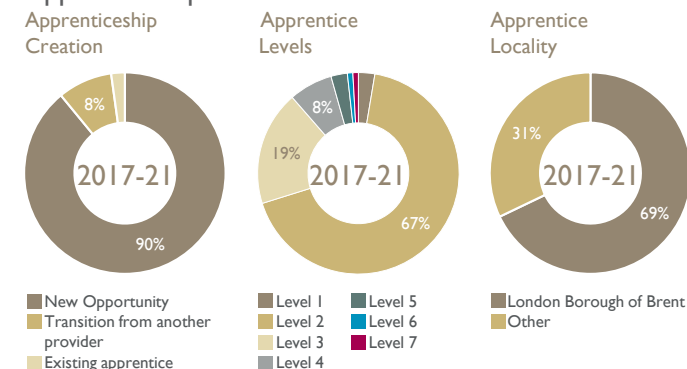
CASE STUDY

NATIONAL APPRENTICESHIP WEEK: APPRENTICE'S BREAKFAST

In February 2020, we celebrated National Apprenticeship Week by hosting a networking event at our community centre, The Yellow, for apprentices of Wembley Park to celebrate their success and contribution to the transformation of the area.

Matt Joyce, our Executive Director of Construction, shared our long-term vision for Wembley Park in order to provide our apprentices with some context for the roles they are playing in realising our masterplan vision, whilst senior members of our team were on hand to provide advice and encouragement on how to make the most of the opportunities available to them in the sector.

Apprenticeship Statistics



Using social value proxies from the National TOMs Framework, we have calculated the social value of apprenticeships at Wembley Park to be in the region of £1.179m between 2017 and 2021; this is the combined current economic benefit to the individual and the annualised future lifetime value to society of achieving the qualification.

(Calculated figure = £1,179,386)



2017 – 2021
Total apprentice weeks on site
at Wembley Park
5,907



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Total Apprentices
2017 - 21

158

Social Value of
Apprenticeships
2017 - 21

£1.179m

