

CLARION HOUSING GROUP



PROJECT IMPACT REPORT.

YEAR 4 - 2022 - 2023



**CLARION
FUTURES**



**CLARION
HOUSING**



INTRODUCTION.

As a company that holds supporting the communities in which we work to the highest regard, I hope you can see from this report how much we have enjoyed delivering many community activities across our Clarion contract that contribute to our social value commitments. We hope that the impact we have made for residents and customers through investments in education, improved employability and digital technology have made a big difference for all in the community.



James Gregg
Regional Managing Director

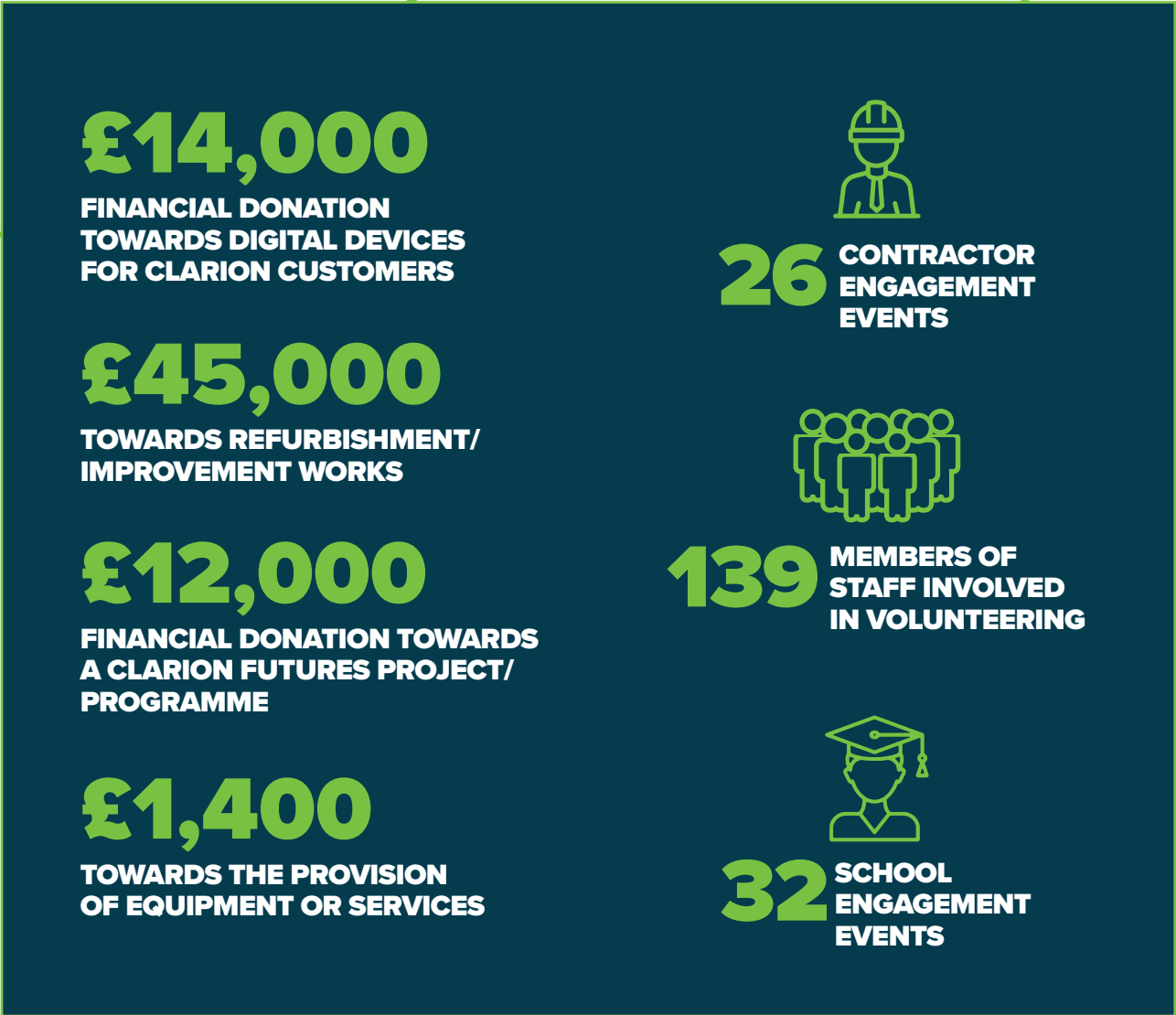
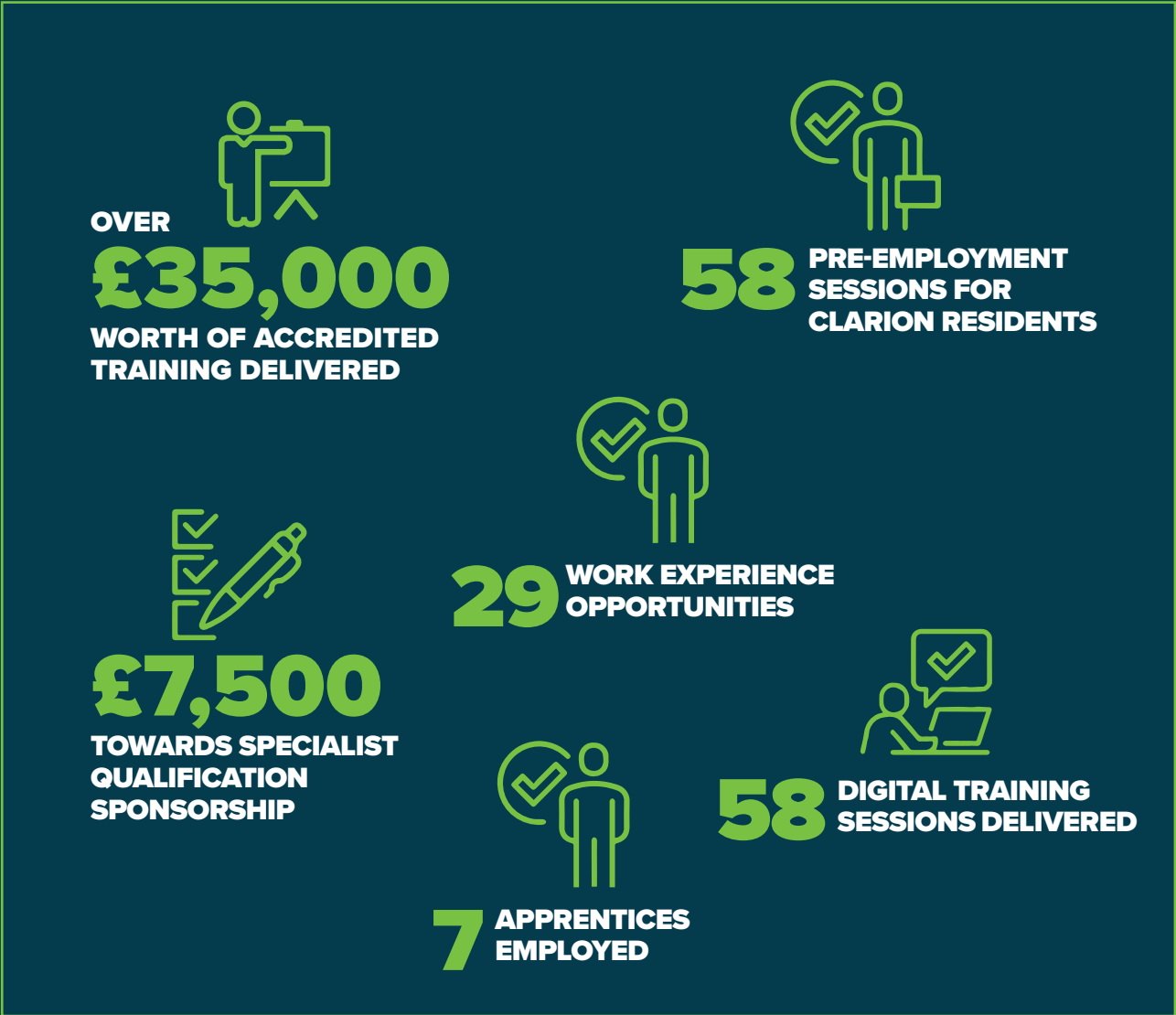
At Wates we like nothing more than to see our work benefiting the local communities in which we serve as this aligns with our key purpose as a business. Social value is integral to all that we do, and it is fantastic to see the difference our contributions have made for Clarion residents and the wider local communities.



Fred Owusu-Bennoah
Divisional Manager



ACHIEVEMENTS.



INVESTING IN SKILLS AND EMPLOYMENT.

We aim to be the sector of choice for the next generation by raising young people's aspirations and breaking down any barriers. We have invested in programmes to help educate and provide opportunities for local people, leaving a legacy in the community and supporting the local economy.

£669,570

OUR TOTAL INVESTMENT INTO SKILLS AND EMPLOYMENT

ENGAGEMENT WITH LOCAL SCHOOLS

We have engaged with local schools to reach out to Clarion residents, increase engagement with the community and highlight opportunities open to all within our business.



OUTREACH AND PROGRESSION PROGRAMMES

Our outreach programmes equip all groups, especially those from socio-economic backgrounds in the areas in which we work, to explore opportunities in training, pre-employment sessions, work experience, apprenticeships and upskilling with the aim of securing employment and ambitious future careers in the construction industry. We aim to build confidence, raise aspirations, and improve life opportunities and outcomes.



The Clarion residents who participated in our progression programmes have gained lifelong skills to assist them in the future. As part of our pre-employment training programme, they are involved in opportunities that help broaden their skill set and increase their confidence while gaining insight into roles within the construction industry.

Activities include:

- **Shadowing project teams**
- **Guidance on preparing a cover letter, CV, LinkedIn profile, job and apprenticeship opportunities**

“In the current environment it is especially important that we support with training and education. Our funding of accredited training opportunities and outreach through school and college engagement in North London ensures we are reaching out to those that need it most. It is wonderful to see when something we have done or said resonates with the audience, so that they leave with the confidence they can truly achieve their future aspirations and goals.”

Anita Ribeiro
Social Value Manager



INVESTING IN THE EMPLOYABILITY OF YOUNG PEOPLE.

We have attended
32 SCHOOL EVENTS
across North London

£416,638
TOMs SOCIAL VALUE DELIVERED
THROUGH IMPROVED
EMPLOYABILITY OF YOUNG
PEOPLE ON THIS PROJECT.

We have invested
106 HOURS
into improved employability
of young people

2030 HOURS
have been invested in work
experience for young people

5666 STUDENTS
have been supported by our
educational activities and
programmes on this project in
the past year

WORK EXPERIENCE

We were delighted to have had 29 young people join us on work experience throughout this year. Our pre-employment sessions focused on preparing them to join us for apprenticeship and job opportunities in the future. It is key to our values that we give back to the young people within the communities in which we work.



Pictured here: Jawad, a group apprentice on the Clarion Housing contract.

NATIONAL APPRENTICESHIP WEEK

To mark National Apprenticeship Week, we hosted a bespoke event for Clarion residents. We offered both in person and virtual 'Introduction to Apprenticeships' sessions throughout the day. The sessions were attended by students, parents/guardians, careers advisors, teachers and more.



"We were delighted to see the enthusiasm of the attendees on the day. They were really inquisitive and had lots of questions for us. Having the benefit of hearing from some of our current apprentices really helped bring the journey of an apprentice at Wates to life".

Anita Ribeiro
Social Value Manager

We are delighted to report that K'Sena Coppin, a female student who joined us on work experience in the summer, will now be joining us as an Apprentice Engineer. K'Sena said:

"Being given the opportunity to shadow the team whilst on my work experience really helped me gain an understanding of the different roles available and what they entailed. The work experience motivated me to do more research into the business where within my desire to work for Wates grew. The team that I worked amongst had such a passion for their job and their inclusiveness made me realise it was somewhere I wanted to be in the future."



We have also collaborated with Westminster College to provide an insightful work experience programme for their students

"Westminster College have been working with Wates to deliver a superb work experience programme. This has provided learners with new challenges and the opportunity to develop workplace skills, both of which are key to ensuring our young people remain competitive in London's job market. The students have really enjoyed their time with the team and are very grateful for the amazing opportunity".

Claire Green
Work Experience and Industry Placement
Officer, Westminster Kingsway College

INVESTING IN THE LOCAL ECONOMY.

We are committed to the responsible sourcing of our supply chain and materials. We ensure that we are using a local workforce where possible to stimulate the local economy. Trading with the social enterprise sector is a key priority for us, we aim to trade **£25m** with the sector by 2025 and to work with at least one social enterprise on every contract.

£12,291.197

HAS BEEN SPENT WITH SME BUSINESSES
ON THIS PROJECT

£11,3329,589

ECONOMIC BENEFIT HAS BEEN GENERATED
FOR THE LOCAL COMMUNITY AS A RESULT
OF THIS SPEND

**We are committed to
employing a local workforce
wherever possible from North
London and the surrounding
area on this contract, both in
our office and on site. We also
encourage our local supply
chain to employ local people.**

INVESTING IN PARTNERSHIPS.

We supported Clarion with a **£3,500** donation as part of our partnership project towards Safe at Home, a new free initiative that supports survivors of domestic abuse. This funding transforms local communities by ensuring a free security camera, lighting, and installation, to help reduce the risk of post separation abuse and harassment.

“

We are very pleased to be partnering on the 'Safe at Home' initiative. It is vital that survivors of domestic abuse are fully supported at their most vulnerable times and that they feel safe in their homes. We are doing our utmost to provide additional protection for those suffering which is exactly what this scheme prioritizes. ”

Fred Owusu-Bennoah
Divisional Manager



In January 2023, in partnership with Clarion, 11 employees successfully completed the London Winter Walk. The team jointly raised an incredible £7,041 for St Mungo's, a charity which supports people affected by homelessness.

Taking part in the London Winter Walk was so worthwhile and lots of fun. St Mungo's is a cause we all wholeheartedly support, and we are very proud to have raised together such a huge sum which will go towards ending homelessness and rebuilding lives.

Fred Owusu-Bennoah
Divisional Manager



INVESTING IN LOCAL COMMUNITIES.

During the term of this contract, we have worked with a range of organisations and partners to create lasting social value.

390 PEOPLE
from the local community have engaged in activities

£25,083
invested into local charities/
community causes (including
time and donations)

DIGITAL TRAINING AND PARTNERSHIP WITH BARCLAYS DIGITAL EAGLES

Throughout this financial year, we held a number of Money Management and Online Banking Safety digital sessions in partnership with Barclays Digital Eagles. These sessions included information on everyday finance tips such as budgeting skills, credit scores and how to remain safe whilst banking online. The audience found these sessions really useful, and all learnt something new, including tricks and traps to look out for.

We have also run several successful digital training sessions for elderly residents, in which staff volunteered their time to upskill the attendees on all things digital. An example of this would be the sessions run at Binbrook House retirement village, which were always well attended and extremely popular. Our volunteers enjoy giving back to the community just as much as the residents enjoy spending time with the team.

197 HOURS
invested into volunteering in
and supporting the community



SEASONAL DONATIONS

We delivered a variety of hampers and gift tokens at Christmas time and during other seasonal events. Clarion residents were delighted to receive these and certainly appreciated the donations gifted during tough economic times. The Mayor of the Royal Borough of Kensington and Chelsea and his wife attended a Christmas Lunch Party for residents of Binbrook House retirement village. The residents lunched together whilst a band played music. There was lots of dancing and fabulous raffle prizes such as luxury hampers.



INVESTING IN LOCAL COMMUNITIES.

COMMUNITY ASSET REFURBISHMENTS

We are proud to have collaborated with our supply chain partners to successfully complete numerous refurbishments to community assets in the North London area. These improved assets have provided residents with rejuvenated spaces that they can utilise and enjoy.



Eastside Youth Centre



Whitehorse Lane

Tredegar Community Centre

COMMUNITY AND CONSERVATION WEEK

During our annual Community and Conservation Week, we supported the local communities with some litter picking and planting. We worked alongside the younger Clarion residents to plant some beautiful sunflowers to ensure the outdoor space was left looking revitalised and welcoming for our residents to enjoy.



OVERALL SOCIAL VALUE HIGHLIGHTS

STATISTICS OF 100% PLUS ACHIEVED AGAINST COMMITMENTS FOR FY22/FY23:

106% ACCREDITED TRAINING	104% DIGITAL TRAINING SESSIONS	113% CONTRACTOR ENGAGEMENT EVENTS
100% SPECIALIST QUALIFICATION SPONSORSHIP	104% DIGITAL TRAINING SESSIONS	100% PROVISION OF EQUIPMENT OR SERVICES
104% PRE-EMPLOYMENT SESSIONS	100% PROVISION OF DIGITAL DEVICES	114% SCHOOL ENGAGEMENT
104% WORK EXPERIENCE	100% FINANCIAL DONATION COMMITMENT	248% STAFF VOLUNTEERING

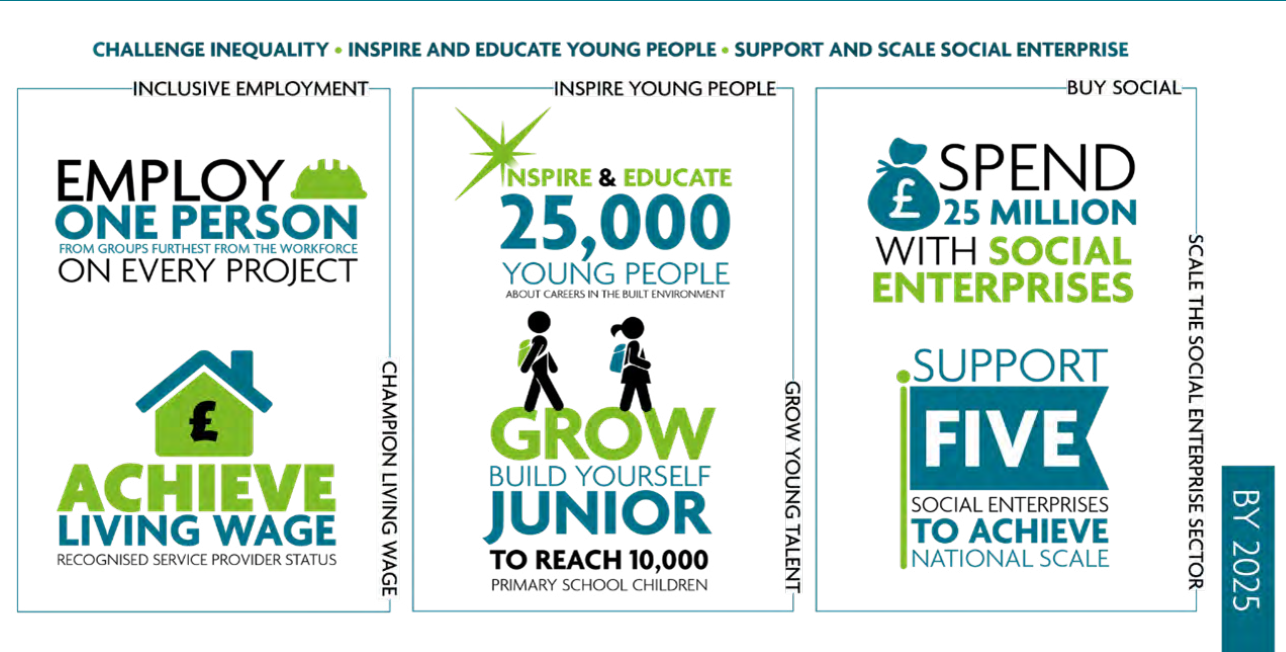
“We are proud of the social value activities we have delivered in the past few years and the difference we have made in the community in partnership with Clarion Housing. We will continue to focus on improving community assets and expanding on our employment and training opportunities. We look forward to continuing our work together with Clarion Housing to continue our legacy into this years’ contract”.

Anita Ribeiro
Social Value Manager



2025 FOCUS ON

Our investment in local communities focuses on key strategic themes, underpinning our purpose to create the places, communities, and businesses of tomorrow. Here are our business objectives to achieve by the year 2025.



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**FOR MORE INFORMATION ON WATES SOCIAL VALUE,
PLEASE CONTACT THE SOCIAL VALUE TEAM:**

ANITA RIBEIRO SOCIAL VALUE MANAGER

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Have you seen our Wates Community Learning Portal?
Over 50 Free Accredited Level 1 and 2 Accredited Training

www.wates.co.uk

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