

# Social Value at Acklam Road

**A complete Social Value project  
report**



# A word from the Project Director



We are delighted to present our final Social Value report for the **Acklam Road** construction project.

**The Acklam Road team has worked extremely hard in delivering social, economic, and environmental initiatives in the Royal Borough of Kensington and Chelsea as a part of our Acklam Road Social Value commitments.**



We worked in collaboration with numerous key partners including **Al-Maneer, The Children's Book Project, Metropolitan Police, Morley College, Construction Youth Trust**, and several schools, including PRUs, to name a few.

We are extremely proud of the impact we have made in the borough by creating local jobs, apprenticeships, supporting 45-day industrial T-level placements and work experience opportunities.

**We hope you enjoy reading our Social Value Journey on the Acklam Road project.**



# NATIONAL SITE AWARDS



Social Value in numbers

The data speaks for itself

## Full Social Value stats for Acklam Road

**124** staff hours  
given to education  
engagement events

**Five** people took  
part in a  
week long  
employability  
programme

**3** **Three**  
year-out  
placements

**£6.0k**  
on community-led projects

**ONE** employees  
upskilled  
with NVQs  
T-Level student

**Seven** jobs created for  
Kensington & Chelsea  
residents

**483** students  
engaged

**67** hours  
volunteering

**£9.0k**  
Social Enterprise spend

Work experience for  
**five** people

**NINETEEN**  
local education events

**8** Apprentices

# Highlights across the project

Just some of the activities which have taken place during the life of the scheme...



*“Morgan Sindall worked within RBKC delivering the Acklam Road project. The working relationship with them was extremely positive.*

*Representatives from the business (Monica Paul) have been great at getting the most out of our borough and some of the skills our residents possess/have the potential of gaining.*

*Apprentice and local work outcomes were achieved and Morgan Sindall attended a multitude of events interacting with our residents. MS have done a great job and I hope to work with them again in the future.”*

**Michael Adeniran - Construction & Partnership Advisor  
Royal Borough of Kensington and Chelsea**

## Economic initiatives – Employment, Training & Skills

We have **eight apprentices** working on the Acklam Road project; three of the eight being from the local area of Kensington and Chelsea.

We have created **seven jobs**, supported **19** educational events, invested **124** staff hours and engaged with **483** students.

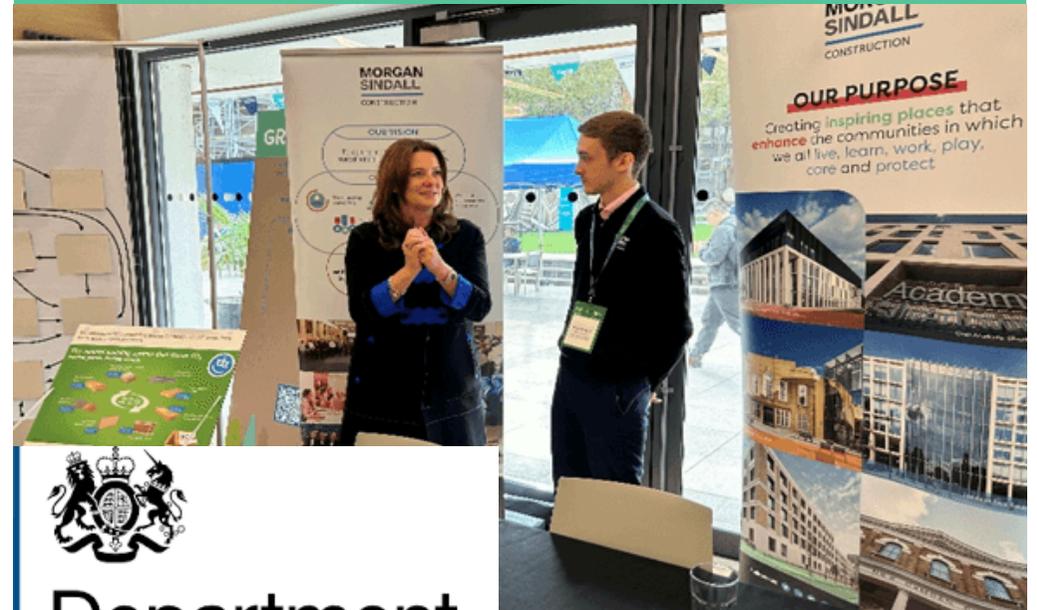
**Three operatives** completed an NVQ Level 2.

We have employed **six people** from the borough to work on the project.

To date, we have provided **five people** with work experience: four placements from the Royal Borough of Kensington and Chelsea.

We had a **third** Year Out student join the Acklam Road project team in September 2023 whilst the previous **two** placements returned to university to complete their studies.

## Apprenticeships



Department  
for Education

Our Acklam Road Apprentice Quantity Surveyor attended the **International Green Skills Conference: Skills for a Changing**

**World** held at the Imperial College London. Cian Forsyth spoke to the Secretary of State for Education – Gillian Keegan about his route into an apprenticeship with Morgan Sindall and his journey to date.



We arranged for an apprentice bricklayer working on the Acklam Road project and living in Kensington and Chelsea to be interviewed by the Local Authority about his apprenticeship with **Lee Marley Brickwork** and working on the Morgan Sindall construction project in the borough.

By working in partnership with a Social Enterprise business called – Community Development 4 All and our incredible Supply Chain Partners the Acklam Road project created eight apprenticeships



# Sector Based Training – Employability Programme

We partnered up with **Build Skill Plus** to deliver a **Sector-Based Training – Employability course** to Kensington and Chelsea residents. Five dedicated residents completed their week-long course and obtained a CSCS card. The course was supported by us and our supply chain partners – **Stanmore and Leay**, and was delivered from Westbourne Studios.

We also attended the Employment & Training Fair hosted by the Royal Borough of Kensington and Chelsea. We engaged with 15 people and promoted a second round of the Sector-Based Training Academy.



# Education

We had 16 students from the University of West London visit the Acklam Road project in two groups, to learn about the development. Our Project Manager, alongside Social Value Manager, Monica Paul, delivered a presentation that included routes into construction and opportunities with Morgan Sindall.



The Acklam Road team also visited the **University of West London** to speak to Bachelor of Engineering (BEng) students and Apprentices in Civil Engineering studying a Construction Management Module. Our project manager shared his knowledge and experience of construction management practices used on the Acklam Road project, with 12 students.



We collaborated with **Construction Youth Trust (CYT)** to support their Building Future Skills programme. 13 students from **Chelsea Academy, Kensington Aldridge Academy, and St Charles Catholic College** took part in the three-day programme delivered by CYT to help students learn more about construction and the built environment.



We attended the **City of Westminster College** to talk to students about the Morgan Sindall business, and Acklam Road development and shared the education and career journey of our Engineer Tewodros Genda. Students asked Tewodros lots of questions about the options he selected, what his job entails, challenges, and what he enjoys most about being an engineer.



**Building Future Skills** is aimed at those in Years 12 and 13 and offered to a diverse demographic of young people to introduce them to professional career opportunities in construction.

Monica Paul, Social Value Manager went along to the third day to support the delivery of mock interviews to students on the programme, asking a range of pre-prepared questions about a fictional construction vacancy.



## Encouraging women to join the industry

We partnered with Bouygues to deliver a **“Not Just for Boys”** construction talk to students at **St. Charles Catholic Sixth Form College**. The session was organised by Construction Youth Trust and Monica Paul, Social Value Manager delivered a talk to five students about her career in construction, diversity within the construction industry, and opportunities for women in construction.

An Apprentice Quantity Surveyor supported CYT (Construction Youth Trust) event held at **Kensington Aldridge Academy**. 20 students took part in a **World of Work programme** and Cian Forsyth supported the **Apprentice Masterclass** activity, where he talked about his apprenticeship, pros, cons and application process.



Kensington  
Aldridge Academy

The Morgan Sindall Construction Acklam Road team hosted a site tour for **Morley College, Chelsea** campus students. Seven students visited our staff at **Westbourne Studios** to learn about the Acklam Road development and to be given a guided site tour.

They also delivered an **online Careers Talk** after 44 students, studying various courses, expressed an interest in learning more about construction. After the presentation, students asked questions about careers including apprenticeships with Morgan Sindall.



Our Year Out Site Management student engaged with year 11 students talking about the various roles in construction, subjects to consider, about Morgan Sindall Construction and the Acklam Road project.



Our Apprentice Quantity Surveyor and Year Out Site Management Student attended a **Maths Measuring in 3D** activity at **Kensington Aldridge Academy** on 21st October. The Acklam Road site team engaged with year 7 students.



Kensington  
Aldridge Academy



We supported a **Speed Networking Session** organised by Construction Youth Trust at **The Fulham Boys School** and engaged with over 50 students from year 9. We spoke about the Morgan Sindall business and answered questions the students had prepared in advance. Students came in groups of three and had 5 minutes with each employer.



We delivered careers in construction to NEETs on a Spear programme in North Kensington.

Acklam Road team supported an event organised by **Construction Youth Trust** at **Fulham Cross Academy Sixth Form**. Cian Forsyth, Apprentice Quantity Surveyor and Jonathan Asiegbunam, Year Out Site Manager engaged with 18 students from year 12 about a university versus apprenticeship session. Cian and Jonathan shared their respective journeys into construction, including what they do on a day-to-day basis, pros and cons of university versus apprenticeship and the various types of jobs in construction. The students were spilt into five groups and Cian and Jonathan spent five minutes talking to each group and answering questions. The session concluded with some key facts about the university and apprenticeship route, including financial, lifestyle and workload differences they need to consider.



Cian Forsyth, Apprentice Quantity Surveyor delivered a talk to eight students at **Ormiston Latimer Academy**, an alternative provision that provides education to vulnerable and challenging young people, located in the Royal Borough of Kensington and Chelsea. The event was organised by CYT (Construction Youth Trust) and Cian spoke to students about routes into apprenticeships, the process with Morgan Sindall, working hours and how he manages work and coursework being an Apprentice. Students had lots of questions for Cian and are considering joining the construction industry because of the visit.

## Community Matters

We provided storage space to **The Children's Book Project**, a local charity that supports lots of disadvantaged children in the Borough of Kensington and Chelsea. This charity is fully run by volunteers and was struggling to find storage space for their books. We offered our office space free of charge until February 2024.

We were approached by AI



**Manaar Muslim Culture & Heritage Centre** asking for support to repair a leak in their nursery ceiling. We approached our drylining partner – **Stanmore and Painting and Decorating subcontractor – Bridgegap** who agreed to carry out the improvement works over the month of August while the nursery was closed for the summer.



We supported **The Big Cook-Off** event which took place in North Kensington in 2022.

First launching in 2018 in North Kensington by a local PC, the idea was to get local residents and service providers cooking together for the community and to compete against each other whilst raising funds for local people wishing to pursue a career or interest in catering. More than 500 people were in attendance and events are judged by 3-star and 5-star Michelin Chefs.

We partnered with our brickwork subcontractor, **Lee Marley**, to support a community clean-up at Swinbrook estate. Both Morgan Sindall and Lee Marley staff spent the entire day cleaning and removing rubbish as a way of giving back to the local community.



## Environmental Initiatives

We joined forces with our Supply Chain partners to clean up a garden area at Al Manaar Cultural Heritage Centre. Three staff members spent 30 hours cleaning and planting. We also installed bird nesting boxes.

The team, along with one of our supply chain partners - Stanmore - purchased two pergolas in June. The pergolas were installed in Al-Manaar's Community Garden and are being used to grow cooking herbs using hanging baskets.



Community Wood Recycling produced a case study for us on the Acklam Road project. Here were the outcomes:

## SOCIAL AND ENVIRONMENTAL IMPACT REPORT

### Plots 5 and 6 Acklam Road, W10 5YG



**3.0 tonnes rescued**  
from the waste  
stream



**0.0**  
paid jobs  
created



**0.1**  
people  
trained



**1.0**  
tonnes saved

With Community Wood Recycling, **EVERYTHING** we collect is reused or recycled - nothing is returned to the waste stream.

Reusing wood is **10x** more efficient than harvesting, milling, and transporting virgin wood.

Even our collection methodology saves carbon! Our 3.5 tonne collection trucks use less than half the fuel of a skip lorry, greatly reducing CO<sub>2</sub> emissions, pollution, and the impact on the road.

With every tonne of wood we collect from your site, we are creating work and training opportunities for disadvantaged people - **CHANGING LIVES** for the better.



**0.4 tonnes**  
reuse

**13%** was pushed up the waste hierarchy into **REUSE**; used by the community for DIY/ building projects, or made into a whole range of beautiful products from bird boxes to dining tables.



**0.0 tonnes**  
firewood

**0%** was processed into **FIREWOOD** and **KINDLING** for local homes and businesses, helping to displace fossil fuels, reduce carbon emissions, and create paid work.



**2.6 tonnes**  
recycled

**87%** was sent for **RECYCLING** into woodchip, used in the manufacture of particleboard, animal bedding, or as carbon neutral fuel in power stations.

We worked with the **Met Police** to make improvements to **Golborne Youth Centre**.

We approached Howdens Kitchen to support this collaboration by donating a kitchen unit, which they kindly agreed to. Once the new Kitchen Unit was delivered our supply chain partner – Regal Construction Ltd fitted the new kitchen.



We completed a Mural Artwork for the hoarding on Acklam Road. The **Mural Artwork** was designed via a collaboration with key creative players including a local school, a local artist, and our supply chain partners.

The Mural Arts project demonstrates our commitment to building strong relationships with the community, valuing their contributions, and emphasising the importance of arts and culture in the area.



Thank you for reading

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