

CONSTRUCTING equality

Liverpool Pride SROI 2014

HARD WORK
LOTT OF REWARDS



AECOM

citb

ISG



**MORGAN
SINDALL**

sa
space architects

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Liverpool Pride SROI 2014

The Project: Liverpool Pride 2014

To offer a construction industry presence at the activity base for Liverpool Pride 2014 to build links with and show support for the LGBT Community as well as develop more awareness of LGBT within the construction industry.

This involved Constructing Equality Ltd co-ordinating an interactive construction industry themed stall within the family area at the end of the march route for stakeholders comprising national and local CITB, Morgan Sindall, ISG, Space Architects and Aecom who recognised it as an opportunity to support the local LGBT community, promote their companies and draw interest in apprenticeship, job and placement opportunities while supporting the fairness, inclusion and respect agenda.

In order to support the commitment of the stakeholders, draw the support of the construction industry for Pride and taking account of the interactive activities the stakeholders were committing to the event, the event organiser, Liverpool Pride, offered the stall space free of charge.

Therefore the primary investments of the stakeholder organisations comprised their time for organising, administrating, co-ordinating, corresponding, planning, preparing, setting-up, closing down, staffing, travelling, PR, media relations, evaluating or reporting.

Some cash investment was incurred for consumables and promotional materials (t-shirts) and Morgan Sindall arranged for the rental of the Ivor Goodsite mascot costume and resources.

Activities and fun interactions like the Giant Tetrahedron activity and Ivor Goodsite were used to: -

- draw visitors in and engage them in conversations about construction, their own plans and ambitions in construction
- to enable them to articulate their feelings and impressions of what construction means to them in order for stakeholders to support and inform them appropriately as individuals
- to gain an overall informed picture of what the LGBT and wider community think about construction
- to promote fairness, inclusion and respect and construction positively.



Stakeholders:

- Constructing Equality Ltd – Lead and contributing stakeholder
- CITB – industry contributing stakeholder
- Morgan Sindall – industry contributing stakeholder
- ISG – industry contributing stakeholder
- Space Architects – industry contributing stakeholder
- AECOM – industry contributing stakeholder

- Liverpool Pride – Event leader and client representative stakeholder
- LGBT Community – client representative stakeholder
- Public – client representative stakeholder

Objectives:

- Improve relationships between the construction industry and LGBT; raise awareness in construction of LGBT community
- Improve image of the industry and get more people interested in apprenticeships
- Increase no of people who know about and are applying for jobs at Morgan Sindall, ISG, Space Architects and AECOM

Outcomes:

Media coverage promoting the construction industry supporting the LGBT community through Pride – 6 features mentioning most stakeholders (4 mentioning CITB and Morgan Sindall). 4 in trade press and 2 in local press – 3 in print media and 3 online.

Free event space valued at £2000 for similar events.

111 people interacted with about careers in construction

50 photographs / images taken with mascot and stakeholders

16 people from the sector talking about their LGBT experiences in the industry

7 long-term networking relationships developed between members of the industry who actively support and promote fairness, inclusion and respect

4 people from the industry signposted to Stonewall

5 people advised about work placements

5 people supported for apprenticeships

1 report on the current image of the industry

6 News
Features

111
Interactions
with the
public

50
Photographs
taken by
visitors

What People Think About Construction:

The interactive Giant Tetrahedron activity also produced qualitative data within the outcomes that the construction industry should consider when developing strategies for improving recruitment and retention into the industry.

“What Construction Means to Me” produced a range of public perceptions of the construction industry that may affect the personal aspirations of individuals and where construction features in their ambitions.

The younger children’s pictures and words indicated that they saw construction as dangerous and they should stay away.

School-age and teenage young people’s images and words conveyed a range of understanding from pictures showing some understanding of what the industry produces and working in the industry. Small numbers see it as “action-packed” and “dynamic” or lucrative in offering lots of money, whereas more struggled to define it other than repeating prompted words like “Building” - inferring they know little or nothing of the sector. Others felt it was dirty, loud, hard, messy and time consuming inferring they see the negatives of the industry rather than the positives.

Adults shared their personal experiences – negative ones – and although they recognised that things might be improving they felt there was a long way to go

The overriding understanding that can be derived from these comments is that the negative impressions and lack of knowledge significantly outweigh the positive impressions and understanding people hold about construction and even where work is being undertaken that may be thought to be positive – working with very young children on safety – this may be teaching them it is a dangerous industry and putting them off ahead of their future career choices.

Additionally, the way people interacted differed with some preferring words, some pictures and some colours and others more engaged with building part of the Giant Tetrahedron.

What this might tell us is that interactions should be conducted in a range of ways - hands-on, creative and cerebral – to engage with biggest range of people and maximise the industry’s opportunities to attract a range of skills and aptitudes.

Actions required would be to look at how we interact with people as a sector – both in different methods to appeal to more types of skills-bases but also in how to make the negatives more positive for our future workforces – we need to be careful of how the strong and repeated message of danger may affect a young person’s perception of the industry when eventually choosing a career and should consider that a child as young as 7 will decide what they do *not* want to do when they grow up, even if they have yet to decide what they *do* want to do.

7

Long-term
networking
relationship

10

Visitors
advised on
joining
industry

18

Impressions
of
construction
collected

Social Value:

The project of the construction industry supporting the 2014 Liverpool Pride Event generated an indicative Social Return on Investment (SROI) value of £8 for every pound invested and has been calculated based on informed assumptions of the investment in tandem with clear assumptions and evidence based values of the interactions and outcomes that the event produced.

The calculations have taken account of the percentages of the activities and outcomes that would or would not have been realised without the project ensuring that the value identified is as indicative as possible.

NB – Each stakeholder has been supplied with the details of the assumptions made that concerned / affected them and are asked to advise Constructing Equality Ltd if they feel any assumption is inaccurate how the assumption can be amended to generate a further indicative value.



£8
return for
every **£1**
spent

