Social value research at Keepmoat’s NHBC Bricklaying Apprentice Hub at Scotswood

Case study

Keepmoat runs a Bricklaying Apprentice Hub in partnership with the NHBC on our Scotswood development in Newcastle-upon-Tyne.

The Hub aims to improve the quality of apprenticeships by enabling trainees to get hands-on more quickly when they are ready to progress to work on a building site. The Hub is open to apprentices of all trades subcontractors and homebuilders.

Measuring the wider value

Through continual engagement with the young people training at the Hub, we knew that the value that the Hub provided by it goes far beyond the training alone. We commissioned Social Value Advanced Practitioner and consultant Nicola Lynch to undertake an advanced social value assessment of the Hub known as a Social Return on Investment (SROI) analysis.

This type of analysis helps to understand the changes that stakeholders value, and the extent to which they experienced these changes as a result of an intervention – in this case, training at the Hub.

Results

The SROI is still ongoing, and the intention is to seek assurance for the written report by Social Value International. In the meantime, a preliminary report of findings can be read [here.](https://www.keepmoat.com/getmedia/09439d0e-1672-4132-b4ec-436e88331f7c/Pre-lim-SROI-120124.pdf)