



# How the Scotswood Bricklaying Hub Transforms Lives

A Social Return on Investment Summary report

Produced September 2024



The following document is a summary created by Keepmoat of a more detailed technical report produced by Nicola Lynch of Lynchpin Consulting. Nicola Lynch has not played a role in the creation of this summary report. Her technical report is available on request by contacting Keepmoat's Sustainability Director - [john.bowden@keepmoat.com](mailto:john.bowden@keepmoat.com)

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“I go home knackered but knowing I’ve done a day’s work that’s going to get me somewhere. I’m not a waste of space. I’m thinking about stuff I want to do in a few years and I know I’ll get there now.”

Bricklaying Hub Apprentice

# Highlights



**£5.55**

Social return for each £1 invested



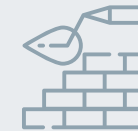
**71%**

external organisations saw “better access to appropriate opportunities for students/learners”



**89%**

apprentices “we learned better at the Hub than at school or college”



**67%**

training hub employees “improved their [own] professional skills” by teaching at the Hub



**80%**

parents/guardians “more hopeful about the young person’s future”



**No.1**

apprentice outcome “I am more hopeful about having a good future”

# Summary

Keepmoat & NHBC's Bricklaying Training Hub is situated on Keepmoat's 'The Rise' in Scotswood, Newcastle. It aims to provide a condensed and improved apprenticeship experience for young bricklayers.

In 2023, Keepmoat commissioned social research to understand how the Hub was impacting the lives of those training there aiming to understand the role of the Hub in enhancing not just skills, but also wellbeing.

It also sought to understand the impact on other stakeholders including parents and guardians, training Hub colleagues and external organisations such as schools and colleges.

The research found that apprentices going through the Hub experienced improvements to their levels of confidence and more hope for the future. This hope for the future was echoed by parents and guardians.

A 'Social Return on Investment' of £5.55 was calculated for every £1 invested in the Hub, or £4.48 - £6.22 as a range.

"I was just a messer. Always big and loud. I got fired from a couple of jobs for banter and stuff. I've learned here how to talk to people at work... we do this stuff around behaviour and I know I need to be respectful."

**Bricklaying Hub Apprentice**

# About the Bricklaying Hub

The Bricklaying Hub at Scotswood has the capacity to support up to 100 apprentices a year. It is open to all home builders and their supply chains to enrol their apprentices into the courses at the Hub so they can train in bricklaying at a faster rate.

Through gaining experience at a training centre the Hub aims to ensure that the overall apprenticeship is accelerated from 2 years to 18 months (compared to a traditional apprenticeship). It also ensures that apprentices can get hands-on more quickly when they do start on site, spending less time watching and more time 'doing' to their own satisfaction and that of their employer.





# About Keepmoat

Keepmoat, a UK homebuilder headquartered in Doncaster builds around 4,000 homes a year in England, Scotland and Wales. Specialising in partnership developments, the organisation has a Vision of 'Building Communities, Transforming Lives.'

# About the research

Research into the Hub was conducted using the Social Return on Investment (SROI) methodology. SROI is a framework for measuring or accounting for social value relative to any investment. Social value, according to Social Value International is “The importance people place on different aspects of their wellbeing and the changes they experience in these aspects of wellbeing.”

This study, therefore, is focussed on exploring the changes stakeholders have told us about, in relation to their wellbeing after working with the Hub. SROI can also generate a ‘social return on investment’ per pound and it needs to be considered that SROI is not a Cost Benefit Analysis and it is centred on an exploration of value not fiscal benefit, finance or money.

The research was conducted by Nicola Lynch, an independent social value consultant and impact management specialist. She is a Level 3 Advanced Practitioner with Social Value International and one of only 14 practitioners in the UK currently qualified to this level.



# Outcome results

## Apprentices

SROI research uses the findings from engagement research to understand the outcomes experienced by stakeholders, and how important each of those outcomes are to the beneficiaries. Outcomes here are defined as the changes that people experience as a result of an activity.

As the intended beneficiaries and key stakeholders for the Hub, research conducted for this grouping was more detailed than for other groupings, consisting of an online survey (18 responses) and 15 one-to-one interviews (47% of the population size).

The research found that the most commonly experienced outcome was a feeling from apprentices that they learned better at the Hub than at school or college. Though less frequently experienced, those apprentices who determined the Hub had made them **more hopeful about the future** deemed this the **most important** of the all the outcomes they experienced.





OUTCOME	FREQUENCY RANK <sup>1</sup>	IMPORTANCE RANK <sup>2</sup>	EVIDENCE EXAMPLE
I feel like I learn better here than at School or College	1 (89%)	2	"I always felt at School like I was the stupid one. I couldn't be good at anything. Here I get to learn stuff in a way that I get. I don't have to look at books all day or learn stuff that I don't care about. I'm not getting things wrong now or failing all the time, I learn new stuff every day and it sticks."
I am more confident in myself	2 (56%)	3	"I go home now knackered but knowing I've done a day's work that's going to get me somewhere. I'm not a waste of space. I'm thinking about stuff I want to do in a few years and I know I'll get there now. I saw my old College lecturer last week and before I'd have just avoided him – but I talked to him for 10 minutes telling him what I've been doing."
I am more confident around other people especially at work	2 (56%)	6	"I felt really nervous first and didn't talk to anyone else for ages. I was always quiet at school and just stayed out of people's way. But I get on really well with the other lads and the trainers now. I don't worry about coming in and being around people."
I know I can ask for help and I'll get it	2 (56%)	5	"Everyone here is chill and you can talk to them about anything. Even the site managers have been really nice and I don't feel bad about asking for help."
I am more hopeful about having a good future	3 (50%)	1	"I always wanted like a nice car and a nice house and stuff like that but I never thought I'd get a job like this. I thought I'd be stuck earning nothing or on benefits or whatever like my mates. I'm nailing this now and there's good money to be made ...and I can travel around as well when I'm done - I don't have to stay here."
I am proud of what I have achieved here	3 (50%)	4	"I'm dead proud of my trowel work. One day the trainer used my work as an example for everyone else and I thought 'yes.' That's never happened to me before and I went home and told my mam."
I am less anxious or worried about things	3 (50%)	7	"We've had talks in from people about mental health and stuff like that. I usually pretend a lot when I feel like s**t and I joke about so people don't know. It's been good to hear from other people that feel the same and I know that Geoff will always listen and help if he can."

<sup>(1)</sup> How commonly the outcome was experienced

<sup>(2)</sup> How important the outcome was to the person's wellbeing

# Outcome chains

A small number of common 'stories of change' or outcome chains were articulated by the apprentices in their interviews. For some individuals their 'end point' was another young person's mid-point. On the right we show how the outcomes link into one another.



# Parents and guardians

Via online survey (13 responses) and 4 one-to-one interviews.

OUTCOME	FREQUENCY RANK <sup>3</sup>
I am more hopeful about the young person's future	<b>1 (80%)</b>
I am more hopeful for the future of the other young people I care for or parent	<b>2 (40%)</b>
I am less anxious or worried about the young people I care for or parent	<b>3 (30%)</b>

<sup>(3)</sup> How commonly the outcome was experienced



“I can't say enough about how supportive Geoff has been to X. Everyone can see how much he cares about the kids – most importantly they can see it. They want to do well for him and he builds up their confidence so much that they believe in themselves. X has been so down on himself and was told by school for so long that he was no use and worthless. I can't believe the change to be honest.”

Carer

# Staff at the Hub

Via online survey (6 responses),  
and informal feedback.

OUTCOME	FREQUENCY RANK <sup>4</sup>
Improved professional skills	1 (67%)
Increased sense of purpose & meaning	1 (67%)
Improved professional knowledge	2 (50%)
Improved professional confidence	3 (33%)

<sup>(4)</sup> How commonly the outcome was experienced



# External organisations

Four external organisations were interviewed by the evaluator and a wider group (14) were invited to respond to an online survey. There were 9 respondents including 2 people working for the local authority and 4 referring partners. Others included a local politician, another training provider and a PR person.

OUTCOME	FREQUENCY RANK <sup>5</sup>
We have better access to appropriate opportunities for our students/learners	1 (67%)
The Hub helps us to meet our overall goals for generating positive social impact	2 (57%)
We have increased training & employment opportunities to offer local residents	2 (57%)
We have improved access to skilled employees	3 (43%)

<sup>5</sup> How commonly the outcome was experienced



# Social return results

The study found a social return on investment of £5.55 per £1 spend, or £4.48 - £6.22 as a range using a conservative approach to the calculation.

The Social Return on Investment is calculated by anchoring the value of outcomes to 'real' examples such as 'less reliance on Universal Credit'. These values are weighted by importance of the outcome to the stakeholder group and factors such as deadweight, displacement and attribution which prevent overclaiming – for example by accounting for what would have happened regardless of the Hub's intervention. These calculations are explained in more detail in the SROI Technical Report.

OUTCOME	IMPACT CALCULATION [Number of people (quantity) x value - deadweight, displacement and attribution]
<b>Apprentices</b>	
I am more hopeful about having a good future	£228,484.80
I feel like I learn better here than at School or College	£379,855.98
I am more confident in myself	£244,193.13
I am proud of what I have achieved here	£171,363.60
I know I can ask for help and I'll get it	£192,784.05
I am more confident around other people especially at work	£192,784.05
I am less anxious or worried about things	£57,121.20
<b>Parents &amp; carers</b>	
I am more hopeful about the young person's future	£25,744.10
<b>Staff</b>	
Improved professional skills	£1,170.00
Increased sense of purpose & meaning	£2,531.25
TOTAL VALUE OF FINANCIAL & NON-FINANCIAL INPUTS	£397,200.00
TOTAL SOCIAL VALUE CREATED	£1,496,032.16
Social Return after discount applied	£5.55

# Methodology

Primary research was used to understand outcomes experienced by key stakeholder groups for the Hub.

This was used to determine the outcomes experienced by stakeholders, which were in turn used to calculate a social return on investment, by comparing the value of outcomes to financial inputs. This was conducted using the SROI methodology, applying the principles of Social Value International to do so. More detail on the approach is contained within the Technical Report.



## Sources of data used in the evaluation:

- 15 one-to-one interviews conducted by Nicola Lynch with the primary beneficiaries (apprentices learning at the Hub.) This represents a sample size of 47% of the total apprentice population.
- 4 one-to-one interviews conducted by Nicola Lynch with parents & carers.
- 4 one-to-one interviews conducted by Nicola Lynch with external, organisational stakeholders. (employers & delivery partners)
- Staff were not formally interviewed but 2 key members of staff have been closely engaged with the whole process and provided feedback on their perceptions of change at regular intervals.
- Online survey of staff. (6 responses)
- Online survey of apprentices. (18 responses)
- Online survey of external, organisational stakeholders. (9 responses)
- Online survey of parents & carers. (13 responses)



## APPENDIX 1

# Quotations from research

The results of primary research uncovered interesting statements from stakeholders involved in the Bricklaying Hub.





## Apprentices

### **I feel like I learn better here than at School or College**

“I always felt at School like I was the stupid one. I couldn't be good at anything. Here I get to learn stuff in a way that I get. I don't have to look at books all day or learn stuff that I don't care about. I'm not getting things wrong now or failing all the time, I learn new stuff every day and it sticks.”

“I can fail here without being a failure.”

### **I am proud of what I achieved here**

“I'm dead proud of my trowel work. One day the trainer used my work as an example for everyone else and I thought 'yes.' That's never happened to me before and I went home and told my mam.”

“At College I was always messing round and in trouble for distracting other people. But here the trainer will get me to show other apprentices what I've been doing. He says I'm good at explaining things in a way the other students can understand. I didn't know I could do that...”

### **I am more confident in myself**

“I go home now knackered but knowing I've done a day's work that's going to get me somewhere. I'm not a waste of space. I'm thinking about stuff I want to do in a few years and I know I'll get there now. I saw my old College lecturer last week and before I'd have just avoided him – but I talked to him for 10 minutes telling him what I've been doing.”

“I can actually do hard things. I believe that now - that I can do hard things...”

### **I am more confident around other people especially at work**

“I felt really nervous first and didn't talk to anyone else for ages. I was always quiet at school and just stayed out of people's way. But I get on really well with the other lads and the trainers now. I don't worry about coming in and being around people.”

“I was just a messer. Always big and loud. I got fired from a couple of jobs for banter and stuff. I've learned here how to talk to people at work...we do this stuff around behaviour and I know I need to be respectful. It makes me feel like I actually know what people were saying about me before but I didn't know how to change it...and I'm more confident now about talking to people in work.”



## Apprentices

### I am more hopeful about having a good future

“I always wanted like a nice car and a nice house and stuff like that but I never thought I’d get a job like this. I thought I’d be stuck earning nothing or on benefits or whatever like my mates. I’m nailing this now and there’s good money to be made...and I can travel around as well when I’m done - I don’t have to stay here.”

### I am less worried or anxious about things and I know I can ask for help and I’ll get it

“Everyone here is chill and you can talk to them about anything. Even the site managers have been really nice and I don’t feel bad about asking for help.”

“We’ve had talks in from people about mental health and stuff like that. I usually pretend a lot when I feel like s\*\*t and I joke about so people don’t know. It’s been good to hear from other people that feel the same and I know that Geoff will always listen and help if he can.”

### Comments around Geoff Scott (Keepmoat North East Social Value Manager)

“Geoff has got these standards...so they’re mine now.”

“You know where you stand with Geoff. He’s always fighting our corner but we know what he expects too.”

“I just wouldn’t have come here and I wouldn’t have stayed here when it was hard if it wasn’t for Geoff. He’s always stuck by me.”





## Staff member

“Our apprentices continue to build their own independence throughout the course. Many pass driving tests during their course duration and many also experience staying away from home by themselves for the first time too. Feedback I've had from learners is that their parents/carers are really proud of the strides toward adulthood that come off the back of our course.”

### Staff member – online survey

“Our apprentices continue to build their own independence throughout the course. Many pass driving tests during their course duration and many also experience staying away from home by themselves for the first time too. Feedback I've had from learners is that their parents/carers are really proud of the strides toward adulthood that come off the back of our course.”

“Parents are more comfortable from a safeguarding point of view.”

“The Hub is an absolute game changer. We are not only creating apprentices, we are creating good citizens and role models for future young people coming through.”

“The Hub offers life changing opportunities to individuals who may be overlooked via traditional training routes. Fantastic asset for Keepmoat business and our contractors.”

“...very positive and key facility for growth in the industry and more important support to those keen to advance and learn.”

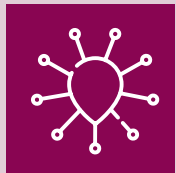




## Parents /guardians

“I can’t say enough about how supportive Geoff has been to X. Everyone can see how much he cares about the kids – most importantly they can see it. They want to do well for him and he builds up their confidence so much that they believe in themselves. X has been so down on himself and was told by school for so long that he was no use and worthless. I can’t believe the change to be honest.”





## External organisations

“It was great to see how Geoff and team worked with the kids. The school environment is not for everyone and this scheme provides absolutely fantastic hands on experience to set young people up for leaving school. I thoroughly enjoyed my visit and would like to see this hub rolled out wider, partnered with other organisations around the region.”

“The Centre being exposed to weather variations gives the learners a real feel for on-site conditions. The staff are experienced tradesmen who frequently demonstrate their skills to the apprentices in a highly supportive manner. The more experienced apprentices took a real pride in both their work and the achievements they had managed since stating at the Hub (some learners had never gained formal qualifications previously - but went out of their way to demonstrate their new skills and explain about their formal achievements in class, on line and on site) This Hub is one of the most positive experiences I have witnessed in any training/learning organisations (over 30 years in the sector) whether it be College of F.E. or Work Based Learning Provision. I sincerely wished there were more centres of this calibre available for learners as the positivity in there was unique. As a final comment Keepmoat via the Centre has worked exceptionally hard with outstanding results to be as inclusive as possible. The involvement of the local Authority and Communities in this initiative is to be applauded.”

“It provides a supportive environment for young people to develop personally and professionally. The involvement of Keepmoat's Social Value Manager has been advantageous, with the knowledge of the industry and significant experience of working with trainees and training providers.”

### External organisation – online survey



Tyler Mudie, 18, passed his Level 2 Bricklaying apprenticeship at the National House Building Council's (NHBC) Training Hub in Scotswood this week, after training on site at 'The Rise' with top 10 UK housebuilder, Keepmoat, for 19 months.

Tyler, who came runner-up at the UK Young Builder of the Year Award 2023 at the House of Commons, began his apprenticeship in 2022 after meeting a Keepmoat representative at a school-organised careers evening.

He explains: "I attended a SEND school in Newcastle, where Geoff Scott from Keepmoat gave a talk on apprenticeships, which helped to confirm that an apprenticeship was the right path for me."

"I grew up in care and securing an apprenticeship was daunting at first. My care worker was amazing at helping me find my routine and settle into my new work life though, I can't thank her enough!"

"I love building and there's nothing more rewarding than seeing a finished home and knowing I had a part in its creation, that makes me very proud. I feel I am learning so much.

My social skills and organisation have hugely improved off the back of my apprenticeship."

Tyler completed his apprenticeship at the NHBC Training Hub with the support of expert NHBC trainers and his mentor, Geoff, whom he met for the first time three years ago at the school talk. The teenager has now been offered and accepted a full time role at Keepmoat as a Trainee Site Manager.

He adds: "I'm excited to get stuck into this new challenge, and I'm extremely grateful to the Keepmoat team for helping me be successful in this journey."

Geoff Scott, Social Value Manager at Keepmoat, added: "It's been a privilege to work alongside Tyler from when he first registered his interest in the business to him completing his end point assessment. I've been honoured to see him grow and really get stuck into his training."

"Tyler is a pleasure to work with and we look forward to seeing him continue his journey at Keepmoat as he begins his role as a Trainee Site Manager. This hard-working, committed, and motivated young man has overcome adversity and he's an inspiration to all of us."



## APPENDIX 2

# Case study: Tyler Mudie

