

ADEPT President's Awards 2020/21

Entry form

Award category:	Shaping places for people
Title:	Socially Distanced Social Value
Entrant:	Somerset County Council
Main contact name and email address:	David Jones dljones@somerset.gov.uk
Partner/s (if applicable):	Skanska
Headline summary (150 characters, c. 30 words)	
Somerset County Council and its highway service provider Skanska, working collaboratively with local partners find new ways to deliver Social Value in Somerset during the COVID-19 pandemic.	

Please attach supporting photos separately as jpg or png files. Please note we need at least one supporting image per award submission.

Please paste links to any supporting video evidence here

Link 1	Skanska virtual stand at Somerset Careers Fair 2020. The Skanska stand can be found in the Exhibition Hall. https://somersetcareersfair.vfairs.com/en/al/12e2c1af42aa5ccdb10625288e06d09c
Link 2	Photo of Cllr Nicholson presenting Mike Smith with Care Leavers Certificate of Attendance

ADEPT

Association of Directors of
Environment, Economy, Planning & Transport





Association of Directors of
Environment, Economy, Planning & Transport

500-word project outline (please ensure you address all the judges' criteria – for more info see [here](#))

As a part of Somerset County Council's (SCC) Highways Term Maintenance Contract (TMC) with Skanska a successful Social Value programme has been delivered. As well as the usual things expected to be found in a Social Value Plan such as apprenticeships and the use of local SME's to deliver the construction work, it also contained some additional social and community benefits targeting vulnerable groups within Somerset. These have included;

- Educating the workforce on how their actions impact on vulnerable people in the community
- Developing opportunities for those with learning difficulties to work and gain experience in the Somerset Highways Maintenance Contract
- Creating a programme for encouraging young people from troubled families and care leavers in employment in highways maintenance
- Undertaking educational visits to schools and colleges across Somerset promoting site safety and construction as a career of choice

The Social Value programme is being successfully delivered using a collaborative approach with a team consisting of members from SCC highways and education departments together with Skanska and key partner organisations such as Somerset Education Business Partnership.

Throughout the COVID-19 global pandemic, the Somerset Highways Maintenance Social Value Group have maintained both drive and determination to establish links with further key partners to allow social benefits to be realised across the county of Somerset even with social distancing restrictions in place. We have;

- Worked with SCC education department to create a virtual stand at the online careers event for school leavers which had 2936 registered, and 25000 booth visits
- Worked with Mencap to produce virtual lunchtime training sessions to raise awareness on how day to day actions impact on vulnerable people in the community
- Continued to create a programme for developing opportunities for those with learning difficulties to work and gain experience in the Somerset Highways Maintenance Contract and adapting it to a virtual format

A key focus area and aspiration for the group currently being developed is a virtual format for candidates with learning difficulties to work and gain experience in the Somerset Highway Maintenance Contract. Links with the following partners; Somerset Works, Young Somerset, Somerset Community Connect and South Bristol Youth have provided opportunities to develop and share content such as:

- Skanska You Tube channel containing videos to highways and construction works and being part of the Skanska apprenticeship programme
- Mini-series webinars covering CV writing skills and interview tips and techniques
- Live question and answer sessions through the Talent Academy Programme, allowing students to ask questions directly to Skanska employees

ADEPT

Association of Directors of
Environment, Economy, Planning & Transport

Through developing this content and delivering it virtually, we have been able to engage with a wide pool of people within Somerset to help them gain experience of the work carried out through the Somerset Highways Maintenance Contract.

In finding new ways to deliver the social value project during the COVID-19 pandemic we have improved our method of communication and our reach. Even in a post COVID world these innovations will continue to be a major part of how we do things in the future.