

2021

Social Impact Report





1,500 Building
Heroes course
applications per
year



14 locations
across the
UK...and
growing



217,000 new
construction
workers needed
by 2025

*Industry wants individuals who are savvy,
innovative, resilient and those prepared to go the
extra mile. Armed forces leavers are assets.*





**Pete Bradbury, Chairman
of Trustees**

At the centre of our thinking is the natural synergy that exists between the talent and work ethic in all ranks of the Forces and the labour and skills shortages in both trade and management roles in the construction industry.

***"A launchpad for
successful second
careers in
construction"***

For Forces leavers, who might be considering a second career in construction, Building Heroes provides the perfect starting point.

As Chairman of the Board of Trustees I am very proud that we are part of the solution for service leavers, veterans and their families, as they work to establish their lives outside the Forces.

The record of success at Building Heroes is an impressive one.

At 100% attendance and 100% achievement, I expect there are few learning programmes that can boast such figures.

Over the past seven years, Building Heroes has established its position connecting and interpreting the needs and wants of both Armed Forces leavers and the construction industry. In doing so, it has created gateways to a variety of construction industry career options.

I would like to thank my fellow trustees and every member of staff at Building Heroes for their commitment in supporting the ex-Forces community.

Recruit. Reskill. Redeploy.

*"Innovation,
collaboration &
open-mindedness are
the keys to success"*

**The Rt Hon Sir Nicholas Soames,
President**



Innovation

The last seven years of innovation at Building Heroes has created a programme that knocks away common barriers to entry for all levels of service leaver who may be looking towards construction as a second career.

The coming years require even greater creative thinking as the proportion of working-age service leavers rises, and the construction industry adapts to a low or zero carbon future.

Building Heroes is working with its partners in education and industry to create new gateways into construction industry career pathways that can meet both of these challenges together.

Collaboration

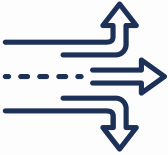
Collaboration between Building Heroes, Further Education and industry to deliver these courses has opened up access for learners in an ever-growing number of places around the country.

Open-mindedness

From the early days, the development of the Building Heroes programme has been facilitated by the open-mindedness of our Further Education partners, who have seen the pay-off in spades as the course success rates remain unfailing and the enthusiasm of the Building Heroes cohorts becomes infectious across their communities.

Our mission

We join forces together - Armed Forces leavers, the education sector and the construction industry - benefiting all concerned.



We are the gateway to second careers in construction for service leavers, veterans and their families.

We remove the barriers of time and money and provide welfare support.



Our mission is to create a seamless transition from military life to a new career full of opportunity.

"Since leaving the military I have faced many obstacles. I have had various jobs since leaving the military, and wasn't really progressing anywhere until I completed the Building Heroes course.

I now have a new career and have landed my dream job with Barratt Developments, which is what I have been wanting ever since leaving the army."

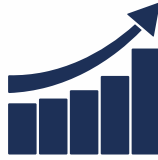
Wiltshire College & University Centre
graduate Ross Newton



Why we do what we do

15,000

People leave the UK armed forces every year (MOD)



Percentage of working age veterans projected to rise from 37% in 2016 to 44% in 2028 (MOD)

217,000

New construction industry workers needed by 2025 to meet demand (CITB)



A good match

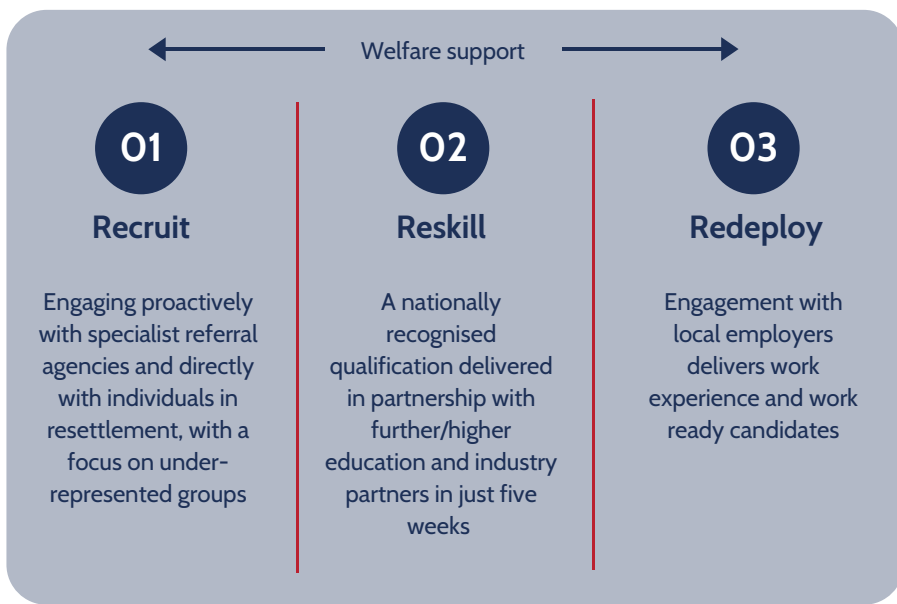
Construction is an excellent fit for people leaving the Forces. Just like the military, construction work requires flexibility, collaboration, discipline, problem solving and the ability to work hard under pressure.

Construction calls for agile minds who can engineer solutions to complex problems as they arise.

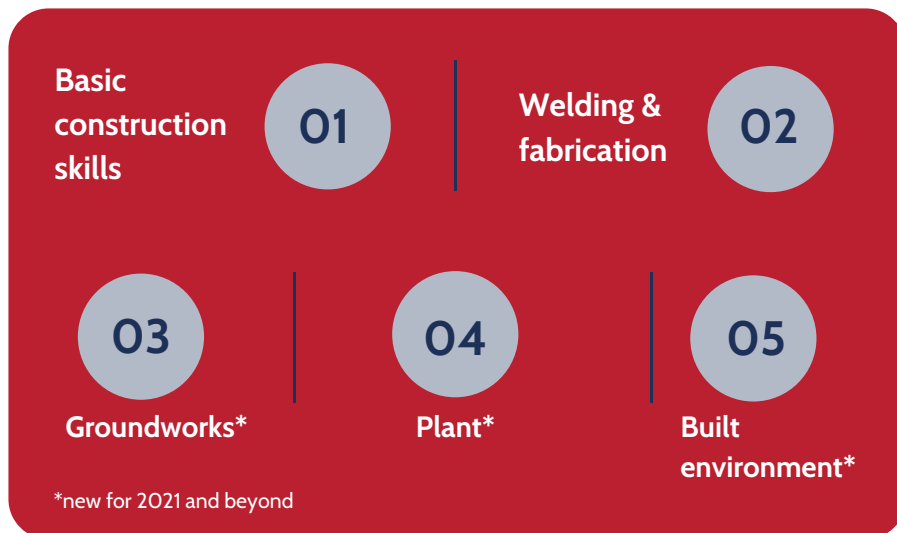
There is a huge number of individuals seeking meaningful careers post-service, with readily available skills and knowledge that are perfectly suited to a career in construction.



Our model for success



Gateways to pathways

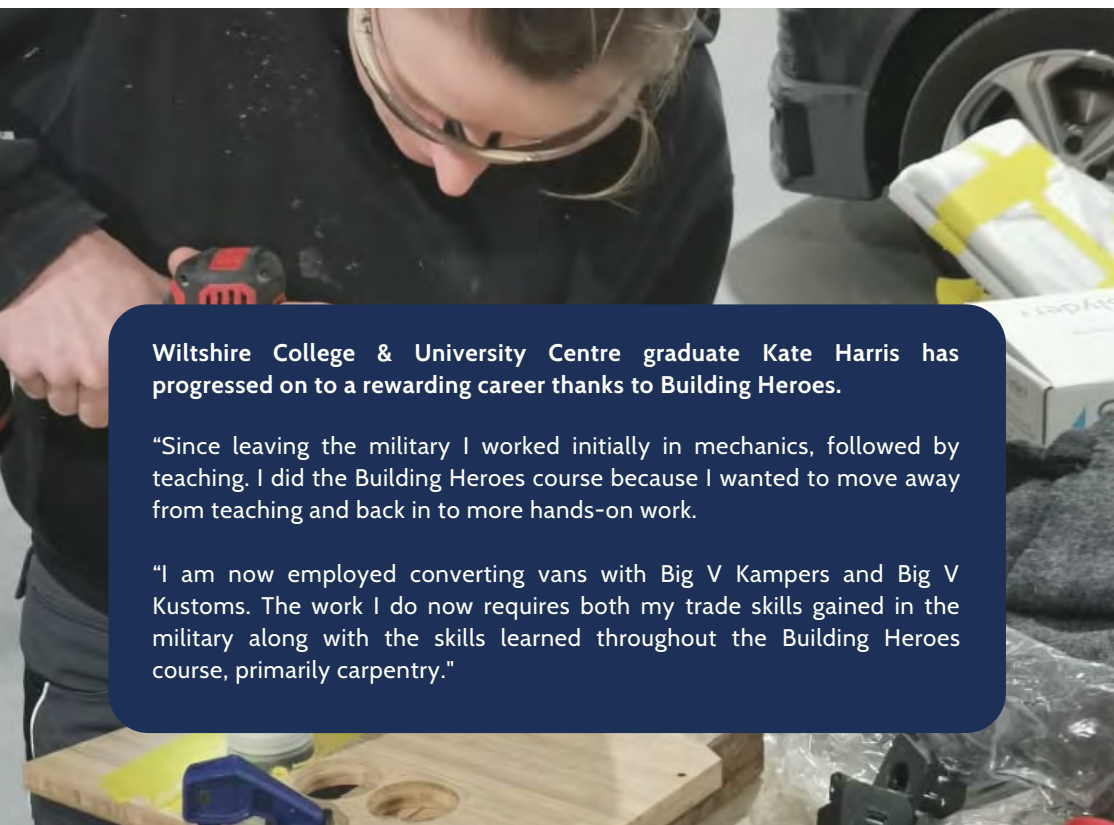


The Building Heroes programme

Our courses are open to veterans, those in resettlement, and their families. All we ask for is a desire to pursue a career in the construction industry or in property maintenance.

The courses are intensive, packing in at least a year's worth of learning and skills development, including visits to major construction sites, practical tool demonstrations from manufacturers such as Makita and specialist skills showcasing by big industry names such as Sharps.

Participants come away with either a Level 1 or Level 2 qualification in just five weeks. Our programmes are expanding all the time, as we diversify to meet new industry challenges, such as low carbon construction.

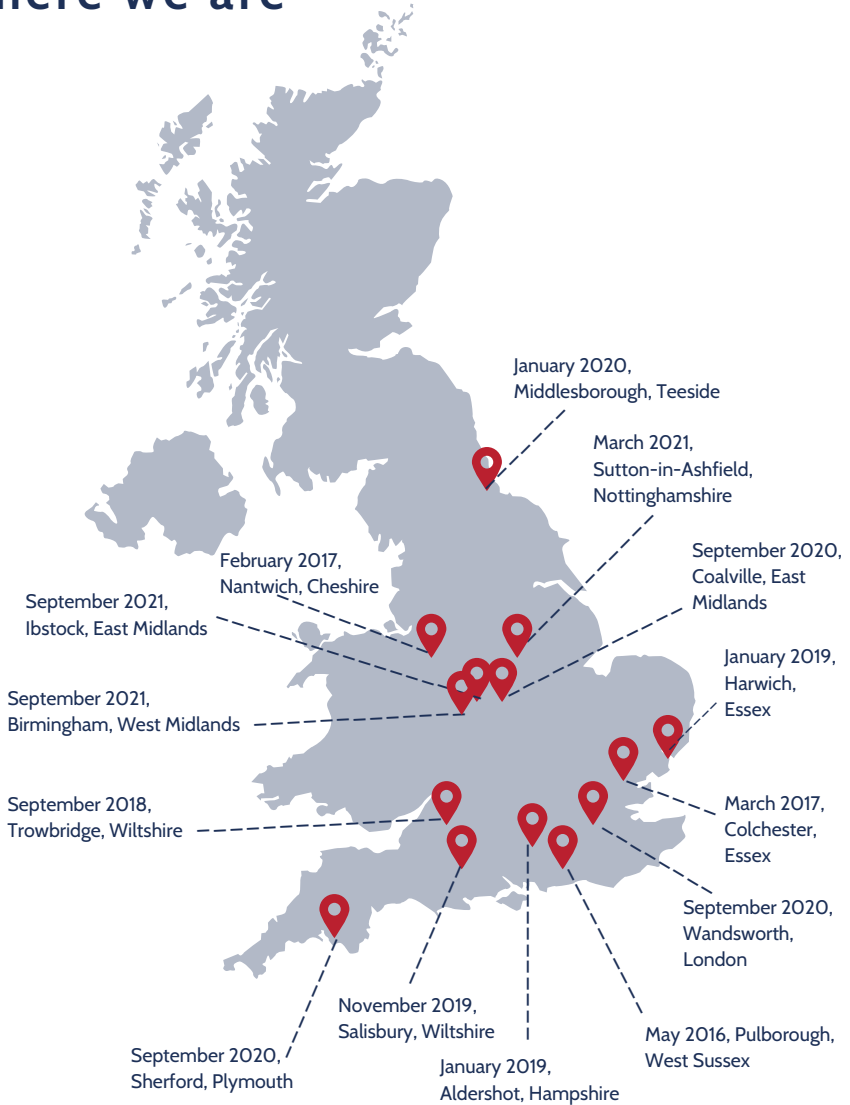


Wiltshire College & University Centre graduate Kate Harris has progressed on to a rewarding career thanks to Building Heroes.

"Since leaving the military I worked initially in mechanics, followed by teaching. I did the Building Heroes course because I wanted to move away from teaching and back in to more hands-on work.

"I am now employed converting vans with Big V Kampers and Big V Kustoms. The work I do now requires both my trade skills gained in the military along with the skills learned throughout the Building Heroes course, primarily carpentry."

Where we are



**14 locations across the UK...
and growing**

Our story



2014 – Building Heroes established



2015 – first training course at Cuckfield, West Sussex



2016 – first partnership established with Further Education – Pulborough, West Sussex



2017-2019 – Building Heroes expands to a further five centres across England

500

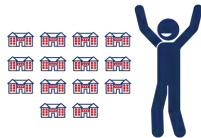
2019 – Building Heroes celebrates its 500th learner



2020 – Building Heroes Property Services is established, creating a veteran-only property services business

1,000

2020 – Building Heroes celebrates its 1,000th learner



2020-21 – Building Heroes expands to reach 14 centres across England including on-site academies in partnership with industry



2021 – Building Heroes expands its course offering from two Level 1/2 courses to five



2021 – Building Heroes receiving over 1,500 course applications a year

Our social impact

£30k

Our programme has a social value of
£30,000* per head



Cost per learner = **£3,500** (£1,000
equipment and welfare, £2,500 training)



All courses are delivered at no cost
to the learner



Nationally recognised qualifications with
City & Guilds



Workwear and PPE are provided for every
Building Heroes course participant



We deliver at least six programmes a year at
each of our sites, with both residential and
non-residential options for participants.

(*The National Social Value Measurement Framework – or National TOMs for short – is a method of reporting and measuring social value to a consistent standard. It provides the golden thread between an organisation's overarching strategy and vision, to the delivery of that vision. The Framework was developed by Social Value Portal and launched in 2017.)

"The Royal British Legion estimates there are 120,000 unemployed military veterans in the UK. Often, these are individuals who need additional welfare and wellbeing support before they are able to think about a second career. Building Heroes does just that."

Karen Jefford, Chief Operations Officer, Building Heroes



Building Heroes: Zoe's story

"When I left the Army, I was in that difficult transition phase, with no idea of what I wanted to do next.

"Before I joined the Armed Forces, I tried to get an apprenticeship in construction, but there just wasn't an opportunity for me.

"Building Heroes has given me a second chance, my life has had a big turnaround."

After 22 years being posted to various locations across the UK, Zoe retired from the Army to make a permanent home for her family in the South West. Unsure of the next step in her career, it was an unfulfilled ambition that led Zoe to the Building Heroes course at Sherford Skills Centre, Devon.

Encouraged by her tutors, it was during the programme and while working on site at Sherford that Steve Hoskin Construction caught Zoe's attention.

"I got the job I wanted! The course helped me find exactly what I wanted to do and gave me the introduction I needed. I'm really excited to be starting my career as a Health and Safety Advisor with Steve Hoskin Construction, I can't wait to be part of their team.

"There's definitely no chance of me feeling lost now, what with being busy in my new job and all the projects I'm going to be doing at home. I can't wait!"

In partnership with industry

In 2021 Building Heroes strengthened its links with industry with the opening of on site academies.



Sherford, Devon

In April 2021, a new partnership was forged between City College Plymouth and Building Heroes, to deliver construction skills courses at a specialist training centre at Sherford, the new 5,500 home community being built in Devon by Taylor Wimpey and Vistry Partnerships.

This partnership provides opportunity for service leavers and contributes to addressing skills shortages in construction.



London

In April 2021, Regal London launched a 'pop up' training academy in partnership with Building Heroes as part of its sustainability strategy.

The Regal London Real Estate Academy utilises Building Heroes' expertise in delivering programmes for military veterans as well as working with local councils to help under-represented communities struggling to secure employment.



Ibstock, East Midlands

In September 2021, Building Heroes and Davidson Homes announced the opening of a new on site academy at Ibstock, East Midlands, in partnership with Vision West Nottinghamshire College.

This new academy was made possible as a result of funding from the David Wilson Foundation.

In partnership with further education

**Chichester College, Pulborough,
West Sussex**

In 2016, Building Heroes forged its first partnership with further education. This collaboration created a flexible model that enabled Building Heroes to use the facilities, skills and expertise available at the Brinsbury Campus of Chichester College.

This partnership saw the successful creation of the intensive five week course model that Building Heroes has since rolled out across the country.

In 2019, an extension of this partnership saw Building Heroes team up with Govia Thameslink Railway, a collaboration to broaden job opportunities for military learners.

**Building Heroes
courses have
100% attendance
and a 100%
success rate**



Reeseheath College, Nantwich, Cheshire

"Now a flagship programme for our department, the commitment and attitude of veteran learners is unparalleled, and I hope our involvement is helping to challenge and change the perception of not just veterans, but also adult learners.

"With over 200 service leavers, veterans and family members coming through our doors, and with both 100% retention and achievement, it's difficult to ignore the success of the programme.

I am determined to find new opportunities to expand our involvement, while demonstrating the many benefits these individuals can bring to the construction industry."

Andrew Gould,
Curriculum Area Manager for Construction,
Reeseheath College



"What we have seen in each and every partnership with Further Education, is that introducing veteran and service leaver cohorts to a college community brings social and cultural benefits to all."

Karen Jefford, Chief Operations
Officer, Building Heroes

Building Heroes academies

Our way forward

On site academies are our future.

Providing training for up to 100 military learners per year, academies are positioned on long-term developments, or in a central location which feeds a number of developments across a region.

Academies deliver a range of qualifications with a model that follows the different phases of a project, giving access to a variety of roles and meeting the needs of industry employers.

It is a partnership model that works, built around bringing together the needs of service leavers moving into construction, alongside developers, contractors and local further education providers.



Rehabilitation

"They have served for us, now we are here for them."

Brendan Williams, Chief Executive

Often, veterans and service leavers come to us ready to learn and full of confidence. However, there are times when our participants need extra support and we are here to provide that for them too.

The anxiety and uncertainty that can come from leaving the Forces, often after decades of service, and entering civilian life cannot be underestimated. We provide a guiding hand for veterans, through this process and towards a new career.

While many Armed Forces leavers make successful transitions into civilian life and work, this isn't the case for everyone.

It is known that ex-service personnel may have distinct health needs and are at an increased risk of homelessness and alcoholism.

We engage with our learners early, ensuring they are fighting-fit for taking on the challenges of the course before they begin, providing support directly or through our partners according to need.

After the course has finished, we provide our graduates with support at key milestones - one, three and six months after completion - and beyond should they need it too.

Where your donations go



Partnership development with further education and construction leaders



Workwear and PPE for all learners



Welfare support, and resettlement support for prospective learners



Expanding the programme into complementary areas such as employability skills and CV development

Building the future

1.

From off site to on site



The on site academies we have created at Sherford and Ibstock in 2021 give us a model for the future that we, and our partners, have absolute confidence in.

We aim to create 20 on site academies over the next two years, in collaboration with our education and industry partners.

On site academies give course participants a feel for the industry in action, and offer the flexibility to keep delivering courses all year round.

2.

Countrywide expansion

Our plans for expansion in the next year include the opening of new training centres in the Midlands and South Wales, the North East of England and London as well as the introduction of on site academies.

This approach will strengthen our links to large-scale, long-term builds across the UK, increasing practical skills development and access to jobs.



3.

Broaden our training offer

Future diversification of our training offer will cover key construction disciplines such as Introduction to the Built Environment and Groundworks & Civils.

We are also exploring how to broaden our training offer further as the construction industry pivots to meet new challenges in achieving Net Zero Status and meeting the requirements of the government's green agenda.

With construction set to grow faster than some other industries, there is an opportunity to attract people that might not have considered construction.

We are already seeing this opportunity in action with more than 1,500 applications a year for Building Heroes courses.

4.

Supporting under represented groups



Building Heroes is already a CITB partner for the Swindon & Wiltshire LEP area, where we work with partners to deliver our courses to military cohorts as well as a drive to support women service leavers, spouses and the unemployed into construction. This involves adaptations such as childcare provision being a critical part of success.

Expanding our provision with under represented groups in creative ways is an important goal for our future.

5.

Developing our volunteer programme

To support our expansion and enable us to reach our target of supporting 1,500 learners per year, Building Heroes will be recruiting volunteers to support with fundraising.

We will also be creating a skilled volunteer bank to provide welfare support and skills sharing.

6.

Expanding Building Heroes Property Services

At Building Heroes Property Services, graduates work alongside skilled veterans such as electricians, gas engineers and carpenters, providing home improvements and maintenance services.

Now established in Colchester and Portsmouth, we plan to expand this property services offering nationally.

Chief Executive's statement



"Building better partnerships leads to building better futures"

Brendan Williams, Chief Executive, Building Heroes

It was during a visit to Headley Court Medical Rehabilitation Centre for injured veterans in 2013 that the seed of the idea that has since become Building Heroes was born.

At the time there was no clear route into construction for veterans and not many career change programmes for older learners.

"I knew there needed to be a better approach to create opportunities for people in an industry where their skills were needed and would be highly valued."

Eight years on, as the country grapples with the most extraordinary time in its post-war history, the Government has given the country the challenge to Build Back Better. For the construction industry, this means that the skills and mindset brought to the job by veterans has never been more relevant.

At Building Heroes we have created a clear pathway into the construction industry that is bursting with opportunity.

I am very proud of what we have created at Building Heroes, but we have not done this alone.

The combination of highly motivated, able learners, highly skilled tutors and immersion in industry is a magic mix that can only be achieved through our partnerships with further education, employers and industry.

Expanding our partnership model across the country means we can rise to meet the growing demand from service leavers to develop careers in construction and contribute to plugging the skills gap the construction industry faces.

Together, we can build a better future.

**Brendan Williams, Chief
Executive, Building Heroes**



Thank you

Thank you to our staff.

The success of Building Heroes is testament to the time, skill and dedication you bring to your roles every day.

Thank you to our partners.

Without your collaboration, the scale and quality of our offering would simply not be possible.

Thank you to our funders.

Your support for us means we can support others.

Thank you to the many veterans who have been through our programmes and who have shared their stories with us.

Your contribution is invaluable. You are why we do what we do.



"We would like to give a special mention to the David Wilson Foundation, the Veterans Foundation, the Worshipful Company of Constructors and the Armed Forces Covenant Trust for their valuable contributions to the growth and development of Building Heroes."

"Thank you for your ongoing support."

Brendan Williams, Chief Executive,
Building Heroes



To find out more about Building Heroes please visit the website at
www.buildingheroes.org.uk

Registered charity number: 1158886
Telephone: 0330 912 6200

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