



Project KPIs focussed on unemployment, increasing skill levels and creating new opportunities



A key feature of the project was the creation of an Information Centre



£12,000 was raised for our Charity Partner, Macmillan Cancer Support



Our team helped support different community projects

# CASE STUDY: MANCHESTER CITY FOOTBALL ACADEMY

**BAM constructed the new youth development and first team training facility for Manchester City FC. It includes a new academy for up to 400 youth players, 16.5 football pitches, a 7,000 capacity stadium and dedicated offices and media rooms.**

## PROJECT TARGETS

Our aspiration was to leave a tangible society legacy post construction, which would contribute to the local Manchester Regeneration Strategy. We worked in partnership with Manchester City FC and the Manchester City Council regeneration team to devise a series of project Key Performance Indicators; including tackling high local unemployment, increasing skill levels, creating opportunities for young people and raising aspirations of local people through school and community groups.

The project surpassed all of their targets; an average of 62% of the workforce was from the local community, this peaked at 72%, and 93 people who gained employment on site had been previously unemployed. 883 contracts were placed with local companies, and 95 apprentices and trainees worked on site.

## INFORMATION CENTRE

Run by two dedicated staff members, an Information Centre provided a platform for local communication. Local people could find out about employment opportunities, and subcontractors could look for new employees. We set up an onsite learning centre to provide local people with advice, guidance and basic skills training. The centre also hosted educational and community site visits, work experience placements and general enquiries. All site training was delivered in the Learning Centre,

including daily induction training and training courses to up-skill site employees and the local community. The Centre was used for open days to spread awareness and provide meeting spaces for activities around employment, training, education and community involvement. Over 1362 people received employment advice, support and sign posting through this resource, which delivered over 17,000 training hours.

## CHARITY PARTNERSHIP

Working with BAM's National Charity partner, Macmillan Cancer Support, we were able to deliver cancer advice and health support through toolbox talks and cancer awareness events to 589 members of our workforce. In addition the site team raised over £12,000 for the charity.

## SUPPORTING LOCAL PROJECTS

We worked with a local Specialist Support School to build a rainforest multisensory garden and thirteen BAM employees helped 'Growing in the city' to establish a community garden, which is now being used by groups such as MIND (mental health charity) and Bridge College (for young people with disabilities). We helped lay a new tarmac drive for a local charity that relied on income from match day parking on their premises, allowing them to re-build their income and expand their service delivery.

**'THE CITY FOOTBALL ACADEMY IS ABOUT CREATING OPPORTUNITIES AND A SUSTAINABLE FUTURE FOR THE CLUB AND FOR MANCHESTER. WE WANTED TO MAXIMISE OUR COMMUNITY BENEFITS DURING CONSTRUCTION AND BAM SHARED THIS ASPIRATION. THE BAM PROJECT TEAM TOOK TIME TO UNDERSTAND LOCAL PRIORITIES AND SHAPE A RELEVANT COMMUNITY PLAN.'**

Pete Bradshaw, Head of Corporate Responsibility, Manchester City FC



Completed: April 2015

Customer: Manchester City Football Club

Architect: Rafael Viñoly Architects

Mechanical & Electrical consultants: Wallace Whittle

Structural Engineer: Arup

Project Management: Christal Management

Quantity Surveyor: Turner & Townsend