

# STORY



## STORY CONTRACTING: INVESTING IN COMMUNITIES 2018/19 OVERVIEW

## 1•Foreword

Since Founder and Chairman, Fred Story started the business 30 years ago, being a good neighbour and doing it right by the community, has been a guiding motto for Story Contracting. We recognise the responsibility we have to give back to the communities across the United Kingdom in which we are integrated. It is not an add on to what we do, it's an expectation.

As you will see in the following Overview, over the past year we have made significant investment in supporting the community, creating positive relationships and lasting social impact. It is hugely gratifying to see the positive benefits Team Story have made, however we know there is still more we can do to ensure the maximum social, economic and environmental value is achieved.

Our aim is to ensure meaningful Community Engagement and Investment is at the heart of everything we do. Over the next year we will focus on reaching more economically challenged communities and engaging with a diverse range of people; making sure everybody is part of the STORY.



*Jason Butterworth, Chief Executive Officer*

## 2•A Year in Numbers

**1,500+**  
SCHOOL CHILDREN  
ENGAGED

PROVIDED  
**30+**  
EMPLOYABILITY  
OPPORTUNITIES TO  
THE LONG-TERM  
UNEMPLOYED

**£40K+**  
DONATED TO  
MIND AND SAMH

**9/10**  
COMPLAINTS  
RESOLVED IN 10  
WORKING DAYS  
OR LESS

**96%**  
OF ALL  
COMPLAINTS  
RESOLVED IN  
'EARLY' STAGE

**18,800**  
HOURS OF TRAINING  
PROVIDED TO  
STORY STAFF



### 3 • Our Commitment

As a company we employ over 700 local people in the UK, delivering a wide variety of rail, civils, housing and manufacturing projects across a geographical spread from the south of England to the north of Scotland. This means that we have a big impact on our communities and we understand that our clients, customers and communities all have different wants, needs and priorities. We are committed to working with our project partners, across all of our operating divisions, to deliver relevant projects that provide genuine benefits and help to build sustainable communities in the long-term.

We recognise the importance of improving and contributing to the communities in which we live and work, supporting projects, people and inspiring future generations to help create thriving communities in and around our operating areas. As a company we have worked independently and alongside many clients, members of our supply chain, charities and organisations to support and inspire our local communities through a range of activities, events and initiatives across the UK.

As part of our commitment to our local communities, we operate a Charity Partner initiative which allows us to work closely with a chosen charity over the course of a 1 or 2 year partnership. This enables us to support our elected partners through fundraising, community projects and increasing awareness through engagement with Story colleagues.

Our current Charity Partners are Mind and SAMH, who provide advice and support to empower anyone who is vulnerable to, or currently experiencing, a mental health problem. Every year 1-in-4 of us will experience a mental health problem, but hundreds of thousands are still struggling, particularly in Construction industries.

As part of our commitment, our in-house Occupational Health team developed a mental health campaign to help raise awareness of mental health issues and help to reduce the stigma associated with such problems.



# YOU DON'T HAVE TO BOTTLE IT UP

4 in 10 people struggle to talk about their own mental health. Encouraging conversations in the workplace is vital.

Samaritans: 116 123 (UK)  
Mind: 0300 123 3333

To speak to our in-house Occupational Health nurse, please call Story Contracting Head Office on 01223 505446 between 9.00am-5.00pm and ask to speak to Sharon McAdams

**STORY**

## 4•Inspiring Future Generations

In 2018/19 we have worked with primary schools, secondary schools, colleges and universities to engage with their students through STEM sessions, careers events and employment programmes resulting in:

- Becoming a member of the 5% club
- Our biggest ever annual intake of graduates and trainees
- Strong links with several universities
- Partner in national 'Unlocking Potential' programme
- Individual mentoring and workshops for 16-21 year olds
- Work placements for 16-18 year olds across all areas of our business
- Attending careers fairs across the UK
- All Story graduates are STEM ambassadors
- Partner in Dream Placement
- First Line Management and Leadership programmes for young managers
- National Rail Partnership Award for Investing in our People

*“Story Contracting offered our students a fantastic industry project in which they demonstrated excellent progress facilitated by outstanding delivery. Set in a real context familiar to all students, Story Contracting engaged and supported them throughout a tough but enjoyable programme, culminating in an ‘Apprentice’ style pitch to the management team at the Burgh Road office in Carlisle.*

*“The students thoroughly enjoyed the whole programme which was expertly delivered throughout. The planning, resourcing and time dedicated to the project by Story Contracting resulted in a productive and beneficial experience for a number of inspired students. Beacon Hill looks forward to working together with Story Contracting in the future.”*

**Danny Gee, Deputy Head, Beacon Hill Community School**



### CASE STUDY

#### Beacon Hill School Local Labour Market Aligned Curriculum (LLMAC)

We engaged with Beacon Hill School in Aspatria, Cumbria to work on a new LLMAC initiative to better equip and prepare students for life in the world of work, with particular emphasis on industries and labour markets which are prominent within Cumbria.

A group of 29 Year 9 pupils participated in an industry project which followed the GRIP process (Guide to Rail Improvement Process) used by Story Contracting's Rail Division to write a problem statement regarding Aspatria's railway station and SWOT analysis to determine the best new site for the facility.

After the six-week project period had ended, the students presented the conclusions of their project to Story staff.

## 5•Community Support & Events

We are committed to actively engaging with local communities and throughout the course of 2018/19 have organised and supported a number of community events, both independently and alongside our client-base, supply chain and local charities.

Each year we select a project which provides sustainable social value in our working areas. In 2018, the selected social value project involved carrying out a full refurbishment of the 'Lighthouse Project' for our charity partner, Mind.

The Lighthouse Project is the first of its kind in the UK, and is being used as a pilot to see if it can be rolled out across the UK to provide a much needed resource for people in crisis.

We also raised money through a variety of fund raisers including running challenges, rowing, football, walking, golf and Dress Down Fridays in our regional offices.

As well as raising money to support the project, our staff were also given time off to clean, paint, move furniture and decorate, and this was great team building but also an opportunity for people to witness first hand how important the facility is.

*"This is our first venture into corporate sponsorship and it's hugely exciting for us. The response we have received from Story and their staff has been truly amazing."*

*"The difference that this input will make to people's lives will be immense. It will transform our building and ensure people who struggle with their mental health have a warm, safe place to come where they can be listened to and supported."*

**Janet Buckley, Chairwoman of the Board of Trustees, Carlisle & Eden Mind**



### CASE STUDY

#### 'Lighthouse Project' Refurbishment

We worked with our charity partner Mind to support The Lighthouse in Carlisle, which is a safe and comfortable place for people to visit when they are experiencing crisis, feeling unsafe or finding it hard to cope.

We engaged with 18 SME's from our supply chain who provided materials and skilled-labour free of charge. We also worked with Inspira - a local social enterprise, enabling four locals to gain valuable work experience to help them find long-term employment.

The refurbished centre was re-opened and patient capacity was increased by 25%. As a result, we were awarded the Community Engagement award at the Rail Partnership Awards in recognition of our work raising awareness and breaking down stigmas surrounding mental health.



## 6 • Employability

We have a commitment to employing, training and developing local people working with existing providers of employability. In 2018/19 we have worked with Inspira and West Cumbria Works in England and Apex in Scotland, to provide those classed as long-term unemployed with genuine work experience opportunities, advice and training on our construction and rail sites.

Not only has this enabled multiple people to gain valuable experience and life skills, but in several cases, this has led to full time employment being offered, either directly by us or through a member of our supply chain.

With regard to the wider employment agenda, we also actively engage with students in full-time education from those in primary school up to PhD university students, to raise awareness of the careers available in the construction, rail and engineering sectors.

*“Inspira is pleased to work in partnership with Story Contracting, providing real opportunities for young people and helping them reach their potential.”*

*“Our unique programme is so much more than work experience, providing an insight into leadership, broadening horizons for young people and building their confidence and skills. But it simply could not happen without the support of businesses like Story Contracting.”*

*“Story has shown a real commitment to supporting people like Billy, who now have a positive future ahead of them. We would like to take this opportunity to thank all the Story staff who have been involved in this initiative and we look forward to continue to work with them in the future.”*

**Mark Bowman, Chief Executive, Inspira**



### CASE STUDY Billy Stafford/Inspira

We worked with Inspira, a leading career management and personal development organisation in the North West of England, to help empower young people and adults with the skills and confidence they need to reach their potential in life and work.

Billy Stafford, 19, joined us through Inspira for two weeks of work experience in 2018. Following his work experience, we offered Billy a permanent position as a General Operative in our Construction Division.

Billy said: “I really enjoyed my time on work experience. I was out of work at the time and my confidence was low, but it really boosted my morale.”

“Everyone at Story has been really helpful and shown me the way.”

## 7 • Liaison & Being a Good Neighbour

We actively provide meaningful consultation, participation and communication with our local communities, businesses and other interested stakeholders in order to minimise the impact of all our projects. We have an employee within our Marketing team whose role includes working with the community and stakeholders, managing all feedback and complaints received to help us measure how well we are servicing their needs. Some examples of the type of engagement we undertake are:

- Community workshops to explain plans, timelines and projects
- Community-based opening events for projects of significant interest to the local community
- Letter drops to those particularly affected with advice on how to get more information
- Site signage and community noticeboards displayed at areas most affected and updated periodically to keep the local community informed of project progress
- Training project managers and site managers to be responsive and sympathetic to local needs
- Engaging local schools children in projects to encourage careers in construction and engineering
- Engaging with local school children to create safe behaviours around construction sites
- Assisting charities, organisations and community groups local to our projects.

*“In terms of communication support, Story Contracting are one of the most proactive contractors I engage with. It is fantastic to work closely with Story to deliver meaningful information events for passengers and our railway neighbours.”*

**Jonathan Cooke, Communications Manager,  
Network Rail**



### CASE STUDY

#### Mills Hill Stakeholder Engagement

On behalf of Network Rail, we developed an engagement plan ahead of works commencing on a major accessibility upgrade to Mills Hill station in Greater Manchester.

In order to build a respectful, positive relationship with the community, we invited a range of people from the area – from line-side neighbours to station users – to a public consultation learn more about the works and have their questions answered.

Over 30 people attended the session, meeting face-to-face with ours and Network Rail's project team, providing constructive feedback and suggestions of further community engagement. We also conducted a letter drop to over 50 lineside neighbours ahead of the project start date, detailing the works timeline, potential impacts and helpline details.

## 8 • Equality, Diversity & Inclusion

We aim to create a workplace where everyone feels comfortable regardless of race, gender, disability or sexual orientation. We do this by eliminating discrimination and encouraging diversity among our workforce. As part of this commitment, we have developed an 'Every Story' working group to actively promote equality, diversity and inclusion throughout the business.



As part of our commitment to EDI, we also operate a 'Women in Story' working group, which enables our female staff members who are working in historically male-dominated roles a forum for support and discussion around how to further improve equal opportunities in the Construction, Rail and Civil Engineering industries.

We also aim to encourage and support local events which promote and celebrate diversity, such as Multicultural Carlisle's 'Culture Bazaar' festival and local Pride events throughout our operating areas.

*“Culture Bazaar 2019 has been an incredible event, truly engaging and empowering ethnic minorities to take ownership of an event they have moulded, created and delivered.”*

*“Our funders, sponsors and partners have once again supported Culture Bazaar through financial and in-kind support. Without the loyalty and commitment of volunteer engagement and sponsors such as Story Contracting, the event would not exist.”*

**Saj Ghafoor, Chief Officer, Multicultural Carlisle**



### CASE STUDY

#### Multicultural Carlisle: 'Culture Bazaar'

As part of Story's commitment to promoting and fostering diversity and inclusion, we joined Cumbria in celebrating the region's cultural diversity at the Culture Bazaar Festival.

We provided pre-event support in the form of graphic design, leaflet distribution and promotion whilst also attending the two-day event. Over the course of the weekend Story staff manned a stall at the festival offering information on careers in the Construction and Rail industries, as well as setting a bridge-building STEM challenge for children at the event to promote the basic skills of engineering.

Story's Occupational Health Nurse also provided support at the Bazaar, offering attendees the opportunity to receive a free mental and physical health screenings and providing advice on any queries or concerns.



## 9 • #TeamStory in the Community

We understand the importance of a thriving community, and as such, do everything we can to improve and enhance the communities in which we operate. Where possible, we do this through providing support by way of free labour, materials and support from our staff, allowing us to directly assist community groups, charities and events in ways that provide more significant benefits than monetary donations.

Examples of how we have supported communities in this way in 2018/19 include:

- Multicultural Carlisle 'Culture Bazaar' marketing, support, occupational health support and event attendance
- Carlisle & Eden Mind 'Lighthouse Project' Refurbishment
- Beacon Hill LLMAC engagement and support
- Multiple School STEM Sessions
- Dream Placement Work Experience Programme
- 'The Foyer' Whitehaven Garden Renovation
- Growing Well plant, labour and materials donation
- Multi-agency Emergency Services Training Exercise organised, supported and hosted
- Carlisle Key Renovation - Give A Day
- MCR Pathways Mentoring Scheme
- Carlisle College Mental Health Awareness Talk
- Racehorse Rescue Centre plant, labour and material support
- Community Rail Partnership Day attendance
- Pirelli Family Fun Day attendance and organisation support
- Cumbria County Council Health & Safety Day support and attendance
- Cumbria Pride event support and attendance
- Waverley Cycle Challenge organisation and workforce participation
- Story Contracting Rowing Challenge organisation
- '1000 Miles for Mental Health' challenge organisation and workforce participation in spare time
- West Cumbria Works - staff mentoring and project management support
- James Rennie School Garden Project - labour support and materials.



James Rennie Garden Project Support



Carlisle College Mental Health Awareness Talk



Racehorse Rescue Centre Support



Emergency Services Training Exercise





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