

Social Impact In action

Presented by:

Sara Lawton

Director, Construction Impact Framework



Who am I? ...



- 25 years experience of working in some of the countries most deprived areas
- Created and implemented groundbreaking initiatives:
 - Award winning Styal Prison Project
 - Award winning Street Based Teams
 - Award winning Toxteth Fire Fit Hub
- Merseyside Woman of the Year 2014/15
- Mazda's Real Challenger' 2015

Case Study: Toxteth Fire Fit Hub



What is Toxteth?

To most people Toxteth is infamously known for the 1981 riots that left shops and streets destroyed by fire and vandalism; statistics paint a portrait of deprivation:

- Almost 29% of Toxteth residents have no educational qualifications
- 23% of residents live in social housing compared with a national average of 8%
- Over 30% of residents access benefits
- Toxteth has the highest rates of child poverty nationally

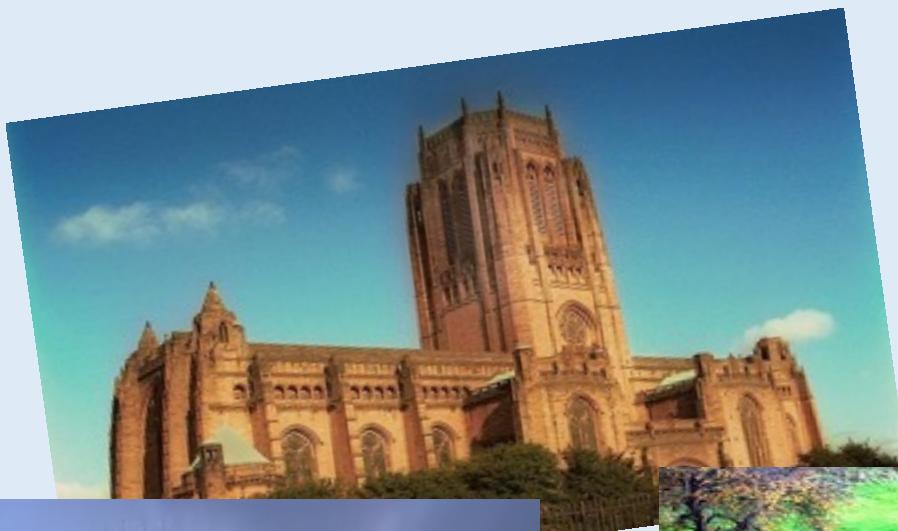
Toxteth 1981



Toxteth, 6pm, Sunday 21st Feburary 2016



Even today Toxteth has its challenges ... but to me Toxteth is Home... To me it is a beautiful place laden with spectacular buildings, 2 parks, breathtaking views of the City's Cathedrals and a wonderfully diverse community.

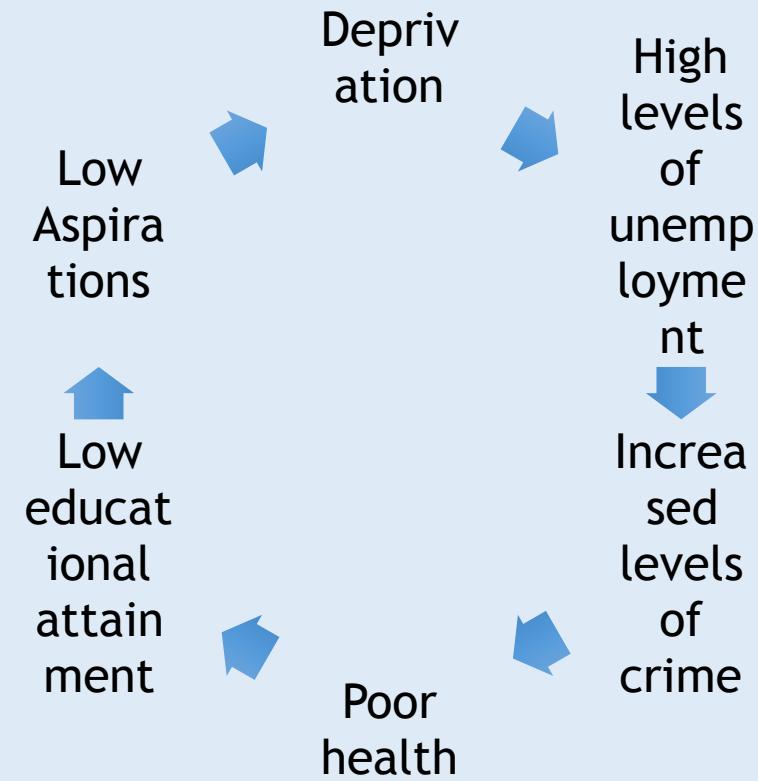


Remit

In 2011 I was given the task of leading on one of the most exciting regeneration projects the community had seen in years, I was excited, nervous and very aware of the challenges that lay ahead.

My directive was simply “make it work” ...

Breaking the cycle



The Project

- Situated in the heart of Toxteth within an area that was a notorious ‘no go zone’ emergency services the Fire Fit Hub is a purpose built £5.2m world class youth facility attached to an operational Fire Station.
- State of the art facilities include:
 - 4 x 3G football pitches
 - 2 gyms
 - 1400 seater sports hall
 - Chillout zone
 - Dance studio
 - Educational suites
- Leading on all aspects of the build including community issues and social impact, the key to the success of the project was community buy in.
- Set against a backdrop of financial restraints, tight deadlines and complex community dynamics social impact was the vehicle that engaged and united the local community.

Outcomes

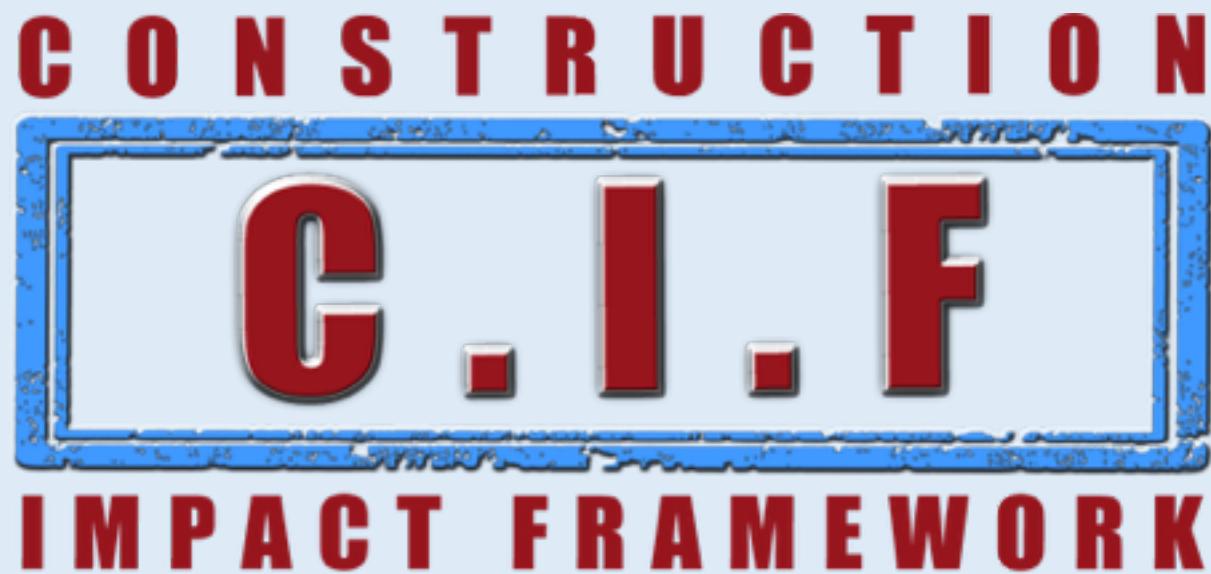
Despite a difficult journey the Fire Fit Hub was an outstanding success:

- 30 job opportunities created for local people.
- Over 2000 young people registered and using the facilities within the first 6 months.
- Over 100,000 visits to the centre in its first 12 months of operations.
- Over 1400 qualifications up to GCSE level achieved by young people aged 11-19 in its first year of operations.
- Local shops extending opening hours due to increased business and a sense of feeling ‘safe’.
- 40% reduction in crime in the local area.
- 0 incidents of youth related anti-social behaviour reported the local area after 12 months of operations
- Independent study conducted by LJMU in Jan 2015 reported residents felt there was no longer youth crime in the Toxteth area.

Bringing the outcomes to life ... What social change looks like in reality

<https://www.youtube.com/watch?v=xZyYQelnOWg>

What next ... how can we keep impacting



The C.I.F is a framework offering compliant procurement solutions whilst delivering social impact and transforming communities ...