

**copper**

# Building back better

---

in the Education Sector



[copperconsultancy.com](https://copperconsultancy.com)

# How we can help



The confirmation of a new 10 year programme to rebuild 500 schools represents an exciting opportunity for contractors in the education sector. The government has announced £1bn to support the first phase of the programme, with 21 new schools being built and a further 50 redevelopments in this first year alone.

As with any new framework programme, making a strong early impression is key. Providing an industry-leading approach during bidding and early delivery will be vital for winning work and a strong profile with the Department for Education.

Here we share thoughts on how Copper could provide immediate, effective support, added value and competitive advantage to your bid and delivery approach.

- Immediate engagement via Communify
- Considerate Constructors exemplar
- Social Value Model best practice
- Leading framework partner

# How we can help



## Major new framework and programme opportunities

It has been a turbulent but important 12 months for contractors working with the education sector. The long awaited replacement for the Priority School Building Programme (PSBP) finally being announced, with confirmation from the Chancellor in the November Spending Review of a new 10 year programme to rebuild 500 schools.

As the Department for Education (DfE) launched its new framework to the construction market earlier this year, the Government further announced £1bn to support the first phase of the programme to deliver 50 rebuilds, as well as 21 new schools to be built.

## Government expectations – new Social Value Model

It's substantive funding for year 1 of this new programme when compared to the £4.4bn allocated to the 491 PSBP projects delivered. In return the Government is keen to see a very clear programme of wider economic stimulus, as part of our post Covid recovery, including specific job creation and apprenticeship delivery.

This element of social value delivery will be needed as part of a wider programme that should conform to the Government's newly launched Social Value Model, which aims to structure delivery into specific and measurable activities with clear delivery timeline and reporting, which will be easily benchmarked against other delivery partners.

## Mitigating risk with an early plan

This is obviously in addition to the good practice expected of Considerate Constructors, where excellent communication and engagement to minimise disruption to school sites, at a time when parents are anxious to see children's education return to normal, will be all important.

Having an early, clear, well thought through community engagement and social value delivery plan, structured to reflect the new Social Value Model, will be key to mitigating operational and reputational risk. We recognise how important this is at the beginning of a long-term framework and programme, where reputations of excellence will be critical to future work winning.

# We provide...



## Experienced contractor partner

At Copper we've been working with contractors for many years across a range of different sectors where early insight on community engagement and stakeholder management has significantly reduced disruption and risk, and given the contractor a secured licence to build without programme delay and cost. We are repeatedly retained because our expertise provides a timely solution that is more cost effective than trial and error, and provides a best practice approach that gives positive profile and competitive advantage with the immediate client, any framework partner or ultimate client like the DfE.

## Early, quick and cost-effective insight with Communify

We use our own digital data insight tools from our toolkit called Communify, to quickly define the local community landscape, issues, core stakeholders and social value needs. We are often used in parallel with in-house colleagues to help to quickly and cost-effectively define the engagement plan and social value delivery programme at the outset, then allowing in-house colleagues to focus on day to day delivery with a robust and insightful plan in place.

Or we can stay on to help with delivery if there is no in-house project resource in place, or the project scale, contention or complexity warrants it.

We appreciate the cost pressures facing contractors, reflected in **our recent Construction Sector Insight Report compiled through Construction News**, so resources are modelled at the appropriate level to support day to day delivery cost effectively, compared to more senior resource supporting you at the strategic plan development stage.

## Cost-effective replicable approach

The replicable nature of the programme means that there would also be a natural efficiency to developing a plan approach that works for your organisation, which we can then tailor through Communify when starting in a new location to quickly update with the new community involved, stakeholders, issues etc. And Copper would reflect any repeat opportunity in our pricing as well to support a longer term partnership as a member of your supply chain.

# About Copper

**A strategic consultancy partner with more than 25 years of experience providing communications and stakeholder engagement for economic and social infrastructure, and major projects across the UK.**

## **An example range of Copper services**

- Corporate and B2B communications
- Stakeholder engagement, including perception studies and reports
- Community relations
- Social Value Delivery and legacy management
- Bid support
- Messaging and narrative building
- Public affairs
- Reputation management
- Copywriting
- Media relations
- Crisis and issues management
- Social media strategy
- Event management
- Graphic and web design

We specialise in delivering campaigns that build acceptance and excitement around the world of infrastructure development and construction. Communicating complex concepts, often in challenging political, social and environmental situations, we enable projects to gain consensus and to take shape.

But we also appreciate the challenges of tight margins, complex and changing programmes, the need to model risk and use it to inform the commitments/KPIs made on a project, through to well informed mitigation strategies to manage those risks and avoid delivery disruption, increased costs and reputational damage.

## **Copper free insight webinar offer...**

Given the scale of market activity and the pace of delivery needed, contrasted by the changing nature of digital engagement and the introduction of the new Social Value Model, we are offering a free 30 minute taster insight webinar, to share with you and a group of colleagues, how the landscape has changed in recent months, and how this can inform a market leading best practice approach.

For a conversation to understand a little more about Copper and the potential interest of a webinar, please contact **Caroline Romback**, via email [caroline.romback@copperconsultancy.com](mailto:caroline.romback@copperconsultancy.com)

**Copper**

Follow [@CopperConsult](#) on Twitter  
and [@CopperConsultancy](#) on LinkedIn  
[#ukconstruction](#)