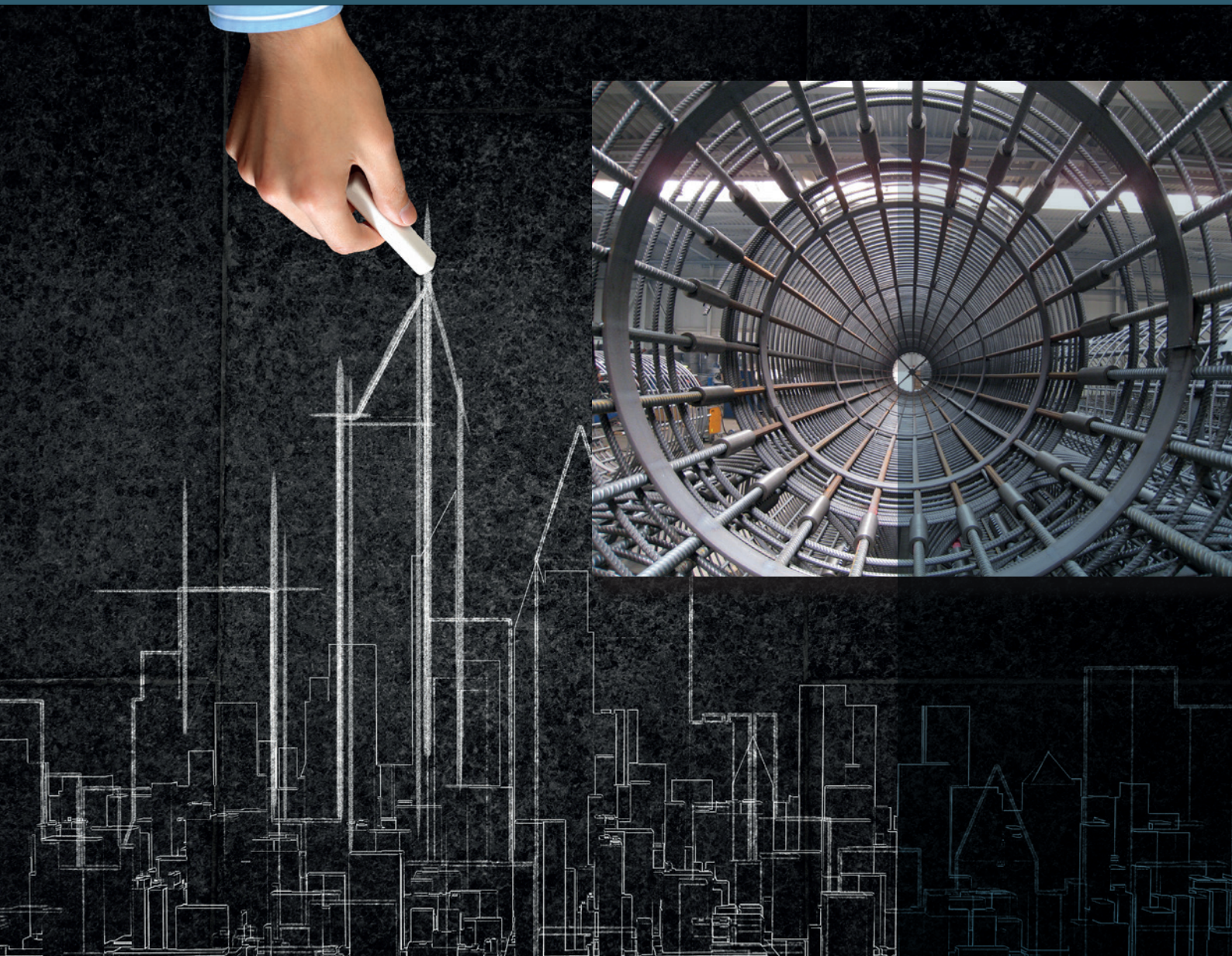


SOCIAL VALUE – chalking up success



REINFORCED
INSIGHT





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The British Association of Reinforcement (BAR) is the trade association of UK manufacturers and fabricators of steel reinforcement products including cut and bent bar and mesh.

BAR aims to add value to the reinforcement industry through market and product development, promotion of good industry and health and safety practices and forwarding the development of the reinforced concrete industry as a whole.

Reinforced Insight: Social Value – Chalking up Success

Introduction

For the construction industry, social value involves demonstrating how a project provides added value in terms of society, local community, economic and environmental benefits. Following government mandatory procurement requirements, the concept of social value is now being further defined and forwarded.

The delivery of social value has been fully embraced by the members of the British Association of Reinforcement (BAR) as part of their corporate responsibility commitments. They are fully ready to work with construction clients and partners to fulfil social value ambitions that 'raise the bar'.





Taking social value further

The provision of social value is a mandatory requirement called for by government procurement policies. The Public Services (Social Value) Act 2012 placed a requirement on relevant contracting authorities to consider how the economic, environmental and social well-being of the local area may be improved by what is being procured. It places social value at the heart of the procurement process for public contracts and this, in turn, places a requirement for contractors – and subsequently their supply chain – to demonstrate the social value of their operations. Whilst, the Social Value Act applies to the public sector, many private sector clients now take in account social benefits when awarding construction contracts.

From January 2021, under the Procurement Policy Note 06/20, central government furthered the requirements set up by the Social Value Act. Government departments must now adopt a social value model that:

- Supports Covid 19 recovery, including helping local communities manage and recover from the pandemic impact,
- Tackles economic inequality including creating new businesses, jobs and skills,
- Reduces waste and climate change
- Drives equal opportunities including reducing the disability employment gap, tackling workforce inequality and promoting community integration.

Application of the new social value model will be mandatory for central government procurement and its impact – as with the Social Value Act 2012 – is expected to be reflected in the procurement policies of local government and the private sector.

The need for 2nd tier contractors and for the construction supply chains to fully embrace the delivery of social value is underlined by a number of Tier One main contractors signing up to the SCAPE, the public sector partnership organisation, Community Legacy Mission Statement. These contractors are committed to supporting local supply chains, increasing local employment and training opportunities and promoting STEM in schools to inspire the next generation. This is alongside forwarding the sustainability objectives of the SCAPE procurement frameworks.

The evidence of the benefits of forwarding social value is underlined by the annual Social Value in Construction Benchmarking Report compiled by the Social Value Portal and SCAPE. Its 2022 report found that in the previous year the UK construction industry had delivered over £1bn of economic, social and environmental improvements, a 14% increase over 2020.



Reinforced social value

As active members of the reinforced concrete supply chain, BAR members work and collaborate with construction clients and contractors to enable the fulfilment of their social value ambitions. They have developed their corporate responsibilities commitments to fully embrace the delivery of social value. Examples of social value initiatives range from environmental initiatives and local community projects, working with schools and providing employment for ex-prisoners.

RAISING THE BAR:

ARCELORMITTAL KENT WIRE

BAR member ArcelorMittal Kent Wire has developed and is delivering a wide range of social value initiatives. These include:

■ Sustainability

- ArcelorMittal supplies XCarb steel which has a significantly reduced CO₂ impact of just 300kgs/t compared with the industry norm of 750kgs/t. Furthermore, ArcelorMittal is committed to be a net zero steel producer by 2050.
- ArcelorMittal Kent Wire only purchase renewable electricity at its Chatham's manufacturing facility. This contributes to a reduced CO₂ 20kgs/t per tonne of steel processed. This figure will reach zero by 2030.
- Its location at Chatham Docks allows the company to bring in over 80% of raw materials by vessel. This significantly reduces the number of lorry journeys.

■ Education

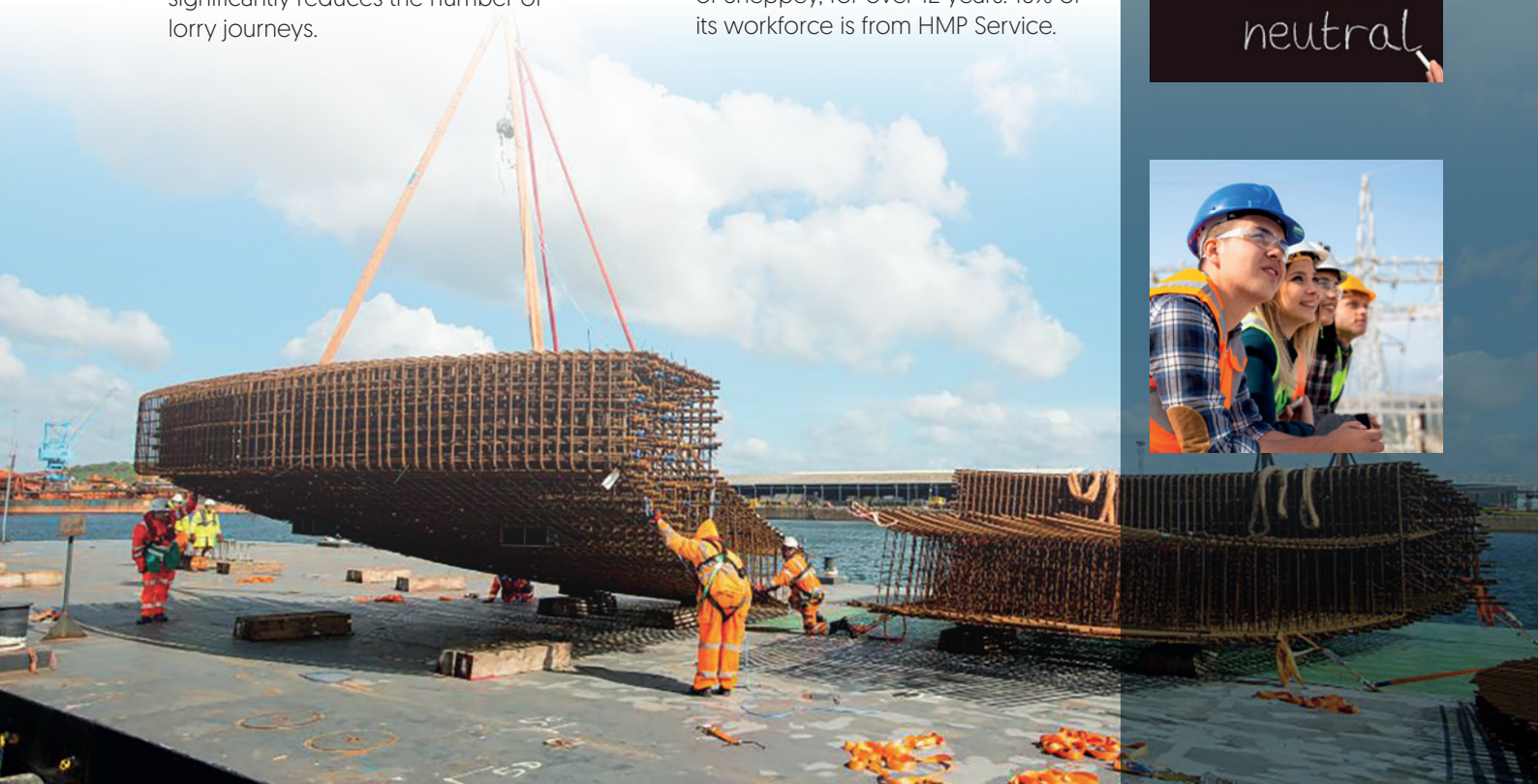
- Together with University Technical College Chatham, ArcelorMittal Kent Wire mentors and provides work experience for students from the age of 14 to 18.
- The company has close links with Greenwich University and mentors students in their second and third degrees.

■ Employment

- The company supports its local chain with some 360 local jobs being dependent upon its operations
- ArcelorMittal Kent Wire has worked with HMP Service at Eastchurch, Isle of Sheppey, for over 12 years. 10% of its workforce is from HMP Service.

Trainees
wanted!

CO₂
Carbon
neutral





Raise the bar

Just as reinforcement is embedded within concrete to provide greater strength and performance, the delivery of social value is firmly embedded within the business culture of BAR reinforcement manufacturer and fabricator members. For, not only should social value be second nature to forward-thinking companies, it should also be indicative of a vision to do better and 'raise the bar.' It is a case where altruism make good business sense.

RAISING THE BAR:

CELSA UK

■ Sustainability

- Celsa UK is committed to being net zero by 2030.
- The company is fully committed to the circular economy and recycling. 93% of the materials used in production are recycled, 100% of the products generated are recyclable and over 90% of the waste generated by the production process is recovered and re-used.
- Celsa is in partnership with the University of Cambridge, Materials Processing Institute and others working on a major £6.5m project to develop the world's first zero emission cement on an industrial scale.
- The company promotes an employee cycle to work scheme to our employees and encourages to encourage sustainable lifestyles to improve people's wellbeing.

■ Employment

- Celsa UK has a dedicated apprenticeship programme and is fully committed to the development of high-quality education and training schemes.

■ Community engagement

- Celsa have been working with a local social project, Green Squirrel, provide materials CELSA for their Railway Gardens project in Splott community aimed at providing a space for meetings, classes and community gatherings.
- The company attends local school careers events and are active participants in The Cardiff Commitment which supports young people into STEM-related work.



- Each year, Celsa employees nominate a Charity of the Year and carry out fund raising activities.

OUR PATHWAY TO NET ZERO CARBON



RAISING THE BAR:

BRC LTD

■ Environment:

- As part of its investment in its site at Barugh Green, Barnsley, the company planted 130 trees as part of its 'Environmental, Social and Governance' goals

■ Community:

- BRC employees often work together to support local charities. Recent events include Bake for Dementia and Macmillan Coffee Mornings



RAISING THE BAR:

MAX FRANK

The company's corporate philosophy 'Building Common Ground' encourages asking the right questions to gain new insights and fully embraces new ideas, knowledge development and different cultural backgrounds.

■ Community:

- Max Frank donated construction materials to the Getaway Girls' project as featured on the BBC One series 'DIY SOS: The Big Build'



RAISE THE BAR



FOR REINFORCED SUCCESS CHOOSE A MEMBER OF
THE BRITISH ASSOCIATION OF REINFORCEMENT

- DELIVERING QUALITY AND ADDED VALUE
- FULL ADHERENCE TO REQUIRED TECHNICAL AND INDUSTRY STANDARDS
- COMPLIANCE WITH RELEVANT CERTIFICATION SCHEMES
- COMMITMENT TO HEALTH & SAFETY, SUSTAINABILITY AND SOCIAL VALUE
- ONGOING PRODUCT INNOVATION AND PROCESS DEVELOPMENT