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# Creating Enterprise

The Social Contractor of Choice



# Welcome from Andrew Bowden

Group Chief Executive –  
Creating Enterprise and Cartrefi Conwy



## **Welcome to Creating Enterprise; the social contractor of choice.**

This ground-breaking initiative came about from our need at Cartrefi Conwy to continue to maintain

our properties to an excellent standard, whilst recognising the real need to provide skills, training and employment opportunities to our unemployed tenants and the wider community.

Creating Enterprise now provides our organisation with a range of services that we have previously placed with external contractors, providing a much more cost effective solution over which we have greater control and higher quality assurance.

In just 8 months we have created 27 brand new job opportunities including a number of traineeships and apprenticeships. This number will certainly grow exponentially over the coming months and years. And this is the **real** benefit to us at Cartrefi Conwy. The feel good factor - **we are making a real difference to people's lives.**



# What is Creating Enterprise?

Creating Enterprise is a wholly owned subsidiary of Cartrefi Conwy Limited. Creating Enterprise was incorporated as a Community Interest Company (C.I.C.) and became fully operational as a Social Enterprise organisation in April 2015.

Creating Enterprise was established to deliver cost effective, quality services to support housing management and maintenance whilst also providing employment and training opportunities for disadvantaged people.

Our vision is to replicate this model across North Wales (and beyond) and for Creating Enterprise to become the **Social Contractor of Choice**.

The concept is simple; you need work carrying out on your properties to maintain them and Creating Enterprise is an innovative, socially responsible way to meet this need.

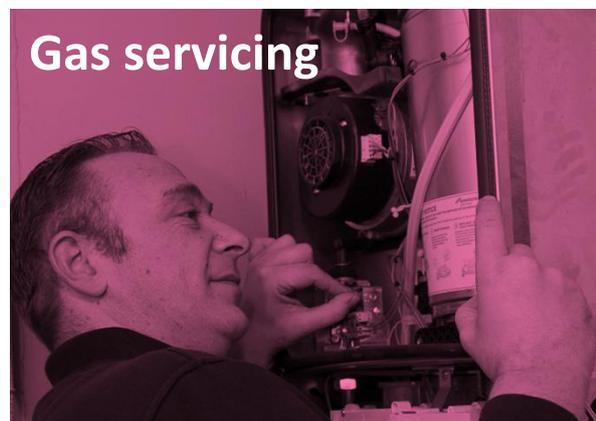
Creating Enterprise opens up new employment opportunities for our tenants and helps them into meaningful long term employment.

The Creating Enterprise model can be applied to any areas of work that require a more manual, lower skilled workforce such as handyman services, gardening, painting, property clearance and cleaning etc.



# Creating Enterprise work streams

The Creating Enterprise model can be applied to a number of work streams that require a more manual, lower skilled workforce. So far we have developed the following work areas (but if you have other areas of work that you think could be applied to Creating Enterprise, let us know)



# What can Creating Enterprise do for you and your organisation?

## Social value

Our solution delivers on social impact measures; by supporting people that are experiencing difficulty with entry to or return to work for various reasons (take a look at our case studies to find out how Creating Enterprise is changing people's lives).

## Cost effective

Creating Enterprise is a cost effective way of buying in key services without the burden and cost involved with procurement.

## Quality Service

Creating Enterprise offers a guaranteed quality service. Contracting our services will offer you improved productivity and an excellent customer service whilst meeting high quality standards; delivering within timescales and on budget.

## Added Value / Community Benefit

Your tenants / clients can become part of our unique Employment Academy.

## No procurement process required

- Creating Enterprise has been set up so that any "Contracting Authority" (Housing Association or Public Body) can become members of Creating Enterprise
- Approval is required by the Board of Creating Enterprise (membership form to be completed by the new member).
- A Contracting Authority will then have the right to appoint a director to the Creating Enterprise Board
- They will then be able to buy services from Creating Enterprise without having to go through a tender process
- *(Cartrefi Conwy will always have the controlling interest in Creating Enterprise)*

# Our employment academy

This is one of the really exciting and innovative aspects to Creating Enterprise.

Our employment academy works alongside Creating Enterprise. All the work we carry out includes 'ring fenced' jobs that only unemployed tenants can benefit from.

Each tenant is given a 12 month paid contract and is given training, support and mentoring.

We then help them to secure local employment at the end of the 12 months which 'frees up' their job for another tenant to benefit from.

And the great thing about the employment academy is that it costs no more to provide it. It's part of our service to you.



# How Creating Enterprise has benefitted Cartrefi Conwy ...

Cartrefi Conwy has brought a range of work streams in house through Creating Enterprise. These services were previously procured through external contractors. However, Creating Enterprise has provided us with a more cost effective solution over which we have greater control and higher quality assurance.

We initially utilised Creating Enterprise to carry out our void clearances to our empty homes and this was so successful we quickly brought other work streams in house, including our external painting contract, gas servicing and a new handyman service for our tenants.

There have been a number of benefits for our business, including:

- The creation of 27 new job opportunities including 6 twelve month paid traineeships for Cartrefi Conwy tenants
- Improved service delivery – since Creating Enterprise has taken on our Gas Servicing contract, we have seen a vast improvement in first entry rates into our homes, 100% compliance and excellent customer feedback from our tenants.
- 155 hours of volunteering bringing vital employability skills to our tenants that are struggling to get into work
- A new handyman service has enabled our skilled labourers to focus on more complex, planned works as they don't have to attend ad-hoc, basic repair jobs, thus saving time, money and productivity in our repairs team.

*“Creating Enterprise has really helped us to offer an improved service for our tenants whilst offering valuable employment and training opportunities. We hope to build on this success in the future, bringing more work streams in-house. This alternative service delivery model has saved us money, improved the way we work and most importantly has enabled us to really support the communities we serve”.*

Gwynne Jones, Operations Director, Cartrefi Conwy

## Success stories ...

### **Craig Palmer 25 – Trainee painter**

Craig, who has a two-year-old son, called Noah “It was through Crest and also because I’m a Cartrefi Conwy tenant that I got the interview for the 12-month contract with Creating Enterprise.

“I started with them as a trainee painter in June and I’ve been really enjoying the work since then.

“I’m mainly painting the outside of Cartrefi Conwy properties and basically doing the same job as the professional tradesmen on the team.

“I’m getting a lot of help from the professional painters I work with, who also give me plenty of encouragement.

“At the end of the contract Creating Enterprise will help me to look for a permanent job and, after the experience I’ve had with them, I’d like to do my training and become a painter.

“One day I’d even like to have my own painting business.

“The time I didn’t have a proper job was very depressing but being on this contract has really built up my confidence and helped me to cope with things like job interviews.

“I’d say it’s really turned my life around and, hopefully, it will be kind of a springboard to better things for me.

“I’d recommend it to anyone in the same position as myself.”



# Success stories ...

## **Darran Hunter – 30 – Voids Clearance**

One of the first to benefit from the Creating Enterprise employment academy was 30-year-old Darran Hunter of Conwy. After leaving school without qualifications Darran went on to study car mechanics at Llandrillo College but didn't finish the course.

"I realised after a time that it wasn't for me, so I didn't stick to it.

"I then left education and started working with my dad who is a builder. I was doing labouring jobs but it wasn't anything full-time or permanent. I did that for a couple of years and when I couldn't find any work at all I went on benefits. It was a bad time with the recession just starting and there was just nothing around in this area. I drifted along like that until last year when I went on an Intermediate Labour Market programme with Crest Co-operative.

"It only lasted for four months but I enjoyed the work which involved driving around in a van doing collections from properties of things like fridges.

"I think that helped me get my start with Creating Enterprise. Through the local

Jobcentre I went along for an interview and was delighted when I got the 12-month contract.

"I'm now working with the voids team, which means I go round with one of the other staff members cleaning and clearing up properties when they become empty, ready for their new tenants to move into. "I've had training in all sorts of things, like health and safety, handling heavy weights and first aid."

"This is the first real job I've ever had since leaving school and education and I'm really enjoying it. In fact, you could say it's turned my life around," he explained. "I spent years with hardly any prospects or cash to spend on things like my hobbies of football and motorcycling – I now have a little Honda NSR to get around on.

"I get a lot of help from other members of the Creating Enterprise team and I'm building up my self-confidence. When I finish my contract I'm hoping to do Class 2 training and then get a job as an HGV driver. That's my big ambition "I'd recommend the contract with Creating Enterprise to other people as it's certainly changed my whole outlook."

# Get involved ...

If you would like to find out more about Creating Enterprise and how you can become part of this innovative social enterprise contact Sharon Jones, Partnership Director:

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**[www.creatingenterprise.org](http://www.creatingenterprise.org)**

**The more we grow the more opportunities  
we can provide to tenants and clients across  
North Wales**



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think differently, do differently  
dweud a gwneud yn wahanol

