

Date: Tuesday 5th November 2019

Location: Action Sustainability offices, London

Attendees:

Briony Wickenden (CECA), Dale Turner (Skanska), Emer Murnaghan (Graham), Lorna Brown-Owen (Network Rail, dial in), Ian Heptonstall (Action Sustainability – chair), Liz Holford (Action Sustainability), Veronica Mulenga (Action Sustainability), Sara Gouveia (Action Sustainability), Jo Mercer (VINCI), Jo Pottinger (BAM, dial in), Richard King (Osborne), Stephen Cole (CITB, dial in)

Apologies:

Aaron Reid (Balfour Beatty) & Belinda Blake (Highways England)

1. Welcome

Ian Heptonstall (IH) welcomed the group and outlined the context for the meeting by running through the agenda.

2. Review of minutes of last meeting

Veronica Mulenga (VM) ran the group through outstanding activity as per the action log and everyone was reminded to pick up on actions assigned to them. The group spoke about the term ‘masterclass’ as a way of rebranding the sessions that more in depth, specialised training topics. The group agreed that the FIR team should continue to promote these sessions in this way. Briony Wickenden (BW) mentioned that we could possibly create a FIR flyer that includes all masterclass topics, when they have been firmly established.

3. Progress against targets

IH talked through the FIR targets and outputs as per the table below.

Outputs	Target to date	Actual to date	Project target
Overall number of learners ¹ (classroom + e-learning + webinar)	2,380	2796	5,000
Overall number of companies (classroom + e-learning + webinar)	1,100	993	2,000
Overall number of companies that are SMEs ² (60%)	660	417	1,200
Number of FIR Ambassadors	275	585	500
Marketing campaign - number unique visitors reached	11,275	19,275	18,000

The group agreed that the Programme is doing well based on outputs against targets. Emer Murnaghan (EM) commended the FIR team for the number of unique visitors reached through marketing (19,275 visitors based on a target of 11,275 visitors). BW mentioned that it would be beneficial to get a larger break down of stats relating to this figure from google analytics in the near future. The group agreed that additional work needs to be done to bridge the SME gap as established in previous meetings.

CITB levy registered companies

IH mentioned that 71.2% of companies that have declared their trade categories and have participated in the FIR programme are in scope based on the graph outlined in slide 17. IH raised that it would be a good opportunity for CITB to share data regarding their levy payers so that the School is in a better position to engage with those companies. The group highly agreed and Stephen Cole (SC) mentioned that he will put Ian in touch with the relevant people that deal with data within CITB.

- ✓ **Action 141:** Sara to research the 47 companies that are undeclared with regards to their SME status on slide 16
- ✓ **Action 142:** FIR team to fix broken links on e-learning modules and then initiate peer review via articulate for FIR steering group members in the near future
- ✓ **Action 143:** For team to pull a web report to highlight the top 10 landing pages and how long they are there for

4. FIR workshops delivery

Liz Holford (LH) talked through the pipeline of FIR events and the fact that the FIR group has utilised a variety of FIR trainers to deliver the workshops, highlighting that the model is working well for the Programme. The group was reminded to attend FIR workshops/masterclasses where possible in order to quality assure the material delivered. BW and Dale Turner (DT) mentioned that they had sat through recent FIR training and were happy with the standard of FIR Trainers that they saw.

The group briefly spoke about extending the programme's reach to target other industries, specifically the facilities management sector. However, the challenge with this lies with CITB, as they it's been requested that the programme targets levy payers when delivering free training. IH mentioned that perhaps the group should look at this in more detail through the business planning meeting for next year and allocate funding to allow room for this activity.

Lorna Brown-Owen (LB) showed interest in running a FIR workshop for Network Rail. Also, Stephen Cole (SC) mentioned that it would be beneficial to provide FIR training to Construction Careers Ambassadors that he's closely involved with. IH mentioned that Veronica could take this away and action.

- ✓ **Action 144:** Veronica to schedule FIR workshops with the FM sector within the School
- ✓ **Action 145:** Veronica to speak to Lorna about arranging a training workshop for Network Rail
- ✓ **Action 146:** Veronica to speak to Stephen about FIR training for Construction Careers Ambassadors

5. Q9 & Q10 Activity: FIR Webinars and masterclasses update Schedule

LH talked the group through all upcoming workshops as per slide 11 on the accompanying slide deck. BW suggested that some upcoming FIR webinars should be promoted outside the FIR Ambassador network, as they are proving popular. The group decided to trial this with an upcoming webinar but also had the discussion around keeping most of this activity

exclusively open to FIR Ambassadors. However, the webinars will become accessible on the School website for anyone to watch.

- ✓ **Action 147:** Sara to work with Emily (marketing manager) to make webinars available on the School website

6. FIR Gold Ambassadors

LH talked the group through the FIR Ambassador learning journey as per slide 19, clarifying how Ambassadors can adopt bronze, silver and gold status. LH also outlined the two routes available to FIR Ambassadors when aiming for gold status, as per the image below. BW proposed implementing another level for 'elite ambassadors' who advocate and promote FIR to a higher level.



- ✓ **Action 148:** Briony to propose wording for the 'elite ambassador' status for those who advocate FIR to a higher level

7. Business Planning & Future Income

IH talked through the planned income streams for the FIR programme as per the table below. IH highlighted that CITB funding ends in 2021, so the programme will need to find other forms of income. SC mentioned that he will speak to his internal CITB team regarding potential future funding for the FIR programme and would update us in the next meeting. Also, BW mentioned that sponsorship should increase for future Inspiring Change Conferences, which should help with allocating less FIR budget to run the conference.

Cash Funding	2017	2018	2019	2020	2021	2022
Annual budget	£145k	£250k	£225k	£227k	£229k	£237k
School (actual)		£20k (£40k)	£25k (£45k)	£50k (£50k)	£75k (£75k)	£137k
Other Income (actual)		£20k (£0)	£25k (c.£5k)	£50k (?)	£55k (?)	£80k
Inspiring Change Awards & Conference					£20k	£20k
CITB	£145k	£210k	£175k	£127k	£79k	£0

- ✓ **Action 149:** Stephen to speak to CITB about potential future FIR funding and update the group in the next meeting

8. Any other business

BW updated the group on her meeting with trade federations with regards to their involvement in the Inspiring Change Conference 2020. Also, BW mentioned that she has a speaker confirmed and is working to finalise speaking arrangements in the upcoming months.

The group agreed to extend the next meeting on **Wednesday 12th February to 3 hours**, from 10:00 – 1:00. The group will discuss business planning for 2020 so it would be appreciated if everyone could make an extra effort to attend this meeting.

- ✓ **Action 150:** Sara to circulate the upcoming FIR meetings for 2020.