

CWMPAS

Cwmpas x Wynne Construction

Case Study

A commercial project
conducted by Business
Growth and Consultancy.





Our primary focus was to address social value and what it means to Wynne Construction, establishing its current position and outlining its vision for the future.

Adam Cox and Sarah Evans worked to develop a comprehensive social value stakeholder engagement strategy.



Adam Cox

Lead Consultant: Social Value, Cwmpas

Adam has worked across the public, private and third sectors, delivering social value projects and programmes for more than 15 years. This area of expertise developed having been responsible for refreshing the approach to community benefit within a local authority.



Dr Sarah Evans

Director of Business Growth and Consultancy, Cwmpas

Sarah is the Director of Business Growth and Consultancy at Cwmpas and has previously worked as a principal manager in Local Government and a Senior Lecturer/Researcher at Wrexham University.

What is Social Value?

Social value is about creating value beyond profit – value that helps Wales thrive.

The Welsh Government's Well-being of Future Generations Act gives us the ambition, and the legal obligation, to improve our social, cultural, environmental and economic well-being as a nation. Wales has everything to gain by taking the letter and the spirit of the Act on board.

Cwmpas' aim is to put social value at the heart of every business and organisation in Wales with help that's practical and pragmatic to business needs.



Our work with Wynne Construction

Established in 1934, Wynne Construction originally operated from Rhuddlan, North Wales. During its early development, its structured growth and positive impact on the local community and economy advanced its success and created strong commercial relationships with local authorities and clients alike.

It provides construction and related services for public and private sector organisations in a variety of market sectors, with a client base spanning public sector bodies, local authorities, NHS Trusts, universities, colleges, and private clients. Andy Garner, Pre-Construction Director, Wynne Construction, said:

“We were keen to review our social value approach and establish a new social value vision for Wynne Construction, with the full involvement of the leadership management team.”

One of the primary objectives for Wynne Construction was to devise a way to increase the understanding of its history and culture, and how it has grown as a business. We understand that shaping an organisation’s approach to social value means we are also helping to change and shape its culture.

This meant that we had to encourage a full adoption of the process from the whole managerial team.

Wynne Construction is an award-winning, Welsh construction company that provides high quality and innovative solutions operating within the public and private sectors. Our involvement with the company began in March 2022, when Wynne Construction’s Social Value Manager, Alison Hourihane, came across one of our ‘social value in construction’ podcasts on LinkedIn and enquired about our services. Alison Hourihane, Social Value Manager at Wynne Construction said:

“As a company which is constantly tendering for projects, the advice and guidance that Cwmpas gave us has helped steer us in how to respond to the social value responses and meet social value requirements set by the Welsh Government.”

Adam Cox, Lead Social Value Consultant at Cwmpas, said:

“It’s refreshing to work with an organisation that sees social value as something that has impact beyond just metrics. The ongoing relationship allows us to develop creative social value ideas to drive it forward for the benefit of our communities.”





Our work with Wynne Construction cont.

The initial stage of any project involves a preparation and fact-finding task where we analyse the current approach, define aspirations and identify any challenges that may arise.

From there, we immediately began with a full day dedicated to a social value engagement workshop. This session established their position, their vision, values and aspirations of how they deliver social value in the company going forward. Alison Hourihane added:

“The approach implemented by Cwmpas has been embraced company-wide and is now embedded in our culture. Adam’s knowledge of the construction industry, coupled with the thorough approach from Cwmpas has been vital for our success, as we were able to directly apply the advice and fully understand what we are required to deliver.”



Impact

Some key findings of the stakeholder workshop implemented into the action plan included:



A unified approach to social value with management team buy-in



Bringing the history and culture of the organisation to the forefront of how it delivers social value in its communities.

We also undertook a social value audit, ratifying Wynne Construction's social value performance and output against a particular set of metrics of legislation.

One aspect of this was measuring against the seven goals of the Well-being of Future Generations (Wales) Act 2015. The audit identified what was currently working and what could be improved upon and implemented going forward.

Outcome

The results of our involvement included co-designing an internal stakeholder group at Wynne Construction. We helped shape its strategy and approach to social value and to recognise its importance within the construction industry.

The success of this project has meant that we have developed an ongoing working relationship with Wynne Construction and built on trust and understanding of its values and culture. The team at Wynne Construction understand the importance of accountability as well as the qualitative and quantitative outputs of social value.

Establishing a new approach to social value was important to Wynne Construction as it has maximised the company's social impact for customers and communities, embedding principles that go beyond contractual obligations: Andy Garner said in summary:

“We now have the tools in place to maximise on our social impact for our customers and the communities in which we work.”



Cwmpas

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