



# SPONSORSHIP PROPOSAL



## Background of Building Plymouth

- Building Plymouth is a brand name developed by a group of stakeholders and employers who have formed a partnership to help strengthen the construction and built environment sector in Plymouth and the sub-region. It is supported by Plymouth City Council
- It aims to link local people with the projected high volume of jobs and career opportunities, and to lever greater investment in construction skills
- This is a joint initiative sponsored by industry, training providers and Plymouth City Council with the main objective of increasing the number of people in the area taking up careers and job opportunities in this sector
- The skills and employment opportunities forecast in the next ten years for construction and the built environment are for 10,000 jobs across the sector in Plymouth alone
- Plymouth City Council is a National Skills Academy for Construction committed to maximising employment and skills opportunities through local planning and procurement on construction projects in Plymouth
- There is an approved Delivery Plan which drives the overall direction of travel
- There are currently 32 project sponsors who have made a financial commitment to Building Plymouth – and the aim is to continue to grow the make-up of this partnership to ensure sustainability of the employed Building Plymouth Skills Co-ordinator role and funding for future investment
- This group of sponsors meet regularly and form the Building Plymouth Project Sponsors Steering Group

## Current Project Sponsors



## Key benefits of becoming a Project Sponsor

### 1. Heighten profile and visibility of your organisation

- Your logo will be used in Building Plymouth promotional materials including pop-up stands, presentation slides and website
- Your organisation will be actively promoted to key target audiences and stakeholders at events and briefings
- Your organisation will be invited to present at events
- Prioritisation for case study development
- Increased PR opportunities e.g. quotes and photos in the local media
- Increased opportunities for networking
- Generate business opportunities e.g. for education providers = recruit learners
- Help to attract people to join your organisation – prioritised support for promoting jobs and apprentice opportunities, invitations to attend recruitment events free of charge (e.g. Skills SW)
- Direct access to engage with schools to help inspire the next generation to join the sector

### 2. Play an active role in shaping the future of Building Plymouth

- Inform the strategic direction of the partnership
- Input to operational activities and events
- Working together as a partnership to help improve the image of the sector and to raise awareness of the opportunities
- Help to support the supply chain in finding skilled employees
- Together, provide a single voice to government about skills in the sector

### 3. Increase your opportunities for funding, contracts and training through association with Building Plymouth

- Contribute to your Social Value/ Corporate Social Responsibility agenda
- Be able to state engagement with Building Plymouth when tendering locally and applying for funding
- Access prioritised, dedicated help for delivery of Employment and Skills Plans through the Skills Co-ordinator (although not exclusively)
- Communicate the demand to training providers/ access market intelligence for skills/ training

## Commitment

- Minimum £2K financial contribution per year (invoiced by Plymouth City Council annually, pro-rata for the first year according to the sponsorship start month)
- Representation at the Project Sponsors Steering Group meetings
- Regular communications and meetings with the Skills Co-ordinator
- Pro-active engagement with Building Plymouth activities and events
- To act as an ambassador for Building Plymouth

**Next steps:** Contact Emma Hewitt, Building Plymouth Skills Co-ordinator

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