



Build Torbay Ambassador Package

Build Torbay aims to inspire a future workforce of Torbay residents to take up rewarding careers in construction; so that the employment opportunities created through Torbay's regeneration projects benefit the local community.

Since Build Torbay started in September 2021, some major construction companies, training providers, social enterprises and not-for-profit sector related organisations have pledged support for the project by becoming a partner or ambassador.

Partners are mainly tier 1 contractors working and major training providers and ambassadors are mainly not-for-profit organisations and social enterprises related to the construction sector or broader community wealth building initiatives.

Build Torbay is looking for more ambassadors and partners to help provide strategic and promotional support, and if relevant, provide careers talks, employment and training opportunities pupils and residents.

Feedback from construction companies – large and small – is important to help shape the project and address the local skills gaps, as is the insight provided by training providers and other organisations working in the sector.

Build Torbay can act as sounding board to share insight and make suggestions; as well being an enabler to bring together stakeholders to work together towards mutual aims. Build Torbay can also help construction businesses with their recruitment and training needs.

Ambassador benefits:

- PR from supporting Build Torbay:
 - Ambassador's logo and link on Build Torbay webpages and relevant printed materials
 - Build Torbay logo sticker on live site hoardings, when appropriate to the contract
 - Ambassador representative in photo calls and quote in press release for specific events
 - Case studies on relevant PR stories in Build Torbay quarterly newsletter and web pages
 - Reciprocal social media amplification of relevant posts
- Introductions to related organisations and businesses including training providers, social enterprises, NEETs, students and apprentices.
- Help with training and recruitment

- Torbay vacancies published on forthcoming Build Torbay job shop web page
- Information on business support from TDA business advisors
- Opportunity to inform Build Torbay priorities through industry feedback
- Invitations to present and attend relevant events

What Build Torbay asks of the ambassador :

- Be a supportive strategic ambassador for Build Torbay within the wider construction-related sector, training sector or community network
- Sign up to receive Build Torbay quarterly newsletter, follow Build Torbay social media handles from ambassador's corporate accounts and amplify when appropriate
- Keep Build Torbay Skills Coordinator informed of any issues arising in the construction/training sector in Torbay
- Provide Torbay construction job vacancies for webpages when Job Shop goes live
- Photos and good news case studies aligned with Build Torbay initiative for webpages and newsletter
- Provide industry data (e.g. recruitment gaps) and qualitative feedback on barriers for quarterly report
- Be part of a matching pool for recruitment and apprenticeships
- Contractor ambassadors display Build Torbay logo sticker on Torbay site hoardings, subject to funding restrictions
- Provide case studies relevant to Employment and Skills Plans or apprenticeships
- Attend and provide equipment at Build Torbay events when appropriate
- Introduce Torbay supply chain contacts, when appropriate

Organisations interested in becoming a Build Torbay ambassador can contact Helena.davison@tda.uk.net