

# Emerging stronger from adversity and change

**As the UK starts to emerge from one of the most testing times in modern history, it's an opportunity for organisations to look back over the last 12 months and review any lessons learned that can make us more resilient in the new normal. Businesses have been forced to adopt and master new ways of operating and communicating, and some will continue long after masks and the 2-metre rule are gone.**

We've all had to think differently and creatively about how to become better organisations, confront strategic issues like how best to harness technology and assess practical questions to ensure inclusion and continuity. We'll be focusing on some of our own experiences in this

issue of Review and demonstrating how our teams have been working on the frontline throughout the pandemic. We also look at a key attribute that customers tell us has allowed Ian Williams to remain strong, flexible and understanding: the Service Value Chain, a theme that our Executive Director Mike Turner discusses on page 4.

Through our commitment to the Service Value Chain, despite the challenging times, we've continued to invest in our most important asset: our people. From creating safe places to work, innovating in how we communicate to training and development, we've invested to improve our service and quality for a better customer experience. We're proud to report that our latest employee Net Promoter Score (eNPS) saw us achieve +27, reflecting high levels of satisfaction and an industry-leading performance. Aligning with this, was our Customer NPS score which rated us as +22, classified as Good by world standards.

We've continued to expand our business in the North from offices in Liverpool, Manchester and Leeds with growth sustained across the country, a fact which will be reflected in our Annual Accounts to be published in October.

All of these highlights underpin our values as a business – in good times and bad: to behave to others as we would wish them to behave to us and to be a great employer who puts the wellbeing of our people above all else. In this way, they flourish and grow as individuals and we do the same as a business.



**Andy Havard**  
Managing Director



## PS...

At the time of writing, we're embarking on our largest fundraising challenge to date to celebrate our 75th birthday.



**Read more on page 11.**

## STOP PRESS...

**Best Apprentice Scheme Winner**  
**#NHMF2021**

**Apprentice of the Year Winner**  
**#NHMF2021**

...more in the next issue about our two National Housing Maintenance Forum (NHMF) Award accolades. Our Academy received Best Apprentice Scheme and Jude Kirkwood-Thompson won Apprentice of the Year. But [CLICK HERE](#) for more details now.



# Safe working during a pandemic

As soon as the first lockdown happened a year ago, our first priority as a business was to ensure the health and safety of our colleagues and customers whilst still maintaining essential and emergency services to many residents. We also supported the investment in vacant homes to maximise the available housing provision for keyworkers and vulnerable people.

Our phased return to non-essential services only occurred when we were confident that we had all measures in place to ensure our employees were protected and understood the precautions they should take to help prevent them from catching and spreading the virus. This included producing two detailed guidance booklets –

 [Social Distancing Guides for Offices and Site Working](#) – one for site workers and the other for office colleagues. Our comprehensive guides include links to the latest government advice and our Risk Assessments and have been essential in building a safe working environment for our employees and customers. Close attention to the latest government advice, training on social distancing, cleanliness and personal protection, and regular communication (particularly as restrictions change) have also played a major role.

**During the pandemic we received fantastic feedback about our frontline teams and some great stories about community projects we supported.**



Our frontline teams consistently worked safely throughout COVID-19, providing on-call response services in people's homes and also transforming void properties for clients like East Devon District Council to help provide safe and comfortable places for people in need.



Supporting NHS Heroes at University of Wales Hospital with a TV for their busy restroom



Helping a petrol station in Brighton show their support

Shared values: "Nothing is too much trouble, even throughout Lockdown", Accent Housing



The families of many of our employees joined in trying to share positivity in the darker times



Answering a call from the wild for tradespeople to donate time, skills and expertise to support wildlife conservation for The Aspnall Foundation



Feeling protected: "My boiler stopped working during lockdown. The person who answered my call let me ask lots of questions about what precautions would be taken to keep my family safe. When the engineer arrived, I watched from the window and he put on full body PPE, mask, gloves and shoe protectors. He was covered head to toe. I was really impressed with all the safety gear and we have a fixed boiler." Teign Housing resident



Collecting the papers and mowing the lawns for vulnerable neighbours



Care packages for hard-working nurses



Clearing up fly tipping and removing fire hazards for an Accent Housing scheme in Bradford

# Has social distancing brought us closer together?

Ian Williams hosted a Round Table discussion with housing industry leaders to address the question: Has social distancing brought us closer together?

Alongside our Executive Director Mike Turner, Nick Harris (Chief Executive of Stonewater), Shelagh Grant (Chief Executive of The Housing Forum) and Gareth Lyon (Head of Policy and

Communications at ARCO (The Associated Retirement Community Operators)), debated how communications and behaviours have changed since lockdown and how their organisations' working practices and operating models have been influenced by the pandemic.

With insightful comments, individual viewpoints and real-life examples shared during the debate, the panel were then asked to answer either yes or no to the original question: has social distancing brought us closer together? And the answer was a unanimous **YES...**



**Mike Turner**, Executive Director, Ian Williams



**Shelagh Grant**, Chief Executive, The Housing Forum



**Gareth Lyon**, Head of Policy and Communications, ARCO



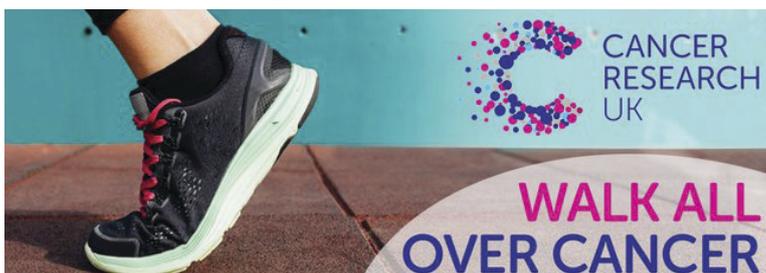
**Nick Harris**, Chief Executive, Stonewater

The panel all agreed that collectively, they're closer to their people, customers and suppliers than ever before. The lessons learned during the pandemic have also made each think differently about how to become better organisations, from strategic issues like truly embracing and harnessing technology to practical ones like the need for in-person face to face meetings, which while they'll always have a place, the new digital meeting room is a far more inclusive and efficient place to be.

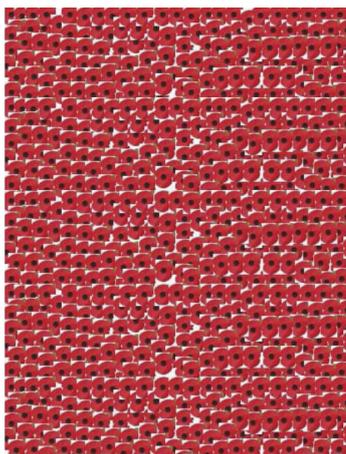
To see the highlights [CLICK HERE](#),  or to listen to the full debate,

 [CLICK HERE](#) and leave your comments as to whether you think that social distancing has brought us closer together.

Over recent months, the Ian Williams Foundation has been busier than ever, trying to do its bit to help out in these tough times.



Stepping out: we raised £735 for **Cancer Research UK (CRUK)**.



**Guess the poppies** raised £115 for this year's Poppy Appeal. (There are 695 poppies in the picture...)

Guess Colin's sprinkles was the way we chose to virtually participate in the **Macmillan Biggest Coffee Morning**.

We raised £162 from our guesses, which was matched by the Foundation. Colin's current legal case was not in any way related to our competition!



24-hours awake to raise awareness for Welsh homeless charity, Llamau, in the big **Stay Up Challenge**. The £150 donation from the Foundation has helped raise a fantastic total of £1055 for this great cause.

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# Chain Reaction

Mike Turner, Ian Williams' Executive Director discusses the Service Value Chain, an operating model for the creation, delivery and ongoing improvement of services. He explains how the adoption of this model pre-pandemic helped the resilience and robustness of the business during the unprecedented events.

## What is the Service Value Chain?

The Service Value Chain establishes relationships between profitability, customer loyalty and employee satisfaction, loyalty and productivity. A company's resources including profit and growth are stimulated primarily by customer loyalty. Loyalty is a direct result of customer satisfaction. Satisfaction is largely influenced by the quality of service provided to customers. Value is created by highly engaged, loyal and productive employees. Employee satisfaction, in turn, results primarily from a high-quality and fully resourced organisation.

## The six steps of the chain

### Step 1: **Employee satisfaction drives loyalty and capability**

Highly engaged employees drive high levels of loyalty and low churn rates. For employees to be engaged it is critical that they possess the following:

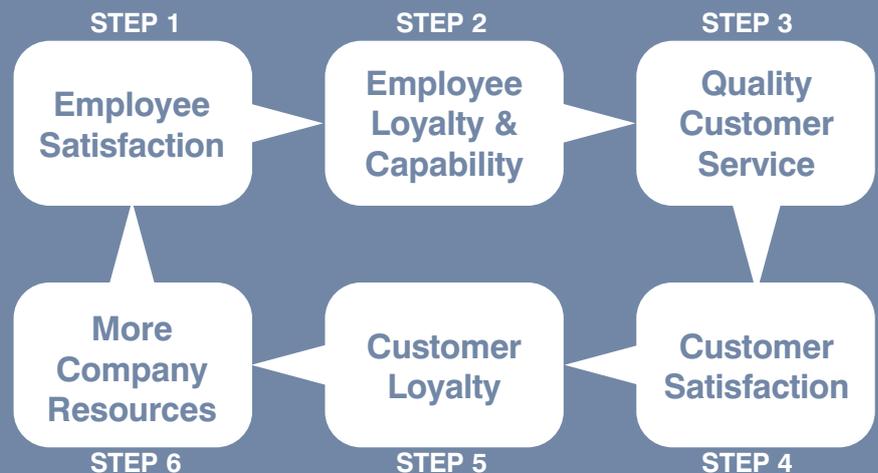
- A clear understanding of what they are expected to do with the training to do it
- The right tools and equipment within a great environment
- A supportive team with leadership that listens and supports them
- A sense of pride in the organisation they work for
- Their health and wellbeing is considered a top priority

If this is provided, then productivity and efficiency increases, happiness prevails and employees remain loyal as well as being strong advocates of Ian Williams.

### **How has Ian Williams improved employee satisfaction?**

We use the Employee Net Promoter Score (eNPS) to determine how satisfied our employees are. This confidential and anonymous annual survey asks what they think of Ian Williams and why. We are then able to learn from the feedback, both positive and negative. The results are analysed by service stream, location and role to decide how we can improve. Our approach is 'You said We did' backed up by sharing the feedback annually and explaining what action is being taken. We know that this has made a real difference to our eNPS which has increased every year since we began this approach.

## THE SERVICE VALUE CHAIN



**Employee satisfaction = Customer Loyalty = Increased Resources**

SOURCE: Adapted from *The Service-Profit Chain*

### Step 2: **Employee loyalty and capability drives a quality customer service**

There are two types of quality, Internal and External. What we call 'Internal Quality' is the working environment in its broadest sense. It contributes most to employee satisfaction. Internal quality is measured by the feelings that employees have toward their work, colleagues and Ian Williams. Internal Quality is also characterised by the attitudes that people have towards one another and the way people serve each other inside the organisation. Usually described as the internal customer.

If Internal Quality is great, then the External Quality provided to customers will be too. This is because efficiency, productivity, problem solving, empowerment, teamwork and going the 'extra mile' are all outcomes of high levels of 'Internal Quality'.

Of course the reverse is also true and we have all experienced this as consumers. So in summary, if one focuses on Internal Quality then the External Quality of a product or service will follow.

### Step 3: **Quality customer service drives customer satisfaction**

Customers today are strongly value oriented. They value what they receive in relation to the total cost (both the price and other costs incurred in acquiring the service). It is a customer's minimum expectation that they will receive the goods or services they are paying for. How they experience this defines the service element and ultimately how satisfied they feel. To achieve high levels of customer satisfaction an organisation must truly understand what the key components are that contribute to value and which do not.

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#### Step 4: **Customer satisfaction drives customer loyalty**

In the consumer environment we all know that a satisfied customer tends to be loyal and returns. This is true within a business environment too. Poor customer experiences are damaging, especially when shared using the power of social media. An organisation's reputation during a recession, or more recently in response to COVID-19, can also enhance loyalty or destroy it as some retail companies experienced at the height of the pandemic. So loyalty is reliant upon a customer that returns.



#### **How has Ian Williams improved customer loyalty?**

*Firstly, we have delivered on our promises but secondly provided solutions along the way. Every project or contract has challenges that were never foreseen. This might mean overcoming an external risk that could throw the whole project off course. A typical approach would be to establish responsibility (and worst still blame) and seek instruction. However, loyalty is built upon trust so coming up with solutions and ways to solve the problem, even if you are not responsible for it, is what makes the difference. In essence it is 'our' problem, not 'your' problem.*

*Inevitably a customer's happiness increases and they become more loyal. The Ian Williams experience is easy, painless and hopefully enjoyable!*

Business Review stated that a 5% increase in customer loyalty can produce profit increases from 25% to 85%, which can then of course be reinvested back into the business. They concluded that quality of market

Foundation – the list goes on! All these will contribute to retaining employees and making an organisation a name that potential employees always put at the top of their list.

#### **A question of leadership**

In conclusion, our employees come first and everything else follows. Leaders who understand the service value chain, develop and maintain a corporate culture centred on service to their customers and fellow colleagues. They display a willingness and ability to listen especially to their people and take action.

Relating all the steps in the service value chain together may seem to be a tall order. But success depends not only on placing hard values on soft measures, but also on linking those individual measures together into a comprehensive service picture. In our opinion all organisations need to quantify their investment in people - both customers and employees. The service value chain provides the framework for this critical task which has never been more important.

#### Step 5: **Customer loyalty drives company resources**

To maximise their resources, many organisations have pursued the Holy Grail of becoming number one or two in their industries for over three decades. In essence, size and market share drives growth and profits. More recently, however, new measures of service in industries like software and banking suggest that customer loyalty is a more important determinant of success. The Harvard

share, measured in terms of customer loyalty, deserves as much attention as quantity of share.

#### Step 6: **More company resources drives employee satisfaction**

If higher levels of profit can be created, it can be invested in a company's resources. This includes infrastructure, technology, working environments, training and coaching, employee development programmes, digitalisation of processes, community involvement initiatives e.g. a

*“Your employees come first. And if you treat your employees right, guess what? Your customers come back and that makes your shareholders happy. Start with employees and the rest follows from that.”*

## Herb Kelleher and The Service Value Chain

One of the most recognised advocates of the Service Value Chain was Herb Kelleher, founder and CEO of SouthWest Airlines. Through adopting the model, the airline achieved remarkable results during his tenureship.

Kelleher believed that recruiting employees with the right attitude was so important that the process took on a “patina of spirituality.” In his words “anyone who looks at things solely in terms of factors that can easily be

quantified is missing the heart of business, which is people.” He sadly died in 2019 leaving behind a business philosophy that is equally applicable to multi-nationals as it is to SMEs and exemplified within The Service Value Chain.

For a full copy of Mike's paper in PDF format, [CLICK HERE](#). To see a great video with Herb – Managing in Good Times and Bad [CLICK HERE](#).



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A recurring theme throughout this newsletter is the importance we place on our people and you'll read about the investment and skills that go into attracting, retaining and training the right talent. To achieve this, we work with market-leading authorities like CITB and IIP, relationships we've been strengthening in recent months.

## Careers Days go digital

### Ian Williams Academy & CITB

Working together to help apprentices make an informed career choice... And create a world class workforce for the future

 [CLICK HERE](#) to see more.



As part of our 2020 recruitment campaign, we partnered with CITB on a new Construction Careers Day Initiative to help apprentices make informed careers choices. This new initiative shows how through innovative collaboration, we can help apprentices gain information about joining an apprentice scheme in construction so they can make an informed decision about their future careers. And together, create a world-class workforce.

# Investors In People



As a company, Ian Williams has been Investors in People accredited since 1997 and has continually achieved Gold status since 2017. This year we're also delighted to have been shortlisted as Employer of the Year Gold 250+ in the Investors In People Awards 2020, a terrific accolade. [CLICK HERE](#) for more on this from Our Training and Development Manager Sian Pearce.



# Academy update

The Ian Williams Academy is responsible for recruiting and developing the next generation of our talent. Despite one of the toughest years in living memory, our team made this happen in 2020. Here's the Class of 2020! Applications are now open for our 2021 apprentice intake.



Contact us to discuss your projects on:

# Retirement living...

Retirement living is an exciting and vibrant sector that is seeing significant growth as the population ages. The market is complex and challenging as the combination of funding models, care needs and appropriate living spaces must be aligned.



We provide bespoke facilities improvement and maintenance services working with many of the largest high profile operators within the private and public sectors. This includes residential care homes, assisted living and managed facilities, as well as carrying out adaptations in people's homes.

Our strategy of direct delivery means all our operatives are trained to provide high levels of customer service in sensitive environments.

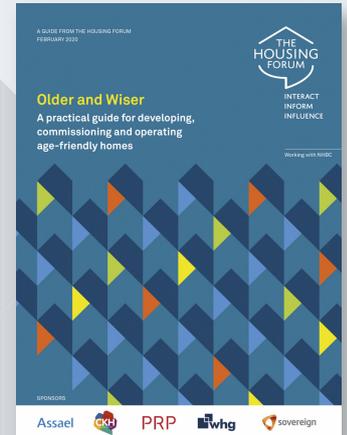


## Older Wiser Report: a practical new model for housing providers now available

We are delighted to have played a significant role in a series of thought leadership workshops and initiatives in association with The Housing Forum which have become the the basis of a new report: **Older Wiser, A practical guide for developing, commissioning and operating age-friendly homes.**

There is a serious lack of housing for older persons, yet we expect the numbers aged 85+ to grow rapidly from now and to double by 2040. But we are failing to keep pace with the types of homes best suited for this section of our population. While new housebuilding is achieving 200,000 homes a year, just 7,000 of these homes are for the retirement population. Half of what there is, was last renovated more than 30 years ago. Providing better and more suitable housing provision enables people to live more independently for longer.

Ian Williams' Executive Director, Mike Turner is Deputy Chair of the Working Group that produced this report and comments: "We are pleased to present the guide which is the result of cross-sector group of Housing Forum members who procure, design, make, build and maintain homes across the UK to inform the direction of older persons housing provision at both a local and national level.



The challenge of planning housing for an ageing population is not just a personal one affecting the retired – it is a major theme in debates about housing policy encompassing housing, care and health sector partners. In the guide, we examine the challenges, look at solutions, and going one step further, have devised a practical model that every housing provider can use today.

We hope in doing so we encourage housing providers to take their first steps into the market. Of course, we accept that when it comes to addressing the housing crisis surrounding an ageing population, there are currently more questions than answers. But intelligent and transparent debate can guide us, which is precisely what this guide aims to do."



To download the report [CLICK HERE.](#)



## Ian Williams appointed by Avonpark exclusive retirement village

Avonpark is an age exclusive retirement village set in 15 acres of landscaped grounds six miles out of Bath. Aiming to give residents a 'slice of village life' aesthetics are key. So working with ourselves and supply partner AkzoNobel's Colour Team, the paint chosen for a recent external decoration programme was fittingly Georgian Elegance in keeping with the region's architectural heritage



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# Spotlight on education

As well as working in the Retirement Living sector, we also work in many younger environments and carry out a lot of projects in the private and public sector education markets. Here's a selection of recent projects.

## Academy Transformation Trust

Facility improvement programmes are being carried out by the Academy Transformation Trust in a bid to help Sutton Academy achieve Outstanding Status. Working in partnership with the school, the ATT and specialist contractor Baily Garner, we've improved many areas of the school including the washrooms and science block.



## Science Block undergoes full refurbishment



**The facility improvement programmes we've undertaken at the Sutton Community Academy in Sutton-in-Ashfield, serve to illustrate how intelligent and innovative design and refurbishment can have a direct, positive impact on safeguarding and student well-being in the education sector. We have recently completed the second phase of works for the Academy Transformation Trust, delivered in partnership with Baily Garner: the full refurbishment of the Academy's Science Block.**

The works included demolition and strip out of the old facilities, then the installation of state-of-the-art teaching laboratories and classrooms.

Charlie Winstanley, Ian Williams

Business Manager overseeing the project commented, "The refurbishment of the Sutton Academy's Science Block was the first project we returned to after the first Lockdown, so not only were our teams returning from furlough, but we also had to set up a COVID-19 safe working environment and adjust to new safe working procedures, which included social distancing and PPE. Although the area we were working in was unoccupied, the wider Academy was being used by students, which put extra pressure on the new working restrictions. However, we've delivered a complete transformation and the customer is really happy with the results."

See the transformation for yourself in this short video - [CLICK HERE](#).



## Making school bathrooms less intimidating

**We all acknowledge that safeguarding is an issue within schools, particularly in toilet blocks which are recognised as a hotspot for targeting pupils to intimidate and threaten. In fact, the National Anti-bullying survey of 2017 found that 20% of young people had experienced some form of bullying in the last year, with many citing school toilets as a prime spot for this to happen.**

That's why when Ian Williams was approached to offer solutions for the Sutton Community Academy's washroom refurbishments, working in partnership with the school, the Academy Transformation Trust and specialist consultants Baily Garner, we considered design and layout as well as hygiene and accessibility, to help transform these once no-go areas into safer, less intimidating places.

Research has shown that making toilets unisex discourages pupils from congregating in the area, so we created unisex washrooms within a large open plan layout, with mirrored walls onto corridors where supervisors and teachers can see what's happening. We eradicated hidden areas and small alcoves, and installed two lots of cubicles, one side for females and one for males with washbasins in the centre for all users to share. Of course, unisex and shared washrooms also help with



transgender equality, and create an option for everybody without them having to feel uncomfortable or intimidated when visiting the washroom.

The new washroom design and installation has helped the school and the Trust to exercise their duty of care to students in a bid to eradicate bullying.

■ We're proud to see how the improvements we've already carried out, are supporting the Sutton Community Academy on its journey to achieve 'Outstanding' status.

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# Passive fire protection

**Our teams across the country from Leeds to South Devon have been working hard to achieve IFC certification in addition to our FRA accreditation.**

This will help us continue to provide customers with a service they can rely on when it comes to Passive Fire Works to help protect lives should the worst happen.

Ian Williams is now third-party accredited to IFC to deliver fire door / door set replacements and fire stopping to service penetrations. We are also members of the ASFP (Association of Specialist Fire Protection) and FPA (Fire Protection Association).



## External and internal refurbishment of eight storey tower block, including passive fire stopping works, completed on behalf of Metropolitan Thames Valley Housing



**Internal and external fire improvement safety works were central to the significant refurbishment works we've recently completed on behalf of our client, Metropolitan Thames Valley Housing (MTVH) on its 8 storey, high-rise tower block, Desmond House in East Barnet, London.**

Our specialist team, including a full-time dedicated Resident Liaison Officer, worked closely to ensure effective communication across the complex group

of multiple stakeholders including MTVH, residents, the DLO, Consultants, Architects, H&S Consultants and London Fire Brigade.

The major internal and external fire improvement safety works consisted of the removal of existing cladding and replacement with a safer, tested system and internally upgrading the passive fire stopping works on individual flats, service risers and communal areas. This also included replacement fire doors, fire

detection and alarm systems, mist sprinkler system, emergency lighting and safety signage.

Despite its huge complexities, this project demonstrated that collaborative working, effective communication and a deep understanding of the design, procurement and installation of passive fire solutions really can ensure the future social housing refurbishment sector is fit for purpose.

■ For more information on our Passive Fire Protection service, visit: [www.ianwilliams.co.uk/about-us/what-we-do/passive-fire-protection](http://www.ianwilliams.co.uk/about-us/what-we-do/passive-fire-protection)

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# And the Winner is... Ian Williams wins Prestigious Constructing Excellence in Wales Health, Safety & Wellbeing Award 2020 with client Wrexham County Borough Council

**Ian Williams is delighted to announce it came away as a Joint Winner in the prestigious Constructing Excellence in Wales Health, Safety and Wellbeing Award in October's virtual ceremony. The judges who were looking for excellence in health and safety culture and systems, with outstanding strategies to provide sustainable and effective risk management, rewarded the business for its partnership with Wrexham County Borough Council (WCBC).**



Neil Jones, Ian Williams' Business Manager comments: "We are absolutely delighted with this endorsement of our approach to the many challenging health and safety aspects of our four-year refurbishment programme to bring homes up to an exceptional standard on behalf of Wrexham County Borough Council. Working across multiple, concurrent whole house major refurbishment of properties with up to 100 directly employed operatives and specialist subcontractor trades on site at any one time, a joined-up, one team approach was absolutely critical.

"Ian Williams operates a zero-tolerance approach to Health & Safety evidenced by consecutive RoSPA President's Awards, but to have this endorsed in the real life practice

with an award like Constructing Excellence, is absolutely fantastic. A huge congratulations to the entire team."

Lee Roberts, Wrexham County Borough Council Property Investment Lead comments: "On behalf of everyone involved across the supply chain, I'd like to say a massive well done. "Normally when we think about void refurbishment, fast key-to-key turnaround is the most important driver, as we look to re-let properties and gain revenue as quickly as possible. However, WCBC has taken a longer term, more strategic view, going above and beyond the normal types of work carried out in voids. Obviously, turnaround is still important, but we have seized the opportunity to carry out a scope

of work that is more asset management focused, in a bid to future-proof housing and tenants' homes.

"Naturally, this approach puts more emphasis on the health and safety, so working with Ian Williams to achieve industry benchmark standards has been critical. With any true partnering relationship, each party brings something to the table and supports and learns from the other and this award is a real endorsement of the success of this collaborative approach."



## Proud to be described by Riverside as a partner who is 'living their values and making them real'

**On two separate occasions, with the support of Contracts Manager, Ray Crookall and Business Manager, Kenny Rushton, Ian Williams has helped new Riverside tenants with young children and serious health issues, by decorating their new homes from top to bottom at no charge to Riverside or the tenant.**

Riverside's Project Surveyor in Liverpool, Rob Houghton, said: "We want to thank Ian Williams for the amazing work they've done. The whole team have been amazing and they have given our tenants an excellent start in their new Riverside homes."

Kenny Rushton comments: "These recent initiatives are the tip of the iceberg really and the Ian Williams' team is always prepared to go the extra mile to help the communities in which we live and work. We've volunteered to paint further 10 properties for Riverside who will be providing homes for families who have been homeless and would like to also thank Brewer Decorating Centres for material donations."

We're especially proud of the painting upskilling schemes we're delivering with Riverside and Halton

Veterans Associations. Our programmes see us offer weeklong one-to-one mentoring and group sessions covering theory, health and safety and practical painting skills and application techniques. All veterans are also given their own painting starter kit which includes essential trade tools such as brushes, rollers and overalls and a certificate of achievement which hope go some way to helping people in their return to work.

We'll leave the last comment to Riverside: "All in all, the social value works provided by Ian Williams are a shining example of what can be achieved in conjunction with our contractors internal or external. It's really comforting knowing we have external contractors with the same understanding of social value as ourselves."



Ian Williams has once again achieved the prestigious Royal Society for the Prevention of Accidents (RoSPA) President's Award for its health and safety practices. Presented as a result of Ian Williams having received our 12th consecutive Gold Award, the coveted President's Award celebrates consistently high levels of performance in occupational health and safety management systems, including practices such as leadership and workforce involvement.





# Getting fit for a hunger-free future to celebrate 75 years

**We are celebrating a significant birthday this year having been in business for three-quarters of a century. To mark our 75-year milestone, the entire organisation is taking part in the Ian Williams 'IW75 in 75 Mission' with the aim of raising £75,000 for the 'More Than Homes' Campaign on behalf of The Trussell Trust.**



Ian Williams' MD Andy Havard comments: "We knew we wanted to do something exceptional to celebrate our 75th anniversary and as usual for Ian Williams, that means giving something back to the

customers, communities and individuals we work with. As specialist service providers to the housing sector, we are acutely aware of the challenges around poverty, especially as a result of Coronavirus which has forced us all to restrict our daily lives. For many however, this has meant going without even the most basic things like having food. That's why we decided to embark on our most ambitious fundraising campaign to date, from which all money raised – a fitting target of £75,000 – will be donated to The Trussell Trust as part of the 'More Than Homes' campaign.

"The 'More Than Homes' campaign, led by one of our customers Accent Housing and with backing from the National Housing Federation, Chartered Institute of Housing and the Northern Housing Consortium, is looking to raise £1 million to support food banks as they come under increasing pressure to feed more and more people. There has never been a more appropriate time for us to come together as a collective and what better way for Ian Williams to celebrate our 75-milestone than to build on the social purpose that has underpinned the brand since 1946. Good luck to all our IW75 in 75 Mission participants!"



## Single largest commitment to 'More Than Homes'

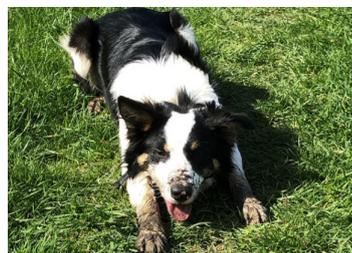
Paul Dolan, Accent Group CEO adds: "I am delighted that Ian Williams is embarking on such a large-scale fundraising activity for 'More Than Homes'. This will be the single largest commitment made to the campaign. Now, more than ever, we must draw on our collective ambition to support our communities through this time, and we should do this with the intention of maintaining and building on these relationships to make long-lasting change. This level of support will make a huge difference to so many people."

If you'd like to help us celebrate our 75th birthday and contribute to the £75,000 target, please visit:

[www.justgiving.com/team/IW75](http://www.justgiving.com/team/IW75)

**Donate**

and keep up to date with progress during the 75 days across our social media channels using #IW75Mission.



### Helvellyn

Gave it some welly up helly welly



## Why are we doing this?



Last year, food banks in The Trussell Trust network gave out 2.5 million emergency food parcels to people in crisis. This highlights how so many of us live on an economic knife-edge and it could happen to anyone. According to the Food Foundation 20% of children aged 8-17 across the country have reported some form of food insecurity since Christmas. Through #iw75mission we're looking to raise £75,000 for this cause by cycling, running, walking, swimming and general fitness classes.

[CLICK HERE](#) for more about The Trussell Trust.



Contact us to discuss your projects on:

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# Recent wins and projects

**Riverside Housing Group:** Cyclical Decorations for 5 years – Liverpool

**Hyde Housing:** Stock Investment Works – External Decorations: London and the South East

**Red Kite:** Cyclical Painting – North West London

**Calday Grange Grammar School:** Decorating the corridors and classrooms – Liverpool

**Procurement Assist:** Cyclical decorations DPS – Manchester

**Cardiff University:** Internal refurbishment of International Study Centre – Cardiff

**Brunelcare:** Woodland Court – Internal void refurbishment works – Bristol

**New Forest District Council:** Bathroom Replacement framework for 3 years – Southampton

**Stonewater:** Reactive and Planned Maintenance for 10 years - Nottingham

**Nottingham City Council:** Repairs and Redecoration, Ashfield District Council - Nottingham

**Places for People:** Fire Safety Framework – for passive fire protection work - National

**Hafod Housing:** Cyclical Painting Works for 3 years – Cardiff

**Plymouth Marjon University:** Village House numbers Refurbishment – Plymouth

**Folkestone and Hythe District Council:** Internal refurbishment Phillippa House – Maidstone

**Efficiency East Midlands :** Decorating framework for 5 years - Nottingham

**National Trust:** Laycock Abbey painting – Bristol

**Coventry City Council:** Property Asset Management Framework for 2 years - Birmingham

**Westward Housing Group:** External Works at Pottery Quay – Plymouth

**London Boroughs of Richmond and Wandsworth:** External repairs & redecoration works at Ivor Mayor Lodge – London

**Devon County Council:** Fire Door Remedial Works and Routine Inspections for 3 years - Plymouth

**Bradford Metropolitan District Council:** Construction Contractors Framework for 4 years - Leeds

**Pembroke Property Management:** Decorating to twelve properties in the Crystal Palace areas – London

**Cardiff University:** Students' Union Refurbishment - Cardiff

**Audley Retirement Villages:** Decorating at Moat House – Maidstone

**Aspire Defence Services Limited:** Decoration, replacement blinds and flooring at Tidworth Garrison, Barracks – Southampton

