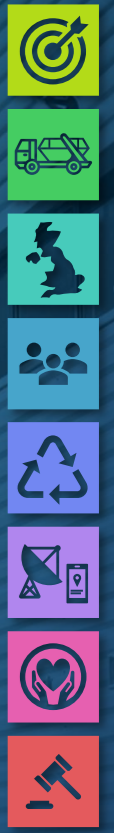




# IMPACT REPORT

2024-25



# Our **Mission**

To make career opportunities  
**accessible to all**, through **working  
collaboratively in our communities.**



# Our Nationwide Scope



## UK-Wide Waste Management



**Waste Reduction and Cost Saving Practices**



**Skip Hire, Grab Hire, and Simpler Recycling Bins**



**WEEE & Hazardous Waste Solutions**



**Improved Transparent Data with Better Waste Outcomes**



**Total Compliance & Simplified Duty of Care**



**Site Waste Reviews, Audits, & Toolbox Talks**



## Eco-Powered Social Value



**Cross-Sector Training, Placements, and Careers**



**Collaborative Pathways and ESG Community Opportunities**



**Automatic Social Value on Your Waste Spend**



**Achieve More Than 99% Diversion from Landfill**



**Sustainability and Carbon Figures on Waste**



# Our Workstreams



## Turning Points

We **enhance long-term employment prospects** by arranging work-based activity such as placements, role shadowing and job trials.

**Supporting:** Adults, including unemployed or low skills/paid, ex-offenders, other disadvantaged.



## Operation Basecamp

We offer a range of experiences to **inspire young people to discover their potential** and find a future direction for their career.

**Supporting:** Young people in education settings such as schools, colleges, and universities.



# Our UK Impact

2024-25



## Providing Student Placements

- **3 Students** Given Paid Placements
- **15 Weeks** of Paid Placements for Students
- **4 Days** Student Work Experience (Unpaid)

## Training Apprentices for Sustainability

- **40 Apprentices** Given Waste Management Training
- **6 Hours** of Waste Management Training Provided

## Building Career-Readiness

- **39 Hours** of Student Mock Interviews Delivered
- **4 Careers Events** Delivered to Students (Schools, Colleges, & Universities)
- **34 Hours** of Careers Events Delivered (Schools, Colleges, & Universities)
- **200+ Students** Directly Engaged With During Events

## Donating in Our Communities

- **£5,665 in Donations** to Community Projects & Charities

## Offering Paid Opportunities

- **4 People** Given Paid Work Trials & Placements
- **30 Weeks** Paid Work Trials & Placements

## Boosting Employability

- **13 People** Given Employability Training (Community)
- **62 Hours** Employability Training Delivered

## Supporting Prison Leavers

- **35 Prisoners** Engaged in Employability Activity
- **31 Hours** In-Prison Employability Activity Delivered
- **4 Prisons** Worked With on Employability Opportunities

## Creating Good Jobs

- **1 Young Person**
- **1 Long-Term Unemployed**
- **1 Ex-Offender**





# Operation Basecamp

## Schools & Colleges (Experience)



- **40 Apprentices** Received Training
- **6 Hours** Training Delivered
- **39 Staff Hours** Conducting Mock Interviews



### Sustainable Futures in Construction

Our construction waste specialists provided construction site waste reduction & segregation best practice learning sessions for construction Apprentices at Salford City College

"Just wanted to say a big thank you to Tracey and Maxine for their time and presentations this morning.

We really appreciate the support you have provided to our Salford City College students."

*Chris Griffiths, Work Experience & Employability Co-ordinator*



### Building Confidence in the Next Generation

This year, our team members delivered mock interviews at Lowry Academy, Albany Academy, Connell Co-op College and Bishop Rawstone school.

"It really is amazing to see the students walk out with confidence!"

*Ruby Mimmack, Raising Aspirations Co-Ordinator, Salford Foundation*

"The day would not have been able to run without you volunteering your time."

*Mrs J Staniforth, Key Stage 4 Manager*





# Operation Basecamp

## Schools & Colleges (Horizons)



- **5x Student Career Events** Supported Directly
- **36 Staff Hours** Delivering Student Careers Events
- **Over 200 Students** Personally Engaged With During Events

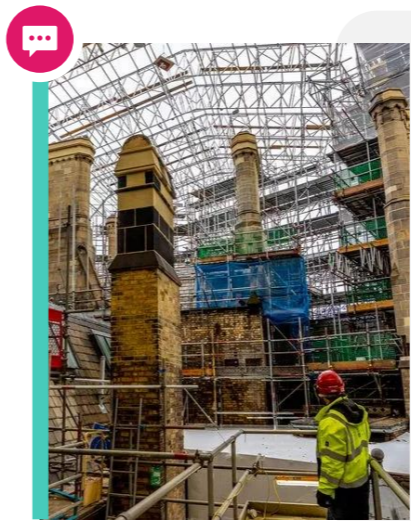


### Promoting Green Careers

To help raise awareness of job roles within the Waste & Recycling Sector, we provided support at careers events including Careers Fairs at Connell Co-op Academy, Tottington High School and Ladybridge High School, and the University of Manchester's Sustainability Careers Fair in Spring 2025.



At the University of Manchester, we promoted careers in waste management and even created 2x Summer Internship opportunities.



### Sharing STEM Experience

Our team offered their experience and expertise on the STEM careers podcast to support the Our Town Hall renovation project at the heart of Manchester.

This included work on the cutting edge of waste management technology and creating bright, meaningful careers in our sector.



# Operation Basecamp

## Internships & Work Placements



- **3x Paid Student** Work Placements
- **15 Weeks** Total Student Work Placements (Paid)
- **4 Days** Student Work Experience (Unpaid)



### Cross-Department Collaboration

Sam completed a four-week placement with us, gaining direct experience within our Finance and Marketing teams.

"It's given me a good idea of what happens behind the scenes in a business with everyone working together."



### Real-World Research

Louise completed a three-week placement with us, focusing on essential research within our HR team.

"It's helped me prepare for university and the big research assignments I will be completing."



# Turning Points

## Employability Training



- **62 Hours** Employability Training Delivered
- **13x People** Given Direct Employability Training
- **1 Employment Outcome** For Long-Term Unemployed Individual



### Creating Better Futures

In collaboration with ForHousing, we co-developed an employability programme centred around gaining communications skills.



After careful planning, to ensure maximum impact for the community, together we delivered a five-week programme which included real work-shadowing and the opportunity to interview, for a genuine marketing and communications role we created within our own business.



GENERAL							
Programme duration	About right	About right	About right	About right	About right	About right	About right
Level of Information	Easy to understand	Easy to understand	Easy to understand	Easy to understand	Easy to understand	Easy to understand	Easy to understand
Venue & Facilities	OK	Good	OK	Good	Good	OK	OK
SESSIONS (1=poor, 5=excellent)							
Employability Skills	4	5	5	5	5	4	4
Employer Insights	4	5	5	5	5	4	5
Work	5	5	4	5	5	4	
Recap & Interview Skills	5	5	5	5	5	4	
OVERALL IMPACT							
Improved confidence in my own abilities	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree
Gained knowledge & experience which makes me more employable	Agree	Strongly Agree	Agree	Strongly Agree	Strongly Agree	Agree	Agree
Gained practical skills to help me succeed in new roles	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree
Feel inspired and motivated to reach my full potential	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree



### FEEDBACK

Please continue to do this because of people like me who have come into the UK and not really mixed up or worked in a proper environment. It is a great way to **learn more of cultural values** and **improve in self- confidence** and **gain knowledge**.

It was really amazing to **learn about what an employer is looking for** in an applicant. I never knew there was a programme like this, my appreciation to ForHousing.

My **experience was fantastic**. I was able to participate in creating content, and the facilitators were great. I learned how the team **work as one together**.

I have learned a lot both on interviews and the Kenny Waste Management work in the community. **This is a great programme**.

**Interesting, informative and good atmosphere**.

The shadow shift was very interesting, and **it feels great to see what the company do** before you work there if you succeed.

Kenny Waste Management is a great company from what I have learned so far, as a **great chance of opportunities** once you get in.

Thank you for this mock interview experience, it really helped **show me where I need to prepare more when going on interview**. I really appreciate the whole team, Tracey, Will, Jack, Karl and everyone.



# Turning Points

## Employment Support



- **New Employment Opportunity** Created for a Young Person
- **4x People** Given Paid Work Placements
- **30 Weeks** Paid Work Placements



### Forging Pathways into Eco-Careers

Brooke was given a 3-month opportunity through the SE as an Office Junior with our Commercial Waste Operations team to learn aspects of the different roles. She is now an invaluable FTE member of the team.

"It has 100% given me a ladder to climb even if that means starting on the bottom. I love it here. It's an amazing company. I can't imagine changing workplaces – ever!"



### Building Vocational Springboards

Keely had been trying to pursue a career in HR but needed to gain some on-the-ground experience to launch her work journey. We provided her with a four-week paid placement with our HR team to help her develop in her first steps in her career.

"I feel that I have learnt a lot about the industry, and I am able to start my career within the field. With this experience now on my CV, I now have a foot in the door with HR and am able to kickstart my career."



### Supporting Women into Construction

For International Womens' Day 2025, we were delighted to offer our support on a joint programme with Vistry Group, Countryside Homes, Build Salford, ForHousing, Eric Wright Group, and others.

Together, we encouraged and supported women looking into construction roles, opening up their career horizons.



# Turning Points

## Prisons & Ex-Offenders (In-Prison Support)



- **31 Hours** In-Prison Employability Activity Delivered Across **4x Prisons Supported**
- **35 Prisoners** Engaged in In-Prison Employability Activities
- **1 Ex-Offender** Given Specially Created Employment Opportunity



### In-Prison Employability Pathways

We supported the MOJ pilot 'Future Skills' project to deliver training in prisons and create sustainable pathways on release.

Complete Skills Solutions delivered L1 & L2 Waste Management & Recycling qualifications in HMP Preston & HMP Lancaster Farms. To support this superb upskilling project, we designed and delivered 'real life' waste management insight sessions in both prisons, currently focusing on HMP Lancaster Farms.



### In-Prison Waste Training

Groundwork offer multi-skill construction qualifications in HMP Forest Bank with target to place in construction roles on release.

To support them, we have been delivering construction site waste segregation best practice toolbox talk sessions and identifying potential employment opportunities.



### In-Prison Employer Insights

We delivered a bespoke employer insight session, with Q&A session, for 20 prisoners at HMP Buckley Hall to raise awareness of potential future sustainability opportunities for their employment after release.





# Turning Points

Prisons & Ex-Offenders (Linking Partners)



## Turning Networks into Engines for Social Value

Timber donated by Eric Wright Construction was used by the prisoners on the Groundwork course at HMP Forest Bank to make this picnic table and bench.

Our own Commercial Waste team provided the transportation for the timber and finished items, which Eric Wright Construction donated to CommUNITY Little Hulton, for the newly refurbished and extended Peel Park Pavilion facility.

The project connected likeminded organisations and created tangible social value for the prisoners working towards their construction skills qualifications, as well as the local community working hard to make our shared green spaces inviting and accessible.





# Turning Points

## Prisons & Ex-Offenders (Employment)



### Rebuilding Lives Through Work in Recycling

At age 63, Les had spent more than 40 years in and out of prisons, severely limiting his future employability and life prospects. Through his in-prison work with Complete Skills Solutions he realised that he couldn't carry on like that. Having met Les when delivering a session in the Level 2 Waste Management and Recycling course, we conducted a pre-release interview with him in HMP Lancaster in September 2024 and identified a good opportunity for him working in our cable area.

During his initial paid 6-week work trial we started him off on reduced hours, gradually increasing them week by week. We then extended this to 10 weeks to give him a better chance to get up to speed with both the role and his new life, recognising the massive lifestyle changes he was experiencing. During this time, both we and Complete Skills Solutions provided a significant amount of support for Les, working closely in partnership to ensure he had the best chances of success.

In October we were invited to an HMPPS (HM Prison and Probation Service) workshop as Complete Skills Solutions' preferred employer partner, to participate in a review of the first six months of the national Future Skills pilot programme. As well as having the opportunity to speak about our experiences as an employer, Les was also invited to share his extraordinary journey from a life of crime to becoming a valued member of society. He could not have been prouder to represent Kenny Waste Management and has this photograph up on his wall as a memento.

In November, we were delighted to start Les on a permanent contract with us as Cable Area Operative.





# Community Donations

## Supporting Local Community Projects & Charities



- **£5,665** Worth of Donations to Support Charity & Community Projects



### Giving Even More Back to Our Shared Communities

- 5x 8yd mixed waste skips donated FOC to support community social value activities in collaboration with Equans.
- 2x 8yd skips donated FOC for Greenwich Community Day event in collaboration with Wates Group.
- 2x 8yd skips donated FOC to support Moss Side Great Spring Clean in collaboration with Caddick Construction.
- 1x 14yd enclosed skip donated FOC for community litter pick with St Leger Homes, Doncaster, in collaboration with Wates Group.
- 2x heavily discounted 20yd skips to support Leo Kelly Hospital school environmental project in collaboration with Equans.
- £250 donation to Caddick Golf Fundraiser for St Ann's Hospice in collaboration with Caddick Construction.
- £500 donation via Unlimited Potential to support two young men from Walkden & Little Hulton to gain Pest Control qualifications as part of wider pilot project to set up their very own Social Enterprise.
- £995 donation to fund Knife Crime Matters programme and mural in Wythenshawe in collaboration with Morgan Sindall Construction.

# Thank You!

We'd like to say a huge thank you to our partners who help make everything we do possible, by choosing to trade directly with our social enterprise.



# How It Works



# Positive Feedback

Our Social Enterprise team was honoured to receive the **Social Enterprise Company Award 2024** at **Morgan Sindall Construction's** North West Supply Chain Event.

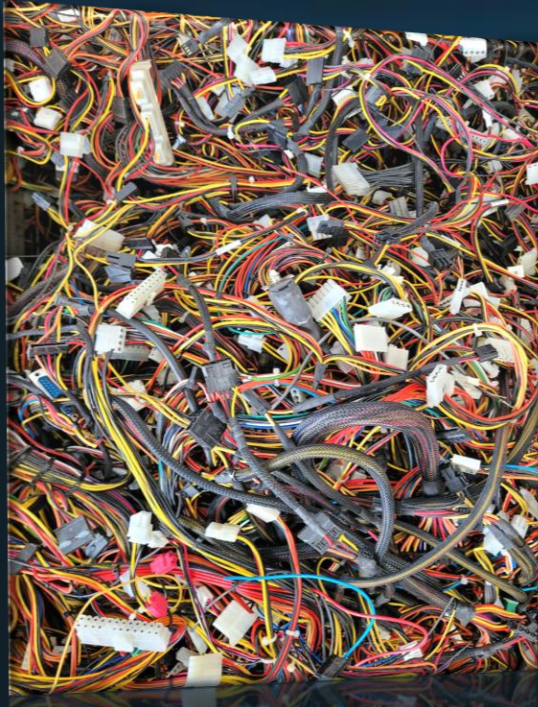
This prestigious recognition celebrates our leadership role in both social value and environmental responsibility.

“We are proud to present Kenny Waste Social Enterprise Ltd with the award for their **outstanding contributions**. They not only **create significant social value** by supporting those facing employment barriers but also provide us with valuable data on our waste materials which in turn help us to **improve how we manage waste and sustainability onsite.**”

Neil Carson, Supply Chain Manager



# On The Horizon



## COMING SOON: HMP Manchester Cable Segregation Workshop

In collaboration with HMPPS and Complete Skills Solutions, we are establishing a Kenny Waste Management Social Enterprise cable segregation workshop within HMP Manchester.

This initiative will offer prisoners valuable training including a Level 2 Waste Management & Recycling qualification, paid employment, and work experience, enhancing their employability upon release.



## IN DEVELOPMENT: Social Enterprise New Welding Academy

In recognition of the shortage of skilled welders in the jobs market we will be establishing our own in-house welding training facility through our Social Enterprise.

This will provide skills and experience required within our own business as well as a stepping stone for those wanting to take up opportunities elsewhere. In the future there is potential to secure skip fabrication and refurbishment orders from other local companies to provide an ongoing additional income stream for our Social Enterprise.





# kenny waste management

## SOCIAL ENTERPRISE

### CONTACT US

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POWERED BY

kenny waste management