



# ABM's virtual workshop: The Rock Assembly

## ABM UK



The Rock Assembly is a virtual event aimed at encouraging young people to think big about their futures. It is a series of workshops and activities designed to showcase a range of apprenticeship programmes, school-leaver opportunities, and higher-education opportunities available to them. Previous exhibitors include the NHS, Dyson, Dell, Barclays, Wates, MediaCom, RAF, Sky, Penguin, Rolls-Royce and Siemens.

In 2021, ABM hosted five sessions throughout the day with ABM team members involved as volunteers. They were run by a facilitator and the volunteers explained the business services that ABM provides and the opportunities and jobs available. The sessions were fun and interactive, and our ABM team enjoyed responding and engaging with questions.

### CHALLENGE

- To demonstrate the variety of career opportunities that the FM industry and ABM offers; from technical roles in retail, to working in aviation and with big brands on their staffing solutions.
- To show that this is not an industry just for men; there are women in technical roles and opportunities in all areas of the business.
- To show that working in FM doesn't stop at engineering; there are many different opportunities.
- To bust some myths about apprenticeships. There is never just one path to success so if university does not suit, there are other ways. In this industry, apprentices are earning between £26,000 and £30,000 just a year after qualifying – usually before they're 20 years old – and have no debt.
- To show that ABM is a great place to work.
- To inspire young people and get them excited about their futures!

*"The Rock Assembly offered a Covid-safe and convenient online programme for students across the country.*

*Engaging with schools to support young people in socio-economically deprived locations by providing a sense of future, career growth, and limitless opportunity in the FM industry.*

*ABM staff volunteered their time to create five interactive sessions across a broad range of topics with 450 students."*



## SOLUTION

In total, over 14,000 disadvantaged young people took part in The Rock Assembly 2021 with 480 disadvantaged young people from 13 different schools participating in the ABM workshops. ABM team members from different parts of our business, ranging from central support functions to operational and technical service delivery roles, discussed their own experiences and careers paths.

ABM's team members also discussed the relative merits of graduate programmes, apprenticeships, and other routes into meaningful work. They prompted discussions around interview techniques, skills development, understanding what you are passionate about, and playing to your strengths, showing how that fits into a professional career in a sustainable business.

## SUSTAINABILITY BENEFITS

### Environmental

- 272 kgCO<sub>2</sub>(e) greenhouse gas emissions were saved by the nine team members participating virtually, eliminating diesel road miles.

### Economic

- Educating the next generation about the FM industry encouraging young people to take on alternative further education, adding to a growing and diverse workforce.
- By encouraging young people from socio-economic deprived regions to join ABM helps to reduce the number of individuals who become state dependent, reducing local economic burden and ensuring an individual can contribute to a local economy.
- After the Assembly, 77% of teachers 'agreed' or 'strongly agreed' that their students will be able to apply the skills learnt in the workshop to access future work and study and have a lower risk of Not in Education, Employment or Training status (NEETs).
- Positively impacting and engaging in this forum provided a moral boost, motivating ABM team members and spurring company loyalty. This, in turn, positively impacts employee retention, positively impacting business recruitment and onboarding costs.

### Social

- 22.5 hours were volunteered in total by our ABM team members, contributing to the success of the event.
- Encouraging young people, from regions of socio-economic deprivation, who could be at risk of falling into NEETs, to enter into careers they may not previously have considered.
- Engaging with younger people to demonstrate the many different avenues into careers.
- After the Assembly, 86% of teachers 'agreed' or 'strongly agreed' that their students had started to think more about their futures.