

Social value in action

SOCIAL MANUFACTURING - A NEW WAY FOR DELIVERY

Having given new hope for the future to former Remploy workers with the launch of a new social enterprise, David Wells is now looking to set up the first Social Manufacturing Consortium to deliver exceptional service and quality whilst providing even more work opportunities for those disadvantaged in the labour market.

Ex Remploy Manager, David, founded Ayudante CIC in the former Wedgwood building in King Street, Longton to offer jobs, training and work placements to local people who are facing barriers to employment, such as disability or age.

The majority of employees and individuals on work placements at Ayudante used to work at Remploy. Like David himself, they found themselves out of work when the Government's factories closed in December 2012.



The community interest company is working to build up a wide client base, offering a range of sub-contract manufacturing activities including assembly, kitting and packing for businesses of all sizes across the country, such as Karbon Kinetics Ltd.

Dan Parsons, UK Commercial Manager from Karbon Kinetics said: "We are delighted to be associated with Ayudante CIC as David and his team continue the excellent business service and competitive pricing that we knew from Remploy."

Ayudante comes from the Spanish translation for helper or aide and it is this desire to collaborate and work together that has inspired the creation of the first social manufacturing consortium. Working with Social Enterprise West Midlands, David was introduced to Birmingham-based **BITA Pathways** and **Colebridge Enterprises**, plus Task Works CIC in Burton-on-Trent. Between them, the three social enterprises provide learning, training and employment for adults with a learning, physical disability or mental health challenges.

Melanie Mills Chief Executive of SEWM said: "We are keen to challenge the preconceptions that social enterprises can work only in sectors such as health and social care or in community service delivery. Social enterprises can trade in the same way as any business providing they have a service or product of market quality and price. We are delighted to support the consortium so they can deliver bigger contracts and demonstrate that work delivered through social enterprises can deliver additional social value through the people it employs as well as delivering good business service."

David said: "It was an ambition of mine to set up Ayudante to provide local employment and work experience opportunities to disadvantaged people to support them into employment. Finding that there are other organisations across the West Midlands with similar skills and ethos further drives me to scale up and grow the business."

For more information contact:

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Photo: Mike Penning, Minister for Disability (left) with David Wells from Ayudante (centre) and Dan Parsons (right) from Karbon Kinetics Ltd