

ISSUE 1 JUNE 2021

GROUND UP

THE LATEST NEWS FROM YOUR TRUSTED CIVILS SUPPLIER



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Keyline
KEYLINE COMMUNITY
#TOUGHTALK: it's okay to ask



Builders' Merchants
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NEWS
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WELCOME TO GROUND UP

GROUND UP, our first Keyline Civils Specialist newsletter, is dedicated to bringing you lots of useful and interesting civils news and information.

With a network of 44 branches nationwide, it's important to us to find ways to stay in touch with all our local customers, contractors and suppliers.

We aim to provide you with regular updates on what's happening in the industry and at local branch level to help you stay in the loop.

WHAT ELSE WOULD YOU LIKE TO SEE IN A CIVILS NEWSLETTER?

We're keen to find out what your priorities are so we can create a useful newsletter full of helpful information in a form you prefer to read.

To help us get off on the right foot, we're hoping you'll take a minute or two to complete a questionnaire. We'd really appreciate your input.

Tell us what you think, and we'll enter you into our prize draw to win our wonderful wheelbarrow supporting Prostate Cancer UK.



- WHAT AREA OF CIVILS DOES YOUR BUSINESS SPECIALISE IN?
- WHICH PRODUCTS WOULD YOU BE MOST INTERESTED IN HEARING ABOUT?
- WHAT NEWSLETTER TOPICS WOULD APPEAL TO YOU?
- HOW WOULD YOU PREFER TO RECEIVE GROUND UP?
- WHO WOULD SEE THE GROUND UP NEWSLETTER IN YOUR BUSINESS?



NEWS

BMN AWARDS FOR KEYLINE

The Builders' Merchants News singles out the brightest and the best performers in the industry at its annual Awards, which this year took place virtually on Friday 14th May.

And we couldn't be more pleased to share the news that we picked up two awards this year.



TRAINEE OF THE YEAR 2020



We were delighted our National Sales Manager, Samantha Smith, won recognition as Trainee of the Year 2020.

Sam is the first person in the Keyline family to complete the Trusted Future Leader, Level 5 Apprenticeship achieving a distinction grade. She has also recently been promoted to head up Keyline's dedicated

national infrastructure team as a National Sales Manager.

To complete the demanding high-level apprenticeship while working full time in busy challenging roles required excellent organisation, discipline, and time management from Sam and all with Distinction - that's what we call impressive!

SPECIALIST MERCHANT OF THE YEAR 2020



We were extremely proud to receive an award for Specialist Merchant of the Year, in recognition of our position as the civils specialist by the wider UK construction industry.

We carry approximately £30 million worth of stock specifically for civils projects. With £4 million investment since 2019, we now have a nationwide fit-for-purpose fleet of over 185 vehicles with FORS Gold accreditation, ready to deliver.

We're ambitious about sourcing sustainable products and our Driver Incentive Scheme rewards our fleet drivers financially for environmentally-friendly operation - with great results!

Finally, this award is thanks to our expert workforce of 700+ colleagues, all committed to giving outstanding customer service and value. And that includes our apprentices, a source of in-house, home-grown talent.

Expanding stock lines, nationwide branches, great teams - we're growing!



Recently we've been talking a lot about mental health at both branch and HQ level, and it's a topic we wanted to flag up in our very first newsletter.

IT CAN BE TOUGH TO TALK, BUT IT'S OK TO ASK

Construction is a high-pressure industry, and we don't have the best track record of knowing how to support each other when the going gets tough.

We've made a start by running a campaign on social media and so you might have noticed us talking about mental health issues.

Keyline colleagues are learning to support each other, and in March 2021 we teamed up with the Lighthouse Construction Industry Charity to encourage the civils sector to open up about mental health.



HELPLINE AND FREE APP

Did you know there's a confidential 24/7 helpline for anyone in the construction industry who's struggling with their mental health, run by the Lighthouse Club?

necessary, take the next step in getting professional help. [Preview the app here](#) or find out the **Three Golden Rules** to help a fellow worker.

As well as a phone line, there's a **free app** to download. It's a self-help tool aimed at anyone who wants to improve their own mental, physical, financial and social wellbeing or if



ASK A FELLOW WORKER

Keyline MD Dean Pinner says, "I know that it can be tough to talk - but we can all ask a colleague if they are ok or if they need help, and if they do it's great that people can rely on great charities like the Lighthouse Club for the help that they need."



#TOUGHTALK WITH MD DEAN PINNER

In a recent open and honest interview, our Managing Director Dean Pinner talks about his own struggle with mental health.

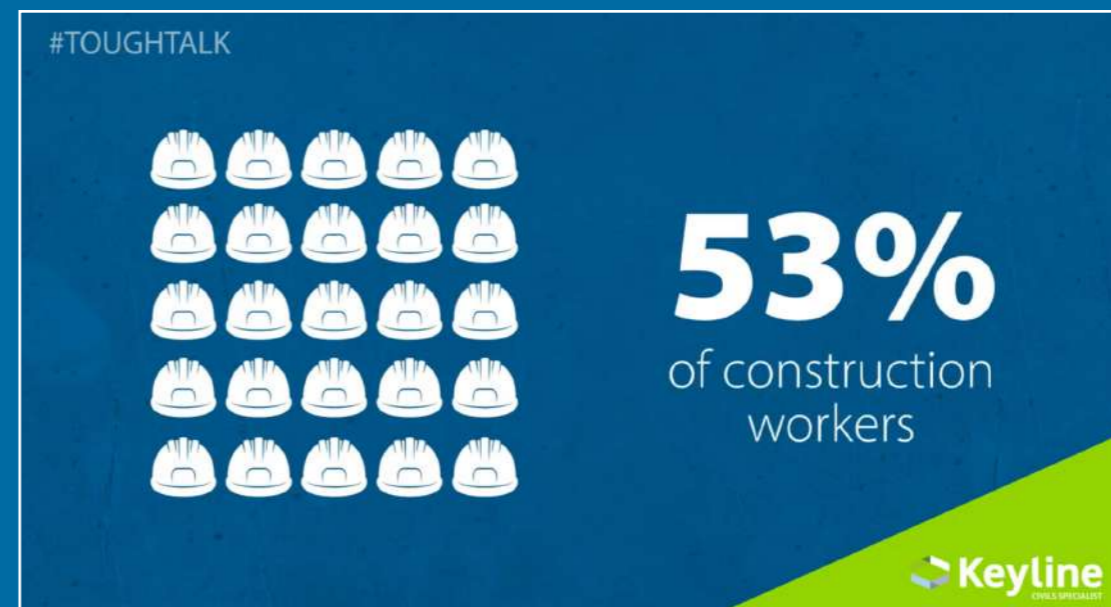
He says he wants it to be okay for anyone to be able to have the opportunity to talk about how they are feeling, and not be ashamed or embarrassed about it. And he encourages anyone to take advantage of the dedicated support available for construction workers and their families.

He had a breakdown in his early twenties, but was fortunate to get help when he needed it. He's used a number of different support services and therapies, including psychotherapy and hypnotherapy.

[See our full interview with Dean here](#)



WHAT OUR RESEARCH TELLS US



53% of construction workers have struggled with their mental health... but **44%** of those haven't spoken to anyone about their feelings **44%** of those have never spoken to anyone about their struggles

71% of construction workers would want colleagues to talk to them if they were struggling ...but **68%** think their colleagues are less likely to do so compared to other industries, but **68%** think colleagues are less likely

to do so compared to those working in other sectors **Only 57%** of construction workers feel they could support a colleague struggling with their mental health

42% of construction workers who have struggled with their mental health say it has negatively affected their relationship with their partner **It's not something spoken about by 32%** of construction workers

HELPING YOUNG PEOPLE TO GET INTO THE CIVILS WORKFORCE

Keyline Civils was one of the first UK companies to sign up to the Kickstart government scheme. We wanted to do our bit to address the damaging effect of rising unemployment on young people as a result of the COVID-19 pandemic.

In January we created 21 new positions, initially six-month work placements in sales, commercial and the yard,

for unemployed 16-24 year olds. These run alongside our existing apprenticeships.

20-year-old Bruce Montagna-Fernandes was in the top 10% of 600 people who applied for training with Keyline and he's made a great first impression all round at our Poole branch.

Bruce says, "I heard about the Kickstart scheme through Universal Credit. It has all the

aspects of a job I'm looking for - customer service and working in the yard. I've been looking for a role like this for a while. I like using my hands whilst I work, but I also like face to face interaction with customers."

MD Dean Pinner said, "We see this as a critical initiative to support economic recovery and build a more diverse workforce for the future."



THE NORTH - SOUTH DIVIDE? NOT AT KEYLINE CIVILS SPECIALIST

A recent LinkedIn post by Arron Jameson, our Kirkby-In-Ashfield Branch Manager, gives an insight into how Branch Managers collaborate across the network to deliver the right products to projects across the UK when they're needed.

"When one of the largest motorway and infrastructure contractors in the UK needs critical infrastructure ducting quicker than our competition could supply direct to a site next to the River Thames, what do the experts do?"



We simply liaise with our colleagues at our Gravesend Keyline branch, led by Jamie Keleher, and got the products on their way within 48 hours, in full, from stock. Not only that, but all expertly delivered on our FORS Gold accredited and Chapter 8 compliant vehicles."

With a branch network spanning the length and breadth of the UK you can be sure you'll never be far from us.

