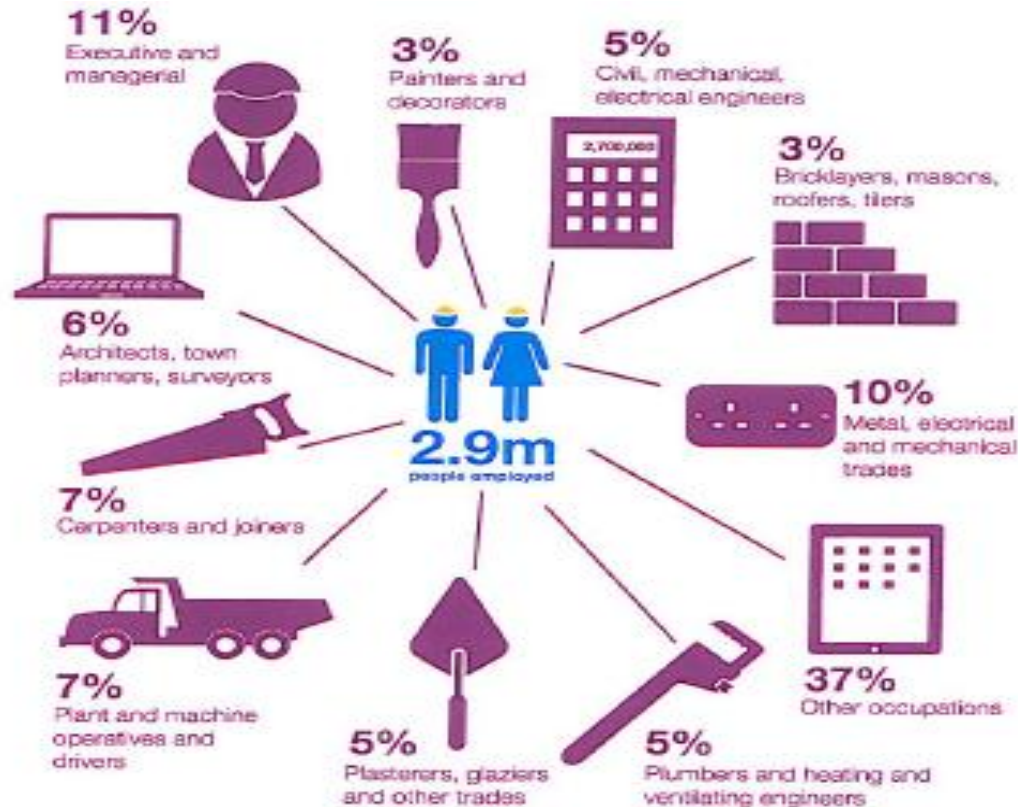


An Innovative Solution to the Construction Skills Crisis

Saul Humphrey
introducing Andrew Carpenter

9th February 2016

Our industry



There are **2.9 million** jobs filled in the Construction Industry, circa 10% of all jobs (in over 280,000 businesses)

£90bn

Construction contributes nearly **£90bn** to the UK economy, 6.7% of the total

If we include design, off-site manufacture / production of construction materials the impact is nearer 15.3%

Skills Shortages

- It is said that 500,000 left the industry in 2008 – predominately young people.
- It is expected that another 400,000 will leave / retire in next 5 to 10 years.
- The CIOB estimate that 100,000 new construction recruits are required each year.
- More locally, the CITB say we now need 14,000 new construction workers in the East by 2020.
- The loss of skills continues to drive firms to look abroad for labour, which will increase the attractiveness of the UK to migrants, but of course a central pillar of Government policy is to reduce immigration.
- By investing in skills developed within the UK, the nation will work to both reduce unemployment at home and reduce the need to rely as heavily on talent from abroad.
- More locally the draw of London and the future competition from Sizewell 'C' threaten to exacerbate the skills shortfall in the East. The Governments commitment to double the speed of new housing delivery only compounds the problem.
- Construction cost inflation is already higher in the East, than anywhere else in UK (although house price inflation is also anticipated to be highest in the East too at 8%).

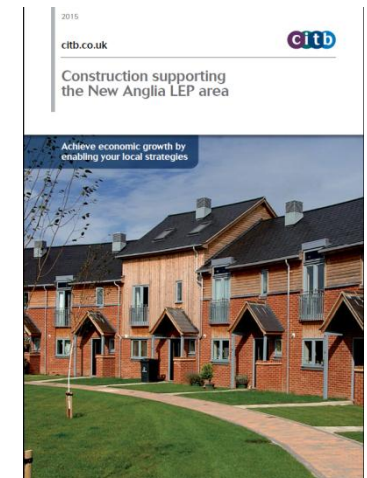
Construction Enquirer

Contractors slam immigration skills levy plan.

Civil engineering contractors have blasted as a costly burden plans before Government to impose an immigration skills levy of £1,000 on every non-EU worker.

Skills Shortages

- The New Anglia LEP has formed a specific sector group for our industry called “Building Growth” and invested £2.5m towards a new Construction Skills Centre at Easton and Otley College and a new Building Services Centre has been opened at West Suffolk College.
- A New Anglia LEP Skills Board has been established under the leadership of Dr. Andy Wood with Corriene Peasgood leading the F E Sectors responsible for construction. With the CITB’s support we are completing an exercise to quantify the size of the problem and the best response.



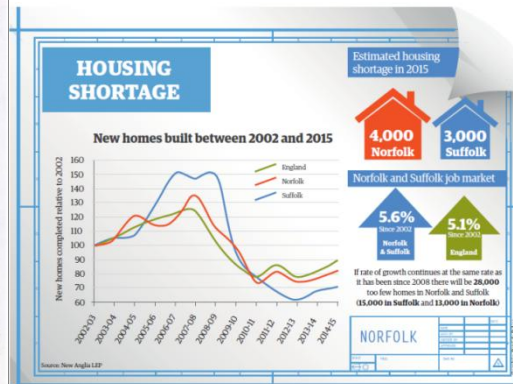
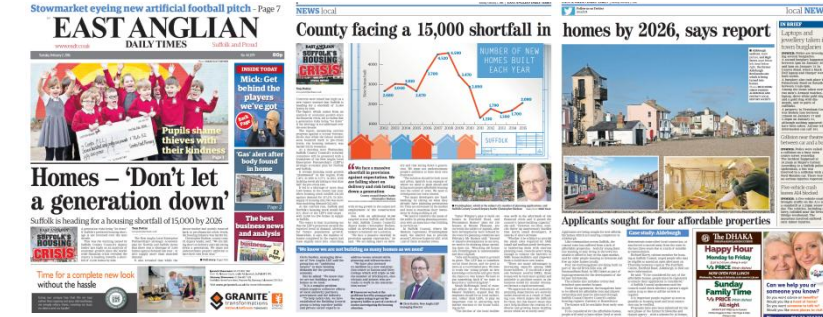
Skills Shortages

- Some of us are already working with ex-military staff and with ex-offenders.
- Others are working with “Building Futures in Norwich”.
- Norfolk Skills and Career Festival 9th and 10th March 2016 at RNS.
- New Anglia Enterprise Advisor Network .



Skills Shortages

- The need to increase our housing output is receiving National attention and more locally the problem is being described as being a “crisis” even before skills shortages really bite.
- Much is being done to shape and accelerate the growth of our region, but there is real fire that a shortage of skilled construction workers will preclude this.



how
should
norfolk
grow?

Skills Shortages

- The local economy remains generally buoyant according to most indicators:-



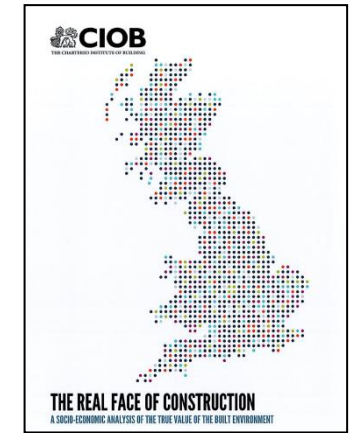
- Indeed, Norwich has only recently been named as the best city?
By the Guardian

theguardian

In Norwich a staggering 77% of people say they love their job. 'Norwich is one of few UK cities that still retains a strong local identity and with that a strong sense of community – people walk down the street and say hello to each other, baristas remember your coffee order, you get to know all about interesting local projects,' says Norwich-based journalist Lauren Razavi. 'This strong sense of self is definitely part of why Norwich has been ranked as the UK's best city to work in. It's also much more affordable, friendly and picturesque than say London or Manchester.'

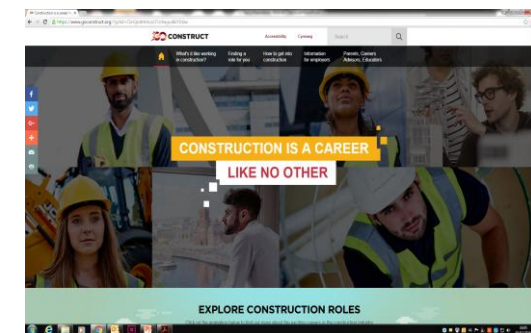
Skills Shortages

- With further growth forecast and even more people expected to retire from our sector due to the aging demographics of our industry the problem is likely to get worse before it gets better.
- CIOB – The Real Face of Construction - states almost a third of the construction industry workforce is now older than 50.
- Skills shortages is now becoming perhaps the greatest risk to delivery and is now forecast to reach almost epidemic proportions.



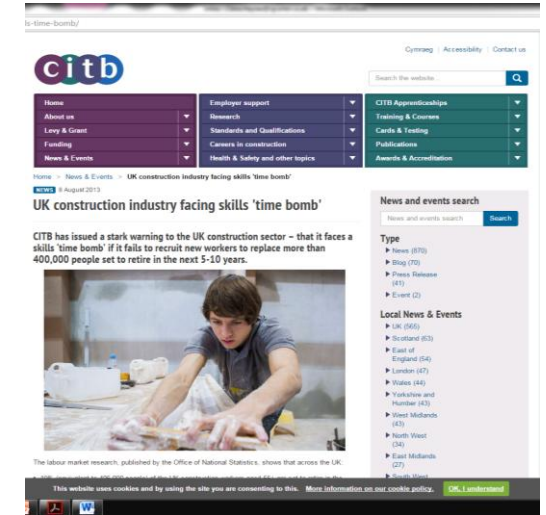
Skills Shortages

- The Construction Industry Training Board faces an uncertain future, particularly following the Government's introduction of the Industry Training levy.
- The industry and the Considerate Constructors Scheme is already doing a lot to "improve the image of construction".
- The CITB have launched "Go Construct" and an introductory gateway to our industry.

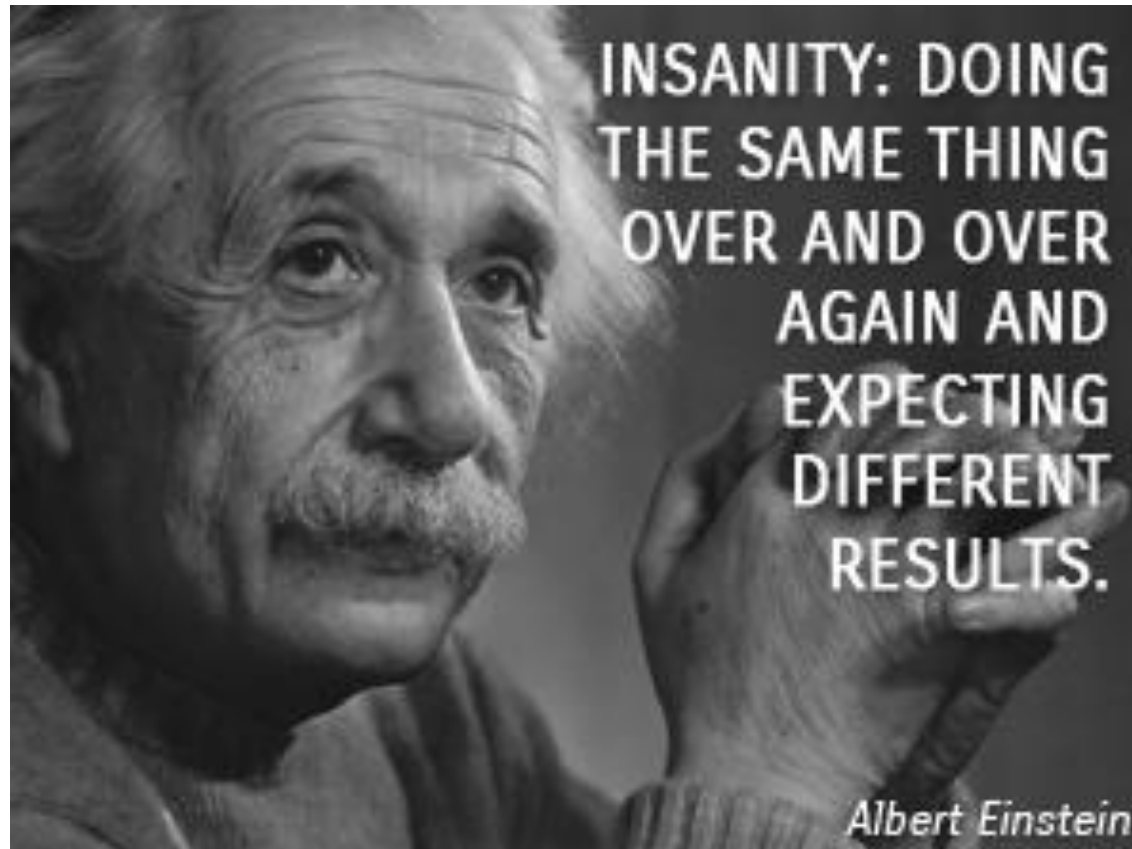


Skills Shortages

- Unfortunately many of these initiatives have however been implemented before and the result is the shortfall in skilled people that we have today.
- The CITB has said our industry is facing a skills “time bomb”.
- Is there more we can do to make our industry more attractive to young people?



What more can we do?



Adopting a School Campaign

Andrew Carpenter

Chief Executive of Constructing Excellence – South West

Constructing Excellence South West Adopt a School Campaign

**Constructing Excellence Norfolk Club
Tuesday 9th February 2016**

#innovationinskills

Agenda

- Background
- Understanding our audience
- What's already out there
- The ingenious idea
- Guinea pig events
- Future roll out

Background

- November 2014 Peter Hansford spent three days in the SW
- Launch of 'Adopt a School campaign'



Image & Skills

35% of careers advisers believe that construction is an unattractive career opportunity

2% of trades and 13% of total workforce female

5.3% of workforce from ethnic minorities



CITB (2014 -Educating the Educators);
DWP – Labour Market Sats (2014)

Image courtesy of Open Doors, UKCG

Understanding our audience

- With Peter Hansford was Dirk Anthony
- Brief to look at our marketing & communication
- We talk to ourselves!
- To encourage new entrants we need to ‘understand our audience’

Everyone has an Audience

Constructing Excellence



Audiences

Understand
Communicate
Influence



Media wins by engaging Audiences

CLASSIC *f*M

BBC
RADIO



BBC
RADIO



heart
96-103
more music variety



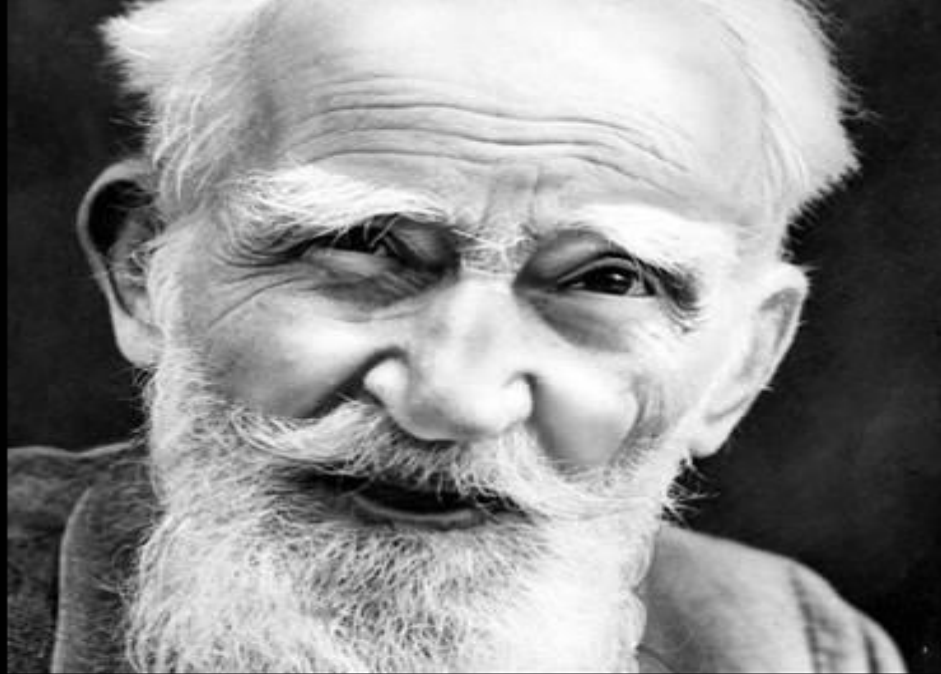
“...our inability to market ourselves as an industry and our poor communications skills to customers, staff and stakeholders...”



Communicating your Goals



**CONSTRUCTING
EXCELLENCE**
in the built environment



**The single biggest problem in communication is
the illusion that it has taken place.**

George Bernard Shaw

What's already out there

- Class of your Own
- CITB Ambassador Programme
- Built Environment Academies (Atrium Studio, Ashburton)
- Individual ad hoc projects



Class of your Own

- Design Engineer Construct is an accredited learning programme for secondary-school age students
- Expertly developed to create and inspire the next generation of Built Environment professionals
- Project-based approach
- DEC applies pure *academic subjects to the latest* construction industry practices
- The result is young people with real-world practical experience and employability skills

CITB Ambassador Scheme



- CITB has developed a Construction Ambassador programme to help promote career opportunities within the industry and interact with young people within schools
- Construction Ambassadors are a regional network of people who already work in the industry covering all trades and professions, who give young people a real life perspective of the industry by visiting schools and attending careers conventions giving first hand information on what it is like to work in construction.
- You need at least two years' experience (training or on-the-job) and an interest in helping and motivating young people. You need to be a good role model, enjoy your work and be happy to tell people about it.

CESW Cornwall Club Training Day



- Mission is to prepare our students for successful professional careers in the Built Environment (Architecture, Surveying & Planning, Engineering, Design, Ecology, and Town Planning) and to expose them to a culture of success through our well developed professional partnerships with employers.
- Vision, therefore, is for a school that combines practical learning, well regarded qualifications and high-quality work experience.
- Ethos centres around the critical skills of collaboration, problem solving, leadership and independence as those to be nurtured in all our students

Ad hoc projects

- **Tretherras Business Students Pitch to Kier Construction**



Sixth Form Business Students have been working alongside Kier, putting together a marketing strategy for their Adopt A School scheme. “It was a great opportunity to sit down with the Newquay Tretherras Year 13 students and look at how we bring construction into primary schools through design and technology.

The ingenious idea

- To Improve the image of construction and promote construction as a career choice by understanding our audience
- My son, Tom, had recently appeared on The Voice



The ingenious idea

- Link music with construction
 - Young people like music
 - We needed to 'make some noise' about our campaign
- Used my 'Rainbow' experience to do something 'different'
- BBC Radio Devon
- Speed dating!
- Use Google Maps to identify construction related companies & local schools then encourage them to 'buddy up'

Adopt a School, Plymouth



Comments from Dave Strudwick, Head



- Friday was a huge success as an event. It's definitely created a wonderful platform for a series of future activities and conversations involving students and staff and CE across the school.
- One of the immediate things I want to highlight is that the process of making the event has already shifted my own thinking. I personally feel an even greater connection to the industry and as a school we are now actively making more links.
- I want our work with the construction industry to be everyday. We need this if we are to broaden the appeal and possibility of the industry by challenging the stereotypes held by teachers and students.
- Thank you so much for an amazing afternoon and helping us start a really exciting journey.

Comments from Peter Everitt, Kier (Sponsor)



- Wow, Wow, Wow! I believe I witnessed something truly magical on Friday afternoon at Plymouth School of Creative Arts.
- It was an absolute privilege to spend a couple of hours at PCSA at the Adopt a School Concert. It was truly amazing to see the building really come to life and be used for what it was designed for.
- Friday's concert will be a brilliant kick start to Plymouth CE's adoption of PSCA and the positive press used to help spread the word.
- Friday will be a great opportunity to start to educate students about the hugely varied possibilities that a career in construction can have
- All I do know is that unless we get out there and challenge ourselves and the industry to engage better we will never make a difference, let alone achieve any KPI's.

Adopt a School, St Ives



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Comments from Jan Woodhouse, Head



- Thank you for your visit with Tom yesterday and for all you have done over the last few weeks and months to support a fantastic launch of our adoption. Tom's visit yesterday was really inspirational.
- This scheme promotes careers and opportunities in Construction and Tom's concert and school visit are an ingenious idea to associate the industry with something more contemporary and therefore hopefully attract young people to enquire about what construction can offer.
- It is hoped in the months to come many more schools and construction related organizations will follow this lead.
- The event raised £300 that will be used to fund a day for students at the newly completed 'Green Build Hub' at Eden Project, designed by PBWC Architects

Comments from Rachael Gaunt, PBWC (Sponsor)



- The main point I think is that the event raised £300 that will be used to fund a day for students at the newly completed 'Green Build Hub' at Eden Project, designed by PBWC Architects
- In advance of the day students will have the chance to see how school subjects link to a wide variety of construction related jobs that they can try out first hand at Eden
- In addition the 'Adopt a School' project is guided by the involvement of Truro and Penwith College who operate state of the art construction related courses from their Penzance campus
- PBWC are delighted to support this innovative new way of demonstrating to young people the variety and depth of careers in construction.

Adopt a School The Producers

14th – 19th March 2016 Merlin Theatre, Frome

Sponsored by spsenvirowall



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Here's the proof!



**CONSTRUCTING
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in the built environment



Adopt a School Patron



Future Roll Out

- Targeting one 'Class of your Own' engagement within each club area
- Targeting eight CITB Ambassadors within each club area
- Providing help for the Atrium Studio from the Plymouth and Devon & Exeter Clubs
- Using Tom Green's mapping exercise to significantly increase the number of 'ad hoc' relationships between construction related organisations and their local schools which commenced so successfully following the 'Adopt a School' concerts in Plymouth and St Ives.
- Emma Harris will lead on this if we make sufficient funds from our production of ***The Producers***



Any Questions?