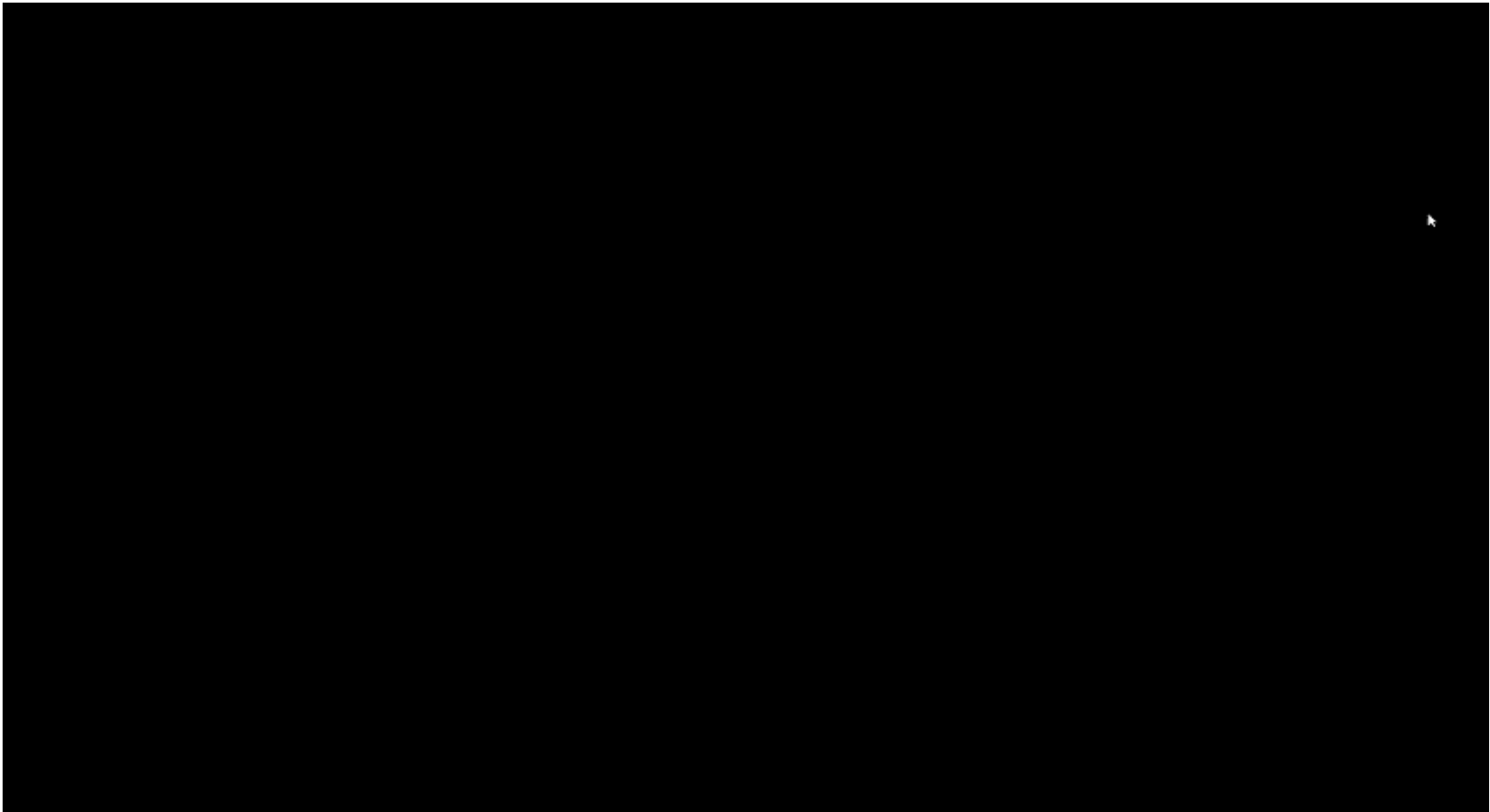


**STRIDE TREGLOWN**

**Constructing Excellence Summit 9<sup>th</sup> June**

Image of Construction and Gender Diversity







GENDER STEREOTYPES ARE DEFINED  
BETWEEN 5 AND 7 YEARS OF AGE.

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1:21 / 2:07



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# 1.0

## THEME #1

SCHOOLS AND CURRENT IMAGE  
OF CONSTRUCTION



# 1.0

## SOLUTIONS #1

SCHOOLS AND CURRENT IMAGE  
OF CONSTRUCTION

#notjustforboys  
#shecanbuild  
#womeninspire  
#shapingtheworld  
#womeninSTEM  
#lovesurveying  
#seemejoinme  
#loveconstruction



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Calco QS  
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# 1.0

## SOLUTIONS #1

SCHOOLS AND CURRENT IMAGE  
OF CONSTRUCTION

**design...**  
**engineer...**  
**construct!®**

EDUCATING  
THE FUTURE OF  
CONSTRUCTION



# BUILDING PLYMOUTH .CO.UK



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# 2.0

## THEME #2 THE GENDER (PAY) GAP



**Brett Scott**  @Sui... · 15/03/2017 ▾

Scenes from #MIPIM2017: In this photo I showcase the ethnic, gender & fashion diversity of the real estate development & investor community



↳ In reply to Jess



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Notifications



Messages



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# 2.0

## SOLUTIONS #2 THE GENDER (PAY) GAP



inspirational women national careers



**Rachel Bell**  
Divisional Director  
Stride Treglown Architects

0:58 / 4:35

RICS BUILDING SURVEYING JOURNAL DIVERSITY



## Equal footing

**Sophie Smith** encourages efforts to attract more women into the profession

The author on site wearing the 'Sophie Shoe'

**R**

igger boots and hard hats are not just for men. As we move forward with the diversity and inclusion agenda, it is an exciting time for anyone to be working in the built environment, and I hope to see similar numbers of both men and women entering our profession. RICS has played a key role in attracting more women as well as influencing

diversity and inclusion more broadly. This article looks at some of the key changes, innovation and initiatives that are encouraging diversity, as well as my own work in helping move these forward. Remember that we can all contribute to change in the surveying profession; it is everyone's responsibility.

### Conference speech

I have continued to work hard for change and to encourage others to join me. For instance, in January 2016 I was invited to speak at Gloucestershire College's Diversity and Inclusion Conference in front of 400 staff members.

The college offers technical education that can provide a basis for a career in surveying. Its range of construction, building services and engineering courses reflects the wide range of surveying careers available and equips students for RICS-accredited degree courses.

As much as the experience was nerve-wracking, it was also an excellent opportunity to educate and to broaden debate about the challenges faced by women in construction. Lecturing staff who were in attendance at the presentation will all now know about RICS' provision of advice to students making career choices.

We can make a significant impact when we speak directly to those who will influence young people's decisions, and I suggested that the audience consider their approaches to teaching and encourage the next generation to think widely when it comes to their career choices, as well as seeking to promote diversity in their own workplaces.

### Role models

As professionals, we are well equipped to make presentations and exercise our influence. For instance, I have always made myself available to attend careers conferences and give

20 MAY/JUNE 2017

Image © RICS

#LindaMiller

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**Jane @rozjan** · 22/05/2017

Girls **#LindaMiller** is who you should be inspiring to be, not so called reality tv stars. **#Crossrail** **#FifteenBillionPoundRailway**



4

100

237



**Lynne Barrett-Lee** · 22/05/2017

Girls, if you are after a role model, **#LindaMiller** is your woman. **#Engineering** **#Crossrail** **#BBC2** **#TheFifteenBillionPoundRailway**



Home

Explore

Notifications

Messages

Me



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# 3.0

## THEME #3 CALL TO ACTION



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## SOLUTIONS #3

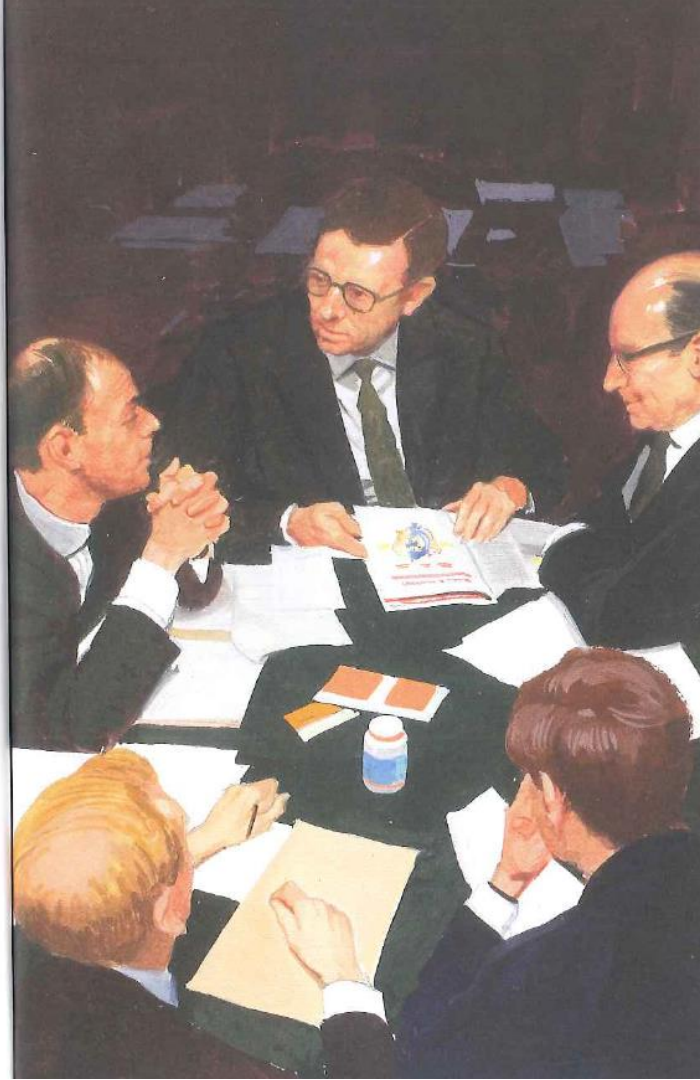
### CALL TO ACTION

```
graph TD
    A[Reduced legal costs  
•Reduced risk of litigation  
•Fewer disciplinary procedures  
•Insurance lowered ?] --> B[Less recruitment]
    B --> C[Higher social capital]
    C --> D[Greater pool of talent]
    D --> E[Employer of choice]
    E --> F[Increased profit and /or tangible benefit]
    G[Increased worker productivity  
• Less absenteeism  
•Reduced new staff training  
•Retention of skills and knowledge  
•Raised morale] --> B
    G --> H[Better H&S record  
•Less bullying  
•Better profile / reputation with stakeholders]
    H --> I[More diverse staff  
•Reflect clients  
•Bring creativity and diversity thinking to design and delivery of work  
•Better relations with communities – anticipate problems]
    I --> J[Positive press and PR  
•Stronger brand  
•Win awards  
•Employer of choice]
    J --> F
    K[Costs  
•Positive action programmes  
•Staff training and awareness  
•Diversity programme structural costs] --> L[Better value in winning & delivering contracts]
    L --> F
    K --> A
    K --> B
    K --> C
    K --> D
    K --> E
    K --> F
    K --> G
    K --> H
    K --> I
    K --> J
    K --> F
```

# 4.0

## WHAT CAN YOU DO? REDRAW THE BALANCE

These important people are  
discussing work–place diversity.



# 4.0

WHAT CAN YOU DO?  
REDRAW THE BALANCE

JUST  
ONE  
THING

[stridetreglown.com](http://stridetreglown.com)