

# 'Build a Better Tomorrow'

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RESULTS REPORT  
15 JUNE – 12 JULY 2022

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Building Greater Exeter

Changing perceptions of what a  
career in construction offers

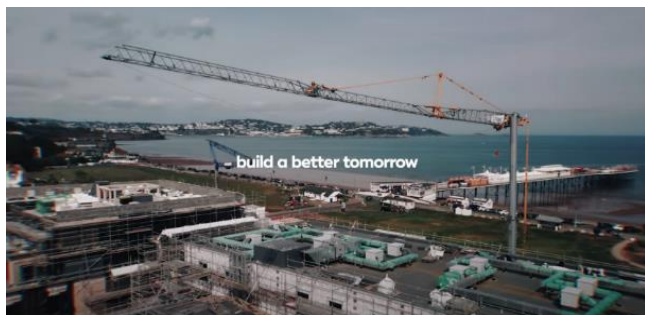


# INTRODUCTION

***“We need to change perceptions of our industry. For too many people, the construction sector is still a macho world with long working hours, which brings to mind muddy boots and unpleasant working conditions. If we are to build a sustainable pipeline of young, diverse talent clamouring to join our industry, we are going to have to change that perception” - Mark Castle, Chair of Build UK***

The annual recruitment requirement in the South West of 3.6% per year is the highest in the UK. One of Building Greater Exeter’s main area of focus is to inspire the future workforce, however there is currently a misconception of what a career in construction and the built environment offers, which has been highlighted in reports by CITB and Constructing Excellence SW\*.

Building Greater Exeter (BGE) teamed up with Build Torbay to commission a powerful short film to inspire young people to consider the range of exciting and rewarding careers in the sector. The ‘Build a Better Tomorrow’ digital campaign, highlights the variety of roles and training opportunities available to 16–24 year olds. Working with One Voice Media and All Told, they ran a multi-platform advertising campaign across YouTube, TikTok, Instagram and Facebook.



The film features young people from Building Greater Exeter’s construction partners working on live projects across the South West including: Kier Construction; Vistry Partnerships; Coreus Group and Service Design Solutions (SDS). From this short film, a further set of video shorts were created to feature on different digital platforms and were also shown on screens in Exeter city centre:

<https://www.youtube.com/watch?v=YbLH8ZsXuq0>

A dedicated webpage was created, [www.careersinconstructionuk.co.uk](http://www.careersinconstructionuk.co.uk), to connect the target audience to information on the different roles of the stars of the film and to the BGE website for further information on careers, jobs and training. In addition Partner Packs were created to help partners share the content through their channels.



# CAMPAIGN AIMS

The aim of the campaign was to highlight the benefits of working in the sector and how construction is a rewarding, first class career. The 'Build a Better Tomorrow' campaign aimed to raise awareness of:

- *the diversity of roles available in the industry, from sustainability specialists to architectural technicians, as well as the more well-known roles on site*
- *the variety of roles in the industry - there are over 180 jobs to choose from both on site and in the office and the fact that it is an industry for all genders*
- *the reward and recognition available in the industry, with higher than average salaries and excellent career progression*
- *environmental sustainability - transforming the lives of others through innovative and sustainable building and development*
- *the importance of digital skills, which are vital to most construction projects, with the latest technologies being used to innovate and develop buildings and infrastructure*

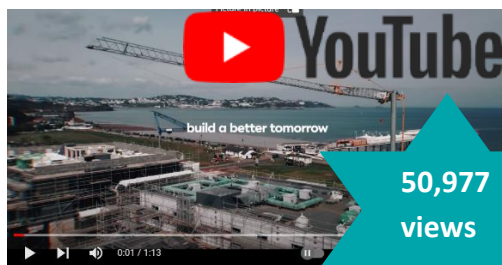
# DIGITAL CAMPAIGN RESULTS

## SOCIAL MEDIA PAID ADVERTISING RESULTS – 15 JUNE-12 JULY

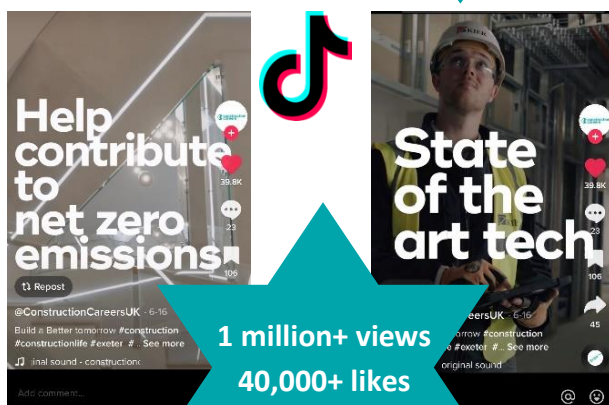
The digital campaign launched on 15 June 2022, and the audiences were targeted to Exeter/ Torbay and by age, as follows:

**TikTok and YouTube:** Age Groups 16-24

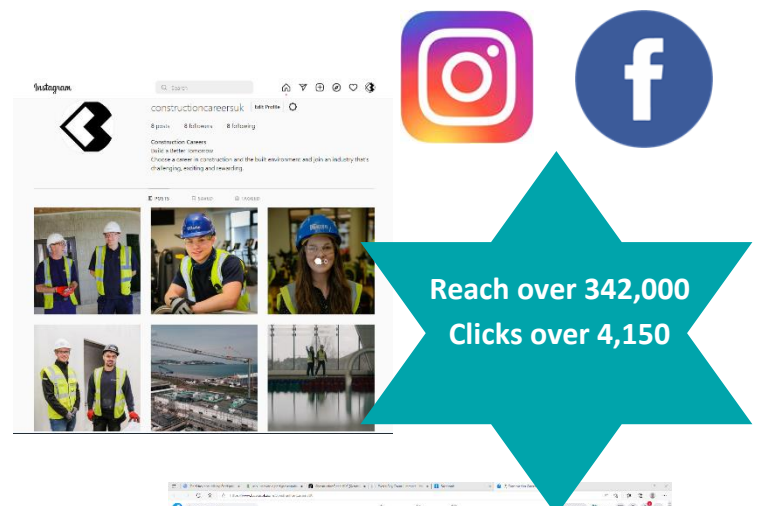
**Facebook and Instagram:** Age Groups 16-44 (to allow for parents)



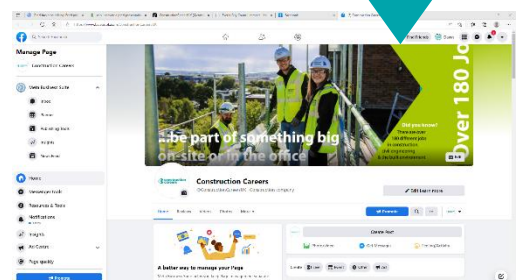
50,977  
views



1 million+ views  
40,000+ likes

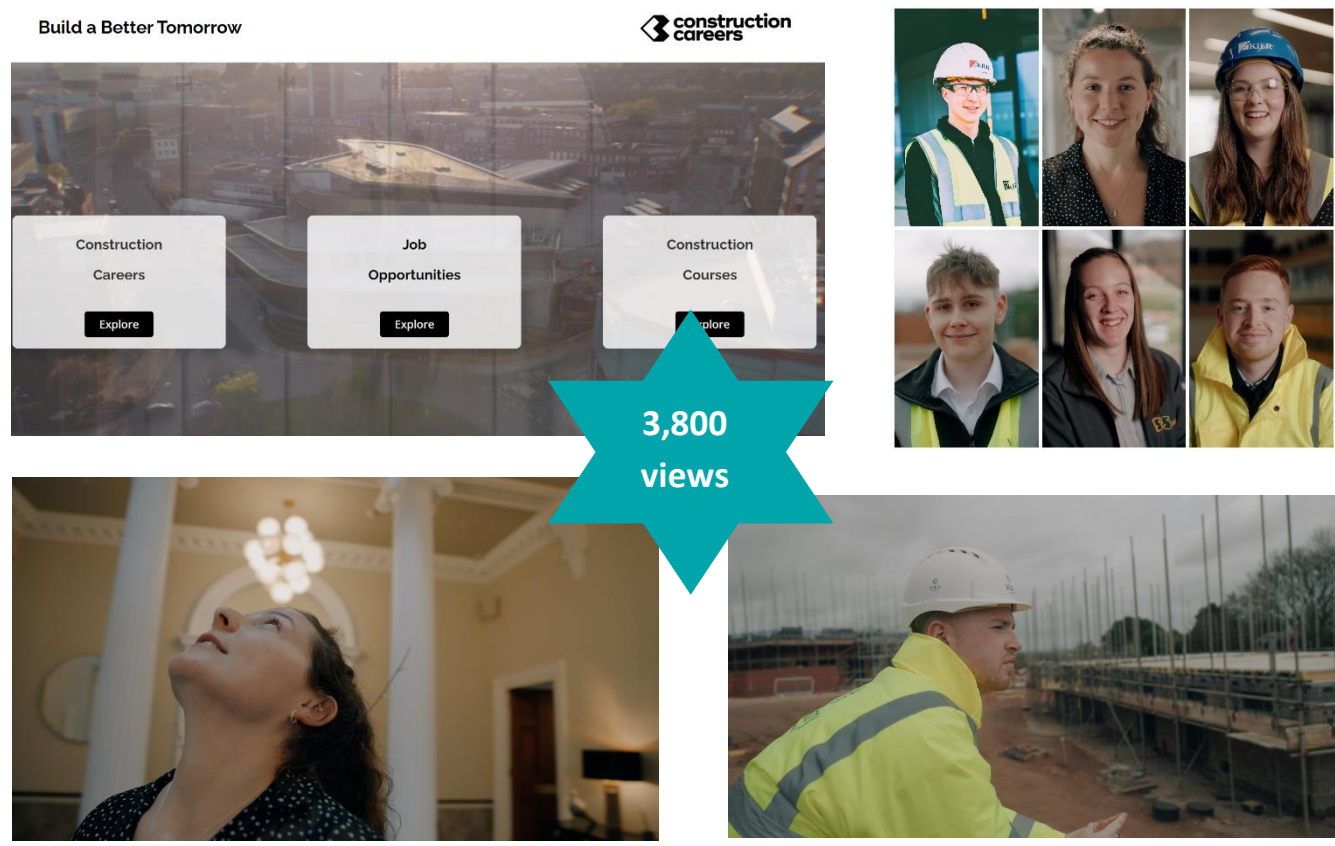


Reach over 342,000  
Clicks over 4,150





# CONSTRUCTION CAREERS UK WEBPAGE

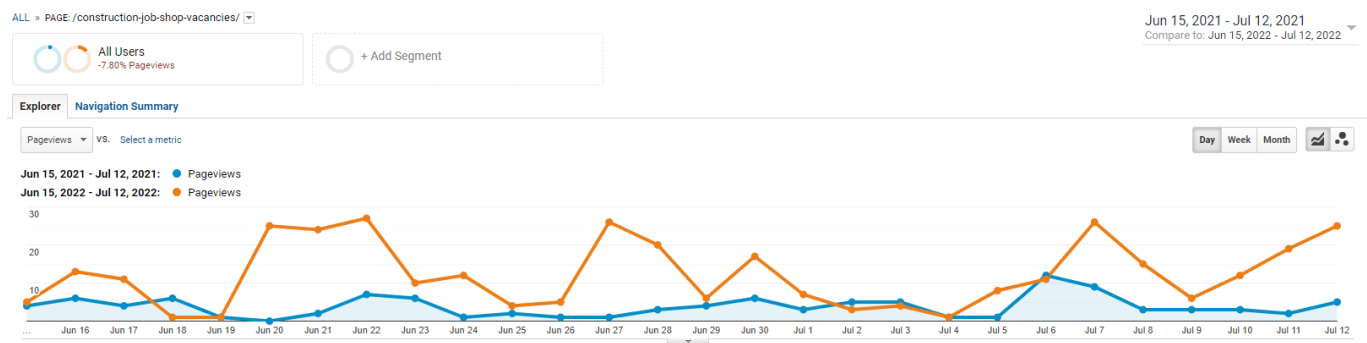


The [www.constructioncareersuk.co.uk](http://www.constructioncareersuk.co.uk) page which was the call to action from the digital advertising, generated 3,800 views during the paid campaign dates.

## BGE ANALYTICS

During the period of the campaign the following statistics from Google Analytics for the Construction Job Shop page on BGE’s website demonstrate an increase in traffic of 225%:

- 2021 – 106 page views
- 2022 – 344 page views



# CONCLUSION

The campaign results were extremely positive and demonstrated strong engagement with the target market of 16-24 year olds:

- Over 1.2 Million views across Facebook, Instagram, YouTube and TikTok
- Over 6,000 ad clicks across Facebook, Instagram and YouTube
- Over 40,000 likes on TikTok

Further investment is now required to extend the reach of the 'Build a Better Tomorrow' campaign, not only in the Greater Exeter/Torbay area, but nationally too.

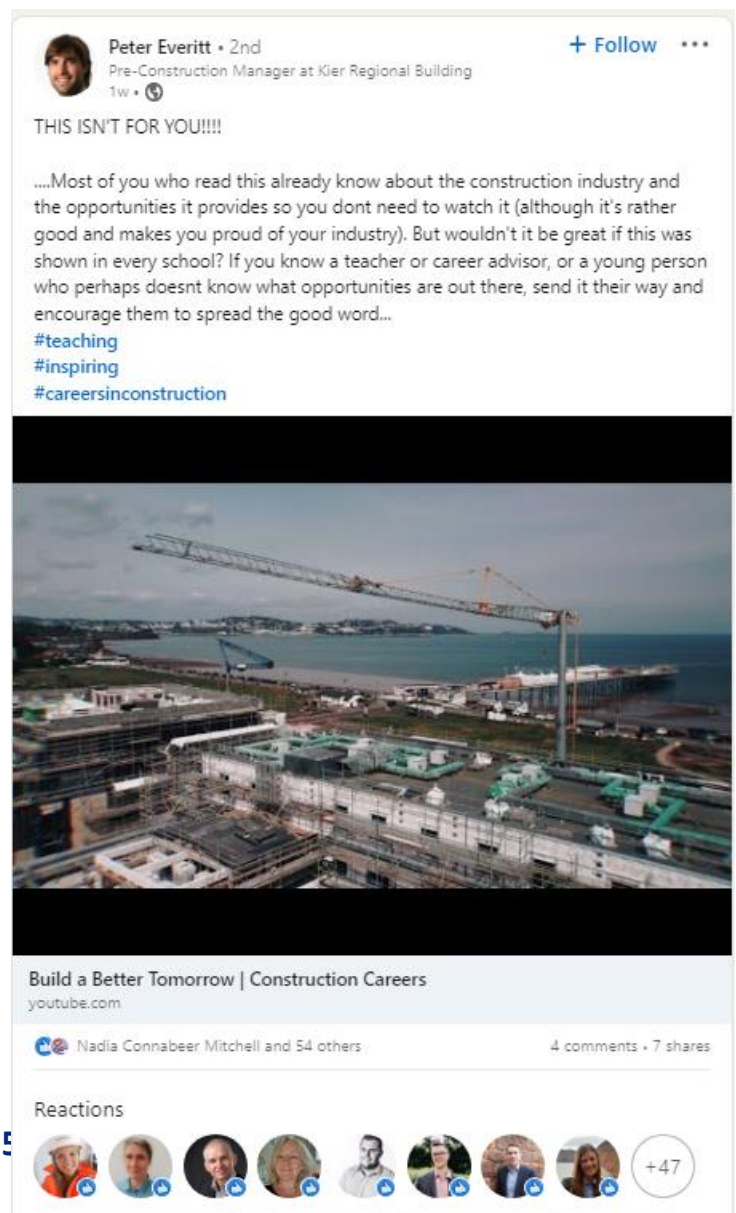
The campaign has been designed so that the resources may be used by others, by simply changing the end frame of the film to link to a different web page or the Construction Careers Page can be updated with content from different partners.

# NEXT STEPS

Building Greater Exeter will now engage with their project partners and national construction organisations to extend the reach of the campaign and to harness the support already generated to inspire the future workforce to consider a career in construction.

If you would like to help extend the reach of the campaign by sharing the resources or investing in paid advertising please contact:

Dawn Chamberlain, Building Greater Exeter Project Manager: [dawn.chamberlain@exeter.gov.uk](mailto:dawn.chamberlain@exeter.gov.uk)



# THANK YOU TO EVERYONE THAT HAS MENTIONED AND SHARED THE 'BUILD A BETTER TOMORROW' CAMPAIGN



Home > News > Search > Young people urged to build a future in the construction industry

## Young people urged to build a future in the construction industry

Published: 27 June 2022



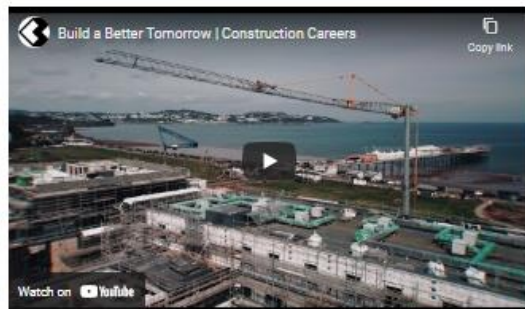
### Build a Better Tomorrow

A new campaign is encouraging young people in Exeter to explore a career in construction to help build a brighter future.

Building Greater Exeter and Build Torbay have joined forces to create the Build a Better Tomorrow campaign.

It highlights the wide variety of roles and training opportunities available to 16 to 24-year-olds.

It is now running across YouTube, TikTok, Instagram and Facebook, using a short film that showcases the breadth and depth of the construction industry, featuring several construction partners with offices and sites in the Exeter and Torbay areas.



Research shows an extra 41,950 construction workers will be needed in the South West from 2022 to 2026, and young people are being urged to consider a career in construction.

With more than 180 job roles to choose from both on-site and in the office, higher than average salaries, good career progression and a host of other benefits, Careers in Construction highlights the variety of roles available and how you can make a difference to the future of the industry.

Build a Better Tomorrow aims to raise awareness of:

- The diversity of roles available in the industry, from sustainability specialists to architectural technicians, as well as the more well-known roles on site
- The variety of roles in the industry - there are over 180 jobs to choose from both on site and in the office and the fact that it is an industry for all genders
- The reward and recognition available in the industry, with higher than average salaries and excellent career progression
- Environmental sustainability - transforming the lives of others through innovative and sustainable building and development or the importance of digital skills, which are vital to most construction projects, with the latest technologies being used to innovate and develop buildings and infrastructure

It includes interviews with a number of young people working on live construction sites in the South West to tell you what it's like to work in the construction industry.

For more information on working in the construction industry and the next steps visit [www.constructioncareersuk.co.uk](http://www.constructioncareersuk.co.uk)

### EXETER CHAMBER

#### BUILD A BETTER TOMORROW



Exeter Chamber Council are supporting the Build a Better Tomorrow campaign.

The South West region is forecast to need an extra 41,950 construction workers by 2026 and young people are being urged to consider a career in construction.

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### East Devon Update

#### Business and economy bulletin

#### Build a Better Tomorrow

New campaign promotes construction careers to younger recruits



This week marks the launch of a new campaign 'Build a Better Tomorrow' which aims to inspire the future workforce and promote high value careers in construction to younger workers, making it easier for them to access opportunities within the sector.

The campaign has been launched by Building Greater Exeter. The digital campaign highlights the variety of roles and training opportunities available to 16-24-year-olds.

At the heart of the campaign is a short film which showcases young people from partner construction businesses, working in a diverse range of construction roles and highlighting how construction is a rewarding, first class career. To maximise youth awareness and engagement, the campaign will run on Google, TikTok, YouTube, Instagram and Facebook.

For more information on working in the construction industry and the next steps visit [www.constructioncareersuk.co.uk](http://www.constructioncareersuk.co.uk)



James Bishop (He/Him) • 2nd  
BIM Manager at Kier (Western & Wales) | Champion for the UK BIM Alliance  
14h

Had a great time being filmed for Building Greater Exeter today.

The final piece will hopefully be able to showcase digital careers and bring more young people into construction.



Coreus Group @CoreusGroup • 23 Jun  
#BuildaBetterTomorrow

Our Project Manager, Olivia Moorey, has taken part in this inspiring @BuildGreaterExe youth campaign, promoting just how diverse careers in construction and the built environment can be.

Well done to everyone involved!

