



CONSTRUCTION
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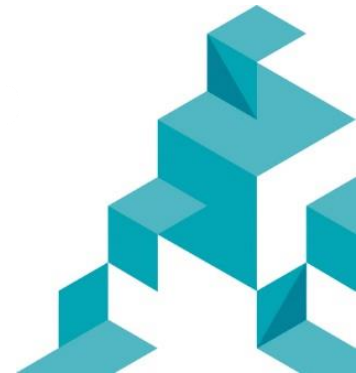
“Our vision is of a Built Environment Industry which inspires young people, enabling them to overcome barriers and build better futures”



Connecting Young People with the Built Environment Sector for over 50 years



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Sector Awareness & Image

More than half of young people said they had never considered a career in construction.

50% of young people have never had any information on careers in construction at school

33% of parents believe a career in construction mostly involves manual labour.



REDROW SURVEY, March 2017



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The role of Schools/Colleges

The quality and availability of careers advice

Only 27% 13-15 year olds receive 1 hour of careers advice

Industry not understood by teachers & careers advisors

62% interviewed held negative views of the industry as a route for their students to pursue

Bias towards academic routes

74% of parents believe current careers advice is tailored to steer young people towards higher education

Role of parents

73% parents would not want their child to consider a career in the sector



Kier: A report on the image and recruitment crisis facing the built environment



**Those surveyed still
view the industry as:**

OUTDOORS

**NOT FOR
GIRLS**

**PHYSICAL
WORK**

**REPETITIVE
ACTIVITY**

MANUAL

**POORLY
PAID**

**TRADE
ROLES**



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Changing the mind-set

We need to promote the modern industry as an aspirational career of first choice:

- Across full range of academic ability & achievement
- Progression opportunities & pathways
- Learn & earn routes
- Social mobility
- Diversity
- Role of technology
- Pipeline of demand
- Rewards



Schools Partnership Approach

Coordinated Cross-Industry Schools Campaign

Long-term strategic relationships with schools

Change the perception of teachers & career advisors

Engage with parents

Start young!



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Inspiring young people

About the Built Environment



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