

Plenary 5:

Changing the face of construction

Speakers: Christine Townley (Construction Youth Trust), Billy Park (Guinness Property), Jane Nelson (Mears Group)
Chaired by: Paul Roberts (Guinness)
Room: Queens Room



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Changing the face of construction



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“Our vision is of a Construction Industry which inspires and enables young people to overcome barriers and build better

futures”
#NotJustForBoys

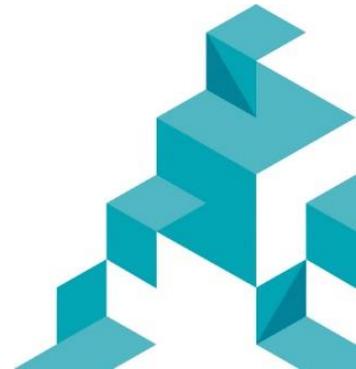


Christine Townley



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#NotJustForBoys



About the Trust

Over 4,000 people helped per year



Young people aged 14-30 -
often the most difficult
to reach

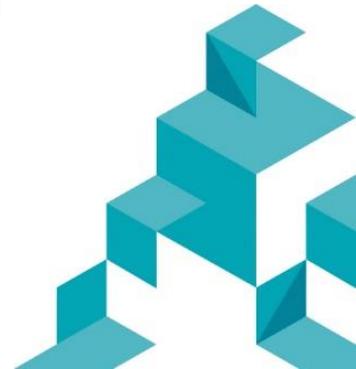


Unlocking potential to create a
more diverse construction industry



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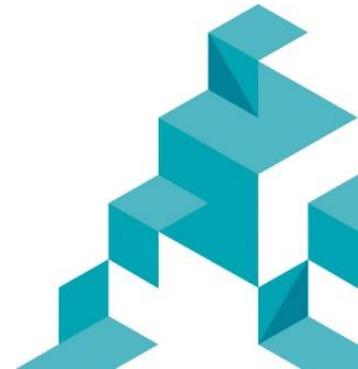


Budding Brunels



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Budding Brunels Rail



For every **£1** given
in time and money



The social return to
the young people and
the community was

£5.43

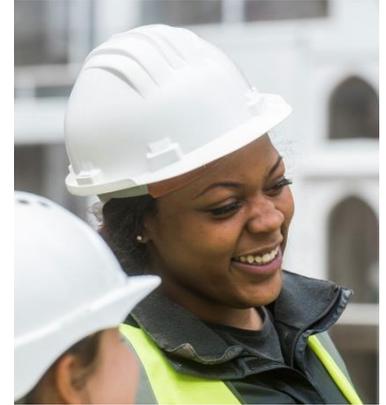
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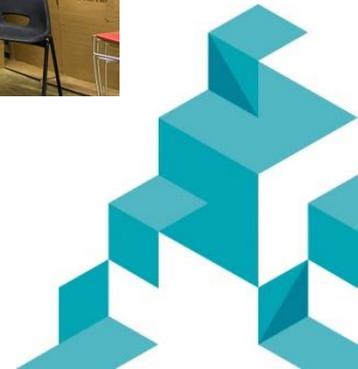
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Budding Builders



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#NotJustForBoys

The campaign aims to raise awareness and start a conversation to encourage young people to consider which careers are best for them. We want to promote positive messages about construction and the opportunities it offers to young people and the economy, specifically girls and young women.

Fewer than 11% women working in the construction and engineering professions, with under 1% in the traditional trades.

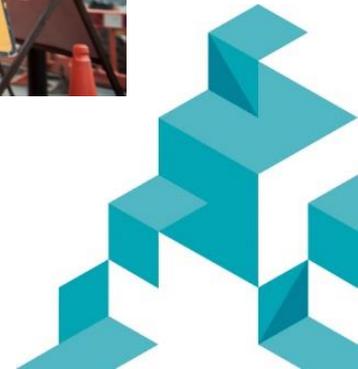
We should be increasing diversity and equality in the construction industry.

We are actively encouraging the industry to encourage more young women to consider a career in construction – they will have the talent the industry needs to fill the skills gap.



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We can increase confidence of young women to enter the industry.

A large part of the campaign is focusing on the importance of seeing the professions and trades as a viable career option for young women.

To do this we need to influence their stakeholders, starting with their teachers. The campaign poster and manifesto, along with a bespoke lesson plan, are available to download from our website.



#notjustforboys

There are hundreds of career opportunities in the construction industry... and they are most definitely not just for boys.

[constructionyouth.org.uk](https://www.constructionyouth.org.uk)

FREE courses are available for girls and young women aged 14 to 30. Call 0207 467 9540 for more details.

#notjustforboys

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#notjustforboys a manifesto for change

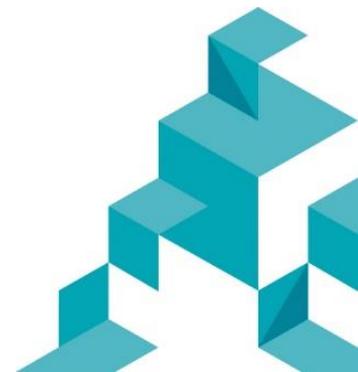
The construction industry faces a potential recruitment crisis. There is a need for skills, experience and talent in all areas of the industry from the professions to the trades. We need architects and bricklayers; surveyors, site supervisors, project managers, plumbers, electricians and plasterers. To help resolve this recruitment crisis and to build a construction industry for the 21st Century we believe that women must become a key part of the construction industry work force. We call for the following:

- ✗ The encouragement of young women into the industry through the provision of appropriate courses and education;
- ✗ Careers support for girls and young women to ensure that they see construction as a realistic option;
- ✗ Employers action to address workplace sexism and the development of future family friendly policies;
- ✗ Government funding of girls and young women onto construction based training courses;

helping to build
a 21st Century
Construction Industry

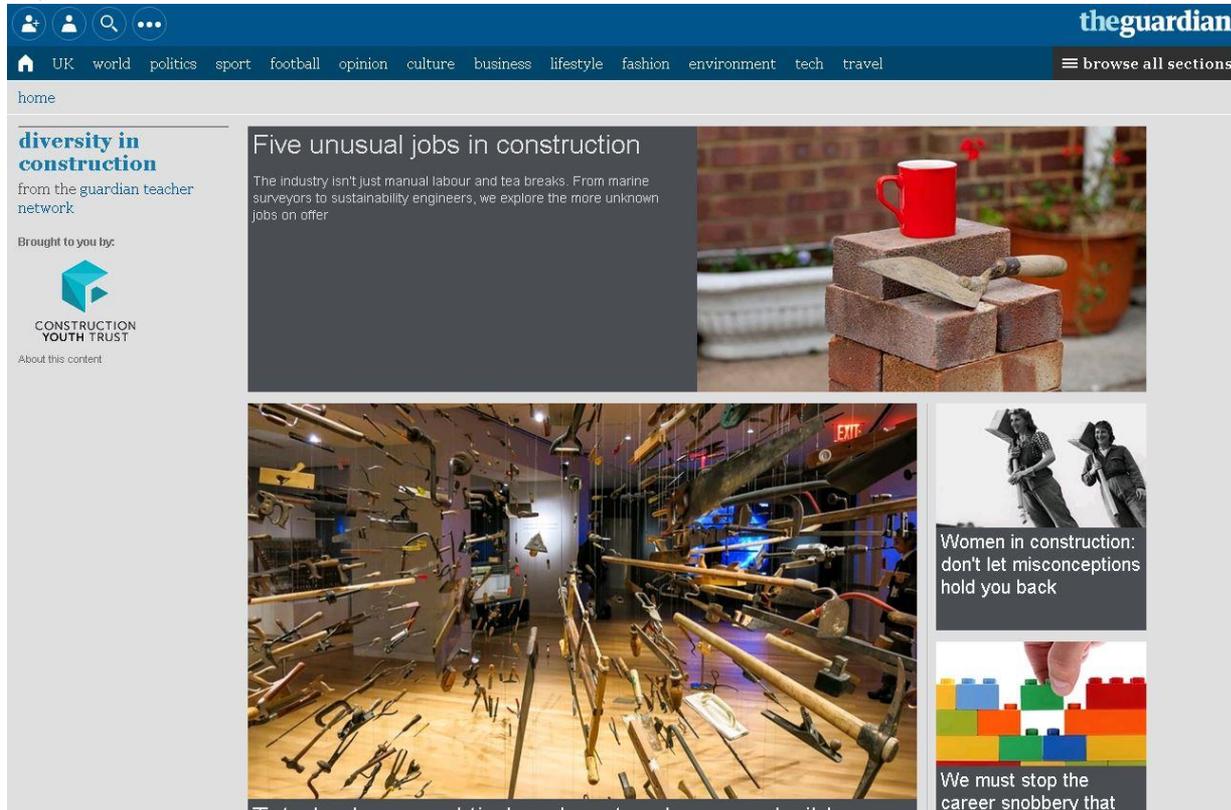


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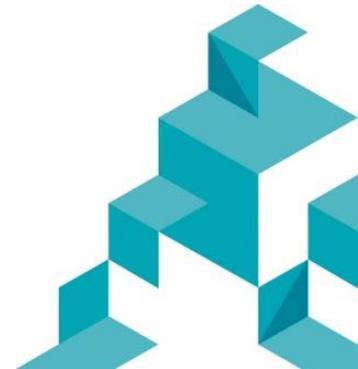
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To promote the campaign amongst schools last year, we ran a month-long 'Careers in Construction' campaign on the Guardian Teachers Network in partnership with Go Construct.



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The campaign is being actively promoted and harnessed through our existing programmes:

Women's only carpentry course, ran at Kings Cross Construction Skills centre.

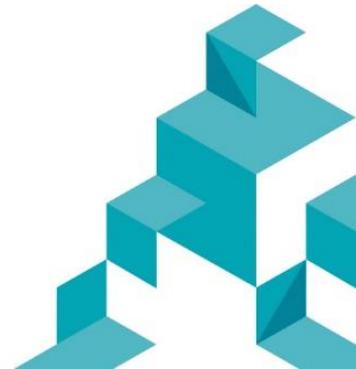


Upcoming #NotJustForBoys Foundations for the Future workshop on International Women's Day - in partnership with National Careers Service - drawing on volunteers from both professional and trades backgrounds.



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Success Stories

Babes Woodbine

Took part in a Budding Builders Carpentry Course, and has since completed a work placement with Graham Construction and is now working towards a career in quantity surveying.



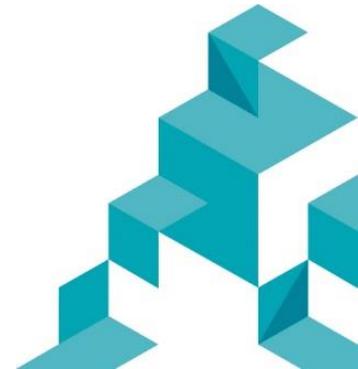
Brooke Hills

Completed a Budding Builders course and won the Construction Youth Trust's Student Of The Year award. She went on to a multi-skills apprenticeship at Bam Nuttall, and was also awarded Highly Commended at the Land Securities Community Employment Programme Awards.



Stacey Clifford

Stacey is an engineer at Kier and won the 2013 Duke Of Gloucester awards. As a result she was featured in the report from the Smith Institute - Building the Future: Women in Construction. The report ended up in the hands of the UN, and in December she was invited to Kenya as part of a panel to discuss women's opportunities in construction.

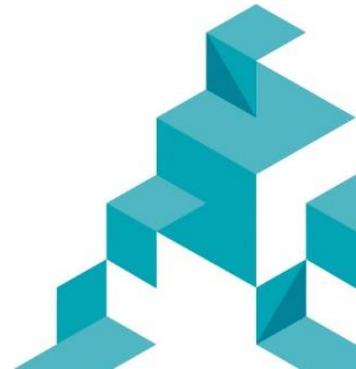


Thank you



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Women into Maintenance

Who are we and what do we do?

- ❑ Subsidiary of The Guinness Partnership
- ❑ Responsive and Voids Repairs to over 60,000 properties nationally
- ❑ Planned Work Programmes and Major Refurbishment Projects
- ❑ Geographical area covered North East to South West England
- ❑ Employ over 360 operational staff



Women into Maintenance

What have we achieved/looking to achieve?

- ❑ Working with schools, colleges, community groups and our customers to promote women into maintenance
- ❑ Analysis of colleges nationally showing women registered on construction based courses (currently 6%)
- ❑ Guinness Property have 5 (20%) women working within our apprenticeship scheme
- ❑ Provide individual support and mentoring around both practical and academic training



Women into Maintenance

What have we achieved/looking to achieve?

- Set up an apprentice working group
- Arrange work placements and taster days for students, our customers and those looking to return to employment
- Commenced the process of creating a national academy and training centre
- Offer a well structured approach to offer routes into work



Women into Maintenance

What are we looking to do?

- ❑ Assist with the current skills shortage
- ❑ Address the lack of women working in maintenance
- ❑ Work in a collaborative way with other organisations to achieve this
- ❑ Aspire to have up to 10% of women within our operational workforce by 2018
- ❑ Support organisations such as Women in Manual Trades (WAMT), Women in Social Housing (WISH) and NIC EIC 'Jobs for Girls'



Women into Maintenance

What can we do now?

- Actively promote apprenticeships
- Explore new routes into work for tradeswomen
- Work with other organisations to encourage women to retrain, such as ex-uniform
- Encourage businesses to set as an aspiration an agreed percentage of tradeswomen across their workforce
- Look at ways we can collectively sponsor research and promotion of women into maintenance



Women into Maintenance

In Summary:

Working together with other organisations, we aim to address both the skills shortage and the lack of women in maintenance by offering routes into work through sourcing, recruiting, developing and supporting people from all backgrounds.



The good news



What we can do

- Research
- Best practice
- Resource signposting
- 21st Century tool kit
- Procurement guidance
- Warm and welcoming

The really good news

