

## Skills Pledge: What do skills mean to you?

Following the successful launch of the Skills Pledge last October, 76 organisations have now committed to the pledge to make a difference on how we recruit, train and retain the right workforce in the sector. This is a great start, but we still need more organisations to back the pledge and support us in achieving long-term positive change at all levels of the home building industry.

The Skills Pledge working group has already been making steps on how we can achieve this change and commissioned a survey to understand what members thought about the pledge and how much involvement they

would like to have. The aim of the survey is to benchmark our work and to provide the support our members need to achieve their commitment to the pledge.

The survey found that most members were actively involved in skills pledge activities and that most agreed that more best practice ideas needed to be shared. Members also stated that a centralised and collaborative approach was the best way to achieving the pledge's work.

Other interesting findings were that more organisations had decided to do activities to champion diversity and inclusion in the sector to help with recruitment and in modernising

views of the sector. Many also stated that they found the new apprenticeship schemes complex to navigate and that the creation of an Apprenticeship working group would help members understand apprenticeship frameworks and standards.

The Skills Partnership is currently evaluating all results and will now formulate a plan on how we best move forward and support our members.

**To find out more about the Skills Pledge and to sign up, visit [www.hbf.co.uk/skillspledge](http://www.hbf.co.uk/skillspledge)**

## Attract campaign continues to reach new heights

The Skills Partnership's Attract campaign, launched in April this year, has continued to raise awareness of the career opportunities available within the house building sector. The campaign, targeting school leavers, parents and teachers and ex-military personnel has used social media, online banners and its dedicated House Building Careers website to inform and direct audiences to career paths that are right for them.

The House Building Careers website is the main platform to which audiences are directed, and has received more than 32,000 visits over the course of the campaign, a huge increase pre-campaign traffic levels.

Over 140 online banners were created that targeted different audiences and highlighted roles available within the sector that were then advertised based on user's web history. So far, the campaign has received more than eight million impressions with 3,317 clicks through to the House Building Careers website. School leavers provided the greatest number of banner clicks with



a total of 40% of the traffic, followed by ex-military personnel with 38%. The campaign has proved positive for home builders too with many experiencing more queries on

career and apprenticeship opportunities. The campaign ran from April to July 2018. For more information on the roles available visit [www.housebuildingcareers.org.uk](http://www.housebuildingcareers.org.uk).



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# House Building Careers gets spotlight on Go Construct

At the end of June, our House Building Careers website and CITB's Go Construct website, that has a more general focus on careers across the construction industry, joined forces to create a webpage to highlight career opportunities in the house building sector. The webpage was given a spotlight on the Go Construct webpage that was live between 18th – 29th June, as part

of a Go Construct takeover. Content was collated from existing material on the Home Building Careers website and from content kindly provided by members. Go Construct's main audience is school and college leavers looking for career and apprenticeship opportunities and so we provided interactive video content from young people starting out in the home

building industry for them to relate to. The webpage received 618 unique page views with most visitors clicking and reading about the various roles available in the house building sector. The interactive video case studies were also successful with the views on YouTube increasing considerably during this period.

## New training modules opening for bookings soon

The Home Building Skills Partnership has announced details of the next phase of fully funded training modules in partnership with NHBC and Hamilton Deed. These training modules link closely with the Skills Frameworks and will help to improve industry standards and build quality across the home building sector. This is a great opportunity for home builders and supply chain organisations to develop their workforce and increase value within their organisations

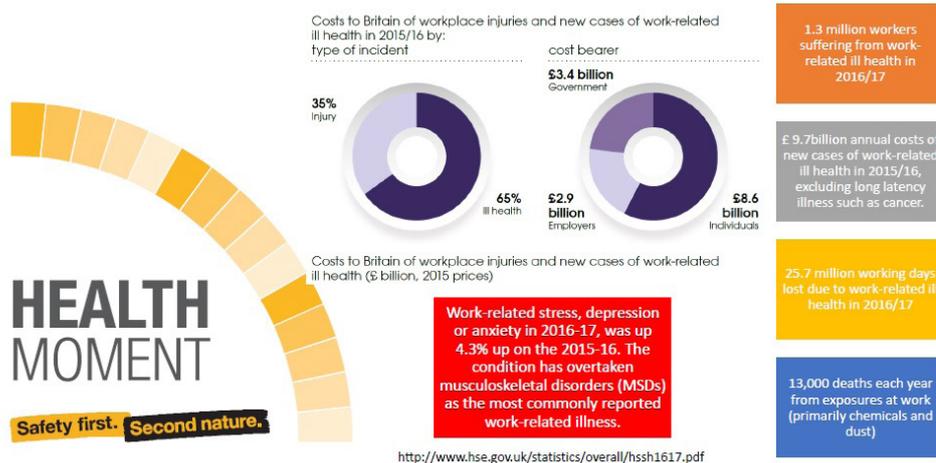
at very little cost. However, places are **limited** and will be **completed on a first come, first served basis** for every organisation.

Training modules will be available to book on to from early September, to find out more about the modules you can keep up-to-date on our website [www.hbf.co.uk/skillspartnership](http://www.hbf.co.uk/skillspartnership) or [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk).

## Diversity & Inclusion ...

# Mental Health awareness – What's it all about?

Latest Ill-Health Statistics - HSE 2016/17



A new activity group was launched this summer focussing on mental health awareness in the home building sector. Part of the Skills Partnerships pledge to champion diversity and inclusion, the group focussed on how home builders can share best practice and collaboratively support employees to raise mental health awareness.

The risk of suicide among male labourers

working in construction roles is three times higher than the male national average with the highest at risk in building finishing trades such as plasterers and painters. Findings from Randstad, a recruitment agency with a focus on construction roles, found that every year 400 construction workers commit suicide and more than 1.7 million days are lost through injury or illness, as a result of mental health, in the industry.

Training is available, from CITB and MHFA England, for employees to become mental health first aiders who can identify and assist those who are potentially vulnerable both on-site and off-site. To find out more visit [www.citb.co.uk/news-events/uk/2018/citb-funding-mental-health-first-aiders](http://www.citb.co.uk/news-events/uk/2018/citb-funding-mental-health-first-aiders).

## Ambassador Training programme fosters career ambitions

A number of exciting training opportunities have been developed by the Skills Partnership for individuals to become ambassadors for the home building sector. The training, supported by CITB, is open to anyone at any stage of their career who would like to inspire others into the sector and promote the different career paths available.

Once training is complete, trainees will become 'career ambassadors' specifically focusing on promoting careers in home building.

The training will provide delegates with the confidence and skills to speak about careers in schools and colleges and become part of something special by making a difference.

The next ambassador training session is due to take place in London on the 14<sup>th</sup> August with more dates scheduled to take place later this year. More information can be found at [www.hbf.co.uk/ambassadortraining](http://www.hbf.co.uk/ambassadortraining) or email [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk) to express your interest in the course.

## Diversity and Inclusion work programme

Over the last few years diversity and inclusion issues in the construction and house building sector have been highlighted in reports and by initiatives, such as Gender Pay Gap reporting, but little co-ordinated effort from the sector has been done to combat this. At members' requests, the Skills Partnership, HBF and its members have come together to form a diversity and inclusion working programme to help encourage, support and promote members work in this area and to adhere to the commitment to recruit a more diverse workforce.

Work is still in the very early stages, but we have started to work with home builders to promote diversity and inclusion within their organisations and to share best practice with others. The first working group was held in early May, but organisations are still welcome to join. If you are interested in being involved contact [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk).

## Construction Skills Fund

The Government has announced a new £22m Construction Skills Fund to finance on-site training. The Skills Partnership expressed its interest in working with potential home building skills training projects and is currently working with a number of regional bids to ensure home builders' needs are met where these proposals provide opportunities to do so. The application deadline is **10am on Monday 17th September 2018**, please let us know if you think the Skills Partnership might be able to assist you by contacting [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk).

To find out more information on the Construction Skills Fund and application process, visit [www.citb.co.uk/funding/types-of-funding/structured-fund/construction-skills-fund](http://www.citb.co.uk/funding/types-of-funding/structured-fund/construction-skills-fund) or watch a webinar about the scheme here – [attendee.gotowebinar.com/register/6197167884026058243](http://attendee.gotowebinar.com/register/6197167884026058243).

## Out & About ...



# Thakeham Group retrains talent

The Thakeham Talent for Development Programme encourages those leaving the armed services to look to a career in the Construction Industry.

More than 14,000 skilled and experienced individuals leave the armed forces each year, looking for new opportunities and offering a wealth of skills and talent. Thakeham's programme offers these talented individuals the opportunity to work with a team of highly professional, hand-picked consultants, suppliers and contractors. By working with this network of trusted partners, Thakeham is facilitating employment opportunities that reflect the entire lifecycle of development. Opportunities range from land sourcing and planning promotion through to technical, design, engineering, quantity surveying, buying, site management and on to marketing, sales, customer service and support administration.

Lee Roberts, an Assistant Site Manager for Thakeham and ex-Royal Engineer, is a valued member of the Thakeham team. "Following 22 years in the military, strong values, high standards and strong communication skills are all very natural for me. My Royal Engineers experience with responsibility for military infrastructure projects, has allowed me the opportunity to taken on an assistant site manager role with Thakeham. I am delighted to be part of the team at Thakeham and involved in the Talent for Development initiative."

To read more about Talent for Development by Thakeham visit [www.thakeham.com/thakeham-careers](http://www.thakeham.com/thakeham-careers).

## Spitfire Launches Sales Academy Training Scheme

Spitfire Bespoke Homes has launched its own in-house Sales Academy to attract, recruit and train new talent into the sector. Reflecting the Skills Partnerships sales framework, the academy offers a four-week intensive programme with inductions to all areas of the business's disciplines and processes, enabling recruits to have a good understanding and knowledge of the role and sector. Spitfire has already trained ten directly employed members of staff and held a graduation ceremony to recognise their achievements. David Jervis, MD of Spitfire Bespoke Homes, said, "The Sales Academy has been a huge success ... they have really hit the ground running".

### Diary Dates

#### 26th September

##### Home Building Ambassador Training, London

Join us for an exciting training opportunity that could help you to become an ambassador for the sector and help inspire the home builders of the future. Email [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk) to get involved.

#### 20th November

##### Skills Partnership Conference day

The Skills Partnership is currently putting plans together for a conference day showcasing our work so far and how we move forward. More news on this exciting event coming soon.

#### 1st & 2nd March 2019

##### What Careers Live?, Birmingham NEC

The Skills Partnership will be returning to Birmingham next year with our members to attract and inspire the next generation of home builders.

### GET IN TOUCH

The Skills Partnership is focussed on creating positive change for the home building sector, whether that be through attracting new recruits, training to the right standards or collaboratively sharing best practice. There are so many different projects you can get involved in and we

need your support to make things happen. If you would like to find out more about our working groups and to get involved, visit [www.hbf.co.uk/policy/home-building-skills-partnership](http://www.hbf.co.uk/policy/home-building-skills-partnership). If you also have any interesting stories or projects do get in touch, we would love to hear your news!

**HBF House, 27 Broadwall  
London SE1 9PL**

**e** [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk)

**w** [www.hbf.co.uk/hbsp](http://www.hbf.co.uk/hbsp)

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