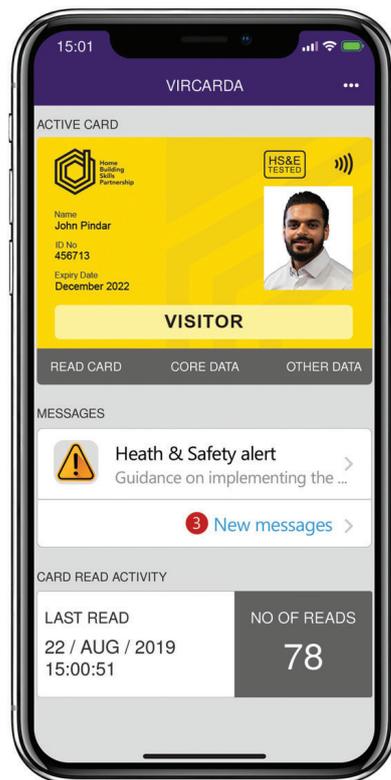


## New Visitor Card launches

We have launched a Home Builders Visitor Card in response to Construction Skills Certification Scheme (CSCS) announcing that they would be withdrawing the Construction Site Visitor card, and at the request of our members.

The Home Builders Visitor Card is the first in a phased approach to provide the sector with a competency scheme that is specific to the sector not just the Home Builders themselves, but the supply chain too. Considering the great work on developing 12 skills frameworks in the sector, in conjunction with the industry, the future of the scheme will embrace and include minimum competency requirements not just in the technical context or the role itself, but people management, supervisory, leadership and management too.

The new virtual card launched in December, developed by the Home Building Skills Partnership, is a replacement for the CSCS visitor cards that are being phased out in the coming months. It will hold details of the Health, Safety & Environment test pass undertaken by non-trade house building employees.



Overall we have received over 200 applications and in the last month we have welcomed a further 10 companies applying for several individual cards, and over 100 individuals applying for their own card - that's right you don't need to apply through your work, individuals can apply too.

The virtual card is available via an app making it easily accessible and available, and more environmentally friendly than the standard plastic card.

Nigel Donohue, CEO at CIGA, said: "After going live it quickly became apparent that the card site has been a huge success, not only with the volume of applications but also the high uptake of the virtual card option. This is testament to how industry is embracing digital technology, an area that CIGA strongly advocates within our own industry."

You can find out more about the card on the website, and apply for your new card now:

[www.homebuildskillscard.co.uk](http://www.homebuildskillscard.co.uk)



## FE Leavers benefit from Homebuilding Pathway impressive start

The launch of the Further Education Leavers Home Building Pathway in 14 colleges across the South East of England has seen 156 students commit to the programme and begin their mentoring, work-ready training and insight experience. Pathway Careers Training Mentoring are working

with nine major house builders so far who have offered to co-deliver over 20 onsite and classroom insight events scheduled for the next quarter to end March. Employer engagement is on-going but the key challenge is engaging sub-contractors in the programme; Berkeley Group has

agreed to pilot an initiative. The aim is to involve subcontractors in site visits, work experience and then interviews at the SME /subcontractor events at the end of the academic year. If you have a workforce keen to get involved in this please contact Chris McNamara on [chris@pathwayctm.com](mailto:chris@pathwayctm.com)

# Attract campaign success

The Partnership launched the Attract campaign back in April 2019, and November saw the last phase of the campaign. It was predominantly a social media campaign – focusing on Facebook adverts and the like, and encouraging our members and partners to share the adverts. It was aimed at Generation Z, by challenging misconceptions of the industry by showcasing the wide variety of job opportunities, workspaces and advantages associated with a career in home building, and of course promoting the careers website



Find your fit in home building #buildafuture

[www.housebuildingcareers.org.uk](http://www.housebuildingcareers.org.uk)

The campaign finished at the end of January 2020 and more detailed results of this will be shared with members in more detail.

Snapchat was the most successful and popular channel for the advert, resulting in over 31,000 swipe ups from the advert to the careers website. Feedback shows that 75%

of people interacting with our adverts were male, meaning that we still need to tackle the image around getting young women into the industry.

## Pathway for Women runs in London and Birmingham

The Pathway for Women into Home Building project had an inspiring launch with 15 women completing the programme in North London and a further 25 who attended the information session in Birmingham where the programme will run from January to March 2020. Homebuilders have been actively involved in the information sessions, interview days, work

experience and site visits including Barratt Homes, Persimmon Homes, Telford Homes, McCarthy & Stone, Lovell and Kier Living. Even more have committed to the West Midlands Programme such as St Modwen, St Josephs and Galliard Homes.

If you would like to get involved contact [tracey.hill@hbf.co.uk](mailto:tracey.hill@hbf.co.uk)

## First NEETs Pathway

We will shortly be launching our first Pathway for individuals Not in Employment Education or Training (NEETs) aged 16-24 into Homebuilding with the Futures Group in the Nottinghamshire region. Look out for more information in the coming months.

Futures for You is the delivery partner for the NEETs into Home Building project. They said, "Futures for You are so excited to be working in partnership with HBSP. In Nottingham, as in other cities across the UK, many young people face challenges which can make moving on from Year 11 a difficult time in their lives and we work to reduce the likelihood of them becoming unemployed in the future. Accessing funding from HBSP's Pathway into Home Building Careers programme to be able to offer a package of construction training, interviews, and work placements is a fantastic way to open up the world of home building for these young people."

Check out the *Out and About* section.

**PATHWAY**

**FE Leavers into Home Building:**

- 156 Students registered on the programme
- 9 employers engaged and supporting the programme
- 14 colleges participating across Kent, Surrey, East Sussex and Essex
- Over 20 Site visits and College insight events arranged with home builders starting in the new year.
- Webinars are being developed with Home builders to tackle soft skills development and industry expectations.

Outline Brief and Flowchart available

**Women into Construction**

**Women into Home Building:**

- All but 2 of the 15 work experience placements in North London are complete.
- 2 women have already received job offers and another has been offered an interview.
- Over 25 women attended the information session for the Midlands programme on 28<sup>th</sup> January with 22 signed up to start the training.
- 10 employers have committed to the Midlands programme offering 24 work placements.

Outline Brief and Flowchart available

**Pathways Into Home Building Careers**  
Update January 2020

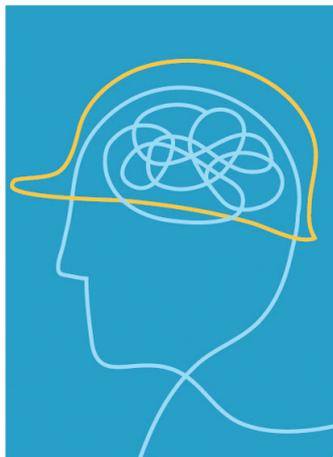
**NEETs into Home Building:**

First pathway for NEETs into Home Building, launched February in Nottingham and Nottinghamshire with our delivery partner Futures for You

## Mental Health: HBF survey analysis

As we approach the one-year anniversary of the HBF Mental Health Awareness campaign, we are beginning to analyse the responses from the survey that we ran last year.

The survey was carried out to help us understand the impact of the campaign and to improve our future work on this topic, which is so important to our industry. We will announce the results in the coming weeks.



## More Masterclasses agreed following runaway success

We are pleased to announce that the popular Brickwork Masterclasses have been expanded through further CITB funding in various locations across England and Scotland. A further 840 sessions have been created following the success of the uptake of the course last year. The training is delivered by NHBC, on behalf of the Skills Partnership and is a practical 90 minute workshop on site or at a location of your choosing, at times and dates that suit your tradespeople. The Masterclasses were created as a way to upskill bricklayers, improve quality and give more training on site for free. If you'd be interested in some free training all you need to do is book through the website. Through CITB funding and its launch last year over 4,000 people have received training on sites all over the country with lots more booked in for early 2020. For more information and to book a Masterclass visit:

[www.NHBC.co.uk/Brickwork](http://www.NHBC.co.uk/Brickwork)

## Outcomes of the evaluation survey

Thank you to everyone who has recently taken part in the independent evaluation of the Partnership with Skyblue Research Ltd. Surveys and interviews have been successfully completed with 100 organisations including home builders, contractors, colleges, central and local government organisations, and Federations and Trade Associations. Views about the benefits of engaging with the Partnership and suggestions for its future focus have been contributed and this data is being interpreted to help shape the direction of the HBSP for 2020 and beyond.

The evaluation has identified some of the

successes of the Partnership including:

- Collaboration with other home builders to tackle workforce challenges.
- Sector attractiveness and the way in which engaged home builders feel they can increase their appeal.
- The Partnership has influenced other organisations to the benefit of the sector.
- Home builders have engaged with the Partnership in over 20 different ways since 2016 ranging from technical work, to participating in campaigns to supporting research and co-ordinated proposals.
- Between 2018 and 2019 more activity

is being reported for all 5 of the Partnership Pledges by between three-fifths and four-fifths of engaged home builders.

- Between a quarter and a third of home builders say that the way in which they do some of this Pledge activity has also changed suggesting the HBSP has been influencing behaviours in some home builder organisations.

The evaluation report will be completed at the end of March 2020 and will be available on the HBF website or via the Partnership Team.

## Future talent on show at conference

More than 100 of the industry's talented young people took part in a conference aimed at their professional development as prospective future leaders.

HBF's Future Talent Conference 2020 brought together trainees, graduates and apprentices for a two-day programme of learning and networking.

The young delegates listened to social influencer and CEO of the Youth Group, Jack Parsons, and expert panellists which included Jack Brayshaw from Barratt, Sarah

Greenwood from Homes England, and Kate Royce from Ibstock, who presented their views on the future of the industry.

The delegates also took part in three interactive workshops, taking the opportunity to debate and discuss issues around the design of new homes, how to drive forward innovation and the use of technology as part of modern methods of construction, and how future homes standards may need to change to meet environmental challenges.

Delegates were also involved in a peer group

exercise to generate ideas on how to set up a Rising Talent network for the home building industry. Congratulations to Duncan Barry, of David Wilson Homes, Alana Downey, Barratt Homes, and Tayla Morhall, Countryside Properties, for their winning ideas.

John Slaughter, HBF's Director of External Affairs, said about the event: "The energy, interest and ideas generated by the delegates were tremendous and will help us build engagement with the industry's prospective future leaders."

# Out & About ...

## Women into Home Building



Sophia Bruce, Training Advisor, Lovell, ran the speed interview session at the college enabling the women to put their new presentation skills into practice. She then hosted a site visit in Ponders End, North London where Lovell

are creating 106 newly built homes for Enfield residents. On the day of the site visit Sophia also gave the women advice on how to write CVs and how to seek opportunities, and delivered a Q & A session. Lovell hosted four work placements for women on various Lovell sites.

Telford Homes has been supporting women on the HBSP programme in a variety of ways. Learning and Development Manager Lindsey Arnold initially engaged with the women during the information session at the College of North East London (CONEL) on 30 October 2019. Lindsey offered five women on the programme a chance to gain experience in various roles on sites and in offices in Waltham Cross, Kilburn, Hackney, Euston and Hertfordshire.

Gugulethu Moyo attended the Kilburn site as a trainee assistant technical coordinator. Her passion is in design and she has an architecture degree. This recent hands on experience will help towards getting work in a CAD and design team.

Lindsey Arnold, Learning and Development Manager, Telford Homes,

said: "Telford Homes was thrilled to participate in this scheme and all of the ladies that worked with us were hardworking, keen and diligent, we will be giving them all an opportunity to apply for our trainee scheme by guaranteeing them a place on our assessment centres in the spring."

## Bovis Unwrapped Houses



HBF's new MD, Neil Jefferson, visited Bovis Homes' Unwrapped Home back in January.

The project opens the door to learning about the building

process by featuring exposed walls, ceilings and pipework, to reveal what goes on 'behind the scenes' in a new-build property.

Neil visited the three-bedroom house in Wokingham and said: "I think this facility is fantastic, not just for home owners, for them to get a better insight into what they're buying, but also for Bovis Homes colleagues as well. You can see the standards that need to be met and also have a look at the product in more detail."

## Diary Dates

### 16-21 March 2020

#### Open Doors

Open Doors 2020 takes place across the week of 16-21 March. It provides the public with the opportunity to visit construction sites across Britain. The Home Builders Federation and it's members are proud to be part of this

initiative, which provides a unique insight into the industry. For more information please visit the Open Doors website: <https://opendoors.construction>

### 17 March 2020

#### National Careers Guidance Show, London Olympia

The Skills Partnership will be exhibiting

at the show. This is a great opportunity to connect with career advisers and teachers from schools and colleges across the South, informing them about routes into and careers available in homebuilding. We are looking for HR individuals to help man the stand, provide the insight and expertise. If you are interested in getting involved please contact [tracey.hill@hbf.co.uk](mailto:tracey.hill@hbf.co.uk)

## 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/skillspartnership](http://www.hbf.co.uk/policy/skillspartnership).

If you also have any interesting stories or projects do get in touch, we would love to hear your news!

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