

# The OFFSITE

Construction Show

ExCel, London

20 & 21 November, 2019

Supported by *buildoffsite*



*buildoffsite*

**Delivering the new skills the  
industry needs**

**Host: Nick Whitehouse, Buildoffsite**

**Speakers: Charles Naud, Action Sustainability**

**Declan McDonnell, Cadco**

**Anne Nortcliffe, Canterbury University**

**Joanna Vezey, Laing O'Rourke**



Department for  
Business, Energy  
& Industrial Strategy

**2:30pm – 3:30pm**

**Wednesday 20<sup>th</sup> November**



CONSTRUCTION  
INNOVATION HUB

Supported by

# Attracting New Talent to Your Business



CONSTRUCTION  
& DESIGN  
CENTRE OF EXCELLENCE

DECLAN MCDONNELL  
Director

- CITB report 168.5k shortfall
- Ageing workforce
- The B Word
- National skills shortage



Current  
Climate



- Born between 1996 and 2015
- Only seen uncertainty
- 1.6m graduates
- 2.2m college leavers



Generation-Z

# Generation Z

## What they want: Is there synergy?

Stability

Work in  
technology and  
digital roles

Innovative  
and want to  
have value  
and make an  
impact

Challenging  
and varied  
experience

Collaboration  
in the  
workplace

Diversity



- Is construction a swear word
- Careers advice & guidance
- How do we promote ourselves
- Transactional process
- Equality & Diversity



Barriers

- High Tech Industry
- Career Stability
- Positive impact socially / environmentally
- Career Progression
- Legacy



The  
Opportunity



# Create a Strategy for Attracting Talent

- Know what you want
- Allocate time and resources
- Get your team on board
- Realistic time frames
- Recruitment process
  - Traditional interviews – do they work?
  - Interview without CV's?
- When should you offer?



Make it  
Happen

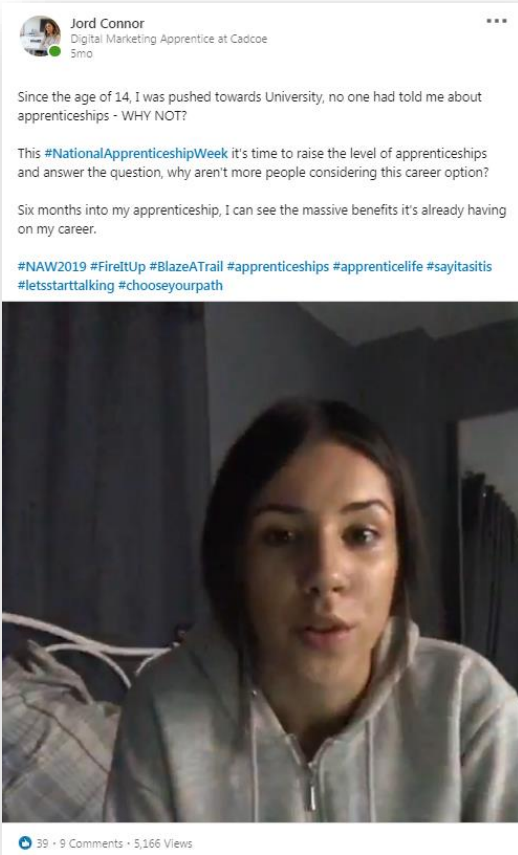


# What has worked well for us

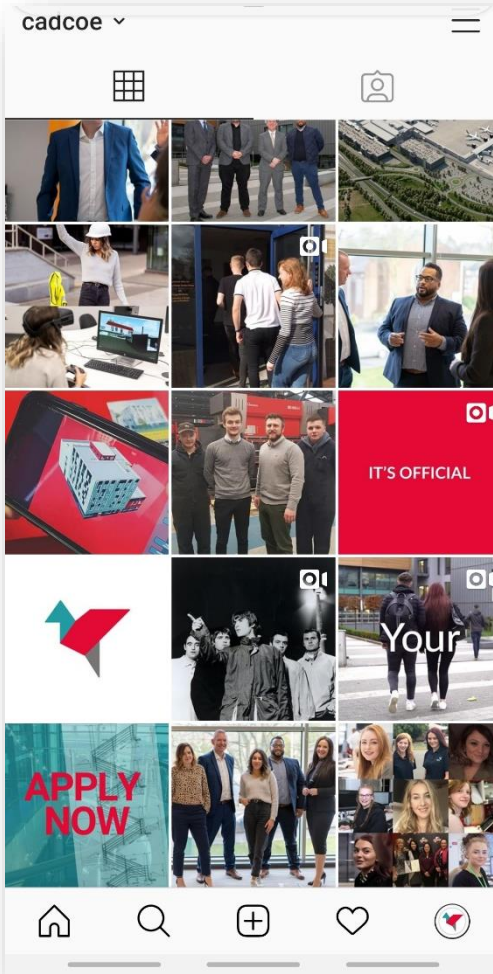
Re-brand 18 months ago, with a purpose to change perceptions of construction and drive new ways of attracting talent.



## RECRUITED A GEN-Z APPRENTICE



FIRST EVER  
POST:5166  
VIEWS



IN THE PAST  
12-MONTHS  
20% OF WEB  
TRAFFIC HAS  
COME VIA  
SOCIAL MEDIA

# 55% INCREASE IN WEB TRAFFIC

## 55% INCREASE IN APPRENTICESHIP APPLICATIONS

# CALIBRE OF CANDIDATES HAS ROCKETED

REAL APPRENTICES IN ALL MARKETING MATERIALS

- Collaborate to change
- Plan & execute
- Advice & Guidance
  - Training Providers
  - FE/HE Institutions



Make it  
Happen