Delivering the new skills the industry needs

Host: Nick Whitehouse, Buildoffsite
Speakers: Charles Naud, Action Sustainability
Declan McDonnell, Cadcoe
Anne Nortcliffe, Canterbury University
Joanna Vezey, Laing O’Rourke

2:30pm – 3:30pm
Wednesday 20th November
• CITB report 168.5k shortfall
• Ageing workforce
• The B Word
• National skills shortage
• Born between 1996 and 2015
• Only seen uncertainty
• 1.6m graduates
• 2.2m college leavers
Generation Z
What they want: Is there synergy?

- Stability
- Innovative and want to have value and make an impact
- Challenging and varied experience
- Collaboration in the workplace
- Work in technology and digital roles
- Diversity
• Is construction a swear word
• Careers advice & guidance
• How do we promote ourselves
• Transactional process
• Equality & Diversity

Barriers
The Opportunity

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

In the past 12 months, 20% of web traffic has come via social media.

55% increase in web traffic - 55% increase in apprentice applications - calibre of candidates has rocketed.

First ever post: 5166 views

Real apprentices in all marketing materials.
• Collaborate to change
• Plan & execute
• Advice & Guidance
  • Training Providers
  • FE/HE Institutions

Make it Happen