



## Attract Campaign - next phase launches

The Home Building Skills Partnership has launched the next phase of the Attract campaign, promoting the exciting breadth of career opportunities in housebuilding. Phase three kicked off at the end of September, reaching school leavers, students and influencers as they explore next steps from GCSEs to college and beyond.

Over the next three months, *The Sound of Housebuilding* video will be promoted on Facebook, YouTube and Instagram driving visitors to the housebuilding careers website. Here they will be able to find out more about

the variety of roles and career paths available within the sector.

From November, we will be promoting a new series of banners across various social media platforms using fresh photography that captures the diverse range of career opportunities on and offsite.

Since the Attract campaign launched in April 2018, over 10 million people have viewed its social media posts, driving visitors to the housebuilding careers website, leading to more job enquiries with our homebuilders.

Help us build on this momentum by posting

on your social media channels and sharing content with your networks. You can access a toolkit with the latest campaign content at <https://www.hbf.co.uk/attractcampaign>.



## Masterclasses to train 13,000 more bricklayers

The Skills Partnership has secured CITB funding to expand its popular **Brickwork masterclass** programme with NHBC and the Association of Brickwork Contractors (ABC).

The programme has already upskilled nearly 3000 bricklayers through 400 sessions

on sites across the country. This extra funding will help the masterclasses reach around half of the sector's bricklayers, addressing skills gaps and bringing about consistent quality across the industry.

This next phase will also introduce blended learning elements, through online modules

and videos that build on the 90-minute masterclass and will qualify the training for CITB short-course grant funding.

We'll also be working with FE colleges to upskill Trainers as part of this project. A further 100 Trainers across the country will benefit.

# New Pathway into the Trades for FE College Leavers



As part of the successful Pathways into Construction bid from CITB, the Skills Partnership has launched a new Pathway for FE college leavers. The programme is being delivered by Pathway CTM, initially in colleges across London, Kent, Suffolk and Surrey.

Over twelve months, the Year Two construction students will access a structured series of activities to equip them for a career in the trades including; employer insight days, skills bootcamps, mentoring and work experience.

If you would like to be involved, please contact [Chris@Pathwayctm.co.uk](mailto:Chris@Pathwayctm.co.uk).

## Pathway for Women into Construction Launches

This second strand of the Pathways Programme will be going live at the end of October, aiming to attract more women into **Site Manager** and **Quantity Surveyor** roles. The programme is launching initially in Enfield, North London, with delivery partner Women Into Construction.

The Pathway provides a six-week programme of training to develop employability and industry specific skills including health and safety. This culminates in two weeks of work experience and interviews with employers for roles in the industry.

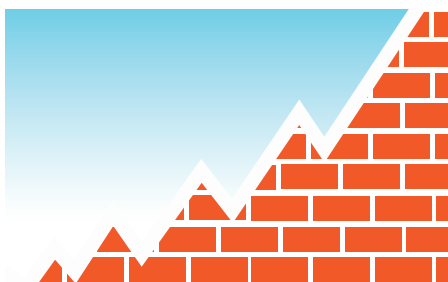
The first information session for prospective candidates takes place on 30th October.

Any employers interested in being part of the programme, please contact [Deena.Shaw@hbf.co.uk](mailto:Deena.Shaw@hbf.co.uk).



## Measuring Impact of the Skills Partnership

As we move into a new era of the Skills Partnership, with the initial core



funding from CITB ending this year, this is the opportunity to feed into our final evaluation of the Partnership. We have run independent annual surveys since the Partnership launched, but this will be the most important yet.

Please complete the survey which goes live w/c 7 October and let us know how the work of the Partnership has made an impact on recruiting a diverse and skilled workforce for the homebuilding industry.

It's also a valuable opportunity to share how the skills agenda may have changed for your business since the Partnership launched, and what your priorities will be for the future, enabling us to develop activity that meets the industry's needs for the 2020s.

If you have any success stories of how you have engaged with the Partnership and its programmes, and would like to take part in more detailed interviews please contact [Andy@Skyblue.org.uk](mailto:Andy@Skyblue.org.uk).



## Successful In-House Career Ambassador Training

A new approach to ambassador training was successfully completed by over 50 new ambassadors, who received in-house training at Bovis Homes, Lovell, Persimmon and St Modwen housebuilders. The sessions were delivered by CITB and offered housebuilders the option to tailor content to their own business, as well as covering the central ambassador training. To date 148 ambassadors have been trained to represent the home building industry out and about at career events.

If you would like to host a training session for your new ambassadors, please contact [Tracey.Hill@hbf.co.uk](mailto:Tracey.Hill@hbf.co.uk). More dates for the next open ambassador training sessions will be advertised shortly.



## Supporting World Mental Health Day

To mark World Mental Health Day on 10 October we have developed a toolkit to raise awareness amongst the homebuilding industry, signpost to great sources of support like the Construction Helpline and share stories of the industry getting behind mental health.

You can download these resources at [www.hbf.co.uk/WMHDay](http://www.hbf.co.uk/WMHDay).

We also hosted receptions at Conservative and Labour Party Conferences last month to highlight the importance of raising awareness of mental health across the homebuilding industry and share the great work that homebuilders are already doing.

We continue to encourage members to sign the Building Mental Health Charter showing your commitment to making a difference. Over 50 housebuilders have signed up already. Find out more [www.hbf.co.uk/mentalhealth](http://www.hbf.co.uk/mentalhealth).

HBF has launched a survey to capture what action home builders are taking to address mental health in the workplace. We encourage you to take 5 minutes to complete this **short survey**.

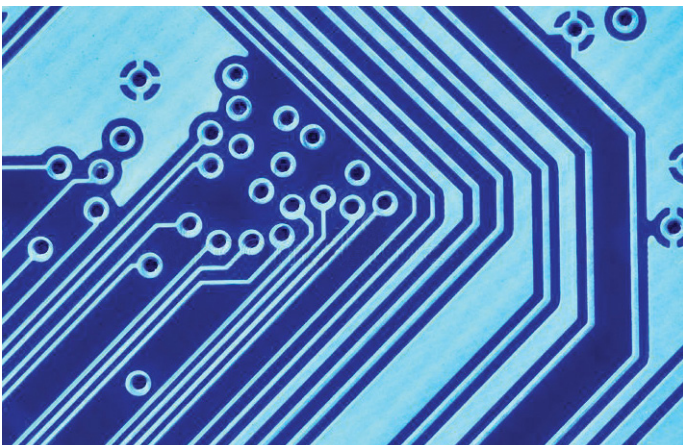


## New Virtual Visitor Card Coming Soon

We are working with leading software providers to deliver a new Visitor Card for homebuilders. This will replace the current CSCS Visitor Card which will no longer be issued after February 2020. The new virtual card will require the CITB health and safety testing and will be piloted later this year.

We have ensured the solution is scalable for the future. Plans are to provide a wider family of home building skills cards based on the skills standards the HBSP has agreed for the key industry roles.

For more information, please contact [Sara.Cartin@hbf.co.uk](mailto:Sara.Cartin@hbf.co.uk).



# Out & About ...



## Employers Collaborate to Train Future Groundworkers

The Solent Civil Engineering Employers' Group has invested in an apprenticeship programme to develop the next generation of ground workers. The programme is being delivered by Fareham college and focuses on developing the right skills and knowledge for the industry.

The course provides three months on site training at the start and college timetables reflect the working day, so apprentices are productive when they reach site. So far, around 200 apprentices have taken part since the programme launched in 2017.

The employers' group of 15 companies have all signed up to a Charter committing to investing in the apprenticeship programme, providing equipment and resources. A brand new Civil Engineering Training Centre with two-acre mock construction site opens this autumn.

This innovative model shows how employers can deliver effective solutions by working together with training providers at a regional level. The Skills Partnership will be looking at how this model could be applied in other areas.

## Diary Dates

### 9 October

#### Diversity and Inclusion Group Meeting, Wednesday, HBF House, London

This meeting focuses on recruiting and retaining diverse talent, with guest speakers from Women Into Construction and the Supply Chain Sustainability School. Always a productive and insightful forum for best practice sharing, the group brings together those leading the diversity and inclusion agenda for the homebuilding industry. Please contact [Emma.Ramell@hbf.co.uk](mailto:Emma.Ramell@hbf.co.uk) for more information or to attend.

### 19-20 February 2020

#### HBF Future Talent Conference, Wyboston Lakes

Save the date for the annual conference that brings together ambitious trainees, graduates and apprentices looking to progress their careers in the home building industry.

The two-day programme offers expert insights on the latest key issues from a national perspective; helping delegates develop knowledge whilst building their professional networks.

**More details to follow later in the year.**

### 17 March 2020

#### National Career Guidance Show, London Olympia

The Skills Partnership will be exhibiting at the show next year. 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.

If you are interested in helping by sending your ambassadors along to man the stand or getting involved in other ways, please contact

[Sarah.Baba@hbf.co.uk](mailto:Sarah.Baba@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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