



Construction's First Impressions

The urgent need to attract new people into construction means it has never been more important to consider the impression our industry makes on future workers.

The Considerate Constructors Scheme worked with a team of graduates for this initiative, exploring current standards of site appearance. This led to the development of four modules to enhance and promote the image and presentation of sites, with the aim to raise minimum standards of appearance across the industry.





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Construction's First Impressions has been developed with the Scheme's Partners to improve the image of the industry, by ensuring that the appearance of construction sites creates an excellent first impression.

More professional-looking sites will serve as attractive advertisements for the industry and help to recruit the next generation of workers.

This initiative has been grouped into four modules:

- Exterior signage
- Career opportunities
- Selling the project
- Promoting performance

Within each of these modules is an explanation of why this is important to the industry, along with relevant examples at levels of basic, best practice and leading edge.

All Scheme-registered sites, companies and suppliers should work towards meeting at least the basic standards highlighted in the four modules.

Efforts should be made to ensure that **exterior signage** is clear, concise and attractive to passers-by and potential future industry talent. Promoting **career opportunities** can help to raise awareness and understanding of the roles available and encourage a diverse population in the UK to consider a career in construction. Hoardings should **'sell' the project** in a positive way, including the benefits that the site will bring to the local community. Sites should also aim to **promote their economic, environmental and social performance** to the general public, to demonstrate all of the amazing work that they are carrying out.

Through caring for appearance and ensuring that sites are professional, tidy, organised and well-managed, this will promote a positive image of the industry and help to erase any negative stereotypes or outdated views and opinions relating to construction.

View the Construction's First Impressions initiative, on the Scheme's Best Practice Hub at www.ccsbestpractice.org.uk

Share your positive industry images on Instagram [@ccsfirstimpressions](https://www.instagram.com/ccsfirstimpressions) using #loveconstruction