

CASE STUDY: CIOB, Engie and Interserve – Attracting the next generation

A joint, long term initiative with the CIOB, Engie and Interserve to promote the construction industry to the next generation.



The CIOB Newcastle Hub along with representatives from Engie and Interserve recognised the need to encourage young people to consider a career in construction. Representatives from the CIOB Newcastle Hub developed a plan to challenge the perception of the construction industry to not only those considering their career options but also to the Careers Advisors and Teachers influencing the career decisions of young people.

“Everyone within the industry are well aware of the reported skills shortages within our industry. It is no secret that if we want to continue to develop and improve as an industry we need to not only increase the number of those working within the industry, but we need the right kind of people. We need professional, diligent and passionate individuals to tackle the challenges our industry faces.”

- *Thomas Lamb MCIQB, CIOB Novus Chair Newcastle Hub and Pre-Construction Manager at Engie*

Novus is a part of the CIOB and is a group designed to support the next generation of industry leaders. This is through continuing professional development events, networking events and help and advice to those at the early stages of their career.

“Through the work we have carried out with those early within their career and through personal experience, I discovered that many people seemed to have stumbled upon a career in construction. It wasn’t necessarily an active choice that people had made. Although these individuals have not looked back on their choice, it was worrying that the general pattern was for people to fall into a career in construction rather than actively choose it.”

- *Thomas Lamb MCIQB, CIOB Novus Chair Newcastle Hub and Pre-Construction Manager at Engie*

The CIOB Newcastle Hub, along with the industry volunteers that make up the Hub Committee and the CIOB staff that support the Hub, set about to actively promote a career in construction.

“We wanted to target and influence as many people as possible whilst ensuring our message was professional and focussed. This included those considering their next career decisions, careers advisors and also teachers/support staff. It was important for all three groups of people to learn about our own personal experiences of construction and what the real image of construction is.”

- *Tony Bellamy MCIQB, CIOB Newcastle Hub Vice-Chair and Construction Healthcare Liaison Manager at Interserve*

The CIOB Newcastle Hub set about attracting the next generation of construction workers through a series of roadshows, presentations and challenges. It is important to note that the Newcastle Hub Committee is made up of volunteers and their time spent carrying out such an initiative is both personal time and time supported by their company.



A Career in Construction – Carousel Roadshows

Hosted within Stockton College, the CIOB Newcastle Hub represented the construction industry at this carousel roadshow in March 2018. The same style event was also held in 2017, and the aim is to repeat this event to different students each year. The CIOB Newcastle Hub were joined by other professional bodies representing the wider built environment. The aim of this carousel roadshow was to showcase the varied careers that are available within the built environment. It also allowed a demonstration of how the construction industry fits in with other built environment industries and that collectively the built environment is an exciting industry to be a part of. We worked collaboratively with the other representatives rather than trying to compete.

The audience was made up of a number of secondary schools from around the region. This included students yet to make their final college or A Level choices, their teachers and a number of careers advisors.

Each industry representative had a workspace for presentations, discussions and activities. The students were split up into smaller groups and spent around 30 minutes with each industry representative. During breaks, the industry representatives were able to informally discuss different career options as well as answer any questions.

The aim for the CIOB Newcastle Hub was to introduce the audience to the many and varied careers within construction as well as challenge the perception of the industry. The

presentation was delivered by Tony Bellamy MCIOB (CIOB Newcastle Hub Vice-Chair and Construction Healthcare Liaison Manager at Interserve) and Thomas Lamb MCIOB (CIOB Novus Chair Newcastle Hub and Pre-Construction Manager at Engie).

Tony and Thomas presented their reasons for coming into the industry and the different routes taken to develop their career in construction. The presentation then allowed for interaction and engagement around the many different careers in construction and the direction construction was moving towards. The focus was around professionalism; regardless of whether someone follows a professional or trade route, the industry has significantly changed to become a more sustainable, more respectful and more professional industry. This is supported by the work of the Considerate Constructors Scheme and the changing needs and demands of Clients and Government, among other factors.

“The day was a huge success. The majority of the students were genuinely interested and engaged with the presentation and activities; it was hugely rewarding to know that the students’ perception of roles within the industry had been changed. What was most rewarding and encouraging was the response from the teachers and careers advisors. A number of teachers and careers advisors openly admitted they hadn’t understood the diversity of the industry and the many opportunities the industry can offer to their students. This was hugely important for us in ensuring the messages of this presentation are not just heard this year but in future years when teachers and careers advisors are providing advice to students and their parents”

- *Thomas Lamb MCIOB, CIOB Novus Chair Newcastle Hub and Pre-Construction Manager at Engie*

After the success of this carousel roadshow, a number of other similar events have been held at other colleges ensuring the message reaches out to other students within the North East. This carousel roadshow is now held annually with a number of colleges with the aim of reaching out to many students over a number of years.

Student Challenge 2018

On Tuesday 20th March 2018, CIOB Newcastle Hub and Novus Newcastle held the Annual Student Challenge. This one-day practical and competitive event allowed teams of construction students from across the North East to showcase their talents with the aim of developing a number of skills as well as professionally networking and ultimately competing to win on the day. The event took the style of an informal competition and ran over several hours in one day.

The teams of college students were given a real-life project to work on. The brief, which was only released on the day, required the students to respond to several questions (the same questions the actual project team were required to answer to deliver the project successfully). The teams of students then delivered a presentation, in the format of their choice, to a panel of judges including senior industry professionals.



As the winners of last year, Hartlepool College hosted the event. A number of industry professionals were in attendance on the day, offering support and mentoring throughout the day to support and encourage the students.

“The CIOB Student Challenge is an event which allows you to build on several key skills whilst working to solve a challenging real-world construction project. Using knowledge acquired at College, and working as a team, you compete with others to produce the best approach for the project, before pitching your ideas in front of a panel. Throughout the day you build on teamwork, problem-solving and presentation skills, gain confidence working on construction related projects, and most importantly, you gain a lot of industry related general knowledge. Overall, the day is fun, engaging and informative”.

- *Jack Ainscough, a member of the winning team in 2017 and Winner of Student of the Year (Further Education winner), G4C Awards, 2017.*

The Student Challenge is held annually and is now one of the biggest events within the North East CIOB Calendar.