

CASE STUDY

## Wates - Build Yourself Programme

**Wates is a family-owned construction, development and property services company. For us, sustainable development is not a separate set of corporate activities, but instead intrinsic to who we are; our people, our skills, our heritage and our values. As a family business working at the heart of local communities since 1897, we take a long term perspective.**

'Reshaping Tomorrow' is our programme for sustainable development. It prioritises the material issues for us – the safety, health & wellbeing of our people, the environmental and community issues where we feel we can make a real - and lasting - difference, and how we ensure Wates is the best place to work regardless of your background.

The built environment industry generates approximately £100bn every year for the economy and is therefore vital to the UK's prosperity. However, the sector faces the challenge of a skills shortage – over 800,000 new jobs are required in the next 10 years and less than 10% of the current industry are female or from BAME backgrounds. The situation is worsened by the fact that almost 400,000 current workers are expected to retire over the next decade.



We acknowledge that as a large business we have a responsibility to the communities in which we work to work towards improving social mobility, giving the next generation a chance to make the most of their talents and understand the best ways to get into their chosen career.

Wates have pioneered an industry approach to tackle these issues through inspiring the next generation. Our Build Yourself programme is made up of 3 core parts – Insight Days, Think Build and Wates Summer Camp. It provides a structured approach to school engagement. It is sector specific therefore ensuring that young people get a thorough and in-depth knowledge of the built environment whilst also building their interpersonal and key work ready skills.



CASE STUDY (continued)

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The 3 elements of the programme are as follows:

### BUILD YOURSELF INSIGHT DAYS

These are 2 hour events taking place in the school. They are designed for approximately 30-50 students and incorporate a built environment challenge, speed networking with representatives from the construction sector together with an inspiring talk on careers and futures. The target audience is Year 10/11. The workshops are held in partnership with [Career Ready](#) and are targeted at the schools within the Career Ready Cluster.



### BUILD YOURSELF SUMMER CAMP



This is a one week summer camp designed for 16-18 year olds. The camp is delivered to students on the Career Ready programme, who have completed work experience with us. Students will either be chosen or volunteer for the camp which will be delivered during their 4 week work placement in the summer. The camp provides an intensive insight into the construction sector together with challenges which support the Skills for Career Success. To view our video from 2017 please click [here](#).

### THINK BUILD

This is a 12 month partnership with schools/FE colleges in London (focussing in Brent, Ealing and Bromley), Manchester, Birmingham and Cardiff. The partnership works with approximately 120 students and a number of employers to create a talent pipeline for the sector. The Career Ready programme is mapped to a comprehensive set of Skills for Career Success, developed with employer supporters. It runs in themes, including business, finance, engineering and IT, linking employers from the sector with interested students. The programme attracts underrepresented groups such as females or those from ethnic minorities to join the programme. The programme runs from January through to the following January (12 months). During this time, the student will undertake one to one mentoring, paid work summer placements, site visits and masterclasses structured around the construction sector. Through the Career Ready programme every student completes a paid 4 week work placement. More information on Think Build can be found here: <https://careerready.org.uk/programmes/think-build>.

Access to disadvantaged groups is vital to Build Yourself. Through working with Career Ready and Let Me Play we have access to 'cold spots', which means the schools/colleges in those areas have not had significant employer engagement. In addition to this Build Yourself has been designed to encourage minority groups such as BAME and females to consider a career in the built environment. The schools/colleges where we work have high percentage of BAMEs and females, for example the 2016 cohort of Think Build students were 90% BAME and 30% female.

Build Yourself breaks down stereotypes around the industry and allows students to see what it is really like and what great careers are out there for them. Teachers and parents have significant roles in helping students decide what career to follow, therefore our engagement with them through the programme helps them understand more about the industry and the wide range of roles available to the students.

For more information contact [Buildyourself@Wates.co.uk](mailto:Buildyourself@Wates.co.uk) for general Wates enquiries or contact [Anthony.Bruton@careerready.co.uk](mailto:Anthony.Bruton@careerready.co.uk) for Think Build enquiries.