



## Spotlight on... the next generation

The Considerate Constructors Scheme aims to raise awareness of important industry issues through our '**Spotlight on...**' campaigns.



400,000 new recruits  
are needed each year,  
equivalent to  
one person every  
77 seconds

Arcadis 'Talent Scale' (2017)

Improving the image of construction

# Spotlight on... the next generation

**'Spotlight on... the next generation'** provides information and resources to help tackle the skills shortage and encourage young people into construction.

Britain must recruit 400,000 people each year until 2021 to deliver in line with housing and infrastructure needs. It has therefore never been more important to address the shortage of skilled workers.

We need to shift the out-dated image of the industry still held by many teachers and parents to show young people the breadth of opportunities in construction.

Alongside efforts to recast the industry in a positive light, the quality and quantity of training opportunities should be improved. Young people with an interest in construction need to be encouraged and supported in their training.

An industry-wide survey conducted by the Scheme found that:

- **85%** would recommend construction careers to young people
- **77%** cited the skills shortage as the most pressing issue facing the industry
- **69%** said the industry is not doing enough to attract the next generation of workers

## How the issue is being tackled

The industry has been acutely aware of the skills shortage for many years and a great deal has been done already to attract young people to the industry.

Construction organisations are an increasing presence in schools and at careers fairs, and many companies offer comprehensive youth outreach and training programmes.

These efforts are showing signs of success, but there is still more we can do. The industry needs to collaborate and present a united, consistent message.

The full campaign page on the Best Practice Hub provides examples of best practice, resources and case studies to help the industry identify further steps to attract the next generation of workers.

## What to do now

Support efforts to attract the next generation as an individual and at company level. Look to establish youth outreach initiatives on your site or in your company and volunteer to attend careers fairs or school visits to share your experiences of construction.

Help us promote a positive image of construction by sharing images and stories on social media using **#loveconstruction**.

If you have examples of best practice or case studies on this topic, please contact [enquiries@ccsbestpractice.org.uk](mailto:enquiries@ccsbestpractice.org.uk).