

Home Building Skills Partnership

Jenny Herdman Director of Home Building Skills Partnership HBF Talent Conference 5th July 2017



The Home Building Skills Partnership

• Objectives 2016-2020

- To reposition the image of the home building industry as a career choice, promoting it as a positive place to work
- To attract a larger and more diverse workforce to the home building industry, progressing change and improvements in recruitment practice
- To improve the skills of the industry workforce to raise productivity and quality; identifying future skills needs relating to innovation and modern methods
- To engage sub-contractors and suppliers in collaboration across the industry, leading change and the development of a skilled workforce which meets the needs of all.
- To create a long term model for the partnership so that it can continue to support and develop the future workforce of the home building industry as skills needs evolve



Building Collaboration







citb

Building Collaboration

The Leadership Board comprises:

- John Tutte, Redrow plc Chair
- Andy George, Barratt
- Anne Billson-Ross, Taylor Wimpey
- Anthony Wilkinson, Crest Nicholson
- Brian Berry, FMB
- Chris Carr, Carr & Carr (Builders) Ltd
- Dave Smith, St Mowden Homes
- Jenny Herdman, HBF
- Joanne Iddon, Morris Homes
- John Fitzgerald, Telford Homes
- John Slaughter, HBF
- Neil Jefferson, NHBC
- Sarah Beale, CITB
- Steve Stone, Crest Nicholson plc





Attract	 How to attract new entrants into the industry
Skills and development	 How the industry trains its staff
Supporting supply chain development	 The training interface with subcontractors.

Attracting New People – Identified Skills Shortage Roles



•Why do you work in home building?

•How did you find out about it?

•What other options did you consider?

•What would you change to make it more appealing?



•You have a role to play in this....

•You can help more people join the industry

•Who? and How?

•We need you!!!

•How would you approach.....



Your approach to influencing others

Who ?	How?	Your approach/message	What support and help/ Info/material would help you



Ambassador Schemes

• The partnership are concentrating our Ambassador effort through 2 routes

- CITB Ambassadors
- Inspiring the Future





Image and recruitment for construction





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Working in

construction

Construction How to get into Jobs V construction

Information for employers Parents, Careers Advisors, Educators

EXPLORE HOUSEBUILDING

Activity name:

Explore Housebuilding

Activity Descriptor:

The programme aims to bring the world of house building alive through an interactive, stimulating house building activity, solving a 'real' problem relating to house building and using STEM in a practical, work related way.

This six week programme has been designed and developed by the Home Builders Federation (HBF) 🖓 and the Go-Construct team.

Activity aims:

To raise awareness of the house building industry, and the varied and rewarding STEM based careers the sector can offer.

To develop participants' knowledge of the sustainable materials, products, technologies and adaptions used in house building.

To apply mathematical skills to produce a tender sheet and other optional extension activities e.g. interior design.

To use STEM based knowledge, studies and experience to solve a critical problem relating to the house building sector.



Audience (recommended age):





- ✓ Presentation toolkit
- ✓ Bridge building
- ✓ Tower building
- ✓ Myth-busters
- ✓ Partner resources
- ✓ Town planning
- ✓ Video case studies
- ✓ Image bank
- ✓ Sustainability challenge
- ✓ Spot the skills
- ✓ Work experience guides







Construction is a career like no other









Working together for young people





• What is Inspiring the Future?

 Inspiring the Future is a FREE service whereby employees from all sectors and professions from Apprentices to CEOs pledge anything from one hour a year to volunteer to go into state schools and colleges to talk about their jobs, to the bigger commitment of becoming a school governor.

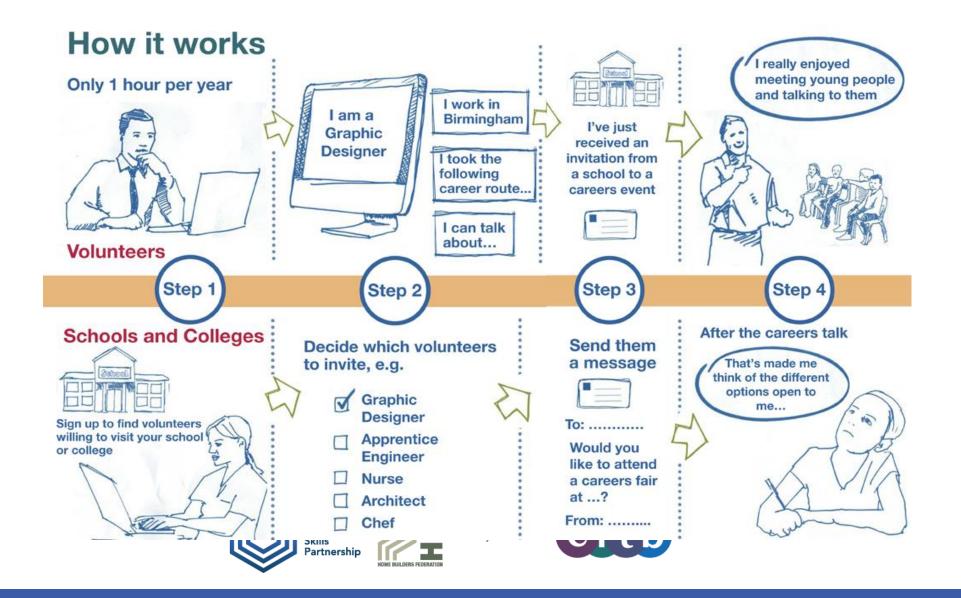


employer representative organisations and many leading employers

- It makes a difference to young people. Good quality research shows that who you meet as a teenager shapes the success with which young people go into adult life
- **Teachers** overwhelmingly want young people to hear more from people in the workplace



inspiring the future



•Please join up to one or both of the Ambassador schemes and actively promote careers in the industry.





Let us know you are interested at skillspartnership@hbf.co.uk

www.hbf.co.uk | 0207 960 1600 | twitter: @homebuildersfed