



Home Building Skills Partnership

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



In conjunction with



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



In conjunction with



Building Collaboration



In conjunction with



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.



In conjunction with



Attracting New People – Identified Skills Shortage Roles

Bricklayer

Plumber

Wall & Floor Tiler

Site/Assistant Site
Manager

Quantity Surveyor

Sales Advisor

Engineer

Design/Technical
Manager

Groundwork/Plant
Operative

Plasterer /
Renderer

Roof Slater and
Tiler

Dryliner



In conjunction with



- 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?



In conjunction with



- 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.....



In conjunction with



Your approach to influencing others

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



In conjunction with



Ambassador Schemes

- The partnership are concentrating our Ambassador effort through 2 routes
- CITB Ambassadors
- Inspiring the Future



In conjunction with



CONSTRUCT

Image and recruitment for construction



In conjunction with





Working in construction



Construction Jobs



How to get into 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 adaptations 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):



Experience Skills Partnership

EXPERIENCE



- ✓ 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



Skills
Partnership

EXPERIENCE



Construction is a career like no other

1.

Construction is
an industry on
the up

2.

There are
lifelong career
opportunities

3.

There's more to
construction
than building

4.

You can make
your mark on
the world

5.

The rewards
are great, but
they're not only
financial

INSPIRE



inspiring the future

Working together for young people



Building Skills Partnership



HOME BUILDERS FEDERATION

In conjunction with www.inspiringthefuture.org



- **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.



by 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



In conjunction with



How it works

Only 1 hour per year



Volunteers

Step 1



I work in Birmingham

I took the following career route...

I can talk about...

Step 2



I've just received an invitation from a school to a careers event



Step 3



I really enjoyed meeting young people and talking to them

Step 4

Schools and Colleges



Sign up to find volunteers willing to visit your school or college



Decide which volunteers to invite, e.g.

- Graphic Designer
- Apprentice Engineer
- Nurse
- Architect
- Chef

Send them a message



To:
Would you like to attend a careers fair at ...?
From:

After the careers talk

That's made me think of the different options open to me...



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



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