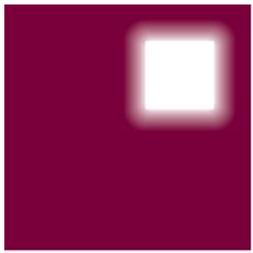


Bouncing Back: A narrative for Construction



G4C

CONSTRUCTING EXCELLENCE

delivered with **bre**

Dissemination Partners

breTRUST

Bouncing Back: A narrative for Construction

Why do we need to bounce back?

G4C passionately believes that the construction industry needs a new image. The current image has a negative impact on attracting talent and skills retention. G4C wants to drive our industry forward and demonstrate an attractive industry that is open to change.

There is an opportunity to add value to society. Every day there is improvement within the world around us, building new things and improving our existing infrastructure through place making, urban regeneration, employment, new homes etc.

We are pioneering, pivotal and pinnacle. How do we communicate that to a world that perceives us as old-fashioned and slow to change?

We are pragmatic and creative people, in a powerful position to change daily life for the better. How do we build on our advantage?

There are things we want to change and there is definite room for improvement. Feelings of frustration are felt by the pace at which the industry changes. There is frequent confrontation with traditional attitudes and an unwillingness to embrace innovation – this happens right across the industry, regardless of size and scale, but we are the future and it is in our power to change this.

Our industry is often badly perceived in the press. Watch Eastenders or even Grand Designs and the industry is distorted into 'white vans and dodgy builders' and usually late. There are other criticisms such as late payments and disputes dominating the headlines with much of the good work being neglected. The big picture is rarely seen. The great work we do is missing from the wider narrative, while payment disputes and cost overruns are headline news. We know this doesn't reflect the big picture that is the industry we work in.

The G4C Conference on 24 May was the first step in G4C setting out how it wants the industry to be perceived and how a reinvigorated industry can be attractive to the next generation. G4C is a network which exists to connect, challenge and help shape a better industry. We wanted to do something different here, addressing this year's key theme of image, whilst avoiding the typical grey-wash, antiseptic rooms which usually play host to events in the construction industry.

This was about setting a different tone, presenting a new, more dynamic and engaging image. So why not host our conference in a ping-pong bar?

The conference brought together over 50 future leaders to look at how the industry can shake off this image. Led by the Generation4Change co-chairs Robin Lapish and Caroline Key the day featured, interviews, panel discussions, lightning talks and interactive sessions. It featured input from Sarah Beale (CEO, CITB), Gareth Evans (Build UK), Paddy Whiteway (Engine), Dan Gerella (CIPR Construction & Property Group) and David Williams (G4C Young Achiever 2017). In a real departure for a construction industry event nearly half of the room was female!

Bouncing Back: A narrative for Construction

The view from the room

Hit & Hope

Vision: Changing the image of construction and even creating a new one. It focuses on attracting new people in the industry with a diverse set of skills with equality and inclusion

- How do we get there?

The first step is being receptive towards new ideas. There can be greater promotion of Small Medium Enterprises (SMEs). It was felt that these should be protected as they could be 'spaces for niche innovation'. This was part of a broader focus of focusing on the under-represented.

- What are they going to do?

Ownership of faults to enable a better learning process. Much work is required for identifying successful case studies. There can be a challenging of the behaviour and nature of business: Incorporating a new policy contractual requirements to be accepted on Lot 1 Framework projects.

Lobbying Government legislation. Learning from outside, with a 'One Stop Shop' for Innovation. Establishing a Professional Agency Summit would be useful.

Drop Shot

Vision: Integration of construction in the 'Hearts & Minds' of the community.

- How do we get there?

Crowd-funding for community assets, Lifetime Project Legacy (OPEX vs CAPEX). Construction needs to be 'demystified' through education and a raising of awareness.

- What is in the way?

Inaccessibility to the required information.

There is a limited understanding towards activities within the industry. There is a lack of community engagement, with priority of price over quantity.

- Next Steps

Community outreach is recommended through the form of groups, schools, youth influences and protect visibility. Other options can be construction sitcoms, creative games and diverse TV shows for children.

Top Spin

Vision: To attract the best thinkers and doers.

- How to get there?

Highlighting best practice projects in the public eye: Olympics. There needs to be sustainable long term profits. There needs to attract non-traditional workers (different degrees). A greater appeal is required in terms of emotion in terms of selling the dream and aspiration of the construction industry.

- What's in the way?

It is short term friendly. There are divided efforts. There are concerns of Brexit. Organisations within the construction industry are criticised for thinking more of the short term.

- Next Steps

Lobbying Government legislation. Learning from outside, with a 'One Stop Shop' for Innovation. Establishing a Professional Agency Summit would be useful.

Flick

Vision: Company accreditation and making the route into construction easy

- How to get there?

The utilisation of new technology such as virtual projects to attract and retain young people such as students.

Bouncing Back: A narrative for Construction

A removal of the red tape. Incorporating accreditation into organisational policy.

- What is in the way?

Red tape, Traditional HR, Documents (paperwork)

- Next Steps

Pitch towards CSCS/CITB, HR policy, Handbook

Serve

Vision: Creating a world where people know and understand construction and see it as an attractive career. This message will be a united message from industry.

- How to get there

There can be the sharing of stories by the CEOs and inspirational film. There can be public awareness raising exercises to kids and early promotion. There can be greater facilitation of dialogue between young and engaging workforce.

- Who do we need?

Collaboration with role models in the industry, Career Advisors, Teachers of young entrants.

- What is in the way?

Current pay role in industry. The current perception of the industry is not good, particularly due to stigma established within schools and perceptions with Career Advisors. There can be a bias towards particular university studies.

- Next Steps

Publicise benefits of career in industry. Dramatised documentary on construction – like ER. Create and development support team of ambassadors that go into schools and promote industry role, targeting Years 8 & 9.



Paddle

Vision: Improvement of the construction industry by greater showcasing of the positive on industry. The utilisation of success stories to encourage the younger generation. Behavioural change, with awareness of roles in one industry.

- How do we get there?

Market research with marketing/advertisement to promote a TV series or cartoon programme geared for construction towards younger audiences. Support from flagship companies with sponsorship.

- Who do we need?

The input of industry leaders with governmental support and legislation.

- What's in the way?

Fragmented structure of the industry with much competition. There is an absence of financial support, awareness & knowledge alongside interest from the potential target audience.

- Next Steps

Publication of ideas with market research. The utilisation of feedback with Group Committee.

