


Construction

West of England Local Sector
Skills Statement 2019



Working together to develop the current
and future skills of the sector.



The Local Sector Skills Statements provide up-to-date market intelligence from industry sectors; celebrating the notable achievements and expertise of businesses and education in the region compared to regional and national policy and research.

They provide insights into: the skills challenges faced by businesses in 2018/19, possible solutions, and potential partnerships for stakeholders to collaborate in the region.

The reports inform key priorities for: investment in training, education, careers advice and professional development in the West of England.



Produced and written by Business West

Business West is working in partnership with the West of England Combined Authority, West of England LEP and the region's universities and colleges through the Western Training Provider Network. The intelligence gathered feeds into the West of England skills strategy.



Construction

Local Sector Skills Statement 2019

Employing just over 51,000 people across the West of England ⁽²⁾, the construction industry is crucial to the growth and development of the region, creating facilities needed for a modern economy the infrastructure needed for commercial and industrial growth, and the infrastructure needed to address significant social issues, such as a shortage in housing.

The construction industry in the UK continues to grow, with output expected to increase by 1.3%, creating 158,000 jobs by 2022 ⁽¹⁾. Growth in the South West region is forecast to be slightly higher than the national average at 2%, with employment growth of 1% per year also predicated to reach above the national average of 0.5% ⁽¹⁾


Growth in the West of England's construction sector is supported by a large number of infrastructure projects, including the development of the region's enterprise zones and areas and HS2. The region will also be impacted by the construction of neighbouring Hinkley Point C which, although outside of the West of England LEP area, will draw on the region's construction sector due to the demand for housing and facilities to accommodate its workforce and associated infrastructure.

The West of England has seen some significant investment in the provision of construction education and training, with Weston College due to open a state-of-the-art construction training centre in Spring 2019, representing a £3.8 million investment. A further £6 million of investment is set to boost construction skills through a new Construction Skills Centre at City of Bristol College in South Bristol. It has been estimated that a further 22,400 jobs will be created in the construction sector by 2022 ⁽¹⁾ and this investment will help to develop the talent that the sector requires in order to continue to grow.

The construction industry is going through a period of change and one of these major developments is in the area of digitalisation. Innovative digital technology has the potential to transform the

construction sector improving productivity and efficiency and making the sector more attractive to potential talent. Currently innovative technology is not being used to its full potential and is often restricted to trials or pilots, or used by larger organisations rather than across the whole supply chain. For this reason, the demand for digital skills may be steady rather than sudden. However, industry leaders, CITB, have highlighted the need for digital skills in the construction sector and have published a report 'Unlocking construction's digital future: A Skills Plan for Industry' that identifies what these skills are and how the industry can ensure they are developed. In this piece of research, the Construction Industry Training Board (CITB) have found that rather than developing specific technology skills, underlying skills and knowledge including problem solving, data skills and broad digital literacy are key. The construction industry has a specific skills challenge in the area of data management. Many businesses do not understand how to gather, collate, analyse and effectively use data. For this reason, businesses are recruiting and competing for talent from other sectors to fulfil this need.

Although, in 2016 the number of women in construction hit a 20 year high, women still only make up 11% of the construction workforce and this figure falls further to just 1% of operatives on site ⁽⁴⁾. Given the sector's looming skills shortage, the Considerate Constructors Scheme (a non-profit-making, independent organisation founded in 1997 by the construction industry to improve its image) launched a national 'Spotlight on...Women in Construction' campaign, which involved an anonymous survey. When asked to give the most



important reason why women did not choose to work in construction: 22% said working conditions, 22% said a lack of female role models and 20% gave a negative image of the industry as the reason ⁽⁴⁾. This research illustrates that, although the sector is going through a cultural change with regards to diversity and inclusion, efforts are still needed in this area.

“Through strong partnerships, CITB are able to help industry realise their skills potential. And working in collaboration with key partners such as Business West, our stronger partnerships can help make funding work better, especially for smaller firms, ensuring that the construction sector continues to thrive through increased productivity and growth.”

Catherine Bullough, Partnerships Manager CITB

CITB is the Industry Training Board and a partner in the Sector Skills Council for the construction industry in England, Scotland and Wales.

CITB's levy and grants system ensures that the British construction industry has the skilled workforce that it needs.

The support and funding provided through the “levy in-skills out” way of working, helps companies to improve skills, increase their competitiveness and respond to challenges such as the low carbon agenda, reducing costs on site and recruiting the best talent for their sector.

Key Facts

A summary of key facts both locally and nationally in this sector

ARR is projected to be **4,480**, representing 1.9% of the base 2018 employment compared to 1.2% for the UK as a whole ⁽¹⁾



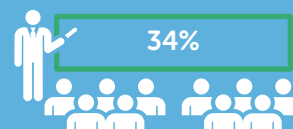
At the end of 2016, 2.3 million people had jobs in the construction industry, of which **only 296,000 were women.** ⁽⁵⁾



The projected rate of employment growth in the South West of **1% per year exceeds the UK average of 0.5%** ⁽¹⁾



34% of respondents to the Business West Skills and Training Survey that employ sub-contractors currently offer them training. ⁽⁹⁾



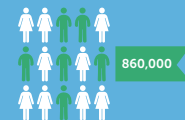
Construction related employment in Great Britain **increased by 3.8%** in 2017. ⁽⁶⁾



7% of workers in the construction industry in the UK are EU27 nationals and **3%** are non-EU. ⁽⁸⁾



There was an average of **860,000 self-employed** construction workers in Great Britain in 2017. This represents **an increase of 27,000** compared with 2016. ⁽⁷⁾



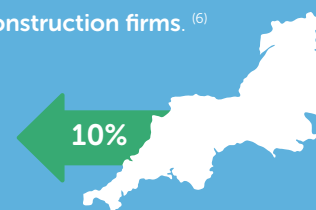
The construction workforce is ageing. There was a **13% increase in the numbers of workers aged 45 years and over** in the construction industry between 1991 and 2011. ⁽⁸⁾



Between 2016 – 2017, employment in the construction sector in the South West **grew by 7.3%.** ⁽⁶⁾



The South West is home to **10% of Great Britain's total construction firms.** ⁽⁶⁾



In the 2017/18 academic year, West of England **apprenticeship starts** in the Construction, Planning and Built Environment sector **increased from 1,940 (2016/17) to 2,300.** ⁽¹⁰⁾



61% of respondents to the Business West Skills and Training Survey 2018 **had recruited in the last 12 months** and of those, **47% found those vacancies hard to fill.** ⁽⁹⁾



64% of construction respondents to the Business West Skills and Training Survey 2018 had **no knowledge of how to use apprenticeships to upskill existing staff.** ⁽⁹⁾



Businesses responding to the 2018 Business West Skills and Training Survey stated that the **top 5 most important skills for businesses** are: **communication, team working, customer service, problem solving and numeracy and analytical skills.** ⁽⁹⁾



Notable Achievements

Local Sector Skills Achievements in 2018

In the West of England region, **180 learners started Higher Apprenticeships** in the construction, planning and built environment sector in the 2017/18 academic year.

Spring 2019 will see the opening of **Weston College's £3.8million state-of-the-art Construction Training Centre**, just off J21 of the M5.

£6 million has been invested into a new **Construction Skills Centre at City of Bristol College** in South Bristol, which is due to open in 2021, providing training in construction skills to around 850 learners over the first three years.

185 employability opportunities have been pledged to Skills West by construction businesses in the West of England.

Skills West programme at Business West hosted a number of industry events throughout 2017 and 2018 covering topics such as construction and green building techniques. Reflective questions, such as 'what skills do education providers need to be teaching in order to develop competent, work-ready students?' were explored.

CITB has commissioned a funding opportunity, worth a total of £5m titled '**Pathways Into Construction**'; it seeks to fund projects helping under-represented groups into construction such as long-term unemployed, women, and military service leavers.

The 2017/18 academic year saw an **increase in the number of apprenticeship starts** in the construction, planning and built environment sector.

Women working in construction is on the increase. **37% of new entrants into the industry that came from higher education are women.** ⁽¹¹⁾

A partnership event with **SGS College, Bath College, City of Bristol College, WTPN and Skills West**, was held to encourage more teachers and assessors into the further education sector. The event was attended by over 200 people and featured the construction sector.

In September 2018, **Skills West launched the 'Find Your New Recruit' campaign** to raise awareness of the skills gap affecting employers across the West of England. 30 LEGO® figures of various professions were hidden at iconic locations across Bristol. Once found, finders were encouraged to take a selfie with their 'new recruit' at their place of work and tweet with the hashtag **#pledgeyoursupport**

Skills Priorities for 2019

Priority One

Improve Careers Education Information Advice and Guidance (CEIAG)

- *Reflecting on how the objectives in this section can address equality and diversity.*



Issues

The poor perception of the sector remains a key challenge. In the Business West Skills and Training Survey 2018, 46% of respondents felt that the biggest barrier to people choosing a career in construction was poor perception, or a lack of understanding, of the industry. ⁽⁹⁾ The sector still struggles to attract female talent and in a recent survey by the Considerate Constructors Scheme, 20% of respondents cited a negative image of the industry as the most important reason for this. The industry is evolving and is more than just the perceived hard hats. Construction is one of the broadest sectors in the country, but many young people are not aware of the opportunities it can provide. There still remains a need to promote the changing culture of the sector and the new and emerging skills required, specifically around digital construction.

Objectives

- ▶ Promote progression pathways to both young people and those already employed within the construction industry through targeted campaigns with all stakeholders
- ▶ CEIAG for the construction sector needs to make stronger links to the digital and tech industries to showcase the transferable skills needed for a modern digital construction sector
- ▶ Support and promote new immersive learning techniques adopted by training providers in the construction sector
- ▶ Encourage more STEM graduates and specialists to enter the industry – drawing from more digital and tech specific courses
- ▶ Engage with schools to support and promote STEM learning, making clear links to the range of roles within the construction sector
- ▶ Industry to work alongside and support the work of CITB, the Careers Enterprise Company and West of England Careers Hub to provide up to date Labour Market Intelligence to be fed through schools
- ▶ Explore the opportunity of working with CITB to develop an 'Influence the Influencer' event aimed at careers teachers, with the aim of helping them understand the construction industry
- ▶ Work with South West Young Apprenticeship Ambassadors Network to improve knowledge of apprenticeships in school leavers
- ▶ Encourage partnerships with employers and the Department of Work and Pensions to help individuals to access pre-employment training

Local Response

CITB's Construction Ambassador programme, continues to help connect individuals in the West of England construction industry with local schools & colleges.

Skills West delivered over 24 Labour Market Intelligence (LMI) and careers advice events across the region over the period of the programme. This has included dissemination events at the 4 local FE Colleges and Careers Network Advisers.

185 employability opportunities in the construction sector have been received through the Business West and West of England LEP Pledge campaign.

Up to date LMI and Local Sector information has been disseminated amongst the Careers Enterprise Company Network

of Advisers across the West of England.

The West of England Careers Hub was launched in September to work with 25 schools and colleges across the region to improve careers and work experience opportunities for young people.

Skills West attended careers fairs and events throughout 2018 promoting opportunities in the construction sector to young people.

In October 2018, SGS College and City of Bristol College delivered the Ambitions + event, which featured the construction sectors amongst others. The event had 120 exhibitors and welcomed over 4000 students from schools.

Future Recommendations

The sector to support the objectives of the Careers Enterprise Company in the West of England as part of the Enterprise Adviser Network and Careers Hub. In addition to partner with other CEIAG agencies to engage with schools, FE Colleges and High Education to promote the construction sector.

The sector to continue to support the CITB strategy for supporting good careers advice and offering work experience opportunities building on best practice in the region.

Skills Priorities for 2019

Priority Two

Improve the quality and responsiveness of local education and training provision



Issues

Training providers across the West of England provide a wide range of flexible working and large-scale investment has been made across the region in state-of-the-art construction training facilities. However, there remains a shortage of qualified construction tutors with demand expected to rise in the future. Nationally there is a need to modernise training techniques in line with the shift towards digital construction. CITB has highlighted the need to embrace innovative and digital forms of training in order to attract young people to the sector, providing them with the skill sets required. However, it has also been identified that high-level digital skills are not required across the whole sector and broader, more generic digital literacy is more important to move the sector forwards.

Objectives

- ▶ To evolve a new skills and training landscape alongside more traditional pathways that enable and support the implementation of innovative techniques and technologies
- ▶ Create, support and encourage projects that develop innovative digital learning techniques
- ▶ Support and encourage employers to work closely with education and training providers, to co-design and develop curriculum that is relevant and provides immersive learning solutions to cover key issues such as the cost / value of training and recruitment and the retention of staff
- ▶ Support FE recruitment programmes to increase the supply of qualified construction tutors and assessors in the region
- ▶ Work with education to develop talent with the future skills required by the emerging digital construction industry
- ▶ Education providers and Business West to encourage more employers from the sector to become involved in the co-design of qualifications and training provision to meet employers' needs
- ▶ Employers to be supported to offer work placements, extended placements as part of the new T-Levels and experiences of work through real 'on-site' experiences

Local Response

Skills West supported local training providers in an information event held for potential new recruits from the construction industry interested in transferring into teaching and/or assessing.

CITB has committed to working with industry to achieve a consensus on digital skills goals and formulating a plan of action to achieve them.

CITB established a funding stream entitled 'Assessment Infrastructure', looking at funding improvements to the numbers of NVQ assessors available for certain trade areas.

CITB are in the process of compiling a report detailing

construction training provision across the South of England.

During the lifetime of the Skills West programme 3 sets of Local Sector Skills Statements and Provider Action Planning analysis have been produced for each industry sector, offering up-to-date insight and data analysis within the region to support education with curriculum development.

Pre-employment programmes are being developed with employers in the region to meet the growing 'on-site experience' gap. But challenges for both employers and learners still exist in terms of health & safety and a company's liability to have a learner on site.

Future Recommendations

Ensure local businesses, education providers and stakeholders work together with CITB to ensure continued co-design of curriculum.

Skills Priorities for 2019

Priority Three

Increase apprenticeship starts and availability of higher apprenticeships

- *Reflecting on how the objectives in this section can address diversity and equality.*



Issues

In the 2017/18 academic year, apprenticeship starts in the West of England increased from 1,940 (in 2016/17) to 2,300. Apprenticeship achievements have also seen an increase from 1,180 in 2016/17 to 1,320 in 2017/18. In the construction industry intermediate level apprenticeships are still proving the most popular with 1,620 of all starts being at this level. It has been pleasing to see that in the West of England 180 learners have started higher level apprenticeships in the construction, planning and built environment sectors. Apprenticeships provide a variety of routes into an industry with broad opportunities. Although, 37% of new entrants into the industry that came from higher education are women ⁽¹¹⁾, there continues to be a disproportionate number of women and people from BAME background entering the construction sector. Opportunities to promote apprenticeship entry routes amongst these minority groups can only impact positively on the future of the industry.

Given the growing need for digital skills in the construction sector, industry must look to adopt digital apprenticeship routes alongside the more traditional apprenticeship standards.

Objectives

- ▶ Training providers, employers, industry bodies and local stakeholders need to continue to raise the profile of apprenticeship opportunities at all levels within the sector for both new entrants and the existing workforce
- ▶ Education providers must promote higher and degree apprenticeships as an entry route into the construction sector and as a tool for continual career progression
- ▶ Encourage the industry to provide opportunities for apprentices looking to develop digital skills in order to build talent needed for the future of digital construction
- ▶ Education providers and Business West to continue to support businesses in understanding: the apprenticeship levy, wider apprenticeship reforms and the potential of the new apprenticeship standards
- ▶ Increase community-based awareness and opportunities to engage local people from non-traditional backgrounds in to construction apprenticeships
- ▶ Continue to support collaboration between education and industry to create work experience models and bridging programmes into apprenticeships
- ▶ Businesses to engage with the South West Apprenticeship Ambassador Network and encourage apprentices to become young ambassadors

Local Response

Careers fairs and events have been held throughout 2018 promoting apprenticeship opportunities within the construction sector.

Skills West continues to provide impartial support to businesses in the construction sector providing advice about the benefits of apprenticeships to business.

Skills West has awarded funding to City of Bristol College to pilot a pre-recruitment programme in collaboration with Galliford Try, with the aim of encouraging more people from BAME

background to consider careers and apprenticeship opportunities in the construction sector.

Skills West as part of Business West has continued to work with employers to offer free advice and guidance on apprenticeships through face to face engagement and skills clinics.

South West Apprenticeship Ambassador Network is building a strong cohort of business ambassadors and encouraging apprentices to become young ambassadors.

Future Recommendations

Ensure that local businesses, education providers and stakeholders work with CITB to ensure the ongoing introduction of apprenticeships into business of the right quality and level.

Skills Priorities for 2019

Priority Four

Engage SMEs in the active retention of staff through programmes of skills development and training to ensure increased productivity and sustainable growth

- *Encouraging SMEs to consider best practice in staff welfare.*



Issues

The construction sector has high levels of self-employment. Nationally, 40% of the construction workforce is self-employed, a percentage which is even higher in the West of England where nearly 43% are self-employed. The majority of growth in the West of England is attributed to an increase in micro-size businesses. These small businesses have a significant impact on the industry but are often businesses that do not invest in innovative technology or the development of their staff. They must be supported, consulted and encouraged to collaborate in order to develop existing staff and nurture new talent, to increase productivity and efficiency.

Objectives

- ▶ Larger employers that are subject to the apprenticeship levy should be encouraged to take advantage of the ability to pass down any unused levy payments to their supply chain to benefit smaller SMEs
- ▶ Innovative and accessible training must be developed and promoted locally to the existing workforce to respond to emerging skills requirements within the sector
- ▶ SMEs should be encouraged or incentivised to invest in new technologies to boost productivity and make the sector more attractive to young talent
- ▶ Key stakeholders should work together to identify new and emerging skills requirements and encourage SMEs to invest in staff development as a tool for retention
- ▶ Support small construction businesses with methods of developing, re-training and re-purposing their workforce to enable them to remain responsive to changes in demand within the region
- ▶ Future Bright, Business West and other local business engagement programmes to ensure businesses are aware of the support for in-work training and apprenticeships to upskill their existing workforce and support in-work progression for all employees. Ensuring best practice and learning is shared between businesses

Local Response

Future Bright, an upskilling government funded programme, provides financial support for in-work training.

The South West Apprenticeship Company worked with Skills West to deliver advice and guidance to SMEs about how apprenticeships can be used to recruit new staff and upskill the existing workforce.

Skills West teamed up with experts Atoll HR, to deliver interactive workshops for SMEs focusing on talent management and succession planning. Attendees gained knowledge, insight and basic tools to help improve their people planning processes and employee retention to aid growth and productivity.

Future Recommendations

Ensure businesses are informed of the support for in-work training and apprenticeships to upskill their existing workforce and support in-work progression for all employees. Ensure best practice and learning is shared between businesses.

Skills Priorities for 2019

Priority Five

Support SMEs to be inclusive and effective in staff recruitment

- *Reflecting on how the objectives in this section can address equality and diversity.*
- *How to build the talent pipeline in the region.*



Issues

Despite the changing culture in the construction sector there remains a disproportionate number of women and people from BAME backgrounds working in the sector in the West of England. Nationally, campaigns to encourage more women into construction are having an impact, but in order to meet the increased and changing demand for talent, it is important to attract and retain a wider cross section of the community.

The construction industry is evolving, and workplaces are becoming fairer, increasingly inclusive and more respectful. Larger construction firms consider equality to play a large part in their business and are looking for ways to create an inclusive workplace to attract new talent and ensure staff are happy and committed in order to improve productivity.

Objectives

- ▶ Continue to support campaigns that promote opportunities at all levels to under-represented groups
- ▶ Encourage businesses in the West of England to adopt CITB's Be Fair Framework, providing a structured approach to develop Fairness, Inclusion and Respect (FIR) within construction businesses
- ▶ Education providers and Business West to source tools and case studies to support SMEs around inclusive recruitment processes, job descriptions and unconscious bias
- ▶ Work with the industry to produce case studies that can provide role models from within the sector from under-represented backgrounds
- ▶ Provide and promote clear progression routes to both new entrants and the existing workforce, to enable effective talent management and succession planning, working with organisations focusing on the improvement of inclusion, social mobility and diversity within the construction sector
- ▶ Continue to encourage and support businesses to work across school and community groups in the most deprived areas of the West of England to illustrate career prospects and provide employability opportunities within the construction sector
- ▶ Support campaigns to improve the perception of the construction industry in order to compete with other sectors that share similar skills requirements
- ▶ Business West to encourage companies to seek best practice to explore their company culture and the nature of their 'talent pipeline' to open up recruitment possibilities for under-represented groups

Local Response

CITB has commissioned a funding opportunity, worth a total of £5m titled 'Pathways into Construction'; it seeks to fund projects helping under-represented groups into construction such as long-term unemployed, women, and military service leavers.

Skills West (Business West) awarded funding to City of Bristol College to pilot a pre-recruitment programme in collaboration with Galliford Try, with the aim of encouraging more people from BAME background to consider careers and apprenticeship

opportunities in the construction sector.

Skills West, supported by Flexology, delivered a workshop focussing on flexible working. During the workshop, attendees learned about the benefits of a diverse talent pool and how to appeal to groups through better job descriptions. Signposting to diverse groups within the region was also provided to encourage employer collaboration and engagement opportunities.

Future Recommendations

Partners to continue working collaboratively with CITB to support businesses to be more inclusive in staff recruitment and recruitment practices.

Regional Centres of Excellence and Research

Bath College Construction Skills Centre
Weston College Construction and Engineering Centre of Excellence (CECE)
University of Bath – Department of Architecture & Civil Engineering
University of Bristol – Department of Civil Engineering
University of the West of England (UWE Bristol) – Department of Architecture and the Built Environment

Key Training Providers

City of Bristol College
City of Bath College
Weston College
South Gloucestershire & Stroud College
University of the West of England (UWE Bristol)
CITB (Construction Industry Training Board)

Professional Networks and Organisations

CITB (Construction Industry Training Board)
Construction Industry Council
Constructing Excellence SW
Engineering Construction Industry Training Board (ECITB)
Construction Leadership Council
Considerate Constructors Scheme

Endorsed by



Construction Industry Training Board (West of England)
West of England LEP & West of England Combined Authority

Reference Documents

- 1) CITB Industry Insights – Construction Skills Network Forecasts 2018 – 2022
- 2) WECA/CITB Construction Skills Gap Analysis for the West of England Combined Authority & Local Enterprise Partnership, July 2017
- 3) CITB "Unlocking Construction's Digital Future – A Skills Plan for Industry" October 2018
- 4) Considerate Constructors Scheme – "Spotlight onWomen in construction"
- 5) ONS/NOMIS Annual Population Survey Workplace Analysis Jan 2016 – Dec 2016
- 6) ONS – Construction Statistics: Number 19, 2018 edition
- 7) ONS – Dataset JOBS04: Self-employment jobs by industry – 11th December 2018
- 8) ONS – Migrant labour force within the construction industry – June 2018
- 9) Business West Skills and Training Survey 2018
- 10) FE Data Library – Dec 2018
- 11) GoConstruct.org
- 12) GoConstruct – "The changing culture of construction"
- 13) Industrial Strategy Building a Britain fit for the future, November 2017
- 14) CITB white paper – A New Reality: Immersive Learning in Construction, September 2017
- 15) Construction Leadership Council – Sustainable Building Training Guide – Learning outcomes for standards, qualification and training
- 16) Emsi – economic modelling 2018 courtesy of Prospects Services
- 17) West of England Joint Spatial Plan, November 2017
- 18) The Industrial Strategy: forging our future
- 19) Speech by Business Secretary Greg Clark on the first anniversary of the modern Industrial Strategy, December 2018

Supporting Research Documents

- a) West of England Combined Authority Business Plan, 2018/19
- b) West of England Combined Authority Operating Framework 2018/19
- c) Industrial Strategy: building a Britain fit for the future, November 2017
- d) The Grand Challenges, Policy paper, May 2018
<https://www.gov.uk/government/publications/industrial-strategy-the-grand-challenges/industrial-strategy-the-grand-challenges>
- e) Careers strategy: making the most of everyone's skills and talents, December 2017
- f) Careers guidance: for further education colleges and sixth-form colleges, February 2018

Get in touch today



businesswest.co.uk/skills



skillswest@businesswest.co.uk



0330 124 4446



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Advise, connect, support



Education & Skills
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Western
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Provider
Network
Connecting education,
business & training.

**WEST OF
ENGLAND**
Combined Authority

The West of England Combined Authority (WECA) covers Bath & North East Somerset, Bristol and South Gloucestershire. WECA also supports the Local Enterprise Partnership, which includes North Somerset.