

External Briefing

(Federations, Strategic Accounts and Industry Partners)

Go Construct – New Industry Initiative Launched

Summary

An exciting new initiative will be launched on 16 September, facilitated by CITB and developed with more than 400 construction employers, schools, colleges, local government organisations and those with a passion for construction.

Purpose

Promote the construction industry as a successful career option and provide a common gateway to access information and a range of useful and practical resources.

Industry Endorsement

CITB is facilitating the project and working with industry through the co-design and co-delivery process.

Key Objectives

Inspire

- Inspire individuals and influencers through a new, one voice, one look and feel, marketing and communications campaign. This will inspire people to consider a career in construction and the built environment - so they want to find out more
- Campaign materials and resources will be available to all industry partners and stakeholders via a digital toolkit.

Discover

- Enable individuals and influencers to discover information about career pathways and progression routes in Construction through a new interactive careers explorer on the Go Construct website
- The Go Construct website provides all careers information in one place, in the form of resources and links, developed by industry.

Experience

- Provide employers with materials and resources to engage schools, and highlighting the variety of opportunities available for individuals, influencers and others to experience construction.
- In Quarter one of 2016 we are looking to provide the opportunity for individuals and influencers to Experience construction, through the provision of a schools matching service and work experience matching service.

Join

- Supporting information and links to how to join the sector
- By Quarter four of 2016 we are looking to provide a full matching service that includes highlighting work opportunities with training skills conversion courses and other opportunities that we have to offer as a sector to help people to join us.

Target Audiences

- New Entrants (14-19 year olds, career changers)
- Influencers (Careers advisers, teachers & parents)
- Employers (All sizes)
- Trade Federations & Institutions
- Government (Central, local, DWP, NCS etc)

Key timings

Sep 2015

Launch of the phase 1 campaign, industry website and experience construction toolkit. Third set of co-design meetings to review the launch of the campaign and progress towards Phase 2.

Nov 2015

Consultation workshops to develop Phase 2 of the project, adding additional resources and functionality. A chance to feed-back on content developed to-date.

Q1 2016

Phase 2 delivered in hard-launch of full campaign and web resources. Welsh language content delivered.

How can you help?

If you are not already involved in the co-design process but would like to be then please get in touch.

Please encourage your members to visit Go Construct, make use of the toolkits available and to be part of the project.

There are a huge variety of campaign assets available through the resources section on the Go Construct website. These include:

- Posters
- Digital Adverts
- Facebook/Twitter ad copy and images
- Site Hoardings

You can use these to promote careers in construction to your target audience and encourage your members to do the same.

For more information visit goconstruct.org or contact:

[Lorraine Gregory](#) - Project Manager

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You and your members can pledge your support for Go Construct by visiting citb.co.uk/gopledge