

Education Engagement in the Energy Efficiency Supply Chain



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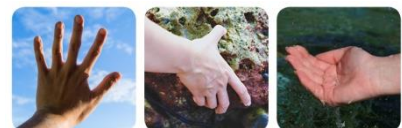
Scottish Borders Construction Forum

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southern uplands partnership
living land, living community

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1. Introduction

This report is part of an ongoing project about the Energy Efficiency Supply Chain – that is how to increase the uptake of skills and expand business opportunities that are needed to retrofit our existing houses and business premises to net-zero standards.

The brief for the original project was issued by Scottish Borders Council (SBC) in February 2020 for what was then titled the: Supply Chain Development Project, Peebles Energy Services. It was funded by South of Scotland Economic Partnership, the forerunner of what is now South of Scotland Enterprise (SOSE).

The brief stated the requirements as follows:

This pilot project will provide support to the construction sector in the Tweeddale area of the Scottish Borders, focussing on the supply chain for energy services (energy efficiency measures and renewable generation technologies).

This developing market is seen as a key opportunity for local construction businesses, however there is a need to provide assistance to the sector to allow businesses to fully access this.

Its focus was on how to support the construction sector, that is the tradespeople, builders, designers and surveyors that make up the “supply” side of the market. It followed on from a previous project undertaken by ChangeWorks that considered the “demand” side, that is the home and business owners.

The contract was awarded to a team led by Southern Uplands Partnership Services (SUP) and work commenced in c. April 2020. Note that this was right at the start of the Covid lockdown period and many aspects of the project had to be reformatted to undertaken online rather than in-person.

That project was completed in early 2021, and one of the outcomes was the establishment of a local construction forum, now known as the Scottish Borders Construction Forum. All stakeholders were eager that the momentum generated by the project was continued, and in c. May 2021 there was the opportunity to bid for funding from the UK Government Community Renewal Fund (CRF) as part of the application by SBC. That application was successful and provided funding to continue the project.

The CRF application covered several work streams, one of which was about education engagement.

The application stated some of the relevant requirements as follows:

Working with Borders College, High Schools Careers Service, SOSE and Trade Bodies we will design materials and develop a programme of events to increase awareness of the likely increase in demand for EE services and the business opportunities that will be forthcoming and promote the training opportunities...

This task was allocated to the SUP team member Ran Boydell from Green Built Environment. It included consultation with a wide range of stakeholders about how we could better engage with school children and young adults to change perceptions about the construction industry and encourage them to consider a career in the built environment, especially in the transition to net-zero. This report provides a summary of the work completed.

Note that some related tasks under the CRF funding were covered separately by the SUP team. In particular, it was considered that one way of getting messages to the broad target audience might be to commission short films that can be used for a range of events and social media channels, and this approach was successfully explored and reported on elsewhere in the project.

2. Background



<https://www.nytimes.com/2011/03/31/garden/31kids.html>

This image was taken from a New York Times article from 2011, which just goes to show that trying to engage school-aged children in construction skills is nothing new. This article was more about the self-reliance and character-building benefits rather than specifically to entice kids into construction, but that is all part of the message the industry needs to promote.

Some quotes from that article follow:

Ms. Winsor started Construction Kids two years ago, after she conducted a one-day building project at her son's preschool and was deluged with requests from parents and teachers for more. And while it might seem like something fairly unusual — teaching young children to use power tools — it is one of about a dozen such programs across the country that allow children to hammer and drill to their hearts' content.

"Up until the early 1900s, there was a widespread understanding that the use of the hands was essential to the development of character and intellect," said Mr. Stowe, 62. "More recently, we've had this idea that every child should go to college and that the preparation for careers in manual arts was no longer required." Somewhere along the way, he added, "we have forgotten all the other important things that manual training conveys."

During the research about educational engagement, we identified that there was a need to engage with young people generally about career opportunities in the Built Environment (BE). Issues that were commonly flagged were:

- Very little awareness about what working in the BE could look like beyond the usual stereotypes.
- The exception was where a family member was working in the industry, in which case there might be the expectation to "follow in your parent's footsteps" but without consideration of other aspects of the sector.

- Students who, for whatever reason, have not achieved good grades at school and may have been given the message that they are either not smart enough to get a job in other sectors or are only smart enough to do a fairly menial trade.
- The employer view of that was they were often recruiting amongst a pool of people who were not the "right calibre" for the roles and responsibilities they needed.
- Students who have completed a university or college course but who have been unable to find employment or are uncertain where to direct their career.
- Young people who have an interest in social impact but are unaware of how the BE affects social outcomes or can't see how they could contribute in that area.
- Young people who are interested in developing their own business but are unaware of the entrepreneurial opportunities in BE.
- Young people who are concerned about climate change and want to contribute in some way, but are not aware of the ecosystems – business, political and community – that are emerging around net-zero.
- Young people who are actively working in their chosen sector and who want to help their employer develop solutions for net-zero but are struggling to find ways to do so within the established business culture.

During discussion with a wide range of stakeholders, we found that many of them had programmes to address some of these issues, often very successfully, but they were generally operating in isolation or within restricted sectors. All were keen to coordinate and collaborate with other organisations.

There was also a disconnect between how different groups understood the BE sector, especially what the net-zero transition was about, often based on stereotypes and biased perceptions. So there was the need to make young people more aware of the opportunities in BE and how they could be part of the "solution" to net-zero, and at the same time to help employers, educational and government organisations, and parents, understand what support they needed to make that career choice.

3. Research



<https://mobile.twitter.com/constructionyt>

In the previous phase of this project we had engaged with a wide range of stakeholders in the industry, so we went back to them with a specific question about what they did for education engagement.

Many of these organisations work in collaboration on many projects, and so some of the discussion points overlap.

Following is a selection of the formal consultation sessions held specifically for this project. Many other informal discussions were also held.

3.1 CITB

The Construction Industry Training Board (CITB) is empowered to impose a levy on employers in the construction industry. The levy applies to all employers ‘engaged wholly or mainly in construction industry activities’. The Levy is used to support construction employers to make sure the industry has the skilled workforce it needs.

For more details see: <https://www.citb.co.uk/>

The following is based on a discussion with Barry Dawson from CITB Scotland, 12.04.22

- The CITB do not generally attend schools themselves, rather they fund projects by others. (They used to have their own careers advisors but that scheme stopped 4-5 years ago, replaced by the Ambassadors scheme – see below.)
- Some activities cross over with other trade bodies e.g. SNIPEF for heat pumps, in which case funding might be split between the organisations.
- Barry did question whether “Built Environment” would be a better tag than “Construction”?
- More engagement with parents and other “key influencers” is essential to dispel the myths around construction as a career.
- Brief discussion about promoting entrepreneurial new business activities, and suggested the proposed Skills Fund could support this – see below.

- Suggested the industry was not always attracting the “right calibre” of people and that construction needed to be seen as a “positive destination”. Apparently National Progression Awards (non-apprentice) had a high drop-out rate (Davie Lowe advised BC is not so bad but that this is a problem in many colleges – the reasons for this need to be investigated further with SDS).

Tasters Commission

The new project just awarded funding is the “Tasters Commission” which is through the Edinburgh Chamber of Commerce but will run Scotland-wide, expected to kick-off in Aug/Sept 2022. It will offer students taster sessions of perhaps a few hours or a day, online or on site, to fill the gap between in-school careers activities and full work experience sessions.

Construction Skills Fund

Another commission is currently being prepared for the “Construction Skills Fund” which is anticipated for May 2022. This will provide funding for new entrants or career changers to give them site-ready skills.

Construction Ambassadors Scheme

Construction Ambassadors Scheme organises workers in the sector to engage with local schools.

From the CITB website: <https://www.citb.co.uk/levy-grants-and-funding/grants-funding/support-and-interventions-for-employing-new-entrants-to-the-sector-and-training-your-existing-people/>

CITB has partnered with the STEM Ambassador programme, creating an industry specific scheme to inspire the next generation of construction workers. Ambassadors often provide the first introduction to the construction industry, delivering a life-changing impact on future career decisions. They engage with young people across the UK, from schools and workplaces to careers fairs and events, sharing the fantastic opportunities available in the industry.

And from the GoConstruct website:

<https://www.goconstruct.org/get-started-in-construction/go-construct-stem-ambassadors/>

Who are the current ambassadors?

- From a vast range of construction disciplines and careers
- Aged 17+ and at various stages of their careers
- 45% female
- People who want to make a difference
- May or may not have been to university or studied a STEM subject.

GoConstruct Jobs Guide

The GoConstruct website provides a comprehensive list of different jobs in the sector, including training

requirements and salary expectations. I asked Barry if he could obtain statistics for how many hits the website gets. It is fully funded by the CITB but does not include their branding so it can stand alone. See: <https://www.goconstruct.org/construction-careers/browse-all-job-roles/>

Skills Development Scotland Marketplace

This is a run by SDS with DYW where businesses (all businesses, not just construction) can advertise career development activities for schools and colleges. Barry suggested it is underutilised by construction companies and more use by employers should be encouraged. Their website says:

How it works

Marketplace is an online tool connecting schools and colleges with business. Employers register using Our Skillsforce and start passing on knowledge of their sector through workshops, talks, workplace visits or placements. Schools and colleges use Marketplace to bring industry insight into the classroom. Using the dedicated Marketplace area on My World of Work, teachers search for opportunities posted by employers or use Founders4Schools to find and invite local business leaders to an event.

What's available?

Employers can meet young people at a school, college or invite them to their business. The opportunities on offer include:

- *Skills sessions: Pupils and students learn a range of skills including employability, enterprise and soft skills like tips on how to find and keep a job.*
- *Inspiration events: Bring industries to life. Employers offer site visits to their workplace, deliver workshops on specific jobs or provide young people with a real-life business challenge to solve.*
- *Career insights: Explain the job opportunities and routes into a sector at career events. Employers can offer work placements to young people or hold sessions with parents, carers and teachers to give them more knowledge of Scotland's job landscape.*

3.2 SDS

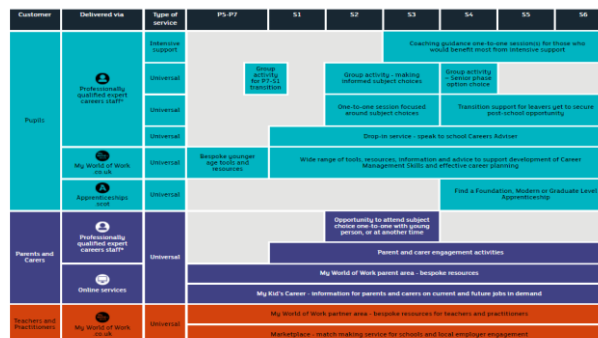
Skills Development Scotland (SDS) is Scotland's national skills body. They contribute to Scotland's sustainable economic growth by supporting people and businesses to develop and apply their skills. They work with partners to provide services that deliver the very best outcomes for Scotland's people, businesses and the economy.

For further details see:

<https://www.skillsdevelopmentscotland.co.uk/>

The following is based on an online meeting with Helen Allison, Andrea Hall and Elaine Ellis from SDS, 07.04.22

The following infographic was shared by Andrea Hall, setting out activities across all school years for pupils, parents and carers, teachers and practitioners.



My World of Work

This is the comprehensive SDS website for career opportunities, and includes general advice about skills development as well as specific career choices, with separate sections for school pupils, college and university students, parents and carers, and educators. See: <https://www.myworldofwork.co.uk/my-career-options/job-categories>

The Construction and Building section of the careers page has 43 listings compared to the CITB GoConstruct site which has 182 listing, and so is more limited in the opportunities it presents. Where they do crossover the advice seems to be generally consistent although I saw some cases where the salaries quoted on SDS were significantly lower e.g. Plumber on SDS was £15-40k v GoConstruct was £19-60k.

3.3 YES

Young Enterprise Scotland (YES) offers a wide variety of enterprise & financial education programmes and development opportunities for young people across all of Scotland. It is part of YES UK and in Scotland is funded through the Scottish Funding Council.

For further details see: <https://yes.org.uk/>

The following is based on an online meeting with Lisa Wardlaw and Alison Paton of YES, 04.04.22

Circular Economy Challenge

The Circular Economy Challenge is a national enterprise challenge, introducing students to the idea of a Circular Economy and the impact of our society on the planet. See: <https://yes.org.uk/programmes.php?id=3>

Social Innovator Challenge

This is a scheme that developed out of COP26 and the UN Sustainable Development Goals. It runs workshops for businesses focused on sustainability.

3.4 BEST

Formerly known as the Construction Scotland Innovation Centre and now Built Environment Smarter Technology (BEST) this is the Scottish Government innovation support service for the construction sector, described as “the launchpad to a zero carbon built environment”. They provide the connections, infrastructure and culture needed to solve the sector’s most pressing challenges. They bring together world-class academia, government bodies and industry at all levels to future-proof the commercial and environmental road forward for the sector.

For further details see: <https://www.be-st.build/>

The following is based on an online meeting with Lynsey Brydson of BEST, 05.04.22

Visits to Innovation Factory

Group visits to the Innovation Factory in Hamilton, Glasgow, can be arranged for students and teachers. Because of the travel distance from the Borders it was suggested visits might be easier to arrange for small groups on an as-needs basis rather than trying to get a larger group coordinated. Also that train-the-trainer session for teachers might be a good option to ease travel arrangements. Virtual tours of the factory can also be arranged.

Low Carbon Heating

There are various programmes for low carbon heating including a Learning project held online or at the factory, and a Heat Cluster that was due to be launched in May 2022.

Passivhaus

Passivhaus is a design and certification scheme for ultra-low energy homes that was developed in Germany but is now used internationally. Passivhaus is gaining acceptance as validation for compliance in the UK and was one of the methods proposed to be allowed in the Glasgow Gold scheme for new homes. BEST run an ongoing series of training and information sessions about Passivhaus.

Timber

The increased use of timber in construction is a major work stream for BEST with various projects on issues such as Mass Timber Construction. The factory includes innovative fabrication equipment which can be used to trial new techniques.

Roadshows

Some equipment from the factory can be taken on roadshows, including a range of AI and VR digital technology.

3.5 FMB

The Federation of Master Builders (FMB) is the largest trade association in the UK construction industry representing the interests of small and medium-sized building companies and lobbying for members at both national and local levels.

For further details see: <https://www.fmb.org.uk/>

The following is based on an online meeting with Gordon Nelson, the FMB Scotland representative, 10.03.22

Retrofit Campaign

The FMB has an ongoing campaign to support the UK Government legal commitment of achieving net zero carbon emissions by 2050. They note that: “In order to achieve this, we need to decarbonise our homes and buildings. There are currently 8 million lofts that need insulating, 5 million uninsulated cavity walls, and 20 million uninsulated floors that need upgrading if we are to reach these targets. This represents a significant area of work for local builders, installing insulation, double glazing and new heating technologies. Public investment is needed to boost this market.”

Education Outreach

This is something Gordon says the FMB has been “grapple with” for years and whilst there are lots of activities they generally lack coordination. Hence any activities we might develop which helped to coordinate the broader network would be welcome.

Mentors

The FMB helps to coordinate members to act as mentors at their local schools, but these are organised at the local level. These provide an “authentic” voice of the industry as they are drawing from their own local experience. However because of its informal nature the advice provided can be lop-sided, based on the mentor’s own work practices, and consideration should be given to providing guidance notes/protocols to ensure broader industry issues are included in a consistent format.

Heat-in-Buildings Strategy

The FMB support the development of the Scottish Government’s HIB scheme and notes that it does recognise issues such as better insulation where builders are involved (heat pumps are installed by plumbers and electricians who are not part of this membership).

3.6 Other potential partners

Built Environment Skills in Schools

<http://www.beskillsinschools.co.uk/>

The built environment matters. It has consequences. The things we build affect individuals, communities and environments for decades. Solving the skills shortage in construction and improving the built environment for all our futures are two sides of the same coin. And Built Environment Skills in Schools exists to get employers into schools, help to educate teachers, and ultimately inspire a new generation of bright minds to become the future of the construction sector.

e.g. Why the Built Environment Matters:

<https://www.youtube.com/watch?v=6iBSB65DlaY&t=141s>

Generation: You Employed

<https://uk.generation.org/>

Worldwide, more than 75 million young people are unemployed. But many employers can't find people with the skills they need for entry-level jobs. Generation is an independent non-profit founded in 2014 by McKinsey & Company to help bridge this gap—at speed and scale. Generation: You Employed, UK, is a registered charity in the UK with number 1183046 and VAT number 319334505. Our registered office address is One, High Street, Egham, Surrey, England, TW20 9HJ

e.g. What is a Retrofit Advisor:

<https://www.youtube.com/watch?v=KYt43Oo81lc>

4. Themes

Based on the research, a list of 10 themes for actions were identified. It seeks to provide a comprehensive, coordinated and contiguous range of actions suitable for students, parents and teachers.

4.1 Awareness Raising

Series of events delivered over the summer to raise general awareness of construction as a career choice for young people and flag that the activities that will be available through schools when term starts.

Could include:

- Border Union Show: stall with BC
- Print copies of GoConstruct guide (CITB)
- Coordinate with My World of Work (SDS)
- Include in SBCF newsletter
- Flyers at builders merchants
- Local media

4.2 In-school career advice: Construction Ambassador Scheme

Promote the Construction Ambassadors Scheme with the CITB to local businesses in our network and the sector generally.

Aim to include:

- Comprehensive range of career choices
- At least x number presentations at every school
- Arrange follow up sessions with students who are interested
- Road shows with training trailer or on-site demonstrations (John McKinney)

4.3 Beyond-school careers advice: Tasters Commissions

Promote the Tasters Commission with the CITB to schools and to local businesses in our network and the sector generally.

Aim to include:

- Comprehensive range of Taster opportunities for students

4.4 College Taster Sessions: Enthuse Partnership

Work with Borders College to develop the new Enthuse Partnership scheme which will fund costs associated with travel and staff time etc.

Could include:

- Student visits to the different BC campuses
- Outreach visits with demo trailer to school campuses

4.5 Work Experience

Review how the work experience system operates and seek to ensure all students who express an interest in a placement receive a relevant offer.

Aim to include:

- Work experience offer for all S5/S6 students who express an interest

4.6 Engage with Parents

Discuss with schools how we could interact with parents and carers.

Could include:

- Parent teacher evenings
- Parent council meetings
- School newsletters
- Seek parents with relevant skills for Ambassadors/Tasters schemes

4.7 Engage with Teachers

Discuss with schools how we could interact with teachers and careers advisors.

Could include:

- Produce guidance on what types of school subjects or aptitudes are relevant for different construction careers.

4.8 Performance Pieces

Commission a short performance piece that challenges perceptions of construction industry jobs including issues around diversity, inclusion, academic abilities, income etc.

Could include:

- Video or live performance
- Basic level of climate literacy as it relates to buildings

- Target age group?

4.9 Facilitate more flexible learning

Work with BC to develop a more flexible learning structure. Many aspects of courses are determined by Scottish Funding Council (SFC) and/or the Scottish Qualifications Authority (SQA) so will need to liaise with them.

Could include:

- Ability to adjust class time around paid work house (re. SB Cares approach)
- Accreditation on a term-by-term basis for work completed regardless of progression
- Short courses to bridge between other fixed dates, such as apprenticeships that can't officially start until age 16
- Apprenticeship start dates linked to birthday rather than term dates to ensure they qualify as soon as possible
- Blended student cohorts to ensure minimum numbers for courses
- Ability to vary the award depending on attainment so all students get a "pass" at whatever academic level they achieve.

4.10 Highlight other events

There are lots of existing activities that happen on a regular or as-needs basis which directly or indirectly link to the built environment, and could be highlighted to schools for participation. Some examples follow.

Dates	Event	Actions	Partners
3-4 Sep	Doors Open Day	<ul style="list-style-type: none"> • Encourage properties to register in all towns with secondary schools • Arrange weekday visits for students 	SBC Scottish Civic Trust
Sep	Scottish Archaeology Month	<ul style="list-style-type: none"> • Encourage properties to register in all towns with secondary schools • Arrange weekday visits for students 	SBC Scottish Civic Trust
w/c 5 or 12 Sep	Built Environment Week	<ul style="list-style-type: none"> • Comprehensive range of activities across 	DYW CITB

		<p>all secondary schools</p> <ul style="list-style-type: none"> • Activities in primary schools where possible • Arrange visits by local traders through Ambassadors programme 	
Oct	Taster Sessions	<ul style="list-style-type: none"> • Encourage students to register with Tasters Commission • Encourage students to register with CSY Virtual Work Experience programme 	CITB Cameron Strachan Yuill
Oct	Education Open Days	<ul style="list-style-type: none"> • Coordinate open day with BC • Coordinate open day with HWU • Coordinate with other education campuses with strong focus on built environment courses 	BC HWU
Nov	Industry Open Days	<ul style="list-style-type: none"> • Coordinate with local businesses to provide open days 	
Nov	Live Careers Day	<ul style="list-style-type: none"> • Arrange careers fair 	DWP

5. Programme

The organisation that we found the most synergy with was Developing Youth Workforce (DYW). Whilst their activities cover the whole spectrum of career opportunities, construction and the built environment is an area the Borders office was looking to do more work on.

DYW have well established links with the local education department and with the individual schools, including a coordinator appointed for each of the high schools. This was important as it would facilitate engagement with the schools.

We developed the concept of a Built Environment Week with a programme of possible events as follows:

- Primary Students: provide sources for activities that individual teachers could utilise. This seemed the best model for primary schools as they have flexibility with their curriculum and teachers tend to focus learning outcomes around a range of topical issues. This was reviewed with a local teacher, Debbie Mathieson from Stow Primary, who at that time was also the Sustainability coordinator with the education department at SBC. Reference sources were compiled on a “Padlet” website – see: <https://padlet.com/DYWBorders/bl8uqx3s3967x1f>
- Secondary Students Y1 - Y4: liaise with local businesses to run activities at all high schools.
- Secondary Students Y5 + Y6: it was apparent that older secondary students would benefit from a more intensive session and the idea emerged of having an “Insight Day” – see next section for details.
- Teachers: arrange some sort of train-the-trainers session for teachers such as the BEST factory visit (see above).
- Parents: arrange an online parents evening where details of how the industry was changing would be discussed. Suggested that we could approach some of the corporate stakeholders who operate locally, such as Oregon Timber, BSW Timber and SPEN, could explain some of the opportunities for employees to move with their business to other locations in the UK or internationally.

Plans were made to hold a Built Environment Week for the w/c 12 September but due to the mourning period around the death of HRH Queen Elizabeth II this did not proceed. It is hoped this could be reviewed next term or in the next academic year.

6. Insight Day

The objective for the Built Environment Insight Day would be to raise awareness of the ecosystems that are developing around the net-zero transition and career opportunities within the construction, design, property and related sectors generally.

This is not a “recruitment” day, it is not anticipated there will be specific job opportunities for attendees to sign up to on the day. However it is important that information is readily available about how attendees can follow up opportunities they are interested in whether for skills, education or business development.

6.1 Agenda

Date:

- Initially suggested as w/c 12 September 2022 to coordinate with the BW week we are running in schools, and this is also Climate Action Week and World Built Environment Week, but this may be too soon to organise the logistics properly.
- Also considered w/c 3 October which is the week before the local half-term break, as this would provide more time to organise the logistics.
- Preferred date is w/c 7 November as this is National Careers Week and we understand schools will already have allocated time for this type of activity, as well as providing ample time to organise the logistics.
- Final date: given various logistical constraints it has been decided to hold the event on Wednesday 30 November.

Age range:

- 16-25 years old is the most commonly established age range for “young people” and this will capture senior school children, school-leavers, students in further education and young adults already in the workforce.
- We see real benefit in having that cohort able to mix freely and interact at this event, and for them to be attending on an equal footing with all stakeholders.

Venue:

- Borders Campus in Galashiels, to be hosted by both Borders College and Heriot-Watt University.

Programme:

- Keynote speakers: suggestions include a relevant MSP/SG Minister, an expert on net-zero in the built environment, someone to provide details of the local context, an employer and/or someone from education, and a young person who can share their experience.

- Breakout sessions: short presentations followed by Q&A by a range of people across themes such as: how they got into the industry; sectors with specific opportunities; corporations operating locally; entrepreneurship and business development; higher education courses; apprenticeships; women in the industry etc.
- Workshops: a few options for workshops of 1-3 hours where attendees can work in teams to find solutions for some net-zero challenges.
- Exhibition: typical exhibition format where stakeholders can have displays or simply be available for discussion with attendees.

Themes:

1. net-zero
2. construction skills
3. professional skills
4. entrepreneurship
5. equality and diversity
6. social/civic
7. digital
8. employer focused

The Built Environment is defined in broad terms, ranging from basic building activities to high level policy and management, with both profession and non-professional qualifications. Sectors include construction, architecture, town-planning, surveying and engineering, real estate and property management, construction product manufacturing, and the business management, customer services, legal and financial support services.

Note that we are referring to the “Built Environment” rather than to construction. This is consistent with current industry practice and was flagged as an important issue by several of the stakeholders.

Note also that we are approaching this year’s event as a pilot project. In order to have meaningful impact we believe this type of event will need to be repeated over an extended period, probably 5 years at least. It has also been suggested that it could serve as prototype for other similar events across Scotland, especially in rural areas where the demands and opportunities are often quite different to urban areas.

6.2 Stakeholders

We have consulted with a broad range of stakeholders who have committed to supporting the event in various ways. Details for the most relevant stakeholders, 24 in number, are as follows.

Developing the Youth Workforce

DYW are leading on the primary and secondary schools programme for the Built Environment Week, as well as a parents evening, and are the key organisation for the

Insight Day. They are also partners in several of the joint initiatives with other stakeholders.

Other stakeholders, listed alphabetically, include:

A Place in Childhood

APIC is a charity that helps to involve young people in projects and create better designed places and practices led by their input. They have offered to contribute to any aspect of the programme, with particular emphasis on the social and civic outcomes of the Built Environment.

Architecture + Design Scotland

A+DS is a SG organisation whose mission is to inspire and support all those involved in designing and shaping our places. In particular they support the Place Principle, which is where people, location and resources combine to create a sense of identity and purpose, and the Climate Action Plan.

Borders College

Borders College is the regional tertiary college for the Scottish Borders and offers a wide range of courses, from an introductory level through to advanced courses at Higher National level, including a broad range of construction industry courses. The College's sustainability initiatives have recently been shortlisted for the prestigious Green Gown Awards. We have been working with the support of the College throughout the broader Energy Efficiency Supply Chain project over the last few years. They will co-host the Insight Day with HWU, and both are members of the Borders STEM Partnership.

Borders STEM Partnership

The STEM Partnership is an affiliation of local agencies that offer or promote skills and education in STEM - Science, Technology, Engineering, and Mathematics. We anticipate this group will be one of the lead organisations for the Insight Day.

Built Environment Skills in Schools

BESS is an organisation that aims to bring employers, educators and young people together to tackle the skills shortage in construction, and ultimately grow a sector that builds the best it possibly can, for individuals, communities, and the environment.

Built Environment – Smarter Transformation

BEST (formerly the CSIC) is the SG industry innovation centre for the built environment. They provide the connections, infrastructure and culture needed to solve the sector's most pressing challenges, bringing together world-class academia, government bodies and industry at all levels to future-proof the commercial and environmental road forward to a zero carbon built environment.

Business Gateway

Business Gateway provides free support and guidance to businesses across Scotland. They have offered to provide business advice to attendees at the Insight Day.

Construction Industry Training Board

The CITB supports the skills needs of the British construction sector, funded by a levy on all registered builders.

Construction Work Tasters Programme

This programme has only recently received funding and is still in development, it is a joint initiative between several of the stakeholders including the CITB, BEST and DYW, and is being run through the Edinburgh Chamber of Commerce. The stated aim of the programme is to reach 2,800 young people aged 16-25 nationally over the next three years, to encourage talented young people to join and remain within the construction industry.

Department for Work & Pensions

The DWP is the UK Government department responsible for welfare, pensions and child maintenance policy, including operation of the Jobcentre Plus.

Energy Skills Partnership

ESP is the college sector agency in Scotland for energy, engineering, construction and STEM whilst leading on the Climate Emergency Skills Action Plan.

Federation of Master Builders

The FMB is the largest trade association in the UK construction industry representing the interests of small and medium-sized building companies.

Fuel Change

The Fuel Change organisation's challenge programme is designed to unleash the underestimated skills and talent of the future workforce to positively drive sustainability within business from the bottom-up. They are currently running a Challenge in the Scottish Borders and Dumfries & Galloway with the support of SOSE, and another Challenge for students at Earlston High School. They have offered to run a bespoke challenge for one of the workshops at the Insight Day.

Heriot-Watt University

HWU is one of Scotland's leading universities with campuses in Scotland, Dubai and Malaysia. Their Borders Campus is home to the School of Textiles and Design, whilst the Edinburgh campus offers a wide range of courses relevant to the Built Environment. They will co-host the Insight Day with Borders College, and both are members of the Borders STEM Partnership.

Planning Aid Scotland

PAS is a charity and social enterprise that helps people to navigate the planning system. They support a planning system that is inclusive, positive and innovative, where individuals and communities have the opportunity to shape the future of their place in an impartial, open and inclusive way. They are supported by a network of over 400 specialist volunteers, professionals from across the built environment sector.

Scottish Borders Construction Forum

The SBCF was re-established in 2021 to enable and facilitate the sharing of ideas, updates and data to support and develop the construction sector and supply chain across the Scottish Borders, with particular emphasis on the transition to net-zero.

Scottish Borders Council

SBC has been a partner in the broader Energy Efficiency Supply Chain which has been running for the last two years, including supporting the Scottish Borders Construction Forum. They are also partners in several of the joint initiatives with other stakeholders.

Scottish Power

Scottish Power and their associated business Scottish Power Energy Network (SPEN) is the dedicated network operator for the South of Scotland and major energy supplier across the UK. They have recently established a Net Zero Knowledge Community with a group of experts from different sectors who are working on the energy transition (of which Ran Boydell is a member), and educational engagement is one of their target areas. They have offered to contribute to any aspect of the programme, including use of an exhibition trailer.

Skills Development Scotland

SDS is Scotland's national skills body. They contribute to Scotland's sustainable economic growth by supporting people and businesses to develop and apply their skills, and work with partners to provide services that deliver the very best outcomes for Scotland's people, businesses and the economy. They are also partners in several of the joint initiatives with other stakeholders.

South of Scotland Enterprise

SOSE is part of the SG enterprise support network, for communities throughout Dumfries and Galloway and the Scottish Borders. They help people and enterprises thrive, grow, and fulfil their best potential and provide expertise, advice, and funding. SOSE have offered to support the Insight Day by providing updates on two key actions they are taking for net-zero: the Borderlands Energy Masterplan, and the CivTech Challenge which aims to find out how technology can help places, communities and households understand their energy needs and work with local suppliers to create sustainable energy solutions. They will also

support the provision of business advice through Business Gateway.

Young Persons Guarantee

YPG is a commitment to bring together employers, partners and young people. It aims to connect every 16 to 24 year old in Scotland to an opportunity. This could be a job, apprenticeship, further or higher education, training or volunteering. It could also be an enterprise opportunity. Partner organisations include many of the stakeholders listed here, and it is envisaged the Insight Day could provide a platform to raise awareness of the YPG programme.

Young Enterprise Scotland

YES has been inspiring & equipping young people to learn, develop and reach their full potential through enterprise since 1992. Every year they support around 16,000 young people, from all backgrounds, to develop business knowledge, entrepreneurial skills & ultimately become more employable.

Women in Property

Women in Property creates opportunities, expands knowledge and inspires change for women working in the property and construction industry. Our network links members to fellow professionals across sectors and across the UK. We are multi-disciplinary, encouraging an exchange of ideas and sharing of expertise.

6.3 Current Status

During a series of meetings in September 2022 it was agreed that the Insight Day would be hosted by the Borders STEM Partnership.

The Insight Day will be held on Wednesday 30 November at the Borders Campus in Galashiels. We have over 20 events scheduled and confirmed attendance for approximately 70 students from Y5/Y6.

DYW have agreed to fund some marketing materials and costs for some of the presenters. The CITB have agreed to fund lunches for the school students attending.

Examples of the marketing material developed by McGowan Marketing for DYW follow.

Built Environment Insight Day

10.00-14.30 on Wednesday 30th November 2022

It's not just building; it's building careers, businesses and a better future.

Find out all you need to know about the career and business development opportunities in the built environment sector.

Location:
Borders College,
Scottish Borders Campus,
Nether Road,
Galashiels,
TD1 3HE



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7. Conclusions

The main issues identified by the research include the following:

- a. The biggest issue is perception, and whilst there are many positive examples and diverse opinions in the sector there is also still a lot of talk about the old stereotypes dominating. One could suggest the “stereotypes are stereotyped” and that if one looks more deeply they will see how varied the industry is, but that highlights the key problem: there is no consistent message being made to young people, or to their teachers and parents, about what a career in the modern construction and property industry could look like.
- b. There is an emerging trend to rebrand the sector as the Built Environment rather than construction, in part to challenge those stereotypes. We have adopted that terminology for this report.
- c. There is a lot of activity already happening, either formally or informally, within the industry but it is almost entirely uncoordinated. All stakeholders consulted welcomed the opportunity to discuss how actions could be better coordinated to provide a more effectively outreach and reduce duplication of resources.
- d. There are currently lots of challenges about recruiting into the sector, whether that is about numbers, the calibre of new entrants, or things like gender equality, and the increased demand from the transition to net-zero will further exacerbate this problem. Hence the need to increase focus on careers in the built environment is timely.
- e. Any programme should provide a holistic view of the industry. Careers in the built environment can cover a huge range of disciplines, not just the usual trades and professions but admin, business management, accounting and marketing and in emerging activities such as digital.
- f. Any programme should look at a programme of events over several years to have any meaningful impact. One-off events such as the suggested BE Week or BE Insight Day will always be welcome, but if repeated annually for a reasonable period (say 5 years) it is more likely to capture peoples interest. It is also easier for schools to coordinate student activities for regular events than for one-offs.