

Outreach to intake: the business case

Employer Standards 2023/24 show
Construction amongst key sectors
leading the way



CEC's Employer Standards are helping to improve the impact and efficiency of education outreach.

The [Employer Standards](#) were launched in 2023 with the aim of improving the quality and impact of employer engagement in careers. By the end of September 2024, 811 employers from a wide range of sectors and sizes had self-assessed against the Standards. Within this national sample, 107 were from the Construction sector.

One year on, we see growing evidence that education outreach works: strengthening talent pipelines, closing disadvantage gaps and saving money. Sustained engagement and higher quality outreach lead to long-term benefits for employers, especially in key sectors.

“Engaging with the Standards two years running has helped us to reflect on our work and ensure it is having the greatest impact. We have particularly focused on improving our approach around Standard 5 – preparing young people for application processes, ensuring that the young people we excite about our sector feel confident to apply for roles in our business.”

Paul Skitt, Skills Development Director, Flannery Plant Hire



1. School outreach works: strengthening talent pipelines, closing disadvantage gaps and saving money

- Providing meaningful opportunities, such as careers talks, mentoring and workplace visits, leads to more sector interest, applications and closing skills gaps
- Engaging with parents, teachers and underrepresented groups helps to improve the effectiveness of early career recruitment, improve workforce diversity and develop new talent pipelines
- Outreach leads to direct business benefits (particularly for Construction sector employers) and reduced costs, with Careers Hubs driving improvements



2. Sustained engagement and higher quality outreach lead to longer-term benefits, especially in key sectors

- Those providing meaningful opportunities over the long-term report the most significant business benefits
- Employers repeating Standards assessments take a more long-term approach, are more inclusive, provide more opportunities and see more business benefits
- Health sector employers score above the average across all nine Standards; Construction and Digital higher than average across eight



3. Employer Standards highlight common challenges and opportunities

- There is more to be done to prepare young people for application processes, evaluate activity and measure the value of careers engagement
- Greater engagement with parents benefits both businesses and students
- Construction sector and other employers who collaborate with Careers Hubs are leading the way

How did Employers in the Construction sector compare with the national sample?

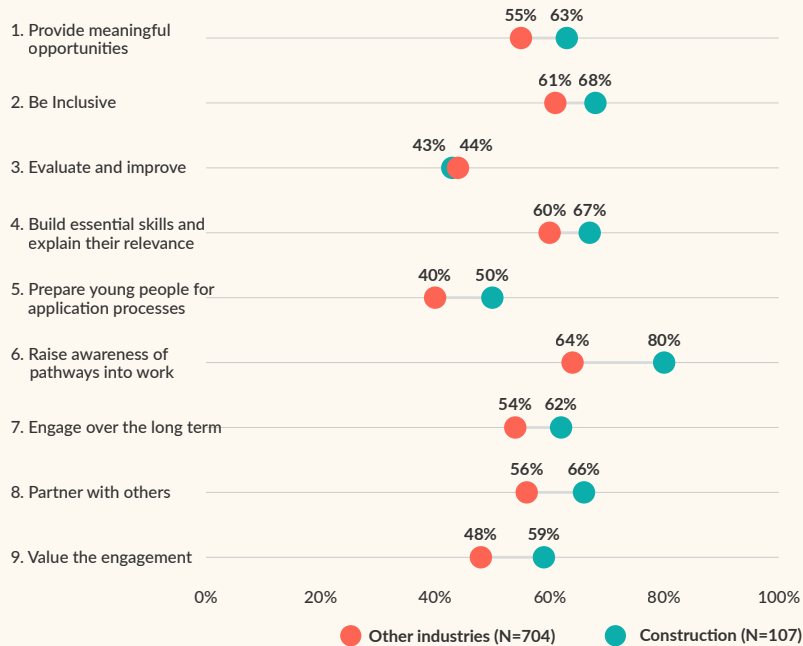
The 107 Construction employers scored on average 8%pts higher than non-construction employers across eight Standards across all sectors. **S6 (Raise awareness of pathways into work)** and **S2 (Be inclusive)** were the highest scoring Standards, however construction firms significantly outperformed other sectors.

On average, they scored **16%pts** higher than employers not in construction on **S6 (Raise awareness of pathways into work)** and **11% pts** higher on **S9 (Value the engagement)**.

Construction employers see business benefits, frequently reporting positive outcomes from engaging with schools and colleges: **they were 20%pts more likely to say engagement in education is helping to close skill gaps**, and **17%pts more likely to say it helps bring apprentices into the organisation**, compared to non-Construction employers.

Employers' overall scores against each of the 9 Employer Standards, by Construction status

Overall scores against each Standard (%)



Source: Employer Standards Self-Assessments, Apr 2023 - Sep 2024

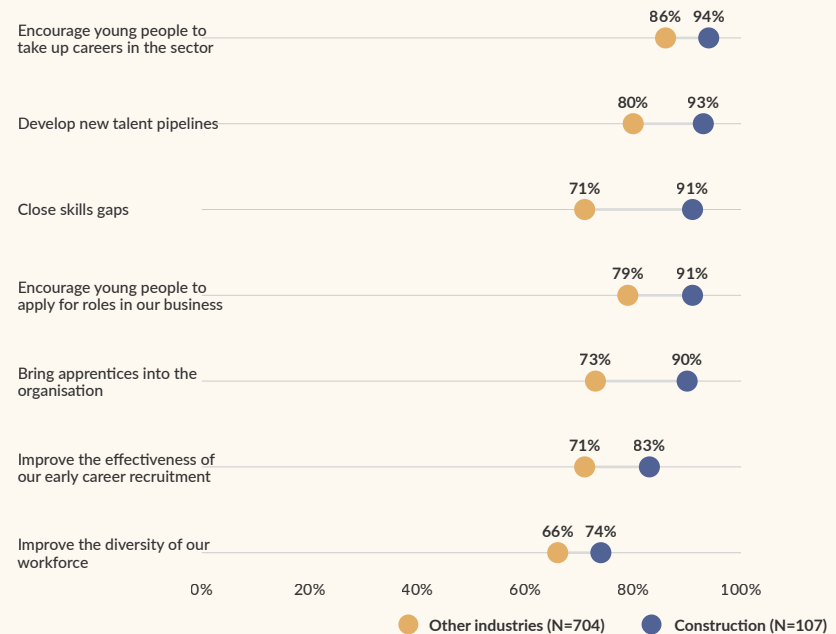
What business benefits did Construction employers see?

91% of Construction employers said that their engagement is helping to close skills gaps (20%pts higher than other sectors)

90% of Construction employers say their engagement is helping bringing apprentices into the business (17%pts higher than other sectors)

Construction employers report stronger business benefits

Proportion of employers responding positively



Source: Employer Standards Self-Assessments, Apr 2023 - Sep 2024



Spread the word

The CITB forecasts that to meet UK construction demands, 252,000 additional workers will be needed. Now is the time to bring young people into the sector.

Share these insights with your network to promote Employer Standards and inspire, engage, and introduce young people to the wide range of careers available in the industry. [Click](#) or scan the QR code here.

