

## Kier Construction

In partnership with New Anglia Careers Hub

Reach  
Quality  
Targeting  
Sustainability



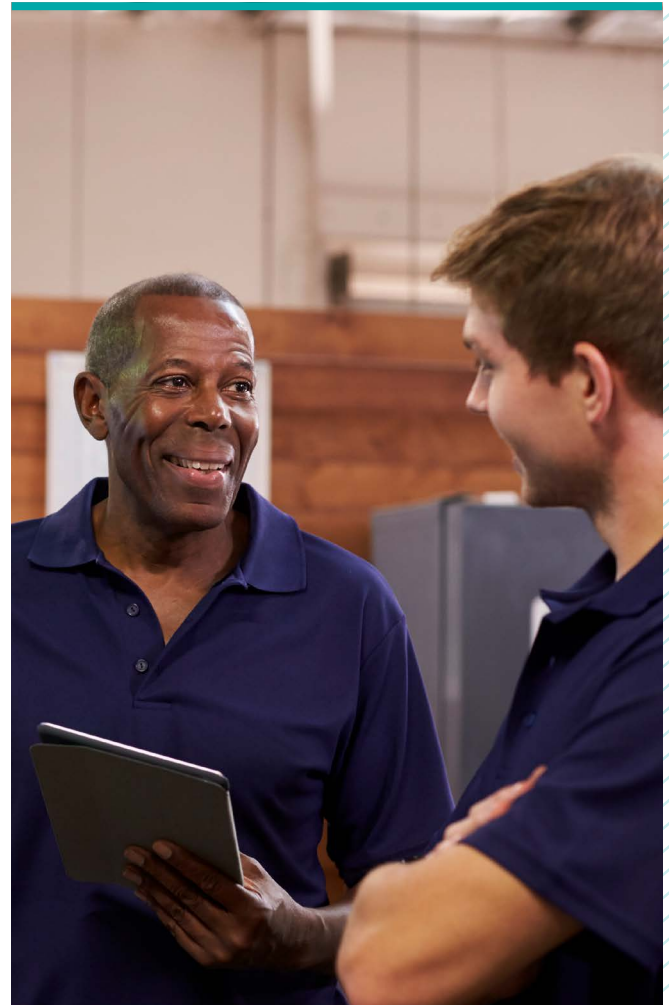
**Kier is a leading provider of construction and infrastructure services and we are a Cornerstone Employer in New Anglia Careers Hub, along with Haven Power, EEEGR, Morgan Sindall, Flagship Group and marsh & McLennan Companies.**

At Kier, we provide specialist design and build capabilities. The knowledge, skills and intellectual capital of our people ensure we are able to project manage and integrate all aspects of a project. We are a Cornerstone Employer because as an industry we need 400,000 new recruits each year. People are the life blood of our industry, not bricks and mortar. Without people, we cannot build and maintain the homes, hospitals, schools, roads, rail lines, bridges, airports, power plants, offices, shops, factories and vast array of other buildings and infrastructure that our economy and communities need to function.

### **Interactively shaping your world**

We have an online campaign called "Shaping Your World™" – a digital, interactive Built Environment. This was created in response to research indicating that the construction industry is facing an imminent recruitment shortage. Shaping Your World™ includes an innovation that we are putting on our buildings and hoardings called Virtual World Plaques. These are physical plaques, which digitally link to an archive of great pride and passion content all about our projects.

Drawing a new generation of talent into our industry – which is commonly perceived as 'muddy' 'manual' 'male dominated' and 'non-academic' – is a fundamental challenge, and one that threatens £90 billion of the UK's GDP. Because of this, we knew we wanted to support The Careers & Enterprise Company with the great work that they do.



### Careers in the classroom

We started our careers programme with a school that was local to the site – Mildenhall Academy. When we spoke to the school, the teaching staff there welcomed the activity. It was a great opportunity, with a large amount of construction due to happen in the area over the next 10 years. We tried to showcase the diversity of jobs on offer in the world of work, so we did monthly video conferencing sessions based on the initiative “Facetime a Farmer”. The activity was led between the social value manager (SVM) from the construction project and the careers lead from the school.

Each month, the SVM introduced a new role to the class. The class had an opportunity to interview the role and ask questions. The aims were to break down the stereotype of a construction worker and show the wide range of careers roles in construction. We tried to link the roles to the sector they were interested in each month. For example, architect/design manager during the “creative workplace” month, and occupational health nurse during the “health and social care” month. We also introduced a project manager, a marketing and communications manager, a chef and an archaeologist.

### Adapting to change

Initially, we had an issue with shyness and students lacking willingness to talk over the video conferencing medium. To overcome this on subsequent sessions we had some ice breaker activities causing students to become more comfortable with the video conferencing as months went on.

We also offered students who were particularly interested in each session the opportunity to communicate with the relevant employer afterwards, to look at options for employment or work experience. Before the video session, we sent the teacher and the students a copy of the employer’s CV. We are hoping to roll out the sessions to more schools in the area. The advantages of this method of interaction is that it doesn’t take people away from site for long, nor do we have to worry about getting children on site along with the related health and safety considerations. This activity also means that you can show video footage of the site, or even construction activity taking place.



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