

3 April 2006

## **ConstructionSkills launches 2006 Positive Image campaign to attract young people to “Make their Mark” in the industry**

***New research shows young women feel let down by the careers advice they receive***

ConstructionSkills, the industry Sector Skills Council, is launching a new look for its £1million recruitment campaign as the organisation seeks to address negative perceptions of construction careers, and instead show young people how they can “Make Their Mark” by joining the industry.

Positive Image 2006 launches with a nationwide TV advertising campaign today. It showcases the huge range of careers available in construction by making heroes of the people involved in the creation of some of the nation’s most iconic buildings: the London GLA building, Cornwall’s Eden Project and the “armadillo” SECC building in Glasgow. The campaign will name some of those who were involved in each of the projects in roles as diverse as Structural Engineer and Geospatial modeller to Steeplejack and Carpenter.

The campaign to reach young people directly, coincides with research\* by ConstructionSkills among 2,400 11 to 18 year old girls which has found that young women feel let down by the careers advice they receive and are being put off traditionally male dominated industries. Over two thirds (70%) felt there was a gender bias against girls in the careers advice they were given, despite the girls themselves being keen to break gender stereotypes.

Paul Sykes, a ConstructionSkills spokesperson, commented: “Our evidence shows that young women want to work in our industry – applications are up, numbers applying to university and vocational courses are up – but that careers advice is not in step with the modern industry or the aspirations of young women themselves. As an industry, we are taking the step of getting directly to young women to show them the range of amazing jobs on offer – through campaigns like Positive Image. We are also working with careers advisers to expand their knowledge of careers in construction, and to encourage them to rethink their attitude to careers in construction.

ConstructionSkills has also produced a range of Positive Image materials that employers can use in their own recruitment. Leaflets and posters bearing the campaign images and messages can be downloaded by employers for use from:

[www.constructionskills.net/makeyourmark](http://www.constructionskills.net/makeyourmark) (from 7 April).

**ENDS**

**Stills from the Positive Image advertising are available, please contact ConstructionSkills for print-quality images**

**For further information, media should contact Paul Howlett at CITB-ConstructionSkills on 020 7367 9801 or email [paul.howlett@citb.co.uk](mailto:paul.howlett@citb.co.uk)**

### **Notes to Editors**

#### **\*ConstructionSkills Research**

The research was conducted amongst 2,400 11-18 year-old women by ConstructionSkills and MyKindaPlace.com

The ConstructionSkills research found that:

- 43% felt their career options were limited because of their gender
- Almost two thirds (62%) of 11-18 year old girls would be happy to work in male-dominated industries but don't get the advice and information they need
- Over a quarter (27%) "wouldn't give gender bias a second thought" in their career choices, and
- More than a third said they would be happy to "prove themselves against men"

#### **About ConstructionSkills**

ConstructionSkills is a partnership between CITB-ConstructionSkills, CIC and CITB (NI) it is one of the Sector Skills Councils tasked by the Government to implement UK-wide Sector Skills Agreements between the bodies responsible for delivering training in the UK and those that demand it.