

'Build a Better Tomorrow'



RESULTS REPORT
15 JUNE – 12 JULY 2022

Building Greater Exeter

Changing perceptions of what a
career in construction offers

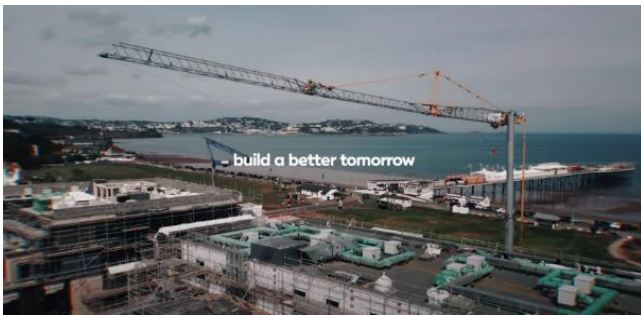


INTRODUCTION

“We need to change perceptions of our industry. For too many people, the construction sector is still a macho world with long working hours, which brings to mind muddy boots and unpleasant working conditions. If we are to build a sustainable pipeline of young, diverse talent clamouring to join our industry, we are going to have to change that perception” - Mark Castle, Chair of Build UK

The annual recruitment requirement in the South West of 3.6% per year is the highest in the UK. One of Building Greater Exeter’s main area of focus is to inspire the future workforce, however there is currently a misconception of what a career in construction and the built environment offers, which has been highlighted in reports by CITB and Constructing Excellence SW*.

Building Greater Exeter (BGE) teamed up with Build Torbay to commission a powerful short film to inspire young people to consider the range of exciting and rewarding careers in the sector. The ‘Build a Better Tomorrow’ digital campaign, highlights the variety of roles and training opportunities available to 16–24 year olds. Working with One Voice Media and All Told, they ran a multi-platform advertising campaign across YouTube, TikTok, Instagram and Facebook.



The film features young people from Building Greater Exeter’s construction partners working on live projects across the South West including: Kier Construction; Vistry Partnerships; Coreus Group and Service Design Solutions (SDS). From this short film, a further set of video shorts were created to feature on different digital platforms and were also shown on screens in Exeter city centre:

<https://www.youtube.com/watch?v=YbLH8ZsXuq0>

A dedicated webpage was created, www.careersinconstructionuk.co.uk, to connect the target audience to information on the different roles of the stars of the film and to the BGE website for further information on careers, jobs and training. In addition Partner Packs were created to help partners share the content through their channels.



CAMPAIGN AIMS

The aim of the campaign was to highlight the benefits of working in the sector and how construction is a rewarding, first class career. The 'Build a Better Tomorrow' campaign aimed to raise awareness of:

- *the diversity of roles available in the industry, from sustainability specialists to architectural technicians, as well as the more well-known roles on site*
- *the variety of roles in the industry - there are over 180 jobs to choose from both on site and in the office and the fact that it is an industry for all genders*
- *the reward and recognition available in the industry, with higher than average salaries and excellent career progression*
- *environmental sustainability - transforming the lives of others through innovative and sustainable building and development*
- *the importance of digital skills, which are vital to most construction projects, with the latest technologies being used to innovate and develop buildings and infrastructure*

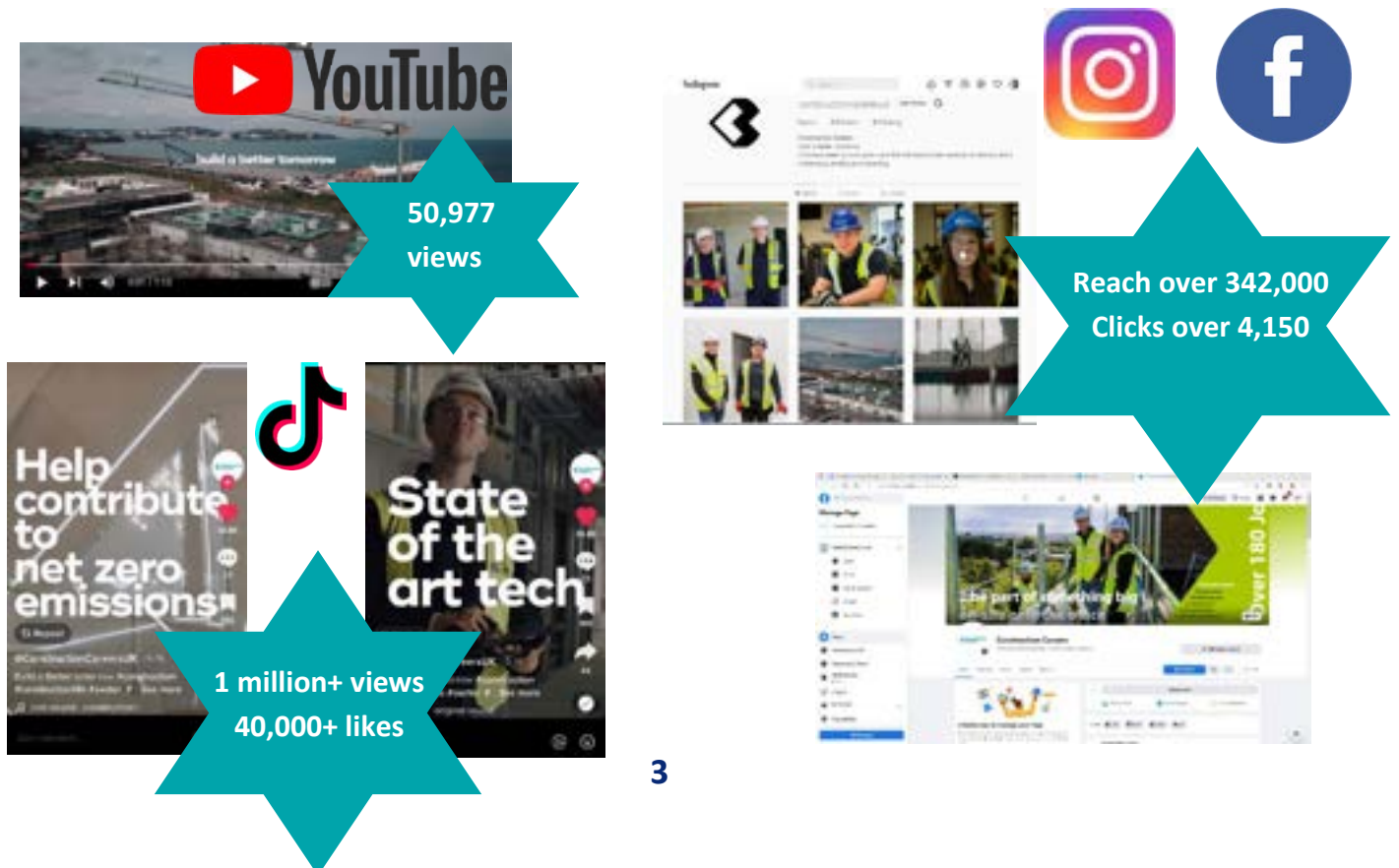
DIGITAL CAMPAIGN RESULTS

SOCIAL MEDIA PAID ADVERTISING RESULTS – 15 JUNE-12 JULY

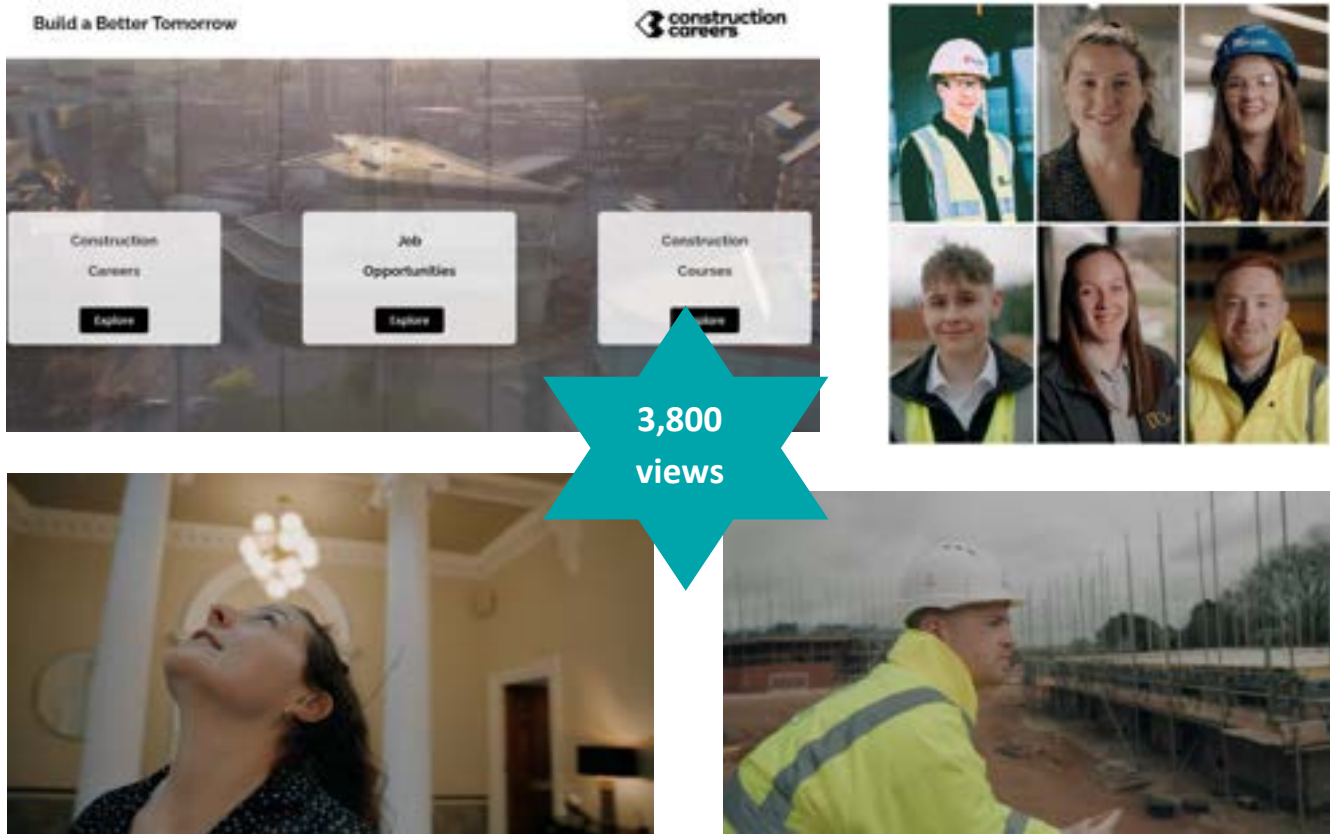
The digital campaign launched on 15 June 2022, and the audiences were targeted to Exeter/ Torbay and by age, as follows:

TikTok and YouTube: Age Groups 16-24

Facebook and Instagram: Age Groups 16-44 (to allow for parents)



CONSTRUCTION CAREERS UK WEBPAGE



The www.constructioncareersuk.co.uk page which was the call to action from the digital advertising, generated 3,800 views during the paid campaign dates.

BGE ANALYTICS

During the period of the campaign the following statistics from Google Analytics for the Construction Job Shop page on BGE's website demonstrate an increase in traffic of 225%:

2021 – 106 page views

2022 – 344 page views



CONCLUSION

The campaign results were extremely positive and demonstrated strong engagement with the target market of 16-24 year olds:

- Over 1.2 Million views across Facebook, Instagram, YouTube and TikTok
- Over 6,000 ad clicks across Facebook, Instagram and YouTube
- Over 40,000 likes on TikTok

Further investment is now required to extend the reach of the 'Build a Better Tomorrow' campaign, not only in the Greater Exeter/Torbay area, but nationally too.

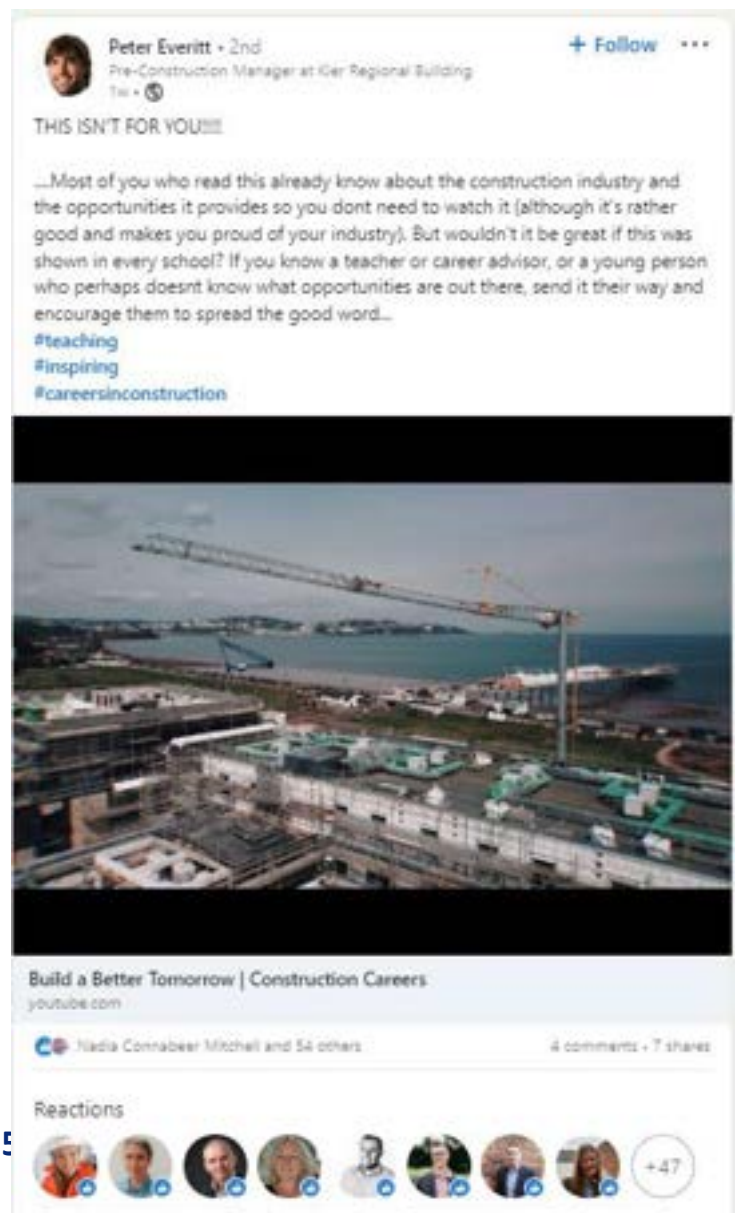
The campaign has been designed so that the resources may be used by others, by simply changing the end frame of the film to link to a different web page or the Construction Careers Page can be updated with content from different partners.

NEXT STEPS


Building Greater Exeter will now engage with their project partners and national construction organisations to extend the reach of the campaign and to harness the support already generated to inspire the future workforce to consider a career in construction.

If you would like to help extend the reach of the campaign by sharing the resources or investing in paid advertising please contact:


Dawn Chamberlain, Building Greater Exeter Project Manager: dawn.chamberlain@exeter.gov.uk



THANK YOU TO EVERYONE THAT HAS MENTIONED AND SHARED THE 'BUILD A BETTER TOMORROW' CAMPAIGN



Young people urged to build a future in the construction industry
Published: 21 June 2022




Build a Better Tomorrow

A new campaign is encouraging young people in Exeter to explore a career in construction to help build a brighter future.

Building Greater Exeter and Build Torbay have joined forces to create the Build a Better Tomorrow campaign.

It highlights the wide variety of roles and training opportunities available to 16 to 29 year olds.

It is now running across YouTube, Tik Tok, Instagram and Facebook, using a short film that showcases the breadth and depth of the construction industry, featuring several construction partners who officers and sites in the Exeter and Torbay areas.



Research shows an extra 40,000 construction workers will be needed in the South West from 2022 to 2026, and young people are being urged to consider a career in construction.

With more than 180 job roles to choose from both onsite and in the office, higher than average salaries, good career progression and a host of other benefits, Careers in Construction highlights the variety of roles available and how you can make a difference to the future of the industry.

Build a Better Tomorrow aims to raise awareness of:

- The diversity of roles available in the industry, from sustainability specialists to architectural technicians, as well as the more well-known roles of site
- The variety of roles in the industry - there are over 180 jobs to choose from both on site and in the office and the fact that it is an industry for all genders
- The reward and progression available in the industry, with higher than average salaries and excellent career progression.
- Environmental sustainability - transforming the face of cities through innovative and sustainable building and development in the shape of digital skills, which are vital to most construction projects, with the latest technologies being used to construct and develop buildings and infrastructure.

It includes interviews with a number of young people working on our construction sites in the South West to tell you what it's like to work in the construction industry.

For more information on working in the construction industry and the next steps visit www.constructioncareers.uk



BUILD A BETTER TOMORROW



Exeter City Council

Build a Better Tomorrow

Young people urged to build a future in the construction industry

Published: 21 June 2022



Build a Better Tomorrow

New campaign promotes construction careers to younger recruits



This week marks the launch of a new campaign 'Build a Better Tomorrow' which aims to inspire the future workforce and promote high-value careers in construction to younger workers, making it easier for them to access opportunities within the sector.

The campaign has been launched by Building Greater Exeter. The digital campaign highlights the variety of roles and training opportunities available to 16-29 year olds.

At the heart of the campaign is a short film which showcases young people from partner construction businesses, working in a diverse range of construction roles and highlighting how construction is a rewarding, first-class career. To maximize youth awareness and engagement, the campaign will run on Google, TikTok, YouTube, Instagram and Facebook.

For more information on working in the construction industry and the next steps visit www.constructioncareers.uk



Exeter City Council @ExeterCityCouncil · 21 Jun

And I would be happy to answer any questions about the campaign. #BuildaBetterTomorrow #ConstructionCareers

https://www.constructioncareers.uk

The new campaign promotes construction careers to younger recruits

#BuildaBetterTomorrow

Building Greater Exeter and Build Torbay have joined forces to create the Build a Better Tomorrow campaign.



James Bellego @JamesBellego · 21 Jun

Had a great time being filmed for Building Greater Exeter today!

The final piece will hopefully be able to showcase digital careers and bring more young people into construction.



With James, Olivia and I



Surrey Design Solutions @SurreyDesign · 21 Jun

The Build a Better Tomorrow campaign created by Building Greater Exeter has been created to help encourage the future workforce into the construction industry. Together with higher than average salaries and excellent career progression, it also aims to show the experience of environmental sustainability, digital skills and the latest technologies available to construct and develop buildings and infrastructure.

With over 180 job roles to choose from both onsite and in the office, higher than average salaries, good career progression and a host of other benefits, Careers in Construction highlights the variety of roles available and how you can make a difference to the future of the industry.

The digital campaign 'Build a Better Tomorrow' features a short film which showcases young people from partner construction businesses, working in a diverse range of construction roles and highlighting how construction is a rewarding, first-class career. To maximize youth awareness and engagement, the campaign will run on Google, TikTok, YouTube, Instagram and Facebook.

For more information on working in the construction industry and the next steps visit www.constructioncareers.uk

https://www.constructioncareers.uk

Share: LinkedIn | Facebook | Twitter | Email



Coreus Group @CoreusGroup · 23 Jun

Our Project Manager, Olivia Mooney, has taken part in this inspiring @BuildaBetterTomorrow youth campaign, promoting just how diverse careers in construction and the built environment can be.

Well done to everyone involved!



youtube.com
Build a Better Tomorrow | Construction Careers
Build a Better Tomorrow | Construction Careers
Tomorrow is under construction - tomorrow won't ...



Vistry Partnerships @VistryPartnerships · 20 Jun

We are delighted to announce that @oliviabellagoo has taken part in the new youth campaign, 'Build a Better Tomorrow' film, which showcases young people from various project partners, working in a diverse range of construction roles!

Click here to watch:



youtube.com
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Tomorrow is under construction - tomorrow won't ...