



Home  
Building  
Skills  
Partnership

Summer 2024

# HomeSkilled

QUARTERLY NEWSLETTER



## HBF HOSTS FIRST EQUALITY, DIVERSITY AND INCLUSION CONFERENCE

More than 70 HR talent leaders and diversity advocates from the home building industry attended HBF's inaugural Equality, Diversity and Inclusion (EDI) Conference on Wednesday 19 June. The event was chaired by Sophie Turner, Founder of #YesSheCan and opened by HBF's Chief Executive, Neil Jefferson who spoke about the importance of sharing knowledge to expand our understanding.

The conference attendees also heard from speakers Cathryn Greville, Head of Fairness, Inclusion and Respect (FIR) at the Supply Chain Sustainability School, who spoke

about the construction sector's diversity and inclusion performance compared to other sectors, and Kim Bromley, General Counsel and DE&I ExCo Sponsor at NHBC, who stressed the need for senior management buy-in to gain support for EDI initiatives.

The day was rounded off with an expert panel discussion on the role of EDI networks in creating representation and a voice for diverse groups. For further information on HBF's work on diversity and inclusion, visit [HBF.co.uk/diversity](https://hbf.co.uk/diversity).

## ENGAGING WITH EARLY TALENT AND OVERCOMING THE RETENTION CHALLENGE

Investing in early careers is critical, despite economic concerns. Eimear McNabb, Head of Membership at the Institute of Student Employers, met with members of HBF's Career Attraction group to discuss recruitment and employee development, and how the construction industry performs against comparative sectors.

Eimear explained that recent research has found that the built environment outperformed many other industries in hiring apprentices, with construction employers spending 69% of their apprenticeship levy pot to develop early talent. However, the sector faced challenges in retention with graduate talent retention dropping by 26%, once staff reached three years of employment. Pay dissatisfaction was found to be the most common reason for

staff leaving, increasing by 40% from the previous year.

Charu Malhotra, a specialist in talent, branding and recruitment marketing, also gave attendees insight into the benefits of Employer Value Proposition (EVP). She stressed the need for organisations to clearly communicate benefits to potential employees and align expectations with reality. One way of doing this, Charu explained, was to establish authentic employer branding that set clear expectations, and therefore attracts and retains the right talent.

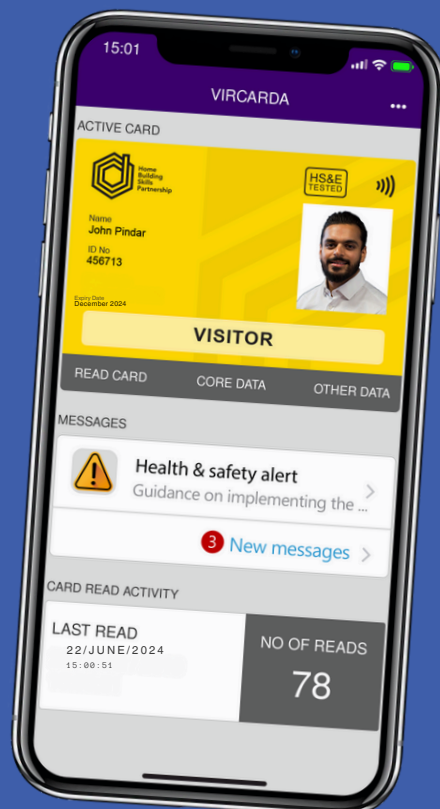
If you would like access to more insight and to attend future events, join our Career Attraction group. Email the team for details: [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk).

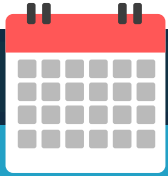
## THE HOME BUILDERS VIRTUAL VISITORS CARD HITS FIVE-YEAR MILESTONE

The Home Builders Virtual Visitors Card will mark its five-year anniversary this year, with over 9,000 cards issued since it launched in 2019. The virtual card has changed the way regular site visitors, without a CSCS card, gain access to home building sites.

The Virtual Visitor Card is accessible via a mobile app and allows visitors' details to be verified in seconds, to enable speedy site access. Similar to CSCS cards, the Virtual Visitors Card must be renewed every five years. As we approach the five-year anniversary, encourage your workforce to check and renew their cards to allow uninterrupted site access.

More information is available at [homebuildskillscard.co.uk](http://homebuildskillscard.co.uk).





## DIARY DATES

### HBF and Go Construct STEM Ambassador Online Session

Venue: Online

Date: 3 September 2024, 9am to 10am

### HBF Equality, Diversity & Inclusion Group Zoom Meeting

Venue: Online

Date: 4 September 2024, 9.30am to 11.30am

### HBF Mental Health Awareness Group Zoom Meeting

Venue: Online

Date: 5 September 2024, 10am to 11.30am

### Skills & Supply Chain Group Meeting

Venue: Online

Date: 10 September 2024, 9.30am to 11.30am

### Mental Health Awareness Training

Venue: Online

Date: 18 September 2024, 9am to 1pm

To book on to an event, visit [HBF.co.uk/events](https://hbf.co.uk/events).

## SOARING DEMAND FOR ROOFING MASTERCLASSES

HBF has seen an increase in bookings for its Roofing Masterclasses with more than 130 sessions being delivered since funding was awarded at the end of 2023. The 90-minute training sessions have been developed in collaboration with NHBC and the National Federation of Roofing Contractors (NFRC) to reduce defects and warranty claims within the roofing build stage.

To book a session for your site, visit the NHBC website [NHBC.co.uk/builders/products-and-services/training/courses/roofing-masterclass](https://nhbc.co.uk/builders/products-and-services/training/courses/roofing-masterclass).

## UNLOCKING POTENTIAL: APPRENTICESHIP HIRING MADE EASY

CITB's home building apprenticeship support team can help simplify the process of employing an apprentice. This dedicated team supports CITB registered employers to recruit, train and retain their apprentices.

Working alongside colleges and training providers, the team will guide employers through the apprenticeship funding systems and CITB grants available. They will also assist in finding the right candidates to suit their business needs and offer mentoring and training to ensure apprentices become valuable team members.



HBF is also collaborating with CITB on a pilot project specifically for the home building supply chain and focusing on areas across England.

For more information on the wider project visit, [citb.co.uk/courses-and-qualifications/citb-apprenticeships/take-on-an-apprentice/new-entrant-support-team/](https://citb.co.uk/courses-and-qualifications/citb-apprenticeships/take-on-an-apprentice/new-entrant-support-team/)



## 18 WOMEN COMPLETE THE FIRST COHORT OF THIS YEAR'S WOMEN INTO HOME BUILDING PROGRAMME

Participants on this year's first cohort of our Women into Home Building programme have successfully completed their work placements, with 18 women across the UK gaining hands-on experience and training on the role of a site manager.

Irfan, who recently completed her placement at Redrow Homes, said, "Throughout my placement, I set and achieved several goals. I gained practical exposure to construction project management by participating in various site activities and learning the responsibilities of a site manager."

Emily who gained experience at Bellway Homes stated, "I had a wonderful time during my work placement, met incredible people, and was truly inspired. The warm welcome and support from every trade and team member significantly contributed to my learning and development."

The programme created [in partnership with Women into Construction and 11 national home builders](#) provides women with experience in site management roles to help increase gender diversity within the home building industry.

Aysul, who recently completed her placement at Places for People, said, "My growth in confidence and competence has been remarkable, and I now feel well-prepared for future roles in the UK construction industry."

The women are now actively seeking job opportunities with the next Women into Home Building programme cohort launching in Autumn 2024. Find out more about the programme and this year's employers at [HBF.co.uk/WIHB](https://www.hbf.co.uk/WIHB).

## THE CAREERS AND ENTERPRISE COMPANY BOOSTS EMPLOYER-YOUTH ENGAGEMENT WITH NEW TOOL

The Careers and Enterprise Company has released a new engagement tool to help employers compare their outreach efforts with others in the sector and measure the impact of activity.

The [Employer Standards](#) tool aims to improve engagement between employers and young people, allowing you to self-assess against nine national benchmarks, and compare results on a sectoral, regional, and scalable basis.

Sarah Crush Social Value Manager at Thakeham Homes, commented on the tool,

"Everyone is at different places on their journey with careers education, so having a commonality of what we are looking at is helpful."

Registration is free and requires employers to complete a 25-minute assessment, the data from which will then be compared against national aggregated data.

Find out more at [careersandenterprise.co.uk/employers/employer-standards/](https://careersandenterprise.co.uk/employers/employer-standards/)

## HBF REPRESENTS INDUSTRY AT SCHOOL CAREERS EVENT

HBF's Project and Contracts Manager, Tracey Hill recently represented the home building industry at a careers event at Doncaster's Hungerhill School. The event was part of the school's World of Work initiative, designed to introduce year 9 and 10 students to different career paths.

Tracey attended the event as a Home Building STEM Ambassador. In this voluntary role, Tracey participates in a range of activities to introduce the next generation to careers in home building.

Engaging young people is key to inspiring and educating them to expand their career horizons and consider roles in home building.



Are you passionate about addressing the talent gap? You too could make a difference by becoming a Home Building STEM Ambassador. Join our free onboarding sessions and find more information at [HBF.co.uk/ambassador](https://HBF.co.uk/ambassador).

## GET IN TOUCH WITH THE HOME BUILDING SKILLS PARTNERSHIP

Our goal is to create lasting change by attracting new recruits, setting the highest training standards, and sharing best practices. But we can't do it alone - we need your support to bring these projects to life.

Visit the HBSP page on HBF's website to learn about our working groups and how you can get involved: [hbf.co.uk/hbsp](https://hbf.co.uk/hbsp) Alternatively, you can email the team at [skillspartnership@hbf.co.uk](mailto:skillspartnership@hbf.co.uk)