THE SKILLS SHORTAGE

OR, WHY THE PROBLEM ISN'T THE PROBLEM

THE PROBLEM IS THE RESULT OF A MYRIAD OF UNDERINVESTMENT, STEREOTYPES AND PRECONCEPTIONS

Chance to shape the

future of the sector

Girls respond to

managerial aspects of

construction

Boys respond to technical aspects of

construction



Educators experience difficulty placing girls on work experience

Attitudes of employers

Increased use of technology in roles

Apprenticeships are low paid

Lack of role models

Lack of knowledge of available jobs

Construction is competing with other sectors that are facing their own skills shortage

Sector is subject to economic flux

Site managers fear impact of 'unknown quantities' on tilme and margin

Male dominated industry

Construction has no profile among target

audience Economic viability of change

Sector does not represent society

Time and resources are too limited for consistent approach

> Men uncomfortable working alongside women

39% of parents encourage child to university

Mothers are more likely to be source of careers advice

Parents lack information

Mothers less likely to have experience of the

sector Men admitted discouraging daughters

Peer group pressure

52% of young people aspire to earn "as much

Parents don't support

apprenticeships

27% of parents regularly as possible" speak to child about careers

Unknown education

pathways

Parents prefer 'safe'

academic routes

Careers advisors need

help and support

No relationship between

school subjects and

careers

Careers advisors consider construction unattractive

Stereotypes and perceptions

Lack of peer group support

Gender stereotyping

Limited incentive to change

No evidence of collaboration between disciplines

Careers advisors need help and support

and support

Girls drop out of courses where they are the minority

Teachers admitted offering ill-informed advice





STUDENTS



SUPPORT CAREERS ADVISORS



INFORM PARENTS



INFLUENCE THE SECTOR