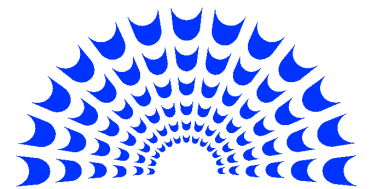


Press Release
19th June 2002- Immediate Release



Construction Industry Council

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YOUNG INDUSTRY PROFESSIONALS TO BECOME VIDEO STARS!

If you work in construction you must be aware of the chronic shortage of skilled people we are facing in some (if not most) sectors of the industry. One initiative that intends to make an impact on the problem is a schools video project initiated by the CIC Equal Opportunities Panel. The Panel is actively fundraising to produce a promotional video targeted at young people, around 13 years of age upwards, who are beginning to think about their future career choices. The aim of the video is to help them to pursue a career in construction, often perceived as simply a 'mud and boots' industry, by featuring a group of enthusiastic young professionals from diverse backgrounds, working on a variety of interesting projects from hospitals to theme parks.

In recognition that the industry needs to cast its net wider in order to recruit the brightest and the best, the video producers are keen to highlight women and people from ethnic backgrounds working in the industry. These groups are greatly under represented in construction; only eleven percent of architects and five percent of engineers are female although they make up more than half the population! The figures for people from an ethnic background coming into construction are lower still. The industry clearly needs to do something urgently to attract new people and this video will be a positive step forward.

The Equal Opportunities Panel intends to distribute this video to all secondary schools by autumn this year. The video will initially be sent to careers guidance officers but CITB 'young presenters' will also take the video into schools and talk to pupils directly. Of course making this deadline is very much dependent on how quickly the money can be raised. About two thirds of the funding is in place but help with the production and distribution costs is still needed.

All major contributors' involvement will be noted on the video, which means that supporters of the project also get to promote themselves to the next generation of graduates as well as encouraging people into the industry. If you would like to get involved please get in touch with Bridget Fidler at bfidler@cic.org.uk, telephone 020 7637 8692.

Note to Editors

CIC is the representative forum for the professional bodies, research organisations and specialist trade association in the construction industry. It provides a single voice for professional in all sectors of the built environment through its collective membership of 400,000 individual professionals and 20,000 firms of construction consultants.