

**Press Release  
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**Construction Industry Council**

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## **Construction is not all about 'mud and boots'**

The Construction Industry Council Equal Opportunities Panel launched their "Building Visions – creative careers in the construction professions" video to an audience of key construction industry professionals and representatives from equal opportunity groups last night.

The recruitment and retention of sufficient professionals within the industry is reaching crisis levels. 'Accelerating Change' estimates that the industry needs to recruit 300,000 people over the next four years to meet its needs. To counteract this shortage we need to promote construction to a more diverse audience. Young women are proving to be so good at construction that they are highly sought after by many companies. Their numbers need to be increased to meet the demand. But gender is only one aspect of diversity in construction.

This construction industry sponsored video is targeted at young people aged 14-18, who are thinking about their career choices. A copy will be supplied free of charge to each secondary school nationwide. The aim of the video is to inspire and enlighten as to the variety of opportunities a career in the construction professions can offer. Sequences of stunning architecture across the UK make an exciting visual impact. The video demonstrates construction is not all about 'mud and boots'.

As well as giving an overview of the construction industry, the video looks at seven professions in detail: architecture, quantity surveying, planning, civil, structural and building services engineering and project management. Enthusiastic young professionals from diverse backgrounds filmed at work on a variety of interesting projects from bridges to theme parks, share their experiences.

Chairman of the Strategic Forum, Peter Rogers spoke at the launch:

'I commend this video not only because it shows the diversity of activities in the construction industry, but it also clearly demonstrates the way in which the industry enables people from different backgrounds to enjoy working in the construction industry.... This video will appeal to young adults and become a major part of a revitalised recruitment drive'

Helen Stone, Chairman of the Equal Opportunities Panel said

'The next aim is for the video to be shown by a construction professional in every secondary school in the country in the coming year. This will allow the passion we share for our industry to be projected to the target audience.'

To enable us do this we are seeking professionals who would like to present the video in schools in their local area. If you are interested in becoming involved with this scheme please contact Bridget Fidler at [bfidler@cic.org.uk](mailto:bfidler@cic.org.uk).

### 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 500,000 individual professionals and 25,000 firms of construction consultants.

**FOR FURTHER INFORMATION PLEASE CONTACT RHIANNON PUGH ON 020 7637 8692 OR BY E MAIL ON [rpugh@cic.org.uk](mailto:rpugh@cic.org.uk)**