

**DYW**

Developing the  
Young Workforce

# BUILD YOUR FUTURE

Exploring careers within the Built Environment

COMMUNICATIONS PACK



# ABOUT BUILD YOUR FUTURE

Build Your Future provides a core suite of virtual career resources providing insight into The Built Environment and Construction Industry. It has been developed as a pilot by a group of industry partners from within the Built Environment, all invested in raising awareness of the opportunities that exist within the sector with a strong thread of gender diversity threaded throughout.

Supported by DYW Forth Valley, this virtual resource is complementary to 'New Year, First Career' and will be launched the week of the 1st March 2021 to coincide with Scottish Apprenticeship Week and in support of International Women's Day which is annually celebrated on 8th March.

Career inspiration insight, including films and resources will be hosted on the DYW Scot website, available and relevant to a national audience. Alongside these resources, a toolkit for educators provides guidance on how local content can add value to the national offering, this can be facilitated by schools and/or their regional DYW group. This toolkit may also prove useful for School Career, Advice & Guidance Advisors as well as parents when supporting young people to make informed decisions relating to options and choices or next steps, post school.

This pack contains all the information and resources you will need to get involved with social media on the run-up to, and during Build Your Future.

Educators - A link to the toolkit will be circulated to secondary schools by DYW Regional Groups prior to the launch week, thereafter all resources will be live on the DYW Scot website via this link: [www.dyw.scot/buildyourfuture](http://www.dyw.scot/buildyourfuture)

# AIMS OF BUILD YOUR FUTURE

- To raise awareness of the variety of careers in the Construction sector and how to access them
- To enable young people to think about their subject choices and post school pathways and make informed decisions
- To showcase skills desirable to the industry and how young people can develop themselves
- To address gender diversity and promote the industry as a changing landscape
- To support educators and parents to understand how to support their young people on their journeys

# GET INVOLVED

Promotion for the launch of Build Your Future is already underway and messaging can be further supported by our partners via social media using the following hashtags:

Campaign Specific:

#BUILDYOURFUTURE

#BUILDYOURKNOWLEDGE

#BUILDYOURSKILLS

DYW relevant:

#NOWRONGPATH

#AJOBFOREVERYBODY

#DYWVIRTUAL

#DYWSCOT

You can also engage with:

#BUSINESSBACKINGTALENT & #SCOTAPPWEEK21

#CHOOSETOCHALLENGE & #IWD2021

Further suggestions on how to engage with these concurrent campaigns is provided on the next page.

**DYW Regional Groups** are encouraged to spread the word about the careers resources to their own schools/educators through direct lines of communication, and also through social media platforms.

**Schools/SDS** are encouraged to use the resources to insert within relevant lessons, and specifically, career education. They are invited to post content of their classes engaging with the resources on social media using the hashtags and tagging their local regional group and @DYWScot. Schools are also encouraged to share these resources out to parents/carers via communication services such as SchoolApp and GroupCall, or other services that may be used to raise awareness of the resources with parents who are supporting young people with options and choices or pathways decisions.

**Parents** can use the Toolkit as part of homeschooling/blended learning or simply to support their young people to make informed decisions about their options, choices and next steps.

**Industry Partners** can support the message that these resources exist during the week and enhance the messaging by sharing career insight of their businesses, employees, apprentices, and the opportunities that exist for young people alongside appropriate hashtags from above.

#BUILDYOURFUTURE

#BUILDYOURKNOWLEDGE

#BUILDYOURSKILLS

#DYWVIRTUAL



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# SCOTTISH APPRENTICESHIP WEEK 1-5TH MARCH 2021

This year's theme is #BusinessBackingTalent. Build Your Future has been designed to support Scottish Apprenticeship Week and provides insight from foundation, modern and graduate apprentices within a variety of stages of their training journey.

The full campaign toolkit and more information about how to get involved is available [here](#).

# INTERNATIONAL WOMEN'S DAY 8TH MARCH 2021

This year's theme is #ChooseToChallenge. Further information can be found [here](#).

Partners can support BuildYourFuture's aims by highlighting the women within their businesses and tagging with the IWD hashtags alongside the DYW Campaign hashtag #AJobForEverybody.

Posts can include:

- Case Studies of activity that has supported raising awareness of and promoting gender diversity within Construction.
- Supportive quotes and advice from female employees on how those exploring entry to the sector can develop themselves through skills development.
- Films or photos of women within your business who have succeeded in achieving unusual pathways/roles.
- Imagery of women in practical skills-based settings showing that there is a role for all women within the Built Environment.

## Use and adapt this copy to help you share information about #BuildYourFuture for newsletters or websites.

Providing impactful activities and input into local communities has always been important to businesses within the Construction industry. Building relationships between business and education provides a way for businesses to forge powerful partnerships that will support and influence young people and their influencers to consider choosing a career in this industry.

The 'Build Your Future' virtual resources have been developed by key partners across the supply chain within the Built Environment as a response to Covid restrictions challenging the way business and education have previously engaged. This suite of resources are designed to sit alongside a programme of fringe events and activities that are tailored more locally to the needs of business and education.

Caitlin Quinn from Morrison Construction says: *"Morrison Construction are keen to continue to engage virtually wherever we can and as we hopefully emerge from lockdown restrictions this year, we look forward to moving back to an even more interactive engagement with education. We know that young people respond positively to our engagement and 'Build Your Future' is a great initiative for us to support that will continue to evolve as we recover from covid."*

With contributions from over 40 partners including the Scottish Traditional Building Forum, CITB, Construction Scotland Innovation Centre, Scottish Building Standards, Scottish Futures Trust and Historic Environment Scotland amongst other industry contributors. This has been supported by DYW Forth Valley and Stirling Education STEM Lead Jayne Hamilton to move to a virtual mode of delivery that will support the continued exposure to industry pathways and opportunities alongside the core learning taking place in schools.

Jayne Hamilton, STEM Development Officer for Stirling Council says: *"Young people are still facing big choices about which subjects they want to take next year, they are still deciding what the right next step is when they leave school and which sectors the skills they are building will be best utilised and further developed in and it is more important than ever before that we continue to work with business to provide them with insight that will support them to make informed decisions. 'Build Your Future' is a suite of resources that provides a structure for educators to engage with, for parents/carers to dip into with their young people and to highlight the range of pathways available within the Built Environment in Scotland."*

It is hoped that this model of delivery will form a virtual core offer for all of Scotland that education and industry can use moving forward as we slowly recover from Covid.

Megan Jardine, Robertson Group says: *"Programme's like 'Build your Future' provide an invaluable opportunity for us to collaborate with education to deliver purposeful and meaningful curriculum enhancement for young people who are facing increasing challenges as a result of COVID. Robertson are committed to engaging with education and creating impact for tomorrow's generation using our local projects as a context for learning."*

Douglas Morrison, Director of Operations and Future Skills at Construction Scotland Innovation Centre says: *"Young people have a unique opportunity to transform and modernise the construction industry. Our ability to innovate, create and collaborate is essential to tackle climate change and improve health and wellbeing through our built environment. There are roles for people with all types of skills, backgrounds, and ambitions. There has never been a more exciting time to pursue a career in construction."*

#BUILDYOURFUTURE

#BUILDYOURKNOWLEDGE

#BUILDYOURSKILLS

#DYWVIRTUAL



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## MAIN HIGHLIGHTS:

Across the week of the 1st March 2021 to coincide with Scottish Apprenticeship Week and in support of International Women's Day, annually celebrated on 8th March, there will be a daily release of resources focusing on a central theme. These themes are:

- Innovation in Construction
- Trades and Apprenticeships in Construction
- Women in Construction
- Professionals in Construction
- Collaboration in Construction

Construction Scotland Innovation Centre and Scottish Futures Trust open and close the week's events with insight into Innovation and Collaboration within the sector. Recorded conversations with individuals in a variety of roles, at different stages of their career journey's and with completely different experiences and skills-sets demonstrate there is #NoWrongPath to a career in the Built Environment. Throughout these themed days emphasis is on the people whose skills and job roles underpin this ever evolving industry.

John McKinney of the Scottish Traditional Building Forum says: *"If you can't see it you can't be it. We want to showcase the whole construction supply chain, which is what we have tried to do with 'Build Your Future'. If school pupils don't know these potential careers exist within the built environment then they can't pursue them."*

## ABOUT DYW:

Developing the Young Workforce (DYW) is the Scottish Government's Youth Employment strategy to better prepare young people for the world of work. 21 employer led Developing the Young Workforce Regional Groups were set up across Scotland to connect employers with education to ensure that all of Scotland's young people are fully and fairly supported into employment by bridging the gap between education and employers. More information can be found [here](#).

Rachael Dorman, DYW Forth Valley Programme Coordinator says: *"In a time when it is so challenging to continue to work in the ways we have been used to, particularly for this industry, it is heartening that so many partners have rallied with their unified objective being to continue to support education in career education, and particularly to provide young people with knowledge and meaningful insight of the opportunities in their sector. This is a piece of work that won't stop here, the possibilities of how we evolve and enhance this core offer are endless. "*

# PRE-EVENT SUGGESTED SOCIAL MEDIA POSTS:

Calling all teachers! Join us next week for #BuildYourFuture career insight into the #BuiltEnvironment giving young people the opportunity to learn about different careers that are available in their area. #BuildYourFuture #DYWVirtual #DYWScot

Raise awareness of careers in construction with our brand new careers resources which launch w/c 1st Mar. Keep an eye out for more information #BuildYourFuture #DYWVirtual

Businesses! Get involved in the launch of #BuildYourFuture #DYWVirtual supporting young people to think about choosing Construction as a career. Share stories & opportunities from within your business #BuildYourFuture #NoWrongPath

The countdown is on... only 7 DAYS until the launch of #BuildYourFuture #DYWVirtual! If you are a parent supporting your young person's journey & want to access the resources keep up to date with @DYWScot @DYW\_ForthValley social media platforms for more information! #BuildYourFuture #NoWrongPath

Only 5 DAYS until the launch of #BuildYourFuture we're supporting @DYWScot & looking forward to sharing our own employee stories #BuildYourFuture #NoWrongPath #ChooseToChallenge

3 Days until the launch of #BuildYourFuture during the week we will be sharing the skills our business values to support skills development in our future workforce #NoWrongPath #BuildYourFuture

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# GRAPHICS



#BUILDYOURFUTURE

#BUILDYOURKNOWLEDGE

#BUILDYOURSKILLS

#DYWVIRTUAL



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# THANKS TO OUR PARTNERS IN THE DEVELOPMENT OF BUILD YOUR FUTURE

ARCHITECTURE & DESIGN SCOTLAND

BALFOUR BEATTY

BANNOCKBURN HOUSE

BILL PITT MANUFACTURING JOINERY

BUILD SCOTLAND

CCG (SCOTLAND LTD)

CHARTERED INSTITUTE OF BUILDING

CONSTRUCTION INDUSTRY TRAINING BODY

CLACKMANNANSHIRE COUNCIL

CONSTRUCTION SCOTLAND INNOVATION CENTRE

DS ELECTRICAL

FALKIRK COUNCIL

FFION BLENCH

FORTH VALLEY COLLEGE

FORTH VALLEY TRADITIONAL BUILDING FORUM

GAP GROUP

GLM

HERIOT WATT UNIVERSITY

HISTORIC ENVIRONMENT SCOTLAND

HUTTON STONE

ISG

JESS THOMPSON

JEWSON GROUP

MCLAUGHLIN & HARVEY

MORRISON CONSTRUCTION

NATIONAL FEDERATION OF ROOFING CONTRACTORS LIMITED

PROCAST

ROYAL INCORPORATION OF ARCHITECTS IN SCOTLAND

ROYAL INSTITUTION OF CHARTERED SURVEYORS

ROBERTSON GROUP

SAINT-GOBAIN

SCOTTISH BUILDING STANDARDS

SCOTTISH LIME CENTRE TRUST

SCOTTISH PLANT OWNERS ASSOCIATION

SCOTTISH FUTURES TRUST

SKILLS DEVELOPMENT SCOTLAND

SECTT/SELECT

SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS

STIRLING CITY HERITAGE TRUST

STIRLING COMMUNITY ENTERPRISE

STIRLING COUNCIL

STONE FEDERATION GB

STRATHCLYDE UNIVERSITY

**If you would like to be involved in the evolution of Build Your Future, other industry resources and/or school engagement please email: [getinvolved@dyw.forthvalley.ac.uk](mailto:getinvolved@dyw.forthvalley.ac.uk)**

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