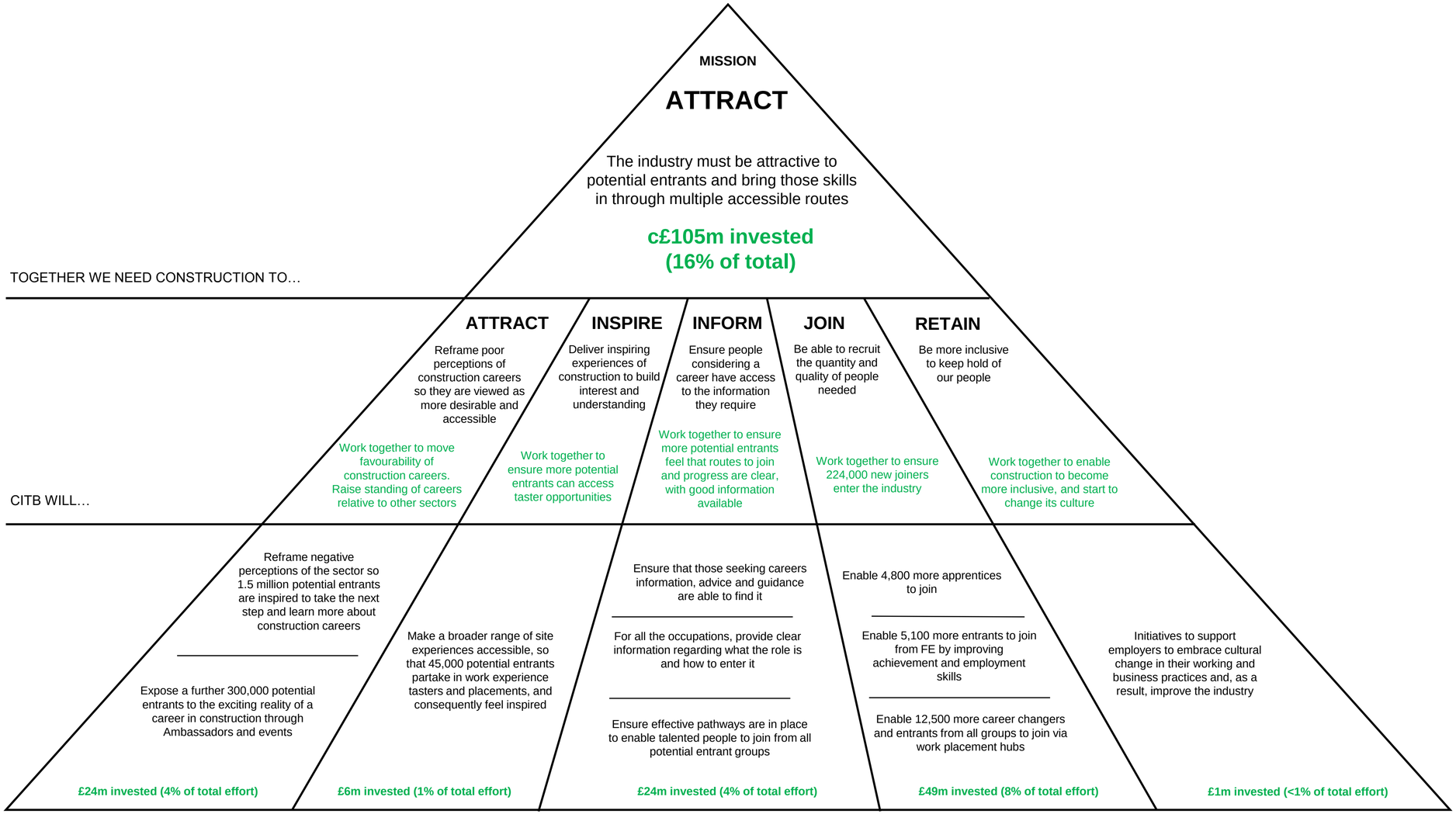
MISSION
ATTRACT
The industry must be attractive to potential entrants and bring those skills in through multiple accessible routes
c£105m invested (16% of total)
TOGETHER WE NEED CONSTRUCTION TO…
ATTRACT
Reframe poor perceptions of construction careers so they are viewed as more desirable and accessible
INSPIRE
Deliver inspiring experiences of construction to build interest and understanding
INFORM
Ensure people considering a career have access to the information they require
JOIN
Be able to recruit the quantity and quality of people needed
RETAIN
Be more inclusive to keep hold of our people
Work together to move favourability of construction careers. Raise standing of careers relative to other sectors
Work together to ensure more potential entrants can access taster opportunities
Work together to ensure more potential entrants feel that routes to join and progress are clear, with good information available
Work together to ensure 224,000 new joiners enter the industry
Work together to enable construction to become more inclusive, and start to change its culture
CITB WILL…
Reframe negative perceptions of the sector so 1.5 million potential entrants are inspired to take the next step and learn more about construction careers
Expose a further 300,000 potential entrants to the exciting reality of a career in construction through Ambassadors and events
£24m invested (4% of total effort)
Make a broader range of site experiences accessible, so that 45,000 potential entrants partake in work experience tasters and placements, and consequently feel inspired
£6m invested (1% of total effort)
Ensure that those seeking careers information, advice and guidance are able to find it
For all the occupations, provide clear information regarding what the role is and how to enter it
Ensure effective pathways are in place to enable talented people to join from all potential entrant groups
£24m invested (4% of total effort)
Enable 4,800 more apprentices to join
Enable 5,100 more entrants to join from FE by improving achievement and employment skills
Enable 12,500 more career changers and entrants from all groups to join via work placement hubs
£49m invested (8% of total effort)
Initiatives to support employers to embrace cultural change in their working and business practices and, as a result, improve the industry
£1m invested (<1% of total effort)

MISSION

SUPPORT

Employers of every size must be able to access the high-quality training provision they need to train their workforce in current and emerging skills

c£530m invested (84% of total)

TOGETHER WE NEED CONSTRUCTION TO…

CITB WILL...

IDENTIFY

Identify the current and emerging skills gaps that will affect businesses

Work together to ensure more organisations understand their current and future skills needs

Provide tools and support for leaders and managers to identify workforce skills gaps related to their business

Ensure training standards reflect changing business skills needs as a pre-emptive benchmark for industry

Publish a comprehensive and accessible evidence base to highlight skills needs, both short and long term

£33m invested (5% of total effort)

DEFINE

Define training and development needs in order to fill skills gaps

Work together to ensure more organisations can identify the right training and development

Provide tools and support for leaders and managers to define training needs in their own businesses

Ensure industry has clarity on the training available and its alignment to skills gaps

Equip employers with information to determine whether skills gaps should be met through training or recruitment

£39m invested (6% of total effort)

ACCESS

Access quality training and development as the barriers to doing so are reduced

Work together to ensure more organisations can access the right training and development

Ensure employers can access suitable, standardised high-quality training

Influence providers to offer training that tackles industry skills gaps. Close the gap between supply and demand of training for the top 10 occupations

Support and encourage critical and value-adding training through a targeted funding model, including the Grants Scheme and company-size-specific funds

£392m invested (62% of total effort)

IMPROVE

Take an active role in the improvement of the quality of training

Work together to ensure more organisations feel the quality of training and development is right

Ensure Grant-supported training delivered is to standard, is transferable and is visible

Use employer feedback to continuously improve the quality of training

Improve apprenticeship completion through improving provider performance – reduce non-completion by 3% across the provider network

£48m invested (8% of total effort)

MAINTAIN

Maintain workforce competence to complete tasks effectively

Work together to ensure more organisations have confidence in current competence of workforce

Support visibility of competence through toolkits and briefings, and promote and support ongoing investment in it

Ensure standards and qualifications are continuously maintained to reflect industry and regulatory need

£20m invested (3% of total effort)