INDUSTRY IMPACT FUND

Guidance Notes

Purpose of this guidance

This guidance is for CITB levy registered employers who wish to apply to the Industry Impact Fund. The guidance is intended to help you complete an application, understand what's fundable and give you a clear idea of the information you need to supply.

Prior to applying, you must speak with your local CITB Adviser to check that your proposed solution aligns with the aims of this fund. You can find your local Adviser on our website: CITB in your local area - CITB. Your local Adviser will then put you in touch with our External Funding Managers who will guide and support you through the process.

Once your proposal has been reviewed by CITB and deemed suitable to progress, an application form will be provided.

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Part 1: Available funding and who can apply

This fund is open to any CITB levy registered employer.

Please note that beneficiaries of the funded project must have more than 50% of their activities in scope of CITB, which is the responsibility of the lead employer to check.

In order to be eligible for funding you must have submitted your most recent levy return and all levy payments must be up to date.

Only one Industry Impact project (per **each** levy registration number) can be live through this fund at any one time.

CITB registered businesses with a live project under a separate CITB fund (e.g. Skills & Training) are able to apply.

Applicants can apply for up to £500,000. The funded project must be delivered, with all funding utilised and evidenced within 24 months from the start date of the funding agreement. The funded activity cannot commence until after a successful funding decision has been confirmed in writing and a funding agreement signed and returned. Retrospective activity will not be funded.

All proposed solutions should be valued by industry; therefore, applications must be accompanied by a minimum of two letters of endorsement. Endorsements can come from other CITB levy registered employers or employer representative bodies e.g. Federations or Prescribed Organisations. Associated businesses which are part of your group cannot endorse your application. A suggested format for this letter can be found on our website however a personalised endorsement would be preferable. Endorsements may be verified.

Proposed delivery partners

We understand that an employer may be supported by a delivery partner when completing the application, however, please be aware that if successful, the funding agreement will be between CITB and the lead CITB registered employer, who will be solely accountable for the full funding amount and the overall delivery of the project outlined in the application.

In a scenario where a delivery partner provides very similar content to support multiple bids (led by different CITB registered employers), there is a high risk that all applications will be rejected (as duplicate solutions will not be supported).

Please note, if successful, any delivery partners involved in your project must comply with the funding terms set out in your funding agreement, including requirements such as acknowledging CITB in all relevant project marketing and communications. We recommend that employers share the Terms of Funding with delivery partners and put a formal agreement in place with partners to ensure these requirements are understood and met.

Part 2: Aims of the fund

The broad aims of the Industry Impact Fund are to:

- develop industry-designed skills and training solutions to address current and emerging issues across the construction industry.
- deliver outcomes against specified industry priorities
- encourage and support new solutions to skills and training challenges
- test solutions that have potential to affect large scale change for industry

Part 3: Fund Topics

The current topics for this fund are:

Productivity
Equity, Diversity & Inclusivity (ED&I)
Net Zero
Trainers & Assessors
Digital skills
Retention

Please click on the relevant topic for further explanation.

Please note: These are the current topics for the Industry Impact Fund and additional topics may be added in the future. Proposals need only to address one topic, this is more likely to lead to a successful application rather than those that dilute their ideas by attempting to cover multiple topics.

Part 4: What we do and don't support

For examples of what we will support, please see appendix A.

Below are some examples of the types of things we would not consider.

- Activity that duplicates things that can be accessed through other routes (e.g. Grants scheme) or has been previously funded by CITB
- Activity that is not new or is already happening
- Projects that are not focused on skills and training
- Projects that have a tenuous or indirect link to one of the fund topics
- Projects that fail to demonstrate ability to deliver
- Projects with no tangible or trackable outputs or outcomes
- Projects with excessive costs that are disproportionate to the outputs produced
- Projects where outputs will only benefit the applicant and initial direct recipients
- Projects where outputs cannot be sustained beyond the initial funding period
- Operating costs of existing partnerships, industry bodies or training suppliers
- General recruitment or careers campaigns/events
- VAT
- Items of capital expenditure (e.g., software, licences, purchasing / rental of buildings, equipment, etc)
- Staffing costs

Additional costs:

Project management costs should not exceed 15% of the total project value. Project management can include (but is not limited to) activity such as: project planning; project reporting; governance; project meetings; preparation of claims and evidence; evaluation; coordination of training and activity, and so on.

Guide Prices: In order to ensure value for money and optimise budget, we are unable to pay commercial rates and have a strict pricing guideline. Our External Funding Managers can provide further guidance and explanation as proposals are developed.

Match funding is not a requirement of this fund.

CITB Funding is not subject to VAT (as it is not payment for goods or services so does not constitute consideration for VAT purposes). Any invoices submitted as evidence of expenditure will be paid excluding VAT.

Funding for Digital Equipment, Software, and AI:

AI tools may be considered, but only in exceptional cases where they clearly support training or workforce productivity, and CITB retains full IPR ownership.

They must:

- Use closed AI systems (not open-source or public models).
- Follow ethical rules and data protection laws.

If your proposal includes software costs, CITB will review requests on a case-by-case basis.

The software must:

- Be essential for delivering training and show clear, measurable results.
- Belong to CITB and for CITB to have access to all training outcomes and associated data subject to GDPR requirements.
- Be part of a strong overall proposal and be self-fundable by the lead applicant for a minimum of 10 years after the end of the project.

All investments must:

- Be reasonable and well explained.
- Show they can grow and benefit the wider industry as part of a long-term sustainability plan.
- Fit with CITB's Industry Impact Fund aims.

CITB will make the final decision on whether to approve funding - approval remains at CITBs sole discretion.

Part 5: Fund criteria

All applications will be reviewed against the following criteria:

Topic	There must be a clear, strong and direct link between the proposed solution and one of the fund topics detailed in part 3.
Value for Money	The output(s) generated by the funded activity must be clearly defined and represent value for money. Examples of output(s) could include (but are not limited to): • Assets that are created and made available for wider use • Creation of a sustainable ongoing product and/or service • Learning and insights that can inform future activity • Other outputs e.g. data or alternative approaches
New activity	The proposed activity is not: • a repeat of something that already exists • something that is already happening • something that would happen anyway without CITB funding
Confidence	The application provides credible evidence of capability to deliver. Confidence levels will be assessed in the following areas: • Deliverables will be created to a high level of quality • KPIs and targets are defined and achievable • Timelines are detailed and realistic • Clear explanation how impact will be achieved
Sustainability and scalability	The output(s) of the funded activity must be: • sustained beyond the initial CITB funding period • available to wider industry Please discuss with your External Funding Manager if you need support with this element. At the end of the project, successful applicants will be required to provide a training framework that enables others to deliver the training. An example can be provided on request.
Intellectual Property (IP) Ownership	The IP of assets developed through the funded activity will belong to CITB and be CITB branded. Please discuss with your Customer Engagement Adviser if you have any questions. (This applies to Foreground IPR where the development of the asset is the primary element the funding is being used for. Please see our Terms of Funding for further detail on IP.)

	Please note that all assets developed through the project must include CITB branding. We can provide our logo and brand guidelines to support this. If your project includes e-learning content, you will be required to provide SCORM files so that the training can be hosted on our e-courses platform. We will also require the original Storyline (.story) or Captivate (.cptx) source files to enable CITB to update and maintain the training in the future, if required.

Part 6: Application form overview

Section 1 – Before you apply
Contains information that should be read and understood before you submit your application.

Section 2 – Company details
This section is for you to provide your company information which allows us to check that you are eligible to receive funding.

Please provide the bank account information for where you would like the funding to be paid should your application be successful. We will then use the bank account details supplied in your application form to set up a supplier account to enable payment on our finance system.

Section 3 – Application questions
Please complete all six questions in full using the text boxes provided. Questions 4, 5 & 6 also include a table to be populated with a high-level project plan, full breakdown of costs, and KPIs/targets that you plan to achieve. Please read the additional guidance provided alongside each question, which explains the type of information you must include in your response.

Section 4 – Declaration
All statements should be read and marked with an X to confirm your acceptance. Signature and date are required.

Part 7: Submitting your application & funding decisions

Please get in touch with your local adviser to discuss your idea for this fund.

Your local adviser will have an initial conversation with you, to make sure you meet the eligibility criteria and your idea meets the aims of this fund. You will then be asked to complete a project summary which will be reviewed by our External Funding Managers. If your idea is suitable, you will be sent an application form to complete and details of where to return it (along with your associated letters of endorsement).

Please note, the progression of your proposal to the application stage is not a guarantee of funding.

Applications must be submitted directly from the lead business named in the application. We will only discuss applications with, or in the presence of, the lead applicant.

Applications can be submitted at any time. The assessment process takes on average 3 months, so we expect outcome decisions to be communicated approximately 3 months after your submission date. Funding decisions will be communicated as soon as possible but please consider this timeline when putting your project plan together.

To expedite the assessment process, please respond to additional information requests as soon as possible.

If the application is successful, the lead employer and delivery partners will be responsible for the promotion and marketing of the project. CITB may offer support where appropriate; however, overall responsibility for promotional and marketing activities remains with the lead employer and delivery partners.

Part 8: Fund governance

The level of governance is determined by the amount of funding requested.

Applications up to £100k will be assessed and scored by CITB's Funding Team against the criteria stated in Part 5. Applicants may be contacted by the funding team to request further information if necessary.

Applications between £101k-£249k will also be reviewed by an internal CITB panel. Applicants may be invited to participate in a panel discussion to explore their idea in more detail.

Applications between £250-£500k will be reviewed by an internal CITB panel, followed by an external industry panel made up of nominated representatives from Nations Councils and the Industry Funding Committee (IFC).

Information on the Councils & IFC can be found here: Our Councils - Membership & National Insights - CITB

Part 9: Monitoring and evaluation

If your application is successful, once the Funding Agreement has been signed and returned, your funded project can start.

Payments will be made in up to a maximum of eight instalments, based on the project's duration, value, and complexity. You will receive a maximum of one payment every three months. Payments are dependent upon the achievement of milestones and the provision evidence of expenditure acceptable to CITB at its discretion. Your Funding Officer will provide you with a funding agreement with the indicative amounts and payment dates.

Please remember to keep all relevant records and evidence of expenditure, activities and outputs (such as invoices, timesheets, work plans, copies of training blueprints, etc) as you will need to submit these to CITB to clearly demonstrate how the project is progressing and in order for milestone payments to be released. Your funding agreement will detail the expected evidence for expenditure, activities and outputs.

We will continue to keep in touch at regular intervals for the duration of your funding agreement and as a minimum will contact you when a payment milestone is reached. Once acceptable evidence has been received, CITB will review and confirm payment (or request further information should that be necessary).

You will be expected to provide evaluation updates against the progress and success of your project throughout the timeline. Evaluation guidance and templates will be provided.

CITB Evaluation

CITB will undertake evaluation of this fund to measure its impact and help shape future offers, your participation in any post-funding evaluation activity is compulsory.

Part 10: Final checklist

- ☑ Only a CITB registered business can apply to the fund as the lead applicant
- ☑ Applicants must be up to date with all levy returns and levy payments
- ☑ The application must be endorsed by a minimum of two other stakeholders (who are not part of your business group) and letters of endorsements will be submitted with the application
- ☑ The proposed solution must have a large-scale beneficial impact on the wider industry (not just benefit the recipient and their supply chain)
- ☑ The solution focuses on a skills and training solution that is new, not already happening, or would happen without this funding (and is not an extension of a project previously supported by CITB)
- ☑ The solution directly links to one of the fund topics
- ☑ The application does not include any items in <u>part 4</u>
- ☑ The application does not include any retrospective activity
- ☑ Terms of Bidding and Funding must be read and understood
- ☑ The value of the proposed solution does not exceed £500,000
- ☑ The project will be completed and funding utilised within 24 months

- ☑ The proposed solution can be sustained beyond the funding period and will available beyond the initial direct recipients.
- ☑ The solution offers good value for money and will be of high quality
- ☑ Only one live project is permitted through this fund open at any time (per CITB registration number).

Appendix A: Fund Topics

Productivity

Definition (for the purpose of this fund):

Productivity is a measure of how efficiently a person or organisation completes work. This is defined as the rate at which goods and services are produced (output), compared to the amounts of inputs (labour, capital, energy, or other resources) used to deliver those goods and services.

Purpose:

To support industry in improving productivity at a faster rate and enable greater outcomes to be achieved while maintaining standards and quality with the same or fewer people (thereby helping to reduce the skills shortage).

Aims:

- More people trained in productivity related skills
- More businesses have productivity improvement programmes and understand the benefit of addressing productivity
- Industry has the skills and knowledge to improve productivity across multiple sectors

What we want:

- Proposals that meet all of the fund criteria set out in part 5
- Projects that focus on a skills and/or training solution
- Projects that will influence and help achieve the aims for this topic

Please note, whilst all training will lead to some level of productivity improvement, we are not looking to support general training via this fund. Productivity based proposals must focus on productivity specific training and be able to evidence productivity improvements.

Examples of topics that could influence productivity (others will be considered):

- Adoption of technology / process efficiency and effectiveness / improved work organisation & planning
- Improved quality / error reduction / avoiding delays / multi-skilling
- Improved leadership and management (specifically focused on the role Leadership & Management plays in improving productivity)

Equity, Diversity and Inclusivity (ED&I)

Definition (for the purpose of this fund):

Equity refers to the right of every individual to personalised support that they need, in order to do their job. It is about ensuring no one is disadvantaged.

Diversity aims for a workforce that better reflects wider society, including across the protected characteristics identified in the Equality Act 2010 (age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation).

Inclusivity aims to create a workplace where everyone feels valued, respected, and able to contribute. It involves removing barriers and creating an environment where people from all backgrounds feel they belong, supporting improved recruitment, retention, and progression.

Purpose:

Empower a diverse and inclusive construction workforce by developing training to support a more accessible, relevant, and equitable environment— ensuring that all individuals can thrive and progress within the industry.

Aims:

- Build a culture of fairness, inclusion, respect, safety, and belonging across the construction industry.
- Develop training to open opportunities in construction for underrepresented groups and those from disadvantaged backgrounds.
- Improve inclusivity in training to reflect workforce diversity and developing new training where gaps exist to support more inclusive construction practices.
- Ensure training is accessible and can be delivered in multiple formats to best suit each individual
- Embed FIR, safety and belonging within training by creating learning environments where everyone feels safe, supported, and valued.

What we want:

- Proposals that meet all of the fund criteria set out in part 5
- Projects that focus on a skills and/or training solution for the whole industry
- Projects that will help achieve the aims for this topic

Examples of topics that could influence ED&I (others will be considered):

- Flexible training approaches that support different learning needs and improve working environments
- Innovative training methods, tools and resources that support inclusive workplaces and behaviours

Support for individuals where you can evidence that a minimum of 25% of construction are impacted. For example, 25% of construction workers identify as neurodiverse which resulted in a successful application to the fund.

Net Zero

Definition (for the purpose of this fund):

Achieving Net Zero in construction means minimising carbon emissions across projects through how they are built and delivered. Within CITB's scope, this focuses on on-site construction activity—across retrofit, new build, and infrastructure—by supporting the skills, training, and practices needed to deliver low-carbon outcomes.

Purpose:

To help the construction industry gain the training and skills they need to work towards Net Zero. This topic also aims to raise awareness of how Net Zero affects day-to-day work, leading to sustainable and more efficient construction practices.

Aims:

- Support training that helps people meet Net Zero targets in their day-to-day work, whether building new projects or retrofitting existing ones.
- Focus on practical skills that help businesses use low-carbon methods, materials, and approaches on site, including simpler ways to meet new requirements such as but not limited to waste reduction.
- Address gaps in training for specific trades and occupations where demand for low-carbon skills is growing.

What we want:

- Proposals that meet all of the fund criteria set out in part 5
- Projects that focus on a skills and/or training solution for the whole industry
- Projects that will help achieve the aims for this topic

Please note, proposals that are more than 50% related to excluded areas (e.g., air conditioning, plumbing) cannot be considered as they are outside of CITB's scope.

Examples of topics that could influence Net Zero (others will be considered):

- Training people in the industry to understand how to improve buildings — whether upgrading existing ones or building better new ones.
- Developing training to evidence current skills gaps, showing where there are opportunities to learn, grow, and keep up with industry regulations.
- Building skills and capacity via training to deliver government funded net zero schemes.

Trainers and Assessors

Definition (for the purpose of this fund):

Trainers, assessors or tutors currently involved in the delivery of in scope construction training or anyone with the potential to become a trainer or assessor.

Purpose:

To address shortages of construction trainers or assessors and the impact this has on the availability and quality of in scope construction provision.

Aims:

- Supporting suitable new trainers or assessors to enter the profession.
- Supporting trainers and assessors to stay in their roles
- More effective/productive delivery practices for existing trainers and assessors

What we want:

- Proposals that meet all of the fund criteria set out in part 5
- Projects that focus on a skills and/or training solution
- Projects that will influence and help achieve the aims for this topic

Please note, we cannot support interventions that supplement wages. We cannot support projects that duplicate support offered by other government departments or other Arm's Length Bodies to address the problem.

We are looking for projects that focus on construction training which is in scope to CITB.

Examples of topics that could influence trainers & assessors (others will be considered):

- Projects that address barriers to entry for those considering becoming trainers or assessors
- Projects that improve retention for newly qualified and existing trainers and assessors
- Projects that achieve improved productivity and increased career fulfilment for the existing trainer and assessor workforce

Digital Skills

Definition (for the purpose of this fund):

The knowledge, abilities, and behaviours required to use a variety of digital tools, systems, and services effectively, across all construction roles, to increase efficiency and productivity.

Purpose:

Support construction businesses to build the digital skills they need. This includes things like using technology safely, solving problems, working with data, and using smart tools in construction to help them work more effectively and efficiently.

Aims:

- To improve efficiency, productivity, and reduce skills gaps, across the construction activities of the business.
- Make it easier for industry to identify relevant current and future digital training for all construction roles to meet business needs.
- Build a more digitally skilled and confident construction workforce at all levels

What we want:

- Proposals that meet all of the fund criteria set out in part 5
- Projects that focus on a skills and/or training solution for the wider industry
- Projects that will influence and help achieve the aims for this topic.
- Partnerships and collaborative approaches with universities or training providers, to identify and deliver digital upskilling initiatives.

Funding for Digital Equipment, Software, and AI:
AI tools may be considered, but only in exceptional cases where they clearly support training or workforce productivity, and CITB retains full IPR ownership.
They must:

- Use closed AI systems (not open-source or public models).
- Follow ethical rules and data protection laws.

If your proposal includes software costs, CITB will review requests on a case-by-case basis.

The software must:

- Be essential for delivering training and show clear, measurable results.
- Belong to CITB and for CITB to have access to all training outcomes and associated data subject to GDPR requirements.
- Be part of a strong overall proposal and be self-fundable by the lead applicant for a minimum of 10 years after the end of the project.

All investments must:

- Be reasonable and well explained.
- Show they can grow and benefit the wider industry as part of a long-term sustainability plan.
- Fit with CITB's Industry Impact Fund aims.

CITB will make the final decision on whether to approve funding - approval remains at CITBs sole discretion.

Examples of topics that could influence digital skills (others will be considered):

- New ways of working that help improve digital skill needs to improve efficiency and productivity. (Please note the focus here should be on increasing efficiency through development of underlying digital capability not simply training individuals to implement a specific piece of software or equipment).
- Ways of upskilling staff on the use, safety and effectiveness of a specific category of digital tools, for example digital security, how to use AI, automation, or data visualization to improve efficiency.
- Resources and models for improving understanding of digital literacy, how it's adopted, and its importance for construction.

Retention

Definition (for the purpose of this fund):

Retention refers to:

- individuals that have newly joined construction and remained within the industry (for at least 3 months)
- the retraining or new support for individuals to enable them to remain within construction (who would have otherwise left due to physical or personal circumstances)
- reduction of employee turnover so that individuals remain within construction

Purpose:

To improve and increase the number of workers who stay in the construction industry long term, increasing the number of skilled and competent workers while also reducing the need for constant recruitment.

Aims:

- To keep more people in construction by developing training to support their career growth.
- Support current workers by developing training to improve workplaces and site and/or offering more chances to learn and grow.
- Create training that builds confidence to ask for support and makes it easier for workers to speak up, feel heard, and stay in their roles.

What we want:

- Proposals that meet all of the fund criteria set out in part 5
- Projects that focus on a skills and/or training solution for the whole industry
- Projects that will help achieve the aims for this topic

Please note, whilst all training could contribute to improved retention, we are not looking to support general training via this fund. Retention based proposals must demonstrate how they will evidence increased retention outcomes.

Examples of topics that could influence retention (others will be considered):

- Develop new ways of recruiting and/or inducting new members of staff that specifically leads to targeted retention to ensure impact for industry.
- Develop and implement innovative ways of organising roles and career pathways that support individuals to remain in the industry for longer, including more flexible working models, progression routes, and job design that enhances retention.
- Identify ways to re-engage and attract back individuals who have recently left the construction industry within 1-3 years.