



18 February 2020

CITB
Head Office
Sand Martin House
Bittern Way
Peterborough
PE2 8TY

Email: information.governance@citb.co.uk
www.citb.co.uk

Dear [REDACTED]

Freedom of Information Request: 342019

Thank you for contacting CITB requesting information under the Freedom of Information Act (FOIA). Your email, dated 21 January 2020, asked for the following information:

1. How long has Go Construct been live?
2. How much was spent developing Go Construct?
3. What are the ongoing support and hosting costs of Go Construct?
4. How much has been spent marketing and promoting Go Construct?
5. How much is scheduled to be spent in the next 3 years on Go Construct?
6. Please provide the instructions to developers and list the improvements currently being made?
7. What is the delivery date for the improvements Sarah spoke about?
8. What is the go live date for the Future Made campaign?
9. How much has been spent on entire Future Made campaign so far?
10. How much is scheduled to be spent in the next 3 years on Future Made?
11. How much of the spend on Go Construct and Future Made been made direct from CITB to marketing and media companies, and has any been made via a trade federation or levy registered employer(s)?

My response is as follows:

1. Go Construct went live in September 2015
2. The original development cost to launch in September 2015 was £1.3m.
3. The budget is £197,000 per annum
4. £2.6million to Jan 2020
5. The budget for the next 3 years, on marketing and operational costs, totals £3.5m in total which includes the hosting and support costs at question 3.
6. There are no instructions to provide, the work underway for delivery by the end of March is as a result of some research undertaken to identify improvements. A list of the improvements is below:
 - Information Architecture – review and update
 - Search Engine Optimisation – review and update
 - Job Role Pages – restructure and amend
 - Signposting – improvements



7. There is no date as research is needed with industry to understand the requirement.
8. The phased launch commenced from 3rd February 2020.
9. To end of January 2020 £404k has been spent.
10. There is a budget of £10.8m for full development, launch and campaign activity over the next three financial years (2020/21 - 2022/23).
11. None of the spend on the Go Construct website or Future Made campaign has been made via a trade federation or levy registered employers.

If you are unhappy with this response, or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied, then you may apply for an independent internal review by contacting Adrian Beckingham, Corporate Performance Director, CITB, Sand Martin House, Bittern Way, Peterborough, PB2 8TY or email adrian.beckingham@citb.co.uk.

If you remain unhappy following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Further details of the role and powers of the Information Commissioner can be found on the Commissioners website: <https://ico.org.uk/>

Yours sincerely

Jonathan Francis
Information Risk & Data Governance Manager