

08/04/2020

CITB
Head Office
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Email: information.governance@citb.co.uk
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Dear [REDACTED]

Freedom of Information Request: 482019

Thank you for contacting CITB requesting information under the Freedom of Information Act (FOIA). Your email, dated 11 March 2020, asked for the following information:

1. How many people have joined apprenticeship schemes in the sector as a result of Go Construct since the website's launch?
2. How many graduates have joined the sector as a result of Go Construct since the website's launch?
3. How many people have decided to remain in the sector as a result of Go Construct since the website's launch?
4. Since launch, how many people have clicked through from Go Construct to the .gov apprenticeship website? <https://www.apprenticeships.gov.uk/apprentice/find-an-apprenticeship>
5. Since launch, how many people have clicked through from Go Construct to the .scot apprenticeship website? <https://www.apprenticeships.scot/>
6. Since launch, how many people have clicked through from Go Construct to the wales employer's website? <https://careerswales.gov.wales/employers>
7. How many people visit Go Construct every month?
8. What is Go Construct's bounce rate?
9. What is the average time spent on Go Construct?
10. How do you measure the success of Go Construct?
11. How do you measure return on investment for Go Construct?
12. Has it won any awards?

My response is as follows:

1. This information is not recorded, therefore we cannot respond to this request.
2. This information is not recorded, therefore we cannot respond to this request.
3. This information is not recorded, therefore we cannot respond to this request.

4. 40,692.
5. 2,222 (this has only been tracked since Jan 2020).
6. 22,334 (this has only been tracked since Jan 2020).
7. The table below details the number of visitors to the Go Construct website since its launch in September 2015.

	2015	2016	2017	2018	2019	2020
Jan		35279	30178	53625	55616	28271
Feb		34191	35132	43175	64716	130844
Mar		52444	40304	98528	88734	85099
Apr		55778	27214	33465	49959	
May		56843	32477	116079	51163	
Jun		59213	33249	248235	62647	
Jul		66529	33164	37587	43121	
Aug		60834	39200	183141	54150	
Sep	11261	58348	39146	44556	49125	
Oct	21186	40226	44533	56681	49889	
Nov	21124	30432	44062	42503	39177	
Dec	20970	23525	31462	23154	44626	

8. Our definition of bounce rate is the percentage of visitors who navigate away from the site after visiting only one page. The bounce rate for Go Construct is 50% from all traffic sources (including paid media).
9. 2 minutes and 5 seconds.
10. We measure the success of Go Construct based upon both familiarity and favourability score. The familiarity score increased from 41.4% in 2015 to 64% in 2019 and the favourability score increased from 58.8% in 2015 to 63.2% in 2019.
11. The purpose of Go Construct is to attract people into the construction sector. As per my response to Questions 1-3, we do not record how many individuals have joined the sector as a result of Go Construct, therefore we cannot track the direct benefits, nor calculate the return on investment. Therefore, I am unable to respond to this part of your request.
12. Yes in 2016 it won the User Experience & Design Award at the Masters of Marketing Awards, see <https://probuildermag.co.uk/news/construction-careers-website-wins-top-award>

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