



Construction Youth Trust

Impact Report 2022

Our Mission

Construction Youth Trust's mission is to inspire and enable young people to overcome barriers and achieve their full career potential. We do this by connecting young people with employers and opportunities in the construction and built environment sector. Social mobility is at the heart of our work, and we prioritise working with young people from low-income backgrounds, underrepresented groups and/or those who are facing significant barriers to employment.

We help young people to recognise their potential, develop their confidence and skills and discover opportunities never previously presented to them. Through our long-standing partnerships with employers, we connect young people to relatable role models, world of work experiences and, ultimately, meaningful employment, education and training (EET).



21,061

young people reached in 2022



770

young people enrolled on targeted support programmes
62% BAME
88% meet our criteria for disadvantage



554

young people supported into meaningful EET





Investing in Communities

A Place-Based Approach

Our place-based approach allows us to maximise our impact as a charity by focusing our work in concentrated 'hubs'. Our hubs are geographical areas where there is a clear community need, such as youth unemployment or a concentration of low-income households. Crucially, our hubs all have a significant pipeline of opportunities generated by the construction and built environment sector for young people to access work experience, training, as well as job and apprenticeship opportunities.

This approach means we are able to develop local knowledge and expertise and invest in long-term relationships with schools and colleges, employers, housing associations, local authorities and other key stakeholders within the community. Through the work of our dedicated teams in each hub, we are now a well-established partner organisation, allowing us to bridge the gap between young people and employers, connecting them to opportunities in their own neighbourhoods and helping young people to re-engage with their communities.

Our Hubs

We have 9 established hubs across London and Kent:

- Barking & Dagenham
- Lambeth
- Tower Hamlets
- Hammersmith & Fulham
- Lewisham
- Westminster
- Kensington & Chelsea
- Southwark
- North Kent



Discovering Future Careers

A good understanding of careers is critical to social mobility and improving a young person's prospects. Our work in schools introduces young people to a huge range of modern job roles, broadens their career horizons and opens the door to high-value modern career and apprenticeship pathways.

The world of work is changing, with an increasing focus on sustainability and new technology. Our aim is to ensure young people from less-advantaged backgrounds don't miss out on the exciting career opportunities opening up through this digital and green revolution.

The construction and built environment sector is at the forefront of efforts to achieve net zero. In 2022, Construction Youth Trust launched our Green Skills programme to raise awareness in schools of the emerging high-demand skills and jobs required to create a more sustainable and resource-efficient world.

As well as connecting young people to more traditional job roles, we help young people discover 'hidden' careers which offer rewarding job prospects and progression. As part of the Maddie Rose Campaign we introduced young people to the wealth of roles in the suppliers and builders' merchant sector – a sector that many young people didn't know existed!

1,033

industry volunteers supported sessions

4,991

hours of volunteering time donated

237

organisations supported us with volunteers

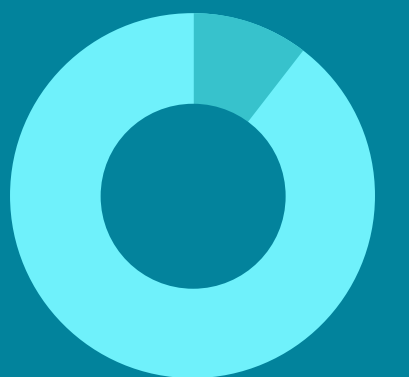


71%

of young people reported that they improved their understanding of the skills employers seek

88%

of young people reported that they improved their knowledge of careers in the construction and built environment sector



Experiencing the World of Work

Research tells us that young people who experience meaningful encounters with employers have increased future earning potential and are less likely to be not in employment, education or training (NEET). For this reason, we deliver a range of programmes that give young people opportunities to meet relatable industry volunteers, immerse themselves in the world of work and develop the skills sought by employers. Our experience tells us involving 'relatable' industry role models (like a young apprentice from a similar background) is a powerful way of engaging underrepresented young people. Low aspirations can be a challenge for young people from less-advantaged backgrounds, so we provide opportunities, wherever possible, for young people to 'see' themselves succeeding in the world of work.

In addition to immersive world of work programmes, we also utilise our employer networks to connect young people directly to engaging work experience placements with local employers and projects. We work closely with employers to ensure placements develop young people's knowledge of careers and the workplace so that they are in a position to make well-informed choices about future career pathways.

In 2022, we facilitated work experience opportunities for **516** young people



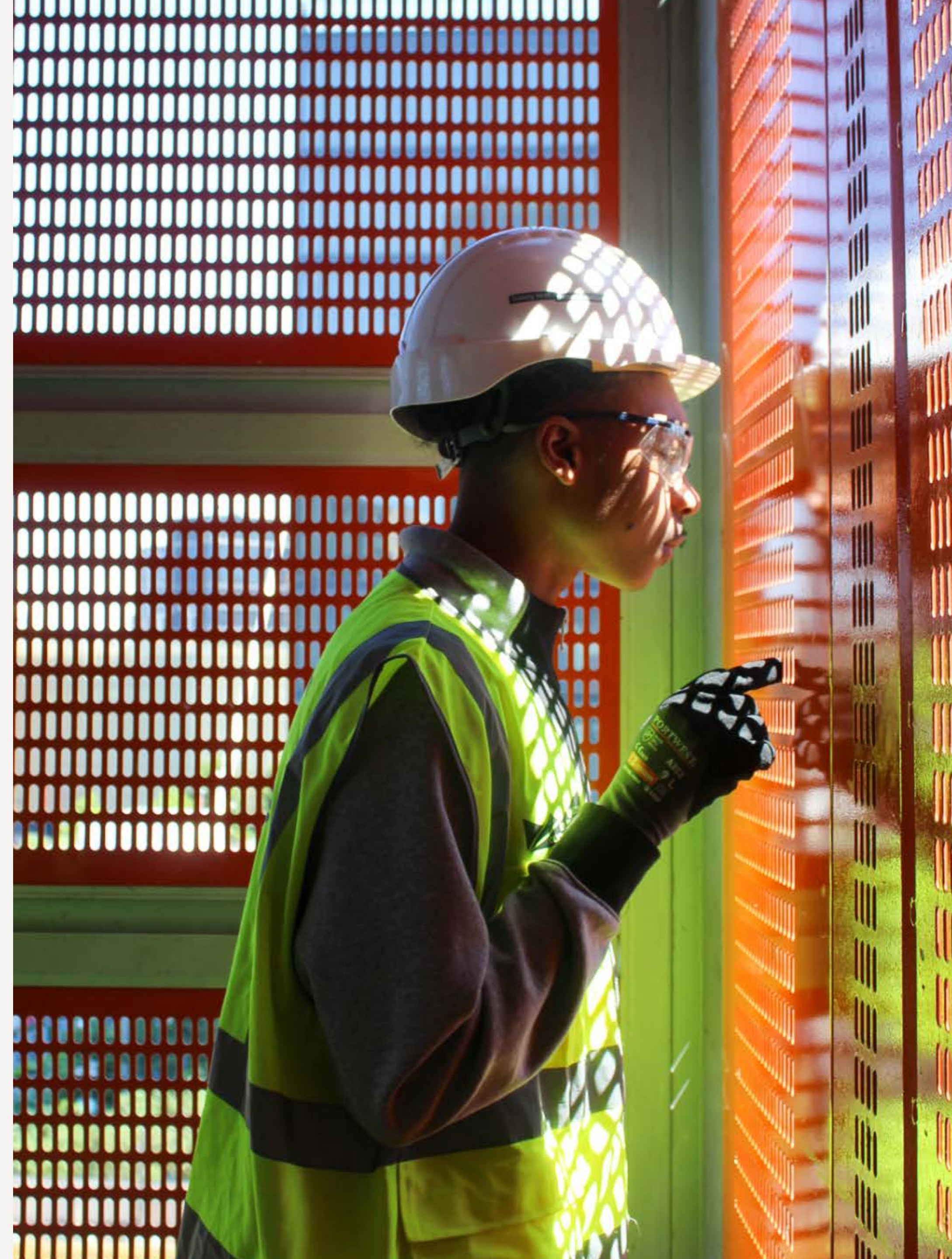
88%

of young people reported that they improved their soft skills



88%

of young people reported that they improved their understanding of the skills employers seek





Spotlight on Live Vacancies

A key approach we use to improve access to apprenticeships is our 'Live Vacancies' events.

An excellent example of how these events work is a recent 'Live Vacancies' day we delivered in partnership with one of the UK's biggest contractors.

Young people participated in employability and application-focused activities, including mock interviews. The employer hiring team was also on hand to talk through the apprenticeship roles on offer and provide bespoke guidance and support on the application process.

As a direct result of this event, two young people secured apprenticeship offers!

Pathways to Professional Careers

Apprenticeships are an increasingly popular pathway to access high-value professional careers, but these opportunities disproportionately benefit students from middle or higher socio-economic backgrounds. Women and BAME young people, in particular, are more likely to take up low-level apprenticeships in low-paid sectors.

Young people from affluent backgrounds are **80%** more likely to be in a professional job

To help more young people succeed as professionals, Construction Youth Trust has developed our innovative Pathways to Professional Careers programme, targeting young people aged 16-18 interested in exploring higher-level apprenticeships. Each young person is supported on a 1-2-1 basis by a dedicated coach. Through employer-led workshops, practice interviews and mock assessment centres, we help young people develop the employability skills employers are seeking so they feel prepared and confident when faced with what can be rigorous apprenticeship recruitment processes.

Our employer partners, who offer meaningful work experience and access to opportunities through our 'Live Vacancies' events, are crucial to the success of this programme. We are excited to be embarking on a new youth-led exploration with our employer partners aimed at identifying and removing any unintended barriers young people may face in traditional recruitment methods.

199 young people supported on our Pathways to Professional Careers programme in 2022

Building Opportunities

Youth unemployment has been a persistent issue in London for over a decade. The pandemic and the current cost of living crisis have heightened the problem. We also know that young people, especially from ethnic minority backgrounds, are more likely to find themselves in low-paid and insecure employment.

Our work with referral partners, including youth offending teams, youth clubs and recently Cookham Wood Young Offenders Institution in Kent, engages young people who face the greatest barriers to achieving their potential. We also work with schools and colleges to identify young people most likely to fall out of education without securing their next step; working together to help them stay on track and make a positive transition into meaningful employment, education or training.

Our experience has shown us that short, one-off interventions are unlikely to achieve sustainable outcomes for young people facing the most significant barriers to work.

We have therefore developed our Building Opportunities programme, a relationship-based approach that offers long-term 1-2-1 coaching and employer engagement to re-engage NEET or at-risk young people in the world of work. Essential to our approach is the creation of a tailored plan for each young person based on their interests, strengths, and goals.

Young people meet with their Construction Youth Trust coach fortnightly and have continued access to support even once they have secured successful employment or education.

Our Building Opportunities programme has supported:

463

NEET and at-risk of NEET young people

*NEET = not in employment, education or training



91%

of at-risk young people have been supported into an EET

58%

of young people supported are from a BAME background





Case Study

Billy's Story

Billy's story is a fantastic example of how work experience can provide young people with tangible career opportunities. Last year, Billy was connected with Construction Youth Trust through his school, and we helped to facilitate a 1-week work experience placement for him in quantity surveying. Billy impressed his host employer so much that they invited him back for a 2-week paid placement. He had the chance to see iconic London sites being developed, including Fulham Football Club.

At first, when people say "Do you want to do construction?", you don't think about what goes on behind the scenes, you think builders.

It made me realise there is a lot more to construction than just being on a construction site!



Billy is currently still studying at college; however, he has since been offered the opportunity to return to the employer who hosted his placement and complete a higher-level apprenticeship in quantity surveying!

Looking Forward

At Construction Youth Trust, we have high aspirations, as supporting young people to reach their full potential is at the heart of what we do. We strive to deliver and continuously improve our programmes to maximise our impact.

With this in mind, over the next two years, we aim to achieve the following targets:

Provide	1,625	young people in schools and colleges with transitions and/or 1-2-1 support
Support	1,250	young people who are NEET or at-risk of becoming NEET
Ensure	75%	of young people are supported into meaningful employment, education or training

We are always on the lookout for new partners and funders, so if you are interested in finding out more about how you can support our work get in touch!

Construction Youth Trust is a Registered Charity. Charity no: 1094323 Company no. 04461612



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