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Championing diversity in the industry

Emma Bull, framework manager for ISG, international construction services company, and SCF framework partner, gives her take on the importance of diversity in the industry.

Emma believes that the construction industry needs to do more to address the gender imbalance in our workforce, particularly for the next generation of construction professionals. Statistics show that less than 7% of students on construction courses in further education in 2015/16 were female. (Source: Destinations of Construction Learners in Further Education CITB June 2017).

Emma comments: "The industry should reflect our stakeholders who are diverse by the nature of the varied sectors we work in and the clients we represent. Different perspectives can only be positive, forcing us to challenge conventions and seek innovation to deliver tech-led and dynamic solutions."

In support of this, ISG is a proud champion of the Women in Property network, which creates opportunities, expands knowledge and inspires change for women working in property and construction. Working collaboratively across the local construction channels, their inclusive events help to actively develop an industry that is balanced, diverse and inclusive.



Likewise, SCF is dedicated to championing diversity by ensuring that all projects have Employment and Skills plans in place. Alongside providing employment opportunities through project contractors, educational engagement within the local community is vital to this initiative. A major Key Performance Indicator within these plans is to provide Curriculum Enhancements to local education providers, actively promoting the construction industry as a viable career option to a range of learners, pupils and students.

Using Construction Ambassadors and live construction sites, in collaboration with SCF, all framework partners positively and actively promote the construction industry as a viable, diverse, exciting and rewarding career option to future applicants.



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ISG community engagement advisor, Harriet Wade, is an ambassador for women in construction, leading educational activity at the University of Bristol Humanities Hub site where the university is keen to support initiatives to encourage diversity. Engaging pupils of different ages through topics such as health and safety and STEM careers, these visits aim to not only inform young learners about the diverse options within the industry but help to break down preconceptions of site roles as manual and male orientated. To date, 60 primary and 100 secondary school children have taken part in activities with a further four sessions planned within the local community.

Andrew Casselden, Head of Capital Projects for the University of Bristol summarises: "We were the first higher education institute in England to admit women on an equal basis to men. Today we recognise the value of a truly diverse workforce and are pleased to support ISG, SCF and the Women in Property Network".

Similarly, the CITB's [GoConstruct](#) campaign provides useful resources to help people explore the wide range of careers available in construction, alongside diverse 'day in the life' case studies and topical articles such as the latest; '8 reasons why we love construction'.

Emma concludes: "This is an industry that generates enthusiasm, creating fantastic ambassadors across our project and office teams. Construction can offer a wide variety of career options, which can be both challenging and extremely rewarding. We will continue to work together to ensure a more diverse workforce is attracted to join our exciting industry."

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