


Women in
Construction Week
3rd - 9th March



WOMEN IN CONSTRUCTION 2019.

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We want to inspire more women, nationwide, to consider a career in construction, to raise awareness of the range of opportunities available to women and to emphasise the growing role of women in the industry.

-CHRIS CHOWN, MANAGING DIRECTOR
BERRY RECRUITMENT GROUP



COMBINING TALENT WITH OPPORTUNITY.
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DID YOU KNOW...

IN THE NEXT FIVE YEARS, OVER 230,000 CONSTRUCTION JOBS ARE EXPECTED TO BE CREATED.

BRITISH BUILDING INDUSTRY BOOMING.

Since 2014, employment within the construction industry has experienced a steady increase, landing at a figure of just over 2.3 million workers in 2017. And with further government funding promised to this sector over the next decade, and a growing demand for infrastructure nationwide, this figure is set to rise.

In the next five years alone, over 230,000 UK construction jobs are expected to be created. However, with the industry witnessing skills shortages throughout, the sector is in great need of more skilled workers. From painters to plumbers, architects to engineers there are opportunities for job seekers nationwide.

ADDRESSING THE SKILLS SHORTAGE THROUGH DIVERSITY AND INCLUSION.

Particularly at times of growing skill shortages, it is important for employers to attract a range of individuals. Currently, only 14% of construction professionals are women, and only 3% of which are out on site. Yet, women make up 51% of the human population.

By attracting more women to this ever growing sector, the skills shortage can be addressed. So, what needs to be done?



DID YOU KNOW...

OVER 296,000 WOMEN WORK IN CONSTRUCTION IN THE UK.



BUSTING THE MYTH.

One of the largest problems facing the construction industry, when it comes to attracting more female workers, is the perception of the industry itself.

It's a common misconception that construction is a 'man's world', and in recent years the industry has been working hard to address this stereotype.

Whilst it is still true that the industry is predominately made up of men, women hold an important role in this sector that is growing year on year. For example, the industry as a whole saw a 81.3% increase in female employment between 1985 and 2007, and currently 37% of new entrants into the industry that come from higher education are women. It is thought that if this trend continues, women will make up a quarter of the UK construction workforce by 2020.

However, employers also have an important role to play here. 2018 Gender Pay Gap Reporting revealed that construction ranks as one of the worst industries for pay inequality, with some women earning up to 36% less than their male colleagues. This may be because not enough women are, as yet, attaining senior and higher skilled roles. With yearly pay gap reporting now compulsory for companies with over 250 employees it will be interesting to see how this impacts on the pay gap within this sector.

THE CHANGING FACE OF CONSTRUCTION.

We talk to two of our construction recruitment experts to find out how recruitment trends are changing in this sector.

NAMES:

Sophie Requena (right)
and Victoria Warne Walker (left)

EXPERIENCE:

Experienced recruitment professionals who have been specialising in blue and white collar construction recruitment for a number of years.

WHAT CHANGES, IF ANY, HAVE YOU SEEN WITH REGARDS TO THE GENDER DIVERSITY OF THE CONSTRUCTION INDUSTRY?

There has definitely been an increase in the number of women applying for construction roles in recent years.

We have placed female operatives into a range of roles including Carpentry, Labouring and Traffic Marshaling, and women are becoming increasingly more likely to apply for white collar roles such Project or Site Management.

It is true that sometimes our clients are surprised when female operatives are booked into work (due to the lack of women in the industry) however they are always pleased with the calibre and high standards of work completed by our staff - whatever their gender.

WHY DO YOU THINK WOMEN ARE UNDERREPRESENTED WITHIN THE CONSTRUCTION INDUSTRY AND HOW CAN THIS BE ADDRESSED?

Historically, the construction industry has been a very male dominated sector but this is certainly changing. To increase gender diversity within this sector, two primary things need to happen - the perception of the industry as a 'man's world' needs to change, and companies also need to make diversity within their own workforce a priority. Women can complete the same tasks as men, to the same standard so we must not, inadvertently, discourage women from pursuing a career in this sector.

AS A RECRUITER, WHAT ADVICE WOULD YOU OFFER TO WOMEN CONSIDERING A CAREER IN THIS INDUSTRY?

We would say to all women considering a career in construction to just go for it! There are great opportunities for progression and huge earning potential, especially within managerial roles. We are here to support our workers every step of the way; from career advice and salary insights, to the very latest job opportunities.



WHY DIVERSITY MATTERS.

While diversity and inclusion has been on the radar of some organisations for many years, recent initiatives such as Gender Pay Gap Reporting (April 2017) has meant that the issue of diversity, equality and inclusion is becoming more and more important to businesses.

And, there is evidence to suggest that it isn't just a feel-good move. Studies have shown that diversity can actually increase a company's bottom line. According to McKinsey, companies ranking in the top quartile of executive-board diversity were 35% more likely to financially outperform the industry medians.

With this in mind, here are four ways diversity can help businesses become more successful.

ENCOURAGES CREATIVITY.

A diverse workforce often contributes to a more creative workforce. People with different mindsets and backgrounds have different ideas and ways of thinking. Hiring a diverse workforce inspires colleagues to consider different perspectives and brings a competitive edge to the business. The creativity strung from hiring employees with different viewpoints drives innovation, increases how quickly a company problem solves and improves methods for meeting customer and client needs.

CREATES A MORE WELCOMING WORKPLACE.

Being a part of a minority or marginalized group in a non-diverse workplace can be isolating. Studies have shown when working in a homogeneous workplace, productivity is less efficient and employees tend to be more unhappy. A diverse workforce not only allows people to feel more comfortable being themselves, it also encourages healthy competition due to each employee having such varied skills and insights. This means employee capabilities are expanded and they are naturally encouraged to develop.



IMPROVES HIRING PROCESSES.

Having diversity in mind throughout the hiring process can help employers not to inadvertently exclude or rule out applicants. As well as creating an attractive environment where all employees feel valued, diversity and inclusion has proven to lower employee turnover and therefore reduce hiring costs with improved retention.

CREATES A BETTER UNDERSTANDING OF CONSUMER NEEDS.

The range of perspectives generated from a diverse workforce allows businesses to be proactive and provide for customers in new and innovative ways. Remaining ahead of the competition becomes simple as companies are adaptable and more tolerant to change and the constantly evolving nature of the market today. As a result, employees tend to have highly effective processes to plan, develop and execute their strategies and resultantly meet consumer needs.

Finally, of course recruiting from all possible talent pools helps address today's growing labour shortages. With uncertainty surrounding Brexit and other areas it makes total sense to encourage diversity from a practical and ethical stand point.

For more information, please contact Spencer Berry on

01727 898650

spencer.berry@berryrecruitment.co.uk



Sources
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