

CONSTRUCTION CAREERS

Interactive Sessions for Aberdeen Schools



SOCIAL VALUE IN ACTION

APR 24



SOCIAL INITIATIVE:
Schools Support



LOCATION:
Aberdeen, Scotland

BACKGROUND

MAC organised and ran an interactive session with 15 children between the ages of 10 and 12 years old. Our aim was to introduce children to the world of construction. By dispelling certain industry myths and discussing their aspirations for the future, we were able to match their choices with possible jobs in the future.

OUTCOMES & EVIDENCE OF IMPACT

During this session the children worked in small groups to assess the correct buster for each myth. This was successfully achieved with some support from our Social Value Manager and youth workers at the event.

We later discussed aspirations around their potential future careers in order to establish whether they had an interest. Most were concurrent with the dream of other children of that age, i.e. looking to be footballers and influencers! However, we then discussed other options should they not succeed in becoming professional footballers. We introduced the option of working in the construction industry with well paid jobs to adequately fund their interest in football/influencing as a hobby. As these children were working with arts and crafts for the day, we also looked at potential careers in design management, architecture and interior design. We discussed DT lessons that will progress their interest into a viable route into the industry.

By introducing construction at an early age, we can attract more young people into the industry. This in turn could help address the shortage of skilled labour in the industry and reduce the average age of a construction worker from the current 42 years, according to the Office for National Statistics.

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