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CITB Bronze CREST Award and Employers Working Together

The Sustainable Communities Challenge





The CITB CREST Award scheme is an easy way for employers to share their valuable time, expertise and skills.

The statutory careers guidance and inspiration in schools 2014 states 'careers guidance is as much about inspiration and aspiration as it is about advice'. The Department for Education believes that employers have a key part to play in careers and education.

The CREST Award Scheme, run by the British Science Association, is a project-based Awards scheme for the STEM subjects (Science, Technology, Engineering and Maths), which aims to bring the curriculum to life for students age 11-19.

The Welsh Government and the Department of Education support the CREST Awards. The scheme has been operating successfully for more than 25 years and university applicants are advised to highlight their CREST Award as part of their statement. In 2012 more than 30,000 Awards were undertaken.

CITB and the British Science Association have developed a Bronze Award for a 'sustainable communities' project. The students gain practical experience of design and engineering processes while working on this sustainable housing development project.

Through this partnership, we aim to:

- Increase young people's interest and awareness of the wide variety of careers, skills needs and progression routes available in construction
- Inform and educate young people on some of the key challenges the construction industry faces
- Engage members of the construction industry as positive role models for young people
- Increase the quantity and quality of talented and committed young people choosing careers in construction
- Attract people from a wider variety of backgrounds to the sector.

Barratt David Wilson Homes

"We are working closely with schools and colleges to build awareness of the opportunities in construction, and the CREST Award scheme is a great way of getting young people involved."

Why the CREST Award is good for your business

This employer-led challenge invites students to develop a sustainable housing plan for a 2000m² site including 10 homes. Working with students on the Award will help to develop their employability skills such as problem solving and team work. The Challenge can be linked to the specifications for BTEC Level 2 qualifications in Construction.

Benefits for your business include:-

- **Building awareness.** Your involvement in the CREST Award scheme will enhance your company's reputation and profile in the community with schools, teachers, parents and organisations such as the British Science Association
- **Generating publicity for your company.** This could include features in local and regional press, school newsletters, and CITB publicity
- **Helping to recruit the right people.** Getting involved with the CREST Award scheme can increase the flow of talented young people into the construction industry
- **Developing and motivating your staff.** Employees value the time spent working with students on the CITB CREST Award. It can develop the communication, presentation and mentoring skills of your staff in a cost effective way and increase job satisfaction
- **Local engagement.** This challenge allows you to engage with schools/ colleges in a more meaningful way as the Sustainable Communities Challenge links to STEM based subjects
- **Highlighting your company's social responsibility policy.** This partnership could help demonstrate your Corporate Social Responsibility.

How you can get involved

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- Host a site visit
- Give a talk about working in the industry or run a workshop in school, based on subjects linked to the CREST Award activity
- Judge the project designs and present CREST Award certificates
- Work experience and site visits are a good way for your business to raise awareness of the variety of work within the construction industry
- Mentor a team of students. This has the added benefit of developing your staff and there is support available through the CITB Construction Ambassador programme.

Your business could partner with a school to deliver a project, from research through to completion, as part of the CITB Bronze CREST Award. CITB and schools will work with you to make the best use of your support and time.

For an excellent overview of the challenge watch the video at citb.co.uk/crest where you will also find documents and a set of guidelines, produced by CITB, to help deliver the Challenge.

Crest Nicholson *"Our organisation benefits from the CREST Award Scheme because it introduces young people to the industry and hopefully they will consider making their future careers within construction."*

Balfour Beatty *"It has been a real privilege to give students the opportunity to gain experience of the construction industry and enhance their understanding of the options open to them."*



Next steps

If it's your first time working with schools or colleges and your team wish to work on the CITB Bronze CREST Award Challenge you can register as a Construction Ambassador or a STEM Ambassador. These schemes provide basic training in working with young people, and how to do so safely.

For more information on CREST Awards and CITB:
citb.co.uk/crest

or contact:
local.strategy@citb.co.uk

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