

▼ Impact Report 2024

Together, it's working

builtonbetter.uk





Welcome to our first year



Welcome to the first Construction Inclusion Coalition (CIC) Impact Report.

It's been 12 months since we invited all construction businesses, regardless of size, to join the Coalition and commit to improving equity, diversity, and inclusion (ED&I) through the Built on Better Pledge.

This initiative isn't just about gender or minority representation. It's about building an inclusive industry, embracing a broader talent pool and ensuring the construction sector is accessible to everyone. Our aim is to help the industry attract untapped talent and retain the people it already has.

The construction industry is vital to the UK economy, contributing £9 for every £1 spent. It's our collective responsibility to secure the industry's future by creating a better, more inclusive working environment for all.

Over the past year, we've made a great start, but there's so much more to be done. We need policies that foster inclusivity, we need to improve workplace culture, support minority groups, and create long-term plans for industry growth.

This Report shares the work we've done alongside our partners and members and outlines our vision for 2024/25. The Built on Better Pledge is the foundation for achieving our goals.

Thank you to everyone who has contributed – by inspiring, listening, sharing, supporting, educating, and helping us measure our progress.

I'm incredibly proud of what we've accomplished so far, and I'm excited about the path ahead.

Together, it's working.

Angela Rushforth
Chair



Who we are

The CIC was formed by leading organisations across the construction industry to enhance and unify individual ED&I initiatives and amplify the voice of change.

Our goal is not just to address gender imbalance or the low representation of minority groups, but to drive positive change that nurtures talent and addresses the industry's skills shortage.

To meet the current and future demands of the UK construction sector, we need to actively work together to recruit, retain, and develop leaders from a diverse range of backgrounds. The Built on Better Pledge is central to this effort, providing clear guiding principles for businesses to improve equity, diversity, and inclusion within their organisations.



We're calling on all parts of the industry – from contractors and house builders to manufacturers, logistics companies and suppliers – to join the Coalition and commit to making ED&I a priority by:

- ▼ **Inspiring**
- ▼ **Sharing**
- ▼ **Listening**
- ▼ **Supporting**
- ▼ **Educating**
- ▼ **Measuring progress**





Achievements to celebrate

In the 12 months since launching the Coalition we've made significant strides in raising awareness and driving inclusion within the construction industry. These numbers reflect the hard work, collaboration, and commitment of our members and partners.

15

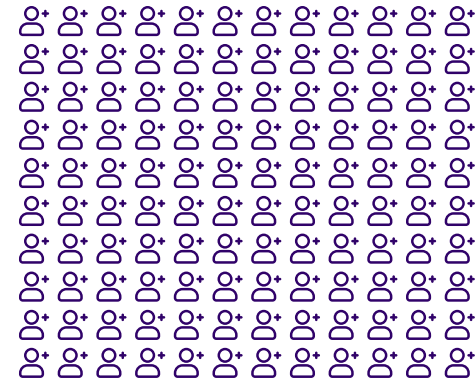
Strategic Partners

20

Coalition Members

7

Associate Members



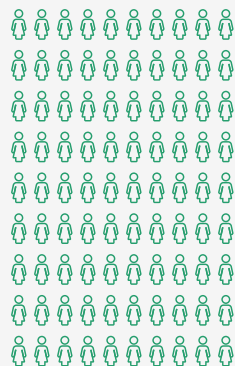
1,200

followers on LinkedIn

=100 followers



10

 webinars planned and delivered

90+

women within our 'Elevate' Women's Network

Launched **Members' Resource Section** on our website

Introduced an **'Inclusion' Toolkit** to help members achieve their Pledge goals

Engaged in **cross-industry initiatives** to improve **ED&I**

Created our first **'Coalition in Conversation' event**



Collectively delivering on the **‘Built on Better’** Pledge

The ‘Built on Better’ Pledge was created to ensure everyone working to improve ED&I in the construction industry has a clear path to follow.

It includes **seven key commitments**, and we’re proud to say we’ve made real progress over the last 12 months on each one. The following sections highlight just some of the major achievements.

- 01. Inspire
- 02. Listen
- 03. Share
- 04. Support
- 05. Educate
- 06. Measure
- 07. Report





Inspire and Listen

01. Inspire

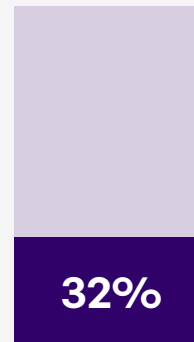


In January 2024, CIC's Chair Angela Rushforth and Project Director Anthea Marris spoke at the **'Joined Up Leadership for an Inclusive Built Environment'** conference, which brought together ED&I leaders from across the sector.

The event emphasised the importance of collaboration to create a unified diversity strategy for the built environment. Following the conference, CIC joined a working group to implement key recommendations aimed at improving recruitment, retention, and success for people from diverse backgrounds.

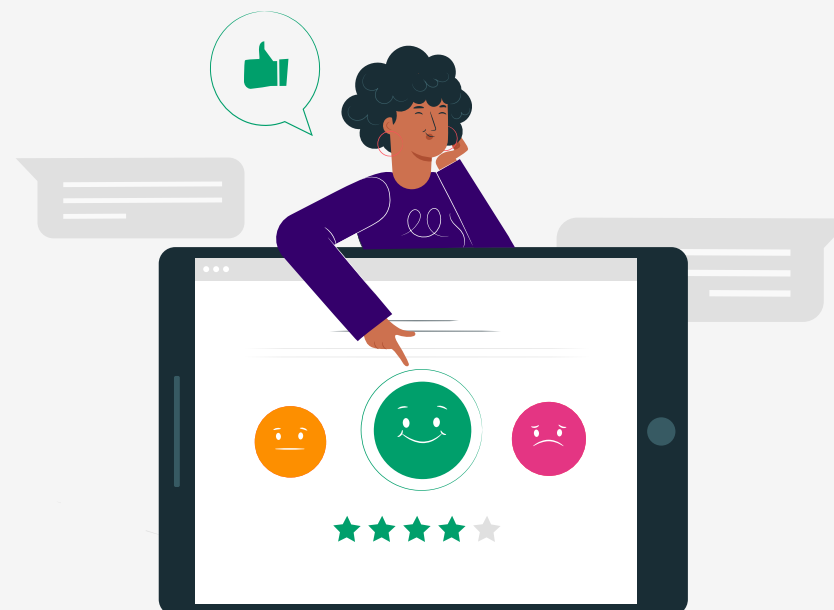
This showcases the Coalition's growing influence in advancing ED&I in construction through collaboration and strategic insight.

02. Listen



Our benchmarking survey revealed that only **32%** of our partners and members conduct annual employee engagement surveys, meaning there's room for improvement in gathering valuable feedback.

To help address this, we've shared ED&I survey templates in our **Inclusion Toolkit**, encouraging members to collect feedback and act on key issues.



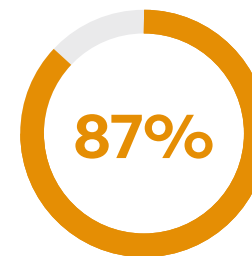
Share and Support

03. Share

Several of our Strategic Partners, including **Ibstock**, **Genuit**, **Baxi**, **Bristan**, **Highbourne Group** and **Huws Gray**, shared their ED&I initiatives during CIC-hosted 'Putting our Pledge into Action' webinars aimed at fostering best practice across the industry. These sessions highlighted various strategies, from developing inclusive leadership frameworks to sharing personal stories, all aimed at encouraging employee engagement and sharing successes.



04. Support



While **87% of members** have confidential reporting systems, we recognise that more work is needed to create supportive environments where employees feel safe speaking up. To help, we've provided whistleblowing policy templates in our **Inclusion Toolkit** and encouraged members to review and strengthen their procedures.

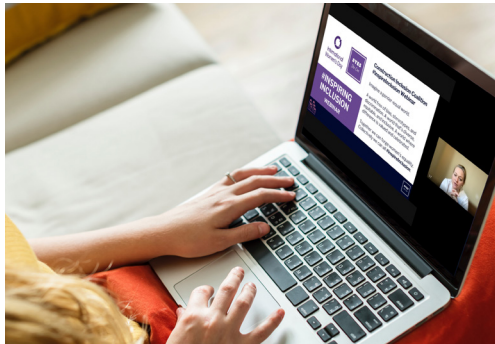
Additionally, our **Women's Network, 'Elevate'**, launched in June 2024 to support female colleagues in building confidence and developing skills. The network's first session on confidence-building was well-received, and these events will now occur every two months.

Educate and Measure

05. Educate

Education is a fundamental part of CIC's mission. Our upcoming **'Coalition in Conversation'** conference, sponsored by **NMBS**, will focus on fostering acceptance, tolerance, and understanding in the workplace. We've also hosted webinars to share knowledge on inclusion strategies and how businesses can implement them effectively.

In March, **'YesSheCan's'** Sophie Turner led three webinars on how everyone in the industry can play a role in advancing ED&I. These sessions offered a platform for members to share insights and learn from each other's experiences.



International Women's Day

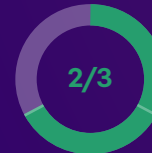
Our first-ever International Women's Day event also brought together leaders from our Strategic Partner organisations to discuss key challenges in the sector, with a focus on diversity and belonging.



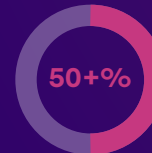
06. Measure

In a recent benchmarking survey, we measured members' ED&I practices across several areas, including recruitment, retention, and working culture. The survey revealed that many members are still in the early stages of their ED&I journey, highlighting the need for more mature practices across the sector. These insights will guide our efforts moving forward.

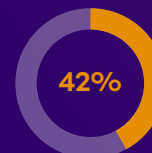
Key findings:



Two-thirds of members are just beginning to review their recruitment strategies.



Over half of members are only meeting basic legal requirements for ED&I.

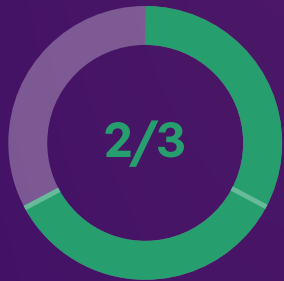


42% of members only keep basic employee records.

We see this as an opportunity to support our members in advancing their ED&I practices by providing more guidance and resources.



Attracting and recruiting diverse talent



Two-thirds of our members are just beginning to develop recruitment strategies to attract a more diverse workforce.



In November 2023, **Baxi** hosted a roundtable on gender imbalance in the industry, addressing how we can make construction more welcoming to women. Discussions covered flexible working, job-sharing, and designing roles to meet individual needs, all of which are seen as crucial steps to attract and retain more women in the sector.



In September 2024, the **BMF** will launch the Building Materials Sector Awareness Campaign with the strapline 'Materially Different'. The aim is to raise the public's understanding of the building materials industry, positioning it as a vital, varied, vibrant sector with a wide range of career opportunities for school and college leavers, as well as for those looking to change career or to transfer their skills into a new area.



Members like **Ibstock**, **Knauf** and **Genuit** are actively working to reduce unconscious bias in recruitment, ensuring that shortlists and interview panels are diverse. As a result, Knauf reported that 41% of its hires in 2024 to date are women, while Ibstock saw an 11% increase in female Apprentice hires and a 22% increase in Apprentice hires from ethnic minority groups.



Retaining diverse talent

Several CIC members have implemented initiatives to support women in the workplace:



Knauf and **Wavin** launched Women's Networks, where employees can discuss topics such as IVF, baby loss, domestic abuse, and navigating menopause. Both organisations introduced menopause policies, and Wavin plans to deliver menopause awareness training for managers.



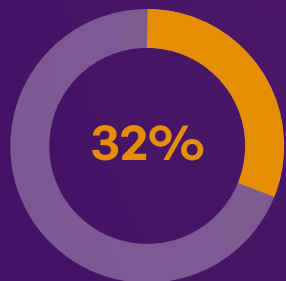
Bristan hosted virtual coffee chats for female employees on International Women's Day, fostering conversations about inclusion and empowerment. **Bradfords** also hosted a roundtable, celebrating women in construction and brainstorming actions to attract and retain female talent.



Bristan is leading by example – over 50% of its employees are women, and as of January 2025, Jen Cassidy will become the company's first female CEO. Her promotion represents a significant milestone in gender equity within the industry.



Fostering inclusive workplace culture



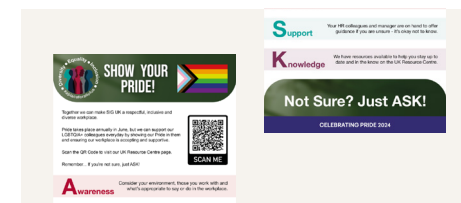
Though only 32% of members currently assess their working culture annually, many are working to create more inclusive environments. Here are some standout initiatives:



Genuit continued its Pride Month activities by creating an open forum for LGBTQ+ conversations. Employees submitted questions on topics like pronouns and being an ally, with answers provided by Jenny Dewsnap, Chair of Doncaster Pride.



Travis Perkins developed an Equity, Diversity, and Inclusion (ED&I) Strategy, driven by six employee networks. Their efforts include hosting **'Belonging Moments'** to educate employees about diversity and inclusion, driving engagement across the company.



SIG tied its ED&I activities together with the **'Not Sure? Just ASK'** initiative, encouraging employees to ask questions and seek guidance if they are unsure about workplace interactions related to diversity.

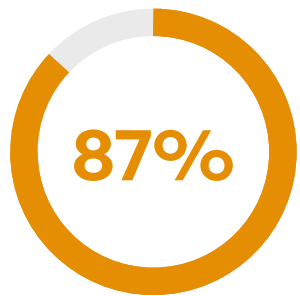
Wolseley launched a Fairness and Respect Board to give all employees a platform for feedback, focusing on topics like Pride Month, Ramadan, and ADHD awareness. These efforts earned Wolseley the 2023 H&V Award for Diversity and Inclusion.

Huws Gray introduced ED&I training for senior leaders and people managers, including modules on unconscious bias, equality versus equity, and promoting a supportive workplace culture.

Aliaxis launched the **'Nurturing Inclusivity'** workshop, encouraging thought-provoking conversations about diversity. Their icebreaker, inspired by the **'Don't put people in boxes'** initiative, allowed colleagues to explore both their similarities and differences, fostering a sense of belonging.



Speaking up



While 87% of our members have confidential reporting processes, there is still work to do to ensure employees feel empowered to raise concerns.

Travis Perkins, for example, is committed to acting responsibly and ethically, adhering to its policies and Code of Conduct, which cover areas such as safety, wellbeing, and inclusion.

The company encourages its employees to ‘Speak Up’ if the code is not being followed and to “Call it out” when something appears wrong. If reporting to a manager feels uncomfortable, employees can use the confidential **Speak Up Hotline**.

This hotline allows issues to be addressed without fear of retaliation, helping the company maintain a positive culture and compliance. The service is also extended to customers and suppliers to raise concerns.

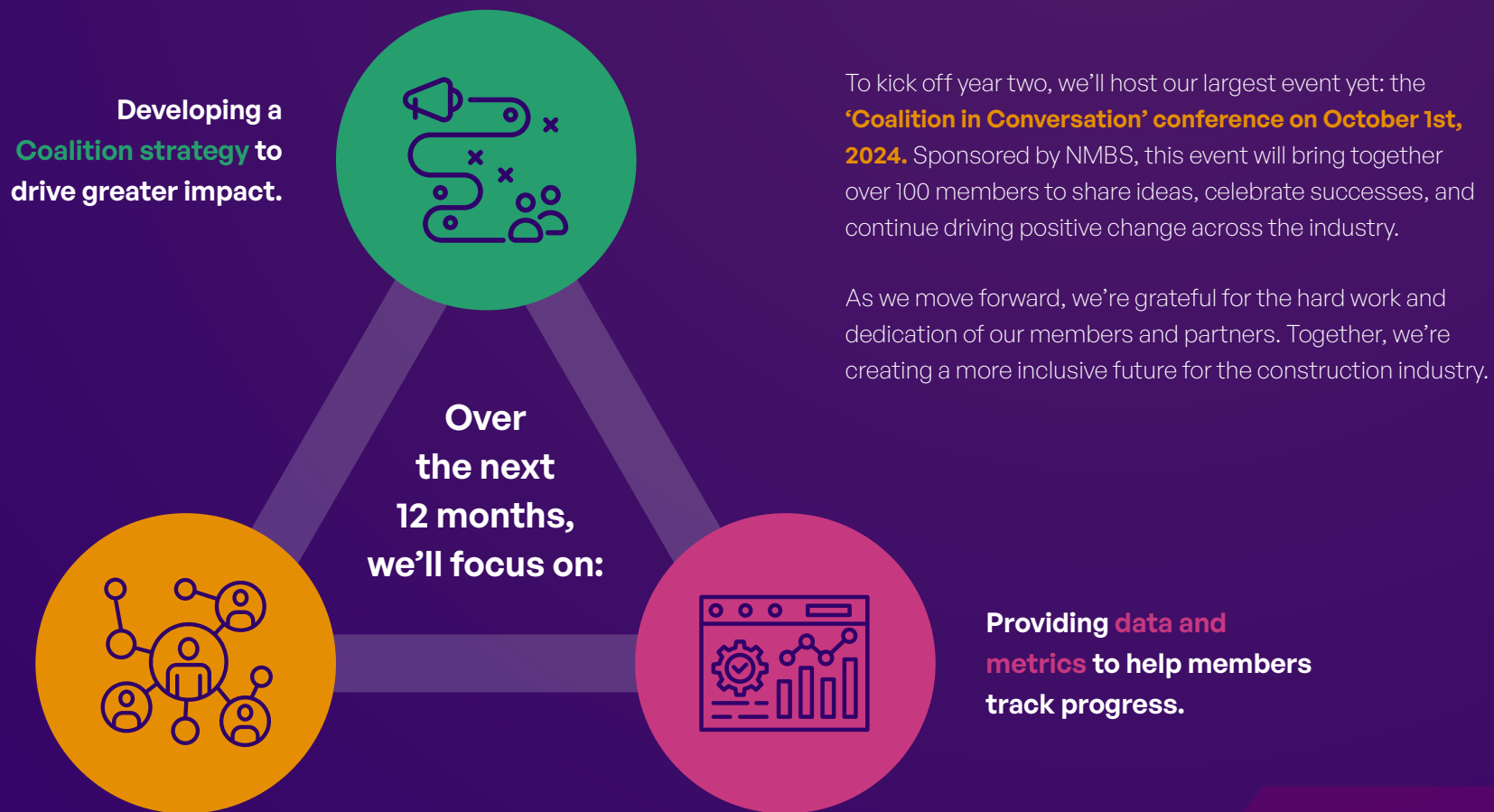
This initiative ensures that concerns related to workplace culture and compliance are addressed promptly and thoroughly.

CALL IT OUT



Looking forward. **Plans for 2024/2025**

Our first year has been incredibly rewarding, but there's much more to achieve.



Our Strategic Partners and Members

Strategic Partners



Coalition Members



Associate Members

