



Midlands Highway Alliance Plus  
MHA, MSIG, WMHA: Moving Forwards Together

# Engaging Young People

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# The Challenge

A world of opportunity



**Value and Skills**

Wednesday 20 September 2023



# The Challenge

A world of opportunity



A very narrow field of view



# The Challenge

A world of opportunity



Personal experience

**Value and Skills**

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# The Challenge

A world of opportunity



Friends and family  
Personal experience

Value and Skills

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# The Challenge

A world of opportunity



TV and media  
Friends and family  
Personal experience

**Value and Skills**

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# The Challenge

A world of opportunity



TV and media  
Friends and family  
Personal experience  
Careers advice

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# The Challenge

A world of opportunity



Prejudice

Value and Skills

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# The Challenge

A world of opportunity



Prejudice

Vested  
Interest

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# The Challenge

A world of opportunity



Prejudice

Vested  
Interest

Tales of Woe

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# Promoting Your Sector

- **Accessibility**

- Are the jobs you offer really available?
  - Qualifications
  - Training
  - Travel

- **Reality**

- If they do the training will they get a job?
- What are the risks
- What if they fail/change their mind?
- What's the lifestyle?

- **Visibility**

- Can they see it in action
- Can they try it
- Do people like them do it

- **Benefits**

- Money
- Security
- Promotion
- Fun



# Taking Your Offer to Young People

- Create Events
  - Careers Fairs – unlikely to work
  - School Talks – unlikely to work
  - Find a way to get hands on
  - Make an Impact
    - Too good to miss
- Aim Young
  - Y10-11 very busy
  - Y7-9 not much better
  - Primary Schools
    - Good access but a long way from employment
- Hands on Experience
  - Simulators/VR
  - Show off the breadth of roles
  - Use Role Models
    - Age
    - Ethnicity
    - Gender
    - Background
  - Pre-empt the questions





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# Working with Colleges

- Obligated to “meet employer need”
  - Poorly defined
  - Rarely listed in “priority sectors”
- Very few have civil engineering facilities
  - Can you support them to create something
  - T Levels provide a civil engineering pathway
- Most will have a sizable group who have chosen “construction”
  - Normally the traditional trades
  - Provides a good target group
  - Good return on investment
- Most will be delighted if you offer opportunities to engage
  - Site Visits
  - Hands on opportunities

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# What Would I Do?

- Be clear what sort of students you are targeting
- Find a group of colleges you can work with
  - Target areas with employment or opportunity challenges
  - Land based colleges may have space
- Help them create a curriculum
- Help them develop resources
- Invest in something that allows you to showcase your sector
  - Take it to the areas where your partner colleges operate
  - Create a media splash

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# Any Questions?

