Promoting diversity and inclusion

Company-wide strategy and initiatives

Diversity and inclusion are built into our [People Strategy](https://keepmoat.sharepoint.com/sites/HRIS/Hub/Forms/AllItems.aspx?id=%2Fsites%2FHRIS%2FHub%2FPeople%2C%20Development%20%26%20Engagement%2FPeople%20Strategy%2FPeople%20Strategy%20March%202021%20FINAL%20%28003%29%2Epdf&parent=%2Fsites%2FHRIS%2FHub%2FPeople%2C%20Development%20%26%20Engagement%2FPeople%20Strategy), our yearly Valuing Difference programme calendar, and included in our Sustainability Roadmap. Diversity and alleviating the future skills gaps through recruitment, retention and skills development are inherently related and our People strategies recognise this.

# Valuing difference programme

Keepmoat has a clear strategy to promote diversity and wellbeing in our business with our Valuing Difference programme at its core. This promotes Keepmoat’s employer value proposition as an attractive place to work, particularly for under-represented groups. Each month is dedicated to a key topic. For example, in March the programme celebrated International Women’s Day by sharing testimonials of our female colleagues, their roles, and why they chose a career in construction. April’s topic was focused on sustainability and featured a number of webinars showcasing our sustainability strategy. Diversity Awareness Week was our key focus in June where volunteers shared stories about their ‘diverse’ background. Valuing Difference is supplemented by other activities our business conducts on a regular basis.

Careers engagement with schools and colleges ​

Career engagement is fundamental to our career strategy. Keepmoat is a Cornerstone Employer in 4 of our regions. A Cornerstone Employer provides high quality careers outreach and opportunities for young people in order to tackle disadvantage and create careers pathways. These credentials are embedded into our social value action plans at the community level.

In the first half of this year, we have already carried out:

* 10 ‘Try a trade’ activities
* 22 Careers talks and presentations
* 18 Careers fairs
* 5 Career engagement site visits
* 8 Work experience placements

Vocational Training & Earn and Learn schemes

Keepmoat is committed to bridging the skills gap, addressing unemployment and helping young people progress into employment. This is achieved through a number of initiatives:

# 5% Club

As members of the 5% Club, we aspire to have at least 5% of our workforce in earn and learn roles, including apprentices, sponsored students, and graduates on formal training schemes, within five years of joining.

# Sterling Plastering Academy ​

We have supported Sterling Plastering in their delivery of a bespoke, innovative training academy designed to equip the next generation with the skills and confidence to thrive.

The Academy is designed to replicate site environment and a hands-on solution to the growing skills gap and aging workforce. ​Sterling have invested in a unit in Knowsley in Liverpool which Keepmoat has supported by building a Keepmoat house type which situated within the unit so students can gain practical understanding of how a new build site works.

Hugh Baird college will be delivering nationally recognised plastering training there and 20 apprentices will be recruited per annum, training them to a level 3 standard. Sterling Plastering also plans to employ all successful graduates of the scheme, which will provide a reliable and better quality of workforce.

# Scotswood Bricklaying Hub​

As well as plastering, there is also a significant skills gap when it comes to bricklaying. We have worked with the NHBC and CITB to set up a bricklaying training hub on our Scotswood development in Newcastle.

The hub offers an accelerated program, so apprenticeships are delivered in 18 months rather than 24 months. The training is delivered by NHBC trainers in line with housebuilder requirements. Keepmoat recruits 15/20 apprentices on each cohort and trains 80 apprentices annually.

To measure the impact the hub has we conducted social value research to understand the change it makes on the lives of those apprentices and their families, many of whom are from disadvantaged families. The findings of this won us a high commendation from the Next Generation sustainability innovation awards.

Social Value & disadvantaged groups

We have 5 Social Value Managers each operating in different regions. Their primary focus is engaging disadvantaged groups to progress into employment. In our North West region we developed and carried out a 6-week NEET summer program (Not in employment, education or training) and an ‘Introduction to Construction Kickstart’ pre-employability training programme, which both helps introduce individuals to careers in the construction industry.

* [**Homebuilders Bring Summer Construction Training Programme to Young People in Salford**](https://www.keepmoat.com/get-inspired/blog/homebuilders-bring-summer-construction-training-programme-to-young-people-in-salford)
* [**Armed-Forces-Recruitment-in-Rochdale.pdf**](https://www.keepmoat.com/getmedia/5c1db4d1-793a-4404-b08d-f384aa079693/Armed-Forces-Recruitment-in-Rochdale.pdf)

Gender diversity initiatives

# Women into Homebuilding

We actively support women in construction through partnerships with organisations like Women into Construction, offering work placements, and creating apprenticeship opportunities.

* [**Women-in-Construction.pdf**](https://www.keepmoat.com/getmedia/ad31d26c-7b8e-4410-8165-0e09ac9b96cf/Women-in-Construction.pdf)