



# Build Your Future in Housing

Campaign toolkit

[#BuildYourFutureinHousing](#)



# Thank you for your support

- With skills shortages across housing and construction, there's an urgent need to boost our workforce.
- The Housing Forum's [Futures Network](#) brings together future leaders from across the housing supply chain to widen diversity and support skills development.
- Our [Build Your Future in Housing](#) campaign connects with school leavers, skilled workers and employers to promote the opportunities in this diverse and growing sector.
- Launching on **15 August 2024**, the campaign will boost the profile of housing as a career path, bust stereotypes and support other recruitment campaigns.





# About the Build Your Future in Housing campaign:

The campaign consists of three primary outputs:

- [A sizzle reel](#) highlighting the opportunities to get involved in the housing sector.
- Six **podcast episodes** exploring how employers can make their organisations more accessible, and how new entrants can find a place in the sector.
- A **survey** of employers

The campaign will be based on [The Housing Forum's campaign site](#), all video and audio content will be hosted on [YouTube](#).



## Who is this for?

The campaign is made for three key audiences:

- **Employers** in the housing and construction sector
- **Young people** looking at their future careers
- Workers with **transferable skills** who might consider moving into housing

This campaign pack is designed for **employers, careers advisors** and **employment support organisations**. It aims to help you to share our materials and amplify our messages through your communications channels.

A separate pack for schools, youth organisations and parents is also linked from this pack.

**Please pass this pack on to your communications team or social media person and use it to amplify the campaign messages from 5 August onwards. The more people sharing the content, the wider our reach will be!**





# Campaign timeline:

Date	Activity	Action
5 August 2024	Campaign web pages live and campaign pack distributed to key stakeholders - that's you!	Share this pack with your comms team and plan with them to make a noise on your communications channels for the campaign launch on 15 August. You're welcome to post about it in the lead up to the day and all through September too.
15 August 2024	A-level results day! Build Your Future in Housing campaign launches online and across social media. Launch materials include: <ul style="list-style-type: none"> <li>• web pages</li> <li>• campaign pack</li> <li>• schools pack</li> <li>• our first employer podcast</li> </ul>	Let A-level students and others know that whoever they are and whatever they're looking to do, there's a bright future for them in housing. Use our #BuildYourFutureInHousing hashtag to share our video, podcast and resources.
16 September 2024	Employer and career changer resources launch: <ul style="list-style-type: none"> <li>• Employer podcasts series</li> <li>• Employer factsheet</li> <li>• Career changer podcasts series</li> <li>• Research report</li> </ul>	Watch the full series of podcasts and share this content with housing and construction sector employers, as well as people looking to change their careers. Use #BuildYourFutureInHousing
17 September onwards	Campaign continues	Create your own stories and quotes to share with the hashtag #BuildYourFutureInHousing Keep the message circulating to address the skills shortage and build better futures. Send us your feedback [link] so we can see the full impact of the campaign.

# Campaign key messages

## Overall

- The UK housing sector is experiencing an **acute skills shortage** with 83% of construction industry businesses reporting a lack of skilled workers.
- An extra **225,000 construction workers** are likely to be needed across all sectors by 2027 and there are shortages of surveyors, council planners and within the social housing workforce.
- Housing Forum members from across the housing and construction sectors are reporting specific skills shortages in **regeneration, property development, compliance audit, surveying and construction**.
- From state-of-the-art skyscrapers to sustainable homes and essential infrastructure – there's more to a career in housing than you imagine.
- We're part of a **green jobs revolution**. Globally, renewable energy jobs grew by 1 million between 2021 and 2022 and demand for green skills in housing is soaring.
- The UK's offshore wind workforce alone **could more than triple to 104,400** by 2030 and is facing shortages in planners, technicians, engineers and other skilled personnel.
- **Heat pump installations need to increase 20-fold** to meet government targets by 2028 and a lack of skilled staff for retrofitting is seen as the UK social housing sector's most significant barrier to making homes more energy efficient.
- The world around us is changing and so is the housing sector. We're more **green**, more **diverse** and offer more **exciting** careers than ever before. Build your future in housing.



# Campaign key messages

## Employers

- You're **at the forefront** of transforming housing and have an active role to play in addressing skills shortages.
- **What are you doing that's good practice** and what can you implement from others across the sector?
- **Senior leaders must be in this conversation** to create a housing sector fit for the future.
- Coming together with leaders across housing will **strengthen our voice with government** and our potential workforce.
- Developing **home-grown talent**, championing **diversity** and ensuring **inclusion** in your practices will help to fill skills shortages and boost retention now and in the future.
- **Changing the culture of the sector** to make it more appealing to women and tackle the perception that jobs in housing are only for men is the first part of this journey.
- **Green and sustainable skills**, green jobs, sustainability practices and technological innovation are the keys to the future of housing





# Campaign key messages

## Transferable skills

- With **140,000 vacancies** in the construction sector in one month alone, there are loads of opportunities to use your skills and build your future in housing.
- Be part of a growth sector – plans for **300,000 houses to be built each year** are creating high demand for skills like yours.
- Demand for **home-grown talent** in the housing sector is soaring. See how you can use your skills to help build the housing we need for the future.
- As the UK moves to **cleaner, greener** energy for our homes, we need you! Join the retrofitting and renewables workforce to help build a greener future for everyone.
- **People will always need housing.** Upskill now to join a growth industry with flexible training pathways and quick to learn, on-the-job training options.





# Campaign key messages

## Young people

- **Housing is central to everyone's lives.** Influence how we live, where we live and how well we live through your future career in housing.
- Develop **in-demand skills** and be at the **forefront of innovation** and design for a greener future. Build your future in housing.
- Want a career that **evolves with you?** Apprenticeships, on-the-job learning and flexible training pathways in housing mean you can grow your skills and earn as you go.
- Looking for a **creative career?** Build the change you want to see in the world. If you're a creator, designer or problem solver, take a look at the range of career paths in housing.
- Want to **work outside, stay fit and get stuck in?** Your future in housing is in your hands.
- With opportunities in construction, architecture and design, surveying, conveyancing, social housing and community building, there's more to housing than you think.
- Whoever you are, wherever you're from and whatever route you take, you'll have opportunities to learn and develop throughout your career.





# How you can get involved





## How you can get involved:

- Promote the campaign on your **social media** channels, **newsletter** or **website**.
- Use the campaign hashtag **#BuildYourFutureinHousing** and tag The Housing Forum in your posts.
- Signpost to [The Housing Forum's campaign](#) website so that your audience can access information about the campaign.
- Share our **attached press release** with your media network or post it on your website.

If you would like to discuss other ways to get involved, email us at [alex.toal@housingforum.org.uk](mailto:alex.toal@housingforum.org.uk)

# Example social media copy: Instagram / X (formerly Twitter)



•The new UK government’s pledge to deliver 1.5 million homes over the next five years means that there’s never been a better time to Build your future in housing. @thehousingforum #JobsInHousing #BuildYourFutureInHousing 🏡🌞 [add link in bio to campaign pages or link directly from X]

•Housing is central to everyone’s lives. Influence how we live, where we live and how well we live. Build your future in housing. @thehousingforum #JobsInHousing #BuildYourFutureInHousing [add link in bio to campaign pages or link directly from X]

•From state-of-the-art skyscrapers to sustainable homes and essential infrastructure – there’s more to a career in housing than you imagine. Build your future in housing. 🏡🌞 #jobsinhousing #BuildYourFutureInHousing @thehousingforum [add link in bio to campaign pages or link directly from X]

•We’re part of a green jobs revolution. Globally, renewable energy jobs grew by 1 million between 2021 and 2022 and demand for green skills in housing is soaring. Build your future in housing. @thehousingforum #SustainableHousing #BuildYourFutureInHousing [add link in bio to campaign pages or link directly from X]

•Housing sector employers! How are you changing the face of housing? Developing home-grown talent, championing diversity and ensuring inclusion will help to fill skills shortages and boost retention now and in the future. Download our employer factsheet [add link to employer campaign page with download] #Inclusion #HousingCrisis #BuildYourFutureInHousing @thehousingforum



# Example social media copy

## LinkedIn, newsletters, and news pages

Housing is central to everyone's lives. The new UK government's pledge to deliver 1.5 million homes over the next five years means there's an urgent need to boost our workforce.

In construction alone, at least 225,000 extra workers are needed in the next three years. With skills shortages across construction, surveying, planning, retrofitting for energy efficiency and housing management, there's never been a better time to Build Your Future in Housing.

That's why we're supporting the campaign from @The Housing Forum's Futures Network to widen diversity and support the development of skills the sector needs.

Launched on 5 August 2024, the campaign connects with school leavers, skilled workers and employers to promote the range of careers and opportunities in this diverse and growing sector.

For more information, visit the [campaign website](#).

#sustainableHousing #BuildYourFutureInHousing #JobsInHousing

