

Skills in the construction industry

2009



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Executive summary

This is the Chartered Institute of Building's third skills survey and it is clear, despite the recession and downturn in construction demand, that the industry is still suffering a skills shortage. 77% of respondents believe there is a skills shortage in the industry and 78% of those feel that the loss of skills will hinder the industry's recovery when the economy improves.

This research examines the perspective of CIOB members on the industry's current skills situation. It focuses on skill shortages, graduate and apprenticeship recruitment and the impact of the economy. It also looks at the foreseeable future of skills in the industry, as well as migrant workers and the value of professional qualifications. The survey reveals some worrying statistics on the industry's response to the economic challenge and presents a pessimistic outlook on what is still to come.

A skill shortage in the construction industry is not a new phenomenon. However, there are serious challenges ahead given the current level of redundancies, the average age of construction workers and the number of new entrants.

The construction industry is notoriously bad at attracting students and other new entrants, and this is one of the most apparent causes of the skills shortage. There is no denying the importance of graduate and apprentice recruitment, since these employees represent the future of the industry. 76% of respondents felt apprenticeships should be mandatory on public projects, which would help to encourage the employment of apprentices. However, economic problems are forcing many companies to recruit fewer graduates and to cut the number of apprenticeships available rather than increase them – just to survive. On the other hand, it could be argued that such drastic measures may hinder the pace, if not the ultimate realisation, of the industry's recovery.

In today's economic climate, industry employment statistics are changing constantly. News stories about job cuts and measures to reduce costs are frequently in the media. The survey results show that 54% of respondents are aware that their company has made redundancies and 14% believe that job losses are coming; only 27% feel sure that no redundancies will occur in their company.

The outlook for the construction industry over the next couple of years looks bleak. 68% of respondents expect construction demand to continue to decrease and 68% predict further reductions in the construction workforce. Despite the recession, 60% of all respondents feel that skill shortages will worsen in 2009/2010, which presents a very daunting picture for when the industry's output improves.

By Laura Warne, Research Officer

Introduction

The Chartered Institute of Building (CIOB) is the leading professional body for managers in the global construction industry. Established in 1834, the CIOB continues to lead the way in establishing, promoting and maintaining standards of excellence in the sector:

The CIOB draws its members from a wide range of professional disciplines, from across the building and construction supply chains. These include clients, consultants and contractors, as well as specialists in regulation, research and education.

The purpose of this research is to investigate the skills situation in construction, through the perceptions of industry professionals. The CIOB will use this research to raise awareness of the issues surrounding skills in the industry and to promote recommendations for improving these conditions.

Background information

A brief history of skill shortages

The construction industry's long history of skill shortages can be seen as a reflection on the stability of the economy and society. For example, economic recession often affects construction skills more than it impacts on skills in other industries. This proved particularly true in the late 1980s and early 1990s, and it is also apparent in today's situation.

However, it is not just the economy that has a serious impact on construction skills. The two World Wars posed a very serious challenge to the industry, as well as the nation, and the losses suffered could be argued to be responsible for the skill shortages of the 20th and 21st centuries.

However, these boom and bust cycles are not confined to recent history. Industrialisation brought about a massive increase in construction demand in the early 19th century, but the construction workforce could not respond. Owners turned instead to retrofitting the existing building stock to meet the changing needs of Georgian society.

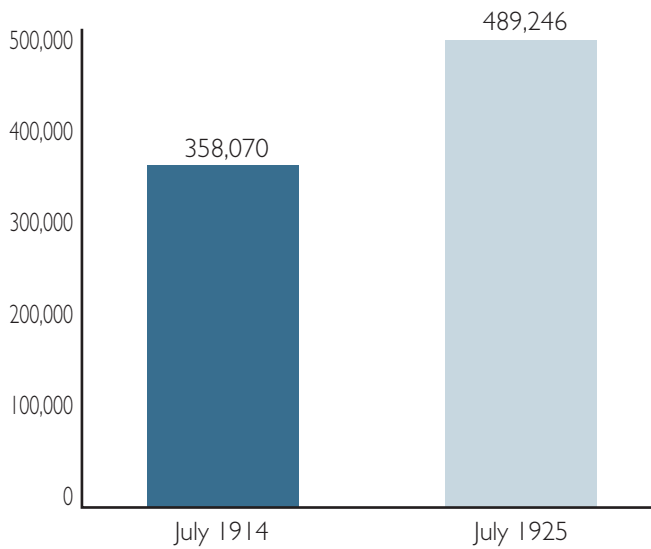
But just like today, the success of the industry was governed by the stability of the economy, and the impact of war and poor harvests resulted in a very unstable financial situation. A period of growth and decline characterised Britain, and its construction industry, for over forty years. In the words of statistician Parry Lewis, 'population change, the credit situation, and stochastic events are the Punch, Judy and Hangman of our show'¹ - words that could easily be applied to today's situation.

The two World Wars had a massive impact on the construction industry. Normal building practices were suspended during the course of the conflicts and destruction had taken place on a vast scale. Wartime conscription reduced the workforce available to the industry and casualty levels affected the number of men returning to their pre-war building occupations.

After World War I, the skilled and unskilled labour-force was reduced significantly (see graph 1), and there was a similar occurrence after the end of World War II in 1945. Following the First World War, the biggest demand was for craftsmen, particularly carpenters, and such shortages dramatically hindered the industry's growth.

¹ J. R. Lewis, 'Building Cycles and Britain's Growth', 1965, p. 192; Cited in, C. Powell, 'The British Building Industry Since 1800: A economic history', 1996, p. 8

Total number of skilled workers (Graph 1)



SOURCE: Ministry of Labour Gazette, Cited in: H. Richardson & D. Aldcroft, 'Building in the British Economy between the Wars', 1968, p. 124.

The great depression did not help the industry during the interwar years; statistics show that by 1932, 30% of construction workers were unemployed². However, due to an increase in rearmament efforts and a rise in house building demand, there was a significant improvement in employment figures by 1937.

Luckily, skill shortages did not last too long and the number of workers in the industry returned to previous figures by 1948. The industry continued to grow after this period and, by 1968, the number of employees reached 1.8 million³.

In the recession of the early 1990s, the amount of work in the industry decreased and many people were made redundant. The industry has never fully recovered the skills or the generational gap lost during this period. As a result, the industry has relied heavily on a migrant workforce. Eastern European labour has supplemented the unskilled and skilled workforce, and commonwealth migrants at migrant and professional levels. Structurally the industry has been internationalised.

In the late 1980s, many construction companies had to reduce staffing levels across the board, from unskilled workers through to construction managers. Statistics show that some companies lost up to 30% of their managerial staff and others continued to make redundancies past 1994⁴.

Other statistics reveal that the level of employed staff fell from 59% in 1975 to 35% in 1993⁵. This was a reaction to reduced workloads and an urgent need to cut costs; short-term measures that have had a long-term impact on the stability of the industry.

There is an intrinsic link between construction output and the economy, and so changes in financial stability have dictated the success of the industry throughout history. Once again, we face a bleak economic climate – arguably worse than the 1990s. Unemployment in the UK is expected to rise to 3.2 million by 2010⁶, and many of that number will be unemployed construction workers. It is important to learn from previous recessions and to try to retain and sustain a skilled workforce.

The cause of skill shortages

A number of factors have contributed to the industry's skill shortages. One of the most significant reasons is the lack of new recruits joining the industry. At the end of 2007, ConstructionSkills predicted that the industry would require 88,000 new recruits a year between 2009 and 2013; this figure has now been more than halved to 42,000 per year.

There are a number of reasons for people not wanting to join the industry; many relate to the general perception of it being predominately a career for white males, with long hours and little pay. It is this perception that dissuades women and ethnic minorities from joining the industry. Research has shown that many women believe the industry is a competitive and threatening environment that rejects women and hinders their progression⁷. Although the industry has done more in recent years to attract women and ethnic minorities, this is still a great challenge; despite more females taking construction courses, retention rates are still comparatively low once women start working. The industry needs to become more inclusive if it hopes to reduce skill shortages, and accept the wealth of knowledge and experience that women and ethnic minorities can offer.

It is not just the perception of the industry that discourages applicants. Students and others have been able to choose a wide variety of courses that offer better lifestyle choices, which they perceive as having more potential for advancement and a higher professional status. The numbers of those studying construction within higher education have increased in recent years, however upon graduation many struggle to find employment.

2 C. Powell, 'The British Building Industry Since 1800: A economic history', 1996, p. 129

3 Ibid. p. 181

4 P. Hillebrandt et al., 'The construction company in and out of recession', 1995, p. 110-111

5 C. Powell, 'The British Building Industry Since 1800: A economic history', 1996, p. 224

6 'BCC UK Economic Forecast' – March 2009

7 'Inclusivity: the changing role of women in the construction industry', www.ciob.org.uk/resources/research

Therefore, there is an urgent need to raise the awareness of the possibilities and benefits of hiring budding construction professionals in the industry and ensure there are positions for them to fill before losing them to different industries.

Another reason for the industry's skill shortages is that many employees are now approaching retirement age, while insufficient numbers are available to replace the skills they take with them. Previous CIOB research shows that the biggest increase in the number of workers is in the over-60 group so there is a huge challenge in replacing the skills which are about to be lost. For more information on this research, please visit www.ciob.org.uk/resources/research.

The economy also has a big impact on skill shortages in the industry. When there is an increase in work, more skills are needed to fulfil the demand. This is when the industry faces the challenge of finding these skills and shortages occur. However, when the economy is in recession, the construction industry suffers greatly. As we have seen, this results in the loss of many valuable skills, which are not easy to replace once the economy recovers.

Skills in 2008 vs. 2009

The outlook in 2008 was much more optimistic than it is in 2009. 67% of respondents in the current research expect to see a decline in construction demand in 2009/10; in comparison with 2008 when 69% of respondents expected there to be an increase in construction demand. This clearly indicates the impact of the credit crunch on the construction industry, which unsurprisingly has affected the mood of the industry as well as the available skills.

As a result of the current economic climate, there has been a reduction in the number of people reporting a skills shortage in this year's survey; 77% of members say there is a skills shortage in 2009, whereas 93% feel there was a skills shortage in 2008. This reflects the decline in construction demand, as well as the decline in workforce numbers, yet the results still indicate a skills shortage.

Last year, the main reason for skill shortages was that the construction industry was less attractive than other industries. This year, job cuts and lack of employment opportunities in construction are the main reasons for skill shortages occurring. The industry cannot afford to maintain these skills without any foreseeable demand. This will make these shortages even more acute once the situation improves.

The Government has acknowledged that more needs to be done to attract individuals to the professional ranks. They have set out an agenda⁸ which incorporates measures to help improve education and skills to meet the challenges of the future by investing today. The CIOB has responded to the Government's consultation on 'Fair Access to the Professions' and highlighted the need for the further consideration of access to non-traditional professions, such as construction, and the need to remove the barriers restricting people from entering these professions. Addressing these issues could significantly help fill the foreseeable shortages in the industry.

For further information please visit:

www.ciob.org.uk/about/ciobpolicies

8 'New Opportunities: Fair Chances for the Future', <http://www.hmg.gov.uk/newopportunities/download.aspx>

Methodology

The survey was conducted using a web-based questionnaire, which respondents could access through the CIOB website (www.ciob.org.uk).

Respondents were asked general demographic questions regarding their age, gender, job level, sector, and the number of employees in their organisation.

An email was sent to 20,301 CIOB members, informing them that the survey was online. The survey was also available to the wider industry through the CIOB website.

There were both quantitative and qualitative questions in the survey, to allow respondents the opportunity to openly express their opinions.

The sample

The sample consisted of 1182 construction industry professionals, the majority (64%) of whom describe themselves as management.

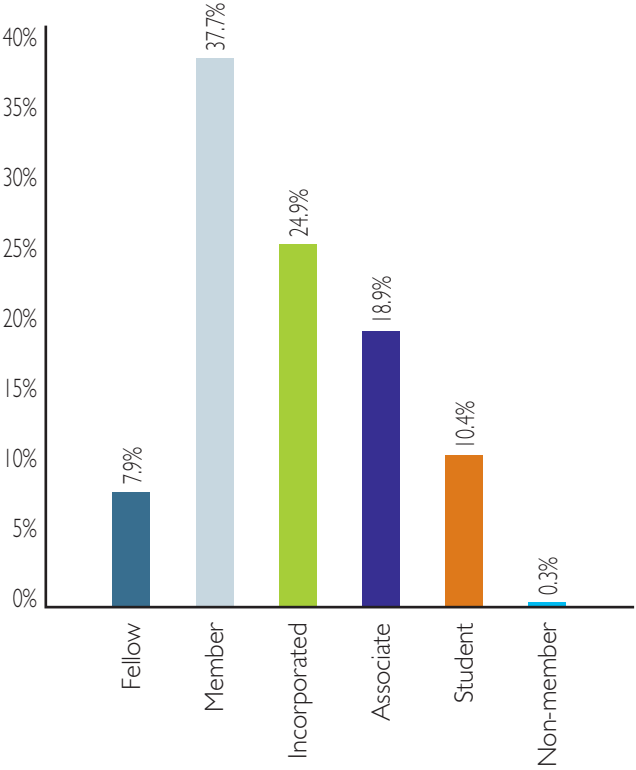
94% of respondents are male; 6% are female.

97% of respondents are located in the UK and 3% in the rest of the world.

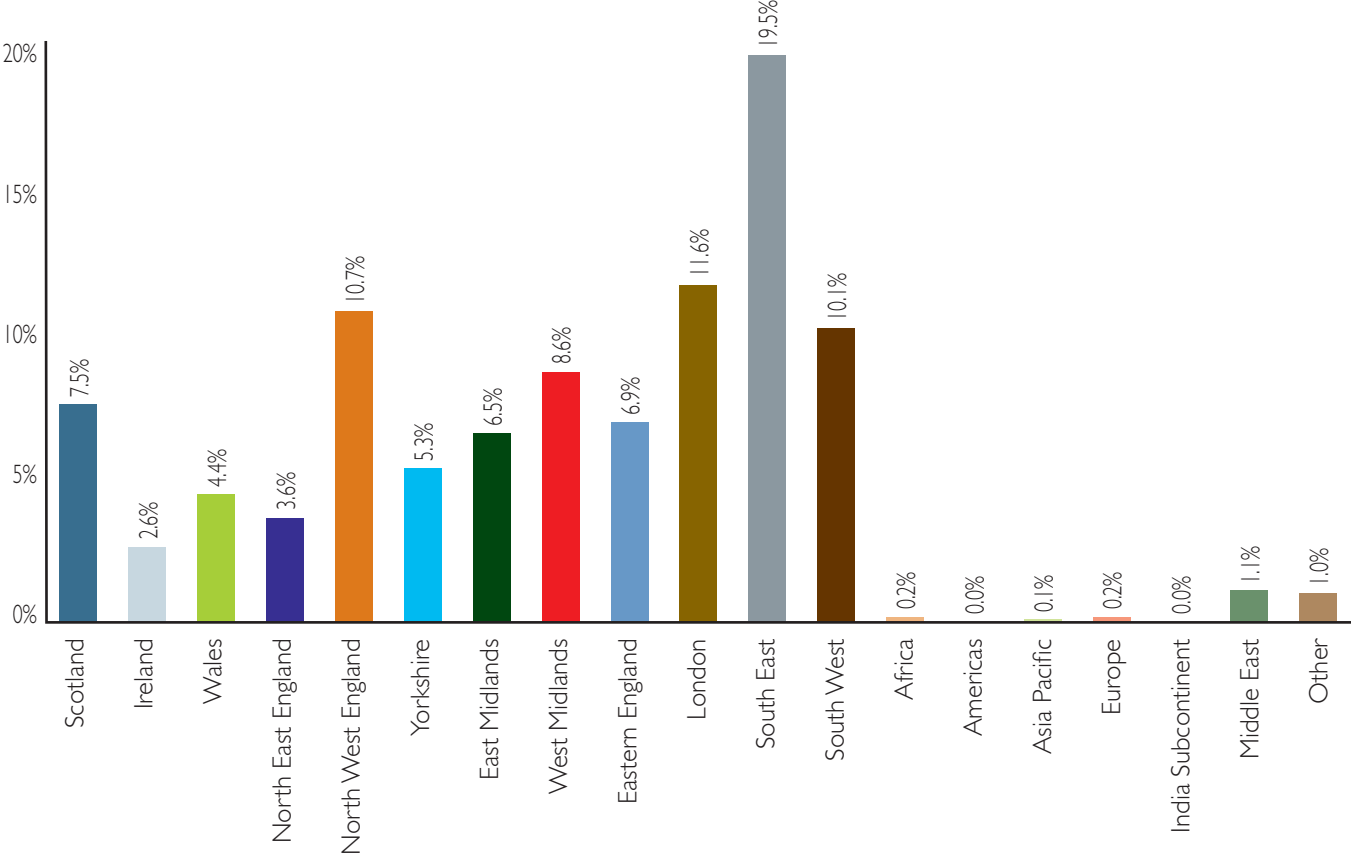
47% of respondents work for an organisation employing more than 500 people.

Results

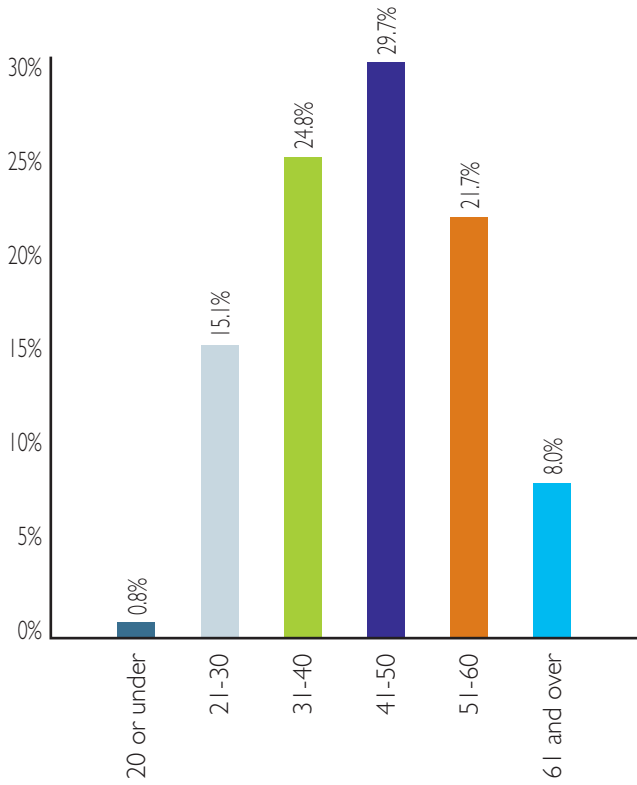
1. Membership Level



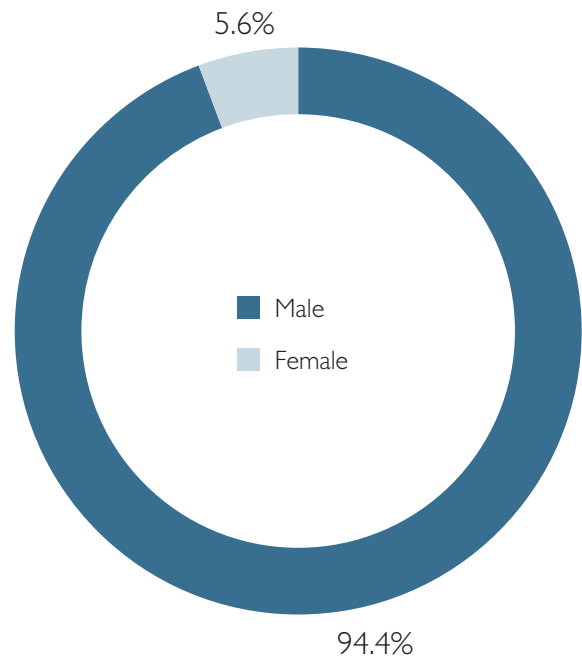
2. Location



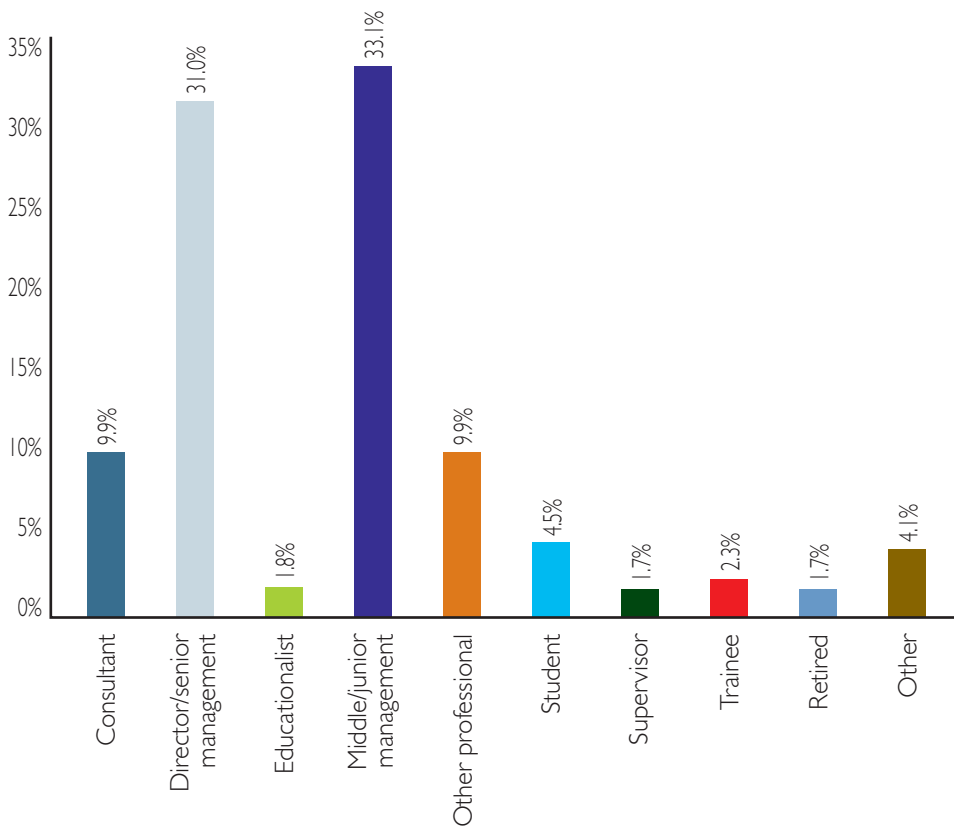
3. Age



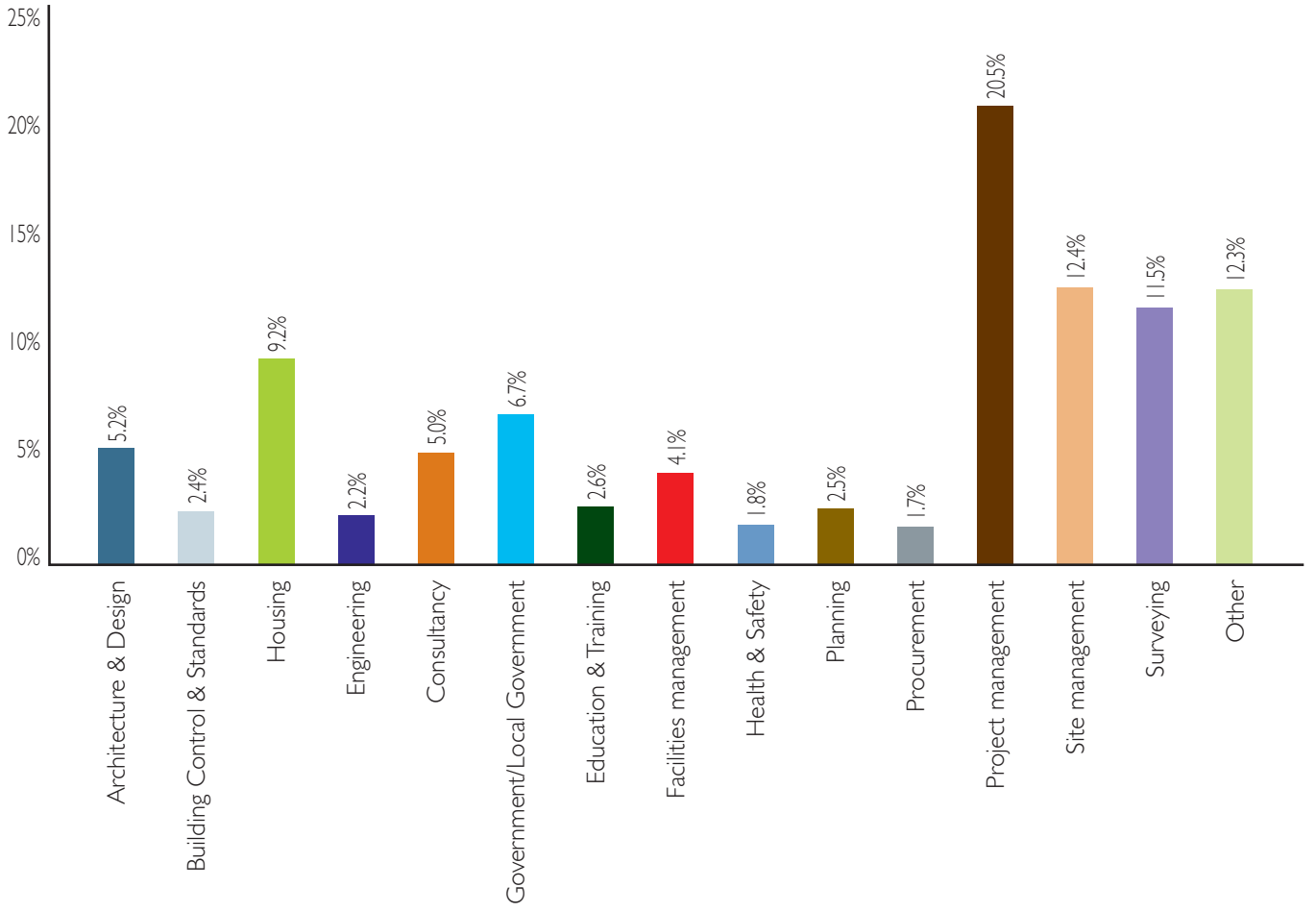
4. Gender



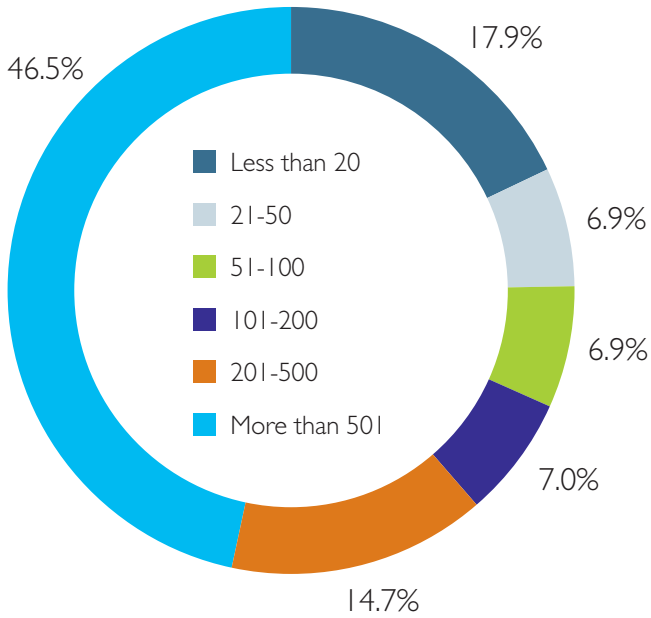
5. Job level



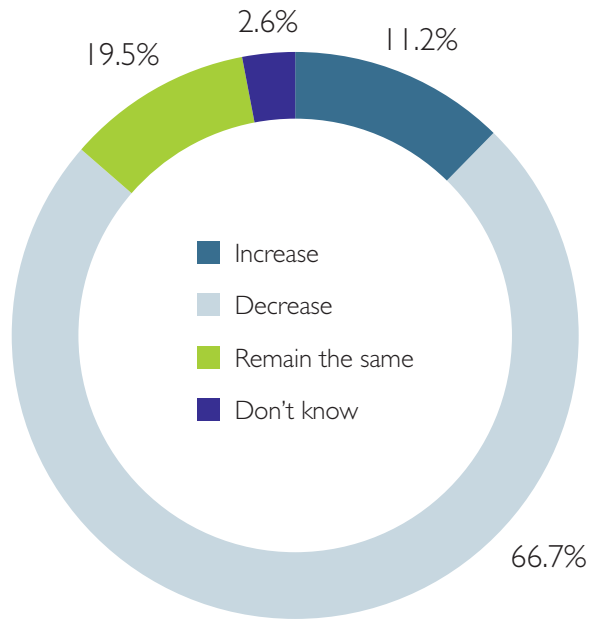
6. Job Sector



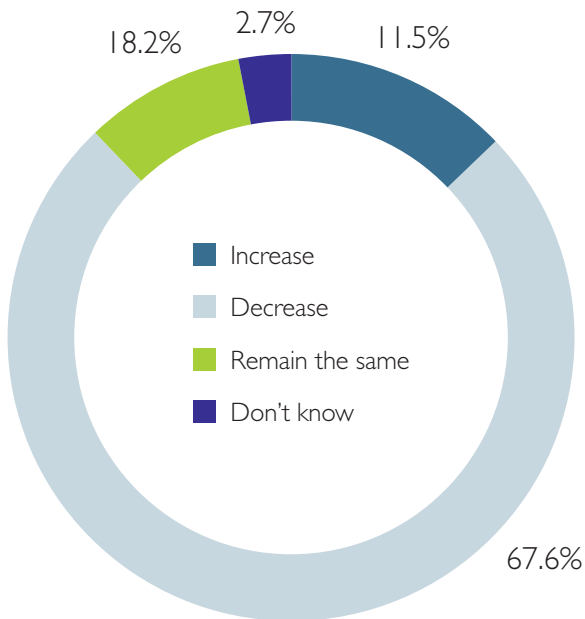
7. How many people are employed in your organisation?



8. What do you expect to happen to construction demand in 2009/10?



9. What do you expect to happen to the construction workforce in 2010?



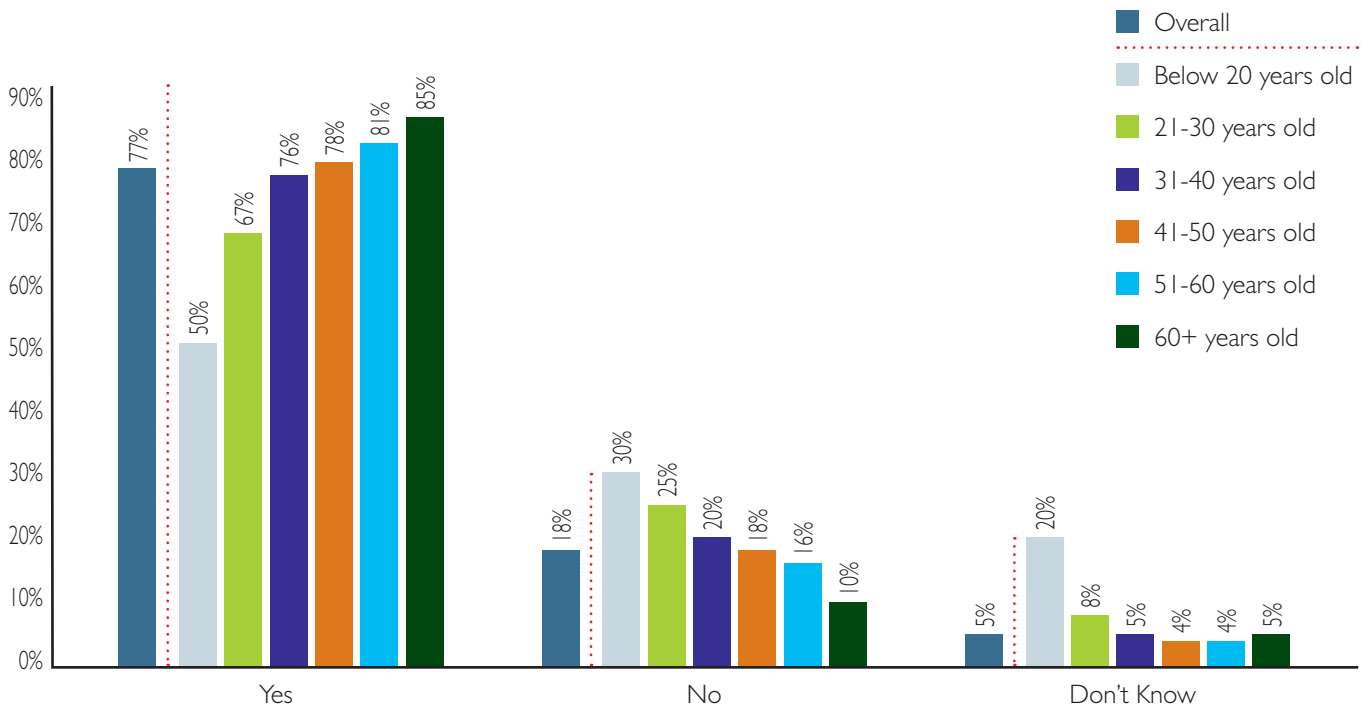
On further analysis:

When the results are broken down by job level, it is interesting that students are the most optimistic about construction demand improving: 32% expect an increase. In contrast, 80% of retired respondents expect a decrease, perhaps reflecting their prior experience(s) of recession.

On further analysis:

Of the respondents who say there will be a decrease, the highest percentage work for companies employing 201-500 employees.

10. Do you think there is a skills shortage in the construction industry?



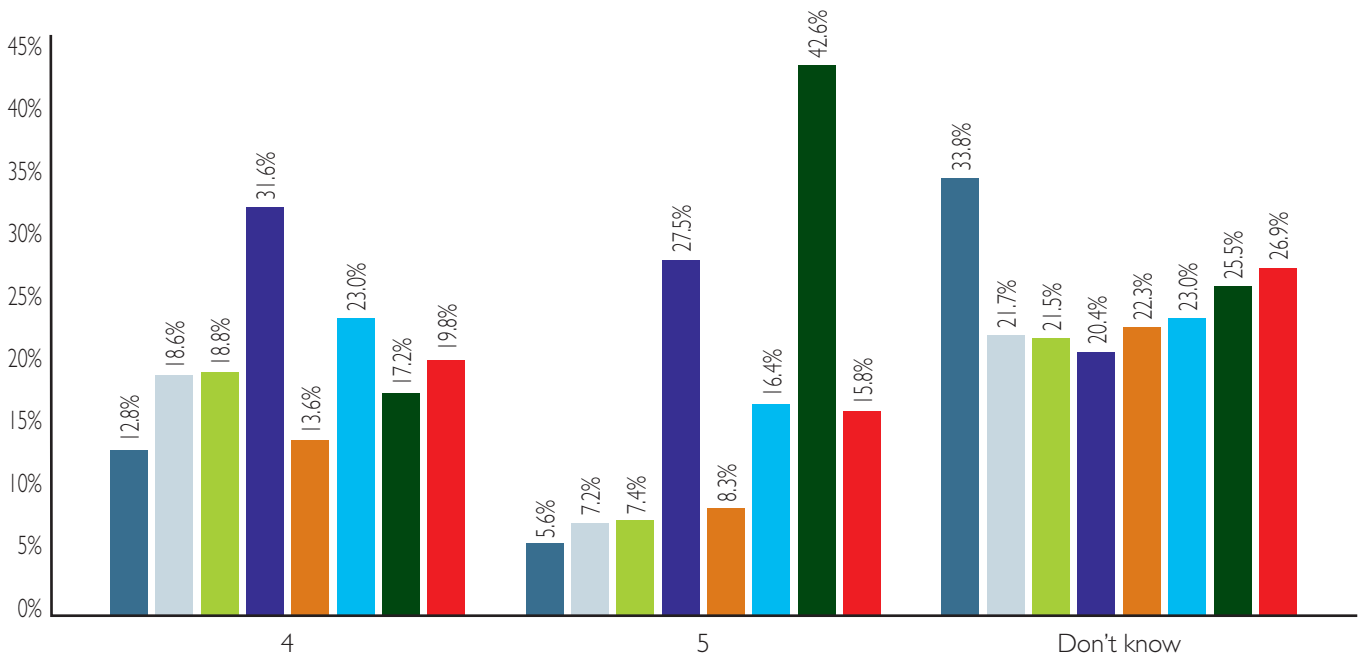
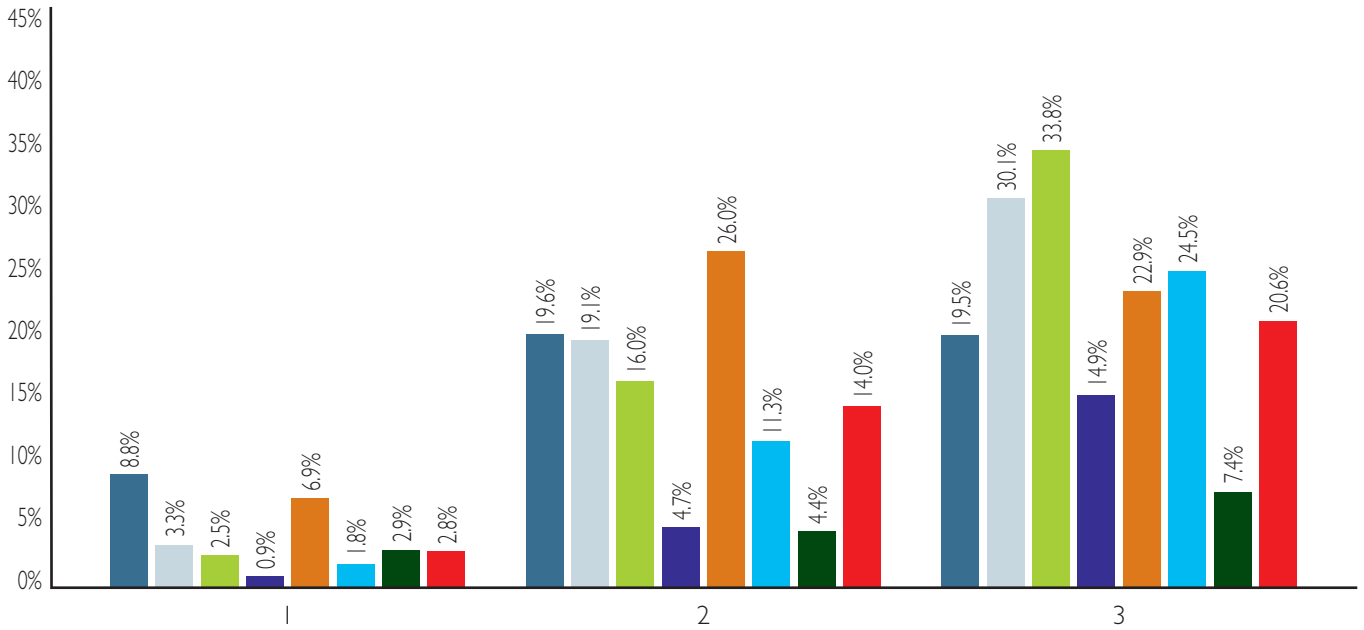
On further analysis:

The younger the respondent, the higher the percentage of those believing that there is no skills shortage.

Of those who state there is no longer a skills shortage, 80% believe this is "Because of the economic climate".

Of those who state there is still a skills shortage, 78% feel the shortage will get worse in the UK over the next two years, mainly due to job cuts and a lack of employment opportunities.

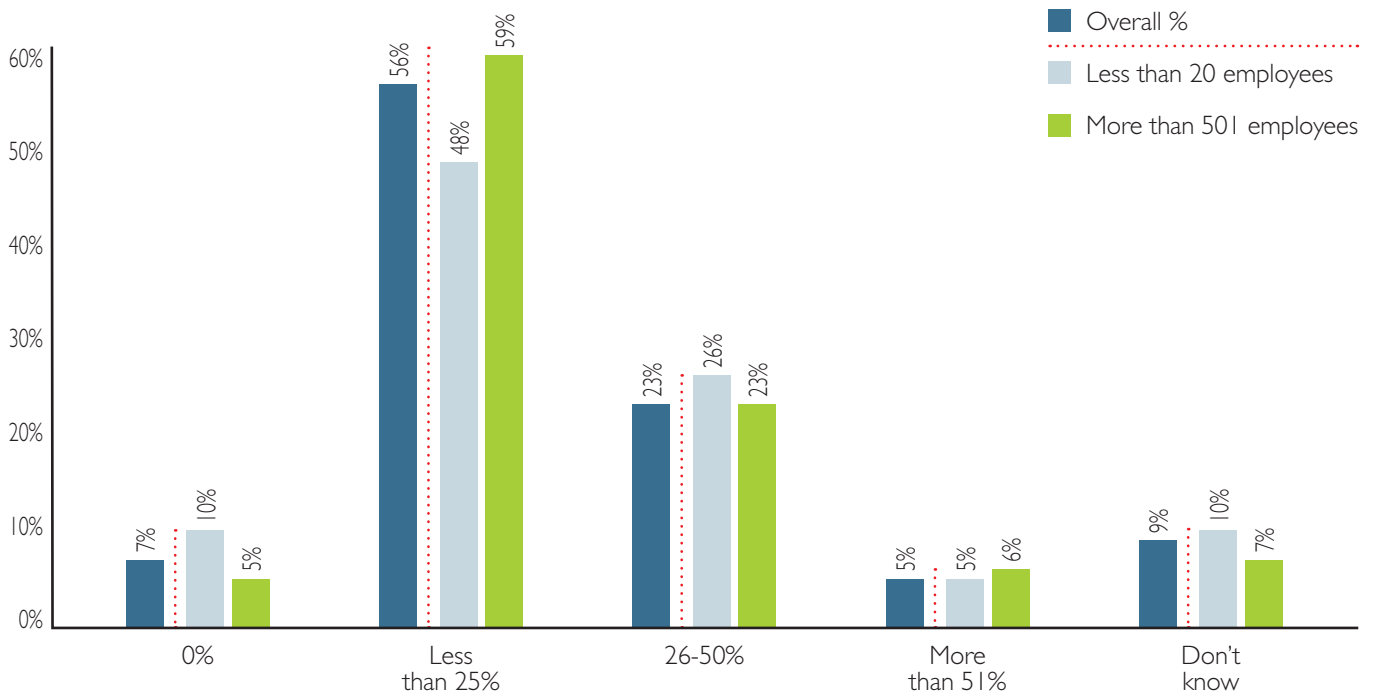
11. Please rate the difficulty of recruiting workers for the following positions in the last year. (1=Very difficult; 5=Very easy)



- Senior Management
- Middle/junior Management
- Supervisors
- Administrative & clerical staff
- Craft & trade workers
- Semi-skilled workers
- Unskilled workers
- Consultants

As the results show, it is most difficult to recruit senior management plus craft and trade workers.

12. What percentage of workers do you believe are migrant workers on sites you are associated with?

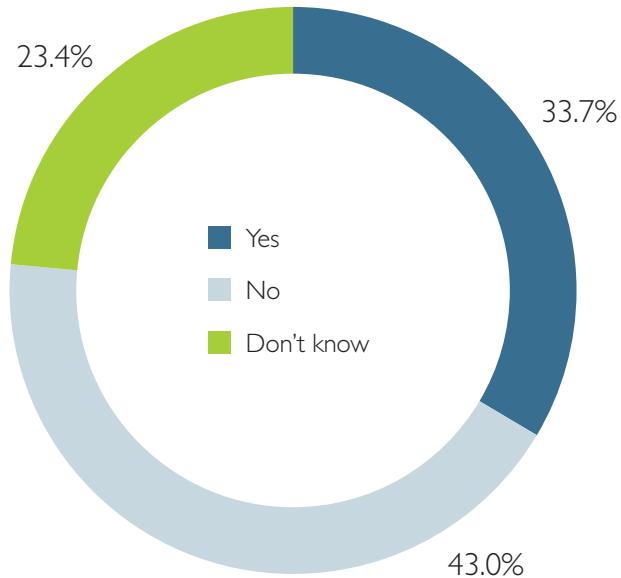


On further analysis:

Not surprisingly, companies employing more than 501 employees experience the highest number of migrant workers on site. 59% of respondents working for companies with over 501 employees have experienced sites with a workforce that was 1-25% migrant, and 6% of those respondents have experienced sites where the workforce was over 51% migrant.

When the results were further analysed it was shown that London and the South East have the highest number of migrant workers. 15% of respondents have experienced sites in London (and 6% in the South East) that had a workforce constituting at least 51% of migrant workers.

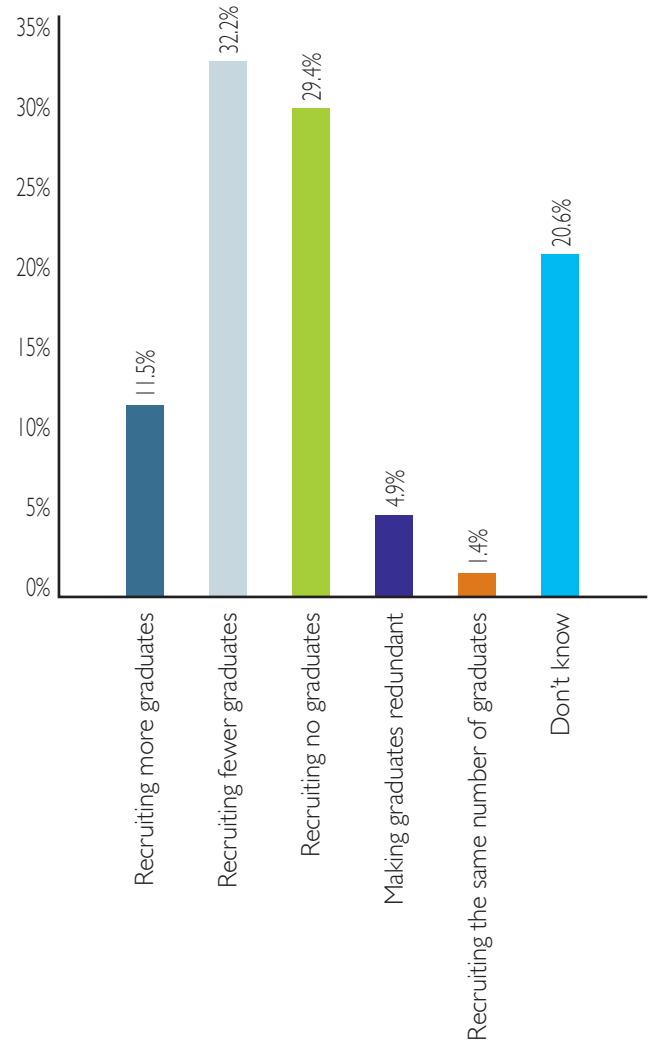
13. Have you noticed a reduction in the number of migrant workers?



On further analysis:

Of those who noticed a reduction in the number of migrant workers, 71% state that it has not resulted in a loss of essential skills.

14. What is happening to the number of graduates recruited in your company?

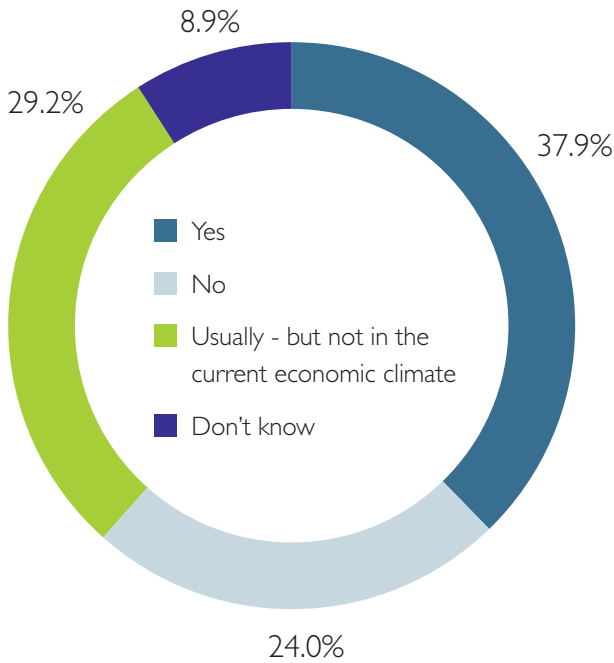


On further analysis:

41% of respondents who work for companies employing more than 501 people have noticed a reduction in the number of graduates hired.

Of the 5% of companies making graduates redundant, 76% of respondents state this is because of a general redundancy strategy.

15. Does your company actively try to recruit graduates?



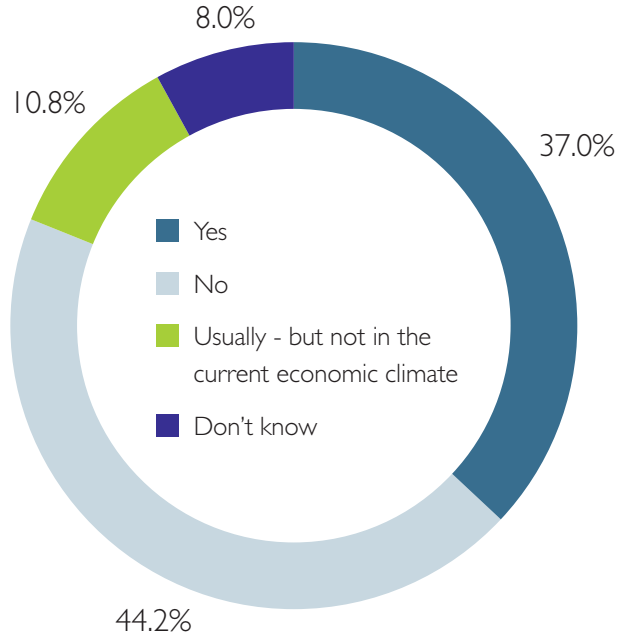
On further analysis:

Mainly, it is respondents from firms with more than 501 employees who are aware that their company is trying to recruit graduates. 53% state that their company is doing so, and 28% state the company usually does but not in the current economic climate.

Of the respondents who state their company actively recruits graduates, or usually does, 74% say their companies only want to recruit graduates with construction related degrees. Only 20% are interested in graduates with any degree.

49% of respondents whose companies actively try to recruit graduates participate in graduate employment fairs.

16. Does your company employ apprentices?

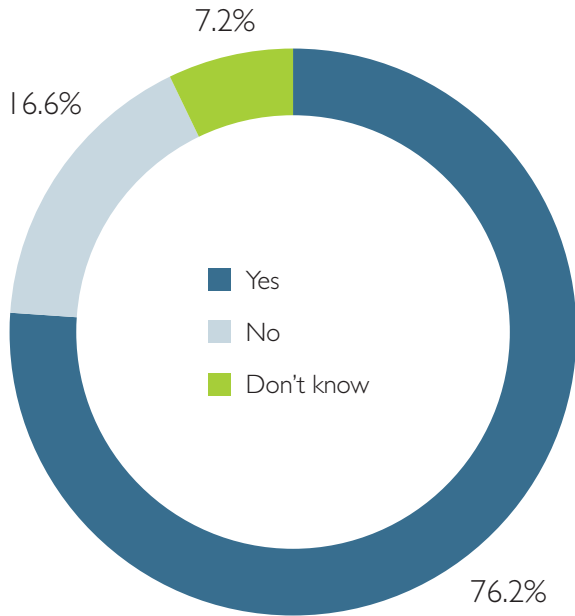


On further analysis:

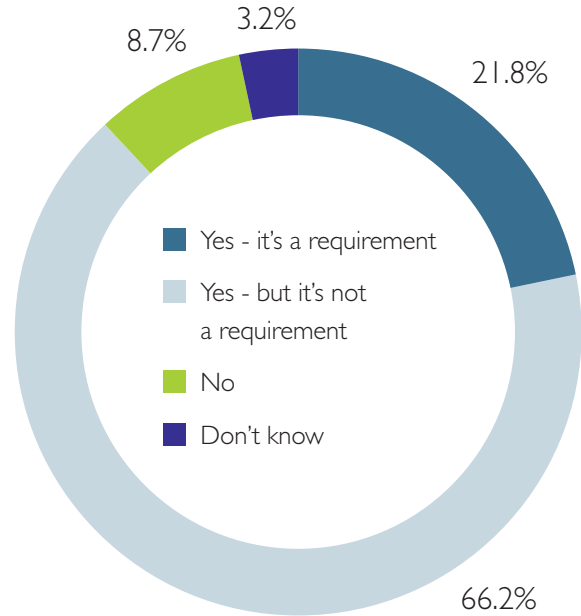
Only 42% of respondents who state their company actively recruits graduates also employ apprentices.

30% of respondents whose companies employ apprentices state there has been a reduction in the number of apprenticeships available this year; 39% say there has been no reduction.

17. Do you think apprenticeships should be mandatory on public projects?



18. Does your company encourage its workers to gain professional qualifications?



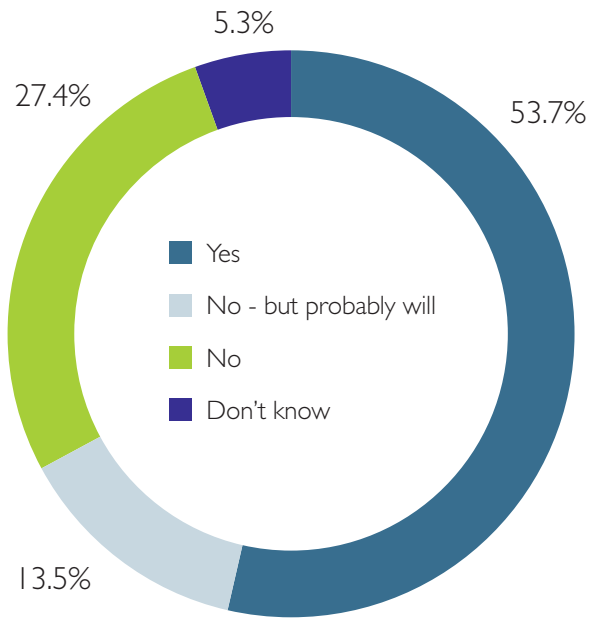
On further analysis:

Of the 48% of respondents whose companies employ apprentices, or usually employ them, 76% state that apprenticeships should be mandatory.

The issue of mandatory versus non-mandatory apprenticeships will be explored in the Discussion section of this report.

The majority of respondents feel that a professional qualification improves employment and promotion prospects.

19. Has your company had to make any redundancies in the last year?

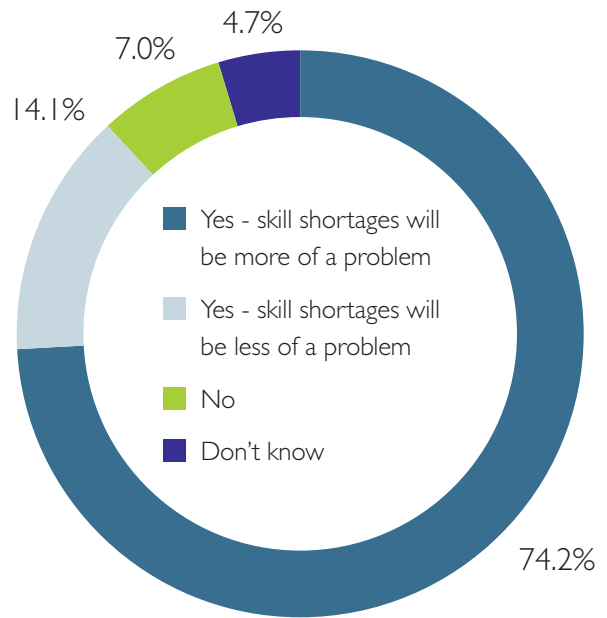


On further analysis:

60% of respondents who work for companies employing more than 501 employees state that redundancies have been made in the last year.

Of the respondents whose companies have been forced to make redundancies, 34% state they had made fewer than 20 individuals redundant, 17% 21-50 people, 11% 51-100 people and 21% more than 101.

20. Do you think the economic climate will have a long-term impact on skills in the construction industry?

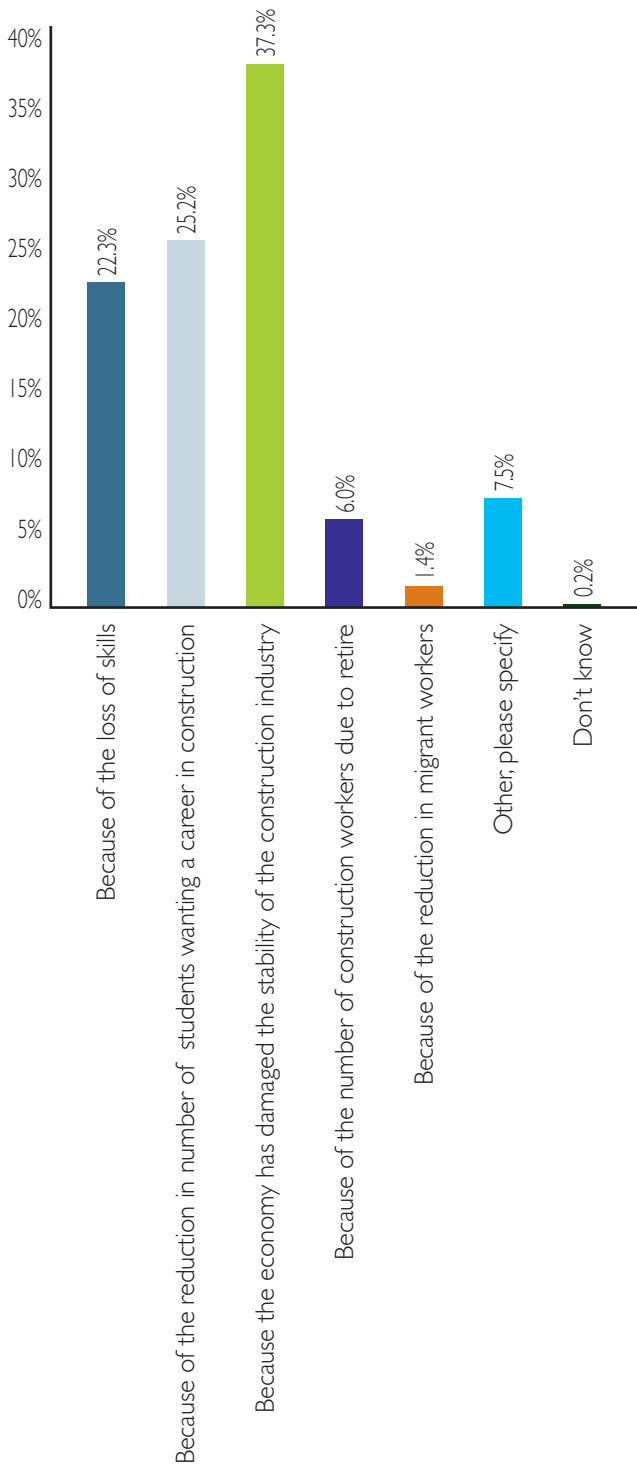


On further analysis:

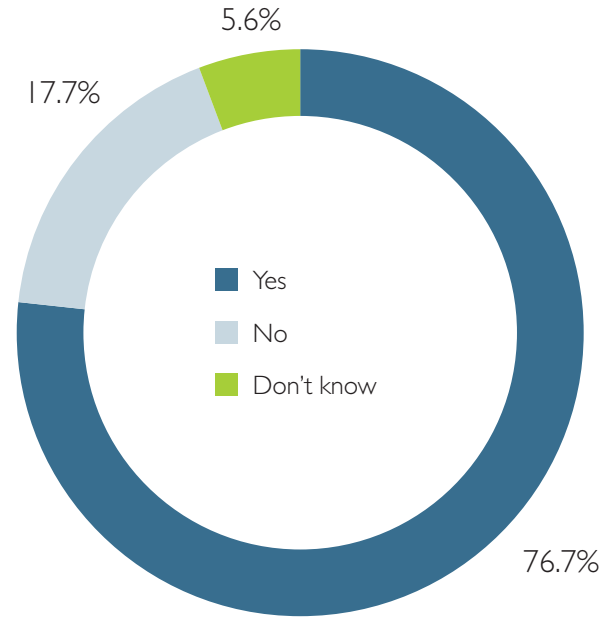
Respondents under 30 years of age are the most optimistic, with 58% stating "skill shortages will be more of a problem" and 14% stating they "will be less of a problem". On the other hand, respondents over 50 are the most pessimistic: 85% say that "skill shortages will be more of a problem" and only 8% stating they "will be less of a problem".

Those who stated skill shortages would be more of a problem then responded to the following questions:

20.1 Why do you think skill shortages will be more of a problem?



20.2 Do you think the loss of skills will hinder the construction industries recovery?



Discussion

Skills in the construction industry

This research explores three key issues relating to skills in the industry:

- Skill shortages.
- Graduate and apprenticeship recruitment.
- The impact of the economy.

The big issues

The results show that the following issues need great consideration if the industry is going to recover from the recession as successfully as possible. A feeling of pessimism is apparent from many respondents, with the mood darkening with age. This could be a result of older respondents' experience(s) of previous recessions and the difficult recoveries that often follow.

Skill shortages

It is immediately clear that, despite the credit crunch, the industry still faces a skill shortage. 77% of all respondents state that there is still a skill shortage in the industry and only 18% say that there is not. When asked where the skills shortage is more apparent, 50% say "globally" and 39% believe it is confined to the UK.

Respondents were also asked if skill shortages would get worse in 2009/10; the majority (78%) are expecting this to happen in the UK. However, only 41% expect skill shortages to worsen globally, while 37% are not sure whether this will happen or not.

It is interesting that respondents are more hopeful about construction on a global scale. This could be because they are not exposed to the global market and cannot be sure of the future situation, or it might be the result of the differing responses to the economic situation worldwide, or because respondents feel that construction around the world has not been as badly affected as in the UK.

Respondents also considered why skill shortages would get worse; the majority of respondents (71%) blame job cuts and a lack of employment opportunities in the industry. This indicates the respondents' concern about the long-term impact of job cuts on skills. Job cuts reduce the number of skilled positions available and, as a result, many skilled employees may look for work in different industries.

Respondents who believe that no skill shortages exist in the construction industry (18%) considered where the issue had been addressed; 43% state it is in the UK only and 42% that it is a global improvement.

These respondents were also asked why skill shortages no longer exist; 80% state that it is because of the economic climate. This highlights the consequences of job cuts in the industry and the decline in the work available, as fewer skilled workers are required. However, it is likely that respondents feel this improvement in skill shortages to be short-term since, once the economy recovers, a higher number of skilled workers will be needed to meet the increased demand.

Graduate and apprenticeship recruitment

Graduates

There is great concern about the number of students entering the industry. 51% feel this factor will contribute to skill shortages worsening over the next few years. The industry needs to do more to highlight the advantages and benefits of a career in construction, especially to students considering their higher education options.

The results show that only 12% of respondents are aware of their companies recruiting more graduates, and only 1% are recruiting the same number of graduates as before. Over 60% state that their companies are recruiting fewer graduates or none at all, and 5% are making graduates redundant. This will have a significant effect on the industry once the economy recovers, and it is possible that – as in previous recessions – those skills will be lost with fewer people returning.

Despite the reduction in the number of graduate positions available, 38% of respondents are aware of their companies actively trying to recruit graduates. Further analysis shows that 54% of respondents whose companies are recruiting fewer graduates are still actively pursuing this pool of potential workers. Indeed, 59% of them are participating in graduate employment fairs, while 25% of respondents whose companies are not employing graduates are still participating in these events.

Generally, respondents indicate that their companies tend to prefer graduates with construction-related degrees (74%), but 20% are aware of their companies recruiting graduates with any degree. This result is not surprising considering the relevant skills that graduates with construction-related degrees already possess.

Apprenticeships

The results indicate that respondents feel the reduction in the number of apprenticeships is worrying; 55% equate this to an increase in skill shortages. Apprenticeships offer a valuable path to construction trainees and are an important part of training in general.

Fewer students will be able to complete their apprenticeships because of a reduction in the number of employment opportunities available. Moreover, they will be forced to move to a different industry to find work. Continuing with such an approach is likely to have a serious, counter-productive effect on efforts to promote and recruit new students.

Only 37% of respondents are sure their companies are still employing apprentices. 11% state that their companies usually employ apprentices, but cannot afford to in the current economic climate. The number of apprenticeship positions varied considerably depending on company size. Typically, the majority of respondents say their company has 1-50 places available. Companies with over 500 employees generally had many more places on offer, with numbers ranging from 100 to 2000.

If apprenticeships became mandatory on public projects, it would not only provide more opportunity for apprentices to find positions but might also result in more companies taking on apprentices. 76% of respondents feel that apprenticeships should be mandatory on public projects; other comments indicate that some believe they should be mandatory on all projects. Some respondents feel that this would not solve the problem, believing it to be impractical to enforce and that the type of project and the contract length need to be considered. However, the general consensus is that apprenticeships are an important way to provide students with the essential skills they need, but some coercion to recruit may be necessary.

The impact of the economy

The survey results clearly show that the economy has had a very negative impact on the skilled construction workforce. Despite the recession, the majority of respondents report there is still a skill shortage and that this is largely due to companies being unable to afford to employ their workers. 54% of respondents state that their company has had to make redundancies and 14% expect redundancies to occur.

The number of redundancies obviously reflects the size of the company; 34% of respondents state that their company has made fewer than 20 redundancies. However, 37% of respondents are aware of their company making more than 100 redundancies and 4% more than 500.

74% of respondents expect that the economic climate will result in more skill shortages in the long-term. This is very possible, given the effect of the previous recession on skill shortages. 37% feel that the economy has greatly damaged the stability of the construction industry and 77% believe that the loss of skills will hinder the industry's recovery.

The construction industry will feel the impact of this recession for many years to come.

Respondents blame the impact of the economy on the current skill shortages and give the same reason for the shortage getting worse. Although job cuts and a reduced number of training positions are unavoidable for many companies, these measures should be taken as a last resort. Although this is a difficult situation with few solutions, it is important that the industry learns from previous experiences and tries to find ways to prevent redundancies and to regain skills once they are lost.

The future of construction skills

Construction demand

The results show that respondents do not expect any improvement in construction demand over the next two years. 67% expect demand to decrease in 2009/10; only 11% expect demand to increase.

Until the economy recovers, there is little chance of construction demand picking up. Without that demand, skills will continue to be lost. Although there are big projects in the pipeline (such as Crossrail, Building Schools for the Future, and the Olympic village) that will require skilled workers, these alone will not sustain the diminishing industry workforce.

The younger respondents to the survey are more optimistic about demand increasing than older, more experienced workers. 56% of under-30s expect a decline in demand compared to 78% of members over 60. Students are more positive, with only 47% expecting a continuing decline.

Construction workforce

With the majority expecting a drop in construction demand, it is not surprising that most respondents also predict a decline in the construction workforce in 2010. 68% of respondents expect a decline and only 12% expect an increase. 75% of those expecting a decline also believe skill shortages will be more of a long-term problem in the industry as a result of the economic climate, while 79% expect that this decline in workforce skills will hinder the industry's recovery.

Again, the younger respondents have a more optimistic outlook for the construction workforce in 2010, with 58% expecting a decrease in demand. Compare this to the 75% of respondents aged over 60 who expect a decline; the difference can possibly be explained by the older respondents having more experience of working in the industry during a recession.

The importance of training in the industry

Training should remain a priority in the industry, despite the downturn. After millions of job cuts globally, it is vital that the remaining construction employees are properly trained and developed, so they can provide the skills needed.

Continuous professional development is crucial, both to ensure that training remains up-to-date and that employees are competent enough to do their jobs. With the constant introduction of innovative technologies and methods of working to help improve the building process, it is important that employees have the opportunity and the support they need to develop.

Training may also provide opportunities to those who have lost their jobs; employers looking to recruit will tend to prefer someone with the skills and drive to develop themselves professionally. The Government's initiatives to help retrain people who have lost their jobs provide a great opportunity to develop and improve skills.

There is also a danger that once industry demand rises (and recruitment increases), there will be a mass of previously skilled workers who choose not to return to the industry having opted for other careers.

66% of respondents state that their company encourages its workers to gain a professional qualification, and that 22% say it is a requirement. These qualifications ensure a competent and well-trained workforce, qualities that would benefit the employer and employee (since these attributes help further careers). Only 9% state that their company does not encourage its workers to gain a professional qualification.

A well-trained and capable workforce is essential to the construction industry's recovery and growth; its importance cannot be overlooked because of the recession.

Recommendations

1. The industry must strive to retain its skilled workforce

To ensure the industry's recovery and future success, it is important that skilled employees are retained and that skills are safeguarded for the future. The industry has never fully recovered from the impact of the recession in the early 90s and, potentially, the effects of this one on the skilled workforce will be even more damaging. Employers must be encouraged to adopt long-term plans rather than reacting to short-term events, though survival brings its own imperatives.

2. Training should remain a priority

Training should not be neglected despite redundancies and financial cuts. Skill shortages will be at an all-time high once the economy recovers; it is crucial that the construction workforce has the skills needed to ensure the industry's recovery.

3. The value of graduates should not be underestimated

The CIOB recommends that the construction industry continues to employ graduates. While this group will play an important role in the industry's future success, their employment status is threatened in the current climate. The industry should try to maintain its graduate recruitment and ensure these skills are not lost to other industries.

4. Apprenticeships should be mandatory on public sector projects

The CIOB welcomes the Government's consideration of the idea to make apprenticeships mandatory on public sector projects, a measure which is overwhelmingly supported by the respondents to this survey. However, we feel that more needs to be done to encourage employers to set up apprenticeships on private projects as well. Apprentices are valuable assets to the industry, as they are resources for the industry to train on the job and can benefit from the knowledge and experience of their colleagues. It is important that the number of apprenticeships available meets future as well as current demand.

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