CBI CONFERENCE
Queen Elizabeth Hall, London

18 September 2008

Seddon

Seddon Group Limited

Roy Cavanagh

- **Seddon Group**
- **ConstructionSkills**
- **14 – 19 Diploma in Construction & Built Environment**
- **Employer Champion**
- **Chair of Construction Showcase**

Seddon Group

- **Major Direct Employer**
- **Privately Owned**
  - *4th generation privately owned Construction Company, 111 years old*

Seddon Links to Education

- **60 Years of training from Primary Schools to Apprenticeships.**
- **Work experience**
- **Links with Colleges**

“We look after Young People”

> **Apprenticeships foster loyalty**

> **2nd, 3rd, 4th generation of employees**

“*We want the 4 A’s” :-*

- *Attendance*
- *Attitude*
- *Ability*
- *Ambition*

“Not in ……. No Good!”

Skill Shortages

> **Fact or Myth?**
  – *Certainly not a youngster shortage!*

Shared Apprenticeships

- **A real chance to extend Apprentice numbers**
- **Stark choice for our industry**
- **Who gave you a chance?**

14 – 19 Agenda

Supporting the Diploma in Construction and Built Environment

The benefits for employers:

> Raise awareness and the profile of their organisation in the local community

> Reinforce their company's corporate social responsibility

> Provide interaction with young people who have fresh new ideas which may help their company and motivate existing staff

14 – 19 Agenda

The benefits for employers continued:

Help with future recruitment needs by:

> developing recruitment channels which may give the company a new source of future employees

> contributing to developing motivated and trained young people, who could join a company's workforce

> influencing a young person's career choices.

14 – 19 Agenda

How employers can support:

> provide young learners with 10 days quality and relevant work experience

> visit a school or college to tell young people about the work they do

> provide teachers with placements to ensure that the knowledge and skills they teach reflect current best practice

14 – 19 Agenda

How employers can support continued:

- supply a local school or college with resources and materials
- pose real problems for young people to tackle as the project element of their Diploma in C&BE
- enable young people to visit their workplace to see how the industry works in their locality
- complete the endorsement document to show support for the Diploma in C&BE (available at www.cbediploma.co.uk).

ConstructionSkills

- **Play a vital role in the industry**
- **Industry and Education need to help them succeed.**