

## Contextualised Curriculum project launch and marketing strategy

In line with the project delivery timescales agreed between the Trust and CITB, the Contextualised Curriculum resources were approved for inter-organisational use by LRCTG in December of 2019. Following this approval, the Trust in January 2020 launched a marketing campaign to inform influential individuals and organisations of the Contextualised Curriculum resources that had been developed.

It was the intention that those attending launch events would be inspired by the project goals and the materials produced, and in turn not only use the materials themselves but also share with their networks, thereby causing a ripple effect that would reach the widest possible audience of industry and school contacts. The strategy used to promote the project and its resources, consisted of the following; press releases, live industry presentations, accessible webinar and promotional materials, cross industry collaborations as well as an online presence and promotion.

### School Engagement

The Trust's first port of call for distributing the resources was accessing a live in-house database of 189 schools and colleges across England and Wales. Of these schools, the Trust have close ongoing partnerships with 66 schools in London and North Kent. All 66 partner schools have had individual meetings with the Trust team, planning bespoke programmes of contextualised curriculum sessions. The Trust engaged the wider pool of schools on the database through social media channels (Twitter, LinkedIn and Facebook), newsletters and where possible through presentations. For example, through the Sir Robert McAlpine Broadgate Community Partnerships Group, Trust staff delivered a presentation focused on the Contextualised Curriculum resources to the attendees, which included Central Foundation Girls School, Hackney Learning Trust, Nightingale School, and New City College.

In addition, the Contextualised Curriculum resources will be uploaded onto the STEM Ambassadors website for use by their volunteers and school contacts. Once the resources are uploaded the Trust will present the full range of Contextualised Curriculum resources to their members, including schools and teachers.

### Live industry presentations and accessible webinar

In order to effectively reach as many different built environment stakeholders as possible for face to face promotion, in quarter 4 of 2019 the Trust approached several cross-industry and membership bodies to request an agenda slot at their quarterly or monthly meetings taking place between January - March 2020.

Trust staff presented at the following meetings\* reaching over 141 individuals from 107 companies:

- Kent Construction Focus Group
- Barking & Dagenham Construction Advisory Group
- Federation of Master Builders
- London Regional Training Construction Group
- East End Community Foundation Construction Forum
- SRM Broadgate Partnership - Opportunities for Secondary Schools
- Southwark Procurement Contract Manager meeting

Due to the cancellation of events in March following government guidelines surrounding the Coronavirus (Covid 19) outbreak, Trust staff were unable to present at a number of planned industry events. This includes the wide reaching CITB events on the 18<sup>th</sup> of March, the CITB Careers Conference and the London Regional CITB Employer Breakfast Meeting.

The Trust created an inspirational presentation, to introduce the project, explaining the aim of the project and how the full suite of free online resources could be downloaded and used. Following each meeting the presentation and PDFs of the additional promotional materials, the 'How-To' Guide and Session Catalogue (detailed below), were sent as part of the meetings' minutes to all attendees for their further use. The presentation can also be used as online webinar and has been offered to a number of partners as an additional resource if needed to introduce the project to colleagues.

## Promotional materials

The Trust recognised that as well as inspiring partners about the Contextualised Curriculum project, there was also a need to equip them with information that would enable them to share and effectively use the resources.

Therefore, to accompany the live presentations, and to allow for wider use, the Trust developed two additional promotional materials - the Contextualised Curriculum 'How-To' Guide and the Contextualised Curriculum Session Catalogue.



The 'How-To' Guide was created to support and empower industry professionals to successfully engage with and deliver the school sessions.

The Session Catalogue is a resource for both industry professionals and school leaders to gain a full overview of the project and an insight into the full range of available sessions.



A press release was sent to a range of industry publications including:

- Construction Enquirer
- PBC Today
- Construction Manager
- Woodworking Crafts
- Infrastructure Intelligence
- Pro Installer
- Building Magazine
- Construction News
- Tool + Business Hire
- CIN Magazine
- Inside Construction
- Women in Construction Magazine
- Installer Magazine

The press release, written in collaboration with the CITB press team, includes quotes from both CITB's Stephen Cole and the Trusts CEO, Carol Lynch. An adapted version of the press release was also published on [Construction Youth Trust's website](#) and included in the January edition of our monthly newsletter to over 400 subscribers.

*“... The Contextualised Curriculum resources have built in the important role played by employers in addressing this challenge, bring our dynamic industry to life using the curriculum, give the beneficiaries an opportunity to start articulating their skills and motivations in preparation for what can be a competitive labour market, and move us in a very positive direction as we tackle the industry’s wider skills shortage.”* **Stephen Cole, Head of Careers Strategy, CITB**

## Online presence and cross-industry collaborations

All of the Contextualised Curriculum resources are available to download directly from Construction Youth Trust’s website, under the [Our Programmes](#) area.

The Trust are absolutely delighted that as of the 30<sup>th</sup> March 2020, there have been 1,035 downloads of the resources since being published on 28<sup>th</sup> January 2020. 838 of these downloads were made by unique users.

In line with the new strategy earmarked for the GoConstruct website, the Trust are in talks with the GoConstruct team, who have all the available resources in the appropriate formats, as to when and where the Contextualised Curriculum resources will be uploaded to their website.

The Trust have also agreed with Building People that, as their site grows and develops, they will host the full range of Contextualised Curriculum resources.

Throughout the pilot deliveries of the Contextualised Curriculum sessions, the Trust documented the continued development and growth of the project across social media channels. Since the launch, the Trust have been posting #SessionSpotlight’s content to highlight the range of available sessions. There have been more than 14k engagements with the material through twitter alone.

Following the launch, a number of the Trust’s partners have circulated the project across their networks. The Trust supplied a communications brief, including photos, the press release, the ‘How-To’ Guide and the Session Catalogue.



The Trust are very grateful to the following partners for sharing the project with their networks and members:

- Build UK - bringing together clients, main contractors, trade associations representing over 11,500 specialist contractors and other organisations committed to industry collaboration, Build UK represents in excess of 40% of UK construction.
- Local Authority Building Control – a national network of over 3,500 building control professionals.
- Mayor’s Construction Academy Hubs – bringing together 7 hubs across London, coordinating and joining up industry skills and employment engagement across a number of organisations.
- Construction Fixings Association - 450 members. The CFA were particularly interested in the project as they are looking to expand their current schools engagement strategy, starting in the midlands, in order to inspire a new generation of workers into their industry.
- CITB - circulated nationally across the CITB’s best field based channels (their partnerships and apprenticeships people and their networks).
- Treework Environmental Practice

## Positive feedback!

Having had the resources passed onto them by York Council, the West Yorkshire Combined Authority are sharing the resources with their delivery teams and contacts. They will also be using the resources as a strategic part of their offer to employers in their new Schools Partnerships initiative, scheduled to begin September 2020. The WYCA covers the 10 districts of Barnsley, Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield and York – an area known collectively as Leeds City Region.

We were absolutely delighted to hear of the positive reception the resources have received across the CITB's networks.

*'What a fantastic resource, just had a quick look and there are some great things on there for schools. I'm going to send it out to the Manchester schools careers staff in my CEIAG network'*

**CEIAG Lead Manchester City Council**

*'These resources look really useful, thank you. Each lesson's links to the Gatsby Benchmarks will be of particular interest to our schools. I will share them on our weekly email.'*

**LCR Careers Hub project lead**

## Lessons Learned

Looking back over the marketing strategy the Trust feel that the Contextualised Curriculum resources have been successfully promoted and widely circulated.

The resources were broadly shared across existing partner schools and school contacts. We are pleased to have been able to utilise the networks of partners such as STEMnet, and recognise the wider national reach such organisations have. We will continue to explore potential partnerships to distribute the resources further, and will use the relationship with STEMnet as a model for this.

We had hoped to engage schools through CPD sessions with teachers on inset days, but found it extremely difficult to secure attendance, even at partner schools with close connections. We hope to develop sessions for remote delivery during the COVID-19 lockdown, as teachers may find they have more time for CPD sessions.

The strategy of pitching the project at industry meetings to then allow an organic flow of knowledge between individual networks appears to have worked well. Unfortunately, the Trust have been unable to track how many individuals passed on the Contextualised Curriculum information and so cannot give a wholly accurate representation of the full number of professionals and schools encountering the project during the launch phase. However, the encouraging amount of unique resource downloads, 838, is far higher than the number of individuals reached in the presentations, suggesting that positive representation of the project has been passed on.

Similarly in regard to the dissemination of information across the Trust's industry partners' networks, it has not been possible to track the dissemination that actually occurred, nor the level of success achieved by that sharing. In the future it may be beneficial to add specific tags to links to identify where individuals downloading resources have accessed information about our projects and work, so they can be tracked.