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Announcement of the judging panel for FIS Skills flagship #iBuiltThis2017 campaign.

Last week, FIS Skills, (part of FIS - the trade body of the Fit-Out Sector) announced the launch of its flagship #iBuiltThis2017 campaign. A visual campaign, image led and run completely on social media it will utilise the Instagram and Twitter platforms for a period of three weeks. Submissions open from 4 September and close on 24 September, with winners announced at the UK Construction Week Exhibition between 10 – 12 October 2017.

The campaign is designed to get young people, the construction industry and the public to participate and show how proud they are of their contribution to the UK built environment in a fun, exciting and light-hearted way. We would like to showcase construction as the exciting and diverse sector it is with its huge breadth of disciplines and career opportunities to help attract new entrants. **Campaign entry submissions open on 4 September 2017.**

Steve Coley, President of FIS said: “I have two teenage sons who when attending careers advice at school, have never had a career in construction offered to them, why? It seems careers in construction are a forgotten subject! So, in order to protect our industry from running out of talent in the future it’s important to engage youngsters. #iBuiltThis2017, is just the right platform for the youth of today to show their talents to be the architects, engineers, designers and installers of the future.

The exclusive line-up on the judging panel consists of industry leaders, advocates and educators who are backing this campaign and want to present construction as an attractive sector, full of opportunity and career diversity for young people and new entrants.

The judging panel consists of Amanda Clack the President of the Royal Institution of Chartered Surveyors (RICS), Brendan Williams the CEO of Building Heroes, Jack Parsons, Young Digital Leader Of the Year and CEO of Yourfeed.com, Mark Farmer Industry Advocate and CEO of Cast Consultancy, Steve Coley the President of FIS, Steve Neilson MD of Worksmart Contracts Ltd, an FIS member in Scotland and Wyn Prichard the Director of Construction Skills from the NPTC group of colleges in Wales.

The competition will be judged on the best creative picture and best response to the question asked within each age category. The public vote will make up 50% of the overall scores. The remaining 50% of the scores will be ranked in order by the judging panel and winners selected.

The winners will be announced at UK Construction Week between 10 -12 October. All finalists will also have their images streamed at the exhibition. The prizes will be awarded in November 2017. Nathan Garnett, Event Director of UK Construction Week said: “We are delighted to support the #iBuiltThis2017 with FIS Skills. The core aims of this campaign chime directly with our own so I hope that together we can raise some real awareness about the dynamism in the sector, show

why people are proud of their work and encourage new talent into the sector. We look forward to showcasing the very best work at the show”.

Mark Farmer, founding Director and CEO of Cast Consultancy said: “It is great to see FIS running this initiative which looks to not only engage with prospective new talent that will hopefully be the future of our industry, but also celebrates the fantastic work being done by people already working in construction. As such, FIS is responding in a positive and creative way to the industry’s attraction and retention challenge. It is reflective of their wider trade level leadership of the industry modernisation and quality agenda and their impressive work in training, skills and competency development. I’m sure the ‘I Built This’ campaign will play its part in getting our industry fitter for the future!”

The support for this campaign has been phenomenal across the industry with an impressive list of partners and sponsors that keeps growing by the day with the latest additions being Single Ply Roofing Association (SPRA), Construction Plant-hire Association (CPA), Just Practising Limited, Construction Coach, Saint Gobain and the Construction Industry Training Board (CITB).

RICS President Amanda Clack FRICS said: “I’m proud to support the #IBuiltThis2017 initiative as we look to promote to the public, and the next generation of construction professionals, the variety and excitement the world of construction offers. I encourage everyone to enter the competition. Get creative as we demonstrate construction’s impact on all aspects of our lives.”

For more information about the #IBuiltThis2017 campaign or if you would like to get involved email: skills@thefis.org or visit our website page on www.thefis.org/skills-hub/i-built-this/

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Notes to editors:

1. FIS Skills and #IBuiltThis2017 campaign logos are available on request.
2. FIS Skills is the specialist skills delivery capability of FIS, the trade body of the Fit-Out Sector. It is responsible for delivering on the Fit-out Futures Programme designed to attract new entrants to the sector by devising innovative and workable solutions for the sector’s problems.
3. FIS, the trade body of the Fit-Out Sector, represents almost 450 companies involved in the manufacture, supply and installation of all aspects of finishes, interior fit-outs and refurbishment. It speaks with one strong voice for the Fit-Out Sector. It works on behalf of its membership to raise awareness and increase the influence of the sector. It helps members to make the most of opportunities through advice, training, technical support and dialogue with government and other bodies.
4. For more information about the #IBuiltThis2017 campaign email: skills@thefis.org or visit our website on: www.thefis.org/skills-hub/i-built-this/

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