



# Employment & Skills Case Study

## Women in Construction

### Hartland Village

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## About Hartland Village



Hartland Village is a 135 acre site in Fleet, Hampshire. St Edward, a joint venture company owned by the Prudential Assurance Company and Berkeley, acquired the site in 2016. In 2018 planning permission was granted for a sustainable new village consisting of 1,500 homes and a primary school, plus retail, health and community space.

Embedded in forest and heathland countryside, the site will have footpath and cycle links that will allow the new community to connect into the surrounding landscape and take advantage of the beautiful woodland setting. A new 70 acre woodland country park is included as part of the development.

The site, formerly known as Pyestock, was the world's foremost establishment for gas and jet turbine development from the 1950s to 2000. High quality landscaping and art will respect the heritage of the site and the important contribution it made to British aerospace engineering.

1,500 homes by 2032 including 300 affordable

70 acre country park

More than 10km of walkable links, trim trails, and cycle paths

Over 5,000 jobs will be created in construction, including at least 100 apprenticeships and 108 permanent local jobs

£33.4 million infrastructure package to pay for school places, transport, leisure facilities and improvements to local nature reserves

## Supporting Local Employment

With women making up less than 13% of the UK's construction workforce\*, St Edward and Rushmoor Borough Council plan to collaborate to tackle the myths surrounding the industry and educate local women in the many benefits of working in construction, from great pay to fantastic career progression.

The team at Hartland Village are committed to creating over 5,000 jobs in construction, including at least 100 apprenticeships and 108 permanent local jobs by the end of the project in 2032.

The site has a dedicated Community Liaison Advisor in place who manages the Employment Skills Programme, as well as linking up with local partners to make sure residents and the wider community are able to make the most of everything Hartland Village has to offer.

An Employment Skills Plan has been created with Hart District Council to ensure we contribute to the Council's Corporate Objectives. In particular it supports the priority for 'A Thriving Local Economy'. The ESP also supports delivery of the Hart Economic Development Strategy and Action Plan, in particular Objective Two to 'Increase Skills and Qualified Workforce'.

*\*ONS Oct – Dec 2016, Labour Force Survey*



## Women's Bricklaying Taster Days



On Wednesday 14th and 21st August, St Edward Homes held a 2 day bricklaying taster course for women only, in partnership with Harlequin Brickwork and Rushmoor Borough Council, to inspire more women into the construction industry.

**“Knowing that it can be really daunting to step on to a building site, a typically male dominated environment, we decided to host a taster for women only, to make the process a lot less intimidating”** *Jennifer Upstill, Berkeley St Edward*

The course attracted 9 participants from a range of ages and backgrounds; from 18 year old students, housing association residents, and stay at home mums, to women soon-to-be leaving the armed forces. Our furthest attendee came all the way from Essex, as nothing similar was offered locally.

On the first day the group had a site tour followed by hands on bricklaying experience with the Harlequin Brickwork team to build a BBQ, pizza oven and fire pit in the welfare area at Hartland Village for those on site to enjoy.

On the second day the group met with representatives from different trades, including women, working on site, so they could learn about various careers and options available to them. Following this we held a BBQ feast cooked on their handmade BBQ to celebrate their hard work.

**“I’m interested in working in the industry... It’s good fun and the atmosphere is amazing”** *Shannon Morgan, course attendee*

## What Happened Next?



Following the bricklaying taster course:

- We are delighted that one course participant is now undertaking an apprenticeship with Harlequin Brickwork
- One participant enrolled on a two week training course run by the Hampshire Employment and Skills Hub through the Construction Skills Fund. They received their Health and Safety Level 1 and CSCS card.
- One participant decided to follow up with a plastering company, realising she did in fact want to work on a site
- The Army Welfare team are in contact with Harlequin Brickwork and are arranging for them to teach their soldiers to build a pizza oven at their barracks!

"Lovely environment, great people"

"Great to have a new experience and skills"

"I would like to gain qualifications [in construction]"

"I have heard nothing but positivity from the two ladies who attended – thank you so much"