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Press Release August 2017

## **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 our flagship #iBuiltThis2017 campaign. A visual campaign, image led and run completely on social media utilising the Instagram and Twitter platforms for a period of three weeks, with the submissions opening from the 04<sup>th</sup> Sept and closing on 24<sup>th</sup> Sept and winners announced at the UK Construction Week Exhibition between 10<sup>th</sup> – 12<sup>th</sup> 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 will be open on 4<sup>th</sup> Sept 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 is 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 future architects, engineers, designers and installers.

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 diversity of careers 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 & CEO of Yourfeed, Mark Farmer Industry Advocate, Steve Coley the President of FIS, Steve Neilson from 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 exhibition between 10<sup>th</sup>-12<sup>th</sup> 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 between 10<sup>th</sup>-12<sup>th</sup> October at the NEC in Birmingham”.

Mark Farmer, founding Director & 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 already being done by people already working in construction. As such, FIS are 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 & 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 Practicing Limited, Construction Coach and the Construction Industry Training Board (CITB).

Amanda Clack FRICS, RICS President 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 #iBuiltThis2017 campaign or if you would like to get involved email: [skills@thefis.org](mailto:skills@thefis.org) or visit our website page on: <https://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 are the specialist skills delivery capability of FIS the trade body of the Fit-Out Sector. They are 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’ 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. We speak with one strong voice for the finishes and interiors sector. We work on behalf of our membership to raise awareness and increase the influence of the sector. We help members to make the most of opportunities through advice, training, technical support and dialogue with government and other bodies.
4. For more information about #iBuiltThis2017 campaign email: [skills@thefis.org](mailto:skills@thefis.org) or visit our website on: <https://www.thefis.org/skills-hub/i-built-this/>

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Press Release August 2017

## Launch of FIS Skills flagship #iBuiltThis2017 social media campaign

FIS Skills, the specialist skills delivery capability of Finishes and Interiors Sector (FIS) are pleased to announce the launch of our flagship #iBuiltThis2017 campaign. A visual campaign, image led and run completely on social media utilising the Instagram and Twitter platforms for a period of three weeks, with the submissions opening from the 04<sup>th</sup> Sept and closing on 24<sup>th</sup> Sept and winners announced at the UK Construction Week Exhibition between 10<sup>th</sup> – 12<sup>th</sup> 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.

Helen Yeulet director of FIS Skills said “this is a part of FIS Skills’ ongoing vision to drive change and a better understanding of the industry and the opportunities within it. The competition aims to utilise the pride in an individual’s achievements to assist in improving perceptions and image, increase careers awareness and engagement nationally”.

To encourage young people to get involved, the competition has been divided into three age groups: 13 and under, 14-18 and 19 and over with some great prizes lined up. We would like entrants to share a picture of themselves with an image of a completed project they have built, or helped to build, using the hashtag #iBuiltThis2017 on the FIS Skills social media platforms of Instagram ([@fisskills](https://www.instagram.com/fisskills)) and Twitter ([@FisSkills](https://twitter.com/FisSkills)) or alternatively you can enter by visiting our website. Entrants need to insert their details in the comments section, answer their relevant age group question and submit.

Encouraging photos of new buildings of any type, whether they’re made from Lego, Meccano, sand or even chocolate. Images of iconic buildings and breath taking fit-out and interiors will be used to inspire people to see construction as a career of choice. The entries received will be diverse in both built environment images and the roles involved in their construction and images will be used to educate new entrants afterwards.

Support for this campaign has been phenomenal across the industry with UK Construction Week being our media partners. Other sponsors and partners include, Building Heroes, Home Builders Federation (HBF), Silver Trowel Ltd, Career Colleges Trust, NVQ Training Centre Ltd, Tapper Interiors Ltd, Vela Training Ltd, British Woodworking Foundation (BWF), Build UK, the Civil Engineering Contractors Association (CECA), Construction Products Association (CPA), Federation of Master Builders (FMB), Hire Association Europe (HAE), Thermal Insulation Contractors Association – Best Practice in Asbestos Control (TICA-ACAD), Yourfeed.com and Encon NevillLong.

A great line-up of judges is being proposed for the competition that will reflect the industry and will be announced in the coming week along with the prizes for the competition.

David Frise CEO of FIS said: “the only way to close the skills gap and improve industry perceptions is through strong collaboration and working together. This campaign provides the partnerships to join the dots across the industry with educators and potential new entrants and engage with young people in a fun and exciting new way”

For more information about #iBuiltThis2017 campaign or if you would like to get involved email: [skills@thefis.org](mailto:skills@thefis.org) or visit our website page on: <https://www.thefis.org/skills-hub/i-built-this/>

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