

Activity name	BRICK TOWER CHALLENGE
<p><b>Activity Descriptor</b></p>	<ul style="list-style-type: none"> <li>• This is an exciting team activity designed to introduce participants to skills that are used in the construction industry</li> <li>• Participants work as small construction companies to plan, design, cost (tender) and then construct a tower made from Lego bricks</li> <li>• Using information provided, teams can calculate how to maximise profit by considering the height of their structure, the materials used and the time taken to construct it</li> <li>• The tower can be of any design but must be free-standing and stable enough to be measured</li> <li>• There is an element of enterprise and competition throughout the activity</li> </ul>
<p><b>Industry Ambassador Support</b></p>	<p>The Brick Tower Construction Challenge will be greatly enhanced by the support of a Construction Industry Ambassador, who can act as the client and judge the teams. The Industry Ambassador should present their own career story before introducing the activity to the participants. To request Industry Ambassador support please email <b>Get in Touch</b>.</p> <p><b>If you are an Industry Ambassador leading this activity</b></p> <p>Start the activity by delivering a 5–10 minute presentation covering:</p> <ul style="list-style-type: none"> <li>• what sparked your interest in the industry</li> <li>• your career pathway, including your qualifications</li> <li>• your current role and responsibilities</li> <li>• any additional skills and attributes required for your role, e.g. time management, good communication skills, good IT skills and analytical thinking</li> <li>• your future ambitions</li> <li>• the benefits of working in the construction industry</li> </ul> <p>The presentation can be formal or informal, depending on the situation</p>
<p><b>Introducing the Activity</b></p>	<ul style="list-style-type: none"> <li>• The PowerPoint presentation is designed to introduce the activity and to inspire the teams to think more creatively about their finished tower. It also introduces some construction careers</li> <li>• You may wish to discuss with participants how it has become possible to build taller and taller buildings. Explain how the advancement of new technologies in construction and engineering, together with new materials, has changed the industry and made the seemingly impossible possible. There are comprehensive notes on the PowerPoint slides</li> <li>• Explain that each participant is now a professional in a construction company (their team). You are the client (customer) and you want them to build a tower made from Lego bricks. The tower can be of any height and any design but each team must try to make as much profit as possible</li> <li>• It's important to emphasise that certain skills, such as teamwork, meeting deadlines, working to plan, problem solving, communication and maths, are used throughout the industry</li> </ul>

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<p><b>Setting and Delivering the Activity</b></p>	<p>Put the participants into groups of between 4 and 6. Each team will require a table and chairs as well as:</p> <ul style="list-style-type: none"> <li>• 1 x box of Lego</li> <li>• 1 x participant's brief</li> <li>• 1 x tender sheet (this can be found at the end of the participant's brief)</li> <li>• 1 x measuring tape</li> <li>• 2 pencils and a pencil sharpener</li> </ul> <p>Other resources are:</p> <ul style="list-style-type: none"> <li>• 1 x stopwatch per session</li> <li>• Prizes (optional)</li> </ul> <p><b>Tip:</b> To minimise distractions, it is a good idea not to give out the resources until after all instructions have been given.</p> <p><b>The planning phase</b></p> <ol style="list-style-type: none"> <li>1. Set a time limit of 30 minutes to complete the planning phase (after the introduction and initial explanation).</li> <li>2. Give an additional 5 minutes to dismantle the practise towers and submit tender sheets.</li> <li>3. Once all the tender sheets have been handed in and all the teams have dismantled their towers, the construction phase can begin.</li> </ol> <p><b>The construction phase</b></p> <ol style="list-style-type: none"> <li>1. Allow a maximum time of 5 minutes for teams to rebuild their towers from scratch, matching their plan and tender. Different ways of leading this phase are explained in the PowerPoint slide notes.</li> <li>2. Adjust the profit according to the bonus/penalty clause (£1,000 added or taken away for every part of 30 seconds the build takes under or over their estimated time).</li> <li>3. Check each team's final construction against their original plan and tender sheet.</li> <li>4. Make any final bonus or penalty awards based on teamwork or innovative design.</li> <li>5. Announce the winning team</li> </ol>
<p><b>Feeding Back on the Activity</b></p>	<ul style="list-style-type: none"> <li>• Ask the participants if they enjoyed the activity. What did they learn?</li> <li>• Who came out as leaders of the team?</li> <li>• What was different about building during the planning phase to the timed build?</li> <li>• Explain that people working in construction need good teamwork, good communication skills, good problem solving skills etc</li> </ul>
<p><b>Concluding the Activity</b></p>	<ul style="list-style-type: none"> <li>• Discuss what skills participants have used during the activity and what they have learnt about the construction industry</li> <li>• Ask each team to collate their resources and check that no Lego bricks are missing</li> <li>• You may wish to thank them for their teamworking skills and say you hope they enjoyed the task</li> </ul>