

This document contains a range of key messages which you may want to use in your own activities in support of the campaign.

Construction is a career like no other.

Construction enables you to make your mark on the world, whether by helping to design or build a family's home, a hospital providing life-saving care or the latest cutting edge fashion stores.

Construction accounts for 2.6 million jobs in the UK and over the next 5 years it will create over 220,000 new roles.

Go Construct is a new industry led campaign which encourages people from all backgrounds to consider a career in construction.

We are launching a website where you can find out what a career in construction is really like and how you or someone you know could excel in a construction career.

www.goconstruct.org is a 'one stop shop' for finding a rewarding and fulfilling new career in construction, whoever you are. Whatever your background or skills there is a role for you.

There are thousands of opportunities for successful, long-term careers in construction waiting to be seized.