

Construction

The Scale and Importance of the Construction Industry

SCENARIO

You have recently started a new role working for a large construction company. The company wants to promote the industry and make clients and the public aware of the breadth and type of work undertaken by the construction industry including the benefits that this brings.

You have been asked to provide the content for the home page of a website that outlines the UK construction industry. This will include producing an outline for the web designer. The outline will need to describe the different types of work the construction industry undertakes and its contribution, both socially and economically, to the UK and local communities.

YOUR TASK

Your manager has asked you to write the content of the website to cover:

- the types of work, projects and activities carried out by the construction industry
- The **social and economic contributions** made by the construction industry locally and nationally.

You will need to include the following in your content:

- the type of work by sector classification, covering three of the following: civil engineering, industrial, residential, commercial, retail, health, education, leisure and recreation
- The activities carried out by the construction industry including: new build, refurbishment, repairs and maintenance etc.
- consideration of the benefits provided by the construction industry in terms of local employment, facilities, economic impact and regeneration
- the social impacts and benefits of construction projects in terms of inclusion, wellbeing, recreation and needs
- three social and three economic contributions/benefits provided by the construction industry on a local and a national scale (both local and national issues should be considered up to a maximum of three social and three economic)
- Your assessment of the contributions made by the construction industry to society.

Select building types that you are familiar with and carry out research to ensure that you have enough information for your content. Remember to make a note of all your sources.