

# Case Study: Schools Engagement

## Perth Grammar – Careers Fair 2017



**Perth Transport Futures Project – Phase One**  
A9/A85 Perth Transport Futures Project

**22<sup>nd</sup> November 2017**

As part of Balfour Beatty's commitment to engaging with and inspiring the next generation of construction professionals, Community Benefits Advisor, Duncan Gardner, attended Perth Grammar's Careers Fair to talk about careers in Construction with Balfour Beatty.

*"I never realised how many different roles there were and how what I love doing could become a job!"* **Conor, S5 Student**

### The Challenge

The Balfour Beatty team at the Perth Transport Futures project are committed to engaging with local schools to offer a wide range of provisions for curriculum enhancement and pupil development including careers support, work experience and STEM engagement. As part of this, they were invited to Perth Grammar school's Career Fair in November 2017.

### The Measures

The project's new Community Benefits Advisor, Duncan Gardner, gladly accepted the invitation and took the opportunity to meet and speak to pupils from across all age groups at the school about what careers and opportunities were available with Balfour Beatty and to discuss the various routes into employment. The pupils were taken through case studies showing success stories from Graduates, Apprentices and Trainees, all of whom had come through differing employment routes yet all found success with Balfour Beatty. Using a vast array

of job profiles, Duncan was able to demonstrate to the pupils that modern construction requires an enormous spectrum of talented people, all filling very varied roles, in order to impress and retain clients and produce world leading projects around the globe.

### The Results

Around 900 pupils attended the event over the course of the day. Around 60 of those pupils showed a real interest in Balfour Beatty as a potential employer and discussed possible future work experience opportunities. In particular, one S5 pupil named Conor showed Duncan a Minecraft structure he had been working on for over a year. Conor was amazed to hear that, through BIM 360 and integrating Virtual Reality technology, what was a hobby for him, could become a career where he could take his creations from his console to the real world.

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