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The materials developed with the W&P team went down very well on our recruitment stand at What Career Live! this year. We're really pleased with them and looking forward to getting the careers toolkit into schools.

*Barratt Future Talent Team*



Recruitment brochure designed by Words&Pictures for career's fairs.

Toolkit for teachers containing classroom activities on careers in construction.

### Words&Pictures Case Study

# CONSTRUCT YOUR CAREER – BARRATT DEVELOPMENTS

Barratt Developments, the UK's largest housebuilder, struggled with misconceptions about the opportunities available within the organisation. They wanted to widen understanding about the range of careers within the industry, as well as educate students on the different routes of entry.

#### A wide range of opportunities

Words&Pictures developed a brochure to be used at careers and recruitment events, appropriate for a range of ages, from school leavers to graduates. The brochure outlines the different routes into the

organisation, including apprenticeships, sponsored degrees and graduate programmes. The additional leaflets cover the 12 different highlighted careers, from tradesperson to customer services, surveying to finance. The pack can be tailored to ensure the potential recruit receives the information that interests them.

#### Complementing the Curriculum

The careers toolkit is designed to break down pre-existing ideas of what is involved in the construction industry. The folder, booklets and USB drive, with six

class activities, have been created around the national curriculum. They encourage students to think about what is involved in different areas of the industry, while developing different skills in different subjects such as Maths, Business Studies, Geography and English.

#### The results

Barratt Developments were impressed by the design and adaptability of both the recruitment brochure and careers toolkit. It has enhanced the way the company talks with potential recruits, ensuring all the information is clear and appealing.