

## 2021'S PLEDGE 100: SUPPORTING COLLEGES AND EDUCATION

Michelmersh is proud to announce its continued support for educational institutions via its 'Pledge 100' initiative. Supporting industry education and training, including bricklayers and architectural design courses, remains a core commitment of the Michelmersh Group.

Having supported institutions for many years, Michelmersh officially launched its initiative 'Pledge 100' in 2020 to support and encourage youth training in skill-based occupations and those embarking on careers in the construction industry. With the industry facing a shortage of skilled labour, with gaps in funded support across all sectors of construction, additional assistance is vital in order to encourage the next generation to apply for construction-focused employment.

2020 proved a very testing year for education with many colleges having to re-evaluate how they teach students due to COVID-19. Throughout the period, Michelmersh continued to supply bricks, CPDs and support wherever possible and despite the challenges presented in 2020, it was very close to reaching its goal of supplying 100,000 products, distributed to training centres across the UK.

In addition to offering product for students to use in practical applications, Michelmersh also supplied hundreds of copies of the 'Guide to Successful Brickwork', a publication that was revised by the Brick Development Association in 2020 and offers a definitive practical, modern guide to all applications of brick in construction. The Group also continues to promote its CPD to architectural practices and students alike, increasing its range of online webinar sessions of 'Right Brick, First Time' whilst offering varied printed educational materials.



Riverside college social media read:  
Thank you to @BritainBrickMBH for kindly donating useful #brickwork textbooks for our #Construction #students which will provide support to both their practical and theory work! Grant Howman of Riverside College: "Can we thank you for your support and kind donation. It has really given our department a boost and the students are enjoying using the new bricks Michelmersh supplied. It is very much appreciated."

Tweet from Andy Proctor, East Riding College:

Many thanks to @BritainBrickMBH @bimbricks for this amazing book that is for our Brickwork students @ constructionERC the support for our students is very much appreciated.

With hands-on college learning time restricted due to the pandemic, it is more important than ever that students can perform practical training using the highest quality, premium products, equipment and tools to mirror the working environment conditions of their future. Michelmersh has therefore responded to the need to support bricklaying colleges and their students with a wide variety of high-quality products.

Construction and Building Services Lecturer, Jimmy Stobbart from Sunderland College, said: "We can't thank Michelmersh enough for this kind donation. It will make a massive difference to all of our bricklaying students over the next 12 months."

The industry must continue to make every effort to support training, upskilling and education in all areas of construction and the built environment. This also includes the education of sustainability, which is why Michelmersh has become the first UK brick manufacturer to join as a Partner to the Supply Chain Sustainability School and disseminate the importance of corporate responsibility of its products and services both socially and environmentally throughout its workforce and to the wider industry.

Katrina Dougherty, Vice Principal Enterprise and Innovation, Hertford Regional College replied: "The support provided by Michelmersh really does make a difference to the experience that we're able to offer individuals looking to enter the construction industry. We are delighted to work with the team at Michelmersh to ensure that the support you provide is fully celebrated."

Michelmersh is committed to supporting our future bricklayers, and keep Britain building. Having already fulfilled their allocation of bricks for 2021, it aims to continue the Pledge 100 initiative in 2022 and work closely with colleges across the UK.



**PLEDGE 100**

100,000 bricks for future bricklayers in 2021