

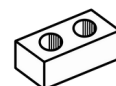
# Built By Us

# Making Impact 2021

[www.builtbyus.org.uk](http://www.builtbyus.org.uk)



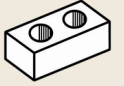
A world built for all  
by all



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**Our mission is growing diversity and inclusion in the built environment sector.**



## **Introduction | Who We Are**

Built By Us is an award-winning built environment social enterprise committed to building the world we want to see, since 2016.

We do this by sharing our knowledge and expertise in mentoring, sponsorship, business, and deep active listening - and we ask others to match our generosity of spirit.

We draw out talent and ambition from our mentees, connect them with carefully chosen mentors and support them as they collaborate to discover solutions.

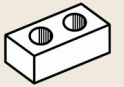
We speak up for those who are 'othered' by creating accessible mentoring programmes, changing team cultures and growing diverse leadership. We look for the best in emerging talent and invest in the future of our industry. We give voice to the struggles of being the 'other' in our chosen industry.

We are people who trust their curiosity and follow it with passion. We are trained architects, electricians, youth workers, MBA graduates, PR experts, start-up founders and seasoned entrepreneurs.

We love construction because it is an industry that starts every job with a blank piece of paper and draws collaborative teams together who want to build something amazing.

Built By Us looks at the world and asks: How can we help you to make this world a better place?

# About Us



## Foreword

Throughout the COVID-19 pandemic, our partners, beneficiaries and volunteers have been resilient and inspiring in the face of unprecedented challenges. Our activities in FY20 and FY21 to date have been guided by these principles:

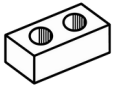
- **Be accessible** - moving to online delivery has ensured that wherever our beneficiaries are they can be part of the BBU community, with cost presenting no barrier.
- **Be of value** - we have listened carefully to at times pre-empted the needs of our community ensuring that our projects are adding value to their lives and creating social impact.
- **Be brave** - uncertainty has been a challenge for us all, as a social enterprise we have needed to review and redesign our entire business model to meet the needs of our stakeholders

Collaboration and connection provide opportunities for the unheard to take their seat at the table. Built By Us gives generously: through sharing open-hearted time, experiences, and opportunities, everyone thrives.

Equity, not equality, will drive the change we need: by accepting that the playing field is not level we allow people to be heard. Trust, curiosity and willingness to listen to others' experiences are how Built By Us first kindles, then ignites profound, lasting change. Designing the world we want to see, we collaborate, iterate and adapt while always listening deeply.

Built By Us nurtures students, professionals, founders and MDs to achieve the ambitions that we all once held, sitting alone in our bedrooms, dreaming of the mark we might make in the world. It brings us together at the blank page and asks: how can we help to make this a better world.

We focus on people,  
practice and advocacy  
to foster positive change

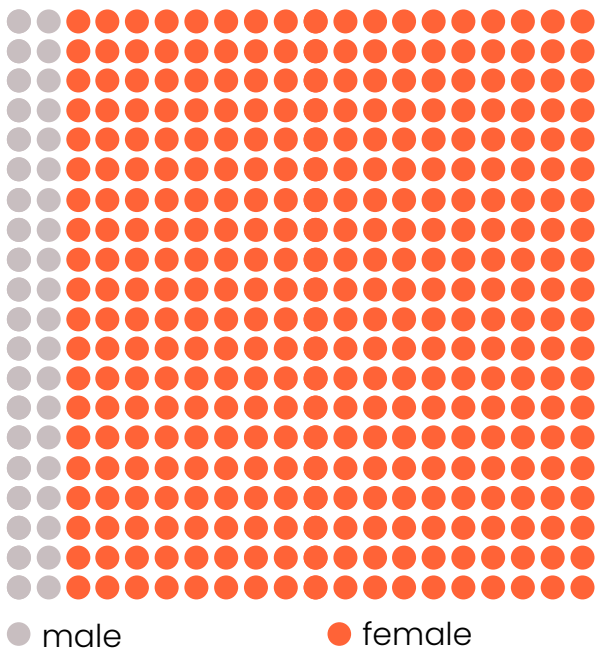


# People | Our beneficiaries

The programmes prioritise mentees who face intersectional and systemic barriers to inclusion and success, including:

- Women
- People from Black and minority ethnic backgrounds
- Disabled people
- LGBTQIA+ people
- People who face socio-economic disadvantages.

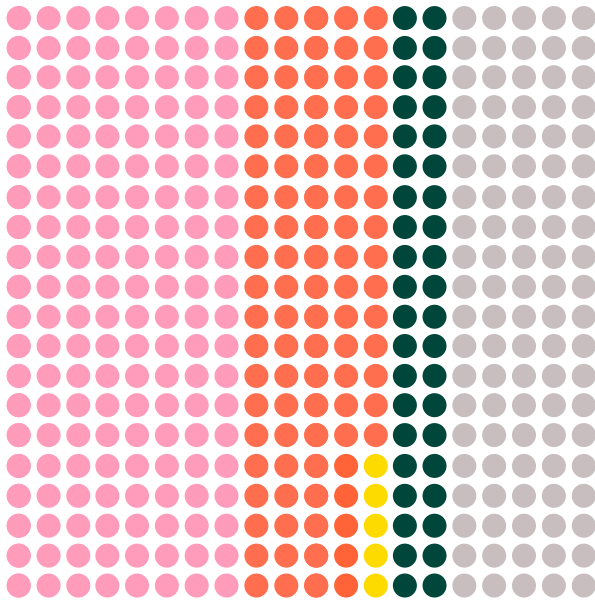
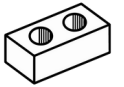
The programmes are currently delivered online.



## Gender

According to data from the Office of National Statistics (ONS), construction is one of the least diverse sectors for women. Women account for around 13% of the total workforce (and have done for the last 20 years) and 2X% of professional roles.

Women made up around 90% of all Built By Us programme beneficiaries.



● Black British/African/Caribbean  
 ● British Asian/Asian

● White British/European  
 ● Other Ethnic group e.g Arab  
 ● Mixed/Multiple ethnic groups

### Ethnic Origin

Across the construction sector, around 5% of the labour market is defined as Black, Asian or Minority Ethnic. For BBU programmes in 2021 our beneficiaries:

- Around 40% are from Black British/African/Caribbean/Other backgrounds
- 3% are of Mixed Heritage
- 24% are of Asian/British heritage with 5% from other ethnic groups



● LGBTQIA+  
 ● Prefer not to say  
 ● Heterosexual/Straight

### Sexual Orientation

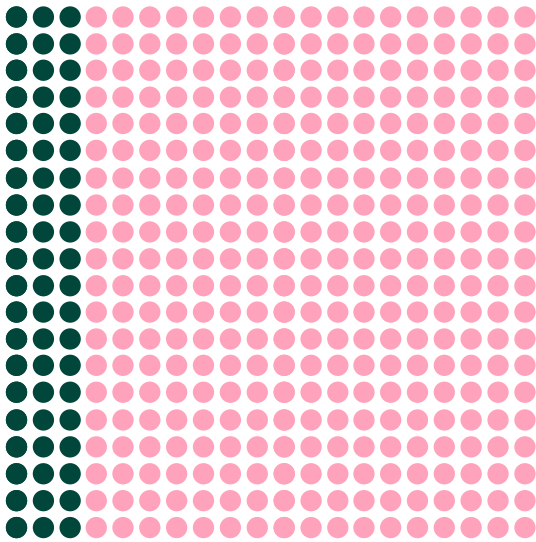
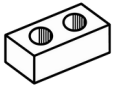
Across the construction sector, around 2% of industry professionals are part of the LGBT+ community.

A huge problem for the sector is the high levels of exclusion and discrimination experienced by the community.

'The number of architects who have "heard homophobic and/or transphobic slurs being used as insults in the workplace", has also risen to 39%'

Architects Journal Survey 2019

Around 10% of beneficiaries are LGBT+ with a further 10% selecting prefer not to say.



● Disabled person  
● Non-disabled person

### Disability

According to data gathered from professional bodies in the built environment around 5% are disabled people. Within architecture according to the Architects Registration board only 1% of chartered architects are disabled people. The need for diverse leadership is key to ensuring the built environment is accessible and sustainable.

15% of the Shape cohort 2021 are disabled people

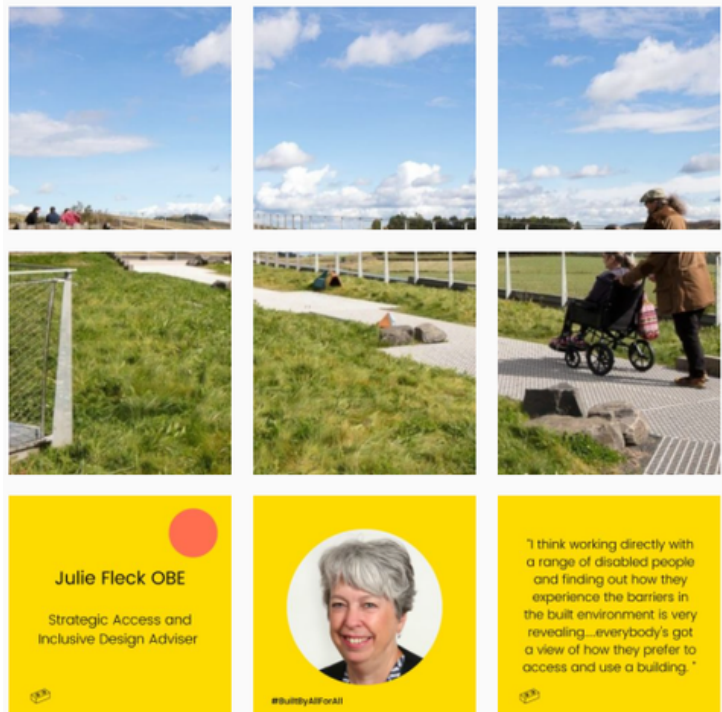
## Spotlight The Inclusive Environments Campaign

A more diverse workforce will contribute to better outcomes for the built environment.

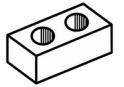
As part of our work on inclusion, we launched the **Inclusive Environments** campaign with a series of in-depth interviews with practitioners and those impacted.

Image to the right from Instagram for more on the interview with Julie Fleck visit our [website](#).

**#BuiltByAllForAll**







# People | Our Programmes – Project You

## Programme 1 Build

### What is Build?

Build is a series of online events that help students and professionals to learn essential skills at the outset of their careers. The programme provides careers support and information for those preparing to gain work experience, training, an apprenticeship, a new job or making a change career in the industry.

### Who is Build for?

Build has been developed to respond to the need for accessible employment support, particularly during COVID-19. It is for those in education, the unemployed or underemployed. The events are accessible, safe online events where BBU shares its knowledge and experience for successful job hunting, creation of CVs, portfolios and more. Sessions are themed. The topics for 2021 are Public Speaking, Presentation and Interview Skills followed by Negotiation.

We are proud to have partnered with the National Association of Women in Construction (NAWIC) to amplify the need for better careers information and support. Around 200 people attended sessions in 2021.

## Programme 2 FLUID

### What is Fluid

Founded in 2012 by Danna Walker, the Fluid Diversity Mentoring Programme is an award-winning built environment leadership programme. Working with diverse cohorts, Fluid addresses barriers to diversity and inclusion.

### Who is the FLUID programme for?

Fluid connects volunteer mentors and mentees from across the built environment industry. The mentees who apply to take part have a wide range of experiences, skills and talents. The programme requires a full 12-month commitment from mentees and mentors.

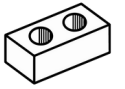
The monthly time commitment is approximately 3 hours of face-to-face time, with some meeting preparation beforehand.

BBU interviews, trains and match-makes every partnership. Each mentor/mentee pairing is evaluated at the beginning and end of the programme. We look to express special thanks to the amazing [EPR Architects](#) for their continued support for the FLUID Programme!

*"[The FLUID Programme] helped build my confidence, and identify and practice communicating the value that I have. The BBU team, mentees and my mentor all supported this process."*







# People | Project You in Numbers

A row of 12 yellow stars is positioned at the top. Below them, the text '200+' is written in large, bold black font, followed by 'Amazing mentors (To date)' in a smaller black font. A small brick icon is located at the bottom center of the panel.

200+ Amazing mentors (To date)

A small brick icon is in the top left corner. The number '234' is displayed in a very large, light yellow font. Below it, the text 'hours of mentorship delivered Shape Programme 2021' is written in a dark teal font.

234 hours of mentorship delivered Shape Programme 2021

An illustration of a woman in a white top and dark green pants holding a tablet is on the left. The number '7,956' is in a large, light yellow font. Below it, the text 'Hours of mentorship FLUID & Shape 2016-2021' is in a dark teal font. A small brick icon is in the bottom right corner.

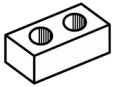
7,956 Hours of mentorship FLUID & Shape 2016-2021

A small brick icon is in the top left corner. The number '1,332' is in a large, light yellow font. Below it, the text 'Hours of mentorship provided via FLUID 2021' is in a dark teal font. An illustration of a woman in a pink dress holding a tablet is on the right.

1,332 Hours of mentorship provided via FLUID 2021

Built By Us exists to work with diverse talent, supporting them in their development. While 2021 was challenging we were delighted to receive support from the Inclusive Recovery and SESF funds. This support was a catalyst to delivering our programmes online, growing our team and providing even greater support to more beneficiaries with an 85% increase in 2020 in the numbers of people supported.

# Project You



## Feedback

**Participants in the 2021 cohorts of the FLUID and Shape programmes when asked "Overall, how would you rate your experience of the programme?"**

**Gave an average score of 5 out of 5**



"It was very important for me to hear my mentor's perspective on improving the representation of minority ethnicities among senior leadership in construction and it was also important for me to understand that I could have a family, get the promotion and pursue personal projects.

She was a great example of this and like a superwoman with her cape on, she was saying 'it can be done, it can be done!' It requires a lot of work but that truth was important for me to hear and see."

Krystal Fluid mentee

**Participants in the 2021 cohorts of the FLUID and Shape programmes when asked "Would you recommend us or the programme to your friends ?"**

**Gave an average score of 5 out of 5**



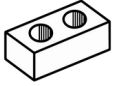
"The programme has a two-way impact. I felt I was giving but also gaining. My mentee and I had a special area of interest in EDI and I learned from her. There are definitely benefits on both sides."

Teri Fluid mentor

"Fluid arrived at just the right time for me, when I had many options and many questions and needed guidance to plan my career path. My mentor helped me to grow in all spheres, make connections and channel my skills and strengths". Janani Fluid mentee

"I wanted the chance to speak with someone like me, who had similar aims for their career and could help me to achieve my goals. Speaking to someone who has a similar skin colour to me was important, so I was pleased that I could find that in Built By Us."

Quincy, Fluid mentee



## What is Shape?

Shape is a series of subject expert workshops that provide valuable information and insights into the most important aspects of starting a business. The Shape programme comprises two distinct parts: training and mentoring. The first 6-month stage is “Project You”, where mentees engage through expert sessions alongside monthly mentoring.

The monthly sessions enable the mentees to dig deeper into why they want to start and run their own organisation. Through a combination of pre-work and live sessions, “Project You” guides mentees through topics such as different business structures, how to price services, wellbeing and marketing. “Emerge” is the second stage, where mentees explore and articulate the ideas formulated in “Project You

## Who is Shape for?

This programme is for early-stage entrepreneurs who are in the process of starting up or within 2 years of going live with their business plan. Mentees are of different ages and stages of their careers; they need the tools and the spark to realise their vision. Whether that’s building new public sector community housing, starting a niche creative agency or a trade. This programme has been created to support budding and new founders in construction and the built environment.

We are proud to have partnered with Surface Matter and Unltd via the Inclusive Recovery fund to deliver this innovative programme. We were delighted to receive an endorsement from the Jules Pipe Deputy Mayor of London.

"All those working in the construction and built environment sector have a huge impact on the delivery of that endeavour, on the lives and wellbeing of those that live in and use the places they create. It's therefore vital that the sector itself should reflect the communities they seek to serve.

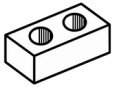
Practical intervention, however, is needed to ensure that the greater diversity more likely to be found in start-ups and SMEs is nurtured and sustained, so these businesses can grow to be able to compete with more long-established organisations.

Helping to achieve that and level the playing field, I welcome the Built By Us Shape programme which is designed to support and mentor fledgling businesses that reflect that wider diversity on to the next phase of their growth. "

Jules Pipe Deputy Mayor of London



# Shape

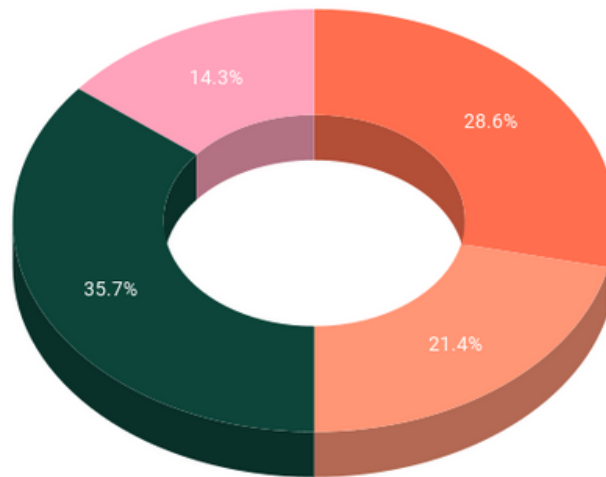


“The 2-hour workshops are invaluable but you have to put in the work in between sessions to learn more on each of the 7 or 8 key elements covered. We also had to do exercises during the workshops, so it wasn't about listening to a lecture, you had to get hands-on. It's very interactive”. Nilesh Shape mentee

“The environment that we come across in Built By Us is much more similar to our actual social networks. Standard industry events don't feel like they're for us or the communities we live and work in. Built By Us feels like coming home.”  
Greta Shape mentee

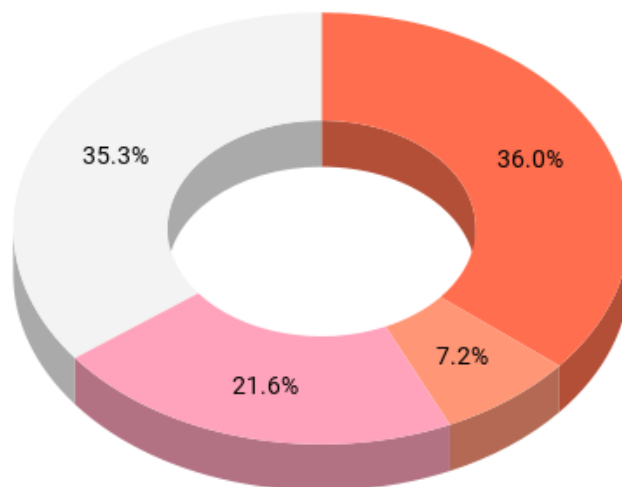
### How did taking part in a BBU Programme in 2021 impact you?

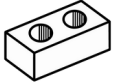
- Attained a new skill
- Built my network
- Learned more about the industry
- Developed management or leadership skills



### What changed for you as an outcome of taking part in the programme

- Got a job
- Got a promotion
- Developed a business idea
- No change





# Practice | Consultancy

Built By Us is on a mission to grow diversity and inclusion. Our consultancy work focuses on 3 key areas of tailor-made support for built environment organisations:

- **Equity, Diversity and Inclusion (EDI) | Learning Workshops** - we run bespoke sessions for forward-thinking organisations working in the built environment seeking to address EDI internally and externally.
- **EDI strategy development** | BBU believe that inclusion is a verb, we work with influential organisations to help them to develop policies and action plans.
- **Talent Matching** | Built By Us provides a talent board of curated opportunities for those seeking voluntary, training or work placements and it offers guidance and support to organisations seeking diverse talent.

**Number of learning hours delivered to companies**

**80 hrs**

**Number of EDI Strategy Events**

**41**

**Number of people directly impacted via consultancy**

**700+**

## The Useful Simple Trust

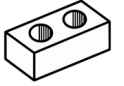
We were delighted to collaborate with B-Corp , Employee Owned Trust and Social Enterprise The [Useful Simple Trust](#) on their inclusive recruitment strategy. The Useful Simple Trust is "a family of professional design practices driving change" including architects, engineers and communications specialists.

**Senior Structural Engineer Ailsa Roberts shared her thoughts on the experience:**

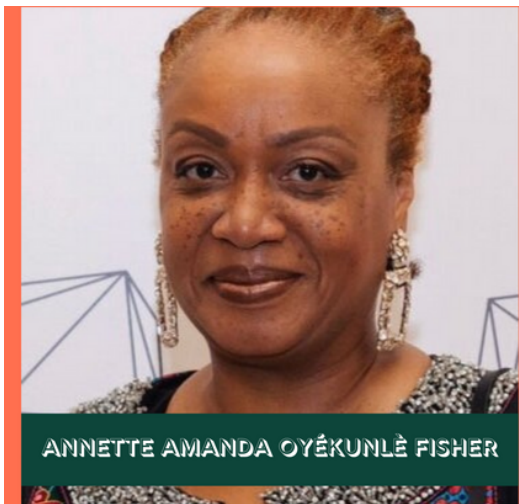
Q How did your collaboration with BBU help aid your company in its goals?

A: It has massively helped. We didn't know where to start and we didn't feel we had much knowledge or experience, even in speaking about EDI. We were unsure in terms of the contacts and the networks and how it all worked, as well as the way to communicate internally as well as externally. BBU's help was invaluable.

It's been brilliant and I really don't know what we would have done if we hadn't found BBU. We're continuing our work with BBU and continuing communications with Danna to keep holding us to account and to keep that inflow of knowledge and experience where we still have lots of gaps. The experience has been invaluable and we are going to continue with it.



## Spotlight The AfroFutures Campaign



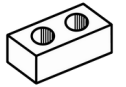
### AfroFutures

The [#AfroFutures](#) campaign, part of Black History Month, highlighted the diverse and positive work BIPOC (Black, Indigenous and People of Colour) people in the UK and around the world are doing to create a better and more sustainable world for all. We celebrated the remarkable achievements of an array of inspiring BIPOC role models of sustainability who have played a major part in developing solutions and challenging the status quo. Click the link to read more about [#AfroFutures](#) to find out about the people celebrated visit us on [Instagram](#)



# Advocacy





# Advocacy, Calling people in

Key to our mission to grow diversity and inclusion we 'call out' and 'call in' the wider construction community through thought leadership, partnership and public engagement.

Danna Walker was a guest speaker at the following: Royal Institute of British Architects (RIBA) Radio for National Inclusion Week; She also spoke at the:

- Cambridge Federation of Construction (CFCI) on "The Benefits of Having Diversity In Construction"
- The University of New Mexico "Contesting" keynote
- Design Council and Network Rail "Inclusive Workshops"
- Festival of Place "Construction, it's time to embrace disability"
- London Festival of Architecture "New Education & Practice Narratives"
- Built By Us partnered with the Chartered Institute of Building for "Careers in the Professions Event"

## Publications

- Contributed a piece to the groundbreaking Sound Advice, [Now You Know](#) publication. Exploring Spatial Inequality in Architecture Through Music.
- Architecture Australia Magazine Article "Leverage: Diversity as a Disruptor in Construction"

# With thanks to...

Unltd | The Inclusive Recovery Fund | The Social Enterprise Emergency Fund | [EPR Architects Gold Sponsors](#) | [NAWIC](#) London & SE | [Surface Matter](#) | Roundhill Capital | [KLH Sustainability](#) | Our AMAZING volunteer mentors | The Built By Us Team and Advisory Board | Jules Pipe Deputy Mayor of London | Matchable Volunteers | Sound Advice | Social Enterprise UK | Our wonderful clients | Students from Central St Martin and everyone who continues to contribute to this journey in 2021 and beyond.



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