

Newsletter

Focus: 251,500 More Workers by 2028?



"Let's Talk About What Really Matters"

The construction industry is facing a staggering demand:

Nearly 84,000 new workers every year for the next three years. That's 251,500 more people by 2028.

But before we rush to hire, we need to ask a crucial question:
How are we supporting the people already here?

Because the reality is harsh.

- 94% of construction workers report feeling stressed
- 60% have experienced depression
- 27% have had suicidal thoughts

And apprenticeships? Nearly half drop out before completion. That's a loud signal we can't ignore.

People currently in the industry are struggling and those thinking about joining are walking away. Mental health in construction has worsened over the last five years, sadly not improved.

So ask yourself:

- Why would anyone want to join an industry in crisis?
- Why risk your wellbeing for late payments, impossible deadlines, and long stretches away from family?

The first priority can't be recruitment. It must be retention and protection.

Caring for the people we already have. If we don't fix what's broken now, we'll only be hiring into a system that's not built to keep anyone standing.

Question:

How can we make construction a place people want to stay, not just survive?



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Building Confidence
with Gemma Cousins

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