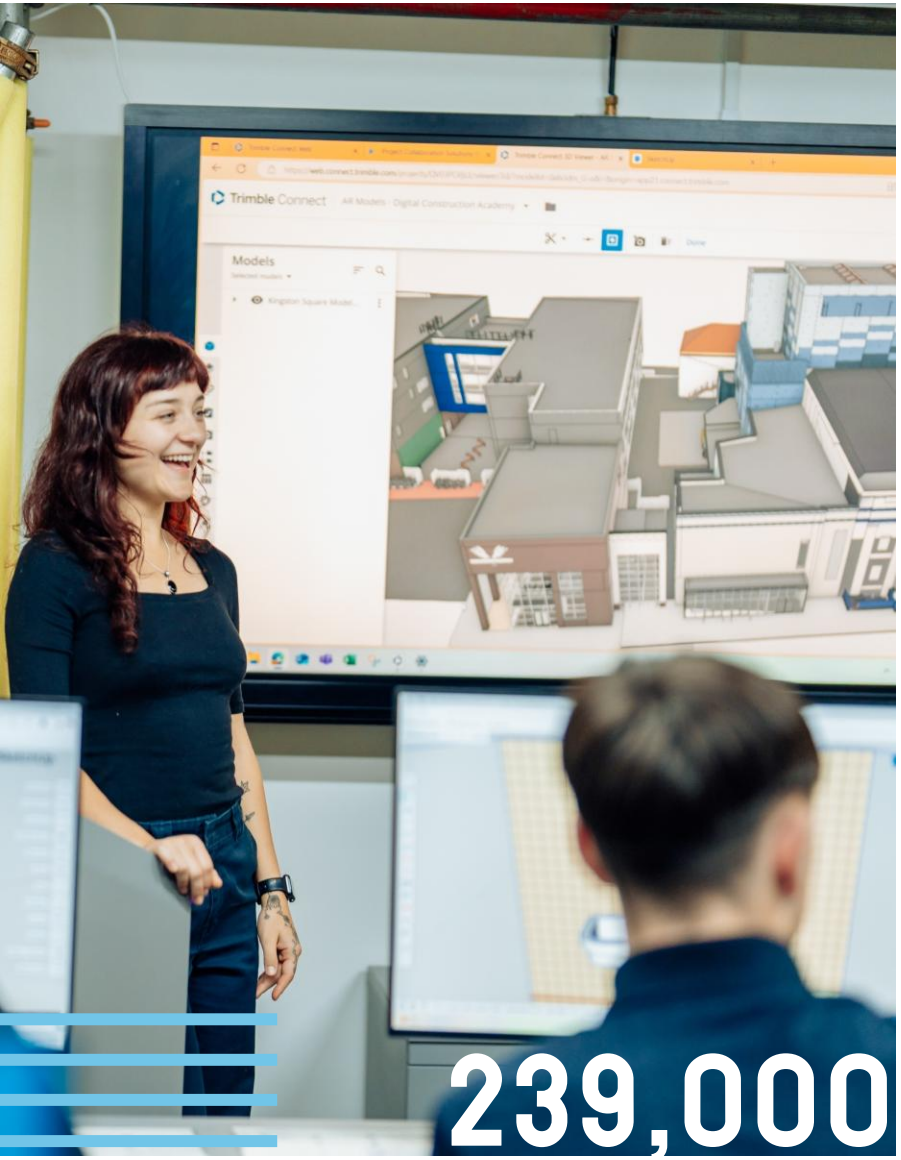
Sewell Group

DIGITAL CONSTRUCTION ACADEMY



239,000

EXTRA WORKERS NEEDED BY 2029

THE STORY BEHIND THE DIGITAL CONSTRUCTION ACADEMY

With roots tracing back to 1876, our journey is marked by resilience, adaptability, and a relentless drive to meet our customers' evolving needs. But our commitment goes beyond bricks and mortar; it's ingrained in our DNA to give back to the community that has supported us throughout the years.

We know that there's a significant skills gap in the construction industry, with an extra 239,000 workers needed by 2029, and we are finding school leavers are being channelled towards non-construction industry careers.

With the increasing use of digital technology across the industry, the education sector is not providing meaningful digital training that can be applied onsite.

In Yorkshire and the Humber, there exists a noticeable gap in the provision of a dedicated digital construction hub, tailored to the evolving needs of both students and employers. While attempts are being made within the construction industry and education institutions to address this gap, the increasing demand for digitised construction processes and advanced digital skills is becoming increasingly evident.

We wanted to play our part in helping education and industry come together to offer real world experiences to young people and open their eyes to what the world of construction has to offer.

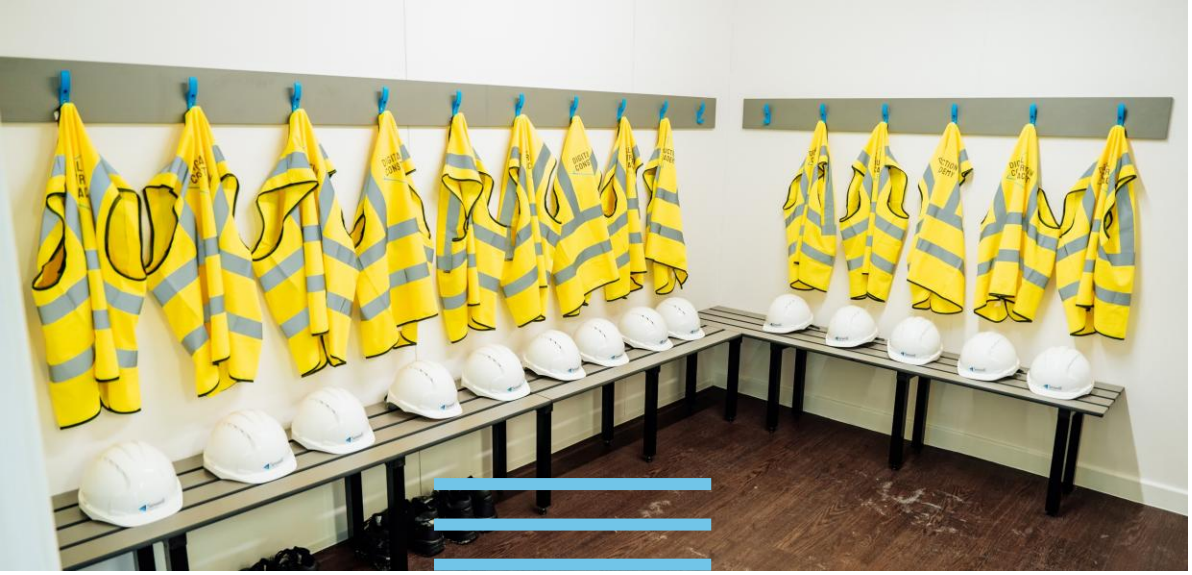
PRACTICAL SKILLS WITH A DIGITAL EDGE

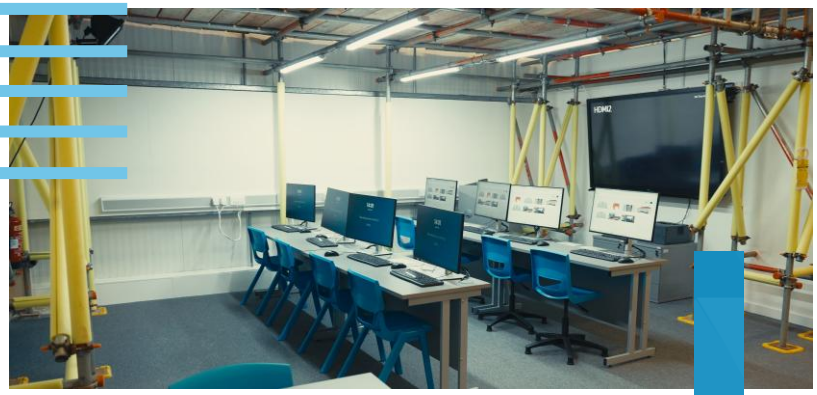
2025 saw the launch of our new Digital Construction Academy in East Hull, which offers young people an insight into the construction industry, with a digital edge. The facility provides access to a range of hands-on, inspiring opportunities to get young people enthused about their future career.

A place for exploration where digital technology such as virtual and augmented reality will bring buildings to life in front of their eyes, allowing young people to see how their everyday digital skills can be translated into a traditionally non-digital industry such as construction.

The Academy is focused on school engagement and careers, providing a place for students to come and gain both practical and digital skills, opening their eyes to the vast array of roles available and helping them think about their future career.

There are opportunities for students to do practical workshops, design masterclasses, work experience and construction taster events, inspiring younger students to think about potential careers and older students to add digital skills to the practical skills they've learned.





BE PART OF CREATING SUSTAINABLE
BUILDINGS OF THE FUTURE

A MIX OF THEORY, IMMERSIVE AND PRACTICAL

The Digital Construction Academy provides a space for exploration, innovation and inspiration – showcasing to students how digital technologies are driving the future of the construction industry. When they arrive, they will step into a space that includes a familiar classroom environment, alongside an open immersive space and practical zone that allows them to experiment with different skills and see just how many different career paths are available.

THEORY

Students will research various digital technologies used across the construction industry and experiment with 3D virtual models in a desk-based design environment, learning how models are designed and coordinated between design disciplines.

IMMERSIVE

Students will see how augmented reality can be used to project models of buildings into an open space and be viewed at different heights. They will be able to peel back the layers of external walls to show the virtual make up of building fabric and learn how it all comes together.

PRACTICAL

An opportunity to apply practical skills, aided by augmented reality – students will project their digital design into the space and then physically build it. There will also be a focus on quality checking and record keeping for demonstration of compliance against the design details.

THE BENEFITS

By spending time in the Digital Construction Academy, students will gain experience and insight into the industry, alongside:

- An inclusive environment
- Multiple learning opportunities
- Digital skills
- Practical skills led by industry experts
- Careers showcase
- Interaction with people in careers they aspire to
- Networking with industry professionals

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There is undoubtedly a skills and training challenge facing the construction industry and a clear lack of facilities that address this in the region. We’re excited to see what Sewell Group develops with its new Digital Construction Academy and fully support its mission.

Rob Holt, Group Director – Strategic Services, Robertson Group

THE STUDENT EXPERIENCE

"The tour was really good because it's teaching us additional skills using new technology and helping us understand more about sustainability. You don't often see this side of a building project.

Leyton, Year 12 student

"I would definitely recommend the Digital Construction Academy to anyone working with young people. It is a great facility that we can use to inspire students to be the best they can be and start on a really positive future.

Rob Alexander-Duncan, Teacher, Winifred Holtby Academy

SCAN ME
TO WATCH
THE VIDEO
bitly
14:21
14:20
Sketchup

“

The Digital Construction Academy is a great example of how to engage students from a young age, offering workshops, design masterclasses, and taster events. It challenges outdated views of construction as purely manual labour by showcasing its innovative, digital side.

This mirrors Government efforts to reframe construction as a dynamic, multi-disciplinary field, essential for delivering modern healthcare infrastructure. The Academy’s focus on career readiness and skill-building directly supports this goal, helping to build a pipeline of talent that can contribute to construction projects. By training future professionals in these areas, it is helping to prepare a workforce capable of delivering on Government long-term infrastructure strategy.

Helen Sturdy, National Head of Construction, NHS England

THE STUDENT EXPERIENCE

I'd recommend the Digital Construction Academy to other people like me because it can teach you how hard you need to work to become successful in life.

Charlie

I thought it was great to experience how it feels to work on site and learn new skills.

My favourite part was working with my peers and being responsible for the work we were doing.

Tiago

Today I've learnt behind the scenes of how buildings are made and how technology helps builders see what they're working on and helps make the job a lot easier

Dominic

WE ADVISE | WE PARTNER | WE BUILD | WE MANAGE

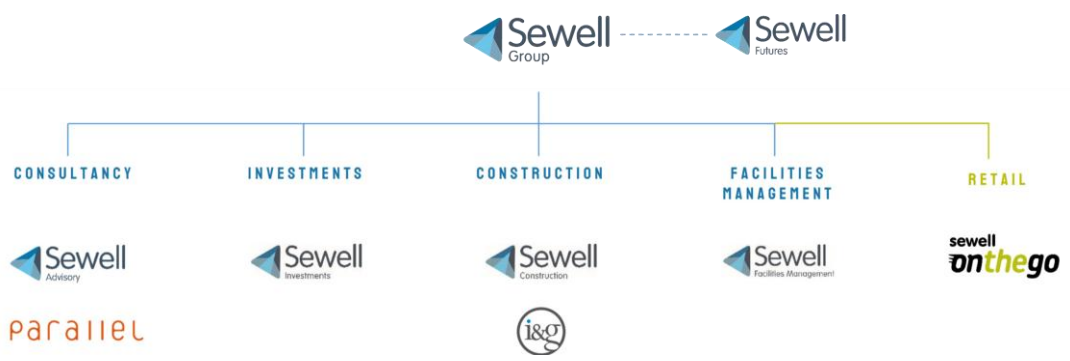
ABOUT SEWELL GROUP

Sewell Group is a diverse collective of businesses with a shared sense of purpose; to create opportunities for the people, places and communities it serves.

We work nationally across consultancy, investments, data mapping, construction and facilities management to support customers with their estates and service planning challenges.

As a part employee-owned business, our people are actively involved in how the business is run, what decisions are made and in driving the future direction of the group. Employee ownership has allowed us to protect and enhance our culture, empower people to make a difference and secure the long-term sustainability of the group.

With a long and illustrious history dating back to 1876, we've been recognised as a Sunday Times 'Best Company To Work For' over many years and in 2021 won a Queen's Award for Enterprise for Promoting Opportunity.



Winners of a Queen's Award for Enterprise for Promoting Opportunity in 2021.

Listed in the Sunday Times Best Places to Work for many years.

Members of the Employee Ownership Association.

FIND OUT MORE

www.sewell-group.co.uk/digital-construction-academy