



1

What is CECA?

- ❖ Civil Engineering Contractors Association Scotland (CECA Scotland)
- ❖ CECA Scotland represent 110 member Companies that are responsible for around 80% of all civil engineering activity in Scotland
- ❖ Annual activity worth Approx £4.5 billion in road, rail, water and energy engineering projects

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2

Industry Workload

- ❖ Conservative estimate of £70billion pipeline of work
- ❖ Energy & other work relating to decarbonizing the economy at the core
- ❖ There is a pivot from the central belt to the north of Scotland in terms of “place”
- ❖ Resource is a significant concern for contractors. Rapidly rising wage demands.



The Road Network in Scotland

- ❖ Dualling of the A9 to proceed over the next decade
- ❖ A9 Tomatin to Moy section under construction
- ❖ Pass of Birnam to Tay Crossing to follow
- ❖ A83 “Rest and Be Thankful” landslip solution to be built in the next 6 years.
- ❖ Active Travel Network
- ❖ Trunk Road Maintenance Contracts in Year 4 of a 12-year framework



Scotland's Railway

- ❖ SG target to “Decarbonise” rail in Scotland by 2035
- ❖ 4 Contractors on civils framework
- ❖ East Coast Mainline between Edinburgh & Aberdeen is the main focus of activity
- ❖ £3.5b spend in the period



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5

5

Renewables in Scotland

- ❖ Contractors gearing up to deliver projects of significant value from SSE & SPEN. £50billion by 2035
- ❖ World's largest off-shore Wind Farm, Berwick Bank, has been given consent by SG. Operational by 2030?
- ❖ SSE-R Coire Glas project. Large scale pumped storage. £1b project



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6

6

Scottish Water Capital Investment

- ❖ Current SR21 Framework will reach spend of £1bn pa by 2026
- ❖ SR27 Framework in procurement now. However, current DV2 & DV3 contractors will be rolled in to SR27
- ❖ DV4 will oversee asset investments and handle high-value and complex construction and engineering projects
- ❖ The overall value of DV4 - is £5bn - £9bn



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7

7

CECA SCOTLAND

2025/6 MARKETING STRATEGY & CECA SCOTLAND ACADEMY

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23/09/2025

8

OUR MISSION

- ❖ Civil engineering contracting is the crucial pillar of Scotland's economy.
- ❖ £70 billion in the industry pipeline leading up to 2035, this brings major opportunity—and challenges that we must tackle together.
- ❖ CECA Scotland is committed to strengthening the future of civil engineering contracting by launching several key marketing campaigns aimed at raising the industry's profile and tackling the ongoing labour shortage.
- ❖ We'll shine a light on the people behind Scotland's infrastructure—the ones keeping the country running while driving innovation and sustainability. Through member stories and project showcases, we aim to inspire the next generation and highlight the global impact of Scotland's civil engineering industry.



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9

9

10

CAMPAIGN ONE: MAKE A LASTING DIFFERENCE

MAY-JUNE 2025



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Campaign idea: Motivate people to get engaged with civil engineering contracting careers, by inspiring them with the idea of making a difference.

Target audience: Young people (16-25 years old). School leavers, college and university students exploring career paths.

Mid-career professionals that are experienced individuals seeking career growth, stability and new challenges.

Content example:

“POV: You Just Built Something” - Highlight the long-term impact of civil engineering contracting through individuals talking about the projects they have been involved in and their impact.

11

11

MAKE A LASTING DIFFERENCE: Campaign Wrap-up

- ❖ Our Make a Lasting Difference campaign has now wrapped up, but the message continues to resonate.
- ❖ We travelled across Scotland to shine a light on civil engineering projects that are truly making a difference.
- ❖ We told stories of bridges reconnecting communities, rivers brought back to life, and rural routes restored, all made possible by the passion, innovation, and dedication of those working across our industry.

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Read the newsletter [here](#)

12

12

CAMPAIGN TWO: INSIDE THE JOB

JULY-AUGUST 2025

Campaign idea: We wanted to inspire people to get engaged with civil engineering careers, by showing what it is like to work in the sector.

Profiling real people working real jobs in the sector and showing how rewarding our careers can be.



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BE PART OF SOMETHING BIGGER. JOIN CIVIL ENGINEERING.



cecascotland.co.uk

13

13

14

Inside the Job: Campaign Wrap Up

This Campaign has taken us behind the scenes of civil engineering contracting — spotlighting the people, skills, and stories that shape Scotland's infrastructure.

From myth-busting graphics and Q&As to powerful video interviews and carousel posts, the campaign has challenged outdated perceptions and revealed the true diversity of roles within the sector.



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15

CAMPAIGN THREE: CAREER PATHS

SEPTEMBER-OCTOBER 2025



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Target Audience:

- ❖ Young people (16-25 years old). School leavers, college and university students exploring career paths.
- ❖ Mid-career professionals that are experienced individuals seeking career growth, stability and new challenges while balancing personal and professional commitments.

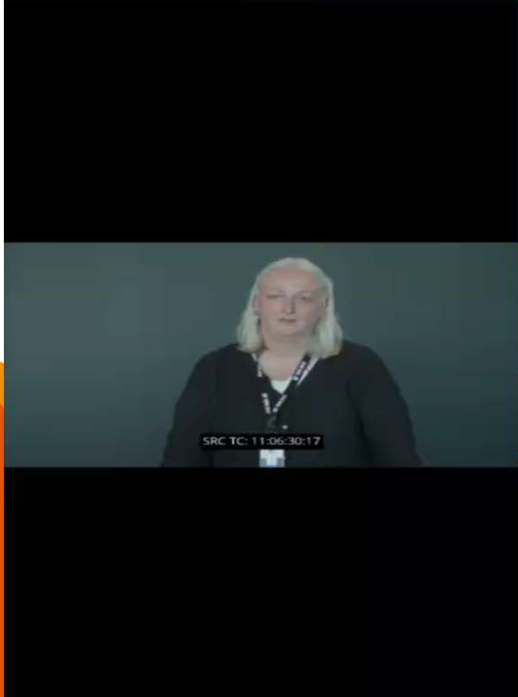
Content:

- ❖ Career pathways video content with people from industry discussing early career options.
- ❖ Career journeys video content with people sharing how they got to where they are today.

16

16

- ❖ Initial rough footage of a member's career progression story
- ❖ A selection process was made and professional videos produced for the campaign



17

17

Campaign four: The projects that built Scotland

EXAMPLE LINKEDIN POST:



- ❖ From bridges to wind farms—Scotland's biggest projects are shaping its future.
- ❖ Civil engineering contracting isn't just about construction—it's about transforming economies, connecting communities, and driving sustainability.
- ❖ In this campaign, "The Projects That Built Scotland," we will spotlight infrastructure projects that shaped Scotland
- ❖ These projects aren't just "Made in Scotland"—they're making Scotland's future

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18



Training the new generation of civil engineering operatives

19



What is the CECA SCOTLAND ACADEMY?

- ❖ The CECA Scotland Academy creates a pathway into the sector for a specific group: **civil engineering operatives**
- ❖ provides contextualised learning and underpinning knowledge which can then be applied and transferred into the workplace.
- ❖ It creates an entry point with skills development and qualification attainment forming a foundation from which multiple pathways can flow into career development.

20

What is the CECA SCOTLAND ACADEMY?

Key components:

- ❖ Industry-led training model
- ❖ Practical & employability skills
- ❖ Real workplace preparation
- ❖ Provides opportunities for further qualifications
- ❖ Collaboration with colleges ensures relevance to employer needs
- ❖ Outcomes: NPA in construction operations, CSCS card and a readiness to work



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21

21

SQA National Progression Award (NPA) in Construction Operations SCQF Level 5

Course includes:

- ❖ Workplace Health & Safety
- ❖ Confirm to productive practices
- ❖ Set out ordinary dimensional work controls
- ❖ Install road drainage
- ❖ Lay kerbs & channels
- ❖ Excavate holes & trenches
- ❖ Reinstall ground conditions
- ❖ Form concrete structures
- ❖ Lay & finish concrete
- ❖ Provide temporary excavation support

- ❖ 16 - 18 weeks full time course
- ❖ 5 days/week
- ❖ 70-80% practical delivery outside



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22

22

***“EVERYONE WHO SUCCESSFULLY COMPLETES
THE COURSE IS GUARANTEED AN INTERVIEW
WITH A CIVIL ENGINEERING CONTRACTOR,
WITH A REALISTIC AMBITION OF
EMPLOYMENT FOR ALL”***



23

Articulation Opportunities in Civil Engineering



CECA Academy



24

How Employers Can Get Involved

Support options

- Hosting site visits
- Providing mentoring or delivering career talks
- Contributing resources, equipment, or industry expertise
- Offering and promoting real job opportunities at graduations

Benefits

- Shape your future workforce
- Early access to talent
- Support Corporate Social Responsibility and community benefit goals



Develop partnerships with your local college



25



JUNE 2025 GRADUATIONS & JOB FAIR



26

2025 CECA SCOTLAND ACADEMY

Quotes from employers engaged in Academy

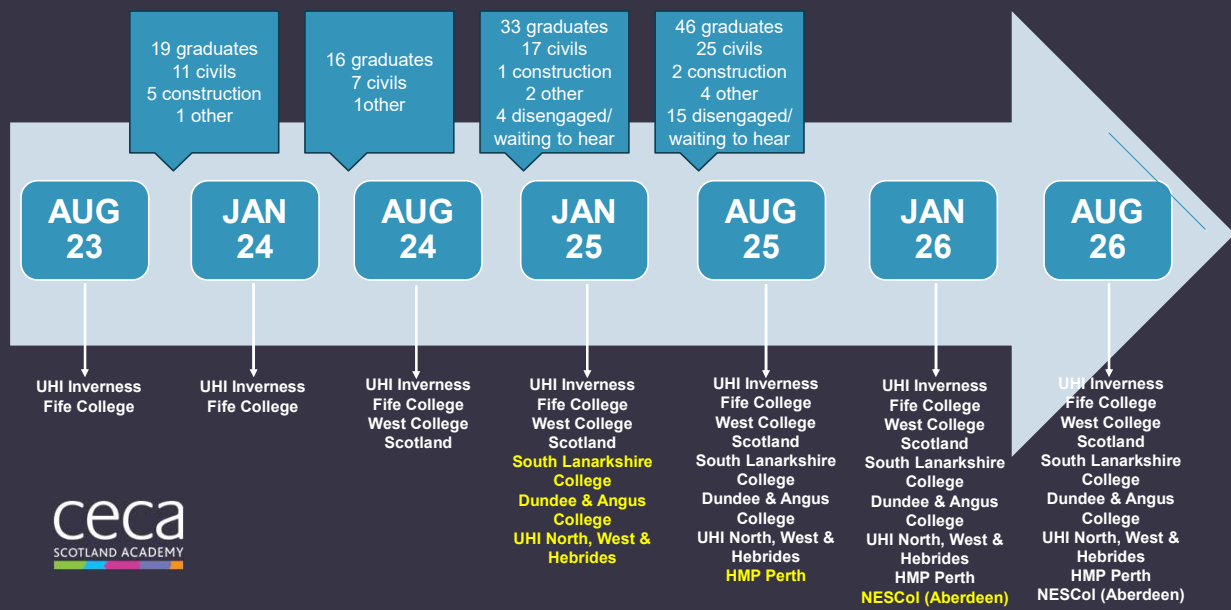
"Our business has taken on four new entrants from the first two tranches of candidates graduating from the CECA Scotland Academy, all who have integrated themselves seamlessly into our team. Although they still have much to learn, the baseline knowledge and experience, understanding of our expectations and immediate practical application of the skills they've gained, have made them fantastic "work ready" additions to our team.

"BAM is delighted to be stepping up our involvement with the CECA Scotland Academy. This year we have been building relations with the lecturers and getting to know the students as they progress through the course. The positivity, enthusiasm and commitment from the CECA Scotland Academy Team, Lecturers and Students alike, is inspiring - and is what makes the Academy such a success.



27

CECA SCOTLAND ACADEMY: PROGRESS



28

CECA SCOTLAND ACADEMY: STATISTICS TO DATE

Total number enrolled on Academy

166

Total number graduated

113

This equals a **68%** success rate

Working in civils sector

55%

Working in construction

7%

Other positive destination

7%



Overall positive
destination

69%

29

30



THANK YOU

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