Construction Industry Training Board

RoofCERT Evaluation

Final report

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1. Executive summary

1.1. Introduction and background

A core strategic priority of the Construction Industry Training Board (CITB) is to upskill the construction workforce. The roofing sector is a critical element of the construction industry and one of the most challenging in the context of competence. According to the CITB Roofing Sector Workforce Development Strategy 2017-2021, the roofing sector has long experienced challenges such as skills shortages, lack of qualified workforce, and a dearth in the diversity of specialist roles compared to other sectors in construction.[1] Roofing was also dominated by micro-businesses and there is a prevalent lack of interest in training among roofers which has hampered development of a competence framework.

The CITB's goal to upskill the construction workforce received a further impetus when the Grenfell Tower fire in West London (2017) prompted work on a Draft Building Safety Bill. At the time the Bill was perceived as an opportunity to promote competence in the construction industry, and roofing was chosen as the area to pilot an accreditation scheme targeting individual competence. Despite the challenges faced by sector, the above-mentioned Roofing Sector Workforce Development Strategy also identified interest in opportunities for training and competence among roofing industries.[2] The subsequent work informed the development of the roofing accreditation scheme (later known as RoofCERT), the first scheme in the construction industry targeting ongoing competence of individuals.

The **aim of RoofCERT** has been to support roofing standards in the UK by promoting qualified roofers through proof of their skills and competence. RoofCERT provides two accreditation routes: one for operators with relevant vocational qualifications and three years of experience in the sector and another for experienced workers (5+ years of experience) who do not hold a qualification. Accreditation is also available across ten specialisms in roofing. To-date (2018-2022) CITB have invested circa £1.2million on RoofCERT and NFRC have been contracted to match 30% of this with funding and in-kind support. As of June 2022, 195 roofers have been RoofCERT-accredited against the original target of 5,000 with an expectation that subsequent accreditations would be self-funded. The original target was also for the programme to achieve its objectives within a three-year period. The RoofCERT Roofing Accreditation needs to be renewed every three years, and it has now gone through its first cycle of certification. However, there has been no evaluation of the programme carried out to-date.

1.2. Evaluation and its findings

This study is the first evaluation of RoofCERT looking specially to understand the key learnings from the programme by basing the evaluation on the following objectives:

- determine which elements of the RoofCERT project have been successful and which can be improved,
- understand and document any barriers to implementation,
- identify lessons learned from the programme to-date
- explore perceptions of RoofCERT within industry,

[1] Roofing Sector Workforce Development Strategy (2017-2021). Research and Evidence Project December 2016 Final Report.
[2] This study was carried out by CITB and NFRC, authors "Sky Blue Research" and is quoted in the proposal for RoofCERT.

- understand RoofCERT's sustainability within the broader accreditation landscape, and
- assess its impact on wider skills in the roofing sector.

The evaluation also examined contracted outputs and their success criteria, as set out by CITB and NFRC. Our report has been structured in accordance with these objectives in the following way: the aims and background of this evaluation are presented in Chapter 2. We then discuss project activities and outputs in Chapters 3 and 4 before outlining the impact of RoofCERT in the context of its long-term outcomes/objectives in Chapter 5 and, finally, providing key conclusions around the learnings from the project and next steps for RoofCERT as well as future schemes.

The evaluation has been carried out by two main means:

- desk research comprising analysis of the project's internal documents (progress, reports, contracts and communications) as well as web-based content (social media, press releases and briefs, reports, news, and relevant publicly available documents);
- 39 interviews across the following cohorts: stakeholders involved in managing and developing RoofCERT (11), registered and accredited roofers (15), representatives of the roofing industry (11) and wider competence (2).

The evaluation demonstrates that RoofCERT objectives have been largely met on design and development:

- relevant **project infrastructure** in the form of four committees/ activity groups have been established, with each of them assigned with responsibility for specific project outcomes.
- **an accreditation scheme has been developed**, and its contents match the needs of the sector in terms of knowledge requirements, specialisms and coverage (experience worker route specifically targets those lacking qualifications).
- RoofCERT website incorporates the customer management system which allows **monitoring of RoofCERT records of the individuals**, including their training certificates and results of the test. This may inform the establishment of a roofing register for individual roofers.
- understanding exists among stakeholders that NFRC has made use of the knowledge test outcomes to **analyse the training needs of participants**, which may inform future decisions around CPD and softer skills in the sector per each of the ten specialisms or disciplines.

These conclusions are based on success criteria for key outputs envisaged for the project by CITB and NFRC:

Table 1 Key contracted outputs and success criteria for RoofCERT[3]

Date	Key outputs	Success criteria
November 2017-onwards	4 research reports and action plans resulting from research	One research project commissioned from each Activity Group, to investigate various aspects of Roofing Industry including provision, qualifications, professionalisation and recommendations taken forward within Activity Groups and Roofing Skills Partnership
	Approved Roofer programme System to track and monitor candidate progress	A fit for industry programme, designed and developed by industry A fit for purpose system for monitoring and tracking
June 2020-onwards	National Accreditation for roofing including an accredited roofing register	A standard for contractors recognised by construction industry with a reference register for industry stakeholders. 2,000 existing workforce trained and achieving Approved Roofer qualification.[4]
	Skills Matrix for sector disciplines and recognition of non-technical skills	Ability to compare learning and experience across industry disciplines and focus on softer skills required to do a good job through CPD learning.
	Sustainability Report	A sustainability report generated detailing the pricing model and approach to industry.[5]

Despite the above, uptake on the scheme has been one of the key challenges of RoofCERT. The initial target of 5,000 accredited roofers has been reduced to 2,000, and that has not yet been met. This was, in part, caused by the fact that the development of the accreditation scheme had to cover too many specialisms (ten disciplines across two routes). There also appeared to be a lack of clear understanding in terms of the target audience for this scheme – domestic roofers (self-employed, smaller companies) or commercial contractors and housebuilders or both. This is also explained by certain external factors which fall outside the control of the RoofCERT team, such as the structure of the sector, inherent lack of interest in training/upskilling in the sector and the voluntary/non-mandatory nature of the scheme.

While RoofCERT maintains its status of being the first and unique scheme of its kind in the market and serves to be in effect a pilot for similar initiatives in the future (the cladding project being in development now), there is a number of issues that RoofCERT stakeholders or similar participants may need to consider if they embark on the development of similar schemes in the future, and these are laid out below.

- Scoping/market testing is a crucial step of such programmes, and it requires more research into the project environment and what it can achieve realistically, e.g., needs of the sector, key target audiences and targets for the uptake.
- Developing the programme in the context of existing limitations, e.g., lack of regulatory pressure, available training infrastructure, lack in training among industry, etc.
- Engagement of wider range of stakeholders and particularly direct beneficiaries of the accreditation-industries during the scoping and then design ensures that the scheme meets realistic, 'must-be' needs of the industry, including in terms of targets and key audiences and

[3] Pilot Rainscreen cladding scheme introduced in 2020 is not included in this evaluation.
[4] The number was reduced to 2,000 accredited roofers from 5,000 envisaged initially by the 2018 schedule.
[5] We assume the Sustainability Report will be generated at the end of the programme.

contents of the accreditation, as well as investment from the industries to secure their involvement in promotion of the project during later stages.

- Engaging training centres or similar organisations in the early stages of the project to reflect on opportunities and barriers around training and accreditation and help build viable project infrastructure.
- More active communication and engagement of those involved in the design and implementation to ensure collaboration and mutual ownership of the project, e.g., attendance at meetings, investment and engagement. More visual/physical presence to show that commitment and investment as opposed to emails.
- Ensuring a pilot for the accreditation scheme is run before designing accreditation routes for other specialisms with specific questions and lessons-learned outcome designed upfront to answer the basic cost-benefit analysis and use this experience to improve the programme and adapt it for other routes/sectors.
- Consider slow, step-by-step introduction of the scheme via separate routes or CPD training.
- Ensure that all accreditation routes are developed before the launch of promotion and sign-ups from potential participants.
- Establish a clear marketing plan, knowing who it is aimed at, who has and has not been reached with promotion materials and deciding on the target audience accordingly.
- Develop project website and registration tools with consideration of their key functions and the ongoing shift towards digital means of communication/examination following the COVID-19 pandemic.
- Wider promotion of the scheme and use of tools and instruments relevant to target audiences to help with the outreach, for example, based on physical promotion, onsite visits, developing content in collaboration with industries to make it relevant to them.
- Ensuring the programme maintains its 'momentum' of engagement and promotion. It is crucial for it to demonstrate impact at an early stage.
- Continue research around the use of schemes similar to SSIP in the future accreditation landscape.

Some decisions still need to be made/discussed more specifically in the context of RoofCERT itself:

- Identify the key target audience moving forwards, e.g. commercial sector with its industry-driven training requirements compared to individual roofers/domestic roofing targeted through the experienced worker route (can be potentially reached following the abolishment of grandfather rights).
- Potential to adjust the marketing and pricing approach to meet the needs of the target audience.
- Decide on the scope and limits of cooperation with CSCS – in the context of competences targeted by RoofCERT and requirements towards qualifications (reduced requirements will increase outreach but limit the impact on skills and knowledge).
- Consider opportunities for RoofCERT compared to NVQ or other qualifications in the context of experienced roofers and the abolishment of the Grandfather Rights scheme by CSCS.

Finally, certain actions have been referenced specifically for CITB to consider:

- Promote the project to wider audiences using its network of stakeholders.
- Promote the scheme by demonstrating CITB's part and role including the funding aspect, e.g., the levy, and potentially supporting training as part of the accreditation process.
- Consider potential to provide recognition for manufacturer training or other industry-driven training.
- Use the key learnings from RoofCERT to create a funding system which will support similar projects in the future as opposed to RoofCERT being a standalone project, e.g., to cater for similar programmes in multiple sectors available to multiple organisations on a competitive basis. In this way, CITB will be more proactive in driving competence by clearly outlining its requirements to potential recipients of funding through calls for proposal. This will ensure selected projects are relevant to CITB's strategic goals and through this will enable CITB to provide more targeted support to competence in the construction industry as a whole.
- Identify clearly the goals of the project and how project activities feed into CITB's wider goals, e.g., how the chosen recruitment strategies increase the impact of RoofCERT on wider skills.

2. Introduction

Over a period of 4 years, beginning with 2017, CITB have invested circa £1.2million on RoofCERT, a unique accreditation scheme aimed at individual roofers (rather than businesses), in conjunction with 30% matched funding and in-kind support from the National Federation of Roofing Contractors (NFRC). The idea behind the scheme is for existing operatives – via two alternative paths to accreditation – to demonstrate their technical knowledge and essential skills, and prove their competence to employers and clients. Initially the scheme targeted micro-businesses and the self-employed but within the 4 years, projections on take-up have been revised downwards to a much smaller, and potentially more achievable figure.

This report presents the findings of an evaluation carried out in the second half of 2022 to determine lessons learned on the development and management of the scheme, the content, engagement and uptake/perceptions as well as considerations on sustainability, competition and future replications of such a scheme. The evaluation looks at whether CITB's wider objectives of upskilling labour match with the scheme's aims and if, in fact, the future of the scheme can only be assured via Government regulation and making membership mandatory.

2.1. Background

A core strategic priority of the Construction Industry Training Board (CITB) is to upskill the construction workforce, where the roofing sector is considered one of the most challenging areas in this regard. According, to the CITB Roofing Sector Workforce Development Strategy 2017-2021, the roofing sector has long experienced challenges such as skills shortages, lack of qualified workforce, and a dearth in the diversity of specialist roles compared to other sectors in construction.[6]

To address these challenges, CITB launched a range of initiatives to upskill the workforce targeting training and building partnerships in the sector. The Essential Industry Skills and Qualifications project (2016-2017) delivered training for roofers with the aim of promoting an ethos of continual professional development (CPD) and to motivate the existing workforce to continuously improve their skills.[7] While our evaluation did not examine the impact of the Essential Industry Skills and Qualifications project, representatives of Training Centres believe CITB-funded training programmes have been effective in upskilling roofing operatives.

Another initiative, the Roofing Skills Partnership (2018-2021) was undertaken by the National Federation of Roofing Contractors (NFRC) to create a cross-industry partnership which would set a baseline and standards for all roofing specialisms, thus further helping to upskill the sector in a way which these different specialisms require.[8] This resulted in the establishment of the RoofCERT Roofing Accreditation scheme, developed in 2018 by a standards activity group comprising CITB, NFRC, contractors, suppliers, and training providers. The scheme was partly funded by CITB and is managed by NFRC.[9]

RoofCERT was introduced to support roofing standards in the UK and promote qualified roofers who are able to demonstrate their skills and competence. In doing so, it strives to reinforce the pride of skilled roofers who have advanced in their training as well as encourage businesses to upskill their

[6] Roofing Sector Workforce Development Strategy (2017-2021). Research and Evidence Project December 2016 Final Report.
[7] Roofing Industry Alliance (2017). Essential Industry Skills and Qualifications.
[8] CITB (2018) Roofing Skills Partnership: https://www.citb.co.uk/levy-grants-and-funding/commissioning/commissioned-projects/roofing-skills-partnership/
[9] The Construction Index (2019) Accreditation scheme developed for competent roofers: https://www.theconstructionindex.co.uk/news/view/accreditation-scheme-developed-for-competent-roofers

workforce by providing a proof that these roofers are fully qualified. The long-term objectives of RoofCERT are, thus, to enhance the image of the industry to clients by increasing the employability of skilled, accredited roofers and to demonstrate a clear career pathway for new entrants.

RoofCERT covers operators with relevant vocational qualifications and three years of experience in the industry or – in an alternative accreditation route – experienced workers (5+ years of experience) who do not hold a qualification. Both accreditation routes are summarised in table below:

Table 2 RoofCERT accreditation routes

	Qualification route	Experienced route
Pre-requisites	- relevant vocational qualification (NVQ/SVQ qualification) - 3+ years of experience	- no vocational qualification - 5+ years of experience (work evidence)
Evidence	Proof of relevant qualification	Proof of experience - a professional discussion and a practical assessment on-site or in a regional training centre
Training	Complete six mandatory short duration courses: asbestos awareness, working at heights, manual handling, fire safety, abrasive wheels, first aid – by approved training bodies or on the base of regional training centres	
Assessment	Knowledge test (35 multiple choice questions within 40 minutes; score for pass – 80%).	
Accreditation	Based on review of evidence of pre-requisites, training and results of the test	

RoofCERT also accommodates ten routes to cater for diverse specialisms within the roofing sector and, therefore, the necessary competences:

- Hard Metals
- Liquid Applied Waterproofing
- Mastic Asphalt
- Reinforced Bitumen Membrane
- Roof Sheeting & Cladding
- Roof Slating
- Roof Slating & Tiling
- Roof Tiling
- Single Ply
- Soft Metals (Lead)

As of June 2022, 195 roofers have been RoofCERT-accredited against the original target of 5,000 suggested by CITB/NFRC, with an expectation that subsequent accreditations would be self-funded. The original implication was for the programme to achieve its objectives within a three-year period. By design, roofing operatives need to renew the RoofCERT Roofing Accreditation every three years to ensure they update their skills and knowledge, and the programme has now gone through its first cycle of certification.

In June 2022 CITB has commissioned Pye Tait Consulting to carry out the first evaluation of this programme to identify if, and how well, its objectives have been met.

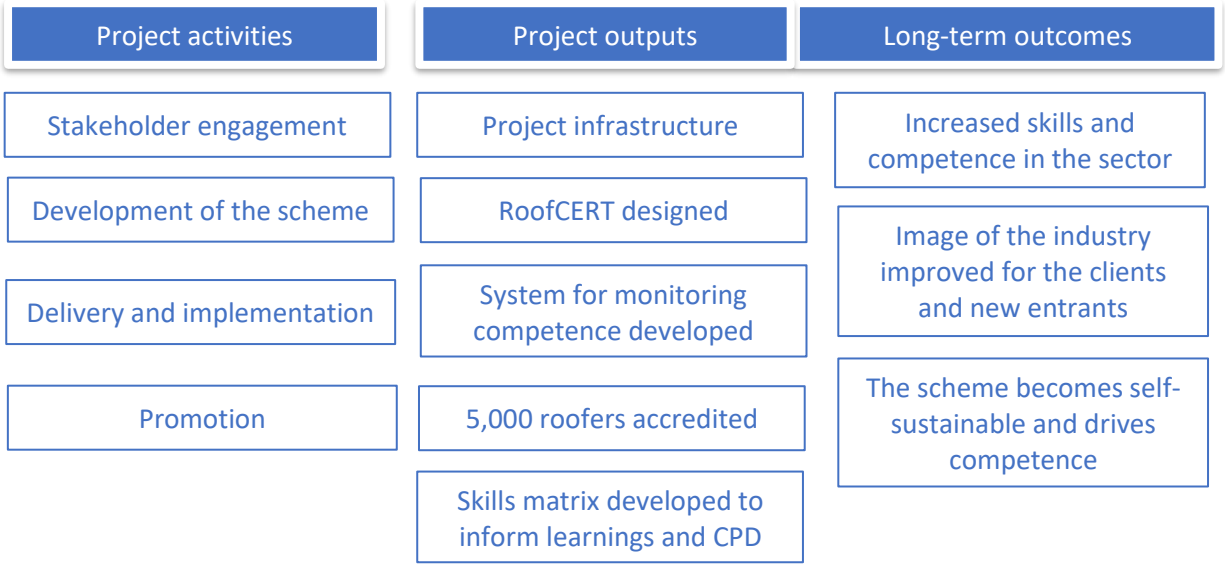
2.2. Aims and objectives

Our evaluation **seeks to understand the key learnings from the RoofCERT programme both for the roofing sector and in the context of wider competence**.[10] In doing so, this evaluation sets out the following objectives, to:

- determine which elements of the RoofCERT project have been successful and which can be improved,
- understand and document any barriers to implementation,
- identify lessons learned from the programme to-date
- explore perceptions of RoofCERT within industry,
- understand RoofCERT's sustainability within the broader accreditation landscape, and
- assess its impact on wider skills in the roofing sector.

To better understand the above elements, we have developed the following logic model which links project activities to short-term outputs (identified in Table 1 earlier) and long-term outcomes of the programme summarised below:

Figure 1 Logic model of the evaluation



Notes: Developed by Pye Tait Consulting

With this approach in mind, our evaluation follows a chronological order, identifying challenges experienced by RoofCERT at each stage of its implementation and actions to address those, as well as what worked well/less well in the course of undertaking these actions.

[10] Wider competence indicates work undertaken by CITB and representatives of the construction industry seeking to establish competence frameworks across various sectors such as Domestic Plumbing and Heating; Dry Lining; Fire Detection and Alarms; Fire Stopping Specialist; Rainscreen Cladding; Roofing.

2.3. Methodology

This evaluation has addressed the above objectives through the following strands of work:

1. **Desk research** comprising:
   - Analysis of internal project documents, such as grant proposals, RoofCERT contracts, quarterly updates during the implementation, and internal communication between CITB and NFRC to understand key changes in the programme as well as key learning from developing and delivering RoofCERT.
   - Analysis of web-based content, including social media, press releases and briefs, reports, news, and relevant publicly available documents to understand the extent to which roofing industries are aware of RoofCERT and/or how successful/engaging promotion has been.
2. **Fieldwork** comprising 39 interviews carried out between July-November 2022 across four groups to explore programme delivery, impact, lessons learnt and future actions:
   - 11 interviews with 12 stakeholders involved in the development and implementation of RoofCERT from CITB (four), NFRC (three) and regional Training Centres (five representatives).
   - 15 interviews with programme participants – currently registered and those already accredited.
   - 2 interviews with representatives of the wider competence industry
   - 11 interviews with representatives of the roofing industry

The profile of respondents from the roofing industry is further broken down below.

Table 3 Respondent profile, with the roofing sector

	Organisation Size				Involvement with RoofCERT		Total
	Micro	**Small**	**Medium**	**Large**	**On Pledge**	**No Pledge**	
South West	1	3	-	-	1	3	4
West Midlands	-	1	1	-	1	1	2
Wales	-	1	1	-	-	2	2
East Midlands	-	1	-	-	-	1	1
Yorkshire and Humber	-	1	-	-	1	-	1
South East				1		1	1

Notes: 'On Pledge' identifies companies who have signed the document reflecting their support to skills and competences and the programme, while 'No Pledge' includes companies who did not take part in this accreditation scheme

This evaluation experienced a number of **challenges to recruitment** for participation. While the proposed methodology included an extended fieldwork timeline to accommodate for summer holidays, prior commitments and low response/uptake from the sector, roofing companies have been extremely busy during summertime and are still dealing with the backlog of work arising from the COVID-19 pandemic. As a result, they and often said they were too busy to contribute to the research, with large roofing companies, in particular, being reluctant to engage with the evaluation. The numbers of achieved completions vis-a-vis targeted are present in table below:

Table 4 Participants of the evaluation

Group	Target	Completed
Stakeholders	10	11
Participants	20	15
Roofing sector	10	11
Wider competence	6-8	2

We **mitigated the above challenges** through close coordination of efforts with CITB as well as using our own recruitment strategies for the wider sector and expanding on the number of interviews with stakeholders and roofing sector.

Another challenge has been a **lack of information around the formative stages of the project**. Some members of staff from CITB and NFRC involved in the original planning and development of RoofCERT have since moved on and were unavailable. Similarly, not all quarterly updates about the implementation of RoofCERT for years 2018-2020 were available thus limiting our understanding of the project set-up and initial delivery. We used interviews and desk research to compensate for this lack of information wherever possible.

We must also stress that 39 interviews which have informed our findings may not reflect the views of the whole roofing sector or construction industry. We used desk research and analytical skills to compensate for lack of information whenever possible. However, the results of our research should be interpreted with these limitations in mind as well as extremely limited input from representatives of the wider competence.

This **report for this study is structured** in the following way. Chapters 3 and 4 focus on project activities and outputs, respectively. Chapter 5 outlines the impact of RoofCERT in the context of its long-term envisaged outcomes. Finally, Chapter 6 provides key conclusions around the learnings from the project and next steps.

3. Developing RoofCERT

The approach chosen to develop the scheme appears to be well-informed and rational. However, as discussions with participants reveal, stakeholders' approach towards targets was overly optimistic, while stakeholder engagement could have been more inclusive. This latter point is particularly crucial in the context of subsequent promotion which would benefit from stakeholder engagement. It is also evident the initial stage of the project needed to serve a scoping role as well to help identify key audiences of RoofCERT and, therefore, required a pilot study of its own.

3.1. Setting up targets and management

An "Accredited Roofer" programme (or RoofCERT from early 2018) was proposed by NFRC in 2017 with the aim of establishing and promoting industry wide standards for all roofing disciplines and embed an accreditation programme to professionalise the industry.

Interviewed stakeholders confirm their same understanding of these objectives and that these were supposed to transcend long-term goals such as professionalising the sector, offering roofing the recognition as a skilled trade, and creating career pathways for younger workforce. This was to be achieved through a number of project outputs identified as part of contractual obligations to be achieved by the end of 2021:

1. Develop **infrastructure for the project** to examine provision, qualifications, professionalisation in the roofing industry and inform next steps around accreditation.
2. Design a fit for industry **programme of training and accreditation**.
3. Design a fit for purpose **system for monitoring and tracking competence** (an accredited roofing register).
4. Ensure that by the end of the programme**, 5,000 roofers have been trained and have obtained newly developed accreditation**. This was to be achieved with support of 200 Work Based Recorders, 10 Skills Auditors and 60 Instructors to provide training and assessment.[11]
5. Develop Skills Matrix for sector disciplines and recognition of non-technical skills to **compare learning and experience across industry** disciplines with the focus on softer skills required to do a good job through **CPD learning**.[12]

The project was inspired by **the 2016 research on skills and training** in roofing carried out by NFRC and CITB.[13] This study identified a range of challenges discussed in the precious section, but also provided evidence that roofing contractors welcomed the opportunity to access a programme that would target skills gaps and their unmet training needs, which served as one of the key premises for developing RoofCERT.[14] We assume that these findings as well as the ongoing **discussions around the Safety Bill** made RoofCERT stakeholders believe in future success of the scheme (more information about the environment of the project is provided in Annex 1). However, as RoofCERT

[11] The target has been reduced during later stages of the project
[12] Added as an objective in the contract variation of June 2020.
[13] Roofing Sector Workforce Development Strategy (2017–2021). Research and Evidence Project December 2016 Final Report.
[14] Application for project "A Roofing Skills Partnership and National Workforce Development Programme for the Roofing Industry

experience demonstrates, such schemes should be developed in ***consideration of various scenarios, including those when government regulation does not become available***. Moreover, while the findings of the 2016 study were based on interviews with more than 100 representatives of the roofing industry, these opinions still represent a ***limited sample and should be considered in the wider context, e.g., the sector dominated by micro-businesses and self-employed who may lack motivations or resources for the accreditation***.

The number of 5,000 roofers identified as the initial target for RoofCERT was based on **market numbers** set out in earlier proposal for RoofCERT and the assumption that 8,000 companies operating in the sector had a combined workforce of up to 75,000 people. NFRC believed that they had direct access to 2,000 companies and by targeting 10% of those could secure support to accreditation among these businesses. There appears to have been no wider consultation in developing the targets or other objectives initially. One of the key learnings from the adopted approach to targets, as will be referenced further in this report, is that it would fail to ***reach out to small and micro-businesses as well as those working under grandfather rights***[15] – the key challenge faced by the sector – because such recruitment would be tied largely to pre-existing networks of NFRC or similar organisations. RoofCERT stakeholders partially addressed the issue by developing ***an experienced worker route targeting those with no vocational qualifications*** and launching ***the Roofing Industry Professionalism Pledge*** (hereinafter referred to as the pledge) in the earliest stages of the project – to be used to engage businesses onto the programme. The pledge did not include specific references to RoofCERT, but it highlighted industry's support to training, career progression and certification of workforce.[16]

The project also launched under an assumption that in the years to come **demand in the industry would grow** due to increased investment in the construction of residential properties which would motivate roofing sector to upskill. ***While RoofCERT managed to obtain support from housebuilders at later stages of the project,*** according to interviewees, ***an increased demand in roofing after the COVID-19 pandemic has not translated into increased demand for upskilling***. Rather the opposite, participants believe that high demand provides all roofers, irrespective of their qualifications, skills and knowledge, with employment opportunities.

Finally, interviewed stakeholders emphasise that the accreditation was aimed at enrolling individual roofers, hoping to reach a **critical mass of recruitment** which would then help the scheme gain traction on its own. However, we find no evidence as to why this number of 5,000 roofers has been identified as an indication for a critical mass. Interviewees stress that targets for RoofCERT were decided upon without regard to the success and strategies of previous projects in the sector which could be better placed to understand likely uptake. However, there have been no such projects or evidence in the roofing industry at the time RoofCERT was being developed. This means that either ***more research needed to be done or more stakeholders needed to be engaged in discussions around the scheme early on***.

3.2. CITB and NFRC

2018 was one of the most difficult years for the scheme from a management perspective. Both CITB and NFRC had **change of staff involved in management** of the programme, which continued into early 2019. While this has delivered difficulties for maintaining institutional knowledge about the

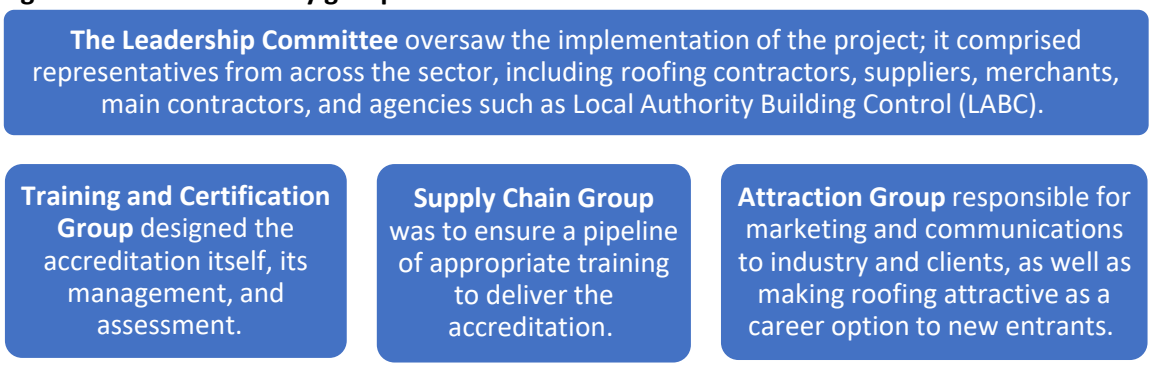
[15] Industry Accreditation known as having Grandfather Rights. This previously allowed workers to obtain Construction Skills Certification Scheme (CSCS) cards using employers' recommendations based on employees' experience, rather than through the achievement of a recognised qualification. In 2021 CSCS announced it was withdrawing cards issued under Industry Accreditation.
[16] Roofing Industry Professionalism Pledge

project, the change of staff did not affect RoofCERT overall. This was in part caused by the fact that **roles between CITB and NFRC have been clearly outlined** from the start of the project and remain to be the same. CITB were to be responsible for funding and monitoring overseeing of the programme, whilst NFRC were responsible for managing and delivering it, including reaching out to the roofing industry and gaining engagement. While clear distribution of roles is a positive sign for the programme, interviewees suggest ***greater involvement from CITB, including in creating initial and continuous engagement*** was needed, as CITB had the resources to do so and could unite the industry. To one stakeholder, CITB appeared to act "as an investor with no active involvement with policy development". This resulted in NFRC becoming the primary driving force of the project and perception of it being the sole owner of RoofCERT. For example, even though NFRC advertised the scheme to all members of the roofing sector, their first points of contact would be naturally companies holding NFRC recognised qualifications. One industry representative and a member of NFRC claims, they had a **perception that RoofCERT was the scheme of NFRC** and that they knew nothing about CITB's involvement with it. CITB became more engaged in developing and promoting the scheme during its later stages, particularly when it faced difficulties with the uptake. However, the above clearly suggested that greater engagement from CITB with the roofing industry and employers is required for such projects in the context of wider industry appeal.

3.3. Stakeholder engagement

NFRC stakeholder engagement was crucial to develop the **project's infrastructure to examine provision, qualifications, professionalisation in the roofing industry and inform next steps of the accreditation.** By April 2018, four activity groups have been established, with each of them reflecting specific project outcomes to be delivered.

Figure 2 RoofCERT activity groups



This demonstrates that thorough thinking was given to the scheme and its development as well as good intentions to engage a wide range of stakeholders in discussions and development of the scheme to ensure its relevance to the industry, particularly federations and associations. However, the lack of initial scoping for this study as well as direct engagement with roofing industries and training groups has had a negative impact on the scheme, as outlined below.

3.3.1. Federations and associations

Federations and associations represent a key stakeholder group in RoofCERT: slate and tiling, felt roofing, liquid roofing, lead roofing, etc.[17] Each of these mirror the ten accreditation routes catering

[17] Among organisations involved were the Federation of Traditional Metal Roofing Contractors (FTMRC), Lead Contractors Association (LCA), Mastic Asphalt Council (MAC), Single Ply Roofing Association (SPRA) and Liquid Roofing and Waterproofing Association (LRWA). RoofCERT involved close engagement with the National House Building Council (NHBC), Home Builders Federation (HBF), and (Local Authority Building Control).

for diverse roofing specialisms adopted for RoofCERT, and their input was crucial for ensuring the scheme met the needs of the sector. Despite federations and associations being adequately represented in the appropriate activity groups, it appears, potentially, that poor engagement and communication with them subsequently has contributed towards slow progress in the project outputs. As one interviewee stresses, it was rare that all stakeholders would attend progress meetings, "they could say that we engage 15 stakeholders. But, realistically, the attendance at the meetings had only two or three of them turn up". This **lack of engagement** resulted in less successful collaboration, as the development of the scheme took longer than anticipated. However, the latter may also have resulted from **lack of communication** between NFRC and participants involved in the development of RoofCERT. An industry representative and one participant commented on their perception of a lack of communication following the initial engagement and lack of progress in the project's development.

Further, a third of interviewed stakeholders reflect that **discussions and decisions around targets for the number of accredited roofers should have involved the wider roofing industry, including roofing companies, manufacturers and other construction federations**. Interviewees stress that collaboration with industry bodies and other stakeholders, especially during early stages, is crucial **to improve buy-in from the industry, but also to ensure that the scheme is as effective as it can be from the beginning**. Open communications are important, and there needs to be flexibility in the scheme process to take and action feedback from stakeholders, including companies within the sector. Engaging actual roofers in the early discussions would make them feel part of the project and more invested in supporting it. Such engagement would also lead into a clear marketing plan, knowing who it is aimed at, who has and has not been reached with promotion materials and deciding on the target audience accordingly. This feedback stresses the importance of one's understanding possibilities within the sector prior to developing the scheme.

3.3.2. Accreditation and certification bodies

Being the first accreditation scheme of its kind in terms of targeting individual competences, RoofCERT did not have direct examples of reference at the time it was being developed. For this reason, **NFRC worked closely with other sectors** to inform the design of the scheme, for example, the gas and oil sector (gas accreditation scheme) as well as the Electrical NIC accreditation, which inspired RoofCERT. This represents an example of good practice, as it has been the most appropriate way to approach development of RoofCERT due to the lack of relevant experience within the sector. Stakeholders continue to acknowledge that cross-sectoral collaboration is essential for the development of such accreditation schemes within the construction industry in the future as well.

NFRC also gave consideration to giving RoofCERT some 'weight' within the accreditation landscape demonstrating another positive lesson from the implementation of the project. NFRC launched **discussion with various accreditation and certification bodies from the onset of the project**. Associations such as the Accreditations Standards Group, and consultants such as John Vanstone (NFRC), were involved to provide informed insight into RoofCERT. They also worked with UKAS to get the accreditation approved for the ISO17024 individual competence certificate. Negotiations with CSCS led to the recognition of the RoofCERT experienced worker route accreditation by the CSCS card. The latter happened only during later stages of the project in October 2021 but is seen as a positive step by participants of this evaluation and, therefore, another example of good practice

3.3.3. Training groups

Roofing training groups involved in RoofCERT delivery have been the most frequently discussed actor in our interviews. Almost half of respondents across all cohorts mention training groups in the context of recruitment and advertising indicating their visibility and importance for recruitment.

However, representatives of training groups themselves stress they were involved largely at the later stages of the project when it failed to meet initial uptake quota. By contrast, they highlight that they were very willing to participate at the start of RoofCERT and could have significantly benefited the projects by helping in setting-up the targets and carrying out research for this work, but **lack of communication** from NFRC did not prompt their engagement. This lead one training group to feel that "there was no attempt to motivate the training groups, they weren't provided with information, perhaps they weren't fully understood by the NFRC throughout the process". As a result, the role of training groups focused on assisting the development of specific aspects of the scheme, such as eLearning programmes, as well as aiding the recruitment and advertisement of RoofCERT to those within their industry groups. However, they could have played a much more crucial role in informing the early stages of the programme, particularly due to their close working relationships with the roofing industry.

It appears RoofCERT could have benefitted from ***earlier engagement of training groups*** due to their close ties with industries and knowledge of the state of appetite for training in the sector. As such, ***engaging training groups, and other above mentioned stakeholders, in scoping of accreditation schemes*** could be also a worthy activity for similar schemes in the future.

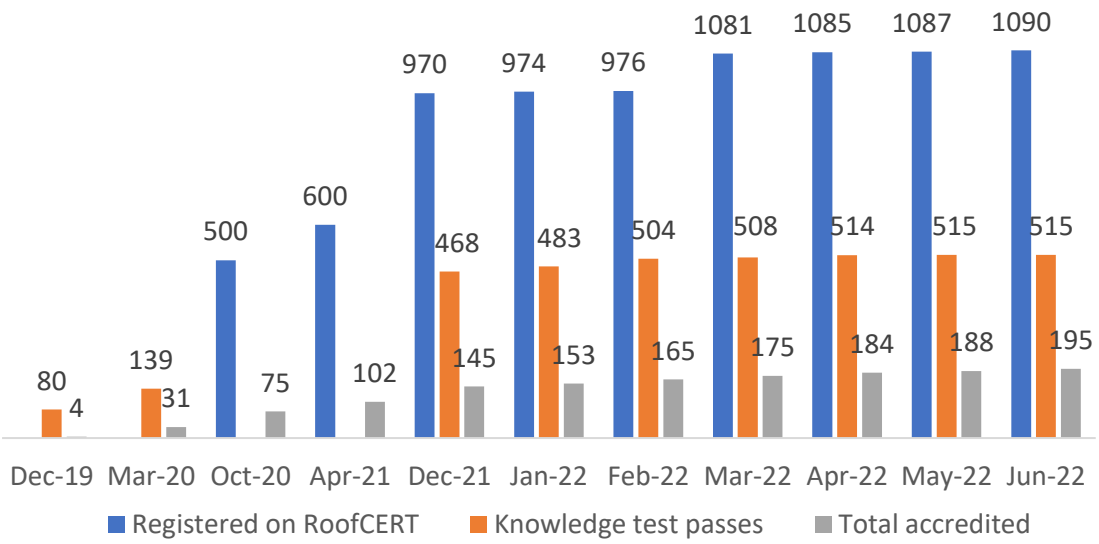
4. Delivery of RoofCERT

While we approached this evaluation with a clear understanding that RoofCERT fell short of its originally anticipated delivery targets, one of the key aims of this study has been to understand the reasons behind this and possible mitigation. Among the key barriers to implementation of the programme have been the following: lack of interest in the accreditation or additional training among the roofing industry which is seen to be reflective of persisting culture in the sector, structure of the market, as well as lack of mandate from the government to make schemes like RoofCERT mandatory.

4.1. Implementation and uptake

The first achieved RoofCERT accreditations were registered in late 2019, and the progress to-date is shown in the figure below.

Figure 3 Number of RoofCERT participants, registered, in progress, and accredited (cumulative total)[18]



Source: Calculated by Pye Tait Consulting from quarterly reports.

By contrast, the original proposal for the project allocated the first year of the programme to the design of the accreditation scheme and industries engagement. To achieve the target number of 5,000 accredited roofers, the subsequent rate of accreditation had to be at 500 roofers every quarter, beginning with the first quarter of 2019, which was not possible for a number of reasons, as outlined below. The conversion rate of registrations to actual accreditation has been fairly consistently 1 in 6 which might be as expected which an early pilot might have indicated, thus providing realistic expectations regarding timelines and when/if becoming self-sustainable is feasible.

The programme has been designed in a way that each individual roofer needs to complete several stages of RoofCERT, beginning with registration and then training as well as passing the knowledge

[18] The COVID-19 pandemic became another significant challenge to the uptake, as it led to the cancellation of 150 examinations in March 2020 alone.

test before obtaining the accreditation. This creates a time lag between registration and completion, reflected in the chart above. Moreover, while RoofCERT has provided individuals with flexibility around completion times to accommodate their busy schedules and not to discourage any potential sign-ups, allowing up to 9 months to accomplish the accreditation has also slowed down the progress of the accreditation.

4.1.1. Delays in the design of the accreditation scheme

Development of the accreditation scheme for various routes and specialism took place slower than anticipated – in part due to the lack of communication outlines in the previous section, but in part due to the fact that the scope of the scheme has become very wide, as RoofCERT needed to incorporate accreditation across ten specialisms and two routes. Stakeholders highlight that immediate realisations were made in the early stages of RoofCERT around the **accreditation being too broad and requiring individual roofing elements and assessments**. This resulted in the development of ten accreditation routes of roofing specialism which inevitably took **more time than planned**. By the end of the first year of the project, a knowledge test, two accreditation routes (Vocational Qualification and Experienced Worker) and mandatory training were decided upon as the key elements of the scheme, but their content had not yet been finalised. The RoofCERT team was also working on several routes of the programme simultaneously. Yet, because of this, by the end of 2019, only 7 out of 10 identified routes were finalised, while the experienced worker route was not launched until 2020. As one interviewee stresses, ***RoofCERT could have benefited from clear focus on one accreditation route and testing that*** to ensure it meets all industry requirements in one specific field. This experience could then be converted to other sectors. Based on this, both RoofCERT or similar accreditation schemes could benefit from using such approach if similar initiatives take place the future.

4.1.2. Training environment

The delay in designing the scheme also coincided with **challenges around recruitment and training of supporting staff**: by the end of 2018, only 15 Skills Evaluators and 11 Centre Assessors were recruited against originally anticipated number of 270 required staff. This overlapped with the findings of the earlier quoted Roofing Sector Workforce Development Strategy, which identified lack of infrastructure for training in roofing. As the project progressed, this became more evident, especially in the context of specialisms. For example, the Mastic Asphalt Council (MAC) has expressed concerns around recruitment of trainers as, there were only two recognised Assessors/Trainers in their field across the whole Great Britain. Lack of relevant infrastructure continues to remain an issue in the roofing sector, according to discussions held during this evaluation, and future accreditation schemes should consider this challenge for the delivery. This element lies outside the scope of RoofCERT or other accreditation schemes. As one representative of a training group claims, ***more engagement from CITB in support of training*** around the country could benefit the state of skills in the sector. In the context of RoofCERT, this could be done through support to training required as part of the accreditation.

4.1.3. Website and the register

The **RoofCERT website** was launched in May 2019. Its development was also delayed and cost more than initially expected because it also served as a demo for the proposed **system for monitoring competence**. The website supported registrations, the Knowledge Test Exam and CPD records. Future schemes should consider the importance of timely development of such tools as well as the need to have a clear understanding of their purpose from the start of the project. This is more relevant in the context of accelerating digitalisation after the pandemic. The website can inform the establishment of a roofing register.

4.1.4. Lack of conversions from the pledge

As outlined earlier, the approach to the implementation of RoofCERT was based on the cascade model of promotion whereby NFRC targeted roofing companies intending that they then promote the accreditation scheme among their employees. Support to the pledge therefore serves as reflection of support to this obligation, and NFRC has achieved significant progress in this respect in the early stages of RoofCERT. By the end of 2018, 318 companies had signed **the Pledge**, which was **higher than the target of 200 anticipated** in the original plans. However, it appears that support to the pledge did not convert into uptake of the accreditation. We link this directly to the discussion ***around motivations covered in more detail in next section of this report as well as lack of direct engagement with the roofing industries in the earlier stages of the project***. According to interviewed stakeholders from NFRC, stakeholders involved in the development of RoofCERT all marked positive response to the idea of the accreditation. However, these people were more theoretical in their thinking of what would be 'nice to have' in the sector rather than those working on the roof, and there could be a challenge in marrying the idea with the practicalities of its implementation, or 'must-be' in the sector. Therefore, future projects should ensure presence of practitioners and direct beneficiaries of accreditation schemes like RoofCERT in their design and development.

4.1.5. Pilot for the scheme

While lacking some documented evidence from 2018-2019 for RoofCERT, we assume CITB and NFRC were aware of the aforementioned challenges and their impact on the uptake as well as **need to introduce a pilot for the scheme**. They amended the approach to the programme to incorporate a pilot for the accreditation programme. This pilot targeted 200 workers within the major industry discipline, by volume, Slating and Tiling, to be accredited throughout summer 2019. This was done with anticipation that the numbers would pick up and reach 1,500 trained and accredited workers in year 2019. According to internal reports, the pilot appeared to be successful: it received positive feedback from operatives that were tested, and NFRC introduced further changes to enhance testing. However, neither this nor other elements of promotion resulted in increased uptake, because of other challenges associated with the scheme, particularly around motivations and for the accreditation and promotion, could be addressed. For this reason, we believe that pilot accreditation schemes should be the first step in developing such broad accreditation programmes as RoofCERT. This would ensure the design and testing of all elements of the programme before its transcendence to other routes or sectors.

4.2. Motivations for and barriers to accreditation

Motivations for accreditation as well as experiences vary across different cohorts of stakeholders, but those interviewed as part of this evaluation unanimously stress the need to professionalise the sector and make it more attractive to the public and new entrants. Those who declined participation in RoofCERT did so because they did not see benefit it in for them personally or their business, found it hard to motivate their staff to undergo additional training, or had to withdraw from participation due to other difficulties.

4.2.1. Motivations for participation

While our discussions have identified a number of positive motivations for registering with RoofCERT among industries and individual roofers, the limited sample of those we spoke with tend to be individuals with strong interest in upskilling and training or those working in companies with a similar culture. Therefore, these findings are more likely to identify goals of this specific group of participants.

For half of interviewed representatives of the industry and roofers, participation in RoofCERT means **upskilling with the aim to prove their competence, whereby directors and office staff are usually a driving force behind this decision.** To companies, the scheme "defines their competency and demonstrates their value as a roofer". Meanwhile, individual roofers believe that proving competence would allow them to **stand out in the local recruitment pool and to provide their company with more credibility**. One individual feels that the accreditation will enhance their existing NVQ qualification and feels that keeping updated with regulations and accreditations are a "good ticket to have" for work in the future.

Another popular motivation among interviewees gaining RoofCERT accreditation has been an intention to **"squeeze-out" the cowboy and non-compliant roofers** in the industry, thereby improving the reputation of the roofing sector. One participant refers to experiences of visiting completed roofing jobs to amend their mistakes and hopes that the accreditation will reduce the need for this time-consuming process.

There is also hope that this accreditation **will favour them in winning tenders**, although they provide no evidence of this. As another participant remarks, earning the accreditation "sets you out above the rest" in terms of skills and knowledge which indirectly provides participants with proof of their competence and confidence. However, at this stage, we cannot highlight to what extent this affects their employability.

4.2.2. Barriers to accreditation

The key notion in this discussion is that roofers are generally **not interested in additional training or accreditation unless is it mandatory**. One representative of the industry claims:

"talking to a room full of roofing specialists, half said they would not take part unless it was imposed on them, but the other half said they would not take part if it was forced on them. It's a challenging problem without a simple solution".

While the above outlines the lack of motivations for the accreditation in general and the challenge of creating it through pressure on the industry, stakeholders generally agree that without a "stick", the enthusiasm for the scheme appears low. By contrast, making the accreditation a legal requirement will help drive the uptake for RoofCERT albeit with less enthusiasm and with potential to drive a perception of RoofCERT as another barrier to overcome.

In terms of objections to participation, all interviewees stress the **lack of motivations** for additional training and accreditation among **individual operatives and especially self-employed**:

- these people are **not academically-oriented** and do not want in a direct sense 'return to school' for training and learning;
- **high demand for roofers following the pandemic combined with a history of no specified minimum standards for competence among clients** implies that jobs in the sector do not depend on proof of competence;
- **homeowners are not aware of any specific requirements** around this role as opposed to those for gas and electricity professionals and do not request it from roofers;
- experienced roofers with **grandfather rights** tend to have objections to the idea of re-training/gaining re-accreditation.

Two industry representatives outline that they had been approached by NFRC and their local training groups to suggest enrolling onto RoofCERT, but there was no interest from roofers within their companies to participate and they had no demand from clients looking for accreditations – hence, they did not engage.

We must stress that these factors are beyond control of CITB and NFRC or those involved in RoofCERT. However, these should be considered as the key limitations for the scheme in its development and implementation by all relevant stakeholders. Factors which are within their control include cost and administrative barriers.

Cost associated with the completion of the scheme **has also acted as a barrier** for both businesses and individuals. According to interviewees, participation requires approximately a 30-hour investment in training and assessment forcing individuals to either lose working hours or take time out of their weekend. Cost is involved with training required as part of compulsory courses. Two representatives of industry specifically claim that c.£300-cost per individual is too high, especially in the context that they will need to renew the accreditation. Not all of participants are aware of CITB funding or engagement with developing RoofCERT. However, those whose participation has been subsidised are happy for this opportunity. CITB has been subsidising participation in RoofCERT to help this new scheme gain traction in the sector which proved difficult to engage in certification.

Paperwork is perceived as another barrier. One industry representative feels that if they had known how much work was involved beforehand, they would not have chosen to participate as "it wasn't what was expected. [This] didn't work for us as a small business". Another decided not to be involved with the scheme for this very reason. One individual roofer withdrew from the scheme as it was not what they had expected and the workload was too great for their small business. This is something that both stakeholders and roofing industries cite as a barrier for micro-business and self-employed roofers in particular e.g., a husband working on the roof and his wife in the office., as such companies usually have very limited resources, e.g., a husband working on the roof and his wife in the office.

4.3. Measuring competence

In the context of the programme's ability to demonstrate competence, most interviewees mention **the knowledge test** as one of the best elements of the programme. Participants positively comment on it and believe it has worked well, especially in terms of the contents of the test itself, materials provided in preparation for the test as well as support during the test itself and flexibility of test times. They claim that the test included questions which could only be answered by someone with direct roofing experience:

> "Questions were directed at what we do. We did slate and tiling, and questions on the test were directed at that and specifically what I do usually at work" (RoofCERT participant)

> "The knowledge test questions are good, and if you're experienced, they are easy to pass" (RoofCERT participant).

This feedback overlaps with NFRC quarterly reports which also stress very positive feedback from participants around the knowledge test. Meanwhile, CITB and NFRC stakeholders see the test as a crucial step towards understanding gaps in skills and knowledge and, thus, for planning future CPD courses as part of continuous upskilling of the industry and one of the project's objectives.

Wider feedback around competences also covers issues such as lack of qualified labour in construction in general as well as **potential limitations of RoofCERT**. Two representatives of industry highlight that the training provided by RoofCERT does not cover their area of operation or in-depth enough knowledge for their specialism, e.g., heritage roofing. In their view, this scheme is more suited for those involved in housing and construction of commercial projects rather than niche specialisms.

4.4. Promotion strategies

Since the launch of the accreditation scheme, NFRC has actively promoted it across various channels targeting several audiences. While the first year of the scheme was devoted to the establishment of project's infrastructure and increasing support to the pledge among construction businesses, subsequent communications focused more on the promotion to the wider sector, where roofing companies and contractors have been key audiences, while the focus on potential new entrants has reduced. The following audiences have been approached through different routes:

- **Pledge companies**. NFRC continued communication through emails and press releases to promote the scheme among employees of the pledgees.
- **Commercial contractors, housebuilders and housing associations**. In April 2019, NFRC has concluded an agreement for joint communication with the Home Builders Federation (HBF) to gain support via the Home Building Skills Partnership for roofing training and competences. NFRC also prepared a pilot with Taylor Wimpey to be carried out in first half of 2020 – to test if RoofCERT has an impact on standards in the roofing sector.
- **Other roofing companies and individual roofers**. Promotion included:
    - publications in **press/magazines** (Roofing Today, Total Contractor, RCI Magazine, Construction Index; since 2020, these also included PBC Today, Building Merchants News, Construction Industry News),
    - **social media** (Instagram, YouTube, Twitter, Facebook, and LinkedIn)
    - plans to engage micro-businesses through local events (IFD Congress and Showcase Exhibition; IFD conference; SIG Roofing coffee morning in Cambridge).
    - cooperation with the **training providers** (FE and roofing training groups), e.g., Chesterfield college. With help of CITB, training groups were also engaged. However, this happened largely in 2020, after the outbreak of the COVID-19 pandemic.
- **Construction industry bodies** and **government departments** (MHCLG and BEIS). NFRC engaged with these during initial stages of the project to provide more validity to the project and demonstrate support from the authorities.
- **New entrants**. In 2019, NFRC trialled the promotion of RoofCERT among school students to engage 14-year-olds. However, this avenue has not been in focus of the scheme since then.

The wide range of target audiences potentially demonstrates a **lack of clear focus in terms of priority audiences** for the promotion, at least initially. We believe this has been driven in part by the challenge of matching the needs of the scheme and the sector as well as wider CITB goals (upskilling micro-businesses and self-employed) with the approach to recruitment declared in the initial proposal. NFRC targeted companies that signed the pledge and aimed to engage more of such companies through roofing federations, industry bodies and demonstration of government support to competence in the sector. However, **micro-businesses and self-employed are less likely to be part of these groups**:

"The one-man bands are oblivious to [RoofCERT]. If they aren't part of the NFRC, then I wonder how they will get to see that it exists. It's important they are told about this, not all of them are bad. The few tar the many" (Industry)

For similar reasons, the **social media response from roofers also been minimal**. Evidence on LinkedIn suggests that the people who are willing or able to engage via that medium are critical of RoofCERT's necessity. Part of the problem with engaging with roofers through social media is that whilst they might use it as a platform to advertise their own services, there are not many roofers who will sit and look through social media regularly as they are out on roofs, working.

Some comments from interviewees suggest that the last thing a roofer wants to do when they come home is go on the computer.

Direct mailing has also been ineffective at driving up the number of registrations and accreditations. In 2020, in close collaboration with CSCS, NFRC targeted 5,750 individual roofers with NVQ2 through a mailing campaign to promote registrations with RoofCERT. However, this proved to be difficult due to the highest sector demand in "living memory" for roofers to fulfil contracts following the pandemic and employers being particularly unwilling to release labour to go for certification. Reaching roofers via physical means should be a better solution, as is outlined below.

Training providers and workplaces (employers, members of site management teams, and NFRC) have been the primary sources of information about RoofCERT to those participants who have embarked on the scheme. This highlights certain level of success achieved by NFRC through stakeholder engagement. We can, therefore, conclude that direct engagement through visits/calls to the companies and via training providers/groups has been the most effective way of engaging potential participants. While each of these methods have their limitations (please see the box below), they have been more effective than direct mailing or via social media.

In Yorkshire, a local training group had outstanding connections with the industry which resulted in increased uptake. However, this has not been the case in other locations which lacked this sort of infrastructure.

As such, most if not all interviewees believe that **wider promotion is the key to increasing the uptake** for the scheme to include the following elements:

1. More **physical rather than virtual promotion**:
    - door-to-door advertising through physical distribution of leaflets;
    - onsite visits from RoofCERT representatives to inform roofers of the accreditation and its aims;
    - hosting in-person discussions at trade shows and site visits;
    - featuring articles within local newspapers in areas that have had less engagement;
    - introduction of 'RoofCERT-certified' stickers which roofing operatives could stick to their van to showcase their achievement to the clients but also promote the scheme.
2. Closer engagement with **colleges to target younger audiences** whereby RoofCERT accreditation would become the next step to them after an NVQ.

3. Acquiring support from **employers and contractors** who are highly motivated to obtain accreditation – those driven by innovation and interest in upskilling their workers – to be identified in cooperation with training groups and FE institutions.
4. Approaching **other audiences**: manufacturers and customers/clients of roofing services through physical promotion.
5. Ensure that promotion efforts are developed in **collaboration with industries** to make promotion materials more relevant for this target audience.
6. Promote the scheme by building **a clear business case for industries and individuals** to understand the importance of being accredited and how this impacts the quality of the work they deliver and receive, e.g., by showcasing how the accreditation helps them win contracts through increased quality of work or save costs in the long-run for not needing to re-do/fix poorly done work.
7. Articulate clearly other **bonuses of participation**, e.g., required training being subsidised and by whom, how administrative barriers/paperwork requirements are being managed/mitigated.

Among other factors that would drive higher uptake to the scheme are those associated with the **management of the scheme**:

1. Identifying key goals and target audiences.
2. Early engagement of wide range of stakeholders and particularly industries in the project to inform its aims, targets and routes.
3. Developing and running a pilot for the scheme within one specific sector and tailored to the needs of targeted audiences to ensure all elements of the scheme work well and identified routes of engagement work as well.
4. Ensuring the accreditation programme is ready before it is rolled out.
5. Include management and promotion activities in the total budget for the project not only in the context of NFRC activities but also wider promotion activities. For example, training groups voice an increased pressure to deliver marketing and promotion to reach engagement targets, which they struggled to do as they received no financial support for its delivery.
6. Consider the number of personnel required to run the project – potentially increasing the number of RoofCERT personnel for administrative support and dealing with customer enquiries. The latter should be considered carefully and only in the context of running costs for the scheme. Currently, it appears that wider roofing industries are reluctant to cover the costs associated with participation in RoofCERT, and this is linked directly to the lack of perceived benefits from participation mentioned earlier.
7. Improve management of the scheme by making it more customer-friendly, e.g., removing paperwork load from participants to allocated RoofCERT team, have allocated staff to reply to enquiries about the programme, etc.

Our evaluation indicates that some progress in the context of promotion and management has been nonetheless achieved and lessons were learnt. It appears that due to the lack of success in engaging domestic roofers, RoofCERT has acquired its focus to reside within commercial sector, and NFRC are actively engaging this audience through direct contacts The latter is also in part guided by its ongoing

effort to become financially more viable and sustainable (the funding element is discussed in more detail in next section). We also received positive feedback from one housebuilding organisation in terms of their interest in the scheme. Therefore, RoofCERT appears to have found its target audience and ways to engage them and is on its way to become more sustainable.

4.5. Changes to the funding approach and other changes in the implementation

From the onset of the project, the funding of the project and the payment received by NFRC from CITB has been structured across key outputs, each aligned with quarterly indicators. However**, despite the lack of uptake, CITB viewed it as a pilot for similar initiatives in wider competence and did not give up on the project even when the COVID-19 pandemic hit.** By this point, the initial stages of RoofCERT had been completed and the core aspects of the scheme had been developed, and CITB injected additional funds into the following elements of the scheme:

- Revision of **website and materials** to accommodate e-learning and registrations (new customer relationships management). In April 2021 NFRC released a new app to digitise the paper health and safety passport that NFRC members would have traditionally taken to sites.
- **Pilot of the experienced worker route** approved in spring 2020 for Roof Slating and Tiling.
- **Management of the scheme** and operational costs are covered to ensure it does not stop.

This element once again demonstrates the importance of piloting the projects like RoofCERT to ensure they pursue realistic objectives and meet their goals. Piloting a scheme in a selected sector with clearly identified target audiences during the early stages would allow CITB to identify what works well/less well before embarking on a large-scale project involving multiple accreditation routes as well as increased funding and long-term commitment.

In early 2021 funding for RoofCERT changed to **payment by results** to reduce the risk for CITB and ensure that the scheme could go ahead without the overheads of management or commercial manager costs. This payment for results is currently £172.50 per each stage (knowledge test and full accreditation), resulting in £345 per accredited roofer. However, the time gap between registration and accreditation or passing the knowledge test (up to nine months) makes RoofCERT very difficult to manage because it results in a payment lag. As a result, all work that precedes the undertaking of the knowledge test and involves intense promotion that is not covered by the payment scheme. Stakeholders believe that they lack funding to appropriately advertise the scheme and therefore reach out to more participants which negatively affects the uptake. The key lesson learnt from this experience is that targets should be set to match the cycle of the accreditation, e.g., potentially split into several stages as has been introduced latterly . Planning of the costs should also consider adequate requirements around management and promotion of the scheme.

Financial sustainability of RoofCERT remains a challenge and appears to be directly related to whether or not industries see benefit in it to themselves. It appears that NFRC has managed to capture interest of the commercial sector and may potentially create a critical mass of RoofCERT-certified roofers in this specific sector. There is a sense among stakeholders that the scheme is getting its second 'momentum'. NFRC stakeholders also appear to be positive about cooperation with housebuilders, and our discussion with a representative of one such company expresses such similar optimism, but our findings are limited by the fact that we were able to only speak with one large company. As it stands now, individual roofers, particularly the self-employed, those still

working with grandfather rights, as well as the roofing industry in general are largely reluctant to pay for the accreditation, with the exception of businesses investing in skills and competence of their workers. The number of such businesses, according to feedback, remain limited. The situation may be different for big companies that are currently approached by NFRC, and the key learning from this engagement should be an understanding of how RoofCERT could be tailored to the needs of its identified target audiences, particularly in the context of presenting a business case and promotion.

A member of NFRC suggested that there may be an expectation by CITB to see RoofCERT become self-funding by 2023, as this will provide greater financial security for NFRC who currently receive funding based only on completions. The way forward on funding needs to be decided following a strategic discussion between CITB and NFRC. There is also a potential future for RoofCERT to collaborate with other competency schemes, as evidenced by recent communications with the Joint Competency Scheme "that work with industry leaders to write standards for the sector, and to promote RoofCERT for proving competence" (Competence Scheme).

Several stakeholders also mention issues concerning **transparency of funding around RoofCERT**, as representatives of the roofing industry had not been aware of how it was distributed in the case of RoofCERT. According to their understanding, it was based on CITB levy funding, which is regarded as a benefit if CITB promoted RoofCERT by clearly demonstrating this connection. According to this logic, industries could potentially show more interest in the scheme if they knew they were indirectly funding it. Another participant suggests CITB could make its support more evident by funding training required for RoofCERT.

Finally, one CITB stakeholder suggests that the funding approach to RoofCERT should be revised in general:

> "Grant products qualification from grant funding. It [RoofCERT] needs to be integrated into the normal funding programs of CITB somehow, so it doesn't become a standalone project. So, if you're working, if you're doing RoofCERT, if you achieve RoofCERT, you might get a grant for it, and it's automatically done" (Stakeholder)

5. The impact of RoofCERT

The impact of RoofCERT is closely linked to its uptake, whereby low uptake translates to low impact on wider skills. As the first scheme of its kind in terms of targeting individual competence, RoofCERT has found its niche in the market. Its perceptions are also positive among roofers registered of accredited with RoofCERT. However, these individuals seem to be pre-selected in the way that they are already highly motivated to continuously improve their competence while wider audiences in the sector remain indifferent towards the scheme. There are signs that the scheme may evolve in the future via closer collaboration with commercial contractors and housebuilders. However, its impact on skills in the wider sector appears to be limited.

5.1. Perceptions of RoofCERT

Perceptions of RoofCERT indicate the extent to which the programme has **affected the image of the roofing sector**, and we have identified various views across interviewees. Individual roofers participating in the scheme who took part in our interviewees appear to be more positive about it than those who leave their views on social media. Further, among interviewees, roofers registered with RoofCERT are overall more positive about the scheme than stakeholders or representatives of industry and wider competence who took part in this study.

This may be caused by the fact that these individuals have chosen to participate in the scheme due to pre-existing, inherent commitment to upskilling. Further, several of them highlight they have been signposted to RoofCERT by their employers and, therefore, received all benefits associated with participation. We understand that the payment for participation may have as well been managed by their employer, they have received time off work to complete the training/test if needed, and they have also improved their personal record by proving competence through RoofCERT. To these roofers, RoofCERT has a clear purpose and place in the market, and they wish for it to be enforced properly. They also believe RoofCERT may improve the image of the industry. One stresses that RoofCERT will encourage the uptake of NVQs, particularly amongst school leavers, and, thus, help young people see the industry as professional, as something aspirational and improve its image in the long-run. Another positive for RoofCERT is that it will create clear pathways for development within the industry, which is currently lacking within roofing.

Stakeholders as well as representatives of the roofing industry and wider competence also share ***positive views around the idea*** of introducing such a scheme as something that "needs to happen" and would have the positive impact similar schemes in electrical, plumbing, and gas sectors. However, they also have concerns about the **extent to which RoofCERT has managed to take its place in the sector** – reflecting on a risk of overburdening the industry and creating a negative perception of the scheme as opposed to driving the upskilling and promoting competence by positive means.

Industry participants stress that roofers are rather **reluctant to adopt changes** and many companies follow the idea, "when everyone else does it, [only then] we will do it". One respondent suggests that this would continue being an issue unless and until obtaining **RoofCERT accreditation becomes law**. However, even in that case it faces the risk of becoming another burden for the sector:

"This is the third time in three years that there is a big push on the RoofCERT, but I don't not know how it will get off the ground, because a lot of companies are under pressure from everything else, they have to be a part of and this is just another thing to add on [top of] that" (Industry).

According to roofing industries, without the support of clients and roofing industry acknowledging RoofCERT, there are a **lot of costs for little benefit**, e.g., particularly costs associated with training and the accreditation itself, time off work to provide workers with as well as the fact that this is an individual accreditation whereby an individual may decide to leave the company and take the accreditation with them. While feedback from stakeholders suggests training is organised outside working hours, the above feedback from industry representatives indicates that this element of RoofCERT could have been communicated to them better. Further, **larger companies are seen more likely to cope with the cost of administration and taken roofers off roofs**, while smaller companies are likely to think that the competency framework or other standards that the government might enforce may be "another hoop to jump through", and therefore not have the appetite for the accreditation. Industry representatives also stress the challenge of this accreditation being with the individual who may decide to leave the company and take it with them, which makes it less attractive to them.

Overall, perceptions of RoofCERT vary across different cohorts, as does its potential impact on the image of the industry as a whole. As one stakeholder concludes, in developing such schemes and ensuring their success, it is important to know what ***improvements the scheme will add to the sector***. If, like RoofCERT, it is renewed every three years, what differences would there be every three years to warrant the addition? Would the scheme need to take on something completely new each time, would there be legislature changes to take into account, or technology changes to include in the accreditation? Each of these aspects should be built into the model of the project from the start, and this is one of the key learnings from RoofCERT. Another learning is that is seems to have found its audience among innovation-oriented companies and individuals, which may indicate the start of the culture change in the sector.

5.2. Impact on wider skills

It was implied that RoofCERT would impact on the wider skills by **improving skills and competence in the sector**. However, most interviewees link the impact of RoofCERT largely to its uptake and, as a result, see a number of limitations in this respect, as the uptake has been low. According to this logic, the fewer people that take up the scheme, the less impact it will have on skills, and such respondents believe the scheme should be **made mandatory to achieve impact**.

One participant stresses that RoofCERT is not improving competence per se but rather **proving/demonstrating competence** already in existence. According to this view, roofers that gain RoofCERT are already competent, because they have all knowledge necessary to pass the knowledge tests. This argument builds on the idea that most companies who have signed the pledge or supported RoofCERT are those who already have relevant training infrastructure in place and/or actively seek to upskill their workforce. These companies may even have highly-qualified workforce with relevant proof of qualification or training in which case obtaining RoofCERT would not require much effort of them. As a result, their participation in RoofCERT would not affect the upskilling of the industry as a whole, particularly when compared to small and micro-businesses and those working under the grandfather rights. To counter this argument, one could potentially compare how

many roofers from those embarking on RoofCERT have already had relevant training certificates and the number of those certificates prior to and following participation in RoofCERT.

Another view in the sector is that RoofCERT may **encourage individuals to obtain relevant qualifications**, particularly school leavers, or prompt them to do additional training or even refresh existing knowledge. One industry representative, for example, comments on that their apprentices were failing the RoofCERT tests, which raised questions regarding their on-site training. One could further use background information on participants' qualifications, experience, age, even region or the size of company, to identify the most likely audiences to join the scheme. Interviewees also reflect directly or indirectly on the **limited recognition of the scheme** in the sector as inhibiting to its impact. Individual roofers point out a lack of communication among the industry and individual operatives due to the fragmented nature of the market and limited collaboration. In their view, there has been little information about RoofCERT in general, and they doubt domestic roofers are aware of the scheme at all. Both roofers and stakeholders believe that big companies or those in commercial sector appear to be more likely to embark on this scheme as opposed to 'cowboy' roofers. Stakeholders further outline another critical element that, in their view, has prevented RoofCERT from gaining traction and impact – **the loss of 'momentum'** between the time the scheme was introduced, and first registrations and accreditations achieved.

Despite the above challenges, interviewees also see potential in the scheme in the future, as it will pick up and drive uptake or even open people's eyes to the training needs of the sector. One group believes RoofCERT may serve as skills refresher, either for those who completed NVQs many years ago and have been working in the industry since, or for the regular maintenance of the RoofCERT accreditation **requiring regular skills and knowledge tests** – one of the key objectives of the project.

RoofCERT has also has the potential to impact on other sectors in the sense that it could become **a model within the cladding sector to develop a competence framework with a similar delivery structure** and has potential to work across other sectors, too. Finally, it has also been included in discussions of the group working on wider competence in construction. In this respect, it serves a crucial example of the first scheme of its nature in the construction sector and, as a result, a project to learn from.

5.3. Market position

Due to the initial broad scoping of RoofCERT initially, it seems to have failed to gain a clear niche in the market at first. Only in the recent years, 2021 and onwards, with the reduction of financial support from CITB, there has been a shift of the focus of the scheme towards work ***with commercial contractors and housebuilders as the key audience to promote RoofCERT***. NFRC is also accommodating RoofCERT in the competent person route to further commercialise RoofCERT. In this regard, RoofCERT seems to provide a good foundation that is required for the Competent Roofer Scheme, which involves site visits. Further, while the Competent Roofers Scheme is good in covering work requirements aligned with Building Regulations, RoofCERT provides more extensive and deep knowledge of other elements of roofing work. According to interviewees, such approach should benefit RoofCERT and help it become more sustainable in the long run.

However, one participant reflects concerns around how RoofCERT would fare for commercial clients who insist on Safety Management Advisory Services (SMAS) accreditation — a Safety Schemes in

Procurement (SSIP) scheme, which is intended to reduce the duplication and demands on suppliers to have multiple certifications to different schemes. There may be a danger of too many accreditation schemes in the market for the industry to keep track of, particularly those on sites. In this respect, obtaining an SSIP certificate would be a way for a company to demonstrate health and safety compliance without acquiring multiple various accreditations. The key difference to consider in this context is that RoofCERT focuses on individuals, whilst the SSIP scheme focuses on businesses. However, we believe CITB could consider establishing mechanisms similar to SSIP to differentiate between RoofCERT, CSCS or other cards/accreditation schemes that may appear in the future. NFRC is currently holding discussions with SSIP in terms of how both schemes could benefit each other.

Another key element of discussion around RoofCERT's position in the market is once again **government regulation**. When comparing RoofCERT to gas or electricity certification, there is no legal requirement for RoofCERT: public perception is that gas and electrics can kill, while roofs cannot, and this in part explains the lack of uptake for RoofCERT so far: "no one will pay a premium for putting a roof on the house" (Industry). There would also be an opportunity for a "black market" from people who will do the work cheaper without the RoofCERT accreditation. While stakeholders seem to be aware of the upcoming legislative changes around the Safety Bill, they believe it will help drive the uptake of RoofCERT in the overall context of a legislative 'stick' rather than specifically in terms of how the contents of the Bill will inform RoofCERT or similar accreditation schemes.

Our findings in this respect are rather limited due to the lack of input from participants representing wider competence. However, one respondent from this cohort claims there has been massive support for industry standards and competence since the enactment of the Safety Act (2022), while another suggests that there is no appetite yet but "a sense that legislation is coming, and they soon won't have a choice". NFRC stakeholders also see the clear connection between the revalidation of competence within RoofCERT and the Building Safety Act, which sets out requirements for competence in the construction industry.

Overall, we mark a relative lack of awareness around legislative requirements when comparing responses of individual roofers to those of industry representatives or RoofCERT stakeholders. It is also difficult to judge how legislative pressure will affect the position of RoofCERT in the market. While legislation may drive demand in RoofCERT, the same is likely to apply to any other accreditation schemes to appear in the market.

Participants further suggest that RoofCERT is not marketed as well as the other schemes in the industry and **lacks "weight" or respect**. However, they compare it largely to CSCS, which has been around for many years, rather than other certification schemes:

> "If the CSCS cards are mentioned, the reaction is immediate, and the roofer is taken seriously. When mentioning RoofCERT, the reaction is more confused, and they will ask 'who?'" (Participant).

This can be linked to the fact that RoofCERT has not been a requirement for work on site as opposed to CSCS which are widely recognised in the sector. However, if RoofCERT was to be mandated and become part of CSCS, one stakeholder worries that there would be a backlash, as the industry already feels a burden of too many qualification schemes – this links to our argument about the need to consider a mechanism similar to SSIP certification in the roofing sector, which is currently negotiated by NFRC and SSIP.

Our research also identifies other certification or membership schemes available to companies. However, those are tied largely to membership of organisations such as the Federation of Master Builders (FMB), NFRC or Trustmark rather than proof of competence per se. Moreover, these do not feature in interview discussions – probably because of how different they are from RoofCERT in content and aims.

RoofCERT's advantage lies in the fact that it has been the first scheme of its kind. It has also an advantage of being in in the market since 2018 and, therefore, acquiring a name and reputation compared to any potential new competitors coming to the marking. The name of the scheme differentiates it from the others indicating to the public that it is clearly for those in the roofing industry. RoofCERT also has been the first scheme of its kind in the context of targeting individuals' as opposed to companies– previously covered by competent roofer schemes. Further, RoofCERT targets specifically skills and knowledge related to roofing and is, therefore, better tailored to needs of the sector. One participant suggests that domestic roofing companies do not require CSCS cards in any form and can, therefore, turn to RoofCERT. Compared to CSCS, which only requires a proof of relevant training, RoofCERT requires both proof of training as well as a knowledge test. Comparing both schemes in the context of experienced roofers, CSCS would require only one year of experience and proof of completing Working at Heights course, while RoofCERT, would require professional discussion, proof of training as well as a knowledge test to demonstrate one's competence. It is, therefore, much more nuanced and valuable.

RoofCERT is perceived to be putting more emphasis on site health and safety than other schemes, which is important, according to participants registered with the scheme. While there is understanding that the stringent requirements for those certificates in RoofCERT have been reduced to speed up the process of obtaining certification, there is understanding that health and safety remain vital for qualifications in the RoofCERT application process which should encourage more people to take up the health and safety qualifications.

The above advantages are crucial when comparing RoofCERT to the newly introduced in 2022 Certified Roofer scheme. The scheme appears to be managed by Certass and NAPIT and is promoted as being "powered by UKAS accredited Certification Bodies". However, our understanding of how this scheme operates and its uptake is limited to the information available in public access:

While Certified Roofer shares some similarities with RoofCERT around knowledge assessment (test) and an onsite observation, its primary goal is to allow roofers to self-certify their work rather than prove competence. This scheme appears to be less advertised and known than RoofCERT. It lacks connections with other schemes or cards which RoofCERT has. While the introduction of the competence person scheme for Certified Roofer has been initially postponed due to changes to the regulations and the Safety Bill, it has since then been tied to the Competent Person Scheme for SME roofing contractors. The cost of joining the scheme is around £30 per month.

Our discussions with industry participants also touched upon the affordability of RoofCERT, and this appears to be closely tied to its cost which, we believe, is relevant for RoofCERT's market position. According to industry feedback, the cost is the first thing that people look at, and if they are "short-sighted, they will wonder if they are getting their money back". This refers both to the cost of participation in the scheme itself, the cost of time out of work required for this, and acquiring

relevant proof of training for required courses as well as their costs. However, views onto the cost also vary. To one participant, it is comparable in pricing to other courses/training they acquire. By contrast, others make comparisons to CSCS cards, which are seen to be much cheaper, suggesting that roofers are less likely to invest when it costs more than £50, as there is already pushback at renewing existing accreditation. There is potential to make RoofCERT more attractive from the cost perspective by including training in the total cost of the programme. However, we are not sure this will make the scheme sustainable in the long-run. Based on the above feedback, we assume cost may become a challenge for smaller companies which lack resources who have been more widely represented in the sample of interviewees.

Discussion about sustainability and place in the market is also linked to the **quality of the accreditation scheme,** as reducing requirements to the scheme may reduce its value in the eyes of the public, and this is not something participants want to happen to RoofCERT. As one of them claims, they do not want RoofCERT to become something similar to Checkatrade in this regard.[19]

One stakeholder compares challenges faced by RoofCERT to certification in the scaffolding industry, which typically does not take on new training lightly. Introduction of accreditation in that sector was longer and began with a single CPD day, evolving into two to engage participants over time. We may assume that a similar approach could be used for RoofCERT or similar schemes. There is a shared notion among all interviewed participants that they would like **this project to create an impact in one or another way and not to be in vain**.

When thinking about the future of RoofCERT in comparison to other schemes, it appears that currently existing alternatives do not compare with it in terms of the contents and the bar of training requirements needed to achieve this accreditation. Further, RoofCERT's slow uptake is also factored by a number of elements beyond its control – legislation, the structure of the market, attitudes to training in the sector. Any other scheme entering this market will face similar restrictions and limitations. While CSCS cards or alternative accreditation schemes appear more attractive in terms of cost, their impact on skills and knowledge is likely to be more superficial than that of RoofCERT, as they are much wider in scope. A crucial decision in this regard is to be made by RoofCERT stakeholders in the context of the desired impact of this scheme and the audiences it will target in the future. It appears that the majority of individual roofers, potentially self-employed, will be more interested in cheaper and shorter types of accreditation. By contrast, some of individual interviewees who support RoofCERT believe it has its niche in the market through the ability to support professionalism and standards in the sector. This characteristic builds on the key advantages of RoofCERT compared to other schemes.

[19] Checkatrade is an online directory which connects tradespeople with their potential customers. When registering, tradespeople are required to provide proof of qualifications and references from previous customers.

6. Conclusions and recommendations

Below are the key findings from this research and potential actions to consider for RoofCERT and similar future project.

6.1. Conclusions

6.1.1. The extent to which RoofCERT has been successfully delivered

Our evaluation demonstrates that the design and development aspects of the RoofCERT project have been delivered successfully. Project activities were also designed to target key outputs and have succeeded in the following aspects:

- The project was managed by an organisation that had successfully run a competent person scheme previously, had relevant experience and a network of contacts which brought a number of advantages to the development of the scheme.[20] This helped establish necessary and relevant **project infrastructure.** This took the form of four committees/ activity groups, each of which comprised industry associations and bodies and each had responsibilities for achieving specific project outcomes, therefore, taking ownership of the project.
- As the outcome of the project, an **accreditation scheme has been developed**; its contents match the needs of the sector in terms of knowledge requirements, ten routes of the accreditation representing various roofing specialisms – with consideration of two routes for each of those allowing both qualified and experienced workers achieve the accreditation.
- RoofCERT website incorporates the customer management system which allows **monitoring RoofCERT records of the individuals**, including their training certificates and results of the test. This may help inform the establishment of a roofing register for individual operatives.
- There is understanding among stakeholders that NFRC used results of the knowledge tests and these records to **analyse training needs of participants**, which may inform future decisions around CPD and skills requirements in the sector per each of ten specialisms.

Despite the above positive aspects, low uptake on the scheme is and remains one of the key challenges of RoofCERT. The initial target of 5,000 accredited roofers was reduced to 2,000 and has not been met so far. This has been in part caused by the very broad scope of the accreditation scheme (ten disciplines across two routes) as well as a lack of clear understanding in terms of who the key target audiences for this scheme are – domestic roofers (self-employed, smaller companies) or commercial contractors and housebuilders.

6.1.2. Barriers to implementation

Among the key barriers to a successful implementation of the programme are:

- a lack of interest in the accreditation or additional training among the industry which is seen to be reflective of persistent culture in the sector,
- the structure of the market which is dominated by micro-companies and self-employed who lack resources and motivations to upskill due to unprecedently high demand in roofing services,
- as well as a lack of mandate from the government to make schemes like RoofCERT mandatory.

[20] NFRC has been running its NFRC Competent Person Scheme since 2020. It was previously known as Competent Roofer which was running since 2010.

6.1.3. Impact of RoofCERT on skills within the roofing sector

Low uptake of RoofCERT is seen as the key indicator of low impact on skills within the roofing sector. This is explained largely by external factors, most of which have been beyond the control of RoofCERT team but should have been accounted for in the initial planning of the project. RoofCERT also appears to have targeted largely those companies and individuals who are either already invested in upskilling or already have relevant competences. These participants' expectations of RoofCERT are to add more credibility to their work, help stand out among other companies/roofers and help fight unqualified roofers. However, this still points out a rather limited impact of RoofCERT on the state of competence in the sector in general.

6.1.4. Perceptions of RoofCERT within industry

Perceptions of RoofCERT are mixed, as the scheme still does not seem to be widely known among the industry. Individual roofers do not know to what extent their peers are aware of the programme, while feedback from industries concerns the benefits of the programme in terms of cost and winning work. Within the interviewed sample, perceptions of RoofCERT are most positive among roofing operatives. However, the general feedback around other companies or individuals (particularly, from small companies or working under grandfather rights) suggests lack of interest.

6.1.5. Sustainability in the wider landscape

RoofCERT holds a unique position in the market by being the first accreditation scheme of its kind and also most tailored to the needs of the market. In this regard, the knowledge test developed as part of the scheme is seen as one of its best achievements. It is also considered a unique pilot which should inform similar activities in the wider sector in the future. However, the scheme has so far failed to become self-sustainable due to the lack of uptake and, initially, due to a lack of focus in terms of its target audiences. Compared to other schemes such as competence person schemes or CSCS certification, it lacks 'weight' in the industry. Compared to similar schemes in gas and electricity sector it lacks government mandate for running the scheme. However, there are signs that the scheme may evolve in the future in the context of closer collaboration with commercial contractors and housebuilders. This collaboration may well lend itself to deeper relationships and success that leads to volume and the critical mass that is required. Further updates and insight into the actual costs of running of the scheme would need to be investigated before any decisions on future sustainability can be made with certainty.

As such, the RoofCERT experience demonstrates that CITB wider objectives of upskilling labour in the sector do not always lend themselves towards a programme becoming self-sustainable and certainly not in the immediate years until awareness and proof of its need are well-established.

6.2. Recommendations regarding the future of RoofCERT

As we have mentioned above, RoofCERT has succeeded in those aspects of the scheme that concern its design and assessment. Therefore, our recommendations largely address those challenges that have been initially overseen or are reflective of barriers to implementation:

- Scoping/market testing is a crucial step of such programmes, and it requires more research into the project environment and what it can achieve realistically, e.g., needs of the sector, key target audiences and targets for the uptake.
- Developing the programme in the context of existing limitations, e.g., lack of regulatory pressure, available training infrastructure, lack in training among industry, etc.
- Engagement of wider range of stakeholders and particularly direct beneficiaries of the accreditation-industries during the scoping and then design ensures that the scheme meets

realistic, 'must-be' needs of the industry, including in terms of targets and key audiences and contents of the accreditation, as well as investment from the industries to secure their involvement in promotion of the project during later stages.

- Engaging training centres or similar organisations in the early stages of the project to reflect on opportunities and barriers around training and accreditation and help build viable project infrastructure.
- More active communication and engagement of those involved in the design and implementation to ensure collaboration and mutual ownership of the project, e.g., attendance at meetings, investment and engagement. More visual/physical presence to show that commitment and investment as opposed to emails.
- Ensuring a pilot for the accreditation scheme is run before designing accreditation routes for other specialisms with specific questions and lessons-learned outcome designed upfront to answer the basic cost-benefit analysis and use this experience to improve the programme and adapt it for other routes/sectors.
- Consider slow, step-by-step introduction of the scheme via separate routes or CPD training.
- Ensure that all accreditation routes are developed before the launch of promotion and sign-ups from potential participants.
- Establish a clear marketing plan, knowing who it is aimed at, who has and has not been reached with promotion materials and deciding on the target audience accordingly.
- Develop project website and registration tools with consideration of their key functions and the ongoing shift towards digital means of communication/examination following the COVID-19 pandemic.
- Wider promotion of the scheme and use of tools and instruments relevant to target audiences to help with the outreach, for example, based on physical promotion, onsite visits, developing content in collaboration with industries to make it relevant to them.
- Ensuring the programme maintains its 'momentum' of engagement and promotion. It is crucial for it to demonstrate impact at an early stage.
- Continue research around the use of schemes similar to SSIP in the future accreditation landscape.

Decisions to be made/discussed more specifically in the context of RoofCERT:

- Identify the key target audience moving forwards, e.g. commercial sector with its industry-driven training requirements compared to individual roofers/domestic roofing targeted through the experienced worker route (can be potentially reached following the abolishment of grandfather rights).
- Potential to adjust the marketing and pricing approach to meet the needs of the target audience.
- Decide on the scope and limits of cooperation with CSCS – in the context of competences targeted by RoofCERT and requirements towards qualifications (reduced requirements will increase outreach but limit the impact on skills and knowledge)
- Consider opportunities for RoofCERT compared to NVQ or other qualifications in the context of experienced roofers and the abolishment of the Grandfather Rights scheme by CSCS.

Certain actions have been referenced specifically in the context of CITB:

- Identify clearly the goals of the project and how project activities feed into CITB's wider goals, e.g., how chosen recruitment strategies increase the impact of RoofCERT on wider skills.
- Increase its visibility in the project to ensure the wide-industry nature of the programme is evident to potential participants.
- Support promotion of wider stakeholder engagement through its network of contacts.
- Promote the scheme by demonstrating how CITB is involved in funding the programme, e.g., the levy, or potentially supporting training which forms part of the accreditation.
- Use the key learnings from RoofCERT to create a funding system which will support similar projects in the future as opposed to RoofCERT being a standalone project, e.g., to cater for similar programmes in multiple sectors available to multiple organisations on competitive basis. In this way, CITB will be more proactive in driving competence by clearly outlining its requirements to potential recipients of funding through calls for proposal. This will ensure selected projects are relevant to CITB's strategic goals and through this will enable CITB to provide more targeted support to competence in the construction industry as a whole.
- Consider potential to provide recognition for manufacturer training or other industry-driven training.

Appendix 1: Environment of the project

Our analysis of relevant publications and discussions with stakeholders demonstrate that the project's initial goals met the needs of the industry and continue to meet them. However, the regulatory environment of the project has not been supportive to the uptake, while the challenges faced by the industry such as skills gaps and lack of industry engagement remain strong.

Competence in the wider construction industry

CITB had long been seeking opportunities to increase competence in the wider construction industry. A key catalyst to open this whole-nation debate about the system of construction and managing high-rise buildings was the tragic fire at Grenfell in 2017. This prompted government work on **the Draft Building Safety Bill** seeking to establish a regulator that would enforce new, more stringent safety rules for the construction of residential property and take strong actions against those who break them. According to feedback from RoofCERT stakeholders, they assumed that stronger government regulations would help drive the push towards higher competence in construction, including in roofing. Implicit in that is an assumption that government regulations would help drive uptake in RoofCERT as well. However, the Building Safety Act was not granted Royal Assent until April 2022, meaning RoofCERT had to be developed and implemented in the absence of regulatory support.

Prior to RoofCERT, while there appeared to be accreditation schemes that target health and safety elements in the construction sector, these applied only to gas and electricity professionals when we speak of individual competence. Accreditations in the gas sector are driven by law, as all gas businesses are obliged to be on the **Gas Safe Register**. A gas engineer can only be employed by a registered business and be issued with a license to undertake gas work on behalf of that company if they hold a valid and current qualification. In order to register on the register, an engineer must have relevant qualifications and have evidence of their competence, through a recognised awarding body. Gas Safe registration lasts 12 months, and so requires annual renewal. For **electrical work**, the route is different and lies with a competent person self-certification scheme (NAPIT, Certsure, BESCA, Blue Flame Certification, OFTEC). There is no legal requirement to be registered with a competent person scheme. However, electricians need to self-certify compliance with Part P of the Building Regulations whenever they carry out notifiable work. As such, their certification is driven by the need to comply with the Building Regulations. Examples of these schemes allow us to conclude that RoofCERT should be developed with consideration of existing Building Regulations and tied to relevant legislation. Even in the lack of regulations targeting construction or the roofing sector specifically, compliance with existing standards may potentially increase credibility of the accreditation scheme in the eyes of the public – same as competence person schemes do currently, which will be discussed in more detail in next section.

The challenge remains that other sectors of the construction industry do not face legislator pressure. Despite this, CITB has continuously attempted to create a register with the aim to track competence in the sector. It has developed the Construction Training Register (CTR), which collects data on the training achievements of individuals and captures the short duration training that workers undertake. The long-term aspiration is that the CTR will include qualifications and apprenticeships, allowing CITB to track how much continuous professional development (CPD) workers in the construction sector are participating in, alongside whether they are multi-skilling or moving from

one occupation to another. CITB's other tool, the Online Card Checker, [21] provides insight into worker's training status by indicating whether a worker's card has been renewed. This requires a proof of appropriate training and qualifications, and the pass of Health Safety and Environment test. However, at the moment, neither this nor the CTR allow a full grasp of qualifications, knowledge, and skills as part of competence in the wider construction sector, which is crucial for identification of skills gaps and further training needs. The situation in the roofing sector has been no different, if not more complicated.

Competence in the roofing sector

Prior to the introduction of RoofCERT, similar to other construction sectors, the **roofing industry did not have any accreditation scheme targeting individuals**. Competence schemes that existed in the industry only allowed the roofing contractor to self-certify their work and, thus, were designed to save the client time and money to avoid inspection from Building Regulations. These included schemes such as NFRC Competent Person Scheme or NAPIT Competent Person Scheme, built around companies proving that their staff meet the requirements of Building Regulations and have relevant qualifications and training to carry out the job. These schemes also involve an audit element. For example, NFRC carries out annual evaluations of work done, while NAPIT carries out inspections of installation work. However, competent person schemes target companies rather than individuals and do not provide detailed insight into training needs of roofing operatives. Further, these are supported/driven by companies as opposed to individuals, which is reflected in the dominant culture in the roofing sector where company management or responsible department instigate training of respective employees. By contrast, individuals and self-employed who seemed to constitute the majority of businesses in the roofing sector, seemed to be omitted by existing accreditation schemes.

Due to the lack of individual competence schemes in the wider construction industry overall, RoofCERT needed to **identify such schemes in other sectors** and see how those could be applied to extremely complicated roofing environment.

The roofing sector has become a field for piloting a new accreditation scheme – RoofCERT – primarily because it was considered **one of the most challenging sectors in construction** – both in terms of competence and the structure of the market. As one stakeholder notes, "If it would work in a sector [as difficult as] roofing, it would work in other sectors as well". Interviewees believe that at time of the launch of RoofCERT, the roofing industry was probably not ready for the project due to the lack of regulatory pressure. As we have identified, the relevant research at the time registered a change in industry attitudes towards greater support to training. However, this evidence was limited and, based on the uptake of RoofCERT, did not translate into support on practice.

The roofing industry was and remains to be dominated by micro-businesses and self-employed, many of whom operate under grandfather rights. No market players in the roofing sector have a market share greater than 5%.[22] Such a dispersed structure makes engagement with the sector extremely complicated, as small organisations and self-employed lack resources and infrastructure or motivation to upskill their workforce. This challenge has been identified both by the CITB's report

[21] The Online Card Checker allows employers to check the status of workers' Construction Skills Certification Scheme (CSCS), Construction Plant Competence Scheme (CPCS), or Construction Industry Scaffolders Record Scheme (CISRS) cards but does not provide insight into the extent of workers' qualifications or training.
[22] IBIS (2021). Roofing Activities in the UK - Market Research Report. https://www.ibisworld.com/united-kingdom/market-research-reports/roofing-activities-industry/

in 2017 and a more recent 2021 market report, and RoofCERT needed to address it as well.[23] The key difference between the two time periods is that CSCS has confirmed its decision to phase out the Grandfather Rights scheme from 2020 and abolish it completely from 2024 – meaning no new grandfathered cards will be issued from 30th June 2024. As the micro-businesses and self-employed rely strongly on the Industry Accreditation CSCS cards, there will be a significant uptick in their requirement to have an appropriate qualification or accreditation. This may present a potential opportunity for RoofCERT if these roofers chose it over a NVQ qualification, for example.

Further, the industry has long experienced difficulties with **training opportunities**, as access to relevant infrastructure seems to vary across regions. Interviewees from the roofing industry claim that training around certain roofing techniques, such as flat roofing, or in 'niche' sectors, e.g., heritage roofing, has not been widely available among existing providers due to the lack of demand for it or. In case this training is available, it may not be of the required standard. For a similar reason, inhouse training programmes offered by manufacturers to educate roofers on how to use their materials have been very successful. However, these are not recognised within the CITB training structure and do not target skills gaps evident in the sector. As such, most assessment pathways in different roofing sectors have been centred around CPD training which provided necessary knowledge for roofing but failed to illustrate competence and the comprehension of skills and knowledge acquired. RoofCERT needed to address skills and competences not only in the context of monitoring and recording but also in the context of identifying relevant training. With these objectives achieved, however, RoofCERT would still be limited to pre-existing infrastructure in delivery of required training.

[23] Glenigan (2021). State of the UK Roofing Industry Q2 2021: p. 8 https://www.nfrc.co.uk/docs/default-source/publications/roofing-industry/nfrc-state-of-the-uk-roofing-industry-q2-2021.pdf

Appendix 2: Topic guides for interviews

Topic Guide for interviews with stakeholders

Introduction

CITB (the Construction Industry Training Board) has recently commissioned Pye Tait Consulting to carry out an evaluation of the RoofCERT accreditation programme to better understand its key learnings. This study will examine the challenges and successes of implementing RoofCERT as well as its impact on wider skills and discussions around competence frameworks in the roofing sector.

In doing so, we are seeking your views about the development and implementation of the programme to-date and to understand any lessons that could be learned from this programme and applied to other similar initiatives. Our discussion will focus on the relative merits of RoofCERT and potential for further enhancement of RoofCERT to meet the needs the industry even better.
Our discussion will take no more than 60 minutes, and we are extremely grateful for your time.

Reassurances

Please note that this session will be recorded – this is purely for our own use to ensure we have accurate notes – and your response will be entirely anonymous and non-attributable. Pye Tait Consulting will treat the information and feedback you provide confidentially in line with the 2018 Data Protection Act and the MRS Code of Conduct, and the recording will not be shared with CITB. Pye Tait will be responsible for collecting and analysing the data and will report the main themes back to CITB. No individual or organisation will be named either to CITB or in the report.

PART 1: Developing RoofCERT

1. Thinking back to when RoofCERT was still a concept (2016-2017), why did you decide to support/get involved with the scheme? What were the drivers for this?

Probe: both from an organisational perspective, and a wider industry perspective

2. [only ask of those who were connected to managing the scheme] When you set out to develop and deliver the RoofCERT scheme, what were its initial aims, targets, and objectives?

3. [only ask of those who were connected to managing the scheme]How were these aims, targets, and objectives agreed?

4. [only ask of those who were connected to managing the scheme]Can you tell me about partnership working in the planning stages?

5. Who/which organisations did you involve, and how well did this work?

Probe: Could/should other organisations/stakeholders have been involved? How effective was communication with other accreditation schemes if such took place? Why (not)?

6. [only ask of those who were connected to managing the scheme] Did you face any other notable challenges in the early stages of the development of RoofCERT? How were these overcome?

PART 2: Reflections on RoofCERT's success

7. Based on your knowledge and experience, what particular aspects of RoofCERT accreditation are working well, specifically in terms of its delivery?

8. [only ask of those who were connected to managing the scheme] Since its launch, some targets and objectives have shifted, e.g. the number of accredited roofers was reduced from 5,000 to 2,000. Why was this?

Probe: How were the initial targets decided upon? How were the new targets decided upon? Do you feel these were/are achievable/realistic?

9. What are your thoughts on the level of engagement and promotion with industry: to what extent could RoofCERT have been promoted more / differently?

Probe: website, social media, marketing, appointing a sales manager.

10. How has the approach to funding evolved in the course of RoofCERT?

Probe: has this affected the delivery? If so – how?

11. Are you aware of other challenges that have arisen in delivering the RoofCERT scheme? Probe: any barriers to take-up reported by industry? managing RoofCERT during the pandemic?

PART 3: RoofCERT and the wider industry

12. More broadly, what has been industry's reaction to the introduction of RoofCERT? How well-known and respected is it?

Probe: a welcome addition? a need for this? has a clear purpose? confuses the market?

13. How do you believe RoofCERT compares to other accreditation schemes, and to what extent do you feel it is clear for industry where it sits in the market against these?

14. Given the ongoing discussions around the government's Safety Bill and the work on establishing sector specific Competence Frameworks, what appetite do you think there is within industry to support industry standards and competence in roofing through new accreditation schemes like RoofCERT?

15. In your view, what actions could CITB, NFRC or others take to help drive greater uptake of RoofCERT among individuals and businesses in the roofing industry?

Probe: more promotion, clearer purpose, link to cards/safety, cost, mandate, more flexibility

16. Finally, if another sector was thinking of developing and delivering a new accreditation scheme akin to RoofCERT, what advice would you give them to make it as effective as possible?

PART 4: Final thoughts

17. Do you have any final comments you'd like to add on the RoofCERT accreditation scheme?

Topic Guide for interviews with participants

Introduction

CITB (the Construction Industry Training Board) has recently commissioned Pye Tait Consulting to carry out an evaluation of the RoofCERT accreditation programme to better understand its key learnings.

RoofCERT is the first UK accreditation scheme for individual roofers aiming to support roofing standards in the UK by promoting qualified roofers through proof of their skills and competence. The long-term goal of RoofCERT is to increase the employability of skilled, accredited roofers and enhance the image of the industry to clients and new entrants. RoofCERT is a voluntary scheme that offers two routes of accreditation – for operators with relevant vocational qualifications and three years of experience in the industry or – in an alternative accreditation route – experienced workers (5+ years of experience) who do not hold a qualification.

This study will examine the challenges and successes of implementing RoofCERT and its impact on wider skills in the roofing sector. In doing so, we are seeking your views about your knowledge, understanding, and/or experience of the RoofCERT accreditation programme. Our discussion will focus on the relative merits of RoofCERT and potential for further enhancement of RoofCERT to even better meet needs and demands of its participants and the wider industry. We will be happy to hear your feedback on the above.

Our discussion will take no more than 20 minutes, and we are extremely grateful for your time.

Reassurances

Please note that this session will be recorded – this is purely for our own use to ensure we have accurate notes – and your response will be entirely anonymous and non-attributable. Pye Tait Consulting will treat the information and feedback you provide confidentially in line with the 2018 Data Protection Act and the MRS Code of Conduct, and the recording will not be shared with CITB. Pye Tait will be responsible for collecting and analysing the data and will report the main themes back to CITB. No individual or organisation will be named either to CITB or in the report.

PART 1: Engagement with RoofCERT

1. Could you please tell me about your involvement with RoofCERT?

2. Thinking back to when you first heard of RoofCERT, why did you decide to get involved?

Probe: what were your expectations?
What were the motivations for the accreditation (e.g. career progression, more work/clients)?

3. Did you experience any barriers to joining the scheme? To what extent has this affected the overall experience of participating in the scheme?

Probes: If yes, what were these barriers and how were they overcome?

4. How could key audiences for RoofCERT be even more engaged in your opinion? What are the most effective means of engagement?

5. Based on your knowledge and experience, either directly or anecdotally from others, what particular aspects of the RoofCERT accreditation are working well?
6. And based on your knowledge and experience, either directly or anecdotally from others, what particular aspects of the RoofCERT accreditation could be improved?

Probe: what specific aspects could be improved? How? What action is required and by whom?

PART 2: Wider industry perceptions

7. More broadly, what has been industry's reaction to the introduction of RoofCERT? How well-known and respected is it? Please explain your answer.

Probe: a welcome addition? a need for this? has a clear purpose? confuses the market?

8. How do you believe RoofCERT compares to other accreditation schemes, and is it clear how it differentiates itself from these?

Probes: CSCS, TrustMark, NFRC's Competent Roofer Scheme, other UKAS schemes

9. In your view, what actions could CITB, NFRC or others take to help drive greater uptake of RoofCERT among individuals and businesses in the roofing industry?

Probe: more promotion, clearer purpose, link to cards/safety, cost, mandate, more flexibility

PART 3: Final thoughts

10. Do you have any final comments you'd like to add on the RoofCERT accreditation scheme?

Topic Guide for interviews with wider industry

Introduction

CITB (the Construction Industry Training Board) has recently commissioned Pye Tait Consulting to carry out an evaluation of the RoofCERT accreditation programme to better understand its key learnings.

RoofCERT is the first UK accreditation scheme for individual roofers aiming to support roofing standards in the UK by promoting qualified roofers through proof of their skills and competence. The long-term goal of RoofCERT is to increase the employability of skilled, accredited roofers and enhance the image of the industry to clients and new entrants. RoofCERT is a voluntary scheme that offers two routes of accreditation – for operators with relevant vocational qualifications and three years of experience in the industry or – in an alternative accreditation route – experienced workers (5+ years of experience) who do not hold a qualification.

This study will examine the challenges and successes of implementing RoofCERT and its impact on wider skills in the roofing sector. In doing so, we are seeking your views about your knowledge, understanding, and/or experience of the RoofCERT accreditation programme. Our discussion will focus on the relative merits of RoofCERT and potential for further enhancement of RoofCERT to even better meet needs and demands of its participants and the wider industry. We will be happy to hear your feedback on the above.

Our discussion will take no more than 45 minutes, and we are extremely grateful for your time.

Reassurances

Please note that this session will be recorded – this is purely for our own use to ensure we have accurate notes – and your response will be entirely anonymous and non-attributable. Pye Tait Consulting will treat the information and feedback you provide confidentially in line with the 2018 Data Protection Act and the MRS Code of Conduct, and the recording will not be shared with CITB. Pye Tait will be responsible for collecting and analysing the data and will report the main themes back to CITB. No individual or organisation will be named either to CITB or in the report.

PART 1: Your experience of RoofCERT

1. Could you please tell me about your involvement with RoofCERT?

2. What do you know about the scheme and how did you first hear about it?

Probe: from employer, colleague, at the industry conference/public events, online

3. Thinking back to when you first heard of RoofCERT, why did you (not) decide to get involved?

Probe: what were your expectations? What were the motivations for the accreditation (e.g., more work/clients)?

4. Did you experience any barriers to joining the scheme? [may be more challenging for those not participating in the scheme]

Probes: If yes, what were these barriers and how were they overcome?
To what extent has this affected the overall experience of participating in the scheme?

5. How could key audiences for RoofCERT be even more engaged in your opinion? What are the most effective means of engagement?

6. Based on your knowledge and experience, either directly or anecdotally from others, what particular aspects of the RoofCERT accreditation are working well? [may be more challenging for those not participating in the scheme]

7. And based on your knowledge and experience, either directly or anecdotally from others, what particular aspects of the RoofCERT accreditation could be improved?

Probe: what specific aspects could be improved? How? What action is required and by whom?

PART 2: Wider industry perceptions

8. More broadly, what has been industry's reaction to the introduction of RoofCERT? How well-known and respected is it? Please explain your answer.

Probe: a welcome addition? a need for this? has a clear purpose? confuses the market?

9. How do you believe RoofCERT compares to other accreditation schemes, and is it clear how it differentiates itself from these?

Probes: CSCS, TrustMark, NFRC's Competent Roofer Scheme, other UKAS schemes

10. How affordable is RoofCERT to those individuals or industries who may choose to participate in the scheme without using CITB support funding?

11. Given the ongoing discussions around the government's Safety Bill and the work on establishing sector specific Competence Frameworks, what appetite do you think there is within industry to support industry standards and competence in roofing?

12. What impact do you believe RoofCERT will have for skills in the roofing industry?

Probe: both roofing skills but also wider skills, e.g., CPD, green, digital etc.

13. In your view, what actions could CITB, NFRC or others take to help drive greater uptake of RoofCERT among individuals and businesses in the roofing industry?

Probe: more promotion, clearer purpose, link to cards/safety, cost, mandate, more flexibility

PART 3: Final thoughts

14. Do you have any final comments you'd like to add on the RoofCERT accreditation scheme?

Topic Guide for interviews with representatives of wider competence

Introduction

CITB (the Construction Industry Training Board) has recently commissioned Pye Tait Consulting to carry out an evaluation of the RoofCERT accreditation programme to better understand its key outcomes and learnings. This study will examine the challenges and successes of implementing RoofCERT and its impact on wider skills in the roofing sector.

In doing so, we are seeking your views about the place of the RoofCERT accreditation in the wider context of the roofing sector and the construction sector. Our discussion will focus on the relative merits of RoofCERT and potential for further enhancement of RoofCERT to even better meet needs of the wider industry. We will be happy to hear your feedback on the above.

Our discussion will take no more than 45 minutes, and we are extremely grateful for your time.

Reassurances

Please note that this session will be recorded – this is purely for our own use to ensure we have accurate notes – and your response will be entirely anonymous and non-attributable. Pye Tait Consulting will treat the information and feedback you provide confidentially in line with the 2018 Data Protection Act and the MRS Code of Conduct, and the recording will not be shared with CITB. Pye Tait will be responsible for collecting and analysing the data and will report the main themes back to CITB. No individual or organisation will be named either to CITB or in the report.

PART 1: Development of RoofCERT

1. Thinking specifically of the roofing industry at the time just before RoofCERT was launched (2016-2017), what training and assessment pathways were available to the industry back then?

2. To what extent were these a requirement of being employed or winning work? Can you recall the purpose, unique selling point, and/or niche in the market of any such scheme?

3. Have you been involved in and/or consulted on, the RoofCERT accreditation scheme as it was being developed? Are you aware whether your involvement resulted in changes being made to the final scheme that was launched? To what extent was your advice taken on board?

PART 2: Reflections on RoofCERT's success

4. Based on your knowledge and experience, either directly or anecdotally, what particular aspects of the RoofCERT accreditation are working well?

5. Are you aware if this knowledge has helped feed into other competency schemes?

6. What approach to setting uptake targets would be the most appropriate for RoofCERT? Are there any learnings for other competence schemes in this regard?

7. What are your thoughts on the approach taken with regard to the promotion of the scheme with industry? Could anything have been done differently? From your experience, what promotion and engagement are most effective?

8. Are you aware of other challenges that have arisen regarding the RoofCERT scheme, for example any barriers or disincentives to take-up reported by industry? How do you think these barriers will affect the implementation of similar competency schemes in other areas?

PART 3: RoofCERT and the wider industry

9. More broadly, what has been industry's reaction to the introduction of RoofCERT? How well-known and respected is it?

Probe: a welcome addition? a need for this? has a clear purpose? confuses the market?

10. How do you believe RoofCERT compares to other accreditation schemes, and to what extent do you feel it is clear for industry where it sits in the market against these?

11. Given the ongoing discussions around the government's Safety Bill and the work on establishing sector specific Competence Frameworks, what appetite do you think there is within wider industry to support industry standards and competence through new accreditation schemes like RoofCERT?

12. What impact do you believe RoofCERT is having for skills in the roofing industry?

Probe: both roofing skills but wider skills e.g. CPD, green, digital etc.

13. In your view, reflecting on how RoofCERT has been implemented, what actions could CITB, NFRC or others take to help drive greater uptake of RoofCERT or other similar accreditation schemes among individuals and businesses?

Probe: more promotion, clearer purpose, link to cards/safety, cost, mandate, more flexibility

14. Finally, if another sector was thinking of developing and delivering a new accreditation scheme akin to RoofCERT, what advice would you give them to make it as effective as possible?

PART 4: Final thoughts

15. Do you have any final comments you'd like to add on how lessons learnt from the RoofCERT accreditation scheme link to other competency schemes in the wider industry?