

# People Working Group

## Attracting Talent to the Highways Maintenance Industry

The HTMA People Working Group is committed to promoting the opportunities available for a broad range of people, within the highways maintenance industry.

The Careers project recognises that there are diverse needs within the industry and companies need to attract and recruit a diverse population that will offer the variety of skills, innovation and creativity that will answer those needs. The industry is not just about hard hats and hi-visibility jackets, but also encompasses opportunities in roles as varied as Depot and Site Managers to Buyers, Estimators, Bid Teams, Finance and Legal advisors. Health, Safety and Environmental Advisors, Transport Planners, Administrators and support staff.

HTMA aims to create sustainable organisations and seek to recruit and empower the most talented people, thereby promoting sustainable employment in the communities it serves. It supports and encourages participation in education and liaison activities to increase awareness of the industry and use and development of different entry routes for careers within the industry. These entry routes include schemes such as: Apprenticeships, Placements, Sponsorships, Graduate Programs, Vocational Qualifications and Continuing Career Development.