



Investing in tomorrow

How St George is building its future talent pipeline with local students

Employer: St George (Berkeley Group)

Sector: Property development, regeneration and placemaking

The challenge for St George: long term skills supply

Like many employers in the built-environment sector, St George faces a long-term challenge: ensuring a strong, diverse pipeline of future talent with the skills to thrive in complex, sustainability-driven roles.

By partnering with Camden STEAM, St George has been able to **invest early in local young people**, strengthen links between education, industry and community, and gain fresh insight that directly informs its approach to regeneration and placemaking.

Engaging with students to inspire and teach

Through Camden STEAM, St George engaged with young people across the education pipeline from primary school through to post-16, including:

- Hosting **T Level industry placements** for Business Management students
- Supporting primary and secondary **school workshops and challenges** linked to regeneration and sustainability

- Engaging as a **STEAM employer partner and ambassador**

Students arrived at St George's prepared, motivated, and ready to get stuck in. They brought **fresh perspectives** on sustainability, inclusion, and community engagement, while **strengthening team culture** by energising colleagues and influencing senior leaders. Through **reputation and leadership** opportunities, students represented

St George at Parliament and industry events, reinforcing its position as a leader in social value and skills development. Engagement with primary students supported **better placemaking** by capturing youth voices to shape developments with future communities in mind.

It was amazing how good they were and how much they were willing to do. Two of the students went beyond their placement days. That eagerness to learn is rare.

Jonathan Brookes, Head of Sustainable Business, St George

The impact on young people

Over **1,200** Camden students have benefited from the partnership with St George.

Post-16 T Level students completed 45-day placements in business teams, contributing to projects while developing workplace confidence, professional skills, and sector insight – with several progressing onto apprenticeships at St George's after completing their studies.

Primary and secondary pupils explored how regeneration shapes communities, saw how careers in construction, planning and design connect to everyday life, and gained early exposure that broadened aspirations and challenged sector stereotypes.

Support from Camden STEAM

By managing recruitment, preparation, projects and safeguarding, Camden STEAM makes the process straightforward for employers. As Jonathan Brookes, Head of Sustainable Business, says, *"It's a one-stop shop. Everything is structured, and you get access to really good opportunities."*

St George's will continue offering the same number of placements, especially through T Levels, recognising the value it brings to both students and their business.

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