



**Women On The Tools White Paper**

**Campaign Report (March 2022)**



The background image is a grayscale photograph of a construction site. In the foreground, the arm of a digger is visible on the left. In the center, a worker wearing a white hard hat with the 'PRUGHES' logo is visible through the open door of a vehicle. The background shows a residential area with brick houses and a wooden fence.

## Executive Summary

**The Women On The Tools report was created to uncover what it means to be a tradeswoman in 2022.**

Through working with industry supporters and brand sponsors we were able to engage across the breadth of the UK construction industry to consider the views of tradeswomen, tradesmen and the general public to compile a comprehensive report.

The report has been downloaded over 600 times since it launched for International Women's Day on 8th March 2022, with strong social media and digital engagement received across the industry.

The report acts as a pivotal step in understanding the challenges faced, and the changes that are needed ahead.

## Campaign Summary



**SOCIAL**

Pages 3-5

**+4.72 M**

USERS REACHED

**+4.31 M**

IMPRESSIONS



**WEBSITE**

Page 6

**+600**

TOTAL WHITE PAPER  
REPORT DOWNLOADS

**+31%**

OF ALL WEBSITE  
TRAFFIC DIRECTED TO  
THE WHITE PAPER  
REPORT



**PR**

Pages 7-11

**+12**

PIECES OF NEWS  
COVERAGE

**+300**

NEWS CIRCULATION



**EMAIL**

Page 12

**+21 K**

TOTAL RECIPIENTS

**+25%**

EMAIL OPEN RATE





SOCIAL 



## Social Media

+40

PIECES OF ORGANIC  
CONTENT PUBLISHED

+4.7 M

TOTAL SOCIAL MEDIA  
USERS REACHED

+4.3 M

SOCIAL MEDIA  
IMPRESSIONS

+1.7 M

TOTAL VIDEO VIEWS

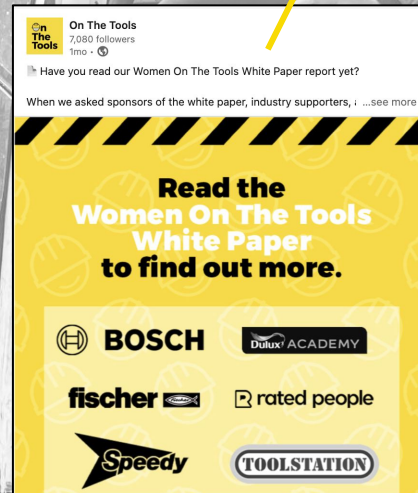
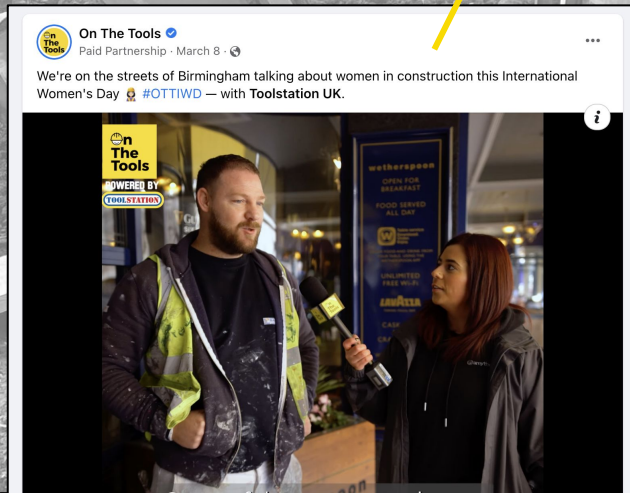
+43 K

LIKES, COMMENTS, AND  
SHARES

Paid partnerships

Featured logos

Social tags





SOCIAL 

## Talking Trade

**On International Women's Day, we went live with a panel as part of a weekly show on On The Tools to discuss topics that were included in the white paper.**

Sponsors had their logo featured, and were named in a thank-you section from presenter Darcie Richards.

Following the episode, we published a recap article to the On The Tools website and promoted it on socials.

**+230.6 K**

**TOTAL IMPRESSIONS**

**+16.8 K**

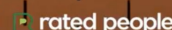
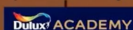
**TOTAL VIDEO VIEWS**

**+221 K**

**TOTAL REACH**

 **nThe Tools**  
CONNECTING CONSTRUCTION

Supported by







SOCIAL 

## Talking Trade

**HATTIE HASAN, MBE**  
FOUNDER OF REGISTER  
FOR TRADESWOMEN AND  
STOPCOCKS, LTD.

**DARCIE RICHARDS**  
BRICKLAYER / CONTENT  
CREATOR WITH +18K  
FOLLOWERS ON IG

**ROSIE RUSSELL**  
PAINTER AND DECORATOR /  
MENTAL HEALTH  
AMBASSADOR



## News Articles

We published 1 news article for pre-promotion and 2 news articles for post-promotion to the On The Tools website directing people to download the white paper.

# 9.4 K

ARTICLE IMPRESSIONS ON SOCIAL

## Home Page Takeover

We changed the header of the home page on our website to a stand-out promo of the white paper with a button directing people to the landing page. We also included a button to the landing page on our navigation bar.

# 31%

OF WEBSITE VISITS WERE FOR THE WHITE PAPER

## Landing Page

We created a landing page for the white paper and requested an email address for each download of the report.

# 4.3 K

UNIQUE LANDING PAGE VIEWS

Mar 08, 2022

### WHY YOU SHOULD READ THE WOMEN ON THE TOOLS WHITE PAPER



### Welcome to the Women On The Tools White Paper.

At On The Tools, we believe that women who work in the construction industry are underrepresented and undervalued: **a niche within a niche.**

So we created a report about women in the trade, covering everything from discrimination to working conditions, in order to **encourage real change.**

Find out why women of the public generally do not consider careers in construction, what the working conditions are like for women already in the trade, and what it really takes for a woman to **thrive in the construction industry.**

Sign up below to receive a download of the report.

FIRST NAME

Name







## Builders' Merchants News

## Construction Industry News

### Construction's misogyny issue revealed

9 March, 2022

SHARE    



Research by online construction community, On The Tools, has revealed that 78% of tradeswomen have faced discrimination in their role, most frequently encountering negative comments and harassment, while 78% of women consumers wouldn't consider a career in the sector.

The research, launched to mark International Women's Day, surveyed 474 tradeswomen across the UK to uncover what it's like to work in construction

### New report reveals challenges that women face within construction

March 8, 2022 News, Women in Construction



Launched to mark International Women's Day, a new report by online construction community, On The Tools, has discovered that 78% of tradeswomen face discrimination in their role, most frequently encountering negative comments and harassment. The research surveyed 474 tradeswomen across the UK to uncover what it's like to work in construction in 2022.





PRESS



## Decorators Forum



### Dulux highlights the work of female decorators

Posted Mar 9, 2022 | Industry news, People & jobs | 0 comments



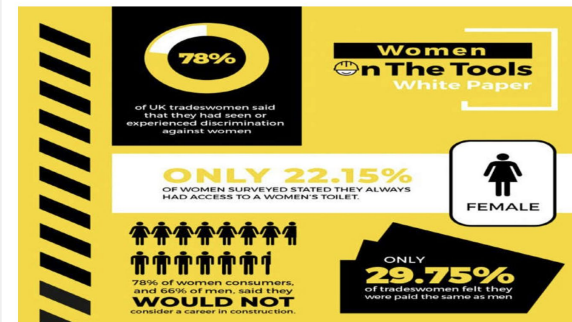
## Fix Radio

### New report reveals challenges that women face within construction

[Blogs Home](#)

[More Posts](#)

Posted: Wednesday, March 9th, 2022



Launched to mark International Women's Day, a new report by online construction community, On The Tools, has discovered that 78% of tradeswomen face discrimination in their role, most frequently encountering negative comments and harassment. The research surveyed 474 tradeswomen across the UK to uncover what it's like to work in construction in 2022,





## Heating & Plumbing Monthly

News

### Three quarters of tradeswomen face discrimination, report finds

8 March 2022

Share



HPM Magazine  
@HpmMag

...

### Three quarters of tradeswomen face discrimination, report finds

[hpmmag.com](https://hpmmag.com)

Three quarters of tradeswomen face discrimination, report ...  
Research by online construction community On The Tools has found out that 78% of tradeswomen face discrimination...

3:36 PM · Mar 8, 2022 · WordPress.com







## Installer Online

### 78% OF TRADESWOMEN HAVE FACED DISCRIMINATION AT WORK

Posted on March 8, 2022 by jsharpe

[Home](#) » 78% of tradeswomen have faced discrimination at work

INSTALLER  
WEEKLY



New research has found that 78% of tradeswomen face discrimination in their role, most frequently encountering negative comments and harassment.

### MANDY HICKSON ANNOUNCED AS GUEST SPEAKER FOR WIT EVENT 2022

Posted on March 8, 2022 by jsharpe

[Home](#) » Mandy Hickson announced as guest speaker for WIT event 2022

As usual, event founder Hattie Hasan MBE will guide us through the day and update us on changes in the industry as MC.

Our collaboration with Women On The Tools in their research for their White Paper on the situation of women in the construction and maintenance industries has plenty of figures showing what life is like for women in our industries.





PRESS



## LCL Awards

New white paper on women in the trades reflects the state of play and suggests solutions for an equitable future

24 Mar 2022

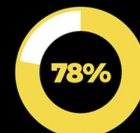


## Roofing Today

INDUSTRY NEWS

### Four out of Five Tradeswomen Face Discrimination and Most Women Won't Consider a Construction Career

8 March 2022



of UK tradeswomen said that they had seen or experienced discrimination against women

**Women**  
 **n The Tools**  
White Paper

**ONLY 22.15%**

OF WOMEN SURVEYED STATED THEY ALWAYS HAD ACCESS TO A WOMEN'S TOILET.



EMAIL



## Solus Email Newsletter

21.8K

TOTAL RECIPIENTS

25%

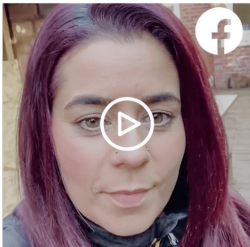
OPEN RATE

Sponsor Logos

AND LINKS INCLUDED



VIDEO  
OF THE WEEK



ARTICLE  
OF THE WEEK



The first ladies of

Women  
n The Tools  
Whitepaper

### The Women On The Tools White Paper report.

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So we created a report about women in the trade, covering everything from discrimination to working conditions, in order to encourage real change;

Find out why women of the public generally do not consider careers in construction, what the working conditions are like for women already in the trade, and what it really takes for a woman to thrive in the construction industry.

Download the report now to get started.

Download the report

White paper sponsored by



**Thank you to our white paper sponsors  
for your continued support.**

