



Market Report

A Snapshot of your Market Sector

Bricklaying and Groundworks

This pack has been designed to provide information on setting up a business in the **Bricklaying and Groundworks** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **August 2024**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Bricklaying and Groundworks market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Over the five years through 2024-25, revenue is forecast to inch upwards at a **compound annual rate of 0.7% to £17 billion**. Bricklaying and other specialised construction contractors' revenue is contingent on construction cycles and tends to follow economic and investment trends. Economic uncertainty, initially triggered by Brexit and the pandemic and further intensified by the Russia-Ukraine conflict, has discouraged and restricted new private capital investment in recent years, negatively impacting revenue. (IBISWorld, *Bricklaying & Other Specialised Construction Services in the UK*, August 2024).
- ◆ Residential building contractors are contingent on the propensity of property developers to invest in new ventures; movements in property prices; government schemes intended to boost the housing supply; and underlying sentiment in the housing market. Revenue expanded prior to the pandemic, with the support of government programmes and new funding to induce land development and housebuilding activity mitigating the effects of market uncertainties stemming from the Brexit vote. Revenue is forecast to decline at a **compound annual rate of 0.4% to £91.3 billion** over the five years through 2023-24. (IBISWorld, *Residential Building Construction in the UK*, February 2024)
- ◆ Various economic events have spurred a degree of instability in the UK economy in recent years, with economic fluctuations dictating the fortunes of commercial building contractors. Market uncertainties spurred a reluctance among private investors to dedicate significant spending towards capital ventures, weighing on lead generation. Heightened economic disruption has spurred greater volatility since COVID-19, with investors lacking the capital and incentive for commercial expansion. Revenue is slated to **fall at a compound annual rate of 1.4% to £20.8 billion** over the five years through 2024-25. (IBISWorld, *Commercial Building Construction in the UK*, July 2024)
- ◆ Bricklayer rates will vary depending on location, with prices in London typically skewing higher. They will either quote their day rate or provide a set price for a certain amount – typically per 1,000 bricks or 10-12 m². Costs range from **£650 - £1,790 per 1,000 bricks** at the cheaper end of the spectrum to **£950 - £3,900 per 1,000** handmade bricks. (Checktrade, *What is the cost to lay 1,000 bricks in 2024?*, July 2024)
- ◆ The national organisation for this industry is [Association of Brickwork Contractors](#). Other industry bodies include [Brick Development Association](#), [Steel Construction](#), [Scottish Building Federation](#), [Construction Scotland](#), [Chartered Institute of Building](#), [Federation of Master Builders](#), [Construction Industry Training Board](#) and [Construction Industry Council](#).

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBISWorld – Bricklaying & other Specialised Construction Services in the UK (August 2024).** Government initiatives to expand the number of homes on the market have raised demand for bricklaying and stone setting services owing to its popularity as an external wall cladding. Schemes like the Affordable Homes Programme (AHP) and Levelling Up Home Building Fund are helping the government meet the target of adding 1.5 million new homes to the UK's housing stock by 2029. Figures from the Office for National Statistics (ONS) reveal that public new housing construction output rose by 7% in May 2024, boosting demand for bricklaying and stone-setting services.
- ◆ **Mintel, Construction - UK (2023).** According to a RICS report on decarbonising UK real estate, the built environment accounts for around 30% of total annual carbon emissions in the UK. In 2019, carbon emissions generated in the operation of buildings accounted for 23% of total UK emissions. An additional 7% of carbon emissions were 'embodied' into buildings during the manufacturing and construction stages as a result of the energy used in those processes. One key element of government policy directed towards the decarbonisation of the built environment is the Heat and Building Strategy, which was published by the government in October 2021.

There are also a number of online resources you may find helpful:

- ◆ **The Scottish Government website** publishes [annual housing statistics](#) as well as [quarterly updates](#) which cover new housing supply and housebuilding from the public, private and social sectors, and the Affordable Housing Supply program
- ◆ Construction consultancy **Thomson Gray** published an article on the Scottish construction sector in July 2024 (<https://shorturl.at/LcEom>). The article looks at tender prices, forecast for the next five years; building and labour costs; and general industry trends.
- ◆ **Construction Skills Network** published a report on demand for skills in the Scottish construction sector with forecasts for 2023-2027 (<https://shorturl.at/J4mLA>).

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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Last updated: August 2024

Updated by: Patrick

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