

# Creating a future-ready workforce through immersive exploration

## A Collective Vision for a Greener Tomorrow

Preparing young people for the careers of the future means equipping them with the right skills and the right inspiration. That's precisely what The Bridge Partnership set out to do when it brought together 16 leading colleges from across London to deliver a future-facing initiative backed by LSIF (Local Skills Improvement Fund), a government-funded programme designed to accelerate innovation in skills delivery and meet local employer needs.

Led by New City College, the partnership focused on two powerful themes, **Digital innovation** and **Green skills development**.

These priorities reflect the pressing need to prepare learners not just for today's jobs but also for careers that will drive a more sustainable, low-carbon future.

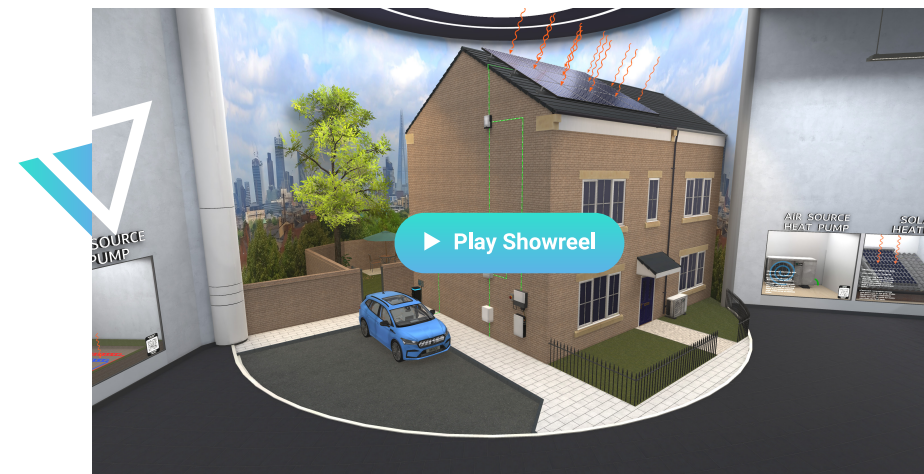
## Challenge

The Bridge Partnership wanted more than just a static resource. They imagined an experience: an engaging, interactive environment where students and stakeholders could see and feel the future of green construction.

They needed a digital space that could:

- Bring green construction careers to life
- Inspire learners with real, expert-led content
- Highlight the roles and pathways available in sustainable building and energy

They carried out a competitive tendering process, and Metaverse Hub was chosen as the preferred supplier to deliver this futuristic project.



## Solution

Metaverse Hub co-created an ambitious, visually rich, immersive environment in collaboration with a steering group led by New City College.

This wasn't just a digital tour — it was a fully realised virtual world with purpose that features three themed exhibition halls: **Buildings**, **Low Carbon Energy**, and **Green Skills and Jobs**.

Each area invited users to dive deeper into topics including climate change and its impact on construction, retrofit versus new build housing, and career pathways, job roles, and the skills needed to thrive in green industries.

To ensure authenticity and relevance, all content was developed alongside sector experts and awarding bodies—including MSC, CITB, and The British Services and Research Information Association. Their involvement brought authority and trust to the digital experience.

One standout feature is the **Training Room**, where users can seamlessly connect to the Bridge Partnership website and discover real-world training courses available across the participating colleges. A short but impactful film rounds off the experience—featuring voices from the sector, including a female apprentice, sharing lived experiences and encouraging diversity across green construction roles.

## Results

The final product is a striking, interactive urban environment built to resonate with a London audience. Whether guided by an AI-powered avatar or exploring independently, users are encouraged to follow their curiosity, gaining insights into careers that promise growth and contribute to a sustainable future.

The immersive Green Skills Hub is more than just a digital resource. It's a bold step towards:

- Raising awareness of green construction
- Driving enrolment across Bridge Partnership colleges
- Building a pipeline of skilled talent ready to shape a low-carbon world

## Testimonial

“

We had a great relationship with the Metaverse Hub team. They were flexible, responsive and willing to listen and engage in discussion to help us achieve our vision.

”

**Peter Munday**  
Bridge Partnership



## Interested?

Talk to our team of experts and start making your own memorable and engaging metaverse.

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