

Year of Engineering

30 November 2017

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- During presentations (10:00 – 10:30) everyone will be muted so that only the presenters will be heard.
- The presentation will be followed by a Q&A session. Click on the hand symbol to show that you have a question.
- If you are experiencing any technical problems please call 020 7344 1673.



TAKE A CLOSER LOOK

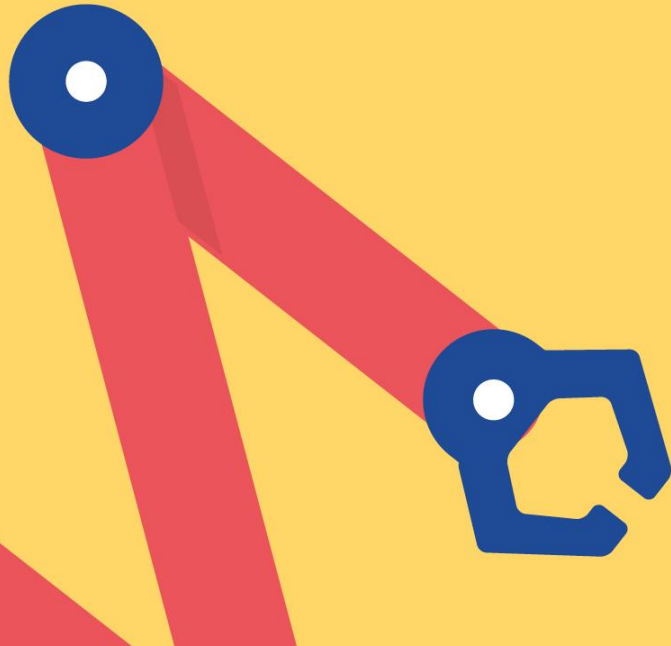
SMMT Webinar

30 November 2017

Lydia Fitzpatrick, Year of Engineering partnerships

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- What is the Year of Engineering?
- Why have a Year of Engineering?
- What will it achieve?
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- Building a legacy
- Discussion & questions





What is the Year of Engineering?



TAKE A CLOSER LOOK

What is the Year of Engineering?

- The Year of Engineering 2018 is an HM Government initiative to inspire the next generation of engineers in the UK
- The Departments for Transport, Business, Energy & Industrial Strategy, Education and the Ministry of Defence are leading the campaign
- So far more than 350 partners have pledged their support from a range of sectors



Why have a Year of Engineering?

Why have a Year of Engineering?



- Big skills shortage and lack of diversity in engineering
- Crucial to the economy
- Key part of the Government's policy agenda

(Investing in skills and sectors in the *Plan for Britain*, supporting the *Industrial Strategy* by boosting STEM, building transport skills in DfT's *Infrastructure Skills Strategy*)



- Engineering is undervalued and misunderstood
- Multiplicity of initiatives

THE ISSUE IN NUMBERS



ENGINEERING PROFESSION
WOULD LIKE

186,000
SKILLED RECRUITS
EACH YEAR TO 2024

20,000

ANNUAL SHORTFALL
OF ENGINEERING GRADUATES

EngineeringUK, 2017

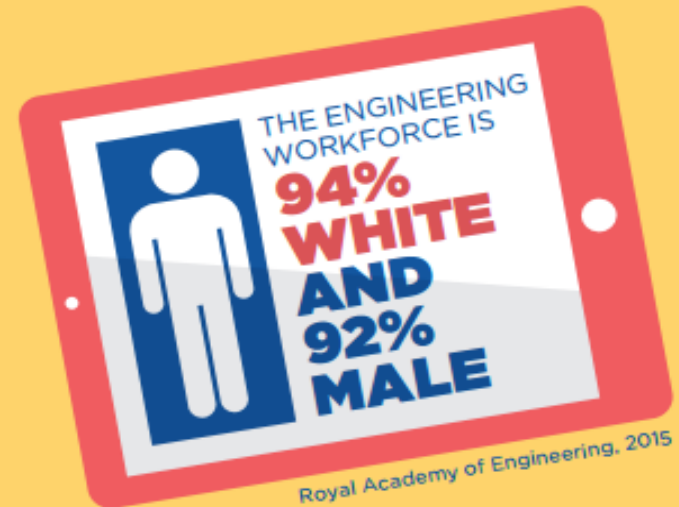


ONLY

1/3

**OF PARENTS KNOW
WHAT PEOPLE IN
ENGINEERING DO**

EngineeringUK, 2017



THE ENGINEERING
WORKFORCE IS

**94%
WHITE
AND
92%
MALE**

Royal Academy of Engineering, 2015



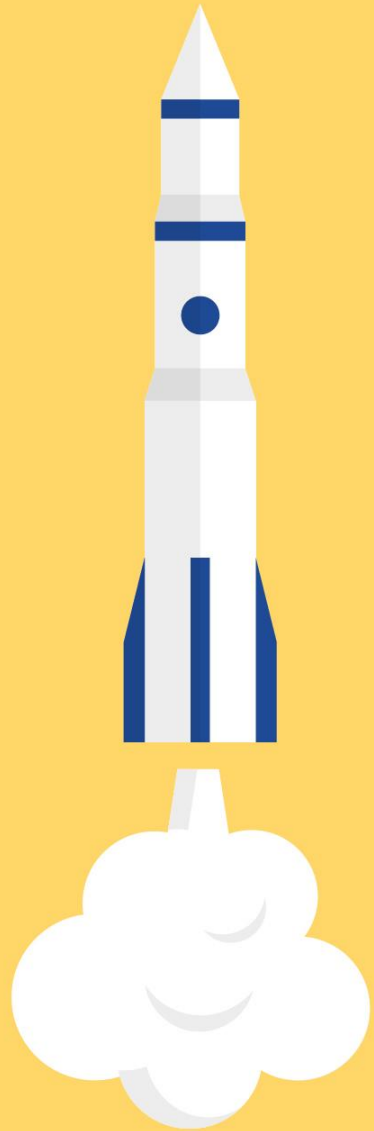
**ALMOST
HALF**

**OF ENGINEERING
COMPANIES SAY A
SHORTAGE OF
SKILLED PEOPLE
IS SIGNIFICANTLY
REDUCING
PRODUCTIVITY
AND GROWTH**

CEBR, 2014

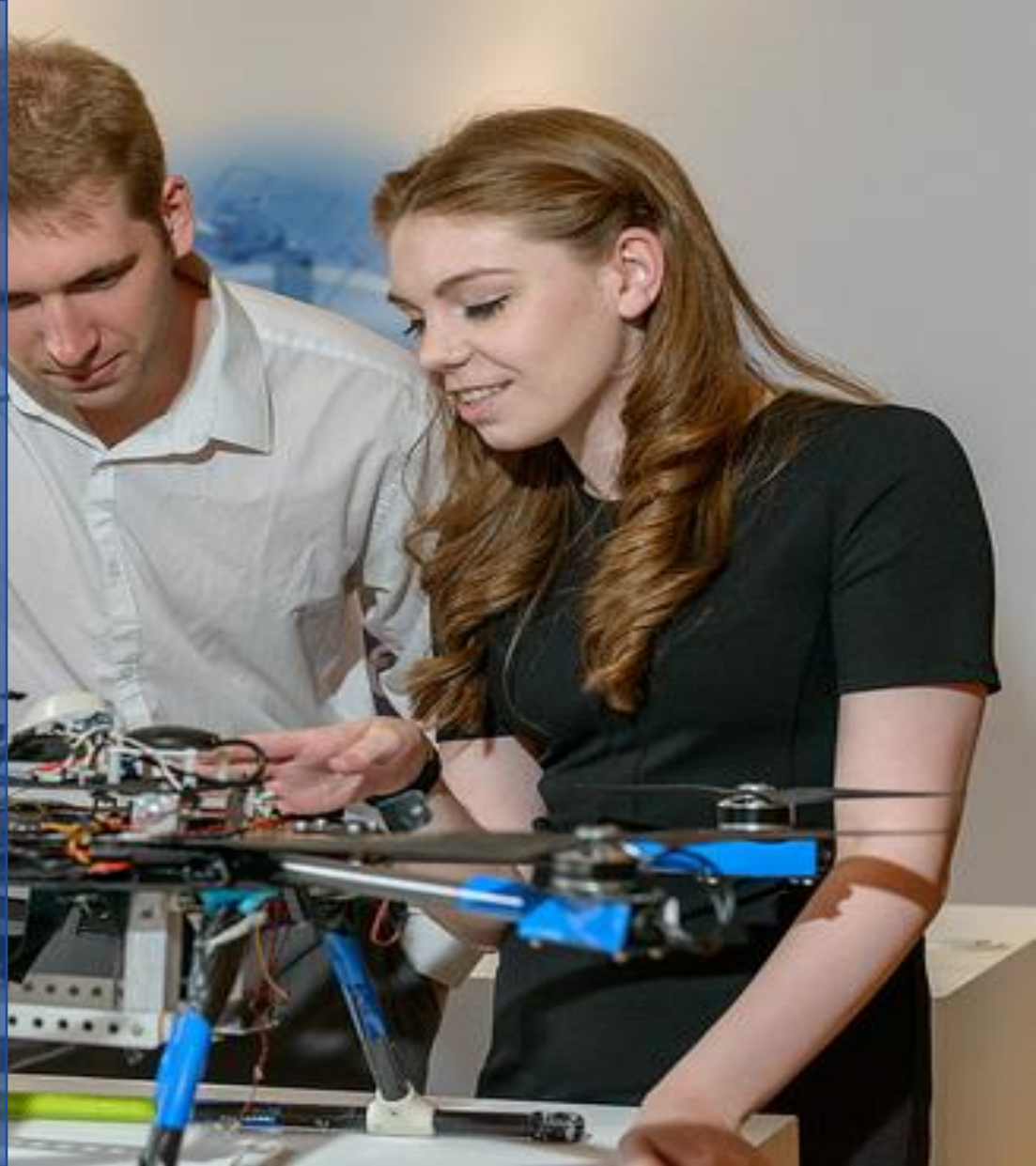


TAKE A CLOSER LOOK



What will the Year
of Engineering
achieve?

A year-long, cross-Government campaign aiming to raise the profile of engineering amongst 7 to 16 year olds and widen the pool of young people that consider engineering as a career.



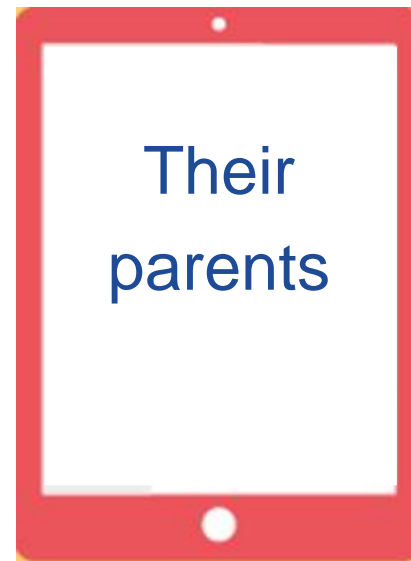
Year of Engineering Aim

To improve the desirability of engineering as a career by increasing awareness and understanding amongst young people, their parents and teachers of what engineers do, by:

- Offering direct and inspiring experiences of engineering
- Encouraging families to 'take a closer look' at engineering
- Showcasing the variety and creativity of modern engineering

Delivered through a brand, PR activity, digital content, events, brand partners and building support for existing initiatives

Who we want to reach



5 key themes behind the brand

| VARIETY | MAKING A DIFFERENCE | RELEVANCE | NEW AND EXCITING | GREAT CAREER |
|--|---|--|---|---|
| Showcase the breadth of engineering roles, opportunities and routes in to make it appear more accessible | Demonstrate that engineering makes a difference to the world we live in and to people's lives | Challenging stereotypes to make engineering relevant to 'people like me' | Celebrate UK engineering and its role in shaping the world of the future – never a better time to join this creative and innovative industry. | Lots of opportunities, good pay, travel, etc. |



How can we work together?

Why get involved?

Change

Change how engineers are viewed by tomorrow's workforce

Encourage

Encourage talented, creative and bright young people to become engineers of the future

Inspire

Showcase the forward-thinking and technical work which your organisation is doing by encouraging people to pursue STEM subjects

Engage

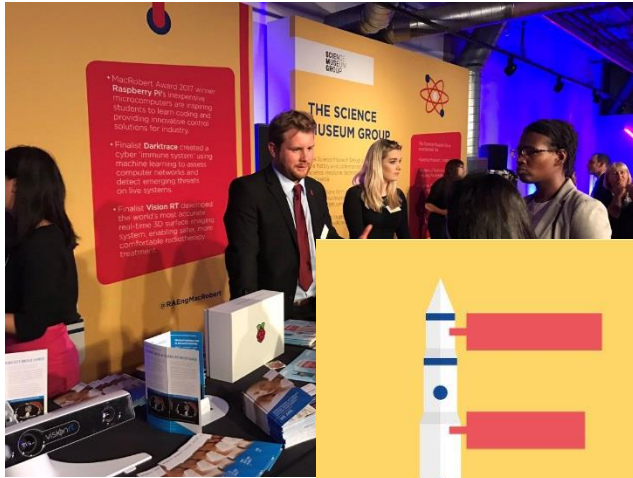
Raise the profile of your organisation as an exciting employer to work for and benefit from the noise and recognition generated by the Year of Engineering activity, building a legacy for engineering

How you can get involved



- Work with us to co-create exciting new initiatives or events which showcase the role of engineers
- Share Year of Engineering content
Host activity and engage local media, sharing inspiring stories of engineering careers
- Join an 'open door' or ambassador programme - arrange for young people and their families to visit your organisation and see the range of roles first hand.

How you can get involved



- Use our communication materials and #YOE to be part of the conversation.
- Join us at events and play an active role in how engineering is promoted.
- Share your feedback and evaluation to help us all build and learn from the campaign.
- Provide a case study or quote for the media about what you are doing



Building a legacy

Building a legacy

If the Year is a success we will see:

1. Increased awareness, understanding and the desirability of a career in engineering enhanced amongst young people, their families and teachers
2. A wider pool of young people take up 'direct experiences' of engineering – a minimum of a million branded experiences offered



Visit the Year of
Engineering partner
website to find out more

Lydia Fitzgerald - EMAIL

SMMT plan

- Raising awareness amongst SMMT membership
 - Today's webinar
 - Promotion through SMMT Committees/Sections
- Communication and facilitation
 - Linking up member companies with DfT YoE team
 - Sharing automotive stories via SMMT social media
- SMMT skills event
 - Held during National Apprenticeship Week (5-9 March)
 - Co-branded NAW and YoE

SMMT contact – Rebecca Smith rsmith@smmt.co.uk

Questions and Answers

Please click on the hand symbol to raise your hand if you have a question.

Please ensure that you are connected to the audio to ask a question.
Alternatively, you can type your question.



Email: memberservices@smmt.co.uk with your questions after this session.

Slides emailed to participants after this session.

Thank you

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