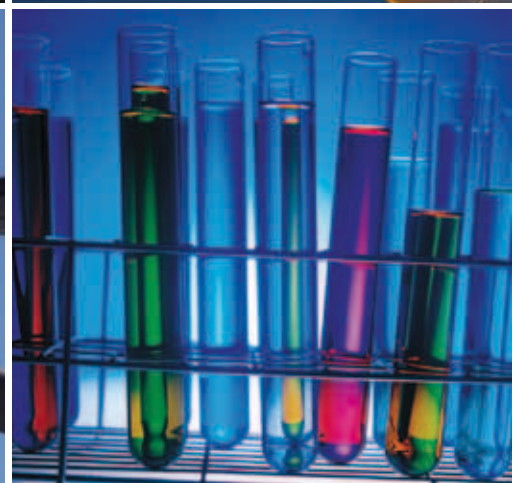
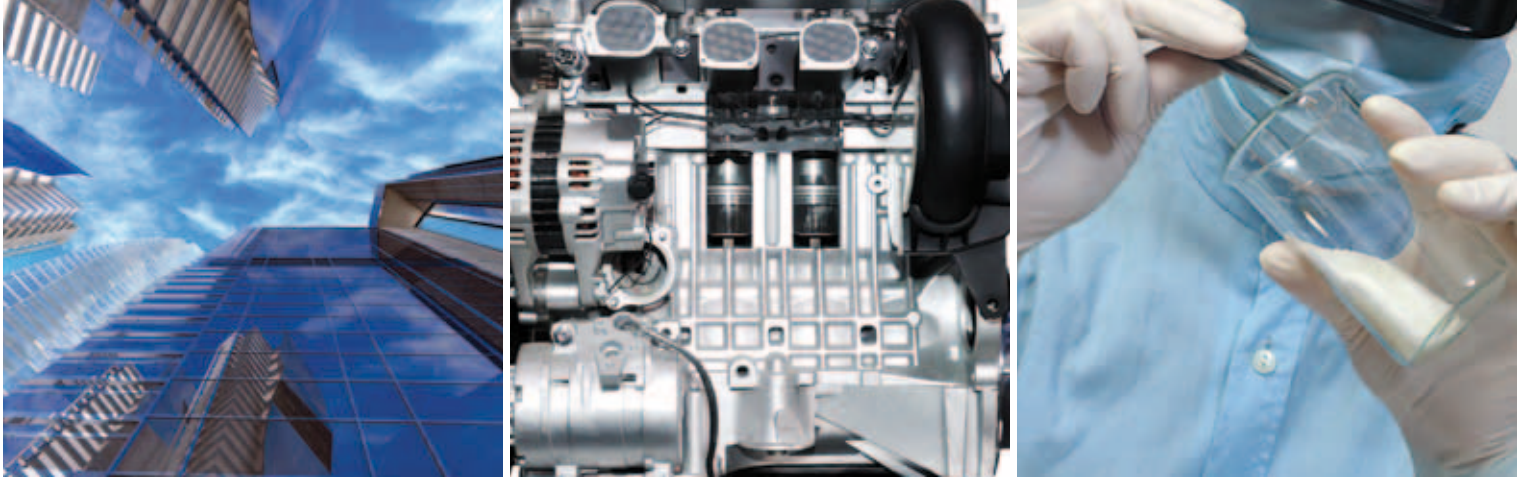




# An Introduction to EngineeringUK



## Our Purpose and Goals



In the current climate, there is a window of opportunity to raise the profile of engineering in a major way. **EngineeringUK** exists to do just that.



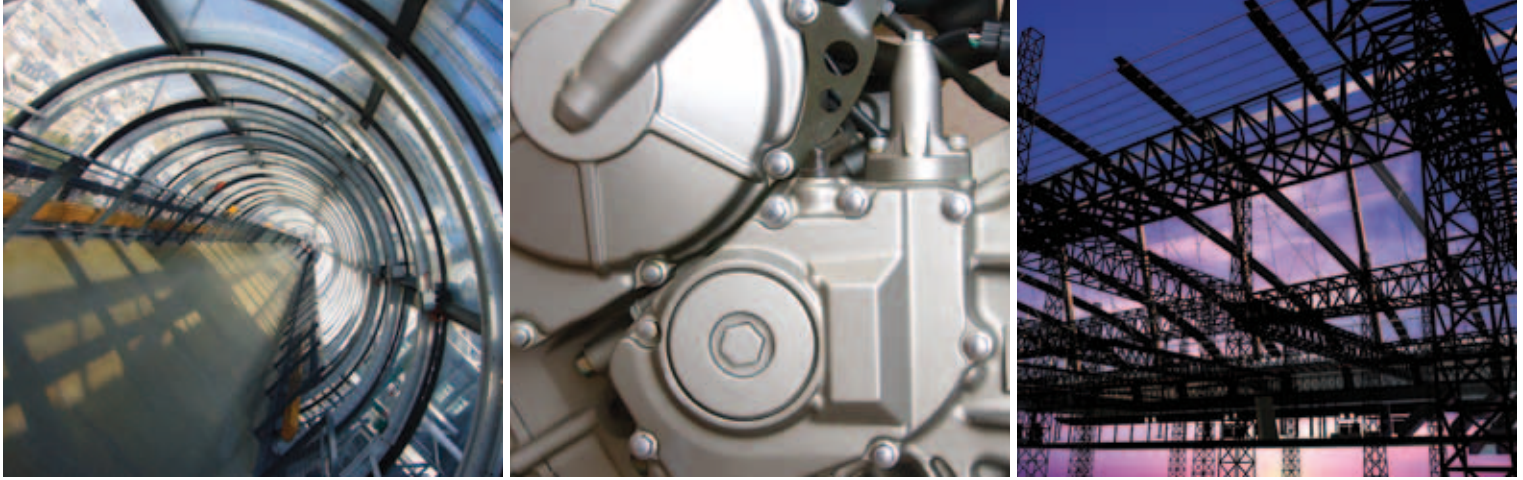
**EngineeringUK is an independent, not-for-profit organisation whose purpose is to promote the vital contribution that engineers, engineering and technology make to our society, and inspire people at all levels to pursue careers in engineering and technology.**

Formerly known as the Engineering and Technology Board (ETB), EngineeringUK works in partnership with business and industry representatives, education and skills providers, the professional engineering institutions, the Engineering Council, the Royal Academy of Engineering and the wider science and engineering communities, to pursue the following strategic goals:

- To improve the perception of engineers, engineering and technology
- To improve the supply of engineers

Communication is at the heart of EngineeringUK as we work across the UK to engage and inform young people and those who influence them, of the benefits of engineering careers.

# Programme of Work



Over the past year we have simplified our work programme to three core strands: The Big Bang; our Strategic Delivery Partnership programme - Tomorrow's Engineers; and our work as a Communications Hub. With a focus on delivering fewer things but with greater impact, we have concentrated on those areas where we can work with our partners to add real value.

The first of these strands, The Big Bang: UK Young Scientists' and Engineers' Fair featuring the National Science & Engineering Competition, was a real success in 2009 attracting over 50 sponsors and 6,500 visitors. The Fair achieved high profile media coverage on GMTV and the Today Programme amongst others. Planning for The Big Bang 2010 is now underway.

The second strand, Tomorrow's Engineers, a joint initiative by EngineeringUK and The Royal Academy of Engineering, has been developed to support various organisations currently providing engineering enhancement and enrichment activities. Bringing together a number of partners who will now reach a further 30,000 students, Tomorrow's Engineers will target hard to reach schools across the country.

The third strand, EngineeringUK's 'Communications Hub', has also begun to establish itself, delivering briefing papers and press releases informed by discussions with the Business & Industry Panel, the Education and Skills Panel, the Careers Advisory Panel and the Professional Engineering Panel, as well as holding a number of business, industry and policy discussions and activities at the House of Commons.

EngineeringUK has also developed and managed a wide range of Science, Technology, Engineering and Maths (STEM) websites for different partners over the past year, providing support for the Department for Children, Schools and Families (DCSF) STEM Programme via our involvement in the Careers Awareness work, as well as projects such as STEM Ambassadors the STEM Directories, Future Morph and the Maths Careers website.

## Moving forward

Working in collaboration with partners, we co-ordinate and facilitate a range of promotional programmes to improve the supply and perception of engineers, whilst simultaneously addressing diversity issues in the engineering sector including gender issues via The WISE programme.



## The Big Bang

The Big Bang: UK Young Scientists' and Engineers' Fair takes place at Manchester Central Convention Complex, from 11-13 March 2010 and features the National Science & Engineering Competition. With support from Government, the Northwest Regional Development Agency, Lloyd's Register Educational Trust, AstraZeneca, BAE Systems, Shell and Siemens, amongst others, The Fair is a three day educational experience for children and young people aged 9 – 19. Showcasing innovation and creativity in all its forms, it rewards science and engineering engagement and achievement through the high profile National Science & Engineering Competition Awards.

This year, as last, the Big Bang kicks off ten days of exciting events celebrating science and engineering across the UK in the form of National Science & Engineering Week (NSEW). Led by The British Science Association with support from EngineeringUK, NSEW engages and inspires children and adults alike to organise and participate in science and engineering events and activities.

The inaugural Big Bang in 2009 set a new benchmark for STEM engagement and aims to at least double its number of attendees in 2010, travelling to different locations around the UK to ensure a truly national reach.

Our ultimate vision for The Big Bang is that every child in the UK should know someone involved with The Fair.

## Tomorrow's Engineers

EngineeringUK works in partnership across the UK. This is particularly reflected in our Tomorrow's Engineers Programme, managed jointly with the Royal Academy of Engineering. The programme provides funding, communications and administrative support to organisations delivering engineering enrichment and enhancement activities, making for a more targeted and evaluated approach. Current partners include EDT, The Industrial Trust, Primary Engineer, The Smallpeice Trust and Young Engineers, and we are supported by Lloyd's Register Educational Trust.

The aim of Tomorrow's Engineers is to coordinate and expand existing engineering activities working with an extra 30,000 children via a range of organisations, to:

- Address geographical gaps and inconsistencies in current engagement programmes
- Ensure more effective targeting of those schools that have not traditionally been engaged with science and engineering
- Provide support to help existing programmes increase levels of engagement, awareness, promotion, co-ordination and evaluation of activities
- Build closer working relationships between complementary schemes for a more coherent service

Tomorrow's Engineers will also build on the success of the Engineers Make it Happen programme (EMIH) in Wales and Northern Ireland, so taking an increasingly pan-UK approach to enhancement and enrichment activities.

Our ultimate vision for Tomorrow's Engineers is a sustainable programme that can deliver enhancement and enrichment activities to targeted schools across the UK.

# Engineering Community



**We will continue to focus on promoting positive messages about engineering, working alongside partners in business and industry, education and the science and engineering sectors to complement existing cross-community activities such as Engineering the Future.**

Acting as a communications hub and using a combination of proactive and reactive media approaches, engagement activities, websites and joint events, we will work with partners across the community and beyond to communicate with and appeal to young people and their influencers. To inform this work, we will continue to seek input from key stakeholders through a number of advisory panels: The Business & Industry Panel, The Education and Skills Panel, The Professional Engineering Panel, and The Careers Advisory Panel, each of which is made up of a number of expert organisations.

Taking advantage of increasingly responsive relationships across the engineering community, we will harness opportunities to promote engineers and engineering to our target audiences by responding with an increasingly unified voice to major engineering announcements.

Engineering has a great story to tell and we are working together to tell it via:

- Business & Industry Panel events, debates and House of Commons lunches
- Education and Skills Panel meetings and papers
- Joint press releases and letters to Editors in collaboration with the Professional Engineering Community
- Joint events at the Political Party Conferences
- Joint Consultation responses and other ad hoc responses to engineering policy announcements

Our ultimate vision for the communications hub is that the engineering sector speaks with a unified voice so that the benefits of engineering and careers in engineering are widely known across all age-groups.

# Underpinning Activities



In order to support our core programmes we also provide a number of underpinning activities and resources.

Our primary research output is the *Engineering UK 2009/10* report; an annual statistical guide to the state of engineering and the cornerstone of our wider policy output. Compiled and updated annually, *Engineering UK 2009/10* provides a contextual base for our press and public affairs work, looking at supply and demand issues, skills gaps, emerging technologies, diversity, sector-specific trends, and developments in training and education. Future editions will expand on vocational and education issues, informing a suite of briefing papers and press releases on topical issues such as emerging technologies and labour trends, and the skills requirements of employers in the current economic climate.

In addition to *Engineering UK 2009/10* and related briefing papers, we also conduct research and analysis into perceptions of engineers and engineering, and provide detailed evaluation for our core programmes.

EngineeringUK also provides a range of on and offline careers resources for young people and their influencers. In the coming year, we will hone and develop these with a view to complementing, supporting and building on recent developments with The Big Bang, Tomorrow's Engineers and community initiatives such as the Department for Children, Schools and Families STEM Programme. In particular, we will:

- Use feedback from our Business & Industry, Professional Engineering and Careers Advisory Panel to promote continued rationalisation of careers resources for the pre-16 age range and their influencers
- Draw on relationships across the engineering community to generate community-wide endorsement and adoption of clear and common careers messages
- Improve links between the Careers, and Education and Skills Panels and join up the various activities of the STEM programmes
- Ensure greater integration of careers messages and materials by contributing careers resources, expertise and support from the Careers Advisory Panel through to The Big Bang, Tomorrow's Engineers, and activities such as DCSF STEM Programme and Future Morph.

## EngineeringUK

At EngineeringUK we believe engineers and engineering will play a key role in addressing the global challenges of the 21st Century. We also believe that working in partnership can help a good idea go a long way. If you feel the same way, please visit [www.EngineeringUK.com](http://www.EngineeringUK.com) for more information.

EngineeringUK, Weston House,  
246 High Holborn, London WC1V 7EX

T 020 3206 0400

E [info@EngineeringUK.com](mailto:info@EngineeringUK.com)

[www.EngineeringUK.com](http://www.EngineeringUK.com)

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