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## **INDUSTRY AND UNIVERSITY LEADERS JOIN FORCES TO LAUNCH MAJOR TALENT CAMPAIGN**

- Major campaign to encourage more talented young people to pursue careers in manufacturing and engineering
- Lack of young women entering engineering or manufacturing reveals UK's failure to tap into half of its talent base.

Leading figures in Industry and Higher Education today (Tuesday) launch *Talent 2030*, an ambitious campaign to encourage more talented young people to pursue careers in manufacturing and engineering. The campaign is led by Aaron Porter (former President, NUS). David Willetts, the Minister of State for Universities and Science will speak at the launch event.

To mark the start of the campaign the Council for Industry and Higher Education (CIHE) has published a groundbreaking report which finds that building a strong manufacturing and engineering base is vital to the UK's economic recovery. But it warns that the country is failing to harness the whole of its talent base and is at risk of losing its competitive edge.

The first wave of the campaign will focus on attracting more girls, to consider careers in engineering and manufacturing when making their subject choices. Fewer than one in ten engineering professionals are women and this is the lowest proportion across the EU. Talent 2030 warns that so few women in these industries means that that the UK is at risk of letting half its talent pool go to waste.

The taskforce behind the report, led by Richard Greenhalgh (former Chairman of Unilever UK) and Nigel Thrift (Vice Chancellor, University of Warwick), commissioned an exclusive survey of undergraduate girls in the penultimate year of their courses who all achieved A grades in GCSE maths, physics and chemistry. It reveals that:

- Less than a third of female undergraduates studying STEM subjects wish to pursue a career in the engineering and manufacturing sector.
- Careers advice in school is lacking, with 9 in 10 of them saying they cannot remember receiving any career advice at all about manufacturing and engineering.
- 2 in 5 of the girls said they could be persuaded to take up a career in manufacturing and engineering, but were now not doing the right degrees.
- The sector is seen as dominated by men, dull, and lacking in excitement.

The report proposes that:

- Schools and colleges set a target for the number of girls achieving A levels physics at grade B or above.
- The Government includes the number of girls passing A level physics at grade B and above in school and college league tables.

- Universities promote placements and internships in all manufacturing and engineering courses.
- Business commits to supporting a major manufacturing and engineering mentoring scheme, particularly aimed at girls before they reach 14.
- Design and Technology is made more academically rigorous and should be included in the English Baccalaureate.

**Aaron Porter, Director of the Talent 2030 Campaign, said:**

“The vital subject choices made by thirteen year olds have enormous consequences for their future career and also the UK economy. Our campaign will encourage young people to look at the compelling evidence which shows that not only can jobs in manufacturing and engineering make a huge contribution to our society, but they also deliver a bigger earnings premium than many other careers. By sharing the findings of our research we hope to inspire more young people to seriously consider careers in manufacturing and engineering, and opt for subjects that will enable them to do this like physics and maths.

“Talent 2030 will highlight how rewarding careers in engineering and manufacturing can be. We will work with young people, schools, universities and industry to ensure we harness the talent we need to create the very best leaders of the future.”

**Richard Greenhalgh (former Chairman of Unilever UK) co-chair of the Talent 2030 Taskforce, said:**

“A strong manufacturing and engineering base is vital to our economic recovery. If the UK is to compete internationally we have to create an environment in which talented young people are able to flourish in engineering.

“With the university entrants of 2030 about to be born, the need to address the flaws in our education system and encourage more girls to pursue careers in these sectors is particularly urgent.

**Professor Nigel Thrift (Vice Chancellor, University of Warwick) co-chair of the Talent 2030 Taskforce added:**

“If the country is to emerge from the recession and remain internationally competitive, we have to maximise our talent base. We need to encourage more women to pursue careers in engineering and manufacturing. If we continue to fail to make use of the talent of more than half the population we will fall behind our international competitors.

“This campaign will work to address young people’s perceptions of careers in industry. Not only can they be financially rewarding, but they are also key to tackling the environmental challenges we face.”

**Paul Jackson, Chief Executive of EngineeringUK, said:**

“We welcome CIHE’s findings and look forward to a greater involvement in a real programme partnership to addressing the UK talent pipeline issues, building on the partnership of the professional bodies, business and government in The Big Bang and the Tomorrow’s Engineers careers and schools programme. Together we can ensure that young people are inspired, pick the

right subjects and understand how to make the transition from their study of STEM at school into Further and Higher Education and on to the world of work.”

### Ends

#### Notes to Editors

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#### Report's Key Conclusions:

- Our exclusive survey of female undergraduates revealed that schools must focus on career guidance for girls and hard to reach groups that stresses the importance of physics, the green realities of manufacturing and engineering, and the high salaries expected from graduates in the sector. (But this must not be restricted to Career Guidance Officers. It is vital that teachers more generally engage with this grand challenge.)
- As we demonstrate in our unique Expertise Curve analysis, we need a new and fresh language to describe the kinds of talents required by engineering and manufacturing graduates. Universities must balance the development of technical and professional with interpersonal and communicative expertise.
- Our especially-commissioned case studies demonstrate that structured engagement with business is not only vital to employability, but may also benefit academic quality.
- Mentoring schemes, where businesses provide inspiring role-models are a crucial component of successfully exciting school children to study science.
- Placements and internships are a fast-track to developing the right talent. Immersion in industry at postgraduate level brings powerful intellectual benefits for young researchers.
- And the development of leadership expertise can never begin too early and end too late.

#### **A-Level Statistics**

In 2011, only 21% of physics a-level entrants were girls -

<http://www.icq.org.uk/attachments/published/1575/JCQ%20RESULTS%2018-08-11.pdf> (p7)

Physics is only the 19th most popular A level with girls, compared with the 6th most popular for boys.

#### **Sponsors**

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