

Paul Jackson Speech**01.12.09****The launch of EngineeringUK****Check for delivery**

- Thank you Sir Anthony for setting out so clearly the challenges and opportunities facing UK engineering.
- The incredible level of attendance that this event has attracted is both testament and tribute to how important engineering is for the UK and how important it has become in the current economic and political climate.
- The UK is changing- never before have we witnessed the current level of political interest in the potential that engineering provides to rebuild the British economy and reshape public infrastructure.
- Never before have we seen such wide and deep public enthusiasm for our subject and the opportunities it can provide to young people from a wide range of backgrounds and of an equally wide range of talents.
- And so never again will there be such an important moment for us to act and to intervene to promote engineering both as a course and as a career to young people throughout the UK.
- We have recognised this and it is for this reason that we too have this year changed- holding The Big Bang Fair, launching Tomorrow's Engineering and positioning ourselves and our partners be a sure a certain source of advice to policy makers throughout the UK.
- We have chosen to reflect this change our activities and our values by declaring it in our name. It is to be both a confident statement of intent and a bold challenge to ourselves that we have therefore rebranded as EngineeringUK.
- We now know and our research shows that eight out of ten people would recommend a career in engineering to family and friends. We should not be unimpressed by the significance of that figure- we have come a long way in the public's perception but there is a long way still to go.
- We know that for instance amongst young people only 18% regard engineering as a desirable career and only 12% claim to have any knowledge of anything engineers do.
- We will need half a million engineering and manufacturing workers to drive our economy with state of the art skills by 2017 so we will need to set about convincing more of them to give it a try.
- The Big Bang Fair earlier this year was a memorable, meaningful and momentous occasion which showcased cooperation across the sector and which gave thousands of young people an opportunity to have a positive experience of engineering and technology and to increase their understanding of the subject.
- Yet we are now already looking forward to The Big Bang 2010 in Manchester which will be bigger and better and which has already surpassed all our targets in terms of registration for attendance.

- We plan to build it and to better it as well as the regional fairs throughout the UK and I hope to be standing here in a year's time telling you how The Big Bang 2011 will be even better.
- We have come a long way yet we know we still have a long way to go.
- Through Tomorrow's Engineers we will be working with a range of partners from across the UK to provide enhancement and enrichment activities to those schools which need them most.
- Our research has shown that young people who have a positive experience of science and technology outside school have a much more positive perception of the subjects and of associated careers.
- Our research has also shown that there has been a 19% since 2008 increase in people who would recommend engineering to their children.
- It is our aim to make these aspirations a reality and Tomorrow's Engineers has the potential to go a long way towards achieving this throughout the UK.
- As part of the programme we will constantly seek to target and evaluate our interventions to maximise their effect as we recognise that there is still plenty of room to improve.
- These means are more than matched by our desire and our ambition- for we know that we have come a long way but that we still have a long way to go.
- Last but not least we have positioned ourselves with our partners in the community as a communications hub for initiatives such as Engineering the future to enable us to advise and to inform Government policy in which engineering is playing an ever greater role.
- In everything from the economy and major infrastructure projects, through The Olympics development to Energy and climate change engineering is being asked to play an ever greater role.
- We know that politicians from all parties are now asking the right questions such as how we rebalance the economy, how the UK can capitalise on its research to share in the £3 Trillion green global market and how we can improve our transport and energy generation to make the UK a cleaner and greener place to live.
- We do not yet know for sure what the coming decade will look like and exactly how both engineering and the UK will change as a result, but we do know that we have come a long way but that we have a long way still to go.
- We know too that the answers lie in engineering.
- Thank you. I will now hand over to Kate Hall from Arup.