

The background of the slide is a photograph of a sunset over the ocean. The sky is a deep blue with a few white clouds in the upper left. The sun is a bright white circle in the upper right, creating a lens flare effect. A faint rainbow is visible in the sky, stretching across the horizon. The ocean is a deep blue with gentle ripples.

The Power Academy

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The Business Challenge Facing the Power Sector

Past

- Aggressive cost focus post privatisation
- Radical change to deliver 50% reduction in network charges and improved performance
- 60% reduction in employees across the sector
- Very limited recruitment in technical skills areas

Future

- Focus on exploiting best practice operations and efficient delivery of investment
- £5.7bn over next five years and to continue beyond
- 50% increase in investment across the sector

Typical Company HR Strategy

- **Engineers**
 - HNC trainees
 - Graduates/IEE Power Academy
 - Trained Engineers
- **Technicians**
 - Career progression for Craftsmen
 - Increased project management/senior authorised skills
- **Craftsmen/Assistants**
 - Apprentices (14+ and 16+)
 - Re-train adults (ex-service/Ambition Energy/young offenders/company re-trainees)

Aims

- To ensure that the distribution sector have an adequate supply of good electrical engineering graduates
- To increase supply chain of electrical engineering undergraduates
- To encourage much younger people to consider engineering as a career

Power Academy Partners 2005

- The IEE
- Central Networks
- SSE
- Scottish Power
- EA Technology
- EDF Energy
- Western Power Distribution
- National Grid Transco
- CE Electric
- United Utilities
- Siemens
- ABB
- PB Power
- Atkins Power
- VA Tech
- University of Strathclyde
- University of Southampton
- University of Manchester
- Energy & Utility Skills

Power Academy Fundamentals

- MOU signed by all Partners
- Common Scholarship Package
- Agreed Selection Process
- Web site Portal Communication
- Marketing and Branding
- Governance

Scholarship Package

- £2000 pa
- University Fees Paid
- Book Allowance
- Seminar/Summer School
- 8 weeks planned Vacation Training
- Company and University Mentor
- Power Academy Manager
- Portal web site
- IEE Student Membership
- Promising Career

Where are we now?

- Selection of scholars June – December
- Existing students – October
- New students – November
- Methodology - varied
 1. Mini assessment centre
 2. Campus Interview
 3. Second interview at the company

Where are we now?

- Offers of scholarships
- Decisions of students
- Rejections
- Clearing house
- January selection?

Areas for Improvement

- Communications
- Selection system
- Multiple offers
- Quality and number of applicants
- Marketing

How do we work with the Partners

- Executive Committee
- Practitioners Group
- Marketing Group
- Finance Committee
- Council

Issues for the Future

- The size and quality of the initial recruitment pond
- Increasing the future number of students
- Bringing in new universities
- Assessing the interest of key contracting companies in the Academy concept

Future issues

- Attracting young people into engineering
- Careers service and schools
- Relationships with universities

Suggested Discussion Areas

- Partnerships with Universities – how far can we go?
- Is this initiative purely because of the market demand for types of graduates?
- How effective is student sponsorship?
- Will this initiative increase the number of power engineering graduates?
- Should industry contribute to degree fees/top up fees?

Suggested Discussion Areas

- How large should the Academy become?
- Is the model attractive to other industries?
- How will we be able to assess its success?
- Bringing asset owners together with suppliers and contractors - is that a good idea?

For Further Information

- Go to www.iee.org/poweracademy