



campaign to promote engineering  
[www.engineering.org.uk](http://www.engineering.org.uk)

Presentation to the  
Engineering Professors' Council Annual  
Congress - March 2002

by

Graham Nicholls - Campaign Director



# ENGINEERING OUR FUTURE

The Campaign has evolved to ensure that

Engineering is recognised for the major

role it plays in our Future on the planet.

# PATRONS

Over 30 major industrial companies, representing all sectors, employing over 600,000 people in the UK



Airbus UK  
Alstec  
Army Recruiting Group  
Avon Lippiatt Hobbs (Contracting) Limited  
Aylesford Newsprint  
BAE SYSTEMS  
Bechtel Limited  
BP plc  
British Computer Society  
British Telecommunications plc  
Chartered Institution of Building Services Engineers  
Denford Limited  
Department of Trade and Industry  
EEF  
EMTA  
Engineering Construction Industry Training Board  
Engineering Council  
Ericsson Limited  
ExxonMobil  
Federation of Environmental Trade Associations  
Ford Motor Company Limited  
Foster Wheeler Energy Limited  
GKN plc  
Halliburton KBR  
Heating and Ventilating Contractors' Association  
Innogy  
Institute of Marine Engineering, Science & Technology

Institution of Chemical Engineers  
Institution of Electrical Engineers  
Institution of Gas Engineers & Managers  
Institution of Incorporated Engineers  
J C Bamford Excavators Ltd  
Jaguar Cars Limited  
Lattice Group plc  
London Electricity Plc  
London Underground Limited  
Marconi plc  
National Grid Company plc  
Ove Arup and Partners  
Railtrack PLC  
Rolls-Royce PLC  
Royal Academy of Engineering  
Royal Air Force  
Royal Navy  
Shell UK  
Smallpeice Trust  
Society of British Aerospace Companies  
Syltone Industries plc  
Training Publications Limited  
Uponor Limited  
Vauxhall Motors Limited  
York International Ltd  
Yorkshire Electricity

# WHAT IS CPE ?



- A registered charity, a company limited by guarantee
- Industry led, Government backed.
- A facilitator, collaborator and coordinator of projects/events with patrons, non patrons and other external organisations.
- A Fundraiser, PR, Marketing, Project Management & Administration and Government interface for Patrons.



# The Universe of Engineering. A UK Perspective

*"The Campaign to Promote Engineering sponsored by government, business, the Engineering Council, and the Engineering Institutions should be supported and used to the fullest extent possible throughout the country to get its message across to the public."*



# MISSION

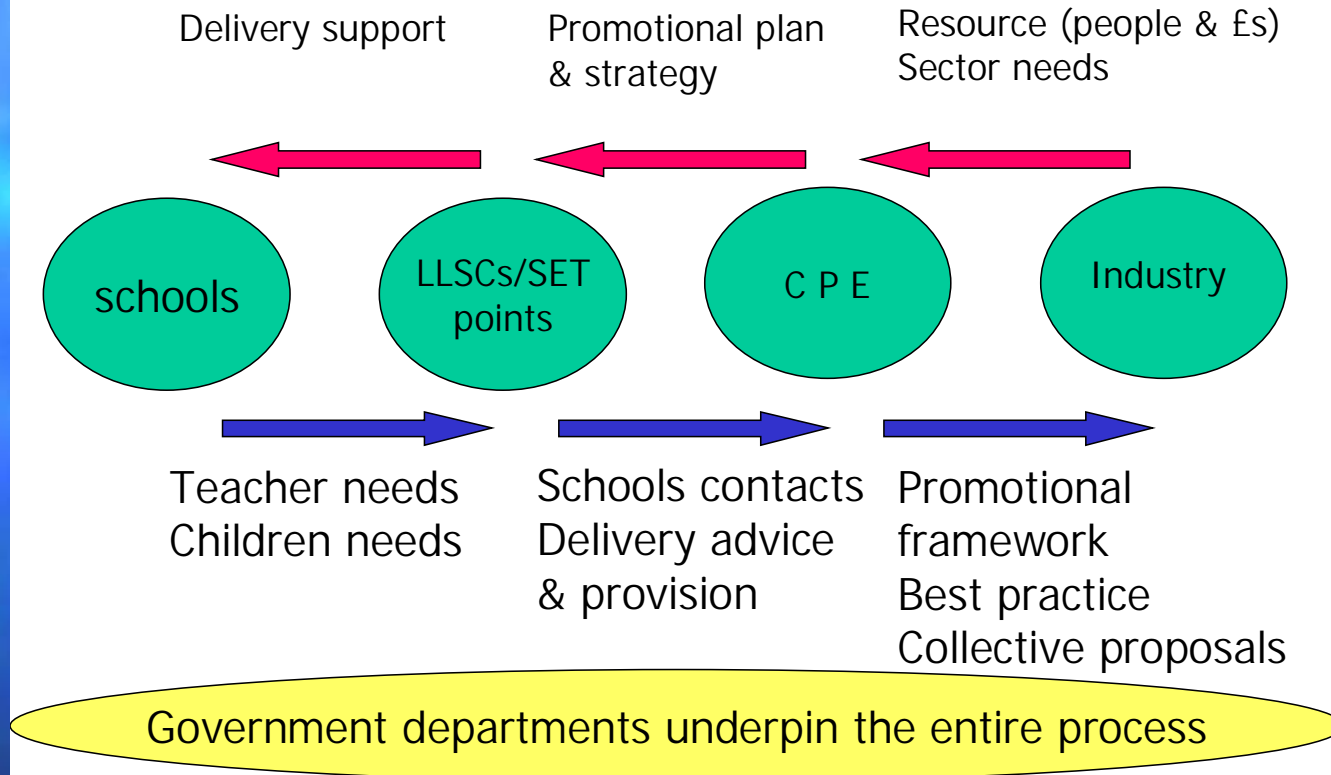
To ensure that engineering is recognised for the contribution it makes to the nations wealth and quality of life.

# KEY CAMPAIGN MESSAGES



- **PUBLIC**  
Engineering is essential to our quality of life
- **OPINION FORMERS**  
Engineering makes a major contribution to the UK economy
- **YOUNG PEOPLE & PARENTS**  
Engineering offers a wide range of exciting and rewarding careers
- **INDUSTRY**  
Engineering Technology plays a major role in maintaining your competitive edge
- **ENGINEERS**  
Be positive role models and deliver engineering excellence

# Positioning of CPE - national level

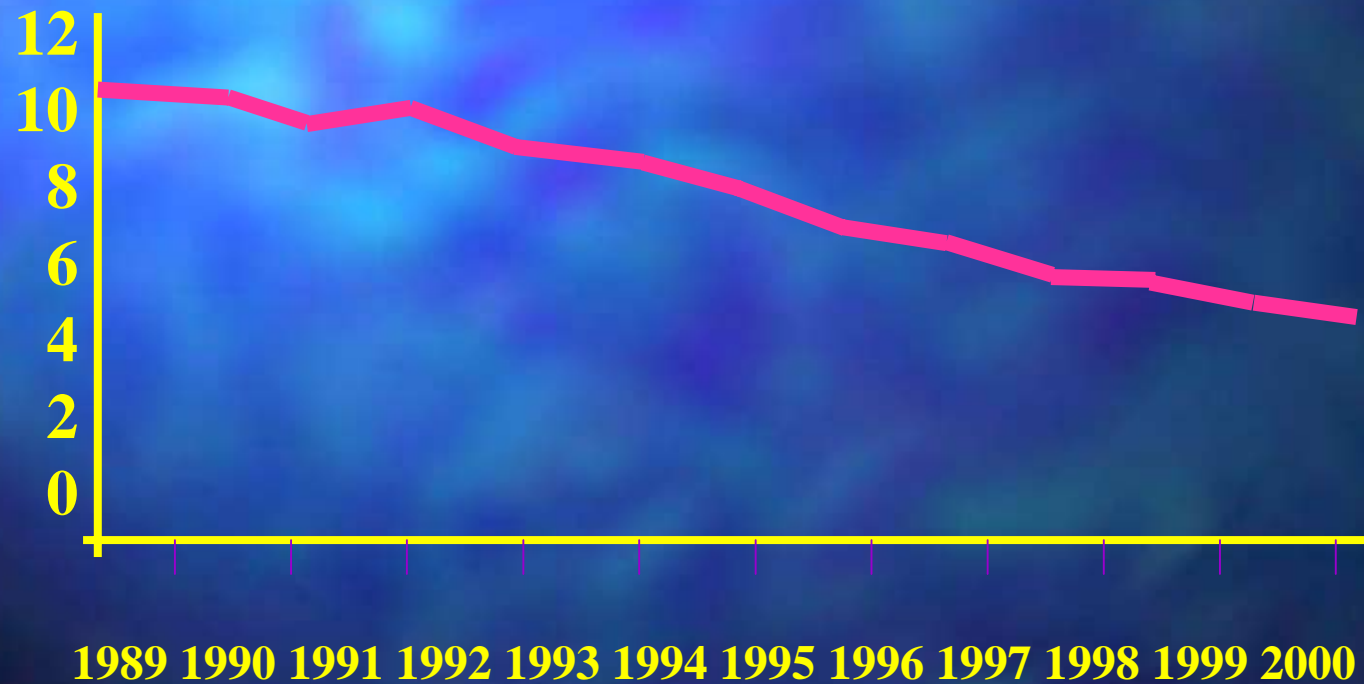






Applicants accepted to engineering  
degree courses as a % of all accepted applicants  
(home students)

(Sources: UCAS/UCCA/PCAS Annual Reports)



# CAMPAIGN OPERATIONS



- Project-based campaign
- Best Industrial practice project control
- Main and Executive Boards (70% Industry)
- UK Network enhanced by disbanded PEI's (14)
- Focus groups (six)
- Partnerships and joint ventures
- Lean and Mean team (only 2 core staff)
- Driven via Industrial support in the provision of seconded staff

# CPE NETWORKS

East Midlands

Eastern

North East

North West

Northern Ireland

Scotland

South East

- Hampshire & Isle of Wight
- London
- Surrey Sussex Kent
- Thames Valley

South West

Wales

West Midlands

Yorkshire and Humberside



# FOCUS GROUPS

CAREERS

HEALTH

MEDIA

RESEARCH & MEASUREMENT

SUSTAINABILITY

TRANSPORT



# OTHER PARTNERS

ASE

Johnny Ball

DATA

NEBPN

DfES

SETNET

EPSRC

DTI





# HOW CURRENT PATRONS SEE THE CAMPAIGN

- Recognition by working in partnership with National Government and others, as illustrated at Congress
- Increased direct publicity and recognition through the media
- Efficient, effective project deliverance
- Addressing the engineering skills shortage at all levels

# PROJECTS 2000/2001

Outreach/Shopping Centre  
Denford CAD/CAM  
Medway Robot Wars  
Todays Engineers  
Netprojects  
Science Week - Imperial College  
Formula Schools  
EES Wales  
Crawley Careers & Technology  
Event  
Greenpower 2001  
CPE Congress  
REME Open Day  
Duxford Techlinks 2001  
TWL 2001  
Rolls-Royce Open Days  
SECC 2001  
Sheffield PEI Event  
Formula Student  
Harrogate PEI Event  
Techfest Aberdeen

FuTEC 2001  
Town & Country Festival 2001  
Science Year Launch  
National Grid Open Days  
Marshalls Open Day  
It's Not Rocket Science  
Metals Engineering Event 2001  
Nth Kent Careers Convention  
Smallpeice Trust Careers Event  
Engineering Team Challenge  
EEESTA Prestige Lecture  
Coventry Careers Event  
Engineering in Health Week  
De Montford Tech Challenge  
Sci-Sport Lecture Series  
Chemistry Week  
SET for Britain  
EMPEI Prestige Lecture  
CENTRA Teachers Conference



# EVENTS for 2002

Airbus West of England Event  
ASE Conference 2002  
BA Festival of Science  
BETT 2002  
Congress 2002  
Camarthen Careers Event  
Crawley Careers Event  
Cumbria Careers Event  
Engineering in Health Week  
Engineering Professors' Council Conference  
Facing the Future Conference  
Farnborough  
FuTEC 2003  
Greenpower 2002  
Humberside HETA Event  
Imagineering  
Kingsbury Science Fair  
Motor Show  
North West Skills Festival (Prince's Trust)  
PAWS  
Robot Show  
Science Week – Imperial College  
Science Year On Tour  
Swansea Careers Event  
Today's Engineers  
TWL Tour 2002  
Website



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# WORKING IN PARTNERSHIP

## Science Year On Tour

- Science Centres
- Roadshow
- Sci-Sport Lecture Series



•James Dyson



•Trevor Baylis



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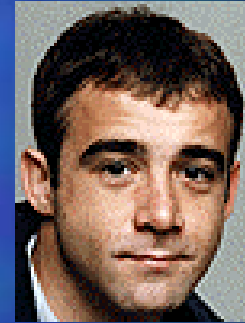


All kids are inventors.



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**Kevin Webster!!!**



**NOT an engineer – a car mechanic!**



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- Major image problem

- Largely created by media

- Amplified in schools

- Please help us to stop it!



What do *employers* need?

Graduates who are:

Bright, capable, resourceful

Self-starting

Able to think on their feet

Willing and able to work in a team

Knowledgeable

Ingenious

**THE BEST !**



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**As a University, What do *YOU* need?**

**Applicants who are:**

**Literate, numerate, creative, logical**

**Adaptable & willing to think and learn**

**Not closed to practical activities**

**Thirsting for knowledge**

**Capable of dealing with academic rigour...**



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The primary characteristic? - Ingenious

**Dictionary Definition: “Of good natural abilities; skilful in inventing; witty; power of ready invention; facility in combining ideas; SIMPLY THE BEST !**

**The message from Universities to School Teachers / Careers Officers should be to, “Please stop sending them to do business studies and media courses! Send them to US”!**



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**This is not an engineer**

**He's a car mechanic**

**(...nothing wrong with that but.....)**



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**Engineers are not all geeks/boffins**

**They are well-rewarded**

**They are amongst the most creative**

**“Have you got what it takes”?**

**“Can you engineer their future”?**



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# Independent Newspapers

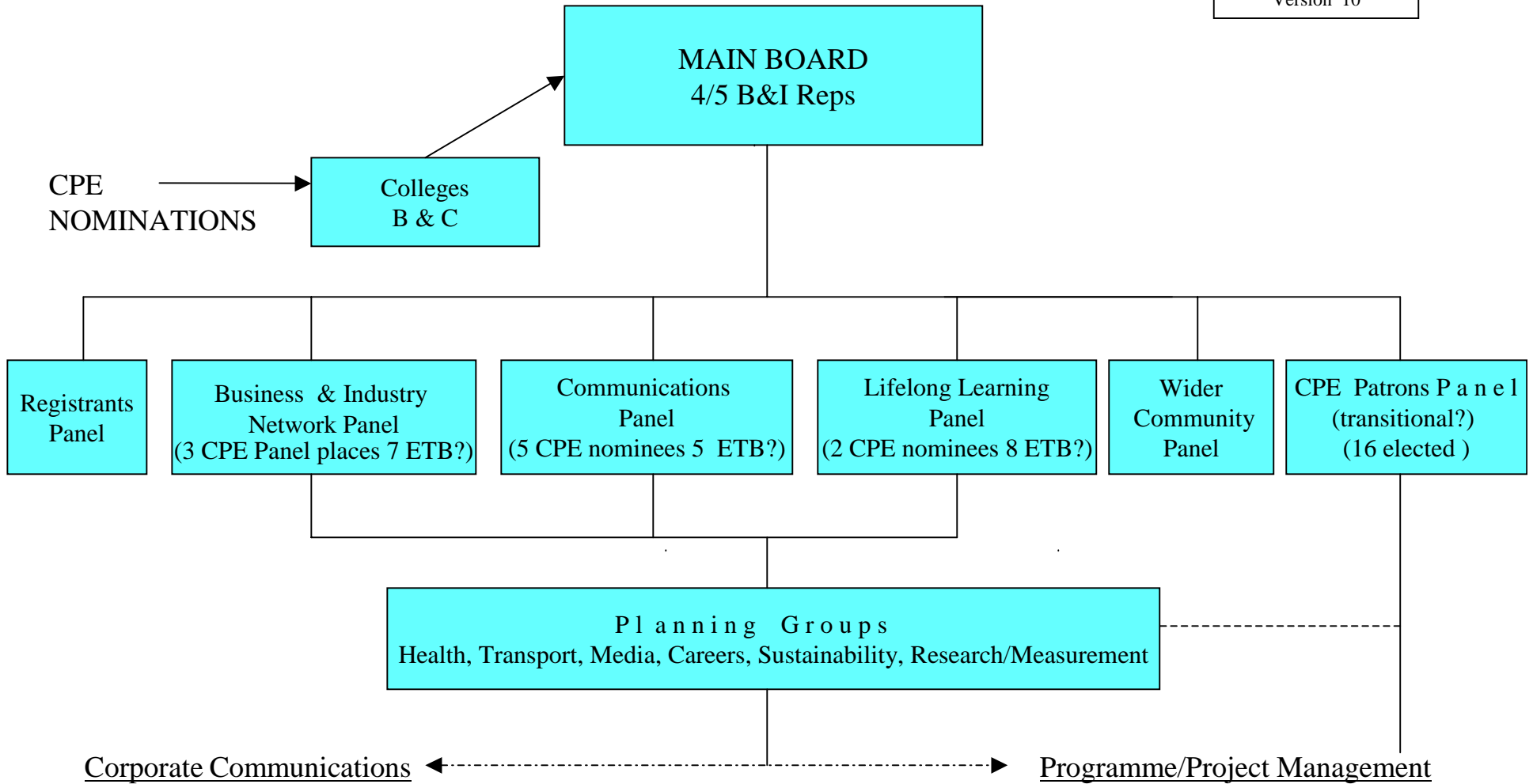
- New Engineering Magazine
- Aimed at Parents
- Bi-Annual Publication
- Showing the Opportunities



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# ETB/CPE INTEGRATION

Attachment 3  
Version 10



- Corporate Communications
- Strategy
  - Messages
  - Priorities
  - Resource allocation
  - National level sponsorship
  - Internal communications

- Branding
- Evaluation
- Government Affairs
- National Media
- Web site(s)

- Programme/Project Management
- (£ Ring Fenced)
  - Regional Network
  - Regional specific sponsorship
  - National events
  - Regional events & PR

**Help us to ensure that,**

**ENGINEERING ?**

**OUR FUTURE ?**

**You better believe it !**



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If you haven't ended  
up like this...



...then...



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**Thank you for your attention!**

**Graham Nicholls**  
**Campaign to Promote Engineering**



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