Executive Summary

- Women in Manufacturing and Engineering (WiME) is an initiative to inspire women to choose a manufacturing or engineering career in the Humber.
- It is a business lead initiative working with Green Port Hull and Jobcentre Plus.
- It targets women and girls in the later stages of education and careers advisers.
- Two events were run in 2016 and significantly increased the number of women applying to the local firms that took part. Siemens saw their female applicants rise from 3% to 10% and Airco now have 3 females on their apprenticeship scheme.
- 2017 will see the scheme expand to include more local companies.

Introduction

1. In the Humber region manufacturing contributes 16% of our employment compared to 10% for England and this number is set to grow thanks to the investment in renewable energy. However, despite the high demand for people with STEM qualifications, women are under-represented in these roles. Lack of female capability in STEM careers is recognised to be a UK wide problem and there are several UK wide initiatives ongoing. However, there are none in the Humber and attracting female talent to STEM careers in the Humber is critical to the region's success.

2. In 2016 three companies in Hull (Siemens, Swift and Airco) highlighted a difficulty in attracting female talent to their organisations. Women into Manufacturing and Engineering (WiME) is an initiative by Green Port Hull, Siemens, Airco, Swift and Jobcentre Plus to encourage women to choose a career in these industries. The reason for submitting this work to the subcommittee is to show the members an example of a business led initiative that is addressing the skill gap in the Humber region.

Aim of Women in Manufacturing and Engineering Programme (WiME)

3. The aim of the WiME programme is to work with Humber businesses in the Manufacturing and Engineering sectors who are proactively seeking to employ more women. We work with them to understand the opportunities they offer to women and run events to inspire women and girls (in the latter stages of their education) to join this workforce. With great pay, a high number of vacancies and attractive prospects, careers in manufacturing and engineering present a wide variety of interesting and exciting roles and play an important part in our economy. Our web-page (link below) gives more details of the programme.

http://greenporthull.co.uk/jobs-training/women-into-manufacturing-and-engineering

3. Target Audience

4. Our target audience is quite broad.
   - Women currently employed in other sectors who wish to make a career change
   - Women returning to work after a career break
   - School girls in the age range 16-18
   - Students in Higher Education
   - Careers Advisers for school children and adults
The 2016 Events
5. Two pilot events were successfully designed with the help of Green Port Hull, The Hub and the local Jobcentre Plus team. They were run in August at The Hub in the Hull Central library. The first was for 40 careers advisors and the second for 105 women members of the public. The events provided the opportunity for these people to:
- understand more about the jobs at Siemens and Airco.
- meet and talk to women like them currently working at Siemens and Airco
- see videos of the work environment and look at demonstration units of the work they could be carrying out

Both companies brought along equipment to show the ladies what it was like to do their jobs.

6. The events were designed using the philosophy outlined by the Women in Science and Engineering (WISE) campaign 'People Like Me'. The focus of the event for women members of the public was very specific - women doing the jobs explained their roles to the women interested in moving into these sorts of positions.

The Results
7. Both events received very positive feedback from the participants on both the content of the presentations and style of interaction. The methodology of 'women talking to women' and the use of visible female role models made a real difference.
8. The following week Airco received enquiries about their roles and one lady apprentice started with Airco as a direct result of the event. Two further ladies have also started with the company as word of Airco's interest in helping women through the Apprenticeship routes has spread.
9. 40 women have since registered a Siemens profile at The Hub, which is an increase of 100%. Siemens also had a person apply for one of their roles and quote the event as the reason they had decided to apply.
10. The Careers Service received 10 bookings for follow up assistance and the Hub had 21 requests for further support.
11. During a recent bulk recruiting campaign Siemens has seen applications from women increase from 3% to 9%. This is the first campaign they've run since the event.
12. Several more local companies have now approached the WiME team and are interested in being part of this programme in the future. They include Groupe Atlantic (Ideal Boilers), ABP, Spencer Group and BP.

Costs
13. The WiME events were funded by Green Port Hull. Advertising costs amounted to less than £5,000. Each business covered their own staff and equipment costs which totalled £15,000. Several volunteers also gave their time free of charge. Total cost of the two events amounted to approximately £20,000.

The Future
14. The next event is planned for the end of National Careers Week on Saturday 11th March 2017 and will be run in association with the Hull UK City of Culture event 'Women of the World'.
Recommendations

15. Similar events could be held in other parts of the UK. The following recommendations are made

- Ensure that similar programmes are business led. WiME is addressing a real business issue with sustainable solutions.

- Identify and know your target audience. Utilise appropriate research materials such as 'People Like Me' from WISE to ensure the key messages are communicated appropriately.

- Ensure the Jobcentre Plus and National Careers Service are part of the team.

January 2017
Written evidence submitted by Women in Manufacturing and Engineering (GAP0014)
Appendix 1

Case studies taken from the advertising material used for the August 2016 event

Case Study
"We’re really keen to encourage girls and women to consider careers in manufacturing and engineering and this event is a perfect opportunity for them to get the information they need all in one place.

They will also be able to hear from women about their positive experiences of working in manufacturing and engineering roles.

“We want to change preconceptions some women may have about manufacturing and engineering jobs and open their eyes to the wide range of fantastic careers that are available.”

“We suspect there is a perception that some of the jobs we are creating are not appropriate for women, but that is simply not the case. Every one of our roles is relevant to both male and female candidates – everything from blade manufacturing through to engineering, maintenance, warehousing and logistics positions – all of them in a highly professional and inclusive working environment.“.

This event will enable girls who are considering their options after school and women of working age to find out about these career options and the exciting opportunities and prospects they offer to female candidates.”

Carolyn Woolway,
Head of Human Resources for the Siemens Hull project
Case Study
Airco is fully committed to supporting Women into Manufacturing and Engineering as there has not been any women engineers employed by Airco in the past.

In September 2014 Paula Cullen, who has a wealth of knowledge and experience in education and training, developed the Airco Centre of Excellence. This is a registered training organisation, part of Airco, but not only for Airco, and we are committed to training women to support them to access these industries. We find a lot of women are lacking in not only confidence but knowledge as to how to gain access to such industries. With support from the Information, Advice and Guidance (IAG) staff across the region we feel we can break down these barriers and enable women to be successful in the world of Manufacturing and Engineering.

Airco Centre of Excellence has just trained their first female Engineer, Ellie, who has been successful in gaining an apprenticeship with Airco. We are hoping Ellie will be able to support other females into the industry.

Our apprentices and training team offer talks to all the schools in the region in order to raise the awareness of the industries in the hope that young women will start to plan for such careers by choosing STEM (Science, Technology, Engineering and Maths) subjects for their GCSE’s.

Together we will change the world of Manufacturing and Engineering!

Paula Cullen
Training and Development Manager
Airco Centre of Excellence
Written evidence submitted by Women in Manufacturing and Engineering (GAP0014)

Case Study

We are passionate about supporting Women into Manufacturing and Engineering as we believe there are fantastic opportunities for women to have exciting and rewarding careers.

Our Deputy Managing Director Amy Archer, is committed to attracting more women into our organisation; “I believe there will be real business benefits to having a more gender balanced workforce. I would like to see more applications from girls and women for all of our roles and particularly for our Apprenticeship and fully funded Scholarship Programmes as these provide the building blocks for a career. We have recently partnered with Beverley High School for girls to raise awareness of the opportunities in our industry and build a long term relationship with the school. We hope that some of these students will become our engineers of the future”.

We launched the Swift Academy in 2015 to ensure that our employees have support and development opportunities at every stage of their career. We believe in promoting from within and giving our people the tools they need to progress. Amy Archer (Deputy MD) joined the business as a Customer Services Advisor and has progressed through the ranks to her current role on the board of directors. Amy would like to see more applications from women as we have ambitious growth plans for the future and she believes the addition of more women will strengthen and enrich our workforce.