

Support of PILOT study to further interest in Careers in Engineering

- Engineering UK is looking for 20,000 extra new young people to be recruited per year.
- Construction sites are a source of public curiosity and that curiosity can be directed to information on the site hoardings.
- Osborne agreed to use their Twickenham Station Redevelopment site for a Pilot scheme designed to attract young people to careers in Engineering.
- This involves working with *The Science & Engineering Hoardings Co* (a part of First Steps Ltd) and erecting their innovative information panels on the site hoardings.
- The pilot communicates directly with the “High Street” and has been encouraged by Richmond & Twickenham Council in whose Borough the site is located.
- Two examples are attached; they use QR codes to connect with a web site (Aspects Revealed) where further details on the subjects shown and careers in those areas are provided.
- The two panels illustrate different aspects of engineering in different ways because this is a pilot study to see how best to attract attention to STEM subjects (Science, Technology, Engineering, Maths).
- Pedestrian traffic past the site is being monitored together with visits to the web site. There’s a 47% take up of info on careers in STEM from those visiting the website linked to the panels.
- Knowing the total number passing the panels enables this Pilot to conclude that the 20,000 extra required by Engineering UK could be satisfied by 198 such panels per year.
- Put in context, there are 353 Council in England alone, not counting Scotland, Wales and N Ireland). If we (Considerate Constructors) had at least two in each Council we would be making a substantial contribution to solving a national need.

Support of STRUCTURED site visits to meet professionals in STEM

- First Steps have requested two-hour visits to meet professionals in STEM; so this is not the “standard” site tour but focussed on qualifications and career development.
- Osborne has agreed to provide such visits.
- Attendance is limited to manageable numbers (4 to 6 in our case) and each attendee is first sent a Questionnaire by First Steps Ltd to focus their minds on what to seek in terms of personal education, qualifications, professionalism and career.
- After the visit the attendees are given a further questionnaire by First Steps Ltd to consolidate their experience and help them decide on their A-levels.
- The first of these visits is arranged for 22 February 2019 at Twickenham.