

# Tomorrow's Engineers

## Application to deliver activities

### Introduction

The overarching aim of the Tomorrow's Engineers programme is to increase the pipeline of future engineers. We will do this by endeavoring to reach every (state-funded) secondary school in the UK to:

- improve awareness about engineering and what engineers do - among pupils, their teachers (and parents)
- enthuse young people about engineering and the career opportunities available
- encourage young people to make the subject choices that keep open the routes into a career in engineering

To achieve this aim Tomorrow's Engineers is seeking expressions of interest to expand our programme to new schools and learners in the Midlands through a hands-on engineering challenge and links through to a local company.

### Expressions of Interest

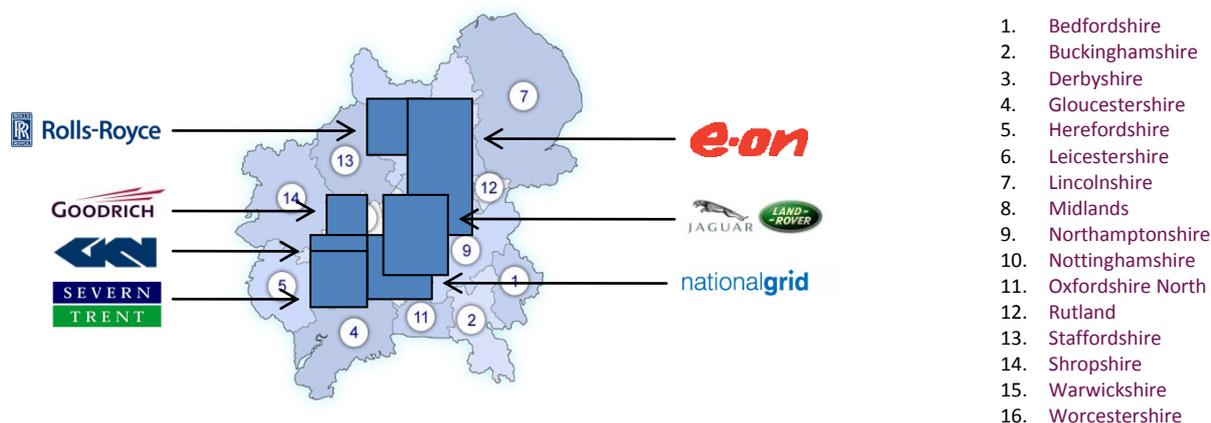
The aim of this call for activities is to identify a delivery organisation to develop on behalf of Tomorrow's Engineers and the seven companies listed below, the best possible single introduction to the world of engineering. The successful delivery organisation will need to:

1. Propose a model activity that highlights the modern world of engineering in the broadest sense to a school. This activity must offer a broad introduction to schools of engineering as a whole and then allow companies and other delivery organisations to link in their activities.
2. Deliver a series of direct engagements to target schools across the Midlands that will engage up to a whole year group between the ages of 11-14 in a set of hands-on engineering activities which can be linked to the curriculum (these need not just be linked to STEM only).
3. Provide "resources" to local companies to deliver a follow on challenge or set of challenges that can potentially lead to inclusion in the National Science and Engineering Competition.
4. Act as a showcase for other organisations on how to deliver engineering in schools and integrate with social and "traditional" media to promote Tomorrow's Engineers to the wider public.

### Targeting Criteria

The end outcome of this "call for activities" is to identify a partner, or set of partners, to run these activities with local companies in the Midlands. The Delivery Partner(s) would be funded to deliver these activities to schools within a Geographic proximity to one of the following companies:





We would expect this activity(s) to be targeted to schools not previously engaged, in order to encourage a more diverse talent pool into engineering. We will seek to directly engage approximately 100 to 150 schools in the Midlands this academic year.

## Building Engagement

All activities funded by Tomorrow's Engineers should act as an inspiration for further engineering related activities within the school. We expect successful applicants to demonstrate how each initiation activity provides:

- An introduction to one or more of the companies supporting this grant.
- An in school activity or challenge linked to engineering.
- Resources to support schools to engage in a follow-on project or series of projects.

Where possible the follow-on project(s) should enable the company ambassadors to support delivery of this in the school.

Successful applicants may also be required to attend a one day training session in February 2012 with a host company and STEMNET. This will be to outline the proposed project and agree the target schools and any materials required to enable the initiation activity, and follow on project support.

Tomorrow's Engineers will reserve the right to reuse any materials as part of the wider roll out to support other engagements.

## Key Performance Indicators

We would expect successful applicant(s) to act as a broker between companies and local schools to:

- Deliver a hands-on initiation activity to schools that represents the breadth of engineering conducted by the companies supporting this project.
- Where appropriate liaise with the companies to identify and support ambassadors to engage in this initiation activity.

- Identify with companies any following on projects that will form part of a “Tomorrow’s Engineers Toolkit” for teachers and ambassadors.
- Capture Data on any engagements to enable Tomorrow’s Engineers to evaluate impact and improve the targeting of any subsequent activities.

Delivery Partners success will be measured on:

- Positive impact on the perception and knowledge of engineering amongst target audience (teachers and learners).
- Number of schools registered with Tomorrow’s Engineers.
- Number of company employees participating in this initiation engagement.
- % participation of Tomorrow’s Engineers registered schools undertaking a follow on engagement with an industry ambassador.
- % participation of Tomorrow’s Engineers registered schools in The Big Bang or National Science Engineering Competition.
- Number of downloads of Careers Resources from the Tomorrow’s Engineers Website.
- Uptake of resources to support teachers to deliver follow on engineering activities.

Additional consideration may be given to the impact any activity has on awareness of engineering in the wider community.

## Submitting Proposals

This is an open call for applications. Submitted open applications will be reviewed by an independent Panel consisting of:

- Representative(s) from EngineeringUK Panels (including company representatives)
- EngineeringUK
- Royal Academy of Engineering
- A school representative

Expressions of interest will need to be made to Tomorrow’s Engineers by 16<sup>th</sup> December. Shortlisted organisations may be asked for further information which will need to be submitted by January 20<sup>th</sup> 2011 (please see the Guidelines below). The successful applicant(s) will be notified by the 31<sup>st</sup> January 2012.

Expressions of interest should be sent to:

**Rhys Holdaway**  
**EngineeringUK**  
Tel: 020 3206 0432  
Mobile: 0791 566 7124  
Email: [rholdaway@engineeringuk.com](mailto:rholdaway@engineeringuk.com)



## Guidelines

<b>Title:</b>	Does the title give the reader a picture of the activity you're providing?
<b>Short summary:</b>	Paragraph (around 30/40 words long) that gives a flavour of what the activity involves. Include all of the main selling points of the activity and make it fun. It should entice the reader to find out more. This may be used in search results on the website and in promotional materials.
<b>Curriculum link:</b>	Identify which areas of the curriculum this activity will impact.
<b>Companies Engaged:</b>	Estimate how many companies will be directly engaged through this activity.
<b>Employees Engaged:</b>	Estimate how many employees will be directly engaged through this activity.
<b>Schools Engaged:</b>	Estimate how many schools will be directly engaged through this activity.
<b>Learners Engaged:</b>	Estimate how many learners will be directly engaged through this activity.
<b>Longer description:</b>	Expand on above with more detail, ideally around 200 - 300 words. Give details on how young people interact with your activity. How will they get involved? What is unique about your offering? Do you have any quotes you can use to help demonstrate how people have reacted to it in the past? How will this be used to promote follow on activities? This should target the interests of your audience, i.e. learners.
<b>Careers:</b>	How will this positively impact on the perception of engineering careers? Please illustrate the exciting opportunities and messages that the activity seeks to communicate?
<b>Duration:</b>	How much direct engagement will you have with the school? For example, will this be run as a half-day or one-day challenge?
<b>Follow on:</b>	Provide a short summary (around 100 - 150 words) on how this will inspire learners and enable schools to participate in follow on activities and any resources that will be produced to enable this. How does this link to modern or non-traditional engineering challenges.
<b>Media and PR:</b>	How will your activity engage social and "traditional" media to engage any other audiences? For example does this have any public engagement component or would it involve partners.
<b>Attachments:</b>	Provide supporting information. Do you have any photos of similar activities? PDF of resources you may use as part of the activity?
<b>Costs:</b>	Detail a breakdown of the estimated cost.