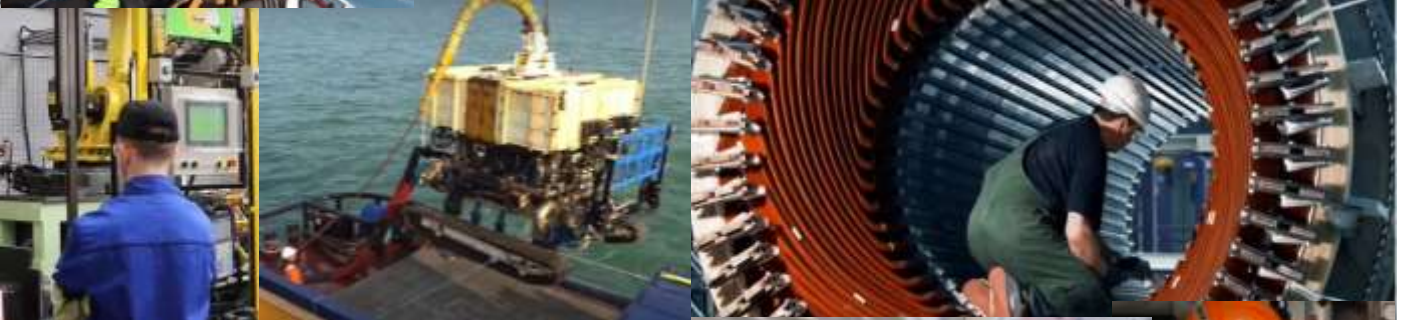




# Impact Report Bring it On Virtual Programme 2020

Compiled by Moira Shaftoe, EngineeringUK, Business Partnership Manager, NE Region



**REECE  
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Institution of  
**MECHANICAL  
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## Meet the Engineers



### Introduction

Since Bring it On's inaugural Engineering Exhibition, back in 2017, we have been reporting on skills shortages in engineering, as detailed in EngineeringUK's annual report on the state of engineering in the UK. We've also highlighted key stats from EngineeringUK's Engineering Brand Monitor (EBM) survey, and we have shared findings of the impact of participation in Bring it On's 'live' engineering exhibition on young people and teachers, via our annual Impact Report.

The Covid-19 pandemic has affected all aspects of life, from public health to the economy. Students of all ages have had their education, work and careers experiences, and exams disrupted. At the same time, the pandemic has brought into sharp focus the vital role that the STEM sector plays in tackling the big challenges we face as a society. Young people have seen and heard of scientists and engineers racing to develop a vaccine to help end the pandemic and to design and build ventilators.

Engineering, manufacturing and technology provide a breadth of exciting careers that will be at the heart of rebuilding the UK economy post Covid-19. Many thousands of engineers will be needed in new jobs in infrastructure, decarbonisation and maintenance projects to upgrade our hospitals, schools and road network, make public buildings greener and help the UK achieve its aspirations of achieving Net Zero by 2050.

EngineeringUK's EBM research (2019) shows that knowledge of engineering among young people remains limited and often distorted by negative perceptions and gendered stereotypes of who can be an engineer. These perceptions can be detrimental for young people, especially those underrepresented in the sector, who do not see engineering as an option that is open to them. For example, girls remain less likely to find engineering appealing and less likely to say they would choose a career in it.

- 33% of girls age 11 to 19 found engineering appealing, compared to 61% of their male peers.
- 24% of girls age 11 to 19 said they would be likely to choose a career in engineering, compared to 44% of their male peers.

There is a clear link between knowledge of engineering and the extent to which young people would consider a career in the profession. Young people who know a lot about engineering are far more likely to consider it as a possible job, highlighting the importance of improving engineering careers provision among young people.

- 82% of young people aged 11 to 19 who said they knew 'quite a lot' or 'a lot' about engineering would consider a career in the sector, compared to just 40% of 11-19-year-olds who reported not knowing 'a lot' about engineering.

STEM careers activities play an important role in improving knowledge of engineering, with participation in such initiatives found to increase the chances of considering a career in the sector.

- After controlling for gender and enjoyment of STEM subjects, young people aged 11 to 19 who attended a STEM careers activity (2019) were 3.5 times more likely to know 'quite a lot' or 'a lot' about what engineers do and 3.4 times more likely to consider a career in engineering, compared to those who had not attended a STEM career activity.



## Meet the Engineers



Engineering is a varied, stimulating and valuable career and we need to guarantee that it is accessible for today's young people – both for their own life chances and to create a diverse and insightful workforce that enables the UK to thrive. Ensuring that young people across the North East, whatever their gender, ethnicity or socioeconomic background, are aware of the opportunities that exist in North East engineering is a vital part of this effort.

In 2019, EngineeringUK's EBM research highlighted:

- only 23.5% of 11-19-year-olds had heard about Engineering from careers advisors
- 47% of 11-19-year-olds said they knew little or almost nothing about what engineers do
- 62% of 16-17-year-olds in the UK felt that subjects like science and maths were more difficult than non-STEM subjects.

With young people trying to navigate a post-pandemic, post-Brexit education and training landscape, now more than ever, they need support in building their capabilities and insights into engineering careers.

Bring it On was established to showcase the very best of North East engineering to young people, stimulating student and teacher interactions with business to enhance knowledge and awareness about careers. We know that STEM education has the potential to address the UK engineering sector's long-standing skills shortage. The extent to which this potential is harnessed, and the next generation of engineers cultivated, depends on the educational opportunities presented to young people and the choices they then make.

In the light of the coronavirus pandemic, we were not able to deliver a 'live' engineering exhibition in 2020. Recognising the need to help teachers to continue to educate, inspire and inform young people across the region about careers, through e-learning as well as classroom-based activity, a suite of inspirational Bring it On videos was developed. This resource is available for teachers, parents and young people to access free of charge via the Bring it On website.

### Virtual Bring it On

Virtual Bring It On is an online programme of inspirational video content aimed at 9-14-year-olds. The videos uphold the principles of the 'live' engineering exhibition, educating, inspiring and informing young people about the engineering that's taking place in an around the places they live, highlighting viable career opportunities that will be available to them in the future. Each episode showcases a different engineering company with a footprint in the North East.

Released weekly via the Bring it On website, between June and October 2020, the videos feature a diverse range of engineers, promoting a positive, compelling, and authentic view of engineering

Eighteen companies feature in the suite of videos: Ardmore Craig, JDR Cables, Pearson Engineering (Reece Group), Virgin Money, GlaxoSmithKline, Costain, Jacobs, EDF, Legrand, Lucite, Siemens Gamesa, SUEZ, Northumbrian Water, Caterpillar, Unipres, Pfizer, Siemens Energy and DeepOcean. We also developed one educationally focused video to give teachers and young people the opportunity to hear from engineering students.

## Meet the Engineers

Featuring in the videos, 55 North East engineers and engineering students share rich, multi-faceted stories that capture the true essence of opportunities a career in engineering can bring and highlight how engineers use their skills to build a better world.

By showcasing a broad range of pathways and job opportunities in the videos, young people encounter consistent messaging about what North East engineering offers, helping to make engineering a career they can identify with.

The series of videos is split across 5 exciting subsectors, showing a diverse range of engineering opportunities in:

- Civil Structural and Construction Engineering
- Subsea, Oil & Gas, Renewables and Energy
- Creative and Digital Technology
- Chemical, Biotech and Pharmaceuticals,
- Automotive, Rail and Aerospace

### Wider Impact

As well as being available to teachers, young people and parents via the Bring it On website, the video series can be accessed by teachers across the UK via the Neon Platform.



Neon brings together the UK's best engineering experiences and careers resources to help teachers bring STEM to life with real-world examples of engineering.

Neon is powered by EngineeringUK working in partnership with the engineering community to inspire the next generation.

Since its launch in October 2020, Neon has had engagement with 37,000 teachers from across the UK, broadening potential impact of the Bring it On videos.

### Gatsby Benchmarks

The Good Career Guidance Benchmarks, which emerged from a report commissioned by Gatsby Foundation in 2013, have now been adopted as part of the Government's careers strategy for schools and colleges.

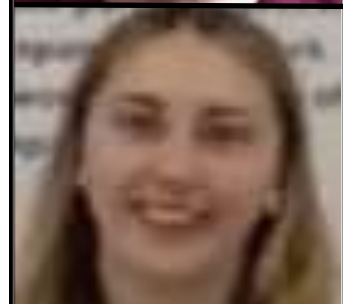
Bring it On's virtual programme is designed to support teachers, as part of wider careers programmes in schools, to achieve activity against two of the eight Benchmarks.

#### Benchmark 4 - Linking Curriculum Learning to Careers

The videos highlight the relevance of STEM subjects to careers in engineering, and how different STEM subjects help people gain entry to those careers.

#### Benchmark 5 – Encounters with Employers and Employees

All 19 videos highlight day to day work and skills used across a breadth of different engineering roles. This provides students with multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace.



## Meet the Engineers



### Highlighting Essential Workplace Skills

All 19 of the Virtual Bring it On Videos highlight essential employability skills to young people. Engineers talk about the importance of listening, being able to effectively receive information, whether it comes from customers, colleagues or stakeholders, and the importance of being able to communicate with others in different settings. They highlight problem solving and creativity, the ability to find a solution to a complex situation or challenge and using imagination to generate new ideas. They discuss the importance of staying positive and using different tactics to overcome setbacks to achieve goals, and about the importance of leadership and teamwork in the workplace.

### Promoting Diversity and Different Routes into Engineering

While female underrepresentation has been a longstanding issue for engineering, the need to harness women's considerable potential only grows more acute with the increasing pace of technological advancement. EngineeringUK estimates (based on Working Futures 2014-2024), suggest there is a current annual shortfall of between 37,000 and 59,000 people to meet demand for Level 3+ core engineering skills – and these do not take into account any impact on the supply of engineering workers that the UK's exit from the EU may have. Concerted effort to cultivate female talent and aspiration in engineering is therefore essential if we are to maintain the UK's standing as a world-leading engineering sector, and the considerable economic and social benefits this offers to the nation.

Findings from EngineeringUK's Young People and Covid-19 Survey (2020) highlight that there continues to be a gender difference in the appeal and likelihood of girls pursuing a career in STEM, particularly in technology or engineering. Over the course of Bring it On's virtual programme, 23 female engineers feature alongside 32 male counterparts, all working in various engineering roles in different sectors across the North East, showcasing that women can become engineers. The videos also feature engineers from different ethnic and socioeconomic backgrounds.

EngineeringUK's Pathways into Engineering Report 2020 highlights that relatively few young people know what steps they need to take to pursue an engineering career – just 42% of boys and 31% of girls aged 11 to 19 say they know what to do next to become an engineer.

In recruiting engineers to participate in Virtual Bring it On, employers helped us showcase the different routes young people can take into engineering. 28 engineers shared stories of their graduate routes into engineering, alongside 18 who'd undertaken, or are still completing, apprenticeships.

## Meet the Engineers



## Showcasing a Breadth of Different Job Roles

Careers education is crucial for providing the essential information young people need to make informed decisions about what they want to do when they complete education.

Young people seek education and careers guidance mostly from parents and teachers. EngineeringUK's Engineering Brand Monitor Survey (2019) highlights that less than half of STEM secondary school teachers and under one third of parents express confidence in giving engineering careers advice, with both groups also reporting low levels of knowledge about engineering. It is also concerning that only 23.5% of 11-19-year-olds had heard about engineering from careers advisors.

Working in partnership with the employers who supported the 2020 virtual programme, we were able to showcase an array of different jobs across multiple sectors of engineering to young people, and their key influencers, examples of which are detailed in the table below:

Principle Engineer	Chemical Engineering Associate
Sales Engineer	Industrial Placement Process Engineer
Design Engineer	Validation Support Engineer
Analysis Engineer	Project Manager (Infrastructure)
Graduate Engineer (Analysis)	Senior Engineer
Banking Associate	Site Engineer
IT Architect	Highways Engineer
Senior Manager Information Security	Senior Mechanical Engineer
Senior Process Engineer	Technical & Safety Manager
Environmental Compliance Co-ordinator	Business Development Manager
Product Development and Test Engineer	Service Manager
Lead Business Excellence Manager	Graduate Engineer (Renewables)
Commercial Manager	Technical Projects Engineer (Manufacturing)
Manufacturing & Systems Data Analyst	Technical Plant Engineer
Technical Analyst	Strategic Planning Manager
Project Engineer (Asset Investment)	Apprentice Distribution Technician
Manufacturing Engineer (Assembly)	Purchasing Controller
Engineering Maintenance Apprentice	Senior Controller Production Engineering
Engineering Programme Manager, Remote Diagnostic Services	Performance Engineer (Aeroderivative gas turbines)
Marketing Executive (Pharmaceutical Product Launch)	Apprentice Marketing Manager (Rare Disease UK Team)
Geotechnical Engineer	Chief Executive Officer
Managing Director	

## Meet the Engineers





## Meet the Engineers



### Engineer Quickfire

In addition to sharing information about careers and skills, some of the participating engineers were subjected to a grilling by two budding journalists, 10-year-old Sophie and 9-year-old Billy.

Our intrepid reporters delved into the human side of engineers, discovering a preference for Coca Cola over Pepsi, Coffee over tea, McDonalds over Burger King, Batman over Superman, and horror movies over science fiction.

Looking back to their favourite subjects in school, engineers highlighted Maths, Physics, English, Design Technology, Science and History, as the subjects they enjoyed learning the most, and favourite books to be Lord of the Rings, the Gruffalo, Harry Potter and My Mum is an Engineer.

Sophie and Billy unearthed various careers aspirations the engineers had when growing up, including: Vet, Aviation Mechanic, Lawyer, Architect, Engineer, Dentist, Storm Chaser and Astronaut, and discovered Tim Peake and Lassi the dog as some of the 'people' engineers would most like to meet.

A more serious side to the 'Quickfire' interviews highlighted the love engineers have for their jobs:

- 'It is an important job. You get to see the work you have done and the impact of it in the real world'
- 'It is great fun. I do a different thing every day'
- 'Being an engineer opens lots of doors to you and gives you great experiences'

The engineers also gave our reporters some useful guidance when asked, if they could, what advice they'd give to their 10-year-old selves. Answers included:

- 'Follow your heart'
- 'Follow your interests'
- 'Try everything to try to find what you are good at'
- 'Try to relax a bit more'
- 'Work hard and enjoy school'

The insight gained by Sophie and Billy, into the everyday lives of engineers, plays an important part in showcasing to young people that everyone has the potential to become an engineer.

### Social Media Presence

Overall, we've seen some great results across social media channels. A large increase in social media activity has raised the profile of and awareness about Bring It On, increasing engagement. Between May and November 2020 our social media presence generated 200,000 Impressions and 1,200 Engagements.

Over the course of the programme in 2020, consistent content scheduling each week, and using promo clips from each of the videos, increased engagements across Facebook and Twitter. Regular tagging of company handles and key contacts prompted retweets and shares of content, increasing awareness to a wider audience.

## Meet the Engineers



### Virtual Bring it On's Mailchimp and Marketing Statistics

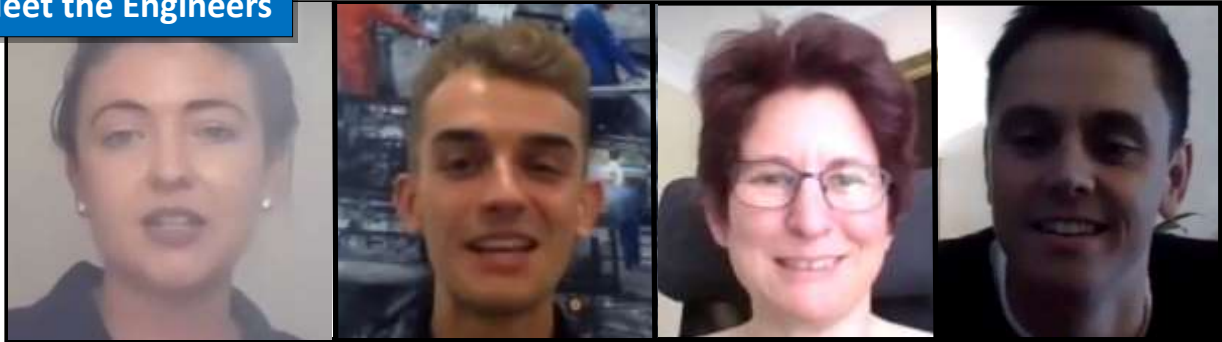
The table below illustrates the results of Bring it On's Mailchimp marketing stats. The figures show Open Rates and Click Rates for each of the 19 sector videos, and episode summaries, issued to teachers in the Bring it On North East Network.

Open Rates report the percentage of people that opened our promo emails. The Click Rates track recipients' activity with the links in our message.

Title	Total Recipients	Open Rate	Click Rate
BIO Teaser - 1	218	46.83%	9.76%
BIO Episode 1	216	50.97%	18.93%
BIO Episode 2	221	41.71%	13.74%
BIO Episode 3	222	33.02%	10.38%
BIO Episode 4	223	38.50%	8.92%
BIO Episode 5	223	36.92%	10.75%
BIO Episode 6	214	28.50%	5.14%
BIO Episode 7 (+ survey) last one of term	214	30.84%	4.21%
BIO Episode 8	215	31.16%	2.79%
BIO Episode 9	216	25.12%	0.93%
BIO Episode 10	216	20.93%	2.79%
BIO 10 Episode Summary	217	21.30%	1.39%
BIO Episode 11	215	19.63%	1.87%
BIO Episode 12	215	23.83%	0.47%
BIO Episode 13	215	21.96%	0.93%
BIO Back to School Episode Summary	214	24.88%	3.29%
BIO Back to School Episode Summary (2)	163	15.43%	1.85%
BIO Episode 14	214	24.53%	1.42%
BIO Episode 15	214	24.41%	3.29%
BIO Episode 16	214	25.82%	2.82%
BIO Episode 17	214	25.74%	1.98%
BIO Episode 18	214	29.72%	2.83%
BIO Half Term Summary	213	34.43%	5.66%
BIO Episode 19	212	25.59%	1.42%



## Meet the Engineers



Mailchimp research (Oct 2019) into average Open and Click Rates in the Education & Training sector highlights an average Open Rate of 23.4% and an average Click rate of 2.90%. 79% of Bring it On's Open Rates reflect positively against that data, as do 46% of our Click rates. Overall, in the light of the ongoing pandemic, this indicates a relatively successful marketing and awareness campaign to promote the virtual programme to teachers was delivered throughout 2020.

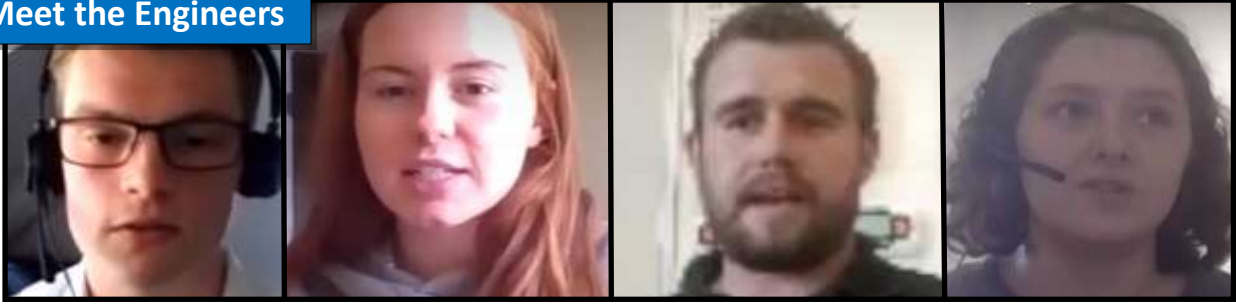
### Virtual Bring it On's YouTube Statistics

The table below shows the total number of views, of the full suite of videos, over the six-month period June – November 2020, via Bring it On's YouTube Channel. In total, the full suite of videos has been viewed 2,801 times. This will grow continuously as we continue to promote awareness of the resource to our network of teachers across the region.

Video title	Views 05.11	Views 01.10	Views 03.09	Views 06.08	Views 02.07
Bring It On TV: Episode One - Ardmore Craig	458	447	431	413	386
Bring It On TV: Episode Two - JDR Cables	171	164	157	147	130
Bring It On TV: Episode Three - Pearson Engineering	251	238	228	207	174
Bring It On TV: Episode Four - GSK	170	167	156	149	119
Bring It On TV: Episode Five - Costain	323	297	284	278	88
Bring It On TV: Episode Six - Jacobs	181	166	157	118	n/a
Bring It On TV: Episode Seven - Legrand	86	81	70	58	n/a
Bring It On TV: Episode Eight - Siemens Gamesa	90	78	68	24	n/a
Bring It On TV: Episode Nine - Lucite International	136	126	106	61	n/a
Bring It On TV: Episode Ten - EDF Energy	233	210	61	4	n/a
Bring It On TV: Episode 11 - Virgin Money	37	32	20	n/a	n/a
Bring It On TV: Episode 12 - SUEZ	53	51	38	n/a	n/a
Bring It On TV: Episode 13 - Northumbrian Water	42	36	13	n/a	n/a
Bring It On TV: Episode 14 - Caterpillar	108	63	n/a	n/a	n/a
Bring It On TV: Episode 15 - Unipres	121	96	n/a	n/a	n/a
Bring It On TV: Episode 16 - Meet the student engineers	71	29	n/a	n/a	n/a
Bring It On TV: Episode 17 - Pfizer	183	n/a	n/a	n/a	n/a
Bring It On TV: Episode 18 - Siemens Energy	83	n/a	n/a	n/a	n/a
Bring It On TV: Episode 19 - DeepOcean	4	n/a	n/a	n/a	n/a

We will continue to promote and monitor engagement with the suite of videos through the Bring it On website in 2021, and have just completed an updated Quality Standards proforma (covering academic year 2020/21), to ensure we can continue to offer teachers across the UK access to the resources via the Neon platform too.

## Meet the Engineers



### Feedback from Teachers

Schools have been in the spotlight throughout the Covid-19 crisis. The most visible change for schools in the UK, as in the rest of the world, during this period has been physical closure in favour of remote or online learning. UNESCO monitoring shows that globally at the height of school closures more than 1.5 billion learners were affected, over 90% of students across the world.

Research by Edge Foundation, into the impact of Covid-19 on education, highlights that while teachers have risen to the challenge of adapting their pedagogy for digital delivery, with many saying that they want to keep some of these techniques as they return to the ‘new normal’, the lack of available equipment and connectivity for disadvantaged young people has widened existing educational divides.

As referenced earlier in this report, Bring it On’s Virtual programme was developed in response to Covid-19, to help teachers to continue to educate, inspire and inform students about careers in engineering through e-learning, as well as classroom-based activity. At this point in time, due to the ongoing challenges in the education sector, we are not able to fully quantify the reach and impact of Bring it On’s digital offer to teachers and young people.

Mid-way through Bring it On’s programme of weekly video releases, we issued an online survey requesting feedback from teachers about the resource. Results of the feedback are detailed below:

**1 - Have you viewed any of the virtual Bring it On video?**

- 79% of respondents commented that they had viewed the videos

**2 - Did you view the content in the classroom with students?**

- 15 % of respondents had shared the videos with their students

**3 – How satisfied are you with the overall quality of the virtual programme?**

- 57% of teachers rated the programme as ‘Excellent’
- 43% rated the as programme as ‘Good’

**4 - On a scale of 1-5, how do you rate the quality of the engineering careers messaging in the Virtual Bring it On videos. Please tick one answer per row.**

Highlighting different routes into engineering

1 – Very Poor	2 – Poor	3 – Good	4 - Very Good	5 - Excellent
		<b>14%</b>	<b>29%</b>	<b>57%</b>

Showcasing diversity in engineering

1 – Very Poor	2 – Poor	3 – Good	4 - Very Good	5 - Excellent
		<b>14%</b>	<b>29%</b>	<b>57%</b>

Highlighting the importance of STEM subjects to careers in engineering

1 – Very Poor	2 – Poor	3 – Good	4 - Very Good	5 - Excellent
			<b>71%</b>	<b>29%</b>

Providing opportunity to find out about different types of engineers and engineering sectors

1 – Very Poor	2 – Poor	3 – Good	4 - Very Good	5 - Excellent
			<b>43%</b>	<b>57%</b>

**5 - On a scale of 1-5, how do you rate the overall content in helping to inspire students about careers in engineering?**

1 – Very Poor	2 – Poor	3 – Good	4 - Very Good	5 - Excellent
			<b>43%</b>	<b>57%</b>

**6 – Will the content of the Virtual Bring it On videos increase students’ interest in studying STEM subjects?**

1 – None of them	2 – Some of them	3 – Not Sure	4 – Most of them	5 – All of them
		<b>14%</b>	<b>72%</b>	<b>14%</b>

**7 – Please indicate how useful you believe the Bring it On videos will be to you for future use in the classroom?**

- 57% of teachers rated the videos as being ‘Very useful’ to them in the future
- 43% of teachers rated the videos as being ‘Quite useful’ to them in the future

**8 – From September 2020, will you use the videos to support delivery of the curriculum?**

- 72% said ‘Yes’ they will use the videos to support delivery of the curriculum. 28% said ‘No’.

**9 – 4 teachers provided additional comments:**

- ‘Great resource’
- ‘Excellent Initiative’
- ‘Students seem to prefer short and punchy videos and those incorporating contemporary music or with familiar faces presenting’

## Meet the Engineers





Appreciating the ongoing challenges being faced by the education sector, we have not yet reissued the teacher survey. We continue to promote availability of the resource to teachers through our networks, realising the potential of the 2020 suite of videos as a long-term resource that can be accessed individually by teachers, on an as needs basis.

## Employer Feedback

Bring it On is supported by a fantastic network of employers operating in different sectors across the region. Featured throughout this report, in the 'Meet the Engineer' graphics, are faces of all the amazing engineers who supported production of the virtual programme in 2020.

We've had some positive responses too from some of the companies who made the programme possible:

*'Whilst the event was slightly different this year, everyone involved was delighted to be part of this. I'm sure we'll talk in the New Year about plans for 2021 – it looks like a really good programme that's coming together'* - **Stuart Culley, Costain**

*'We had great fun being part of Bring it On this year and hope we can continue to support you next year'* - **Jo Edwards, Virgin Money**

*'We hope 2021 allows us all to work together again on the next Bring it On event, in whatever format'* - **Mandy Marriner, JDR Cables**

*'Looking forward to working with you again next year'* - **Alison Hewitt, Northumbrian Water**

Bring it On's wider network of supporters also commented on the virtual programme:

*'This promises to be a lively and imaginative project, which during the present challenging time will show young people the wealth of interest that there is in the world of engineering and technology, so important to the country, and particularly to our own area'* - **Nigel Heslop, President, Cleveland Scientific Institution**

*'I particularly like the fact that the videos will be retained and made available as an educational resource in the future'* - **Joe McGinnes, Royal Society of Chemistry**

*'Where better to find a solution to the cancellation of Bring It On than to go to the very companies that would have been part of the exhibition'* - **Tony Platten, Platten Family Fund**

*'An excellent initiative to provide continuity in the current situation and I am sure that teachers and young people will benefit'* - **Joanne Rout, Cleveland Institution of Engineers**

*'It is great that Bring It On is managing to continue and deliver a programme to help educate and enhance student career choices'* - **Adrian Northey, Regulatory Manager Lucite International**

You can access the full suite of videos via the Bring it On Website, <https://www.bringitone.co.uk>

## Meet the Engineers



## Meet the Engineers



### Collaboration in Action

The Bring it On! programme, be that the 'live' engineering exhibition or newly developed bank of video resources, is one that would not take place without the backing of all the amazing organisations who work with us every year to make it happen.

2020 was an exceptionally challenging year. Yet, the bedrock of collaboration that underpins Bring it On came to the fore, through the continued generosity of our funders and the ardent support of our allies across in the engineering community.

To our 2020 funders **Reece Foundation, Institution of Mechanical Engineers, Cleveland Scientific Institution, Community Foundation, Rotary Club of Sunderland, Costain and the Institution of Civil Engineers**, your financial support enabled us to develop a bank of online resources which have already supported teachers in the North East, and potentially the wider UK, to support delivery of careers education in the midst of a pandemic, shining a light on the breadth of exciting careers there are in engineering and the value of engineering to society.

Thank you to all of the wonderful engineers – **Andy Stevenson, Murray Wankling, Adam Donoghue, Wan Djawad, Siobhan Doole, Alex Hart, Sarfras Maqsood, Chris Freeburn, Jack Burnett, Sangita Jayendran, Jo Edwards, Ciara Conway, Elaine McKechnie, Scott Williamson, Elspeth Smith, Malcolm Bell, Joel MacFarlane, Shiona MacDonald, Aqib Chohan, Darren Smith, Zara Hafez-Ghorani, Jameel Yaqoob, Wayne Brewerton, Adila Amjad, Chris Norris, Jonny Corrigan, Eishar Bassan, Matthew Pearson, Dean Stockdale, Georgia Braun-White, Molly Bell, Sanjay Patel, Amber Nixon, John Scanlon, Carol Cairns, Dan Herron, James Martin, Liam Huntington, Michael Bradford, Amanda Hazeldine, Craig Collins, Rhys Goulden, Eden McGlen, Paul Staines, Amber O'Connor, Emma Goulding, Amy Elizabeth Mills, Shannon Foster, Joe Trim, Olivia Brown, Georgie Harbottle, Shamen Thackeray, Jake Wrightson, Erin Ruddy, Cameron Gibb** - who put themselves in the spotlight to help open the eyes of teachers and young people about the breadth of fantastic engineering careers there are in the North East. You are an inspiration!

Inaccurate and incomplete knowledge about engineering careers can be off-putting for young people. With engineering lacking a presence in the curriculum, it is crucial that those within and outside the education sector make efforts to promote the profession by correcting misunderstandings and fostering a motivation to pursue STEM.

Your ongoing support for Bring it On helps to promote awareness about North East engineering, shaping and influence the knowledge, perceptions and understanding young people and teachers have about careers in a breadth of engineering sectors and the routes into those careers.

**We look forward to working with you all again in 2021.**

**'The NE leads the way as always!'**

– Joanna Horton,  
Director Member  
Operations at  
Institution of  
Mechanical Engineers



Thanks to all the North East engineering companies who supported production of Bring it On's Virtual programme in 2020:

