



Bring It On 2021



www.bringitonne.co.uk

Background

Bring It On, The North East Exhibition for Future Engineers is about to enter its fifth successful year. Three live exhibitions have been run, in 2017, 2018 and 2019. In 2020, due to the Coronavirus pandemic, we delivered **Virtual Bring it On**, a series of 20 videos featuring North East based engineering companies and the engineers that work for them. The video can be viewed on our website at www.bringitonne.co.uk. Further information about **Bring It On** is available in Appendix 1.

Bring It On Limited was Incorporated as a Company Limited by Guarantee in December 2019, as a vehicle to take **Bring It On** forward into the future. It became a Registered Charity in August 2020.

Looking forward to 2021, in the light of uncertainty around the ongoing pandemic, we cannot guarantee delivery of a live exhibition in October. We are therefore planning '**Virtual Bring It On Live**' for 2021.



Bring It On Limited has been working with our event managers, Beacon House Events, and our creative partner, Spark Tees Valley, to generate a proposal for **Virtual Bring It On Live 2021**. Beacon House Events and Spark Tees Valley have worked successfully with us on **Virtual Bring It On 2020**. In generating this proposal,



we have built on our experience of delivering three live exhibitions and the 2020 Virtual programme and our founding principles (Appendix 2) which have guided us throughout and will continue to do so. Spark Tees Valley has significant experience in delivering events to pupils in schools, both face to face and online.

Proposal for 2021

On the assumption that a face-to-face exhibition will not be possible in 2021 we will provide an all (school) day, hosted, free, online event which pupils will be able to take part in from their classrooms and which will feature live and recorded input from local engineering companies. As per our Founding Principles, the event will be focussed on North East pupils aged 9-14 and feature exclusively North East based engineering companies. The online event has potential to communicate the message about the amazing world of North East Engineering to a global audience and to other age groups.



The live event will be broadcast on November 4th 2021, to coincide with the 2021 United Nations Climate Change Conference (COP26) and the theme will be **'Net Zero North East, Engineering Your Future'**. It will focus on the contribution North East based engineering firms are making towards sustainable energy and combating climate change.

Specifically, we are planning:

Virtual Bring It On Live

The day will start with a welcome from a live host and the setting of three challenges from local engineering companies that pupils can choose from to work on throughout the day.



The Challenges

The Challenges will be engineering focussed and based on a successful model that Spark Tees Valley has used before. They will be in the form of short videos and fit the profile of 'low threshold, high ceiling'. The result is that a nine-year-old can take part as much as a fourteen-year-old, just with different outcomes. Classes will choose to work on one.

Previous experience indicates that the sense of shared purpose will be high and feedback from teachers will be excellent and centred on children developing independent thinking, creativity, problem solving and communication skills in their groups.



Teachers may not be shown the challenges in advance, which may make some nervous, but feedback from similar events indicates that this was a positive once they had taken part. They felt that they were facilitating learning rather than feeding it.

Showcasing Engineering

North East Engineering Companies

There will be many ways that engineering companies can engage with the day including:

- Submitting content for their own dedicated webpage on the **Bring It On** website
- Submitting a challenge video
- Hosting a school visit on their site (if safe to do so)
- Involving one or more of their engineers in a school
- Submitting images to be included in a sector video (see below)

Engineering Sectors

We will feature sector videos showcasing the five key local engineering sectors that make up the live Exhibition. These short videos will play as part of our pre-event promotion campaign, on our website and during the live day.



Secret Agents

Content will include live visits to schools from **Bring It On** 'Secret Agents' (pre-approved with schools but a surprise to children) to check live on challenge progress and chat to pupils to gain their feedback and thoughts on the day. These secret agents may be apprentices or young employees from some of the featured companies.

Local Engineers

Local members of the Professional Engineering Institutions will also visit schools during the day to talk about what being an engineer means and how pupils can become one.

Live Host

The live host element will add engagement and bring together the pupils in school challenge work, with the companies and with each other, bringing a sense of community and shared purpose. The host may join one or two companies live on the day, to ask them to set quick-fire live challenges.

Social Media

Social Media will be used throughout the day to increase engagement and record feedback

Whilst much of the above is based on formats that have been successfully used before, the culture and principles that have served us so well for four years will ensure that this event is as unique and focussed as our live exhibitions have been.



Benefit to Schools

We believe that this initiative, particularly when combined with the suite of videos that have been generated by **Virtual Bring It On 2020**, will bring a significant benefit to both schools and their pupils.

As with the 'traditional' live exhibition, pupils will get an opportunity to see what is out there in the engineering world and give them enhanced confidence to eventually engage with it.

We believe **Virtual Bring It On Live** will help schools to deliver their obligations around career advice and will help them to fulfil their obligations under the "Coronavirus Act 2020, Provision of Remote Education (England) Temporary Continuity Direction"



Appendix 1 – Background to Bring It On

‘Bring It On’, The North East Exhibition for Future Engineers

Bring It On was conceived by its four Founders in 2016 as a vehicle to raise the aspirations of North East youngsters and contribute to closing the engineering skills gap in the region. It seeks to do this by **Educating** young people about the engineering industry that exists in the region, **Inspiring** then to want to be part of it and **Informing** them about what they needed to do to be so.

The Founding Principles (Appendix 2) were established at the beginning and have been followed faithfully since.

Its target audience is school pupils in the age range 9-14, i.e. before they take their GCSE options. It is open to schools across the whole of the North East, from the Yorkshire Border to the Scottish Border and the Pennines to the sea. It is open to engineering companies based in the same region. It is a two-day exhibition with the first day welcoming primary schools and the second day welcoming secondary.

Its uniqueness comes from its absolute focus on engineering and the fact that only engineering companies are permitted to exhibit. They are encouraged to bring what they engineer and manufacture and young engineers to engage with the pupils. They range from large multinationals with a presence in our region to small SME's. Engineering companies exhibit in five zones showcasing the five major engineering sectors in the region; Automotive, Rail and Aerospace; Creative & Digital Technology; Civil, Structural and Construction Engineering; Subsea, Oil & Gas, Renewables and Energy and Chemicals & Processing.

The first exhibition was held in October 2017 in the concourse area of the Stadium of Light in Sunderland. Exhibitions were held in 2018 and 2019 in the adjacent, newly built, Beacon of Light Building. Sunderland was selected as the location because of its geographical location in the centre of the Region. This has proved to be successful as in all three years every Local Authority area in the North East has been well represented by its schools. The Covid19 pandemic forced us to go virtual in 2020.

The exhibition was an instant success. In the first year we welcomed over 100 schools and 50 exhibiting companies. In 2018 this had risen to 138 schools and 67 engineering companies. We had to close registration for schools and companies in June (for an October exhibition) because the venue was full. Most schools and companies have returned in following years.

Most of our financial supporters have supported us for three, now four, years. These include the Reece Foundation, the Platten Family Fund, Sunderland Council, The Cleveland Scientific Institution, Rotary Sunderland, and the Institution of Mechanical Engineers. Other local branches of the major engineering institutions have supported us both financially and in kind.

Each year we have produced an Impact Report which we believe demonstrates our success and the engagement we achieve between the pupils and the exhibitors. They can be viewed on our website at www.bringitonne.co.uk as can our supporters and exhibiting companies.

Bring It On Limited, a company limited by guarantee, was founded in 2019 as a vehicle to take Bring It On into the future. It is now a now registered charity.



Appendix 2 – Bring It On Founding Principles

The Trustees of Bring It On Limited support the following Founding Principles of 'Bring It On' which they believe have been fundamental to the success of Bring It On from the beginning:

- Bring It On is non-profit making and no-one, schools, or companies, will pay to attend.
- Bring It On serves the whole of the North East of England, from the Yorkshire Border to the Scottish Border, the Pennines to the sea. This applies both to schools and exhibiting companies
- Only engineering companies with a physical North East presence are permitted to exhibit. Specifically excluded are universities, colleges, training companies, STEM providers and any organisation seeking to promote or market goods or services to attendees.
- All schools, including home-educators, and companies based in the North East are eligible to take part and will be registered on a first come first served basis.
- Bring it On will not be financially 'owned' by any one organisation but will be financed by donations from as wide a range as possible of mainly local funders.
- To inspire young people, companies are encouraged to exhibit what they engineer and provide a diverse range of engineers from all backgrounds, on their stands.
- Bring It On Limited, a registered charity and a company limited by guarantee, will do everything possible to maintain these founding principles in respect of future events.

