

EAST AYRSHIRE COUNCIL

EDUCATION COMMITTEE - 6 FEBRUARY 2001

THE IMAGE OF MANUFACTURING - AN EDUCATION FEASIBILITY STUDY AND PILOT PROJECT

Report by Director of Educational and Social Services

1. PURPOSE OF REPORT

- 1.1** To advise Elected Members of the involvement of East Ayrshire in a feasibility study and pilot project designed to raise the profile and restore the public image of manufacturing industries as a suitable career choice for young people.

2. BACKGROUND

- 2.1** In the document "Created in Scotland -The Way Forward for Scottish Manufacturing in the 21st Century", the then Minister for Enterprise and Lifelong Learning endorsed the importance of manufacturing as the cornerstone of the Scottish economy. However, if it is to flourish and succeed in the 21st century, much of our manufacturing must be transformed. Much more value must be added through bringing the highest levels of skills and knowledge to bear.
- 2.2** "Created in Scotland" sets out the range of schemes available to support manufacturers. In some cases, these are specific to the manufacturing sector, but most are more generally applicable to all business. In addition, as part of the way forward, a Project Group has been established to draw up a campaign to improve the image of the manufacturing industry.
- 2.3** The key tasks of this group relate to:
- attracting investment and building increasingly highly skilled and highly paid jobs
 - encouraging business innovation and e-business
 - raising the profile and image of Scottish manufacturing to help make industry an attractive career choice for the next generation, thus ensuring that manufacturing takes its rightful place as part of the knowledge driven economy of the future.

3. MANUFACTURING IMAGE GROUP (MIG)

- 3.1** An education sub-group of MIG has been established to carry out an education feasibility study and pilot designed to raise the image of manufacturing as a career option for young people.

3.2 The pilot will target Grange Academy students in the Kilmarnock area and similar second year students in the Cumnock area.

3.3 The materials produced will focus on:

- definitions of manufacturing
- its importance to the economy and jobs
- the range of careers opportunities.

3.4 The pilot is designed to culminate in mid-March 2001 with:

- an interactive roadshow for students, parents and the business community which fits with the curriculum and is capable of being tailored to suit local circumstances and different age groups
- the launch of a website
- the dissemination of resources to teachers, students, careers service etc.

The impact of such an approach to raising the image of manufacturing within the education sector will be evaluated with the expectation that the model be used nationally as part of an overall strategy for Scottish industry.

4. FINANCIAL IMPLICATIONS

4.1 The pilot project is fully funded by the Scottish Executive Enterprise and Lifelong Learning Department.

5. LEGAL / POLICY IMPLICATIONS

5.1 The project is consistent with the Social and Economic Strategies of the Council.

6. RECOMMENDATIONS

6.1 It is recommended that elected members:

- (i) endorse the feasibility study and pilot project being undertaken in selected East Ayrshire secondary schools
- (ii) invite the Director to report back in due course; and
- (iii) otherwise note the contents of the report.

John Mulgrew
Director of Educational and Social Services

KMcK/MTC
12 January 2001

LIST OF BACKGROUND PAPERS

"Created in Scotland -The Way Forward for Scottish Manufacturing in the 21st Century" - Scottish Executive.

Members wishing further information should contact Graham Short, Head of Schools, Tel: (01563 576118) or Kenneth McKinlay, Principal, Quality Development, Tel: (01563 555650).

IMPLEMENTATION OFFICER: GRAHAM SHORT, HEAD OF SCHOOLS

AGENDA