

About the Partners

The Manufacturing Institute is a not-for-profit organisation which supports manufacturers and educates the wider public about the socio-economic importance of manufacturing. One of their core charitable initiatives is the Make It in Manufacturing Campaign, a national schools programme that is designed to raise the profile of the sector and promote manufacturing as an exciting and rewarding career destination for young people through events for young people and via the careers website www.makeit.org.uk.

The Mersey Dee Alliance (MDA) is a partnership that recognises the strong economic links across the border area of North East Wales, West Cheshire and Wirral. Partners are the local authorities of Denbighshire, Flintshire, Wrexham, Cheshire West and Chester and Wirral, the Welsh Assembly Government, the North West Regional Development Agency and Merseytravel.

UPM Shotton is one of the world's leading forest industry groups, manufacturing products from renewable and recyclable materials. The company originated in late 19th century Finland and employs 24,000 people worldwide. It has production facilities in 14 countries including Shotton which is in Deeside, Flintshire and employs 360 people. As a large employer they are committed to creating strong links with the community and by supporting schools in developing a future workforce of highly skilled, highly motivated and enthusiastic youngsters.

The following UPM staff participated in the Challenge

David Ingham	- General Manager	Grant Roberts	- UPM Apprentice
Andrew Bronnert	- Head of Energy	Rob Laughton	- UPM Apprentice
Hal McCoy	- Head of Human Resources	Rhys Jones	- UPM Apprentice
David Green	- Technical Manager	John Roper	- UPM Apprentice
Jackie Pearson	- Head of Finance and Business Development	Dave Jones	- UPM Apprentice
Stephanie Lomax	- UPM Apprentice	Phil Hogg	- UPM Apprentice
		Graham Gibson	- UPM Apprentice

Summary

Verbal feedback on the day, along with the completed evaluation forms show that once again this was an extremely successful event which met the original objectives agreed by The Manufacturing Institute, the MDA and UPM.

Key Points

- 99% of the pupils rated the day as between good and excellent
- 59% of school attendees said they would consider a career in manufacturing up from 39% at the beginning of the day.
- 98% of school pupils said the event had given them a better understanding of manufacturing
- 88% of pupils felt they had used good team working skills throughout the day
- 77% felt they developed their creativity skills and 70% their problem solving abilities
- 100% of the teachers who attended rated the day as excellent
- 100% of the teachers felt the event had improved their pupils' perceptions of manufacturing
- 92% of teachers would now recommend a career in manufacturing to all pupils, while the remaining 8% would recommend it to the high achievers
- 100% of UPM staff rated the event as either excellent or very good and all of them agreed the event had promoted a positive image of manufacturing

For more information about the Make It Enterprising Challenge or the Make It campaign please contact Nicola Eagleton: nicolae@manufacturinginstitute.co.uk or on 0161 875 2515.



Comments from the UPM team about why they feel this event is beneficial to the business;

"A very good experience of promoting manufacturing"

"The event helps spread the word about our company and gets us more involved in the community"

"Today has helped to eliminate the bad myths about manufacturing"

"Great experience for the apprentices For us, it helps improve confidence and communication skills"



Pupil from Verdun High School

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The Biofore Company UPM



UPM Make It Enterprising Challenge Evaluation Report
8 December 2009

Make It with UPM



The winning team from Darland High School with the UPM Apprentices

What the pupils said...

The Make It campaign – delivered by The Manufacturing Institute - is helping to attract the brightest and best new talent into manufacturing by promoting the sector as an exciting and rewarding career destination for young people through hands-on activities such as the Make It Enterprising Challenges. These one day events encourage teams of youngsters to set up their own mini-manufacturing businesses and tests their powers of innovation, creativity and teamwork.

The Challenge was open to schools in Flintshire, Wrexham and Cheshire West and Chester and took place at Chester Racecourse in December. It was co-sponsored by the Mersey Dee Alliance (a partnership that recognises the strong economic links across the border area of North East Wales, West Cheshire and Wirral) and The Manufacturing Institute (TMI) whilst UPM provided in-kind support and prizes for the winning teams.

To view all the photographs taken on the day please visit our website makeit.org.uk



Connah's Quay High School

"I'd consider manufacturing now because it's interesting"

"I really enjoyed the day"

"It's a forward thinking industry"

"The jobs all seem good and well paid"

"The money's good and you meet new people"

"I enjoyed the task so I would consider manufacturing as a career"



www.makeit.org.uk



Participants

The following schools took part in the challenge:

- Darland High School, Rossett, Wrexham**
- Elfed High School, Flintshire**
- Helsby High School, Cheshire**
- Argoed High School, Mold, Flintshire**
- Holywell High School, Flintshire**
- Verdin High School, Cheshire**
- Connah's Quay High School, Deeside, Flintshire**
- Castell Alun High School, Flintshire**
- Hawarden High School, Hawarden, Flintshire**
- Ysgol Y Grango, Wrexham**
- Flint High School, Flintshire**
- St David's High School, Saltney, Flintshire**

Format of the Day

The programme needed to allow for pupil transportation to and from schools and so the day began with refreshments from 9.30am and closed at 3pm.

The day was designed to ensure that the young people were given a greater understanding of the range of jobs available within the sector and so each team of pupils became a manufacturing company for the purposes of the challenge. Each member of the team was asked to match their own skills and qualities to those covered by a choice of job roles including Managing Director, Finance Director, Sales and Marketing Managers, Manufacturing Manager, Design Engineer, Logistics Manager and Quality Controller.

Throughout the course of the day each team became an Eco-PART (Ecologically Sound Paper and Recycling and Technology) company. Inspired by UPM they had to design, cost and build eco-friendly vehicles to transport forested and harvested wood to a production site and then deliver their recycled paper products within cities. The teams had to develop, design and cost the production of their vehicles before pitching their ideas to a panel of investors (UPM's senior managers) in a 'Dragon's Den' style presentation.

The judging of the event was extremely stringent; the Dragons monitored the teams' progress throughout the day. The teams were not just measured on their completion of the key tasks but also on teamwork, use of initiative, problem solving and other enterprising qualities.



Argoed High School



Pupils from Hollywell High

What the teachers said...
"My pupils and I have really enjoyed the experience, thank you very much"

"Today has improved the pupils' confidence and given them an understanding of how companies work"



Second place team from Helsby High School with the UPM Dragons



Ysgol Y Grango High School

What the teachers said...
"A fabulous work based activity"



St David's High School



Hawarden High School

Report