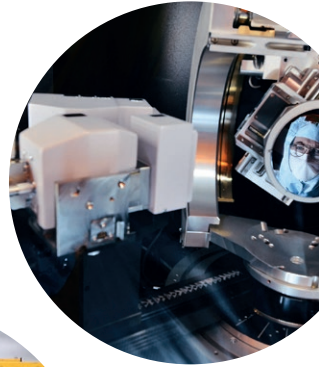




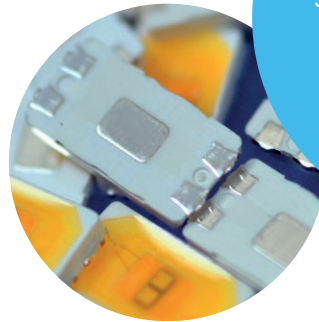
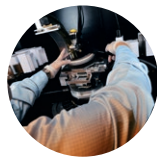
MADE HERE NOW



Explore the
new world of
manufacturing
in the UK



Amazing advances in
science and technology
with exciting career
opportunities



Help us change perceptions,
attract more talent to the sector and
build a better future for UK manufacturing



Foreword



Sir Vince Cable

UK Business Secretary
2010-2015

Manufacturing matters. About 10 per cent of the UK economy is officially classified as manufacturing, much the same as in the US and France, though much less than in Germany or Japan.

About half of all our goods exports are the product of manufacturing. Research and development is overwhelmingly concentrated in this sector and manufacturing contributes disproportionately to productivity growth, which is what drives improvements in living standards.

Manufacturing is no longer mainly about metal bashing – though there is still some of that – but is highly automated and depends on the skills of designers and computer scientists as well as engineers.

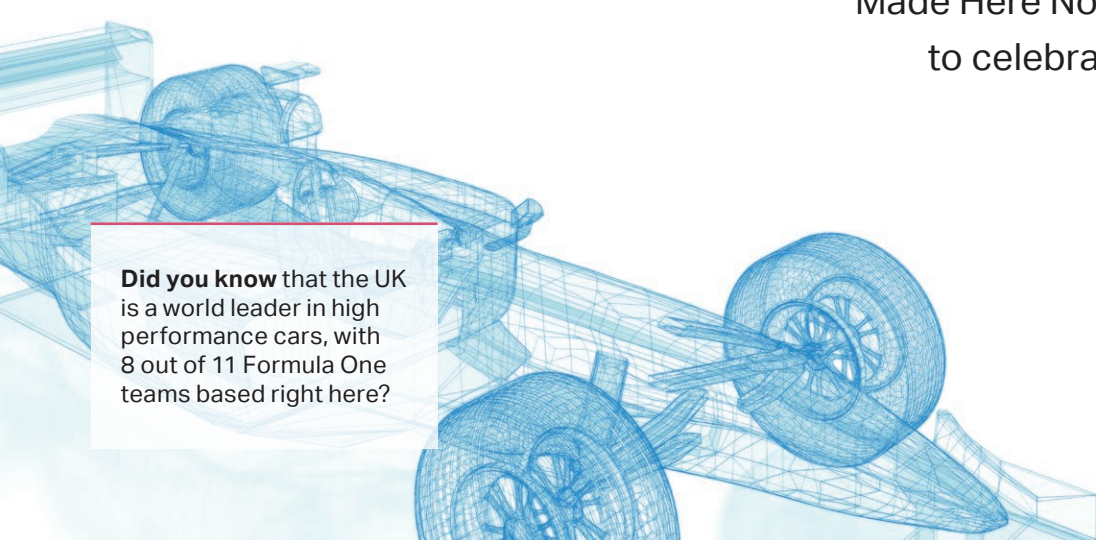
This vital part of our economy has been neglected over the past few decades, as the UK's industrial performance shows. Even so, what remains of the

UK's manufacturing base is often world-beating, highly innovative and competitive. There are numerous success stories in the automotive industry, aerospace, chemicals, food and drinks, pharmaceuticals and specialist machine tools.

I believe the UK needs an industrial strategy in which governments work with business and markets to tackle issues such as skills training, technology development, building up local supply chains and providing long-term capital.

Another vital element – which is where I welcome the Made Here Now initiative – concerns efforts to raise the profile of manufacturing. By doing this we can encourage more young people to consider careers in manufacturing and so lay the foundations for a stronger economy.

Made Here Now has been established
to celebrate all that is good about
UK manufacturing



Did you know that the UK is a world leader in high performance cars, with 8 out of 11 Formula One teams based right here?

Peter Marsh

Founder / Writer



Made Here Now is the brainchild of Peter Marsh. Peter is a lecturer and writer on manufacturing and the author of *The New Industrial Revolution: Consumers, Globalization and the End of Mass Production*. A former manufacturing editor of the Financial Times, Peter co-ordinates the writing and editing for Made Here Now and liaises with supporters.

Project Director



Pepperneck is a marketing team which specialises in the global manufacturing sector. It provides strategic planning and marketing communications support for a range of UK manufacturing companies and is responsible for directing the development of the Made Here Now programme.

www.pepperneck.com

Advisory Board

Prof. Lord Bhattacharyya
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The UK is home to less than 1% of the world's population yet accounts for about 2% of total manufacturing output, which is impressive for a country that occupies less than 0.05% of the Earth's land mass.

Achievements to date

Britain has an immense store of talent in manufacturing and many strong companies but the popular image of British manufacturing is poor. By shining a light on some of the untold success stories, we want to change perceptions and build a better future for the sector.

Too few people know the positive story of British manufacturing. Media perceptions are still generally negative.

Made Here Now sets out to change this. We believe that by using compelling photography, multimedia, design and writing, we can help to raise the profile of manufacturing. The more information that is made available about the realities of British manufacturing today – and the more this can be brought to life to help people understand what is happening – the better the future of Britain is likely to be.

2015

2015 saw www.madeherenow.com launched with a wealth of information, opinions and stunning imagery covering:

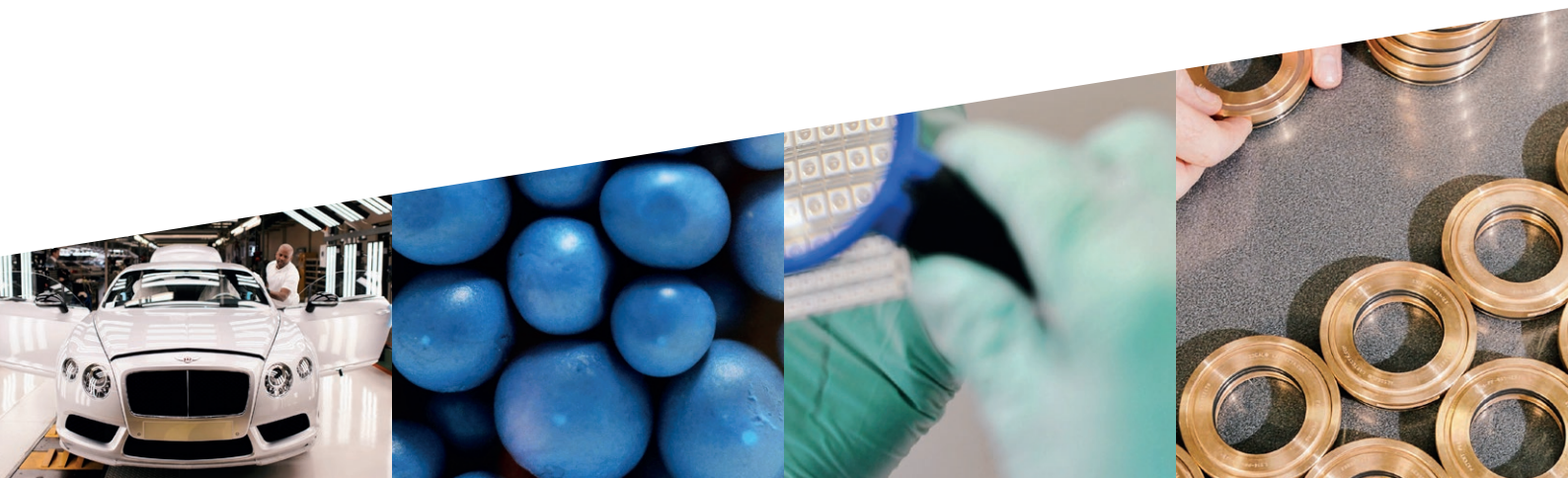
- Four UK companies in different sectors that illustrate some of the new forces shaping manufacturing
- Where Britain now stands in manufacturing, how it got there and why it's important that the country improves
- What lies ahead for UK industry, including a look at new technologies
- The prospects for “reshoring” – the possible return of production from other countries
- How Britain is shaping up against competing nations
- A list of online resources that provide useful insights into manufacturing around the world, plus information on education and training

2016 & 2017

Our primary target audience is young people, specifically 11–16 years old, as well as their parents and teachers. We want to influence their future choices by showing them the excellent career opportunities that British manufacturing can offer. We will show why it is a great sector in which to work, demonstrate the various pathways to success and the support available to young people who choose manufacturing as a career. Above all we will excite and inspire them in order to increase the flow of young talent into UK manufacturing.

We have a clear way forward and are forging partnerships that will help us achieve these goals. You can read about these plans in detail over the next few pages.

The project is already supported by more than 60 organisations across business, government and public life. We are now seeking more supporters to help sustain our efforts.



At least 2.5m people work in UK manufacturing, in jobs ranging from apprentices to quality control officers and from product designers to nuclear physicists.

3

ways you can help

1

Provide **sponsorship** to help fund the Made Here Now initiative

Sponsorships currently range between £1,000 and £10,000.

2

Help **promote** the Made Here Now initiative through your own website and marketing programmes

A link to our website www.madeherenow.com from your website would be a great help. Email us at contact@madeherenow.com and we will be delighted to provide you with more information to help you publicise the initiative.

3

Contribute materials to include in the Made Here Now website

Striking photography and video of your latest manufacturing advances through to articles on achievements and breakthroughs. We want to publicise the great things that are happening now in UK manufacturing.

Get involved. We need your support.

Please email us at contact@madeherenow.com or call **01684 578546**

Get involved today

More than 60 supporters including:

JCB

Rolls-Royce

UK Export Finance

SIEMENS

Cranfield UNIVERSITY

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ROYAL SOCIETY OF ENGINEERING

UNIVERSITY OF CAMBRIDGE
Cambridge University

RENISHAW

Department for Business, Innovation & Skills

The Next Phase

Primary Objective: Increasing the flow of talent into UK manufacturing



Excite young people about the sector

Show production technologies in context

Deliver opinion and analysis of the latest trends and technologies

Act as an umbrella organisation to showcase the best initiatives and organisations driving growth in UK manufacturing

Provide links to existing teaching resources

Create resources that can be used in the classroom

Highlight job opportunities and bring them to life

Promote the initiative to all audiences involved or associated with the UK manufacturing sector

Highlight sponsors and their initiatives

Promote these resources to manufacturing companies of all sizes throughout the UK as a method to develop closer relationships with local schools and colleges

We will focus on children of secondary school age with a particular emphasis on the 11–16 age group, this being the period when children make subject choices that have a big influence on their later career paths. We want to inspire these young people to see manufacturing as a career that is relevant and open to them. We will produce further case studies with a strong bias towards video presentation in order to engage a younger

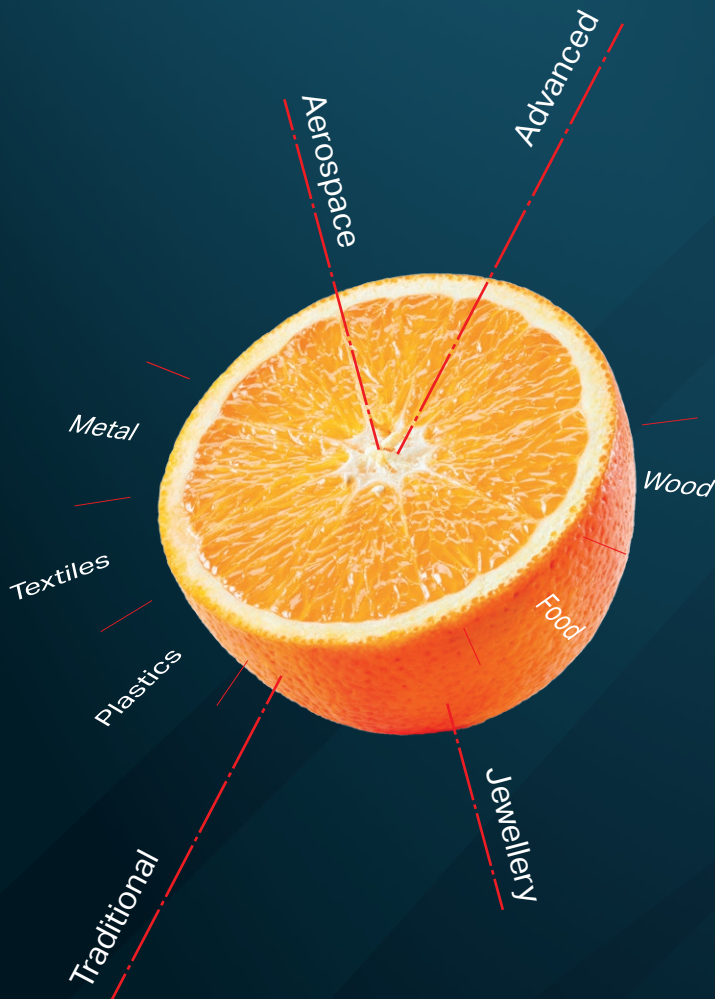
audience and show them how varied and rewarding the world of modern manufacturing really is.

The two key outcomes of each case study will be:

- 1 Highlight the range of skills and job opportunities that are available
- 2 Demonstrate the key manufacturing processes involved

The UK has some of the world's top companies creating items as diverse as precision scientific instruments, high quality clothing and the vital components that allow aircraft to fly.

What is manufacturing to you?



Which way do you slice it?

How are we going to achieve this?

Illustrate the career types & pathways

Our research confirms that teachers and students are desperate for more information on the types of career available and the educational pathways that can be used to get there.

Bring job opportunities to life

For some of the career disciplines featured we will produce short interviews with people doing specific jobs, outlining what it entails, the path they took and the rewards they can expect.

The result will be a series of case studies that will demonstrate the exciting manufacturing now taking place in the UK; give young people a clear path to explore career opportunities; and foster a deeper understanding of how key technologies fit into modern manufacturing.

Put technology in context

The research also highlights the need to show manufacturing processes in context so that teachers and students can gain a much clearer understanding of how different technologies are applied. The aim is to produce video case studies which the viewer can click on in any specific area to find more information on the process or job types involved.

Create a valuable teaching resource

The objective is to provide a valuable teaching resource for Design & Technology teachers to use in the classroom to engage students with manufacturing. To ensure a cohesive process we will then guide teachers and students to the teaching materials produced by organisations such as the Design & Technology Association (DATA). Made Here Now has established a strategic alliance with DATA to ensure the resources produced by both organisations will fit together as closely as possible to provide maximum benefit in the classroom.



MADE HERE NOW

Supporters

ADS	Goodwin	Royal Academy of Engineering
AESSEAL	Harwin	Royal Commission for the Exhibition of 1851
Airbus	High Value Manufacturing Catapult	Royal Society
Aston University	IDJ	Santander
BAE Systems	Industry Forum	Siemens
Birmingham City University	Innovate UK	SMMT
Cambridge Consultants	Institute for Manufacturing (University of Cambridge)	Spirax-Sarco Engineering
CBI	Institution of Engineering and Technology	Tata Steel
Chris Benjamin	JCB	The Technology Partnership
Civitas	JLL	UK Export Finance
Clyde Blowers Capital	Lloyds Bank	Unipart Group
CMG Technologies	Manufacturing Technologies Association (MTA)	University of Birmingham
Comino Foundation	Michael John Trust	University of Cambridge Computer Laboratory
Coventry University	Moley Robotics	University of Greenwich
Cranfield University	Nesta	University of Nottingham
Department for Business, Innovation & Skills	New London Architecture	Versarien
EEF	Oxford Economics	Walter Scott
Engineering and Physical Sciences Research Council (EPSRC)	Oxford Instruments	Weir
ERA Foundation	Pinsent Masons	WMG (Warwick Manufacturing Group)
Filtermist	Renishaw	Yamazaki Mazak
GE	Rolls-Royce	
GKN		

Since 2014

Get involved. We need your support.

Please email us at contact@madeherenow.com
or call **01684 578546**