

ENGINEERING SUCCESS -

A major new initiative from West Argyll TP;
publishers of the official Year of Engineering programme.

“Britain has a proud engineering heritage. We lead the world in many engineering-led sectors and through that, industry continues to thrive today, delivering huge economic benefits to our country. However, there remains a shortfall in engineering graduates and skilled technicians, with a marked lack of diversity in the workforce.”



FUTURE SUCCESS

Despite the considerable success of the governments Year of Engineering initiative, many of the problems which it set out to address are as acute as ever. There is still a chronic shortage of skilled, qualified engineers, technicians and scientists. There is still a gross under-representation of women (as low as 9% in some sectors). And there is still a lack of genuine diversity amongst those being attracted into these fields.

It was always going to take a lot longer than one year to redress a problem which had accumulated over decades and more.

With that in mind, we at West Argyll Technical Publications intend to make use of the considerable experience, insight and industry contacts, acquired as official publishers of the Year of Engineering programme, to help drive forward those same aspirations that were at the heart of 2018. To build upon the success of the Year of Engineering in a very practical way.

ENGINEERING SUCCESS

This new publication will be distributed twice a year. In Winter, to coincide quite deliberately with UCAS applications (which must be in by January); and in Summer, as exam results are received and career choices are often reassessed.

It will be of the same exceptional quality as the Year of Engineering programme itself, and will similarly showcase the very best opportunities for a successful career in STEM.

“Young people, especially girls and people from black, asian and minority ethnic groups, often misunderstand careers in engineering and so discount them at an early age. However, when presented with the reality, and particularly when they begin to understand the variety, creativity and the positive contribution that engineering makes to people’s lives, they readily change their views.”



DISTRIBUTION SUCCESS

The key to the effectiveness of this publication lies in the experience gained through the official YoE programme; and in reaching directly out to those who are in a position to influence young people in their career choice.

Impressively, the following “named” individuals at secondary schools around the UK will receive copies of Engineering Success, with the option of requesting additional copies absolutely free of charge:

Heads of Science Department - 3287

Heads of D & T - 1949

Heads of Careers Guidance & Advice - 1050

Head Teachers (Secondary, Sixth Form, Academy etc) - 7315

In addition, multiple boxed copies will go to the Heads of Engineering or Science at those FE Colleges which are particularly renowned for their focus on technical subjects.

In this way, Engineering Success will be made available to the widest possible range of young people, and those who influence them in their careers direction. Whether they are considering a University course or an apprenticeship; whether they are going directly from school, or have taken a year out; whether they have been strong academically in the past, or have excelled in practical terms.

RECRUITMENT SUCCESS

Clearly, this publication offers unparalleled access to the very widest possible range of future engineers, technicians and scientists. Whether for Universities seeking highly motivated students, or for major employers recruiting at training or entry level, this offers exceptional value for money for their recruitment marketing spend.

Choose from the Winter or Summer edition to match your intake requirements, or take advantage of a substantial discount for two consecutive issues. You will be able to change your copy for each insertion at no extra cost.



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** For advance orders (for issues not yet current) the pro forma discount will be increased to 20%.

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