

Editor
Max Gosney

Managing Editor
Laura Cork

Technology Editor
Brian Tinham

Contributing Editors
Annie Gregory
Ken Hurst

Art Editor
Neil Young

Production Manager
Heather Upton

Circulation Manager
Chris Jones

Sales Director
Richard Henley (07967 169092)

Sales Manager
Martin Arnold (07967 169001)

Sales Executives
Simon Hyland
Adam Skinner

Publisher
Peter Knutton

ISSN-0374 4795

© 2011 Findlay Media Ltd
Hawley Mill, Hawley Road
Dartford, Kent DA2 7TJ
T: 01322 221144
F: 01322 421546
www.worksmanagement.co.uk
www.findlay.co.uk
Style for email addresses:
[initial][surname]@findlay.co.uk

ISSN 0374 4795
Works Management is available
free of charge to individuals fulfilling the
publisher's criteria. For others, the annual
subscription rates are £79 UK, £116 overseas
or £151 airmail.

Moving on? If you change jobs or your
company moves to a new location, contact
circulation@findlay.co.uk to continue to
receive your free copy of *WM*.



Originated by CTT
Printed in England by
Wyndeham Heron
Heybridge, Maldon, Essex



That back to school feeling

Max Gosney (mgosney@findlay.co.uk)



'Go back to school and before break, teach the kids about what we make'. Admittedly, as strike chants go, it's not a patch on 'Michael Gove you're in detention, get your hands off teachers' pensions'. However, if we could get this message through to the placard-waving teachers, then one day the UK may be able to afford its premium public sector pensions.

Manufacturing is a huge wealth generator; it offers the best route for taking the UK from rock bottom to Rockefeller. If we can produce and export more, we can grow the national coffers and rein in a stifling £80bn trade deficit. The trouble is, manufacturers can't attract the talented youngsters to deliver the next iPod, silicon chip or folding bike.

Let's apply some Genchi Genbutsu principles here. This pillar of the Toyota Production System urges managers to go to the source of the problem – in this case, the classroom.

We're not switching on our brightest students to manufacturing careers. That message came crashing through at the first session of the *WM* Leaders Forum. Just look at the cover stars of this month's *WM*: the seven- and nine-year-old have been on school trips to a supermarket and a local farm, but not a factory visit in sight. It's no coincidence we don't hear Tesco bemoaning a shortage of store managers or Yeo Valley crying out for dairy farmers.

Now is the time to act. The national curriculum is in the midst of a sweeping review and manufacturing must lobby for enshrined airtime in the classroom. Whether site tours, talks by manufacturing managers or factory floor examples being used to teach maths – anything is better than nothing.

Initiatives like the government's 'See Inside Manufacturing' campaign are great. But it will lean towards tours of glamour sites like Aston Martin or BMW. That still leaves our SMEs facing blank stares from the headteacher and reams of paperwork before they can get the school bus through their gates.

We need something more forceful and all-encompassing to capture kids' interest. What do we want? Manufacturing on every school curriculum. When do we want it? Now.

Max Gosney
Editor



manifesto to solve the skills crisis

1 Put manufacturing on the school curriculum

The source of the skills gap is schools. Talented youngsters turn a blind eye to manufacturing because they never even hear about the sector. We must enshrine dedicated content on the national curriculum to counter this worrying void both at primary school level when pupils are most impressionable and Key Stage 4 (GCSE). Statutory requirements should include:

- school visits by manufacturing managers to promote careers in the sector
- field trips to local factories wherever possible, with less of the red tape that currently frustrates visits
- the use of real-life manufacturing or engineering examples in the classroom – for example, studying the design and production process behind mobile phones, or using factory-based examples to teach core skills in maths and science.

2 Get the basics right

Schools must drive up the standards of literacy and numeracy. Manufacturers complain that apprentices lack basic skills so they have to fill in the gaps with apprentices, which is proving a costly and time-consuming process.

3 More flexible apprenticeships

Colleges are producing one-dimensional apprentices who lack the specialist skills desperately needed by manufacturers. If the UK is to become a world leader in advanced manufacturing, apprentices will need to be trained in latest technologies and processes. Teaching metal bashing is not good enough.

4 Take on the degree bias

Apprenticeships are not the ugly sister of university courses. Placements offer fantastic career development prospects, don't saddle candidates with lifetime debt and can lead to sponsored degrees at a later point. We all know it, but the trouble is most young people don't. The industry has to work harder to get this message across. A network of manufacturing champions should be created to sell the benefits of apprenticeships to youngsters.

Do you back the WM Leaders Forum manifesto? Tell us at mgosney@findlay.co.uk



Charles Milligan