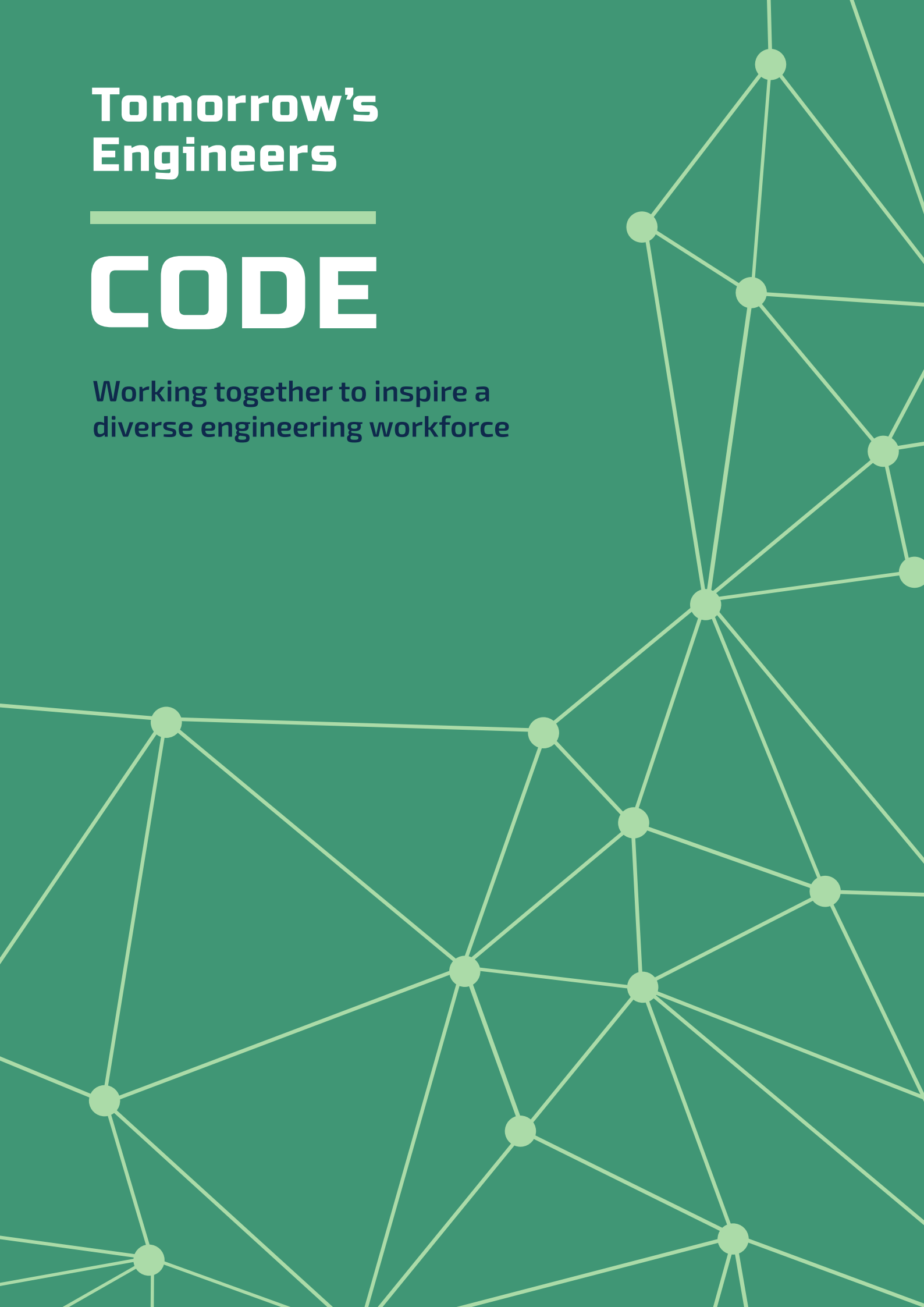


**Tomorrow's  
Engineers**

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**CODE**

Working together to inspire a  
diverse engineering workforce



## Driving a new era of engagement

Engineering is a varied, stimulating and valuable career but we need to work harder than ever to ensure that it is accessible for this generation of young people – for their own life chances and so that we have a diverse and insightful workforce that enables the UK to thrive.

Many organisations are already doing important work to enthuse the next generation but there is evidence and widespread agreement that we must work better together to improve the quality, inclusivity, targeting and reach of activities designed to inspire young people.

The Code will improve collaboration between organisations that fund, design or deliver engineering-inspiration activities, to ultimately increase the diversity and number of those entering engineering.

Together, we can deliver a joined-up approach to drive change at scale.

## The Code

The Code provides a robust approach to increasing our collective impact and our return on investment in engineering engagement. It will enable organisations to improve the impact of individual initiatives through collaboration with other Signatories.

Signatories of The Code make 4 pledges about their approach to funding, designing, delivering, and learning from engineering-inspiration activities.

Signatories have access to support that will empower them to meet the pledge areas including evidence-based summaries of what works, case studies, and ideas for developing engagement programmes.



## The pledges

### Inspiring connection

Ensure programmes contribute to a sustained and rich STEM journey for all young people.

It's well known that the more STEM-related influences and experiences a young person can gather, the more likely they are to feel comfortable with science and engineering and see them as useful and important, for themselves and society. There is a huge opportunity to maximise impact by working together to provide a sustained, connected STEM journey for young people from early years upwards.

#### Ambition of the pledge

See all young people experience a rich variety of connected engineering experiences.

### Showcasing engineering

Promote a positive, compelling, and authentic view of engineering and showcasing the breadth of opportunities.

We need to tell rich, multi-faceted stories to capture the true essence of the opportunities engineering presents and how engineers use these skills to build a better world. Only by showcasing a broad range of pathways and job opportunities using our shared voice will young people encounter consistent messaging about what engineering offers and make it a career young people can identify with.

#### Ambition of the pledge

To showcase to young people the variety of pathways into engineering, the breadth of opportunities and the real-world impact a career in engineering can have.

### Driving inclusion

Ensure all young people have opportunities to engage in engineering-inspiration activities, so that no one is left behind.

The provision of activities is not consistent across the UK meaning many young people don't benefit from accessing impactful programmes. Delivery of widespread, diverse and inclusive activities across the UK will make sure no young person is denied the opportunity of high quality, curriculum - relevant, impactful activities. We need to prioritise the funding, creation and delivery of activities to where needs have been identified or gaps exist to enhance support for under-represented groups in engineering.

#### Ambition of the pledge

For all young people to participate in impactful engineering-inspiration activities regardless of characteristics, socio-economic background, prior attainment or location.

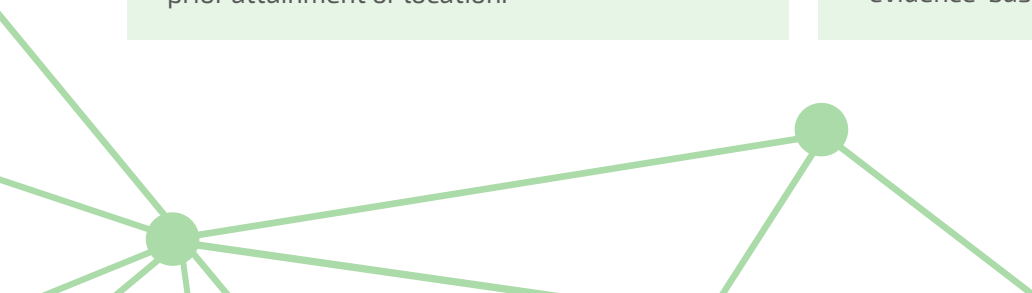
### Improving impact

Improve monitoring and evaluation of programmes and activities to develop a shared understanding of what works.

Only by building a better evidence base can we accurately identify the activities that deliver the greatest impact. An open and transparent data set will enable us to identify the activities that work, which activities best complement each other and measure impact.

#### Ambition of the pledge

Develop and share an understanding of what works to drive continuous improvement and increase investment in activities with proven, evidence-based impact.



## The community

Central to The Code is its community, which is made up of Signatories and Supporters. This community 'owns' The Code and plays a vital role in growing, driving and shaping its development.

To explore the full list of Signatories and Supporters visit [code.tomorrowsengineers.org.uk](https://code.tomorrowsengineers.org.uk)

We're excited to be part of a movement that will use the collective power of its members to help make engineering more diverse. The Code provides a robust approach to increasing our combined impact by focusing on areas that are most important to inspiring young people. Now more than ever, all young people need us to come together to offer them the very best quality learning experience and opportunities.

**Ben Cartledge, CEO, 1851 Trust**



As a significant engineering employer, we take our commitment to inspiring young people very seriously. Working towards Net Zero by 2030, we know we can only achieve it by attracting a diverse, passionate and driven workforce. We were delighted to work with the pledges in the Tomorrow's Engineers Code and use them to enhance our inclusive education outreach strategy to create curriculum aligned content underpinned by the principles of the Code.

**Elaine McGinn, Head of Learning and Talent Development, SSE plc**



The Tomorrow's Engineers Code provides a framework to build on the work so many of us are already doing. It is about sharing, learning from and building on best practice. With a better evidence base for identifying activities which can deliver the greatest impact, and by working across the community, we'll be able to achieve more without reinventing the wheel.

**Dr Cristiana Pace, Director, Enovation Consulting**



We're proud to support The Code and our involvement helps us to work with educators, government and other employers to collectively inspire young people from a variety of backgrounds to enter engineering careers. We hope that in working collaboratively we can share best practice and create high impact interactions which showcase the breadth of opportunities careers in STEM can offer. We're excited to see how our collective power can help to address one of the engineering sector's most challenging issues.

**Melanie Clark, Recruitment & Development Manager – Early Careers, WSP**



## Meet the team

The Code was co-created by and for the engineering community and its governance model balances the desire for it to be led by the community, with the need to deliver it successfully and efficiently. As such, EngineeringUK has been chosen to manage and deliver The Code and its community, and has the responsibility to drive, co-ordinate and develop The Code.

### Advisory Board

The Code's Advisory Board, which is a partnership of senior representatives, is tasked with considering and deciding how best the UK can increase the diversity and number of young people going into engineering through delivery of The Code.



**Sir Julian Young**  
Chair



**Carol Davenport**  
Director, NUSTEM



**Hilary Leever**  
CEO,  
EngineeringUK



**Ian Menzies**  
Senior Education  
Officer for  
Sciences and  
Learning for  
Sustainability,  
Education  
Scotland



**Jacqui Ferguson**  
Portfolio Non  
Executive Director



**Paul Kett**  
Director General,  
Department for  
Education



**Nike Folayan**  
Co-founder  
and Chair,  
Association  
for Black and  
Minority Ethnic  
Engineers



**Nick King**  
Group Director,  
Network Services,  
Network Rail



**Sinead Lynch**  
Country Chair,  
Shell UK



## Thinking Group

An informal Thinking Group, made up of representatives from a mix of organisations that have a collective passion and insight into delivering The Code, also exists to provide EngineeringUK with regular insight to facilitate delivery.



**Amanda Dickins**

Head of Impact and Development, STEM Learning UK



**Zaheera Soomar**

Head of Education, Anglo American



**Gareth Thistleton**

Head of Social Investment and Sponsorship, Shell UK



**Janey Irving**

STEM Education Officer, Education Scotland



**Alex Fuller**

Assistant Science Policy Advisor



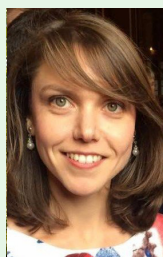
**Melanie Washington**

Director, Tomorrow's Engineers



**Shane McCracken**

Director, Mangorolla CIC



**Jo Trigg**

Director of Communications and Engagement, Royal Academy of Engineering



## Join us

Any organisation with UK operations that funds, designs and/or delivers engineering-inspiration activities is invited to become a Signatory. It's free to become a member of this community and any organisation not meeting these criteria can join as a Supporter.

The Code is open to all organisations, big and small, and includes but is not limited to companies, engineering institutions, professional bodies, third sector and STEM enhancement and enrichment organisations as well as government, universities and colleges.

### Benefits

By signing The Code you will join 100+ organisations who've already become Signatories, who've committed to working together to make engineering careers accessible for this generation of young people.

In addition, you will:

- Become part of a community that learns and works together to address some of the sectors most challenging issues
- Share and build understanding of what works and ensure you are delivering activities to the young people who would benefit the most
- Understand how your organisation can support its employees to deliver the most impactful activities for young people
- Use The Code's pledge areas to challenge your organisation's engineering-inspiration strategy and drive up the quality and impact of activities.

### Support

Signatories are responsible for making progress against the pledges, and EngineeringUK will support by signposting to relevant information, tools and resources. In addition, information and guidance to help practitioners get the most from their engineering outreach, from across the STEM community, can be found at [tomorrowsengineers.org.uk](http://tomorrowsengineers.org.uk).

Signatories who are also EngineeringUK Corporate Members have access to a comprehensive and personalised support package to help them to meet each pledge. Working closely with a dedicated regional business partnership manager they receive advice on how to refine their outreach strategy, support to identify suitable engagement activities and personalised consultancy.

### Collaboration

At the heart of The Code, this is an area that will grow over time. Initially conversations and examples of collaboration in practice will be driven via the Tomorrow's Engineers Code LinkedIn page, and in the short/medium term Signatories will be encouraged to identify potential collaborations based on location, area of STEM outreach, targeted groups etc. As always, business partnership managers will be on hand to help and signpost you in the right direction.



## Next steps

- Visit [code.tomorrowseengineers.org.uk](https://code.tomorrowseengineers.org.uk)
- Share this document with teams and leaders within your organisation
- Contact [thecode@engineeringuk.com](mailto:thecode@engineeringuk.com) or email your regional business partnership manager to find out more

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North West and North Wales

**Jane Campbell**

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Reach out to other Signatories and Supporters

 [@TheTECode](https://twitter.com/TheTECode)

 [showcase/tomorrow's-engineers-code](https://www.linkedin.com/showcase/tomorrow's-engineers-code)

We're grateful to our Partner Signatories who are helping to bring The Code to life through funding and in-kind support.



<sup>1</sup>EngineeringUK (2020), Young people and Covid-19

<sup>2</sup>Royal Academy of Engineering (2019), Engineering skills for the future:

The 2013 Perkins Review revisited