



Skills for Employment Major Grant

Case Study

Project title : “Enjoyneering” – A Passion to Excel
Partnership : Aston Martin, WMG Academy for Young Engineers, Warwickshire College

Aims and objectives

- ▶ To develop a model of sharing- collaboration- inspiring-enjoying the spectrum of engineering and manufacturing between Aston Martin and its supply chain with WMG Academy for Young Engineers.
- ▶ To aid the development of employability skills of communication, self-motivation, problem solving, numeracy, innovation, creativity, adaptability and responsibility.
- ▶ To increase local apprenticeships offered by Aston Martin and its network of connections/supply chain in Warwickshire

Impact

- ▶ The first year has been very positive, with Aston Martin now a tangible part of the academy’s curriculum offer, infrastructure, mentoring scheme and work experience programme
- ▶ Aston Martin have confirmed that this would be their test-bed for initial recruitment onto their apprenticeship programmes
- ▶ 5 new annual awards have been created at the Academy: Excellence in Design; Excellence in Engineering; Independent Learning; Innovation; Sustained Improvement
- ▶ 30 Work Experience placements with more to follow
- ▶ 3 Advanced Apprenticeships awarded to Academy students in Sept 2016
- ▶ 2 Degree Apprenticeships awarded to students in September 2016
- ▶ An Aston Martin Apprentice acts as a day-to-day link to the Academy

Activity Summary

- ▶ There are regular visits by students to Aston Martin which has provided speakers at the academy on topics such as business 'behaviours'. This activity has raised the enthusiasm and opportunity to gain work experience
- ▶ Engaged supply chain – e.g. Siemens provided £16K of free software
- ▶ Major Awards evening in Oct 2015
- ▶ Engineering projects set for students by Aston Martin
- ▶ External coaching revision sessions provided to Year 11 and 13 in advance of exams (March 2016)
- ▶ Funds provided additional specialist materials for Year 2 Green Power vehicle
- ▶ Purchase of large engine from Cummins enables students to do "Strip down" and maintenance activities as part of engineering course
- ▶ T-shirt design competition encouraged competitive design element with winning design used in engineering promotional material.
- ▶ Additional part time Technician Resource funded for three years (£4k/year).
- ▶ Grant part funded new CAD design studio – funds used to buy 8 desk top computers and software support for industry design software by Siemens & Caddie. (May 2016)

Good practice

- ▶ Planned meeting helped drive progress and actions.
- ▶ Business- Academy meetings help identify new opportunities.
- ▶ Aston Martin apprentices offering presentations to students in lessons to support the 'business-like, business-led' ethos of the academy.

Lessons learned

- ▶ Regular planning meetings ensure positive progress.
- ▶ Apprentice at Aston Martin acting as link to Academy is effective
- ▶ Businesses as well as students benefit from well-planned work experience.