



BLESSED THOMAS HALFORD PITCHING THEIR IDEAS TO THE DRAGONS

Kellogg's

MAKE IT ENTERPRISE CHALLENGE

Make It in Manufacturing is a charitable campaign aimed at changing the negative perceptions young people have about manufacturing



THE BOYS FROM WELLACRE TECHNOLOGY ACADEMY PRESENTING THEIR IDEA



THE GIRLS KEEN TO PROVE THAT MANUFACTURING ISN'T JUST FOR THE BOYS

Sponsoring partner

Kellogg's

JUNE
23
2017

South Trafford College

Make It in Manufacturing is a charitable, multi-platform campaign designed to create a pipeline of talent for the UK's manufacturing industry.

Delivered by The Manufacturing Institute, Make It engages teenagers and educators through a range of hands-on, practical events and shows first hand that modern manufacturing is a global enterprise that thrives on a culture of innovation, creativity and smart thinking.

In partnership with businesses from across the UK, Make It's flagship programme, the Make It Enterprise Challenge, invites local schools to compete against one another in a series of challenges designed to test their team working, creativity and enterprising skills. By highlighting the diverse range of interesting employment opportunities available in their local area, 'Make It' is challenging negative perceptions about the industry and driving talent towards companies throughout the supply chain.

This event, the Kellogg's Make It Enterprise Challenge was a partnership between Kellogg's in Trafford Park and The Manufacturing Institute. It is third time that the Kellogg's team in Trafford Park has sponsored a Make It event for schools across Manchester and to encourage more young people to consider careers in the food and drink sector.

Further information about the day, including the event photos, is available at www.makeit.org.uk and on our facebook page www.facebook.com/makeitinmanufacturing

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KELLOGG'S - MAKE IT ENTERPRISE CHALLENGE

SOUTH TRAFFORD COLLEGE - 23 | JUNE | 2017

ABOUT THE DAY

Eight local schools from across Manchester attended the challenge which took place at South Trafford College in Altrincham. Each school was tasked with designing a new breakfast cereal and designing, installing and costing the machinery and factory layout to make it work.

Each team – made up of eight pupils – was asked to consider their respective skills and qualities and to each choose an individual job role that ranged from Plant Director to Design engineer. Teams were briefed at the start of the day and challenged with designing, costing and building their Kellogg's

factory and then selling their new breakfast cereal to a panel of experts from Kellogg's. The pupils had to use their creativity and business acumen to develop a product that would get past the Customer Consultant and appeal to the potential 'investors' in a Dragons' Den style presentation.

The judges awarded points to each team throughout the day and chose the winning teams based on their team working abilities as well as their creativity, problem solving and enterprising skills and qualities.



ALAN GIBBON INTRODUCING THE DAY TO THE STUDENTS



THE WELLACRE TECHNOLOGY ACADEMY BOYS WORKING HARD

SCHOOLS IN ATTENDANCE

Altrincham Grammar School for Girls, Altrincham

Blessed Thomas Holford Catholic College, Altrincham

Lostock College, Stretford

Stretford High School, Stretford

Wellacre Academy, Flixton

Whalley Range High School, Whalley Range

William Hulme's Grammar School, Whalley Range

Withington Girls School, Fallowfield



THE KELLOGG'S DRAGONS READY TO LISTEN TO THE PITCHES

The Kellogg's logo is displayed in its signature red, cursive font with a white outline, set against a background of colorful geometric shapes.

ABOUT THE SPONSOR



At Kellogg's, we are driven to enrich and delight the world through foods and brands that matter. With 2014 sales of \$14.6 billion and more than 1,600 foods, Kellogg's is the world's leading cereal company and second largest producer of biscuits, crackers and savoury snacks. Our brands – Kellogg's®, Special K®, Pringles®, Kellogg's Corn Flakes®, Rice Krispies® and more – nourish families so they can flourish and thrive.

Through our Breakfasts for Better Days™ initiative, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2017.

To learn more, visit www.kelloggcompany.com or follow us on Twitter @KelloggCompany, YouTube and on Social K.

Kellogg's cover the cost of the event and have worked in partnership with The Manufacturing Institute to help give all delegates an experience and better understanding of what manufacturing is all about. The whole experience has helped promote our apprenticeship scheme here at the Manchester Plant and we hope to attract more budding plant directors in the future.



WILLIAM HULME SCHOOL TACKLE THE LOGISTICS MAZE



STRETFORD HIGH TEAM WORKING ON THEIR PROTOTYPE



WITHINGTON GIRLS SCHOOL



WHALLEY RANGE HIGH SCHOOL DEVELOPING THEIR PITCH



BLESSED THOMAS HOLFORD HIGH SCHOOL TEAM 2



THE GIRLS FROM LOSTOCK HIGH SCHOOL WORKING ON THEIR FINANCES



ALTRINCHAM GRAMMAR FOR GIRLS SCHOOL



First Place
Withington Girls' School



Second Place
Whalley Range High School



Outstanding Individual
India Clarke,
Withington Girl's School



Outstanding Individual
Abigail Mook,
Stretford High School

SUMMARY AND KEY POINTS

- 100% of the pupils taking part rating the challenge overall as between "Excellent" and "Good" (36% marked "Excellent", 43% marked "Very Good" and 21% marked "Good").
- 94% of the pupils felt that the day had given them a better understanding of the types of jobs available within the manufacturing industry and gained a better understand of manufacturing.
- The number of young people who said that "yes", they would now consider a career in the sector stands at 72% at the end of the event.
- 100% of the teachers said event was "Excellent"
- 100% of the teachers felt that the day had definitely improved their pupils' perceptions of careers within the sector
- 100% of the Kellogg's employees rating the challenge as either "Excellent" or "Very Good".
- 100% of the advocates felt that the day had successfully improved the image of manufacturing to those pupils involved in the day.



THE TEAM FROM KELLOGG'S TRAFFORD PARK

QUOTES FROM PUPILS

- I now want to be an engineer
- Manufacturing allows me to be creative
- Manufacturing is interesting and exciting
 - I really enjoyed the day!
- Manufacturing is more interesting than I originally thought
- There is a wide range of jobs within manufacturing
- I now understand is much more than factory work

QUOTES FROM TEACHERS

- This was another fantastic day!
- The day opened the pupils' eyes to the opportunities of apprenticeships within manufacturing
 - The day offered a chance to see new career options by speaking to the current apprentices
 - The event opened the pupils eyes up to the real world and gave them more confidence
 - Good for team work and problem solving and presentations skills

QUOTES FROM BUSINESS VOLUNTEERS

- The event opened the students' eyes to the world of manufacturing
- The day helped the pupils to understand out business and the manufacturing industry
 - The event helped develop the pupils social skills
 - The event allowed us to promote Kellogg's as a brand and the apprentices
 - The day promoted engineering and shows it's not just a job for males

The volunteers from Kellogg's were

Lisa Loughran	Training Business Partner
Alan Gibbon	Business Unit Manager
Andy Shaw	Maintenance Manager
Gary Wilson	HR Manager
Freya Johnson	Apprentice
Joe Thomas	Apprentice
George Brennan	Apprentice
James Whitworth	Apprentice
Nathan Lansley	Apprentice
Connor Sayles	Apprentice
Chris Palmer	Mechanical Craft
Mike Kirk	Shift Craft
Barbara Evans	Operations
Gemma Thorniley	Mechanical Craft
Peter Carey	Learning and Development



IN PARTNERSHIP WITH



#futureofmfg