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Bosch Eager to Demonstrate Engineering Appeal

As part of a campaign to draw attention to the benefits of a career in Engineering, Bosch has carried out research with 18 to 45 year-olds, producing some interesting insights.

There is a worrying trend occurring in the UK, which has been backed up by Bosch research that highlighted less than half of respondents view engineering as key to the UK economy.

One example of this concerning trend in engineering is that in 2010, only 6% of the total student population engaged in engineering-related courses. This figure is worrying because a shortage of up to 600,000 people is predicted in the profession by 2017. It is acknowledged that engineering plays a critical role, not just for the success of businesses, but society as a whole. While engineering already contributes £800billion to the economy, a significant portion of further growth will be fuelled by developments in fields such as low carbon technology that require a high level of advanced engineering. The demand for students certainly exists but there simply are not enough young people who view this career path as their future.

The overarching view from the research, which was carried out amongst 1,347 people aged between 18 and 45, is that engineering is undervalued and widely misunderstood by adults in the UK. Although adults see engineering as exciting, they do not generally see its use. A key message from the research was that career opportunities in engineering must be promoted.

As part of the campaign, Peter Fouquet, President of Bosch UK took part in a Sky News [interview](#). Regional radio interviews were also held with Martyn Bridges, Director of Marketing and Technology for Worcester, Bosch Group and Phillip Greenish, Chief Executive of the Royal Academy of Engineering.

The research has clearly demonstrated the huge void between exactly what engineering entails and the traditional public perception. Often people view engineers as 'wearing overalls' and 'carrying a toolbox'. Furthermore, there is a widespread belief that starting in the profession will pigeon hole you in a technical role for the remainder of your career. These

notions couldn't be further from the truth and the Bosch campaign aims to highlight the positive benefits and significantly increase employment in the sector. The demand certainly exists, as shown by the fact that in 2008, 59% of UK engineering graduates went straight into full time employment, opposed to 55% for all subjects. This is an extremely positive result, one that Bosch is keen to highlight as part of a continued focus on raising awareness of the profession through school/university partnerships and through apprenticeship schemes.

Read the full press release [here](#).