

These reports were originally written for the Aimhigher LIFE Newsletter

"Imagineering" 2009

Winner of the prestigious Gold Award for the second year running

This year the Bath and West show once again included the Imagineering tent throughout the whole week. The event saw 160,000 attendees with around 20,000 coming through the Imagineering displays which seemed to be the main-stage for the youth at the show with over 4000 young people (generally aged 6 – 19) getting involved in the 50+ engineering oriented activities on offer.

The area in which Aimhigher were situated included a whole host of world class companies such as Airbus, Rolls Royce and BAE Systems and a selection of FE/HE associates, all there with the hope of inspiring students to think about engineering as a possible career.



Aimhigher set up a K'Nex challenge which offered participants a chance to compete in making structurally sound bridges and towers out of K'Nex that were capable of holding a full 2 litre bottle of water. Overall those who took part in the Aimhigher challenges actually offered some incredibly refreshing perspectives on how to perform the tasks and the final records for both challenges exceeded 3 metres, which is an outstanding achievement.

The whole Imagineering area was clearly very popular and many parents attempted to drag their kids away to see the rest of the show, one parent stated that their child had been sampling the activities for over 6 hours! Fortunately, this did not go unnoticed by the staff at the main show and the Imagineering event won the prestigious 'Gold Award' for the second year running.

"Imagineering" 2008

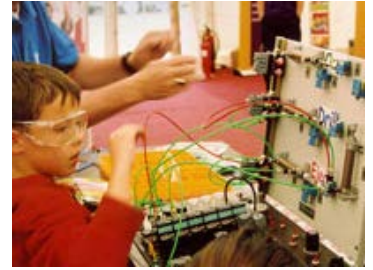
Winner of the Gold Award for the Best Feature in the Show!

Aimhigher's Engineering Strand participated in the prestigious 5th Annual Royal Bath and West Show at the end of May 2008. Located in the Imagineering Marquee, they encouraged young people to explore the fascinating aspects of science and engineering technology up close and with hands-on activities. What should I wear? What will they ask me? What am I expected to ask? All these questions from year 12's and more were answered at an entertaining and highly informative Interview Skills workshop at Ashdown Technology College. The learning objectives of the session were to provide students with an introduction to the interpersonal skills required to achieve a successful interview, whether for a job, college or university. The session was delivered by Roger Essential Interview Skills Colmer, who spent a long and



illustrious career with Shell International, is a Chartered Engineer, with extensive experience of leadership development and business operations. Currently he is running his own management consultancy business specialising in facilitation and building the people capability in organisations.

Liz Gordon, Aimhigher Schools and Colleges Co-ordinator is very enthusiastic about the opportunity to develop life skills that the workshops offer. "They have been designed specifically for young people about to enter the world of work or further study and address simple issues that those of us who are older and more experienced take for granted." She adds, "Issues like expected behaviour, dress and personal presentation, how to market their own academic and social skills and CV preparation are all discussed and students have fed back that they feel more confident about the prospect of an interview because they are better prepared. We are so fortunate to have Roger's expertise in the field of recruitment to offer to our Aimhigher schools".



29 Young apprentices from Yeovil College were on hand as Aimhigher Ambassadors to deliver activities and actively talk about their own progression through the apprenticeship route from FE into HE to interested young people visiting the event. Even though the weather was atrocious, the show nevertheless attracted 151,000 visitors with 21,000 visiting the Imagineering Marquee, which won the Gold Award for Best Feature in Show.



Brian Duke, Aimhigher STEM Coordinator, commented:

"Imagineering is a great opportunity for our young people to actively engage in engineering. You can see on their faces it has a fantastic impact. We hope that these stimulating activities motivate them to go on to consider careers within the industry and winning the Gold Award for Best Feature has been a real achievement. It doesn't get better than that!"

"Imagineering" 2007

Winner of the Silver Award for the 2nd Best Feature in the Show!



The 4th Annual Imagineering event was held at the Royal Bath and West Showground, Shepton Mallet in May/June 2007. The Imagineering event was set up to encourage young people 8-18 to consider careers in the engineering industry, with a particular focus on Further and Higher Education, leading to degree level study. 'Imagineering' is essentially a large partnership of hi-tech employers, particularly from the UK World-Class Aircraft Industry (Airbus, Thales, Rolls Royce and Augusta- Westland) which is centred in the SW. Several FE/HE institutions were in attendance including Bournemouth University and The University of the West of England (UWE). It is supported by The Royal Navy, the REME (Royal Electrical and Mechanical Engineers) and the RAF, plus the Region's Setpoints (Science, Engineering and Technology Networks) from Dorset, Somerset, Gloucester and Wiltshire.

The event was centred around hi-tech, hands-on activities. This year over 40 different stimulating, challenging and "fun" activities were offered, with over 5,000 young people taking advantage of trying them out. HRH The Duke of Kent visited the exhibition, spending 45 minutes talking to young people and taking a good deal of interest in the engineering activities on offer. The Imagineering event also won the coveted 'Silver' award for the second best exhibit at the show which attracted almost 140,000 people over the four days it was open. (In subsequent years the event went one better and won gold - see above.)

