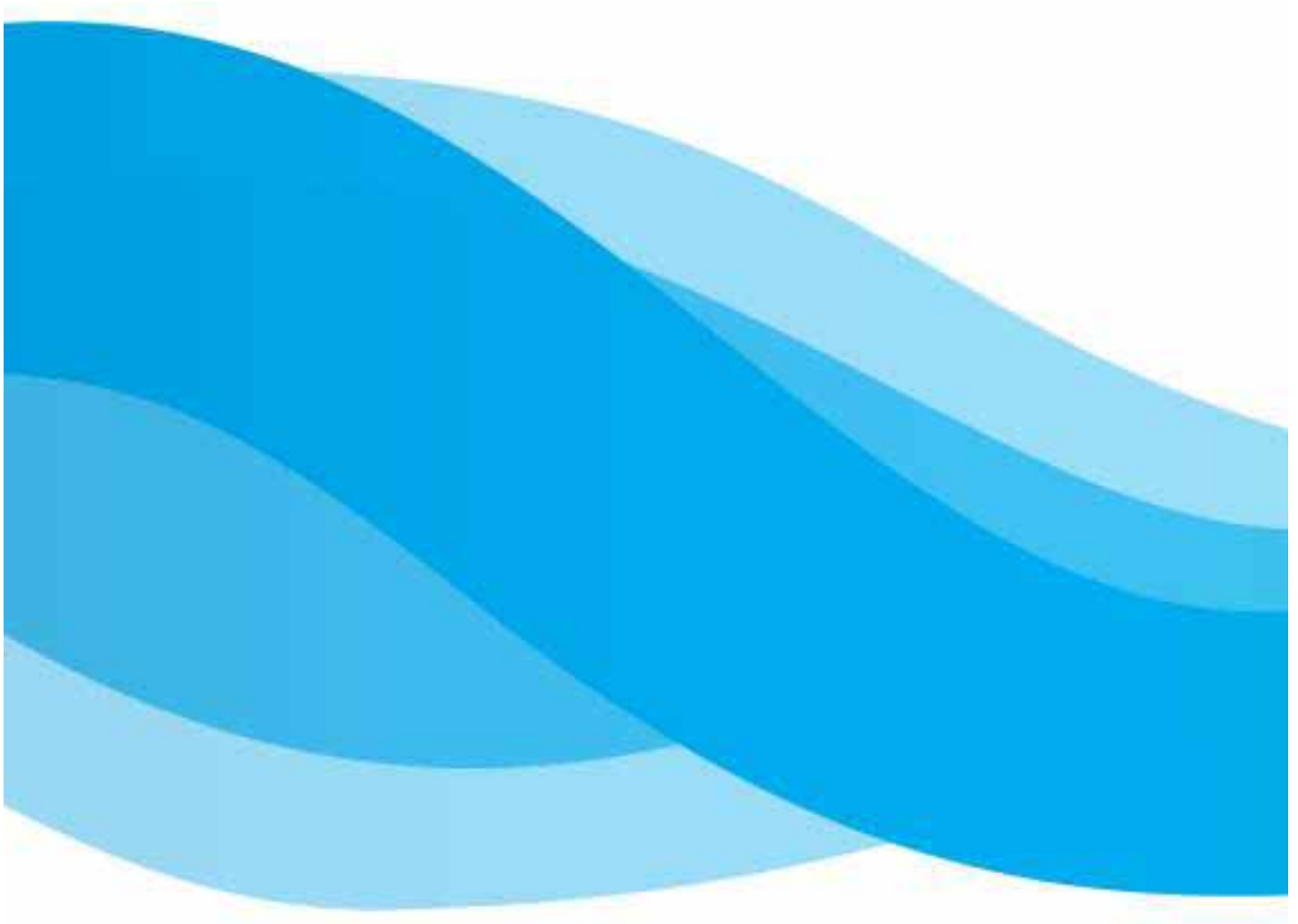


PIME Award for Communications Excellence 2008

British Energy – encouraging future generations
into Science, Technology and Engineering



Education, education, education



- > British Energy aims to play its part in potential new nuclear build in the UK
- > To do this we need to ensure we have the right skilled professional people in place, not just now but for years to come
- > Throughout the last 12 months the company, through its nuclear power stations and engineering centres, has engaged with schools, colleges and Universities across the UK
- > We have done this by using the best asset we have – our people

Members of the British Nuclear Engineering Society's Young Generation Network (YGN) on a visit to BE's Hinkley Point B Power Station in March 2007

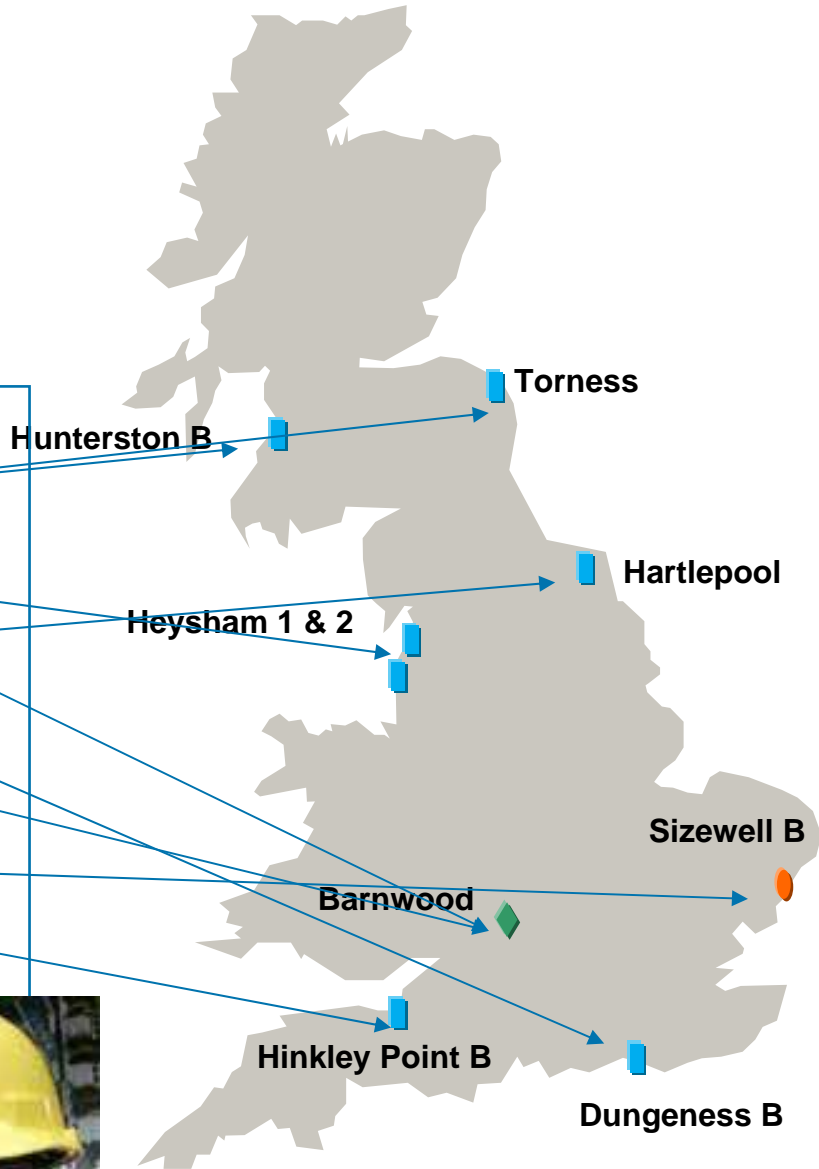


- > **Building partnerships** – effective partnerships are vital to a successful business. We have taken the same approach in recruitment and education. By developing links with regional bodies such as Education Business Partnerships, SETPOINT, and Go4Set we have given ourselves direct access to schools, colleges and universities
- > **Mentoring** – one-to-one access to our skilled engineers and scientists at each of our power stations, provides students with direct advice and guidance on their career options and helps to develop their life skills
- > **Outreach** – we have trained over 50 people across the company as part of a Talk Service scheme empowering them to go out and provide, presentations, talks and workshops to schools and colleges. In the last 12 months we have provided up to 100 such events throughout England and Scotland
- > **Being seen** – by taking opportunities to exhibit and talk at education conferences, science festivals and careers exhibitions, we have raised the profile of British Energy as an employer of high quality science and engineering jobs

Engaging across the UK



- ### Selected UK activities
- Go4Set
 - Charity football event
 - Skill up Tees
 - Schools Science Week
 - Cheltenham Science Festival
 - Engineering partnership
 - Professional development



Charity football (Heysham)



- > More than 2000 people, mostly girls under the age of 16, came to see their favourite television ‘soap’ stars play football at Morecambe Football Club
- > Although the event was mainly a fund-raiser, a team of graduates were on hand to give out flyers about engineering opportunities for girls within BE
- > Jo Hooper and Jenni Coates spoke to as many of the girls they could during the event
- > Jo: “If we are to get the message out there we have to think laterally and *Hollyoaks* has exactly the right profile fan base – girls who are thinking about GCSE and A’level options”
- > More than 2000 people also read a thread on the Channel 4 TVs *Hollyoaks* website about the game and also discussed engineering



Jo Hooper hands out leaflets to the young girls at the charity football match

- > Staff from Sizewell B have been supporting 40 students on an engineering course at the high school
- > The staff go into the school and the pupils also visit the station
- > The partnership won the 'Investing in Communities Achievement Award 2007'
- > And it was highly commended in the School/Business Partnership award for the Suffolk region, sponsored by BBC Radio Suffolk
- > The programme attracted a lot of media coverage in the region and is being viewed by other businesses in East Anglia as a standard to aspire to



Students from Leiston High School see engineering in action at Sizewell B's workshop



British Energy

Skill up Tees (Hartlepool)

- > Three members of Hartlepool's team attended a careers fair in Middlesbrough
- > More than 2000 young people, 15 upwards, attended the three-day event.
- > Brain Matthews, one of Hartlepool's team, said: "We spoke to 200 young people over the three days, information on apprenticeships took up the majority of our time, with several sixth form students interested in our graduate scheme in not just engineering skills but also business, finance and HR."



Louise Tonge, of Hartlepool's HR department at the event talking to the Alstec Robot and an attendee

Go4Set (Torness and Hunterston)



- > Members of Torness's and Hunterston's graduate teams have spent time with two large high schools to look at engineering as a career choice
- > The partnership revolves around solving a problem identified by pupils using engineering and project management techniques
- > At Preston Lodge high school, near Edinburgh, the pupils and their mentors are looking at water conservation
- > Tim Whitmore, one of Torness's team, said: "As mentors, we get a great sense of personal satisfaction from helping in this project and encouraging others to follow what has been a very positive experience in the engineering profession and nuclear industry"



Mentors Tim Whitmore and Dermot O'Loughlin with pupils from Preston Lodge high school who are part of the Go4Set engineering partnership

Schools science week (Dungeness)



- > Young pupils, aged 5 – 7, from Dymchurch primary school tried their hand at science experiments under the supervision of two graduates from Dungeness
- > James Eberlein and Kate O’Hagan involved the young pupils in some basic science experiments during the event
- > James said: “Hopefully the fun they’ve had today will encourage them to keep up their interest in science and who knows they could be the nuclear physicists of the future.”



James Eberlein helps pupils at Dymchurch School with the density diver experiment

Cheltenham Science Festival (Barnwood)



- > 1000s of school pupils, aged from 4-18, attended the now annual Cheltenham Science Festival
- > British Energy as a principal sponsor speaks to the young audience during a formal 'talk' and also meets them at the company stand
- > The event puts British Energy among the UK's leading engineering and technology companies and at one the leading science events
- > Julie Bennett, one Barnwood's team at the event, said: "This was a tremendous event. We had significant interest in our stand with both children and parents getting to understand more about science, engineering and nuclear energy."



Students get to try out BE's Energy Game at the Cheltenham Science Festival



British Energy

Building direct links (Hinkley)

- > The station hosted a visit from two schools in Wells, Somerset King Edmunds and Cathedral Schools
- > A number of the company's graduates have now become mentors to students at both schools
- > As a follow on to these visits and as part of the development of a working relationship with the Somerset Education Partnership, the station will be hosting a Professional Development day for physics teachers
- > This was inspired by a visit from over 20 trainee physics teachers from Bath Spa University



School pupils get a guided tour of the Hinkley Point B nature trail surrounding the power station



Investing for the Future

- > Establishing partnerships with Universities – Strathclyde and Bristol for...
 - > Research
 - > Mentoring/Work Placements
 - > Sponsorships
- > Raising our profile
 - > We sent existing graduates out to Universities to talk about the opportunities at BE
- > Surveyed existing graduates
 - > To understand what we do well in recruitment and where we can improve

The British Energy Advanced Diagnostic Centre at Strathclyde University will deliver world-class research, consultancy, training & professional development



The benefits



- > 165 apprentices company-wide and rising
- > 60 graduates company-wide and rising
- > Apprentice of the year awards in EES South West regional awards, IPS Training Centre awards in Kent, and the Empower apprentice awards in Nottingham
- > 43,162 page views on the British Energy graduates webpage
- > Over 100 requests for talks, presentations and workshops to schools, colleges and Universities



Mark Harris of Hinkley Point B, one of a number of award-winning apprentices at BE in the last 12 months