

How to design an industrial visit to inspire young people

Information for host organisations

Organisations that are prepared to offer industrial visits to their sites are sometimes unaware of the action they can take to make the experience an inspiring one for young people. The Industrial Trust, Business & Education South Yorkshire and JIVE have identified the following hints and tips to help organisers ensure their events are a success.

Many of these suggestions may seem obvious, however, we have decided to include them as they are based on previous experience of industrial visits.



- It is a good idea to use young role models as well as females and black & minority ethnic (BME) employees. If you have women and BME individuals on the board or at senior management level, think about how you can best communicate that to the young people?
- By showcasing diversity in the people conducting the tour the young people are more likely to engage with and relate to their shared experiences. This is particularly relevant if you have young workers who are engaged in an apprenticeship or on a graduate programme, etc.
- Special care should be taken to select tour guides and role models who are enthusiastic and positive about their work and your organisation.
- Have you considered how you might need to adapt your language for the visit? Apart from toning down the use of acronyms and jargon which may be difficult for young people to understand, it is important to remember that some 'throw-away' comments can be inappropriate around young people.
- If your organisation would like to encourage applications from young people (for example into engineering apprenticeships) it is a good idea to include an activity that is interesting and fun. This can be more productive than simply taking the pupils on a tour. Use this as an opportunity to attract young talent into the workforce and generate interest in the industry in general.
- In mixed groups, boys are often naturally more willing to take the lead on technical and practical activities whereas girls are inclined to stand back and watch. You might like to think about this beforehand so that you ensure all pupils have an opportunity to take part.
- Remember that the attention span of young learners is often more limited than that of employees accustomed to the work environment. If you are including a presentation in your visit and it is more than 10-15 minutes long, put in breaks and/or involve the young learners in an interactive way.
- Please avoid any negative images of women (such as screensavers, calendars etc) which may give the wrong impression to young people.
- Please remember that you have an opportunity to inform and impress a group of potential future employees.

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www.be-sy.co.uk; www.jivepartners.org.uk; www.industrialtrust.org.uk

SAMPLE PROGRAMME FOR INDUSTRIAL VISIT

Your contact from the organising body will agree a format with you in advance of the visit to suit your needs and timeframe, which is mutually agreed with the school/college. However, here is a suggested format that may help you in your planning.

- Briefing on Health & Safety, housekeeping (nearest toilets, fire exits, etc)
- Set the company in context in terms of company history, background, overview of the sector, etc.
- Profile role model – introduce themselves, not just their role within the company but who they are, personal interests, career profile, etc.
- See the working environment – site tour
- Explanation of company structure and the different functional areas
- Outline of career opportunities within the company and industry
- Questions and Answer session followed by evaluation/feedback.



For extended visits you could include the following:

(Please note that this is entirely optional and we appreciate a lot will depend on company size, staff available, the make-up of the group and time)

Example 1 -split up the group and each small group go to different functional areas and meet again to exchange findings. For example, one group might go to marketing, one to human resources, production, research & development etc.

Example 2 – hands on activity. For example, marketing exercise, CAD design, groupwork, simulation, etc. The organising body will discuss this in more detail as part of the visit planning and meeting curriculum requirements.

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