

OK David Noyce 8 May
Robin

I thought you might like to see
the Archbishop's Seaman for Industry Year —
a remarkably well-attended event.

Wilfred

With the Compliments of
the Secretary for Public Affairs
to the Archbishop of Canterbury

Prime Minister [†]

John
9/5.

Lambeth Palace
PE1 7JW

MF

AS DELIVERED

A SERMON PREACHED BY THE ARCHBISHOP OF
CANTERBURY IN ST. PAUL'S CATHEDRAL,
WEDNESDAY 7th MAY 1986, TO CELEBRATE
INDUSTRY YEAR

The roots of this great occasion, and of Industry Year itself lie deep in Britain's first Industrial Revolution. The Royal Society of Arts has its origins in the 18th century, and its full title: 'The Royal Society for the Encouragement of Arts, Manufactures and Commerce' perfectly anticipates the high noon of mid-Victorian optimism. In those days, every year was Industry Year. Great Britain saw herself as 'The Workshop of the World'. The dignity of labour and the creativity of commerce were felt to be as self-evidently British as Christianity itself.

In 1851, Prince Albert boldly conceived 'The Great Exhibition of the Works of Industry of All Nations'. This was the year in which, after the triumphant innovations and inventions of the Industrial Revolution, industry came of age.

Joseph Paxton produced his glorious

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revolutionary design for the Crystal Palace a building whose length was three times that of this Cathedral. Its exhibits were divided into six groups - raw materials, machinery, textiles, metallic, vitreous and ceramic manufactures, miscellaneous and fine arts - all 'encompassing a dizzying range of products'. Ruskin mocked the whole design, and called the Palace a 'cucumber frame between two chimneys'. But the Prince pressed on: the result must have been enthralling and magnificent.

This great industrial enterprise exhibited all the best industrial virtues - innovation, calculated risk, brilliant design, quality mass production, vigorous salesmanship and an imaginative international flavour. But it was all too good to last, and within a few years, the tide had begun to turn. Blake's "dark satanic mills" replaced the Crystal Palace as the dominant image of industry - and not without justification.

Carlyle and Dickens, Arnold and Ruskin scorned the new industrial society. A rural romanticism began to seize the British consciousness. When things were well made in modern factories, there was often a pretence that the factory was little different from a village workshop, or a blacksmith's forge. So Worthington

advertised its ale in the 1930s with these words: "The men of the cities yearn for the things of the country: old turf, quiet valleys and abiding peace. To them in their canyons of stone and steel comes Worthington, brewed in the age-long English tradition, redolent of the countryside, friendly and shining clear as the English character itself!". This kind of sentiment survives, and may seem harmless, but it can corrupt the Nation's hold on its future. We have embarked, as the Bible describes, on a pilgrimage which began in a garden and ends in a city. Like Bunyan's Christian on his journey to the Celestial City, we cannot turn back.

Fortunately, some of that mid-Victorian ingenuity and enthusiasm inherited from the Great Exhibition is with us still. Our well-being as a nation largely depends on our manufacturing achievements. What Britain makes, makes Britain. Our industries, large and small, provide the taxes which sustain our families and society. They provide our housing, our education and our hospitals. Their cultural, community and sporting patronage enlarge horizons for us all. Our industry offers, too, the means to renew our decaying industrial areas and inner cities, and to develop the new technologies essential for our future. Without industry's profitable performance,

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we should not be able to give significant help to those millions in the world who are still in thrall to poverty, illiteracy and disease.

Here at home, we know that mid-Victorian values alone cannot sustain us. Ours is a very different world. Above all, we face the spectre of long-term unemployment. It may well be that the traditional work ethic is obsolete. Perhaps we need a new 'contribution' ethic to give people who participate in their community a proper sense of status, purpose and belonging.

There are other problems, too. Much work remains monotonous and unrewarding. While industry produces more wealth than ever before, inequality increases. Ownership and decision-making are still spread too narrowly. Training opportunities, especially for women, are still too few. Management and unions are perceived all too often to be locked in confrontations of mutual incomprehension. If we are to persuade our young people to pursue a career in industry, we need to show them how industry can balance efficiency and productivity with care and humanity.

But the problems that confront us are not simply industrial. They are profoundly moral, too - arising from the

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inevitably changed conditions of work today. I know that very considerable efforts are being made to understand these problems, and steps are being taken throughout industry to meet them by efficient administrative means. There are sound economic, social and political reasons why such measures should be taken, and should succeed. In hard, materialistic terms, there will be trouble if they don't.

But this is not the whole answer. Behind the materialistic answers, there lies a conviction about people, about their intrinsic worth, about their right to be protected in the enjoyment of certain liberties, about their value, not as workers, but as people. This conviction has a religious foundation in a belief about God, and about Man made in the image of God, however much that belief may now be forgotten.

Such a belief will create a vision of common citizenship to inspire us. We must want to be brothers and sisters of one another. Unless there is that corporate commitment to one nation, the fears, tensions and bitterness will fester and amplify. Such determination will help create the sort of society we want to build together - without it, the corrosive cynicism which regards self-interest and not public purpose as the sole dynamic

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of our people, may drive us into warring groups. Society gets the industry it deserves.

Work in the Bible is seen as both a blessing and a curse. It depends on how it is regarded, and how it is used. Such shorthand theology makes this point: that Industry Year demands of us not only the affirmation of our industrial life as a blessing, but also the moral commitment of a nation to create the conditions in which alone industry can flourish. "We are fellow workers together with God" - only in these days can we begin to understand the full meaning of that astonishing phrase of St. Paul. And without vision, the people perish. Only now can we understand the range and depth of that warning of the prophet.

For God is active outside the walls of His Church. It is in and through the people we meet in the day to day happenings of life that God comes to us. His Kingdom is not limited to the Church, but embraces the whole of Creation, including those who, as our first lesson put it, "are skilfull at their own craft yet are not prominent in the assembly". We are reminded that our common purpose at work is not the creation of wealth, but of worth. It is by building on this call for participation that we must use Industry

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Year to bridge what William Temple called 'the gap between the Christian at work and the Christian at worship'.

So this Service of Thanksgiving, Penitence and Intercession is not an ornamental moment in Industry Year: it is a declaration of the moral and spiritual heart of the Year. For here in this Cathedral, there is no escape from the remembrance of our Lord God who is at once the author of all natural gifts, as well as the judge of the use we make of them. And to Him be the Glory, Father, Son and Holy Spirit. AMEN





**PRIME MINISTER'S RECEPTION FOR INDUSTRY YEAR WORKERS:
6.30, MONDAY 24 MARCH 1986**

Objective

The Prime Minister has agreed to hold this reception to express her support for Industry Year, and her thanks for the (largely unpaid) efforts of the people running the campaign.

Background

Industry Year

2. Industry Year was initiated by the Royal Society for the encouragement of Arts, Manufactures and Commerce to change cultural attitudes towards industry and commerce. It was launched on 16 January by the Duke of Edinburgh, Leon Brittan, Sir Terence Beckett, Norman Willis and Sir Geoffrey Chandler.

Progress

3. There is a small central team at the RSA but most of the activities are the responsibility of the 13 Regional Working Groups which are largely voluntary and have sub-divided into smaller groups

4. The central team issue a three-monthly national calendar of events which is based on key events from the regions. The April to June edition is attached which shows the wide range of activities and events that have been organised.

5. 40 full-time secondees have been provided by industry and education; DTI has seconded a Press Officer to the central team. Support is also being given by the Churches, TUC and women's and professional organisations. Consideration is now being given to how the initiative can continue post 1986.

DTI Contribution

6. DTI financial contribution so far £3.5m on new programme specifically for Industry Year and about £8.5m on other schemes which are being enhanced. We have provided half (£750,000) the central administrative costs (Lord Young has recently agreed that Department of Employment will provide £100,000), local funding from Industry/Education Unit and SFI budget about £500,000), sponsored the video 'Industry Matters' part funded a secondee to British Institute of Management, funded their series of workshops 'Excellence in Industry', and part-funded the SATRO 'Learn from Industry' scheme.



7. Major support has been given in the industry education area where we have so far launched three new schemes, the Mini-enterprise in Schools and Workshadowing Projects both of which are designed to give students the chance to find out what it is like to run a business and the Modems in Schools scheme. This scheme provides modems for schools to link to their micros which will give them access to databases of industrially relevant teaching materials.

8. The Department is also holding open days (Patent Office and some RE's) and Ministers are undertaking many speaking engagements.

Personalities

9. Central team - 18 people including Sir Geoffrey Chandler (Director), Diana McMahon (Deputy), Ron Davies (Regions), Janet Jones (Education), Grant Philips (Projects) and Jill Partridge (Press).

10. Regional Chairman/Organisers -90 from industry, education, CBI, Chambers of Commerce. They include Eric Fountain - Vauxhall Motors, Ken McCullough - BL, W Hay - BI, Con Allday - BNFL, R Perry - Rolls Royce, Jim Donaghy - Austin Rover, Sir Austin Pearce - BAe, Sir Adrian - Cadbury Cadbury Schweppes, C Green - BSC Scunthorpe, Basil de Ferranti - Ferranti Limited and J Philip Harvey - Plessey.

11. Activity Working Groups - executive/industry, engineering, publicity, city, design, arts, museums, women, churches and education. Representatives from all the groups will be present including Lord Vinson, Kenneth Adams Comino Fellow RSA, Dr John Constable BIM, Viscount Caldecote Investors in Industry, Baroness Platt of Writtle EOC, Rev Cannon Dr George Tolley MSC and Kenneth Graham Deputy General Secretary TUC.

12. Others Closely Involved - include Brian Redhead, Worldwide Pictures; Norman Willis, General Secretary TUC and Leon Brittan.

13. RSA - representatives include Sir Peter Masefield, Sir Terence Beckett CBI, Mr Demetrius Comino (also contributed to central funding of Industry Year) and Christopher Lucas.

INDUSTRY YEAR 1986: BACKGROUND

1986 has been designated Industry Year by the Royal Society of Arts, Manufactures and Commerce. It is not a Government initiative but has our full moral and financial support. The campaign is also backed by CBI, TUC, professional organisations, the Churches, women's and community groups.

Aims

The campaign is based on the premise that in Britain today we have an anti-industrial culture and that whatever the other symptoms of Britain's decline this is the root cause. Industry Year is designed to start to change this cultural attitude.

Means

The campaign is using two slogans "Thanks to Industry" and "Industry Matters" to summarise its message. Companies are being encouraged to hold open days to explain to their local communities and to their workforce what they do and how much it contributes to local and national well being. Stronger industry/education links are being encouraged so that students are aware of industry and leave school with an understanding and appreciation of enterprise. Conferences, exhibitions, competitions, etc are being held around the country to convey the Industry Year message.

Organisation

A small central team in London under the Director, Sir Geoffrey Chandler is co-ordinating the campaign. A large regional structure has been established (over 80 committees at regional, county and sometimes town level). This is run by volunteers and secondees from industry and education. The regional structure is organising a large number of events.

Funding

DTI has provided half the central administrative costs of the initiative. RSA and the Comino foundation have also contributed. Funds for regional activities are being raised from local industry although DTI has provided some money for specific activities (about £500,000).

Government contribution (see annex)

DTI is contributing financially to a number of Industry Year activities including a series of conferences for the British Institute of Management on 'Excellence in Industry' and the SATRO 'Learn from Industry' scheme. DTI, MSC and Northern Ireland Office have all provided secondees to the campaign. Ministers are speaking at a large number of Industry Year events. DTI is enhancing and linking a number of existing activities for the

Year eg the Quality and Design campaigns. New Projects have been launched including Mini-Enterprise in Schools and Workshadowing. Both are designed to give children experience of business life while they are at school.

Follow-up

It is unlikely that one year will on its own achieve a lasting change in cultural attitudes. It is intended that the process started in 1986 will continue in future years. Arrangements are being made to measure the effects of the campaign

Energy Efficiency Year

1986 is also Energy Efficiency Year. There was initially some criticism tht the Government was spending more money on Energy Efficiency Year than on Industry Year but this is not the case. The two Years are complementary to one another and industries in the energy sector are participating in events for both Years. There has been some criticism that Government is providing more financial assistance to Energy Efficiency Year than Industry Year. This is not so. Department of Energy's new programme spend on their year is small. The bulk of the finace is coming form the existing budeget of the Energy Efficieny Office and form the industry.

QE2d
Department of Trade and Industry

INDUSTRY YEAR

DTI contribution

Financial details

£k

Direct payment to RSA 750

(D Emp are providing further £100k)

New money for activities and other support 2750

for Industry Year incl:

- Mini-Enterprise in Schools project
- Workshadowing project
- Modems in Schools Project
- Part funding certain regional activities
- BIM workshops 'Excellence in Industry'
- Part funding IY organiser for BIM
- Education kit for BIM
- Part funding SATRO 'Learn from Industry' scheme
- Special edition NUT journal
- Seconded press officer to IY team
- Survey on attitudes to industry
- Video "Industry Matters"
- Distribution of video "Links"

Money for DTI event/activities

8,500

directly linked to Industry Year incl:

- BOTB export marketing conferences
- Design campaign
- Quality campaign
- Industry/Education Unit budget

Other Departments

DES and MSC are the other Departments most closely involved. DES have contributed £7,000 towards the costs of a series of primary school teachers conferences on Industry Year and MSC have provided a secondee to the central team. Officials of both Departments sit on some of the Industry year committees. Northern Ireland Office have provided a secondee to organise Industry year in Northern Ireland. Other Departments are becoming more closely involved as the campaign gets underway.

OE2d

Department of Trade and Industry

March 1986

NATIONAL CALENDAR OF INDUSTRY YEAR EVENTS

8 John Adam Street,
London WC2N 6EZ.
Telephone: 01-930 9139
01-930 9129
01-930 9120
01-930 5115

APRIL - JUNE 1986

This calendar provides a list of key events for the second quarter. There are numerous other regional and local events which will be published within the Industry Year regions concerned.

Industry Year 1986, initiated by The Royal Society for the encouragement of Arts, Manufactures and Commerce, aims to increase understanding of the role of industry and its service to the community.

If you would like further information about the events listed here please get in touch with the relevant contact.

APRIL

<u>Date</u>	<u>Event</u>	<u>Organisation/Location</u>	<u>Contact</u>
1-4	An Industry Study Tour for school teachers	Royal Society of Chemistry. Teesside	Dr Chambers 0204 40202
1-4	Industrial Study Tour for Chemistry Teachers	SATRO/CIEL, Teesside	J Harrop/ J McCumiskey 0642 244187
1 April -18 May	"Options" Exhibition	Heritage Trust, Ulster Museum, Belfast	J C Nolan 0232 668257
2	"Career and Management Development Skills for Women in Industry Year" workshop	The Industrial Society, London	Caroline Lynch 01 262 2401
2-3	Small Business Exhibition for Industry Year	Fermanagh Enterprise Ltd, Enniskillen Technical College, Northern Ireland	Ella Scott Martin Maguire 0365 27348
3	"The Engineering Dimension" Photographic Exhibition	Engineering Council Regional Organisation (Northern). At libraries throughout County Durham	M Gardiner 0385 64411 Ext 2366
3	Industry Year "Challenge of Management" conference for young women and their careers advisers. Also on April: 9 10 22 and on dates in May and June	The Industrial Society, Norwich Strathclyde University Glasgow University Cambridge University	Judith Robinson 01 262 2401 " " " " " "

April

3	"How to come across better on radio" one day workshop for managers and trade unionists.	The Industrial Society/IBA. GWR Radio, Swindon	Caroline Lynch 01 262 2401
	Also on April: 11	Hereward Radio, Peterborough	
4-11	"Thanks to Industry" . A celebration and exhibition. April 8 speaker: Sir Edwin Nixon CBE, Chairman, IBM (UK) Ltd.	An event sponsored by Barclays Bank plc at Ely Cathedral	Rev K M Hawkings 0233 276657
4 April -17 May	"Sheffield Industry" Exhibition	Untitled Photographic Gallery, Sheffield	Catherine Kidman Industry Year Sheffield 0742 730114
3-5	"Young Industry 1986" . A major forum for young enterprise companies and other schools' business groups	A Milton Keynes Industry Year initiative	Anthony Lunch 0908 664315
5-8	"Business to Business" exhibition in Industry Year	Fylde Industry Year Group, Blackpool	Peter Wyatt 0253 23193
7	"Industry Year 1986" . President's Evening. Speaker: Lord Henniker	BIM, Suffolk and N Essex Branch	Geoffrey Goldstone 01 405 3456
7	"Special Promotion Services" Launch of new service in Scotland to increase small firms' awareness of Government assistance	The Industry Department for Scotland, Glasgow	Elizabeth Cane 041 248 2855
7-9	"Education for Enterprise" Conference	The Careers Research and Advisory Centre. Queens College, Cambridge	Corinne Inwood 0223 354551
7,8,9	"Pictures of Industry" one-day conference for specific areas of industry. April 7, Medical and Health Care April 8, Finance April 9, Engineering	The British Industrial and Scientific Film Association. London	Jane Mitchell 01 580 0962/3
7-10	"Economic Development in Rural Areas" . A conference for school sixth form and college of further education students	Mid Wales Development and BP plc. College of Librarianship, Aberystwyth, Wales	G Jackson 0686 26965
8	"Excellence in Industry" . Industry Year workshop led by key industrialists and involving representatives from education, trade unions, the churches and the media.	BIM, Salford	Geoffrey Goldstone 01 405 3456
	Also on April: 13	BIM, Cardiff	" "
	16	BIM, Durham and Bristol	" "
	18	BIM, Glasgow	" "
	21	BIM, Belfast	" "
	23	BIM, London, Loughborough and Birmingham	" "
	26/27	BIM, York	" "
	30	BIM, Dundee	" "

April

8	"Career and Management Development for Women in Insurance" . An Industry Year workshop	The Industrial Society, London	Caroline Lynch 01 262 2401
8	"How to achieve manufacturing excellence" . Seminar for Industry Year	CBI jointly with management consultants Arthur Young. Sutton Coldfield, West Midlands	Peter Malcolm 021 454 7991
	Also on April: 29	" "	" "
8	"Training for Women's Career Development" : Baroness Platt	BIM, Reading Branch	Geoffrey Goldstone 01 405 3456
8	"Commitment to change and regeneration" - a one day workshop	BIM. University of Salford	J A Meredith 0204 74601
8-22	"A World of Industry" . A story of products and services which benefit your life	Cambridge and District Chamber of Commerce and Industry. Central Library, Cambridge	Clare Jefferies 0223 355713
9	"North Sea Business Opportunities" . Industry Year seminar	CBI, Glasgow	Hamish MacGregor 041 332 8661
9	"Coherence of education and training provision (14-18 age group)" . Keynote speaker - Rt Hon Lord Young of Graffham, Secretary of State for Employment	CBI, London	Elizabeth Johnson 01 379 7400 Ext 2505
9	"Putting labels on people: the qualifications business" . An Industry Year lecture by Rev Canon Dr George Tolley	RSA, London	John Robertson 01 930 5115
9-10	"Challenge of Industry" conference for sixth formers. The first of 29 conferences in this quarter.	The Industrial Society. At venues throughout the United Kingdom	Louise Alsop 01 262 2401
10	"Scottish Churches Industrial Mission" conference. Keynote speaker: David Nixon CBE DC, Deputy President CBI and Chairman Scottish and Newcastle Breweries plc	CBI, Scotland	Rev Donald Ross 031 225 5722
10	Penguin Business Library - press launch	Penguin Books. At The Institute of Directors	Sarah Biggs 01 351 2393
10-12	"A Share in the Future" - conference for Industry Year	Scottish Churches Industrial Mission, Glasgow	Rev Donald Ross 031 225 5722
11	Industry/university links: presentation. Speaker: Dr Sam Edwards, Cavendish Professor of Physics, Cambridge University	CBI. Birmingham University	Peter Malcolm 021 454 7991
11	"Electrical Installations in Hazardous Environments" . Industry Year Seminar	East Midlands Electricity Board. Lincoln College of Technology	A W Ridings 0522 30641

April

11	"Environmental Education While You Work". A conference for Industry Year	Council for Environmental Education, University of Reading	John Baines 0734 875234 Ext 218
11/12	"Reddex '86" - Industry Year Business Exhibition	Redditch & District Chamber of Industry and Commerce, Redditch, Worcestershire	Mrs G Caves 0527 67892
11/13	"New (Industrial) Renaissance". Industry Year Seminar	Industry Year Buckinghamshire. Missenden Abbey	Barrie Searle 0296 5000 Ext 8236
12	"Marketing for Small Businesses"	Norwich Enterprise Agency Trust. City Hall, Norwich	Ron Bradley Industry Year Norfolk 0603 611122
12	"Headstart in Business" workshop	Brighton and Hove Enterprise Agency. Brighton, East Sussex	John Eyles 0273 738572
13-16	Business and Industrial Exhibition for Industry Year	Essex County Council Basildon	Colin Ridgewell 0245 352232 Ext 302
14	"Improved Schools/Industry Interface" symposium	Frazer-Nash Group Ltd, Leatherhead, Surrey	Alan Wilkinson 0372 379717
14	Construction Industry Congress - initiated in Industry Year	The Barbican, London	Avril Wilson 01 491 3764
14	Industry Year 1986 Exhibition on Enterprise Express Train on national two-week tour	Rail Ambassador. From London, Euston	Bill Rea in Hassocks 07918 5641
14-15	Industry in Alton - Exhibition	Industry Year Committee, Alton, Hampshire	D Hall 0420 83516
14-19	Industrial Exhibition for Industry Year	Bilston Community College, West Midlands	R A Bonell 0902 42871
14-25	"Designing and Making" Industry Year Exhibition	Derbyshire Education Committee, Derbyshire College of Higher Education, Derby	Robert Cultin 0629 3411 Ext 6582
14-25	"Design for Industry" Exhibition	Portsmouth College of Art, Design and Further Education. Portsmouth Guildhall, Hampshire	Eric Spiller 0705 826435
15	"The Work Challenge During Industry Year". Speaker: John Garnett, Director, The Industrial Society	The Industrial Society. Prudential Headquarters, London	Caroline Lynch 01 262 2401
	Also on April:	16 Bath	" "
		22 Belfast	" "
		23 Wolverhampton	" "
	And on dates in May and June		
15	Royal Institute of Naval Architects. President's address on Industry Year	Upper Belgrave Street, London	Peter Ayling 01 235 4622

April

15	"Farming is an Industry". Meeting for teachers and farmers	Norfolk Farm Education Link. King's Lynn, Norfolk	Ron Bradley 0603 611122 Industry Year Norfolk
15	Speech: Sir Peter Parker on Industry Year	BIM, Kingston, Surrey	Geoffrey Goldstone 01 405 3456
15/16	Insight into Industry "A Real Life" work experience seminar	Cardinal Newman School, Brighton, East Sussex	Frank Green 0273 558551
15-17	Freight Trade and Transport Exhibition in Industry Year	Belfast Harbour Commissioners, The Harbour Estate	Ian Watson 0232 234422
16	Speech for Industry Year by Dr John Constable, Director General, BIM	BIM, Slough, Berkshire	Geoffrey Goldstone 01 405 3456
16	Seminar for Industry Year	Klockner-Moeller Factory, Aylesbury, Buckinghamshire	Barrie Searle Industry Year Buckinghamshire 0296 5000 Ext 8236
16	"The Impact of Advanced Manufacturing Technology on Tube Making". The Engineering Manufacturing Forum lecture for Industry Year. G R McKenzie, Director TI Group plc	The Institution of Mechanical Engineers, London	Peter Pugh 01 222 7899 Ext 226
16	South London Industrial Mission Open Day	London	Canon Peter Challen 01 928 4707
16-17	The World of High Technology - exhibition for Industry Year	Cleveland Technical College, Redcar	R Dimmock 0642 473132
16-17	"Industry Year '86" Hitech Exhibition	Newbury and District Chamber of Commerce. Corn Exchange, Newbury Berkshire	Mrs J A Raleigh 0635 44338
16-17	"Make it Wales" exhibition	Welsh Development Agency, Llandudno, North Wales	Derek Woollam 0222 32955
17	"Technology Transfer" - the Scottish experience	BIM, Glasgow and W Scotland Branch	Geoffrey Goldstone 01 405 3456
17	"Higher Education and Industry". Speaker: Prof John Ashworth	BIM, Warrington	Geoffrey Goldstone 01 405 3456
17	"Finance for Business" conference	CBI, Reading	Sylvia White 0491 576810
17	"Encouraging Enterprise". Keynote Speech by David Trippier RD, JP, MP, Parliamentary Under Secretary of State for Employment	CBI. Durham University	Katrina Mitchell 0632 321644

April

17	"Education and Industry". Speaker: Rev Canon Dr George Tolley	BIM, Wessex Branch	Geoffrey Goldstone 01 405 3456
17	Small Business Workshop	Great Yarmouth Chamber of Commerce. Gorleston Library, Great Yarmouth	Ron Bradley Industry Year Norfolk 0603 611122
17	INDUSTRY YEAR PRIMARY WORKSHOPS April 17, N W Region	Salford University	John Webber 0925 5125 Ext 362
	" 19, Northern Region	Sunderland Polytechnic	Peter Revill 0783 229
	" 22, S W Region and on dates in May	North Wilts Centre for the Curriculum, Swindon	Fred Ward 0249 654073
17	"Bituminous Road Surfacing" - a seminar and exhibition linked to Industry Year	Institution of Works and Highways Management. Writtal Agricultural College, Chelmsford, Essex	John Sutton 0206 712775
18	Presentation of the Blue Circle Trophy by Morris Easton of Blue Circle Industries (Young Enterprise Competition)	Westbury, Wiltshire	John Gilpin 0373 822481 Ext 215
21	AUEW ten-day National Committee featuring Industry Year	Amalgamated Union of Engineering Workers. Eastbourne, East Sussex	Albert Burdett 01 703 4231
21	"Manufacturing Strategy" conference	CBI, London	Anne Humberstone 01 379 7400 Ext 2517
21	Announcement of 1986 Queens Awards for exports and technology	The Queens Awards Office	L Quilter 01 222 2277
21-23	"Stone means Business" Industry Year Exhibition	Stone Town Council. Crown Hotel, Stone Staffordshire	Valerie Catterall 0785 812368
21-25	Industry Year Open Week	Rolls-Royce Ltd, Filton, Bristol	Gordon Moore 0272 791234 Ext 900
21-26	North Staffordshire Industry Week	West Midlands Regional Management Centre. North Stafford Hotel, Stoke-on-Trent	Brian Cartwright 0782 412143
22	Industry Year Exhibition	Chester and North Wales Chamber of Commerce. Town Hall, Chester	Heather Jones 0244 311704
22	The Holiday Industry An evening seminar	Great Yarmouth Chamber of Commerce. Gorleston, Norfolk	Ron Bradley Industry Year Norfolk 0603 611122

April

22	Final of Yorkshire and Humberside Regional Industry Year Photographic Competition Awards will be made by John Butcher MP, Parliamentary Under Secretary of State, Department of Trade and Industry	National Photographic Museum, Bradford	Mrs J Megaw 0274 752621
22	Student Enterprise Presentation	Local Enterprise Development Unit, Belfast, N Ireland	Dennis Babes 0232 691031
22/23	"Industry Year '86" Business and Leisure Exhibition	Newbury and District Chamber of Commerce. Corn Exchange, Newbury Berkshire	Mrs J A Raleigh 0635 44338
22/23	Exhibition of Local Industry, arranged by college students	Coleg Meirionnydd, Dolgellau, Wales	Principal 0341 422827
23	Industry Year Reception and Conference. Speaker: Sir Geoffrey Chandler, Director of Industry Year 1986	Hereford and Worcester County Council, County Buildings, Worcester	Richard Woolton 0905 353366 Ext 3496
23	"Strategic Marketing for Chief Executives" conference	CBI with Institute of Marketing, Chepstow	CBI Cardiff 0222 32536
23/25	"Managing Information Technology in Schools". Industry Year workshop for head teachers	Rank Xerox, Newport Pagnell, Buckinghamshire	Barrie Searle Industry Year Buckinghamshire 0296 5000 Ext 8236
24	"Twinning Industry and Education" Speaker: Brian Wolfson, BIM	BIM, North West Middlesex Branch	Geoffrey Goldstone 01 405 3456
24	"Getting Enterprise" Industry Year seminar. Speakers: Young entrepreneurs and Roddy Vernon, National Co-ordinator Youth Enterprise Scheme	Education for Industrial Society. Harrow Civic Centre, Middlesex	Clare Salmon 01 262 2401
25	Live Broadcast BBC "Any Questions"	Stone, Staffordshire	Peter Wilson 0782 45531
From 25	Setton and Durward Ltd - opening of new distribution centre by Secretary of State for Wales. Followed by family and community open days	Llandrindod Wells, Mid Wales	John Fox 0597 2791
25-26	Newtown Industrialists Exhibition for Industry Year 86. New factory opening and open day	Conblock Electrical Ltd, Newtown Powys, Mid Wales	Dewi Hughes 0686 26965
25/26	Industry Year Open Day for schools, industry and the general public	Nottingham University	John Webb 0602 506101 Ext 3349
25/26	Exhibition and Open Day for Industry Year 1986 on "Quality"	Swansea University College	Dr Eurof Davies 0792 205678

April/May

27	"The Issues Facing the North West" Industry Year conference with Brian Redhead, Rt Rev David Sheppard, Bishop of Liverpool, and Peter Oppenheimer	North West Region Industry Year Churches Group. Spectrum Theatre, Warrington	Rt Rev Michael Henshall 051 709 9722
28 April - 2 May	"Design for Industry" . Exhibitions and receptions for Industry Year	Royal Institute of British Architects (Wales).	Don Snow 0222 561124
28 April - 22 May	RSA Design Bursaries Exhibition to be opened by Sir Geoffrey Chandler, Director, Industry Year 1986	RSA, London	Julie Cranage 01 930 5115 Ext 281
29	"Technological Research for Small Firms" conference	CBI with Bath University. Bath University	Chris Curtis 0272 737065
30	"Industry-Commerce Linkages" Industry Year Open Day	Napier College of Technology, Edinburgh	Michael Cox 031 447 7070
30	"Public Utility Street Works Act and the Implications of the Horne Report" . A one-day seminar and exhibition linked to Industry Year	Institution of Works and Highways Management, Scottish Region. Commodore Hotel, Edinburgh	Bernard McMenemy 0250 4661
30	"INDUSTRY: CARING FOR THE ENVIRONMENT" conference for Industry Year	RSA, London	Timothy Cantell 01 930 5115
30	Presentation on Building to Berkshire Association of Womens Institutes	Chartered Institute of Building, Ascot, Berkshire	Keith Banbury 0990 23355
30	"Getting Graduates into Industry" Study Workshop	CBI with Britoil plc. Glasgow	John Davidson 041 332 8661
Running throughout the year			
	The BP Schools Project: Youth and Industry Award Scheme	Ironbridge Gorge Museum	David Littlemore 0952 45 3522

May

1	Kodak Industry Year Concert by the Royal Philharmonic Orchestra. Opening of photographic exhibition by the Financial Times	Kodak Ltd. Festival Hall, London	Derek Lyley 0442 61122
1	INDUSTRY YEAR PRIMARY WORKSHOPS May 1, Eastern Region	Pye Telecommunications, Cambridge	Vivien Nuttall 0234 63222 Ext 2232
"	12, Yorkshire and Humberside Region	Woolley Hall, Nr Wakefield	Margaret Matthews 0709 552476
"	16, Wales Region	Swansea	Ian Lewis 06333 67711 Ext 388
"	21, S E Region	TUC Congress House, Bexley	Tim Holmes 01 303 7777
"	29, London Region	Polytechnic of North London	Dr Alastair Ross 01 607 2789
	and on dates in April		
1-3	Industry Exhibition featuring contributions from all industries in the area.	St John's Church, Ikleston	John Wheatley 0602 322121 Ext 2083
May 1- Oct 26	Industry Year Exhibition of Pots	Stoke-on-Trent City Museum and Art Gallery	Kathy Niblett 0782 273173
2	Industry Year "Challenge of Management" Conference for young women and their careers advisers Also on May: 7 21 and on dates in April and June	The Industrial Society. Oxford High School York University Reading University	Judith Robinson 01 262 2401 " " " "
From May 2	"Shropshire, the Second Industrial Revolution" Industry Year Exhibition	The Elton Gallery, Ironbridge Gorge Museum	Katy Foster David de Haan 0952 45 3522
2/4	"Scotland's Industrial Future" conference	Junior Chamber, Coylumbridge, Inverness	Neil Macaulay Industry Year Scotland 031 226 5321
3	Industry Year Study Day "The Potteries and its Industry" The 18th Century	Stoke-on-Trent City Museum and Art Gallery	Kathy Niblett 0782 273173
3	Engineering Open Day	Engineering Employers Federation. Auto Wrappers (Norwich) Ltd	Ron Bradley Industry Year Norfolk 0603 611122
3-11	Micro-electronics Exhibition for Industry Year	Sheffield City Polytechnic	Catherine Kidman Industry Year Sheffield 0742 730114

MAY

1	Association of Independent Businesses Annual Lunch. Speakers: Sir Geoffrey Chandler, Director of Industry Year 1986, David Steel MP and Lord Lever, President AIB	London	J B M Donnellan 01 403 4066
1	Industry Year Church Service	Alton Council of Churches and the Industry Year Committee. Assembly Rooms, Alton, Hampshire	Canon Robert Eke 0420 83234

May

4	Industry exhibition and seminar	British Association for the Advancement of Science. Dundee University	Dr I Chapman 0382 23181
4	Rogation Sunday industrial thanksgiving services for Industry Year 1986	At cathedrals and churches throughout the country	Kenneth Adams 0753 869708
6	Alfred Spinks Symposium for Industry Year - "Biosensors"	Royal Society of Chemistry. RSA, London	S S Langer 01 437 8656
6-8	"Enterprise 86" event for Industry Year 1986	Welsh Development Agency. Chester Racecourse	Derek Woollam 0222 32955
7	ST PAUL'S INDUSTRY YEAR SERVICE A service of thanksgiving and intercession for industry in the presence of Her Majesty the Queen. The Archbishop of Canterbury will give the address.	St Paul's Cathedral, London	By invitation
9	Engineering Open Day	Engineering Employers Federation. Hamlin Electronics (Europe) Ltd, Diss Norfolk	Ron Bradley Industry Year Norfolk 0603 611122
10-23	Exhibition: Festival of Ulster Design	Local Enterprise Development Unit, Belfast	Dennis Babes 0232 691031
May 10-15 July	"The Miners' World". Touring photographic exhibition linked to Industry Year	Wakefield Museums and Art Galleries	Mrs Gillian Spencer 0924 370211 Ext 8031
13	Industry Year Presentation by Sir Terence Beckett CBE, Director General, CBI	CBI Southern Region, Henley, Oxon.	Robin Harrison 0491 576810
13	"Strategic Marketing for Chief Executives" - conference	CBI with Institute of Marketing, Glasgow	CBI Scotland 041 332 8661
13	"The Work Challenge in Industry Year" . Speaker: John Garnett, Director, The Industrial Society Also on May: 15 21 and on dates in April and June	The Industrial Society, Edinburgh Sheffield London	Caroline Lynch 01 262 2401 " " " "
13	Annual lunch: "Industry Year" Speaker: Sir Terence Beckett CBE, Director General, CBI	CBI, Henley, Oxon.	Sylvia White 0491 576810
13/16	"Management Development and Industrial Perspective" Workshop for Chief Education Officers	Rank Xerox, Newport Pagnell, Buckinghamshire	Barrie Searle Industry Year Buckinghamshire 0296 5000 Ext 8236
14	Industry Year Workshop for Careers Teachers	The Industrial Society London	Caroline Lynch 01 262 2401

10.

May

14	"Keeping in Touch with Marine Technology". Industry Year lecture for young people - Professor R V Thompson	The Institute of Marine Engineers, Liverpool Polytechnic	David Long 01 481 8493
14/15	Industry Year Open Day	Trent Polytechnic Nottingham	Dr R Hawkins 0602 418248 Ext 2055
14-16	Watford and Herts Industry Year Business Exhibition	Watford Leisure Centre, Hertfordshire	White Advertising and Exhibitions 04427 72233
15	Industry/Education Links	CBI with Understanding British Industry, Manchester	John Webber 0925 51251
15	"How can we give thanks to Industry?" Midland Region Churches Conference	Churches' Industrial Group Birmingham. The Council House Birmingham	Denis Claringbull 021 427 5141
15-16	"Industry Year - the Contribution of Marketing Research". Annual Conference of the Industrial Marketing Research Association	Queens Hotel, Cheltenham	Stephen Mullaly Industry Year Gloucester 0367 52420
15-17	Huddersfield Polytechnic Open Days for Industry Year	Huddersfield	Information Office Huddersfield Polytechnic 0484 22288
16	"Industry/Government Links": Discussion group for Research Directors. Speaker: Sir Robin Nicolson, former Ch of Scientist, Cabinet Office	CBI, Birmingham University	Peter Malcolm 021 454 7991
16	"Industry/Government Links": CBI members meeting with the Rt Hon Nigel Lawson MP, Chancellor of the Exchequer	CBI, Sutton Coldfield	James Cran 021 454 7991
16	Opening of Winnall Moors Nature Reserve (part-funded by local industry). To be opened by R Cole, Chairman, Conder Group plc	Hampshire and Isle of Wight Naturalists Trust	Robert Page 0794 513786
17	Special Events Day for Industry Year	Roman Catholic Cathedral Nottingham	Canon Eric Forshaw 0602 417156
17	Engineering Open Day	Engineering Employer's Federation. Diamond H Controls Ltd Norwich	Ron Bradley Industry Year Norfolk 0603 611122
17	Open Day GEC Small Machines Ltd	Warley, West Midlands	P C Monck 021 559 1500
17 May-14 June	Industry Year Exhibition of Industrial Architecture	Royal Institute of British Architects. Cleveland Crafts Centre, Middlesbrough	G B Kendal 0642 604739

11.

May

17-25	"Derby on Show" week, including industrial and other aspects of Derby life.	Derby City Council	Robert Hunt 0332 31111 Ext 411
17	Industry Year Open Day	Rolls-Royce Ltd, Derby	Mike Evans 0332 42424
19	Speech for Industry Year by Dr John Constable, Director General, BIM	BIM, Westminster	Geoffrey Goldstone 01 405 3456
19	"Organising an Open Day for Industry Year". A one-day workshop	The Industrial Society London	Caroline Lynch 01 262 2401
20	An Industry Year Conference for Industrialists and Educationalists	Leicestershire Education Committee	Miss Sheila Holt 0533 871313 Ext 7211
20	Industry Year address to Nottinghamshire Industry Year Committee by Lord Caldecote	East Midlands Electricity, Nottingham	Phil Harvey Industry Year Nottinghamshire 0602 254831 Ext 4636
20	Open Day at South Wales Electricity Board Headquarters	South Wales Electricity Board, St Mellons, Cardiff	Clinton Cook 0222 792111
20-22	Small Business Forum for Industry Year	Portsmouth Area Enterprise and Portsmouth City Council. Portsmouth Guildhall	Julian Irwin 0705 822251
21	"Schools Curriculum Development" seminar	CBI, Bristol	Chris Curtis 0272 737065
21	Industry Year Open Day	Cambridge College of Further Education	College Principal 0223 357545
22	Annual Dinner: Industry Year address by Sir James Cleminson, MC, DL, President, CBI	CBI, London	David Foulkes 01 379 7400 Ext 2154
22	"The Character of the Company" conference - philosophies and objectives of companies	CBI, London	Stuart McAdam 01 379 7400 Ext 3627
23	Industry Year Forum	BIM, Cornwall	Geoffrey Goldstone 01 405 3456
23 May- 29 June	"Art and Industry" exhibition for Industry Year produced by three artists working with children in three factories	Sponsored by Unilever plc. The Williamson Art Gallery and Museum, Birkenhead	The Museum 051 652 4177
24	Presentation for Industry Year 1986	Council of Churches for Wales. Royal Welsh Showground Builth Wells	Rev Douglas Bale 0222 753139
29	"Career and Management Development for Women in Insurance". An Industry Year workshop	The Industrial Society London	Caroline Lynch 01 262 2401

May/June

Between 29 May and 11 June	Challenge of Industry seminars at eight schools	The Industrial Society, Renfrewshire and Glasgow	Jacky Rennie 041 332 2827
30	"Young Business" Competition	CBI with Grampian TV. Aberdeen	Alistair Grassie Grampian TV 0224 646464
31	"Industry - Sheffield's Future": Lord Mayor's Parade	Sheffield Junior Chamber of Commerce	Catherine Kidman Industry Year Sheffield 0742 730114
May- November	Lunchtime lectures on history of Industry in London	Museum of London	Geoffrey Thoms 01 600 3699

<u>JUNE</u>			
Opening June	"Our Linen Industry". An Industry Year exhibition publicising achievements in research, development and marketing	Ulster Folk and Transport Museum, Holywood, County Down	The Museum 023 17 5411
1	Farm Open Day	National Farmer's Union, Peterborough	The Secretary 0353 5874
2	"Strategic Marketing for Chief Executives" conference	CBI with Institute of Marketing. Birmingham	CBI Birmingham 021 454 7991
	Also on June: 3	Knutsford, Cheshire	CBI Manchester 061 707 2190
		Wakefield, West Yorkshire	CBI Leeds 0532 644242
2 June- 13 July	"Stevenage Still Means Business". An Industry Year 1986 Exhibition	Stevenage Leisure Centre, Hertfordshire	Mrs J Dyason 0438 316291
2 June- 26 July	"Stevenage First and Best". An Industry Year 1986 Exhibition	Stevenage Museum, Hertfordshire	Mrs C Dawes 0438 354292
3	Industry Year "Challenge of Management" conference for young women and their careers advisers Also on June: 27	The Industrial Society. Oxford University	Judith Robinson 01 262 2401
	and on dates in April and May	Felixstowe College, Suffolk	" "
3-5	Gloucestershire Businessman's Industry Year Exhibition	Town Hall, Cheltenham, Gloucestershire	Stephen Mullaly Industry Year Gloucestershire 0367 52420
4-7	"From Infancy to Industry" exhibition for Industry Year to be opened by Sir David Hancock, Permanent Secretary, Department of Education and Science	Solihull Education Authority. Solihull Library Complex, Warwickshire	Margot Boland 021 770 4140

June

5	Institute of Civil Engineers Dinner Meeting. Speaker: Sir Adrian Cadbury, Industry Year, West Midlands Chairman	Birmingham	Robert D Greenwood 021 454 6261
5-7	Royal Cornwall Show including "Industry in Cornwall" competition	Industry Year Cornwall	Stan R Dennison 0726 4482
6-8	Industry Year Challenge Weekend for young managers and executives	The Boy Scouts, Douglaswood, Dundee	Dr Alastair Murray 0382 23181
7	"Computers in Small Business" exhibition	Derby College of Further Education	John Leather 0332 73012
10-13	"Management of Change" workshop for Local Education Authorities' Advisers and Officers	Rank Xerox, Newport Pagnell, Buckinghamshire	Barrie Searle Industry Year Buckinghamshire 0296 5000 Ext 8236
11	"The Work Challenge in Industry Year" . Speaker: John Garnett, Director, The Industrial Society Also on June: 18 27 and on dates in April and May	The Industrial Society Dundee North West Region London	Caroline Lynch 01 262 2401 " "
11-15	"Dorset Industries Fair"	Allen Cavanagh Ltd. Hurn Airport	Mr A Cavanagh 0202 877000/ 875045
12	"Innovation, Marketing and Company Strategy" conference	CBI, London	Marion Montgomery 01 379 7400 Ext 2518
12	"Careers for the Boys? Jobs for the Girls" . Speaker: Jennifer Haigh, General Works Manager, Trebtor Ltd.	Education for Industrial Society. Harrow Civic Centre, Middlesex	Elizabeth Willis 01 262 2401
13	Industry Year Open Day for local schools and colleges	Kodak Ltd, Hemel Hempstead, Hertfordshire	Brian Ivory 0442 42281 Ext 66217
13/14	Essex Show in Industry Year "Small Business Marquee"	Essex County Council	Colin Ridgewell 0245 352232 Ext 302
14	Industry Fair	Slough Schools/Industry Partnership. Town Square, Slough, Berkshire	Gail Cullen 75 31658
14	Federation of Business and Professional Women Council Meeting: "Industry Year"	Northern Ireland Division, Armagh	Mrs Primrose Wilson 0762 871238
14/15	Open Weekend at Pilkington Brothers plc	St Helens, Merseyside	Peter Shepherdson 0744 28882
14-24	Churches and Industry Festival (Right Reverend David Shepherd speaking 15 June)	Lancashire Industrial Mission, Blackburn Cathedral	Canon Godfrey Hirst 0772 682219
15-17	"Welsh Industry and Commerce Trade Worker" exhibition	Cardiff	David Davies 0222 494411

June

15-1	"Industry South" Exhibition sponsored by TVS for Industry Year	Post House Hotel, Southampton	Maurice Collins 01 729 0677
16	Industry Year Employers Conference - Women in Insurance	The Industrial Society London	Caroline Lynch 01 262 2401
16	Mansion House Dinner in Industry Year	BIM, City of London	Geoffrey Goldstone 01 405 3456
16-18	Three-day Management Development Course for Women	The Industrial Society Oxford	Caroline Lynch 01 262 2401
18	"Meet the Buyer" event - for buyers and suppliers	CBI, Newcastle-upon-Tyne	Mike Wright 0632 321644
19/20	Two-day residential course for teachers and industrialists	Rothmans International. Nuneham Courtenay, Oxford	Barrie Searle Industry Year Buckinghamshire 0296 5000 Ext 8236
21	Nottingham University School of Agriculture Open Day	Sutton Bonnington, Nottinghamshire	John Webb 0602 506101 Ext 3349
21	"Science Fair"	Open Science and Technology Society with the Open University, Milton Keynes	Barrie Searle Industry Year Buckinghamshire 0296 5000 Ext 8236
21	Industry Year Study Day "The Potteries and its Industry" The 19th Century	Stoke-on-Trent City Museum and Art Gallery	Kathy Niblett 0782 273173
21	Industry Year Open Day	Surrey University Guildford	Mike Goodfellow 0483 571281
21	Conference: Women in Industry	Cosmopolitan/The Industrial Society. Kensington Town Hall	Linda Kelsey 01 439 7144
21	Industry Year Open Day	John Davis and Son (Derby) Ltd. Derby	Tom Smith 0332 41671
21 June- 3 August	"Made in Hartlepool" exhibition	Grays Art Gallery, Hartlepool, Cleveland	Hartlepool Museums Service 0429 268916
23	"Learning from Industry" Presentation of Awards	Science and Technology Regional organisation, Durham	T Moffat 0385 49690
23	"Education for Industry and Commerce in Europe 2000" at the Royal Society of Edinburgh Bi-Centenary Conference	Edinburgh Chamber of Commerce	David Mowat 031 225 5851
23-27	"Women in Industry" . A series of exhibitions and seminars	Women in Industry, Bury St Edmunds	P Marshall Industry Year Suffolk 0284 63111

June

24	School Technology Exhibition Project work by pupils in county schools	County Hall, Durham	K Ibbotson 0385 47325
24	British Leather Marketing Award in Industry Year. Presented by the Lord Mayor of London, Sir Allan Davis	British Leather Confederation. Ironmongers' Hall, London	M F Ambler 0604 494131/4
24-27	Engineering in Industry	Manns of Saxham, Suffolk	P Marshall Industry Year Suffolk 0284 63111
25	Museum Open Evening for Industry Year	Amberley Chalk Pits Museum, Sussex	Ian Dean 079 881 370
26	"Opportunities for Women in Industry" speech by John Davidson, Director CBI, Scotland	CBI, Glasgow	John Davidson 041 332 8661
26-27	"Continuing Education and Training for Engineers, Technologists and Technicians": Industry Year conference	The Careers Research and Advisory Centre, Cambridge	Corinne Inwood 0223 354551 Ext 210
26/28	Industrial Photographic and Industry Exhibition	Industry Year Buckinghamshire. Civic Centre, Aylesbury	Barrie Searle 0296 5000 Ext 8236
29	Industrial Thanksgiving Church Service to be networked by Grampian Television	Grampian Industry Year Group, Aberdeen	Charles Skene Industry Year Aberdeen 0224 326221
29 June- 2 July	North East Business and Industry Exhibition	Sponsored by local councils, small business organisations and the media. Teesside Industrial Estate	Stan Newton 0642 223421
29 June- 2 July	An Industry Study Tour for school teachers in Industry Year	Royal Society of Chemistry. Cardiff	Dr Chambers 0204 40202

Future events will be published later in the year.



ACTION
BY
INDUSTRY

INDUSTRY
YEAR *1986*



Industry is vital to the community in which it works. Industry is also dependent on that community for its employees, its customers and indeed ultimately for its existence. These realities are not generally understood.

Where the value of industry is not appreciated, both industry and the community are at risk. The reasons for industry's positive involvement in the community are therefore overwhelmingly those of self-interest.

To achieve a radical change of understanding about the value of industry and of attitudes towards it requires action by everyone in industry - managers, trade unionists, office and shop-floor workers, men and women of every background, race and colour, skilled and unskilled.

Industry Year provides the opportunity and stimulus to speed the pace of change. Many companies are already tackling these issues. This pack, based on their experience, is intended to encourage and help action in five key areas.

1

INDUSTRY AND
EDUCATION

2

COMMUNICATING
WITHIN INDUSTRY

3

HOLDING AN OPEN DAY

4

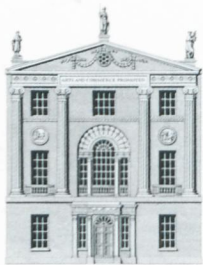
WORKING WITH THE
MEDIA

5

INDUSTRY IN THE
COMMUNITY

For Industry Year 1986, 'industry' is defined as the provision of goods and services which people need and want, in other words both manufacturing and service industries. These are the activities, whether publicly or privately owned, which create the wealth of the country on which all else depends - health, education, the care of the young and old - and from which our quality of life and standard of living derive.

INDUSTRY
Matters



Industry Year 1986, initiated by the RSA (The Royal Society for the encouragement of Arts, Manufactures and Commerce), aims to increase understanding of the role of industry and its service to the community.

The RSA is an independent body, founded in 1754. Today - as then - the Society is uniquely involved in a broad range of activities and initiatives concerning the interaction between industry and the applied arts and sciences.

Industry Year 1986, 8 John Adam Street, London WC2N 6EZ.
Telephone: 01-930 9139/9129/9120. RSA Switchboard: 01-930 5115.

NOVEMBER 1985

INDUSTRIAL SOCIETY

The Industrial Society is urging its 15,000 member organisations to help spearhead Industry Year activities — and has produced an action pack to help them to succeed. The pack, sponsored by a number of companies and trade unions, is now available and contains:

- the new edition of the Society's book, "Why Industry Matters"
- a series of checklists for practical action which companies can take in support of Industry Year
- a copy of Brian Redhead's video for Industry Year

The Industrial Society has also announced plans to expand its work in education and the community during 1986. The plans include:

- increasing the number of its two-day "Challenge of Industry" conferences which give line managers and trade unionists the chance to talk to sixth formers about the problems and challenges of industry
- building on the success of university-based Industrial Societies by introducing similar groups into schools
- encouraging trade unions and churches to play an active part in Industry Year
- making its "Head Start in Business" packs widely available to organisations which are using the opportunity of Industry Year to encourage enterprise.

For more information on the packs, please contact Julia Middleton at The Industrial Society, 48 Bryanston Square, London W1, tel: (01) 262 2401.

"ACTION BY INDUSTRY"

A new action pack is now available from Industry Year offices. Primarily for companies, it contains guidelines for involvement with education; communicating within industry; working with the media; organising open days; and working with the local community.

THE BBC AND INDUSTRY

The BBC and Industry Year have joined forces to produce a publication listing all of the radio and television programmes about industry planned for 1986, and including a directory of contact names within the BBC, at national and local level.

Called "The BBC and Industry", it aims to encourage industry and the broadcasting media to work together as a means of increasing public awareness of the importance of industry.

The main section headings include:

- Industry in the Eighties: the role of industry in Britain today
- Industry Day to Day
- From School to Work
- Manufacturing and Technology
- Management: The Open Business School
- Expert Systems in British Industry
- Open University Courses
- Programmes for Training: resources from BBC Enterprises Education and Training Sales
- Directory of BBC contacts

"The BBC and Industry", produced jointly by the BBC and Industry Year 1986, will be published by the end of 1985.

Details from Hilary Dickinson, Manager Information and Promotion, Educational Broadcasting Services, BBC, Villiers House, The Broadway, Ealing, London W5 2PA.

THE LAUNCH

HRH The Duke of Edinburgh will launch Industry Year 1986 at the RSA on 16 January 1986.

Industry Year 1986, initiated by The Royal Society for the encouragement of Arts, Manufactures and Commerce, aims to increase understanding of the role of industry and its service to the community.

NATIONAL OPEN DAY

Chemical factories throughout Britain have been asked by their trade association to open their gates to the public for a day in 1986 as part of a "getting to know you" exercise in support of Industry Year 1986.

"Open Door Day 86" — the brainchild of the Chemical Industries Association — will take place on Saturday 20 September 1986. It will be followed by a "Chemical Week" during which firms will be encouraged to organise supporting events, such as school visits and discussions.

Announcing the Association's plans for the event, Philip Dewhurst, Public Relations Manager, said: "Open Door Day 86 is part of an ambitious community relations programme to give people a chance to see how chemical factories work and to learn about their important contribution to society."

The Association hopes to gain the support of many of its 200 member companies for the event.

TOP PRIORITY

The focus is on Industry Year at Rank Xerox. The company is backing the campaign with an extensive programme of activities, including a national educational initiative, alpha 2000. One scheme currently being piloted in Marlow, South Buckinghamshire, incorporates life skills, pre-vocational advice and an insight into business for secondary school children, teachers, parents and governors.

The programme, believed to be the first of its kind, will be co-ordinated throughout the U.K. by the Rank Xerox/Understanding British Industry partnership.

The company has also promised funds in 1986 for the Facility for Arts and Crafts Enterprises Ltd (FACE) in Glastonbury. FACE specialises in combining arts and crafts training with the teaching of business management skills in rural areas. The funding will assist with employment initiatives in non-industrial communities.

The full Rank Xerox programme will be announced later.

Covering Greater Manchester, Merseyside, Lancashire and Cheshire, the North West is one of the largest of the Industry Year regions.

Its Co-ordinating Committee is chaired by Con Allday, Chairman of British Nuclear Fuels plc. Six special groups cover the main Industry Year functions — industry, education, museums, churches, design, and publicity. Secretary is David Flanders, Commercial Director of Norweb, and Jim Kennedy, on secondment from the CEB, is full-time liaison officer.

Mr Allday says the aim in the North West is to ensure that all schools and companies in the region generate at least one Industry Year event. "But we must also leave a permanent impression and not just a blip in 1986, something which will be recognised as a turning point by future generations," he says.

Plans are now being made for a major media launch to coincide with the national launch on 16 January. It will be held early on the same day to capitalise upon — and regionalise — publicity from London.

The Committee is looking to groups and individuals based in towns and districts to implement plans locally and generate local activities and publicity.

Contact: David Flanders, Commercial Director, NORWEB, Cheetwood Road, Manchester N8 8BA Tel: (061) 834 8161

STRONG LINKS

More than 2,000 companies in the North West have been urged to support Industry Year and put forward ideas for activities.

The regional Industry Group, headed by Richard Perry, Chief Executive of Rolls-Royce Motors Ltd, has written to each of the companies enlisting their help.

"There are many ways in which companies can make a big impact," says Mr Perry. "Most are selecting open days and are developing links with local schools and other educational institutions. It is fundamental to the concepts behind Industry Year that these links are strong and permanent."

The Group has developed a blueprint for explaining a company's contribution to the community.

The Group has also produced a six-minute audio-cassette tape which uses a question and answer approach to present the Industry Year message.

EDUCATION GROUP'S PRIORITY SUPPORT FOR LOCAL INITIATIVES

John Webber, who heads the North West Industry Year Education Group, says that it is giving priority to supporting the many local initiatives stemming from existing education/industry links and those planned by education authorities. Mr Webber is Regional Organiser for the CBI's Understanding British Industry programme.

The Group includes Industry Year co-ordinators from each of the 17 local authorities, Science and Technology Regional Organisation representatives, and members from colleges, polytechnics and universities.

Events already planned include:

- Salford Education Authority has set a target to send 50 teachers from 20 secondary schools to gain "hands on" experience with industrial or commercial firms

THREE AIMS FOR DESIGN GROUP

The North West Industry Year Design Group has three aims:

- to influence the public to appreciate and buy well-designed British products
- to excite the interest of school children in the concept and intellectual challenge of design
- to raise the interest of firms in design methods

Professor Stephen Bush, Chairman of the Department of Mechanical Engineering, University of Manchester Institute of Science and Technology (UMIST), heads the group. It will be emphasising that computer-aided design and manufacture will play a central role in the new Advanced Manufacturing Technology Centre just established in Manchester and which opens to the public during Industry Year.

The Group is looking for more companies linked with higher education to participate in a scheme to open their doors to the public on one day during Industry Year. "The open door scheme will publicise the best in North West products," says Professor Bush, "but will also highlight the training needed to support their design and production."

- Wigan Education Authority has a programme of work experience for pupils and staff and is arranging Industry Weeks at a number of schools, linking them with local companies
- Stockport Education Authority is arranging a "Design and Make" competition which will involve pupils in projects relating to an understanding of local industry and enterprise

In addition, many institutions are co-operating to provide conferences and seminars. The Association for Science Education, for instance, is to hold a conference at which examples will be given of how schools have worked with local companies and how pupils have been made more aware that what they do in schools has a direct bearing on the world of work.

CHURCH EVENTS

The North West Industry Year Churches Group, chaired by the Bishop of Warrington, the Rt Rev Michael Henshall, has planned a number of major events.

On Sunday 27 April a special Churches Industry Year Conference is to be held at Warrington. Speakers will include the Bishop of Liverpool, the Rt Rev David Sheppard, broadcaster Brian Redhead, and Oxford economist Peter Oppenheimer.

A cathedral service for the region is planned for September at Manchester and Lancashire Industrial Mission is organising a week-long Church and Industry Festival at Lancaster in mid-June. This will include a forum which will be addressed by Sir Geoffrey Chandler.



Blackpool hosted the North West's first local Industry Year launch, covering the Fylde coast area, on 8 October. Pictured (l to r) are: Mr Norman Miscambell, MP, Mr Con Allday, Chairman of British Nuclear Fuels plc and Chairman of Industry Year North Western Region, The Mayor of Blackpool, Councillor Tony Battersby, and Sir Peter Blaker, MP.

MUSEUMS ROLE

Museums throughout the North West are playing an important role in Industry Year by planning special activities to show industry's past, present and future.

A dozen major museums are represented on the region's Museums Group which is headed by Dr Patrick Greene, Director of the Greater Manchester Museum of Science and Industry. The events being planned include:

In LIVERPOOL, a long-term display of space age technology outside the planetarium in the County Museum; a year-long exhibition of industry and commerce at the County Museum; and a four-week "children's technology" fun event beside the Pier Head on Liverpool Waterfront.

In MANCHESTER, the new contemporary arts centre, Cornerhouse, has a special exhibition, "Spin Offs", about the role of textile designers in the textile industry; and the Whitworth Art Gallery plans two exhibitions on design and manufacture. The Greater Manchester Museum of Science and Industry is organising the opening of the National Electricity Gallery in March, accompanied by the Electricity Council's mobile Industry Year Exhibition; an exhibition "Printing — historic presses to new technology"; and a sculpture project with an industrial theme and participation by schoolchildren.

In addition, Industry Year related exhibitions are planned at the PORT SUNLIGHT Heritage Centre; the Halton Chemical Museum, WIDNES; the Pilkington Glass Museum, ST HELENS; Quarry Bank Mill, STYAL; the Boat Museum, ELLESMERE PORT; the Silk Heritage Centre, MACCLESFIELD; and at SALFORD museums.

The education world is giving massive support to Industry Year and a large number of projects are well under way:

- Primary and secondary school guidelines and case studies — "Packs" — published by Industry Year which give teachers, pupils and industrialists information on how to develop industry/education links, are being widely distributed via Chief Education Officers. Schools should apply direct to their Chief Education Officer for the packs, or, in case of difficulty, to the Industry Year Education Office

- Illustrator Ray Mutimer is working with children from two secondary schools, one urban and the other rural, to produce posters representing their thoughts on why industry matters to them. Posters will be ready in January

- Thanks to Shell UK, the primary school poster, "Explore the world of industry", has been reprinted and, at the request of secondary school teachers, circulated to 11 to 13 years olds in middle and secondary schools

- The first Industry Year education conference was held in September in Oxford. It was attended by senior representatives from all teacher training institutes in the country, industrialists and representatives from the Schools Inspectorate, to discuss ways of working with industry in the future and to plan follow-up actions in every region. A detailed report will be available free of charge from the Industry Year office in January

- A blueprint for regional Industry Year primary workshops for school teachers and local industrialists is being developed. This will focus on industry-related activity in the primary school curricula, making teachers more aware of the opportunities for involving young children in community-based industrial projects. The workshops will take place in January 1986.

GOING FOR ENTERPRISE

An important part of the Industry Year message — making teenagers better informed about business — is being covered in an educational initiative by BSC Industry, the job creation arm of British Steel.

Launched recently, the scheme "Going for Enterprise" aims to foster the personal development of young people facing the future in BSC Industry's 18 Opportunity Areas — areas where jobs in the steel industry have been lost.

It consists of a course for pupils aged between 14 and 19 which was developed at Durham Business School and which is designed to slot into the established school curriculum. Its purpose is to encourage "greater capability for enterprise" by teaching young people to set up and run their own enterprises — either simulated or actual small businesses.

Its principal object is not just to teach the students to run businesses, but to stimulate them to be more self aware, better decision makers, and better informed about business.

Mr Tom Young, Director of BSC Industry Ltd, explained: "The experience may lead to some pupils wanting to establish their own individual or group enterprise as well as helping them to handle life after school more effectively."

The teaching package is being offered free with a £30 start up grant to secondary schools in the Opportunity Areas. For every school sending a teacher to a workshop on the course, there is a special grant of £200.

Said Mr Young: "The project is no flash in the pan. It is aimed long term at a real change in the attitude to work by the young men and women of tomorrow — and the day after."

TEACHERS LEARN FROM INDUSTRY

More than a hundred teachers from primary and secondary schools have been spending ten days on secondment to industry this autumn as part of a nationwide project to introduce industrial and commercial elements into school curricula.

The scheme, called "Learning From Industry", has been masterminded by the Science and Technology Regional Organisation (SATRO) as a contribution to Industry Year, and is supported by the Department of Trade and Industry.



BOARD BACKS YEAR

Support for Industry Year has come from one of the largest GCE examining bodies in the UK — the Associated Examining Board (AEB). George Turnbull, the Board's Industrial Liaison Officer, commented: "We welcome Industry Year 1986 as providing an important stimulus which will help to increase co-operation between industry and education. It is vital that more young people should experience the transition from education to employment as a natural progression rather than a rude awakening. We hope that Industry Year will help to achieve this."

The AEB was formed about 30 years ago to provide special GCE examinations of a technical and vocational type. It continues to expand its association with industry and arrangements have recently been made for some of its examinations to be taken in company training schools. Further details from: George Turnbull, AEB, Stag Hill House, Guildford, Surrey GU2 5XJ Tel: (0483) 506506

Sir Geoffrey Chandler, Director of Industry Year 1986, (centre) opening the new Business Centre at Garth Hill Comprehensive School, Bracknell in Berkshire. Using the equipment is headmaster Stanley Goodchild, watched by David Hancock, managing director of Apple Computer UK Ltd (left) who have funded the £100,000 project. Photo: The Bracknell Times.

COMMEMORATION PLAQUE PROJECT

Students at inner London schools are being invited to design plaques to commemorate Industry Year.

The man behind the project is Ian Nickson, Lecturer in 3D Design at North London College, who has based his idea on two similar successful projects.

One, at Kingston-upon-Hull, involved the design by 14-year-olds of a metal plaque to represent the history and life of North Humberstone through its industries. The other was undertaken by Catholic students to commemorate the Pope's visit to England in 1982.

Mr Nickson aims to get as many schools as possible to take part in the project. Linking the creative design process and the use of materials, the plaques will represent the transition of British industry through the past 100 years, emphasising the students' impressions of British industry today.

Further information is available from Ian Nickson, 2 Barnet Lane, High Barnet, Hertfordshire.

INDUSTRY
Matters

CALL FOR ACTION

The Institute of Chartered Accountants is planning a wide range of activities for Industry Year.

In a personal letter to the organisation's 22 District Societies, the President, Alderman Brian Jenkins, has called on them to take part in the events and become closely involved with the Industry Year Regional Working Groups.

The Societies have been sent a ten-point "shopping list" which suggests suitable events and activities. In addition, industrial liaison members have been asked to encourage the Institute's industrial members to co-operate as fully as possible, not only in their professional capacity within firms, but also as individuals in assisting with the education programme and with District Societies in local activities.

The Institute's activities include:

- Establishing a Business Support Group to promote accountancy's contribution to industry and commerce under the chairmanship of Sir Trevor Holdsworth FCA
 - Promoting financial literacy in the community and particularly among school leavers by means of a video produced with other co-sponsors
 - Producing exhibition material for use in the Institute's national activities and special portable display panels for each District Society
 - Undertaking joint publishing initiatives with universities and business schools
 - Sponsoring a major Industry Year lecture early in 1986 in London
 - A joint one-day conference on 29 January with The Industrial Society attended by Industry Year representatives from some 20 major U.K. firms, and other joint functions with City and professional institutions
- Paddy Vincent, who is co-ordinating the Institute's Industry Year activity, said: "We are very keen to promote the important contribution of the accountancy profession to industry and commerce. We are asking members to link with organisations such as the Confederation of British Industry, the Department of Trade and Industry's regional offices, the British Institute of Management and Chambers of Commerce in an educational drive using exhibitions and seminars to get the message across." He added that the Institute's annual conference in July will take Industry Year as its theme.

SEMINARS SHOW ROLE OF ENGINEERING

The message that ENGINEERING MATTERS to us all will be the theme of a series of seven linked seminars to be presented to audiences of senior educationalists and industrialists in East Anglia in January and February 1986.

Initiated by the Engineering Careers Committee for East Anglia, each seminar will feature a main paper, jointly prepared by the Engineering Employers' Federation and Engineering Careers Information Service, which stresses the crucial role of employees in engineering and the advanced technology which they use.

Each seminar will be supported by other activities to demonstrate the part played by local engineering companies, and at some venues the seminar will also be presented to fifth and sixth formers.

FIRM USES JUBILEE TO PROMOTE MESSAGE

A Mid Wales company which produces specialised printed labels and facias for a variety of industries, is to use its golden jubilee celebrations to promote the Industry Year message.

Primographic, whose products, produced by a high tech screen printing process, include dials and illuminated warning symbols for vehicle instrument facias and printed facias for television and domestic appliances, is the biggest employer in the market town of Brecon.

Managing Director John Maddocks, who is a member of the Industry Year Mid Wales Committee, says that his company's jubilee provides an excellent opportunity to make a practical contribution to the campaign.

The company's celebrations will include an open day for the families and friends of its 90 employees and a small exhibition of its products which will be displayed in banks and other similar public places in the town. It is also sponsoring a trip to an international printing exhibition in Europe for the two employees in the firm who make the most progress in advancing their technical skills during Industry Year.

The company already has a link with the local sixth form college and has been giving two weeks work experience to some of the students each year. It is now investigating the possibility of extending this scheme to take students for a longer period.

Mr Maddocks comments: "During the last five years it has been necessary to train nearly all our employees in the industrial

Among the national figures contributing to these seminars will be Dr James McFarlane, Director General, Engineering Employers' Federation, at Norwich on 23 January, Mr. Astley Whittall CBE, Chairman, Engineering Industry Training Board, Ipswich, on 29 January, and Dr. Betty Laverick, Chairman, Engineering Careers Information Co-ordinating Organisation, at Basildon on 5 February.

The Right Honourable James Prior MP will make a keynote address to a seminar in Colchester on 31 January and launch an "Industrial Week". Opening with a major technology exhibition, the week will be supported by a careers convention and will end with a special Industrial Society "Challenge of Industry" conference.

skills required in the company. This has proved difficult and our joint Industry Year and jubilee activities will enable us to make the people of Brecon more aware of the products of the company and the opportunities we offer for employment."

LOCAL MEDIA CONTACT LIST

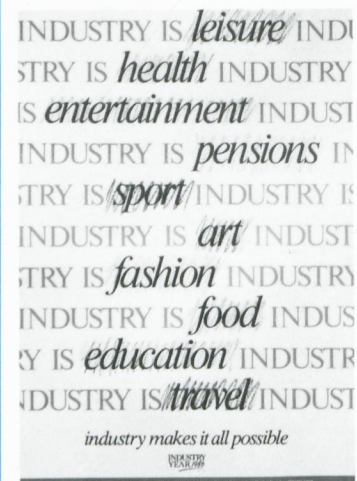
A contact directory designed to encourage the flow of information from industry to the media and to help make companies more accessible, has been prepared in the Nottinghamshire Industry Year area.

A working party, which has the task of maximising the impact of Industry Year on the public, compiled a comprehensive list of news editors and industrial editors in the press, radio and television. It also wrote to more than 3,500 firms asking for their contacts for inclusion in the directory, and urging them to improve their links with the media.

The directory, which contains lists of the key individuals in the media, of those companies taking an active part in Industry Year, and the names of contacts in all the Nottinghamshire Industry Year working parties, is being given wide distribution.

More information from Mr J A C Darbyshire, Chairman, A H Turner Industries Ltd, 23, Grove Street, Retford, Nottinghamshire DB22 6NR. Tel: (0777) 705211.

NEW INDUSTRY YEAR MATERIALS



In addition to the materials listed in News 1, the following items are now available.

Women at work

A leaflet which provides a personal action plan for working women.

Museums and Industry Year

A sheet describing how Museums and Galleries can participate.

Regional Contacts List

A list of Regional/Local Working Groups, October 1985.

Poster

A full colour poster, "Industry is....", size 59cm x 41cm.

'Industry Matters' Video

A 13 minute video giving the background to the year and its aims, £3.50 (including VAT & postage).

The Churches and Industry Year

A leaflet suggesting action and listing materials.

Trade Unions and Industry Year

A sheet urging Trade Union involvement, with action points.

Primary and Middle School, and Secondary School Packs

Detailed guidelines and case studies giving examples of good practice.

The above items and a full list of materials are available from:

Industry Year 1986

8 John Adam Street
London WC2N 6EZ

Telephone 01-930 9120/9129/
9139

RSA switchboard 01-930 5115

FACTS

Industry Year 1986, 8 John Adam Street, London WC2N 6EZ.
Telephone: 01-930 9139/9129/9120. RSA Switchboard: 01-930 5115.

November 1985

* **BEAMA** (Federation of British Electrotechnical and Allied Manufacturers Associations) is sponsoring a Schools Essay Competition, with £1,550 in prize money, as a contribution to Industry Year. The essays will focus on various aspects of electricity and electronics in the home and as an industry, and the competition is open to pupils aged 11 to 18 in three age groups. There will be a prize ceremony in London and all winners will receive a certificate. The closing date is 14 January 1986. Entry forms from: Essay Competition, BEAMA, Leicester House, 8 Leicester Street, London WC2 7BN.

* **THE ASSOCIATION FOR SCIENCE EDUCATION** will hold its 23rd Annual Meeting at the University of York from 2 to 6 January 1986 at which Sir Geoffrey Chandler will lead a symposium on "The Implications for Education and Industry". The BBC is planning a special Industry Year edition of Any Questions from York to coincide with the conference on which Sir Geoffrey will also appear. Further conference details: Mr R G Turner, ASE, College Lane, Hatfield, Herts AL10 9AA. Tel: (07072) 67411.

* **AUSTIN ROVER** is implementing a wide-ranging programme of events to mark Industry Year. Considerable emphasis is being given to creating new and enhancing existing links with schools and other youth bodies, aiming to help young people to become technically literate

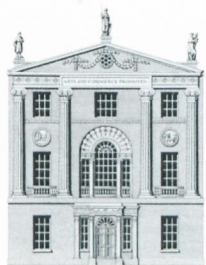
through factory visits, lectures, videos, brochures and posters. Major events will include open days, a teachers' convention, the provision of a travelling exhibition, building adventure playgrounds and a pathfinder competition for youth groups. Contact: Mr J P Davidson, Industry Year Co-ordinator, Austin Rover Group Ltd, Cowley, Oxford, OX4 5NL. Tel: (0865) 770793.

* **BRITISH TELECOM** is providing substantial support for Industry Year. The company's programme promoting links with schools includes:

- Support for a number of primary science workshops with £7,000.
- Production of a 15/20 minute video for secondary schools to help students understand British Telecom's place in industry and the community as a whole.
- Adoption of two London schools, one primary, one secondary, providing resources and financial support.
- Distribution of Industry Year materials, including the video 'Industry Matters', to British Telecom schools liaison contacts with encouragement to develop initiatives at a local level. British Telecom Education Service will provide regular up-dates on initiatives and activities during 1986.

more...

- * **DYSON REFRACTORIES LTD AND THE ASSOCIATION FOR BUSINESS SPONSORSHIP OF THE ARTS** are jointly sponsoring a photographic project for Industry Year 1986. Two photographers, Patrick Sutherland and Tim Smith, have been commissioned by the Untitled Photographic Gallery in Sheffield to produce an exhibition exploring the many manufacturing industries in the area. The exhibition will open in Sheffield and will tour the region. Contact: Matthew Conduit, Untitled Photographic Gallery, 171-175 Howard Road, Sheffield S6 3RU. Tel: (0742) 340369.
- * **IOD (INSTITUTE OF DIRECTORS)** has decided to support Young Enterprise as one of its main contributions to Industry Year. Young Enterprise is a nationwide charitable organisation run through area boards which aims to give young people between 15 and 19 some practical experience of setting up, running and monitoring an enterprise and marketing a service or product. Eighteen thousand students have so far become directors of their own short-term companies through the organisation. Information: Tim Devlin, IOD, 116 Pall Mall, London SW1 5ED. Tel: (01) 839 1233.
- * **THE POLLUTION ABATEMENT TECHNOLOGY AWARD** will have a new category for Industry Year: "Ideas for Industry". The scheme, which is organised by the RSA, will seek suggestions, studies or prototypes for technologies intended to reduce or prevent pollution. It is open to industries, universities, colleges and individuals, but is also an opportunity to encourage pupils in schools to put forward practical solutions to pollution problems. Winners will receive a certificate and the projects will be publicised. Further details: The Pollution Abatement Technology Award, The Royal Society of Arts, 8 John Adam Street, London WC2 6EZ.
- * **DORSET INDUSTRY FAIR** will be one of the county's main events for Industry Year. The Fair, from 11 to 15 June 1986 at Hurn Airport, will provide the most comprehensive collection of Dorset-made products and companies ever seen in the county. Details from: Allen Cavanagh Ltd, Ferndown Industrial Estate, Wimborne, Dorset BH21 7PE. Tel: (0202) 877000.
- * **SUTCLIFFE CATERING SOUTH LTD** has arranged for the Ellen Wilkinson High School, Acton, to spend six sessions in and around the company as part of studies for GCE 'O' Level - British Industrial Society. The sessions, part of the company's Industry Year activities, will include site visits, staff interviews, marketing, sales and structure and philosophy of Sutcliffe. Pupils will then be invited to give their assessment of the company. The company will assess the results and hopes to continue the scheme on a regular basis.
- * **THE BANKING INFORMATION SERVICE** is sponsoring and producing discussion notes for the Industry Year video tapes: "Industry Year 1986", presented by Brian Redhead, and "Industry Matters". Over 3000 tapes have already been requested and from November each one will be accompanied by the notes. Orders for tapes should be sent to Industry Year central office.
- * **THE INSTITUTE OF PHYSICS** has set up a small working party under the chairmanship of Tim Cooke to help promote awareness of Industry Year and to demonstrate that the Institute shares the Year's objectives. An outline programme has been devised and a poster is being prepared which will be shown at the Institute's conferences throughout 1986. Contact: Dr T Cooke, Oxford Analytical Instruments Ltd, 20 Nuffield Way, Abingdon, Oxon OX14 1TX. Tel: (0235) 32123.



Industry Year 1986, initiated by the RSA (The Royal Society for the encouragement of Arts, Manufactures and Commerce), aims to increase understanding of the role of industry and its service to the community.

The RSA is an independent body, founded in 1754. Today - as then - the Society is uniquely involved in a broad range of activities and initiatives concerning the interaction between industry and the applied arts and sciences.

Industry Year 1986, 8 John Adam Street, London WC2N 6EZ.
Telephone: 01-930 9139/9129/9120. RSA Switchboard: 01-930 5115.

FACTS

Industry Year 1986, 8 John Adam Street, London WC2N 6EZ.
Telephone: 01-930 9139/9129/9120. RSA Switchboard: 01-930 5115.

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* **BARCLAYS BANK** is planning a major response to Industry Year. The Bank has already seconded three senior managers to the project and will incorporate Industry Year on its stationery for 1986. Mr Robert Sale, Senior General Manager (UK), has written to each of the Bank's thirty local head offices asking them to respond to Industry Year using initiatives relevant to its region. More later.

* **BRITISH AEROSPACE** is planning a wide-ranging programme of activities to mark Industry Year based on its 20 sites in the UK. The programme - which includes family days, educational, cultural and community events - seeks to build on links already well-established between BAe sites and their local communities. Wherever possible, events will be chosen which will have a lasting impact, aiming to promote the aims of Industry Year beyond 1986. At corporate level, BAe is involved in a number of activities including a specially commissioned video on careers in aerospace for use in schools. Further details: Mrs Anne Dixon, British Aerospace. Tel: Preston (0772) 633333.

* **THE ENGINEERING CAREERS INFORMATION SERVICE (ECIS)** is providing all schools and careers offices in the country with an Industry Year Pack of resource booklets and posters. Classroom project material on

problem solving will also be available free of charge in support of the Year. An Industry Year tape/slide package is also being developed in conjunction with the Engineering Employers Federation for use at seminars to be held at centres throughout the country during 1986.

ECIS has produced its own sticker for the Year with the slogan 'ECIS supports Industry Year'. Further information: ECIS HQ, Watford WD1 1LB. Tel: (0923) 38441.

* **THE NORTH OF ENGLAND EDUCATION CONFERENCE** in Huddersfield in January 1986 is taking Industry Year as its theme with the title "Education at Work". The Kirklees Local Education Authority is hosting the conference under the presidency of Professor John Tomlinson and the speakers will include Ian Lister of York University, Professor Charles Handy of the London Business School, Sir Francis Tombs, Chairman of Rolls-Royce Limited and the Engineering Council, and Sir Geoffrey Chandler, Director of Industry Year 1986. The Secretary of State for Education will deliver the closing address and there will be a prominent panel of people to take questions and comments. Contact: Mrs Ruth Horsfall, Kirklees Directorate of Education, Oldgate House, Huddersfield. Tel: (0484) 37399 Ext. 284.

more...

- * **THE INSTITUTE OF CHARTERED ACCOUNTANTS** has planned a major programme for Industry Year including:
- * establishment of a Business Support Group to enhance the contribution made by accountancy to industry and commerce
 - * creation of an Enterprise Task Force to develop and publicise ways of encouraging entrepreneurship and reducing burdens on small businesses
 - * adoption of Industry Year as a major theme by Alderman Brian Jenkins for his year as President of the Institute and for the Institute's annual conference in Cambridge in July 1986.
 - * Collaboration with Industry Year Regional Working Groups, CBI, Chambers of Commerce, DTI, BIM etc to identify and carry out suitable joint activities
 - * provision of additional Institute courses on industry themes and initiation of a programme to help improve financial literacy, especially in the educational system. Further information: Mr P M C Vincent, Institute of Chartered Accountants, 1 Moorgate Place, London EC2P 2BJ. Tel: 01 628 7060.

- * **LUTON COLLEGE OF HIGHER EDUCATION** is launching a series of five Executive Lunchtime Seminars for directors and senior managers as part of its Industry Year Programme during 1986. The theme 'The Challenge to British Industry' will be addressed by Sir Kenneth Cork, Dr Kenneth Miller, Mr Bill Sirs, Baroness Seear and Lord Donoughue and an interchange of ideas between participants and speakers will be encouraged during these meetings. Contact: Director's Secretary, Luton College of Higher Education, Park Square, Luton LU1 3JU. Tel: (0582) 34111.

- * **SOUTH WEST ARTS**, a Regional Arts Association, has welcomed Industry Year and affirmed its intention to play a constructive role in the Region's activities during 1986. Among the ideas put forward are to use

Theatre in Education local drama groups to take industry's message into schools, and to combine open days with concerts or recitals. 'The Arts involve and entertain vast numbers of the Region's people...and could be one of the most substantial forces within the South West's arsenal' says the Association's Director. 'We will be happy to advise companies and organisations in the area on how the Arts can become an effective part of their Industry Year programme.' Contact: Martin Rewcastle, Director, South West Arts, Bradninch Place, Gandy Street, Exeter EX4 3LS. Tel: (0392) 218188.

* **NEW MATERIALS FROM INDUSTRY YEAR**

TWO NEW EDUCATION PACKS are now available - 'Primary and Middle Schools' and 'Secondary Schools' will aid teachers to focus on industry-linked activities, providing guidelines and a list of useful contacts. Initial circulation will be via Chief Education Officers and Industry Year Regional co-ordinators. Schools should contact Local Education Offices, others their local Industry Year office. Any difficulty, please contact Jennifer Morley, Industry Year, London 01 930 9120.

WOMEN AT WORK brochure giving a personal action plan for working women in Industry Year. Contact: Fiona Chalk 01 930 9129.

THE CHURCHES AND INDUSTRY - a new leaflet including an open letter from the Rt Rev Dr E R Wickham, Chairman of the Industry Year Churches Working Group, suggested actions within the Churches and a list of support materials. Contact: Jane Catchpole/Margaret Horsley 01 930 9120.

A NEW POSTER (59cm x 41cm) "Industry Is..." linking industry with everyday life, ie: leisure, food, education, health, travel etc. and the slogan "Industry makes it all possible". Contact: Jane Catchpole/Margaret Horsley 01 930 9120.

1 Industry and Education

Industry and education are vital to each other. It is in your company's interest to develop active links with local schools and colleges so that they are aware of what the company does and its contribution to the local community. Their students are your future customers and employees. Everyone in industry - managers, trade unionists, office and shop-floor workers - has a role to play.

Those who work in education have become increasingly aware of the need to prepare young people for life in an industrial society. They see Industry Year 1986 as the opportunity to involve industry in education on a larger scale than ever before.

The Industry Year Education Working Group has set particular targets for improving the relationship between education and industry.

■ **Links:**

Establish links with local primary and secondary schools.

■ **Industry Weeks:**

Share your experience and expertise with schools by helping to run Industry Weeks.

■ **In-service Teacher Training:**

Help practising teachers to develop their understanding of industry.

■ **Teacher Training:**

Become involved in the training of new teachers.

■ **Colleges, Polytechnics and Universities:**

Build a two-way relationship for the exchange of experience and personnel for mutual benefit.

Linking with Schools

Many local education authorities have appointed co-ordinators to assist in linking schools and companies. They are the best way of making initial contact. Equally, speak directly to head teachers. There are also many linking organisations and individual initiatives which can assist and advise on the development of relationships.

Once you have made the initial contact, appoint a key person in your company

to co-ordinate links with local schools. He or she will be responsible for co-ordinating a programme of activities.

Managers, trade unionists, and members of your workforce will be parents of students or governors of schools. Encourage use of their own work experience to assist school programmes.

Many companies already offer work experience for students. Co-operate with the school to develop and monitor an effective programme including a proper appraisal system.

Education is moving toward more vocational courses and qualifications. Basic skill tests and aptitude profiles are being developed to ease the transition between school and work. Contact your local education authority to see if you can contribute to these new developments. Make sure, too, that you include schools in areas of ethnic minority population in your contacts. Much can be done in this way to create confidence among ethnic minority school-leavers about your company's fair recruitment and employment policies.

Industry Weeks

Even the smallest companies can benefit and contribute by involving themselves in schools for a limited period. Projects may include using a group of students to tackle a real project for your company, setting up mini-enterprises in schools, or 'work-shadowing' - in which the student follows a member of your staff through his or her working day.

Teacher Training

Most of those who will be teaching in the year 2000 are already in schools. It is vital that they should remain up to date with a constantly changing society. Their knowledge of industry will influence attitudes towards it. Industry can help by providing:

- Industrial work experience for a teacher for a week, month or term.
- A member of your company to spend time in school.
- Short training courses for teachers.
- Places for teachers on your own management training programmes.

Further Assistance

Packs have been produced to assist industry, schools and colleges to develop worthwhile links. They include information on the organisations which can assist in making those links. They are available from Janet Jones, Education Adviser to Industry Year 1986
8 John Adam Street
London WC2N 6EZ.
Tel: 01-930 9139/9129/9120.

A data bank is being established at St Mary's College, Twickenham which, in addition to collecting examples of relevant practice by schools and companies, will respond to enquiries for contacts and information in local areas.

Contact: Mrs Joyce Thewlis
St Mary's College
Strawberry Hill
Twickenham
Middlesex TW1 4SX.
Tel: 01-892 0051 ext 221.

Similar opportunities can be offered to trainees through involvement with the teacher training colleges.

Working with Colleges, Polytechnics and Universities

Many of the suggestions for working with schools can apply equally well in the field of further and higher education. Here, however, there are additional benefits for both sides.

Colleges and polytechnics can often provide short courses to meet your own training needs and even specialist consultancy work in a variety of fields. Links of this sort can broaden the experience of your own employees as well as students. They are also an excellent avenue to recruitment.

If you find that technological change is making recruitment difficult in certain fields, you can also work with local educationalists to identify and correct specific skill shortages. It's a two-way process, and colleges may also welcome your advice in planning future courses. Employers can work with colleges by sitting on their governing bodies or advisory committees. Some colleges have set up consortia of employers which are mutually beneficial. Companies can usefully provide college staff with opportunities for staff development. Colleges will be grateful for help with equipment, if companies can lend, share or give it.

Finally, there's publicity - an area which schools and colleges have neglected even more than many companies. You can help by using your expertise to publicise joint projects and successes.

Communicating within Industry

Good communication is vital to the success of a company. Many companies which have successfully adapted to changing markets and competitive pressures ascribe much of their success to the fact that their employees know why changes have had to be introduced, what the company is aiming to do, and how they can contribute. People who are aware of the purpose of their work, where the product goes, and its importance to the company, the end-user and the community as a whole, are likely to have higher morale, to identify more closely with their company and its products, and to be more committed to its success.

Communication is a two-way process and should involve everyone in the company. It is not a job that can be left solely to specialists in communications. There are a number of basic techniques to help effective internal communications which are worth remembering.

Briefings

Regular briefings, at all levels within the company, are probably the best way to put information across. They should take place on a continuing basis and not only at times of change if credibility and mutual trust are to be fostered.

Team briefings - when the leader of each level talks to his or her team on a regular basis about recent achievements and problems and future plans - provide an important opportunity to pass information down the line and to obtain feedback. It is important in this process to encourage questions and contributions at all levels.

Publications

Good company newspapers, magazines and employee reports are read by everyone in the company from shop-floor to board-room and are often passed to relatives and friends. For example, the company's annual results can be put over effectively in terms of 'what we contributed' using these publications as a vehicle. A system for feed-back from employees and a letters page in your newspaper will assist two-way communication.

Videos and Films

Many organisations now use videos to put across important messages to employees. This method of communicating can be the best way of explaining complicated or difficult issues - ideally in conjunction with team briefings.

Where you have films and videos about your products and services, use them within the company as well as with customers. They will help to put the company and its products into perspective for employees.

Trade Unions

Effective communication between trade unionists and managers forms the basis of continuing good relations.

Trade unions have a vital task to perform, not only in explaining their role in industrial life but in contributing ideas which will improve the company's performance - and consequently the company's contribution to society.

The various mechanisms for such communication should be re-assessed to ensure they are meeting current needs and achieving those objectives which the company and its employees share. Trade union representatives could use the opportunity of company induction courses, trade union branch meetings, education and training programmes to explain the part they play in the company's operations and their role in the community.

When communicating with people outside industry - from schools to local MPs - trade union representatives can play an active part in representing the company alongside managers. Working together, managers, trade unionists and other employee representatives can do far more to present a positive image of industry than they can achieve separately.

The Annual Results

A company's annual results are just as much of interest to employees as to shareholders. Produced as the annual report for employees, this communication can have a dramatic effect on an employee's understanding of how the business works, how it is doing

Further Assistance

British Institute of Management
Management House
Parker Street
London WC2B 5PT.
Tel: 01-405 3456.

Confederation of British Industry
Employee Relations Department
Centre Point
103 New Oxford Street
London WC1A 1DU.
Tel: 01-379 7400.

'Why Industry Matters' (1985)
'The Manager's Responsibility
for Communication' £2
The Industrial Society,
Industry Year Unit
Robert Hyde House
48 Bryanston Square
London W1H 7LN.
Tel: 01-262 2401.

Trades Union Congress
Congress House
Great Russell Street
London WC1B 3LS.
Tel: 01-636 4030.

and its future prospects. It need not be a glossy publication and can be kept simple; but it must explain the facts in terms people will easily understand.

The employee annual report can be launched at an annual meeting for employees, as part of team briefings, or in your company newsletter.

The important point about internal communications is that they should be regular, clear and integrated, and provide opportunities for feed-back and comment. All aspects of employee involvement should be monitored to ensure that they are as effective as possible. If this is achieved the company and its employees will benefit from a sense of shared achievement and purpose and a greater understanding of industry's role in the community.

3 Holding an Open Day

Open days are an effective and friendly way of involving a company in the life of the community; this equally applies to trade union head, regional or branch offices. Open days are a practical way of communicating with employees and their families, customers and the community. They must be well planned so as to present the organisation in a good light. Here are some points to keep in mind.

Planning

■ Co-ordinator:

Appoint an open day co-ordinator with sufficient authority and a budget to get things done. He or she may need the help of a committee to ensure the involvement of people at all levels.

■ Dates:

Start your planning early. Local celebrities and your MP may be booked up well in advance.

■ Activities:

Make your programme as active as possible. People will remember far more about what you produce and who you are if they can walk around, talk freely to employees, watch demonstrations, and even use the machinery. Avoid static lectures.

Highlight how your company contributes to the community through taxes, rates, reinvestment, direct sponsorship and donations as well as through jobs.

■ Budgeting:

Consider your resources in terms of space, people and finance and plan accordingly. An open day is worth investment of your time and money. If resources are limited, consider a joint exercise with other companies.

■ Rain:

Remember the weather and prepare an alternative "wet day" strategy.

■ Insurance:

You may need insurance, especially if there are live demonstrations. You also need sufficient people on hand to supervise working machinery.

■ Briefing:

Make sure that everyone in the company from shop-floor to the board-room is fully prepared for face-to-face contact with the public.

Visitors

■ Families:

Families are interested to see where their relatives work, and employees are often proud to show them what they do.

■ Schools and Colleges:

Invite students and staff, making clear that this is not a recruitment drive. After the event follow up with suggestions to build a continuing relationship with local schools. Another leaflet in this pack contains detailed guidance.

■ Local dignitaries:

Local councillors, the Mayor, and Member of Parliament are usually glad to attend if they are given sufficient notice in advance. They welcome local press coverage and their attendance can be publicised.

■ Ethnic Minorities:

Ethnic minority community leaders and Community Relations Councils are important conveyors of information and have their own media outlets.

■ Celebrities:

TV and public personalities will help to attract the crowds and the press. Fees may not be requested and are not necessarily prohibitive, especially if the celebrities are local.

■ Shareholders:

This is an opportunity to bridge the gap between shareholders and the company.

■ Employees:

This is also a chance to show employees what other groups in the company do. Production workers, for example, may not appreciate how the marketing department sells the product or service they have helped to create.

Further Assistance

'Being a better neighbour'
(1985) £2.50

Confederation of British Industry
Information Department
Centre Point
103 New Oxford Street
London WC1A 1DU.
Tel: 01-379 7400.

The Industrial Society
Industry Year Unit
Robert Hyde House
48 Bryanston Square
London W1H 7LN.
Tel: 01-262 2401.

Trades Union Congress
Congress House
Great Russell Street
London WC1B 3LS.
Tel: 01-636 4030.

Trade Unions

Trade unions are an important part of an open day and should be involved at an early stage.

Small companies

You can tailor your open day to fit the size and resources of your company. You may just wish to involve families, but these guidelines may nevertheless be helpful.

Publicity

Make sure you get maximum coverage on local TV, radio and in newspapers. News editors will give you excellent support if properly briefed well ahead of the event.

Remembering

If at all possible, give the people who attend something to remember you by. If you don't have a suitable product, an advertising gift or a sticker can carry your company's message, or even a printed programme of events.

Follow-up

Consider building a mailing list of those who attend. If you follow up with further information and invitations, people will be impressed that this is not a one-off exercise.

Cost effectiveness

Compared with advertising or direct mailing, an open day is a cheap and effective way of involving the local community. The outlay can be minimal but the impact great.

4 Working with the Media

Importance of the Media

The media have never been more important to industry and commerce. The reputation of industry depends not only on its behaviour, but on its ability to communicate its role effectively to the community as a whole. In this, television, radio, and the press have a central role and provide an opportunity and a challenge.

The media command enormous audiences. Even the smallest local daily papers have a circulation of 15,000 or more and three times that number actually read the paper. The larger local papers sell over 100,000 copies, compared with several millions for the popular nationals. Many local radio stations also reach over 100,000 listeners.

The trade and technical press, women's magazines, ethnic minority press and radio, are also important for conveying wider understanding and appreciation of the products and services you sell and what you are doing. The local media in particular have direct access to the community, to families, customers, and suppliers.

The Working Relationship

If you have a positive story to tell the media will want to cover it, though it is their decision as to whether it is more important than other events competing for their attention.

Positive media coverage - seeing the organisation featured in a good light in the newspaper, or the manager or other colleagues interviewed on radio or television - does an immense amount for morale within the organisation. Employees can feel that they are part of a worthwhile enterprise. It can also help to improve the whole reputation of industry.

If you have a story which may reflect badly on your company, don't try to conceal it: the media will get it anyway. Explain the bad news honestly, but take the opportunity to remind your contact of the other positive things you are doing. If you have already established a relationship the problem will be seen in context.

Journalists want stories and news. They are interested in what you do. Their job is to report independently and apply their critical judgement to what you say. The building up of mutual understanding and mutual trust is therefore an essential ingredient of a healthy relationship between industry and the media. It won't come overnight and won't be there just when it is wanted unless it has been worked at.

Too often organisations fear or ignore the media, perhaps because they do not understand them or because they feel they have on some occasion been hard done by. Journalists are human and make mistakes like the rest of us. But they want to give a fair picture and they remain the chief vehicle of communication with the rest of the community today, tomorrow and the day after; and if you don't work with them your side of any story goes unheard.

Action Points

Few organisations can afford a press officer in all their branches - or perhaps at all. The local manager therefore needs to be the focal point for media relations and encourage the development of such relationships: any professional guidance and advice that can be obtained will be of great help. You will find in general that any initiative will produce a positive response. Journalists want the story from the horse's mouth; they value frankness and will respect your confidence. Respect their independence and don't wait until you feel that they can do you a favour. If you take the initiative and build a good working relationship, they will treat you fairly.

- If you have a press officer, make sure he or she knows what is happening in the organisation.
- Formulate a clear policy in favour of a positive relationship with the media, circulate it within your organisation, and make sure it is acted on. It is worth nominating one person to act as a focal point and ensure that enquiries are channelled through him or her, rather than fobbed off.

Further Assistance

'Being a better neighbour' (1985) £2.50

'The Headline Business:

A businessman's guide to working with the media' (1981) £2.50.

Confederation of British Industry
Information Department

Centre Point

103 New Oxford Street

London WC1A 1DU.

Tel: 01-379 7400.

'Press Action Checklist' 50p

The Industrial Society

Industry Year Unit

Robert Hyde House

48 Bryanston Square

London W1H 7LN.

Tel: 01-262 2401.

Trades Union Congress

Congress House

Great Russell Street

London WC1B 3LS.

Tel: 01-636 4030.

■ Get to know the industrial correspondents or other journalists on all local media and keep regular contact with them.

■ Make sure that you and your staff know what sort of stories interest journalists - new contracts, overseas sales, outstanding results, young people at work, open days, long service, women in unusual jobs, visits by foreign delegations, the group chairman, managing director, or other well-known figures. High on the list would be the company's work in the community.

■ If a journalist is depending on you for a story, it is up to you to make sure he or she gets it. If for some reason you cannot handle the enquiry, make sure that there is someone else standing by who can do so promptly and efficiently. If this means working outside office hours, give your home number. It won't be abused.

■ Deadlines are the lifeblood of journalism. They are more critical and more pressurised than most people in industry understand. Not to respect them, not to return a journalist's call, is a recipe for bad relations. Newspapers and broadcasts are dead by the following day: they are products with a 24 hour life-cycle.

■ If the media get things wrong, don't be afraid to challenge them, but be sure that the complaint is not petty. In most cases, the best way is to write a polite letter or phone the journalist in question. Above all, don't go over his or her head to the editor or the Press Council unless it's very serious and you have exhausted all other methods. Also remember that you can do more damage by keeping alive an issue that would otherwise die a natural death.

■ Finally, if you have established a good relationship with the media, remember the good stories they have carried. Better to ring up and thank them for a positive mention, rather than complain at the odd slip. Very few people do this - but it pays.

5 Industry in the Community

Reputation

The future of all organisations depends on gaining the commitment of people in them and attracting others of the highest ability while working in a society that appreciates the value and necessity of what they do. Reputation is vital to the recruitment and retention of good people and to the value set on products and services provided. It is therefore equally important to the company, to the people who work in it and to trade unions. Reputation depends not only on the performance and behaviour of an organisation in its main activities, in its treatment of employees and customers, but also on its response to matters such as the involvement of women and ethnic minorities and in its treatment of the physical environment.

The reputation of industry also depends on the extent to which the social role of the activity is understood and appreciated. The importance of wealth creation by industry and commerce to the community needs explanation and the fact that the welfare of the latter is ultimately dependent on the activities of the former. This can be brought to life by relating the company's payroll, rates, and taxes directly to the cost for example of a local school or hospital.

Talking to local groups

There are many local organisations in the community where it is possible to communicate the importance of industry and commerce and the common purpose of people at work. Women's organisations, Rotary clubs, trade associations, union branches, Community Relations Councils, and political associations all present opportunities to explain the importance of the creation of wealth - both by encouraging managers and trade union representatives to speak at meetings, and by inviting local organisations to visit the company.

Many organisations produce notes for speakers who are asked to speak to community groups.

There is value in sending two speakers to community groups - a manager and a trade unionist, so that groups can hear of the complementary role they play.

Local Government

Many companies have taken an active role in encouraging employees to stand for local office whether as governors of schools, on the Local Health Authority, or in Local Government.

Schools and Colleges

Senior managers and trade unionists are often asked to speak at school or college prizegivings. You can also write to local schools and colleges to ask if it is possible to take part in this kind of activity. Another leaflet in this pack gives fuller details on industry/education links.

Sponsorship

■ Sponsorship of sport or the arts is now a major form of community involvement for many organisations. It is worth remembering that such sponsorship is relevant to a wide range of activities. Local sporting events and exhibitions or displays, for example, in local libraries, also need sponsorship.

The involvement of employees in sponsorship decisions and company support of causes espoused by employees can be a particularly effective way of linking in to the community.

Churches

■ In church and at church meetings we quite rightly hear much about compassion and the need for all of us to go out and do good works in caring for people in all aspects of life.

The area which the churches so often overlook, however, is that of industry, where we spend so much of our time, either in offices or factories. The church and other religious organisations still play a far greater part in influencing public opinion than most people realise.

Invite ministers and industrial chaplains in the area into the company to discuss with people at all levels the problems that face them. We cannot expect them to say anything helpful about industry and commerce unless we provide them with adequate information.

Further Assistance

The British Institute of Management
Management House
Parker Street
London WC2B 5PT.
Tel: 01-405 3456.

Confederation of British Industry
Information Department
Centre Point
103 New Oxford Street
London WC1A 1DU.
Tel: 01-379 7400.

'Why Industry Matters' (1985)
The Industrial Society
Industry Year Unit
Robert Hyde House
48 Bryanston Square
London W1H 7LN.
Tel: 01-262 2401.

Trades Union Congress
Congress House
Great Russell Street
London WC1B 3LS.
Tel: 01-636 4030.

Members of Parliament

■ It is essential that the importance of industry to the community is understood not only locally but nationally as well. Many organisations have a first-class relationship with their local MP. 1986 provides a stimulus to keep your MP informed of local industry and commerce. Invite your local MP to come and visit your organisation and find out what is going on.

Statement of Purpose

If industry is to gain the long-term commitment of its people and of the community and to attract the highest calibre of recruit, the company needs to explain its purpose - what sort of company it is and what it believes in.

A number of the best companies have now published a statement of purpose outlining their commitment to employees, to customers, to the environment, and to the community in which they work, as well as to shareholders. Equal opportunity policies, in line with the Equal Opportunities Commission and the Commission for Racial Equality codes of practice, are important here.

It is a good idea to publish such a statement of purpose in the form of a booklet which can be distributed to all employees. If these matters are also included in your Annual Report it will help to bring home the social value of industry.

Small enterprises

Many companies realise the need for small enterprises to develop across the country and in their own community as the innovators, employers, suppliers, and ultimately wealth-creators of the future.

Larger companies can do much to help make this happen. Experienced managers from larger companies can provide invaluable help and support to young companies that need to learn and develop a professional approach. It will help to get to know your Local Enterprise Agency. More than 200 such agencies exist to help growing enterprises and they rely heavily for their staff on secondees from large companies. The

secondees also benefit from the entrepreneurial experience which they can then take back to their companies.

Larger companies can also provide other practical help - training potential entrepreneurs and looking to small local companies as their suppliers. In inner city areas ethnic minority business development is a particularly important issue which needs support.

Continue the initiatives

Practical actions at local level will achieve much during Industry Year, but in order to be credible and to have a lasting impact, it is vital that the initiatives begun in Industry Year continue beyond 1986. None of the activities that has been outlined here is uniquely applicable to Industry Year. Building links with education, creating understanding with the media and in the local community are all activities which should - and must - be continued if we are to get across the message of why industry matters, and create the climate and culture which is vital not only to the success of our own organisation but to the future of Britain.