

PRIME MINISTER

Prime Minister

*Draft meeting letter, for
signature if you agree?*

'WISE' BUS LAUNCH
(Women into Science and Engineering)

*DL
24/7*

You are to launch the Equal Opportunity Commission's 'WISE' bus, in Downing Street on Wednesday 25 July, at 10.45 am. The bus is a converted double decker mobile training centre, equipped with computers and micro-processors. It will visit schools throughout the country giving girls the opportunity of 'hands on' experience of new technology.

The timetable of events is as follows:

EOC Chairman, (Baroness Platt of Writtle, and WISE '84 Co-ordinator (Wilf Knowles, will meet you inside the hall to say hello. They will take you out into the Street and upstairs onto the upper deck of the bus. (The stairs will be quite steep and sensible shoes would be best.) Here, EOC Deputy Chairman Mrs Jane Finlay, will introduce you to the guests.

Those guests are:

Mr Archie Forster
Chairman and Chief Executive
Esso

Mr John Bond
General Manager
NATWEST Bank

Mr Derek Guy
PR Manager
Burmah-Castrol

Mr Alan Clark
Department of Employment

Mr Kenneth Baker
Department of Trade and Industry

Dr Eric Bates
Head Industry/Education Unit
Department of Trade and Industry

Dr Kenneth Miller
Director-General
The Engineering Council

Philip Hendry
Leader of Council
Bedfordshire.

This should take around 10 minutes. Lady Platt will then invite you down to the lower deck where the main activity will take place (guests on the upper deck will stay there to view a video). Four Bedfordshire schoolgirls will be handling computer and audio-visual equipment. You will be greeted by Ron Denney, Project Director of the British School Technology (BST), and Geoff Shillito, BST. They will introduce you to Roger Holmes, Deputy Project Director, BST, and Mike Hopkinson, a teacher, and the four girls: Helen Basham (18), Queensbury Upper School; Claire Badcock (15), Samuel Whitbread Upper School; Katrina Bell (14), Samuel Whitbread Upper School, and Jill Reynolds (13), Alameda Middle School.

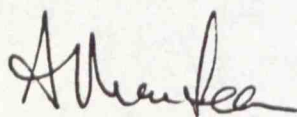
At this point you will be invited to take part in handling the equipment. We shall have photographers and 2 film crews present. They will be invited onto the platform of the bus in twos - room for manoeuvre is limited - but we shall keep them moving fairly rapidly.

On departing from the bus Lady Platt hopes to say a few words of thanks both to you and to the guests, who represent some of the interests which have offered support. She would say this in this Street, and use that occasion to present you with a special information pack about the bus. As soon as you have stepped off the platform the EOC team will bring the guests quickly down the stairs and onto the Street. This should only take two minutes.

The EOC would be delighted if you would sport one of their sticky lapel badges (attached). Content?

They also hope to have a short message from you to make available at their press conference - to be held at their Bedford Street headquarters following the launch. (Content to sign the message attached?)

I shall be in attendance.



ANDREA MACLEAN
PRESS OFFICE

24 July 1983



10 DOWNING STREET

THE PRIME MINISTER

The future of this country depends on our remaining in the forefront of technology. We will only stay ahead if we make full use of all the human talent at our disposal; and among other things this means persuading more girls to take up careers in science and engineering.

I am therefore delighted to hear of the very encouraging reaction from education and industry to your WISE campaign for 1984. The WISE bus is an imaginative and essential part of that campaign. It will inform and encourage its visitors and stimulate girls to take a greater interest in science and technology. Young people and their teachers will respond to the well designed layout and the opportunity to have "hands on" experience of micro-computers and other examples of the latest technology.

I am sure that the WISE bus will be in great demand from schools throughout the country. I am very happy to launch it on its way.

JULY 1984



PA
DMS
24/7

BACKGROUND BRIEF

WISE BUS DOWNING STREET LAUNCH: 25 JULY 1984

The idea of the Bus arose out of discussions between Dr Bates (IEU) and Baroness Platt, Chairman of the EOC, who is interested in the British School Technology Programme which initiated the idea of using converted buses to promote technology courses in schools. Rio Tinto Zinc came up very quickly with a secondhand bus, and we have arranged for it to be completely gutted and refitted by BST. We have also arranged the touring schedule through BST to all Local Education Authorities. Our financial contribution has been £17,000 and we have secured promises of at least that amount in cash from other companies and the MSC to take care of running costs.

Department of Trade and Industry
Industry/Education Unit

July 1984

Su + Tech: "Wise 84" Dec 83



10 DOWNING STREET

From the Private Secretary

13 July, 1984.

Women into Science and Engineering

BF | Our Press Office have been in touch with your officials about an invitation which the Prime Minister has accepted to launch the "WISE" bus on 25 July.

I should be grateful if you could provide a background brief for this occasion. The Equal Opportunities Commission are sending some material direct, which there is no need to duplicate - no doubt your officials will be able to arrange an appropriate division of responsibilities.

attached to July 13
RC 23/3 ? The Prime Minister has also agreed to send a message to coincide with the launch of the bus. I attach a draft prepared by the Press Office on the basis of one prepared by the Equal Opportunities Commission. I should be grateful to know whether you would like to suggest any revisions.

David Barclay

Andrew Lansley, Esq.,
Department of Trade and Industry.

engineering profession will therefore require a significant intake of young people to match its future requirements. Despite a shrinkage in the engineering manufacturing industry the numbers of scientists and technologists have actually increased in real terms since 1979. The indications are that parts of the industry are slimming down and adopting more modern techniques including new technology. This points to the need for change in the traditional picture of engineering as seen by young people and their advisers. The introduction of new technology means that the industry needs versatile young people of the right calibre at all levels.

What can be done about it?

Unless positive steps are taken by all parties – educators, trainers and employers – we shall continue to perpetuate an irrational situation whereby girls and women with the potential to work in professional engineering jobs are discouraged from doing so, whilst engineering employers may be short of qualified technicians and of graduate engineers especially in the electronic and electrical fields.

WISE '84 invites all interested parties to join in this important campaign, to discuss the issues and to put forward proposals for positive action. In this way WISE hopes to stimulate the development of projects in all sectors of education and industry to encourage girls and women to pursue careers in engineering, science and technology.

Already the realisation that girls are missing out when it comes to employment opportunities has led to work with girls and science in schools, and in further and higher education. Some of the schemes which have been identified involve:

In schools

☐ Preparation of teaching materials, posters, etc, on girls and science ☐ Re-assessment of teaching methods and curriculum content ☐ School-engineering industry link schemes ☐ Careers events and women speakers on opportunities in science and engineering, exhibitions and competitions.

In Further and Higher Education

☐ Residential taster courses for sixth form girls ☐ Courses for women only in non-traditional subjects such as engineering, electronics, computing ☐ Courses for women seeking to return to or re-train in science and technology.

In Industry

☐ Development of links with schools to promote careers in engineering ☐ Preparation of recruitment material which is particularly attractive to women and which addresses them directly ☐ Positive action to develop the careers of women employees.



Photo courtesy of The Engineering Careers Information Service.

It is essential that involvement and support for the aims of WISE '84 are translated into practical action to encourage girls and women into science and engineering. If you would like to join in the campaign but are unsure of the type of project which your school/organisation could develop the EOC can provide ideas and a contact list of individuals and groups who will help with WISE events.

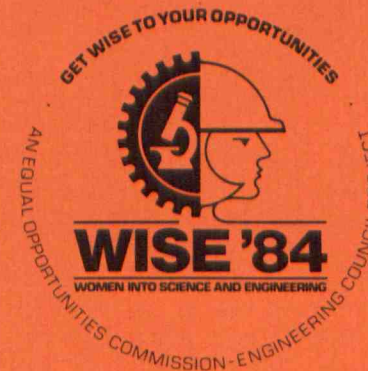
The EOC's main contribution to WISE will be two major advertising campaigns. The first on Information Technology takes place early in 1984 and involves the distribution of role-model leaflets, guidelines for teachers, and posters. The second campaign on Engineering is planned for September, and it's hoped that material prepared by various organisations for WISE will be included in the information packs, which will be sent directly to primary and secondary schools and will be available to others on request.

The EOC and the Council will also be involved in a number of employers' conferences and various careers events related to the WISE theme.

A full programme of WISE '84 events will be available in January and updated at regular intervals.

What of the future?

The need to encourage girls and women into science and engineering will not end when WISE '84 draws to a close. It is essential that the work developed during the year by schools, colleges and employers is continued and extended if WISE is to be successful and if the aims of WISE '84 are ultimately to be achieved.

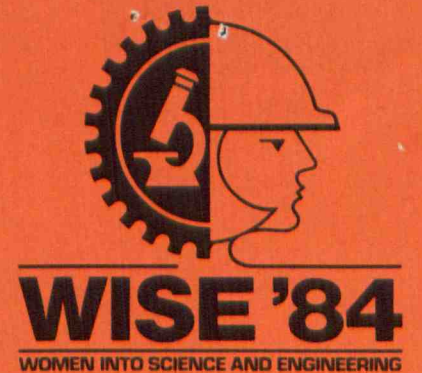


Equal Opportunities Commission
Overseas House, Quay Street, Manchester M3 3HN.
Tel: 061-833 9244

Regional Office for Scotland
249 West George Street, Glasgow G2 4QE.

Regional Office for Wales
Caerwys House, Windsor Lane, Cardiff CF1 1LB.

The Engineering Council
Canberra House, 10-16 Maltravers Street, London WC2R 3ER.
Tel: 01-240 7891



What is WISE Year all about?





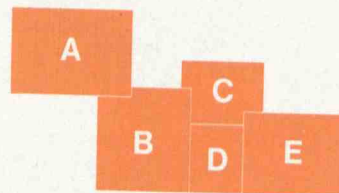
A Fiona Bickmore, Electronic Engineer.
Photo courtesy of the Plessey Company.

B Using a milling machine during workshop training.
Photo courtesy of WES, Loughborough University of Technology.

C Course members working in the engineering drawing classroom.
Photo courtesy of Norwich City College of Further and Higher Education.

D Caroline Ritson, Engineer.
Photo courtesy of Scotsman Publications.

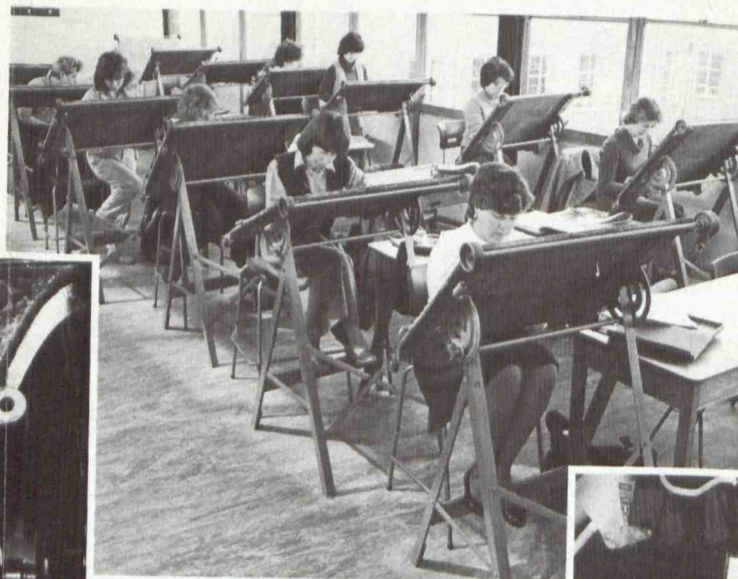
E Lt. Sharon Dearle, Army Aircraft Engineer.
Photo courtesy of J. Walsh, Andover, Hants.



What is the problem?

The failure of girls to take up opportunities for employment in engineering and science-related professions is a cause of great concern. Figures for the engineering industry show that in 1980 women formed only 21.5% of the total engineering workforce and 94% of all women working in engineering were employed as operators, as clerical staff and in unskilled grades. Only 2.5% of the scientists and technologists in the engineering profession are women and only a very small number of women are employed as technicians.

This marked under-representation of girls and women in engineering and science-related professions often stems



from the outdated notion that such work should be carried out by men – a belief inappropriate in today's social and economic situation. Nevertheless, it has influenced actual practices associated with science and engineering and is still reflected in the advice offered to girls and women by their careers advisers, teachers and industry in general.

At school, a differential curriculum where science is generally regarded as a boys' subject often leads girls to make narrow option choices without considering how these relate to actual job opportunities available to them later on. Of the total number of pupils taking physics at 'O' level in 1981, girls formed only 25.5%, and this figure dropped to 19.5% for 'A' level entries!

Trainers and employers therefore assume that in the engineering context they will be dealing with boys, an attitude which may lead to male-orientated course information and content, which can have the effect of discouraging even those girls who are qualified from using their qualifications in the engineering field.

In fact, by rejecting what science and technology has to offer girls are effectively closing the door on a whole range of careers. This is particularly true at the present time when the introduction of new technology into many sectors of industry is increasing the demand for a technologically skilled workforce.

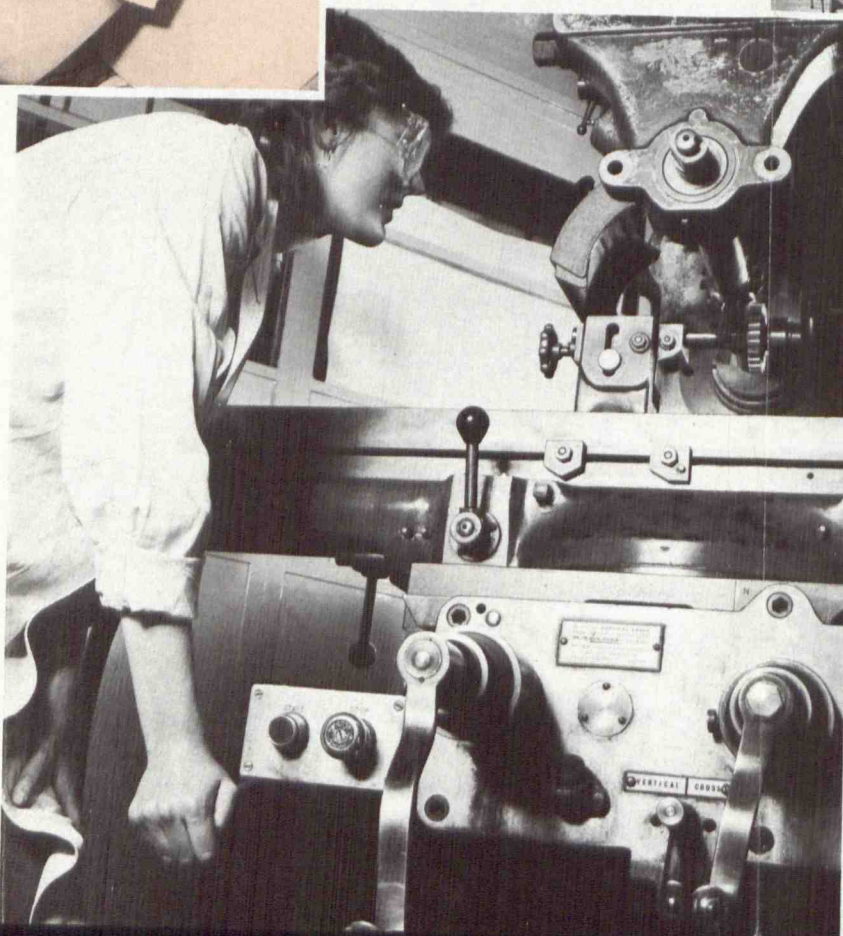
Compared with the figures for 1980, an expansion of 14.3% in jobs for engineers and scientists and 12.5% in those for technicians and draughtsmen is predicted by 1990. The

From all the information available it is clear that in the present economic climate, the sciences, engineering and technology offer better prospects for employment than many areas which have previously attracted girls and women. If they are to have true equality of opportunity, it is essential to make them aware of this fact and to encourage them into these areas of work.

Women can no longer afford to ignore the opportunities which the engineering and science-related professions open up for them and, at the same time, the engineering industry can no longer afford to neglect the talent and ability which women have to offer.

By launching WISE '84 the Equal Opportunities Commission (EOC) and the Engineering Council aim to draw attention to career opportunities for girls and women in the engineering industry and in those professions requiring science qualifications, and to alert education and industry to the need to create an environment which is attractive to and supportive of girls and women.

The aims of the EOC and the Council are complementary: the EOC seeks to promote equality of opportunity and the Council is seeking to promote the opportunities offered by engineering. Both organisations, from slightly different standpoints, are concerned about the waste of women's potential in an area of national importance.



MR BARCLAY

WISE BUS

Just a short note to bring you up to date with events.

The EOC are putting in the post to me today a complete list of gusts, the names of the third year girls and the school they come from and the shape of their programme.

Broadly, the Chairman of the EOC Lady Platt of Writtle, and one of her officials, Wilf Knowles, will greet the PM in the hallway and extend their thanks etc. All three will go into the street and onto the Bus. The Prime Minister will go upstairs first and be intriduced quickly to the main guests by the EOC Deputy Chairman Mrs Jane Finlay. This should take about ten minutes and no more - I've alerted the EOC to the need to keep this fast moving otherwise the youngsters downstairs will miss out - and to help in that, I've warned that the PM should not be offered a cup of coffee while she's upstairs. (Guests will get a coffee once the PM has left.

Downstairs she will spend the rest of the time talking to the third formers operating the audio-visual equipment and the computer hardware and there will be the opportunity here for her to 'have a go'. We will keep the photopool people down stairs all the time - none of this meeting on stairway business.

EOC will also send me next week an information pack. They will hand out packs to the press on the day and the PM will receive a special pack as she leaves - I thought this was better than at the start because she would only have to carry it around. We will of course provide her with background before the day - including some WISE lapel stickers, which the EOC would be thrilled if she could wear - one would be enough, no need for over enthusiasm!

When writing to DTI private office you will be able to mention that Dr Eric Bates, of DTI's education/industry unit, is involved in all of this. We talked a while back and he was more than happy to get some briefing together.

AM

The WISE Bus

1. Funded by -

Esso	(£15000)
Rio Tinto Zinc	(£ 1000)
National Westminster Bank	(£ 1000)
Burmah Castrol	(year's oil supply)
Manpower Services Commission	(£12000)
Department of Trade and Industry	(£17000)
Department of Employment	(£12000)
2. The total cost of purchasing, converting, painting, equipping, maintaining, staffing and administering the Bus for the school year 1984/85 is - £58000
3. The Bus will be integrated with the British Schools Technology Project under which trailers equipped as training centres will visit LEAs to provide training in new technologies for teachers.
4. A few weeks after the initial training period of one week, the WISE Bus will visit selected schools which had teachers on the training scheme and it will be part of the teachers' project work to arrange and supervise the groups of girls on the Bus.
5. It is envisaged that the Bus will spend one day at each school, with four or five groups of girls using the Bus each day.
6. The girls will visit the Bus in groups of twenty for 1 to 1½ hour sessions. Ten of the girls will receive teaching about, and practical experience of, new technologies on the lower deck, while on the upper deck the other girls will be able to view video material about careers for women in science and engineering and to study booklets and visual aids. The groups will then change over.
7. The video equipment has been donated by Thorn EMI.
8. The Bus was converted, painted and equipped by the Bedfordshire Technology Unit and is administered from the British Technology Centre at Trent Polytechnic.

DRAFT - PRIME MINISTER'S LETTER

Women into Science and Engineering

It has been encouraging to read of the tremendous reaction from both the education sector and industry to your WISE campaign during 1984 and I am sure that the WISE bus will prove to be very popular as it visits schools from September onwards.

The fact that young people and their teachers can actually learn by using audio visual equipment will surely help to stimulate the interests of young people in physical sciences and technology.

The encouragement provided by the Equal Opportunities Commission and the Engineering Council to girls in particular, I hope will increase the numbers who are qualified to take up the job opportunities which are being offered by Britain's growing industries.

(Closing remarks by the Prime Minister?)

I Morgan - EOC
June 1984

DRAFT MESSAGE FROM THE PRIME MINISTER FOR USE AT THE WISE PRESS
CONFERENCE

I have been very encouraged to hear of the tremendous reaction from both the education sector and industry to your WISE campaign for 1984. And I'm sure that the WISE bus will prove to be particularly popular on its visits to schools throughout the country.

Giving young people and their teachers the chance of 'hands on' experience of audio visual equipment and computer hardware must help to stimulate interest in the physical sciences and technology.

It is so important that the potential skills of girls are not lost to industry through lack of awareness or because of inadequate information or encouragement. Your WISE Bus will do much to stimulate the imagination of many while on its travels - I am very happy to be present on its first outing, and launch it on its way.

MISS CHRISTOPHERSON

As I mentioned earlier today, the Prime Minister has accepted an invitation from Lady Platt of the Equal Opportunities Commission to launch a bus which will carry an exhibition to schools in connection with Women Into Science and Engineering Year (WISE '84). I attach Lady Platt's invitation, and my reply.

The person dealing with this at the EOC, whose name is Mr. Knowles, duly telephoned today. I have provisionally agreed that the launch should happen at about 1100 hours on Wednesday, 25 July, and that it will last no more than three quarters of an hour. Could you please arrange for a member of the Press Office to contact him on 061 833 9244 to discuss media arrangements?

DMB

DAVID BARCLAY

*Andrea
you are dealing
RC*

23 March 1984

Mr. Barclay -

*DMB
26/3*
*Andrea will
be handling this one
will be in touch
with Mr Knowles.
RC*