



inspiration for innovation newsletter

Edition 1 - June 2021



@automotive-thirty-percent-club



@Auto30Club

Welcome to the first edition of the Inspiring newsletter!

This quarterly newsletter is designed to keep you up-to-date with the actions of the Automotive 30% Club Inspiration for Innovation Network activities.

The Inspiration for Innovation Network which is sponsored by **Keyloop** and **MEPC Silverstone Park** has grown from strength to strength and we're extremely proud of its achievements. During a year where our planned activities had to be altered due to Covid-19 restrictions, we have developed virtual events and volunteer videos so that we could continue our engagement with schools across the country.

This edition is filled with the latest news for you to share internally. In this edition we are focusing on introducing the Network to potential volunteers, updating you on the virtual events held during April and May, and finally revealing the Essential Skills Episodes and the Career Conversations Volunteer Videos that are now available for schools to view on the Automotive 30% Club website.

We would encourage you to internally communicate the content of this newsletter to your colleagues and encourage them to connect with us.

We hope you enjoy this first newsletter!



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Subscribe to our free Inspiring E-Zine

The Automotive 30% Club publishes a digital magazine aimed at women and inclusive allies. Its aims are to connect individual women or women's networks together, and to be the go to place for motivational advice and guidance for women.

To subscribe please click on this [link](#), and complete the form - it is as easy as that!

We inspired students at The Buckingham School, Sponne School and Kingsthorpe College



Social Media Post announcing the I4I Virtual Events

"The content of the Inspiration for Innovation virtual event was really good and the majority of our students were thinking much deeper about the skills and knowledge needed for many career pathways. The speed networking was interactive and gave students a real opportunity to discuss with adults what their jobs were like. The speakers had a great presence about them and pitched it right to engage with the students when talking with them."

Suzy Pykett, Assistant Headteacher, Director of Sixth Form,
The Buckingham School

During April and May, the Automotive 30% Club ran three virtual inspirational events at Sponne School and The Buckingham School in Buckinghamshire and Kingsthorpe College in Northamptonshire. These events are an integral part of the year-long Inspiration for Innovation Network activities and allow our volunteers from across the automotive sector and MEPC Silverstone Park to engage with young people about careers in automotive, technology, and engineering, as well as tackling gender stereotypes and career segregation.

In total 34 volunteers from MEPC Silverstone Park and the Automotive 30% Club member companies inspired 650 students. At all three events, the students watched talks by the co-sponsors Stuart Miles MD of Keyloop and Roz Bird, Commercial Director MEPC, Silverstone Park, supported by a variety of inspiring films, panel sessions, and an interactive Career Speed Networking Event. During each event, we



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also ran an interactive quiz, where form classes were able to win on-the-spot prizes. The teachers had as much fun as the students trying to be the first class to submit the correct answers!

We would like to publicly thank all the volunteers for supporting these events and giving up their time to inspire the next generation of engineers, technologists, and automotive professionals. The volunteers were from an array of companies including Performance Projects, Phoenix Sports Media, Delta Motorsport, Lunaz Design, TD Group, CMC Media, Course Concierge, and Glanville Consultants, all located at MEPC Silverstone Park. From the Automotive 30% Club, the companies involved were Keyloop, Enterprise Holdings, Bentley Motors, Jardine Motors Group, and Inchcape UK. Together we made a difference.

Finally, initial results show that the students found the events interesting and informative and that the information imparted to them will have a positive lasting effect.

“Our teaching and support staff were in awe at the scale of the event and were impressed with the professional feel the students experienced throughout the day. Students are still talking about it now, sharing their experiences of the day with each other, teachers and parents.”

Scott Wade, Senior Deputy Headteacher,
Kingsthorpe College

The I4I Career Conversations are in full flow



During April and May the Automotive 30% Club team recorded career conversations with 60 volunteers from Silverstone Park and the Automotive 30% Club member companies. The aim of these interviews is to share personal stories focusing on education and career pathways and useful advice with students .

In addition we recorded 11 Enterprise and Essential Skills Episodes with leading figures from within the automotive sector. This series of discussions are co sponsored by **The University of Buckingham**.



All of the volunteer videos are now available for schools to download from the Automotive 30% Club website, to support, encourage and inspire students with their studies.. We have set up a dedicated webpage and schools will be issued with a passcode to access the videos. A **big thank you** to all those who have taken part.

Call to action

If you are connected to a secondary school which you believe would benefit from engagement with this initiative please email nicola@automotive30club.co.uk with their details.

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"I have volunteered to be part of this incredible event because I wanted to show just how many options are available to young people. I want to be able to represent and inspire all students and especially females to be able to take the leap of faith all follow their dreams."
**Rasha Hassen din, Branch Manager,
Enterprise Rent-A-Car**

Automotive 30% Club

Call to action

If you are aware of colleagues who would like to engage with young people, are passionate about diversity & inclusion, and want to attract more diverse women and men into their sector, then please refer them to Nicola at nicola@automotive30club.co.uk. We would like to invite them to join our digital I4I Network celebration event in October so they can hear about our activities for the next school year.