

## MONITOR:ICE REVIEW

## ICE review

A review of recent and forthcoming developments at the Institution of Civil Engineers by ICE president Geoff French. For further information please contact the communications office on +44 20 7665 2152, email [communications@ice.org.uk](mailto:communications@ice.org.uk) or visit [www.ice.org.uk/news-public-affairs](http://www.ice.org.uk/news-public-affairs).

## Videos to inspire youngsters

Despite civil engineering offering highly rewarding careers, only a fraction of students taking maths and science subjects at ages 17–18 go on to study civil engineering at university. Even then, 40% of UK civil engineering graduates currently go into other careers.

As part of ICE's work to raise awareness of the opportunities available to young people in the profession, my eight president's apprentices launched a competition earlier this year called *I love civil engineering*.

It called on ICE members and non-members – all of those who are passionate about the profession – to explain why they love civil engineering in a 60 s YouTube video or by way of a 6 s Vine loop, with prizes for the best videos.

The videos were required to demonstrate the excitement of civil engineering and the diverse career opportunities available. Entries will be used to promote civil engineering to year 12 and 13 school students, apprentices and undergraduates, showcasing its relevance to day-to-day life.

The videos submitted are currently being reviewed by a panel of judges and the winners will be announced shortly.



The *I love civil engineering* competition invited short videos that make civil engineering more appealing to young people



An article generated in *The Daily Telegraph* by the *State of the Nation* report launch, the total media coverage for which reached nearly 9 million people

## State of the Nation media coverage

The national and regional launches of ICE's flagship *State of the Nation* report back in June generated 162 media 'hits' across national, regional and trade media (print, online and broadcast). Together this coverage reached nearly 9 million people.

Nine journalists attended the national launch, including two political correspondents from the *Financial Times* and transport writers from *The Guardian*, *The Times* and *The Daily Telegraph* newspapers. Coverage appeared in these publications in addition to the *London Evening Standard*, *The Independent* and *The Sunday Telegraph*.

Other highlights included the BBC 1 *Breakfast* television programme – both in south-west England and Northern Ireland.

All the coverage was just from the report and briefing launches. It will continue to increase as the *State of the Nation* follow-on programme progresses and as we approach next year's UK general election.

## Milestone for awareness campaign

An ICE campaign aimed to show communities how they benefit from local

civil engineering projects reached a major milestone in July with 100 projects from across the UK now part of the initiative.

The *This is civil engineering* campaign was launched by ICE in 2012 to demonstrate the contribution of its members to society and in maintaining quality of life. It involves large *This is civil engineering* banners being displayed during the construction of a wide range of infrastructure projects and schemes across the country, helping members of the public to make the link between the work taking place and the positive impact that it will have within the community.

The banners also include a link to a dedicated webpage ([www.ice.org.uk/this](http://www.ice.org.uk/this)) where the public can learn more about what civil engineers do.

The Northern Inner Distribution Road project by Carillion and Somerset County Council marks the 100th scheme to sign up. Banners were erected at the site ahead of the presidential tour, during which I saw first-hand what improvements are being made to infrastructure in south-west England, and the benefit this has brought to the region.

I hope this initiative continues to go from strength to strength.



ICE president Geoff French with the 100th *This is civil engineering* campaign banner at the Northern Inner Distribution Road project in Somerset, UK