

### Flowcrete Supports the 'Make It' Campaign



Cheshire schoolchildren floored the competition in a contest designed to promote manufacturing to young people. Teenagers from across the county set up their own mini manufacturing company – building a 3D floor plan to meet a variety of customer challenges set by managers of Flowcrete. The youngsters demonstrated their creativity to develop an imaginative flooring design - and then used their skills of persuasion to market and sell their bespoke solution, designed for a luxury yacht, a hospital, a restaurant, or a nursery.

Later, the day finished with a 'Dragon's Den' style presentation in which the young people pitched their ideas to the management team from Flowcrete. The event – titled the Flowcrete 'Make It Enterprise Challenge' was part of The Manufacturing Institute's 'Make It' campaign, which was launched in November 2006. It is an umbrella for a broad awareness-raising campaign – centred around events for young people and their teachers, and a new careers website which is currently under development.

Alan Blay, one of the Flowcrete team judging the contest, said: "We were delighted to support the Make It Enterprising Challenge, which really tested enterprising attitudes and skills including planning, adaptability, problem solving, team working, enthusiasm and persistence. The manufacturing of flooring is a fantastic career for young people, there are great opportunities to travel the world, meet interesting people and do a varied job where no day is the same."

*"The future success of innovative manufacturing businesses such as Flowcrete relies on attracting the brightest and best young people to the sector. Modern manufacturing is a global enterprise competing on innovation, creativity and clever thinking and these are the talents the young people skillfully demonstrated on the day."*

(Nicola Eagleton, Education Executive for The Manufacturing Institute)