



# Young Persons' Perception of the Nuclear Industry in Copeland and Allerdale

Leader to Leader Programme  
January 2014 Cohort

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## Executive Summary

This report is the direct outcome of the Centre of Leadership and Performance <sup>(1)</sup> Leader to Leader Programme for the Nuclear Sector 2014.

The Centre for Leadership Performance is Cumbria's champion for business leadership excellence, delivering the support that the county's public and private sector companies and organisations need to compete effectively in regional, UK and worldwide markets. The Leader-to-Leader programme launched at the start of 2014 brought together senior people from different companies operating in the nuclear sector to work as a West Cumbrian task force, developing their personal leadership capabilities and applying their collective talents to issues facing the nuclear sector.<sup>(2)</sup> A challenge was posed to the Leader to Leader Nuclear Sector by the participants Sponsoring Group.

"The Nuclear Sector does not understand the perceptions of West Cumbrian 15 – 19 year olds towards our industry"

The report is bounded by limiting the primary research to Allerdale and Copeland 14-16 year olds' perceptions of the following; what is the nuclear industry? Who makes up the nuclear industry? And what career opportunities are open to them? A second group of Nuclear Graduates and Technical Apprentices predominately 19-26 year olds with less than two years Nuclear Industry experience was also engaged. This was to investigate if their views of the nuclear sector had changed having had some working experience within the sector and offer any insight into what they would have found useful, whilst making their career choices.

The research identified that 14-16 year olds consider 'nuclear' to be a rewarding career and that they would consider the nuclear industry when deciding on a career path. However the research also showed that 14-16 year olds have a very limited knowledge of the industry. A third (31%) are unaware of any of the job roles which are available, and those who did know highlighted Engineering and Science to be the dominant opportunities. The young people consider their main route into the industry to be through an apprenticeship (44%) but over a third (37%) are not aware of the entry routes open to them.

This limited knowledge of the West Cumbrian Nuclear Sector is supported by their narrow understanding of the organisations that operate within the West Cumbrian Nuclear Sector. This is dominated by Sellafield Ltd <sup>(3)</sup> and Gen2 <sup>(4)</sup> with 51% and 20% brand awareness achieved respectively.

Moreover, the research has highlighted that nearly two thirds (63%) consider their parents to be the biggest influence on their career and educational choices, with teachers lagging significantly behind. This is contradictory to known current marketing campaigns to promote the Nuclear Industry by numerous and well-intentioned nuclear sector organisations and local business that are predominately targeting the young people themselves. The report recognises the efforts of organisations who are trying to coordinate effort and act in concert to address this issue but evidence is offered within the report that this practice is currently fragmented and lacks an effective coordinated and collaborative approach.

The report draws attention to the fact that in 2007, the Nuclear Institute, specifically the Young Generation Network (YGN) posed this exact same question.

The lack of coordination and collaboration may go some way to understand why since 2007 this problem is still a concern for the Nuclear Sector, in particular in West Cumbria.

Further investigations reveal through the poll of Young Nuclear Graduates and Technical Apprentices (19-26 year olds) in the West Cumbrian Nuclear Industry that their perception of the Industry has significantly changed for the better since joining the Nuclear Sector. As nearly two thirds (60%) of the group did not previously envisage themselves working in the nuclear sector but now nearly all (98%) stated that the nuclear sector offered rewarding careers and is a viable career option. The group confirmed that this is due to the fact that they are considerably more educated and knowledgeable in the range of career opportunities open to them now that they have visibility from being within the Industry.

The report evaluates the research and concludes that the current marketing practices are having a limited effect of promoting the West Cumbrian Nuclear Sector as an employer of choice to the Young People. The Young People are lacking knowledge on all the possible career opportunities that the Nuclear Sector can offer them and are not being engaged throughout their educational journey.

This is primarily due to a lack of collaboration and coordination in the West Cumbrian Nuclear Sector's approach to addressing this problem.

It is recommended that the sector:

1. Develop a West Cumbrian nuclear sector working group that work collaboratively to influence the perceptions of young people locally;
2. Maintain a 'nuclear relationship' with the young people of West Cumbria throughout their educational journey (school, college and university);
  - a. Foster an interest in a nuclear career
  - b. Ensure that any who study away from the area remain aware of local opportunities
3. Support the main influencers (parents / teachers) of the young people to ensure they are well informed about the nuclear sector, this could include ideas such as:
  - a. Nuclear companies promote nuclear career opportunities in regional marketing
  - b. Hosting nuclear sector engagement events
4. Promote the complete range of careers which are available in the nuclear sector, in particular highlighting that not all careers have to be STEM based.

(1) <http://www.cforlp.org.uk/>

(2) <http://www.cforlp.org.uk/products-leader-to-leader.html>

(3) <http://www.sellafieldsites.com/>

(4) <http://www.gen2.ac.uk/>

## Introduction & Context Setting

Since the beginning of the nuclear industry, West Cumbria has long been regarded as a centre of nuclear excellence in the UK. It is home to the world renowned Sellafield nuclear processing facility, the national low level radioactive waste repository (LLWR) and two of the National Nuclear Laboratory's (NNL) flagship facilities.

Nuclear decommissioning at Sellafield is a high priority for the UK with the Nuclear Decommissioning Authority (NDA) continuing to spend over £1.5Bn<sup>1</sup> per year at the site; the total lifetime cost of decommissioning at Sellafield is estimated at £64.9Bn<sup>2</sup>. As part of a wider UK nuclear renaissance, international investment has been made by Toshiba and GDF Suez into plans for 3 new nuclear reactors to be built and to be producing power in the region by 2024<sup>3</sup>; this includes an estimated construction cost of £16Bn<sup>4</sup>. With the UK's nuclear submarine programme being delivered out of Barrow-In-Furness on the West coast of the county also, this is definitely a home of nuclear opportunity.

There are a number of vital components which underpin a vibrant and successful nuclear sector in this area, one of the most important being developing the skills and talent required today and into the future. Key to achieving this is ensuring that we help educate our young people on 'what the nuclear industry is all about' and also inform them on the variety of career opportunities that the sector can offer them.

This report has been produced by the 2014 nuclear sector cohort of the Leader to Leader programme run by the Centre for Leadership Performance (CfLP) and supports a wider strategic economic plan led by the Cumbria Local Enterprise Partnership (CLEP). The report provides an overview of the findings of our consultancy challenge which was issued to the group by the sponsor organisations: Sellafield Ltd, LLWR Ltd, Nuvia Ltd and Hold Engineering. The report seeks to address the following problem statement:

"The nuclear sector does not understand the perceptions of West Cumbrian 15-19 year olds towards our industry".

This CfLP cohort is a reflection of the West Cumbrian nuclear supply chain with representatives from two tier 1 organisations as well as both tier 2 and tier 3 businesses. As part of the problem setting objective the cohort were given three potential problems to choose from and overwhelmingly they made this choice. Individually the cohort understand the threat that this lack of understanding poses to the sector and therefore share a mutual passion in support of a plan to address the challenge now and in the future.

This report contains data from a survey of 14-16 year olds in our local high schools gaining an insight into their perceptions on the industry. Also an opportunity has been taken to capture an additional collection of feedback from young graduates and technical apprentices already working in the nuclear sector to examine how their real experiences have compared with their pre-industry perceptions. Furthermore the report provides a group analysis of the feedback, a take on the wider strategic context of the problem and an offering of recommendations to the CLEP and the local nuclear sector as part of the strategic plan moving forward.

(1) & (2) NDA Annual Reports and Accounts 2013 – 2014

(3) & (4) Cumbria Strategic Economic Plan 2014 – 2015

## Methodology & Assumptions

A combined market intelligence (literature review) and market research approach was applied to capture the perceptions of West Cumbrian 15-19 year olds.

The market intelligence focused solely on secondary data (existing information) this was obtained from a variety of known and well respected national, nuclear sector and local organisation produced reports, papers and conference material, examples include, a paper written by the Nuclear Institute (NI), and the Young Generation Network (YGN) in 2007.

The reports and papers are all publicly available documents and were reviewed by task team members to identify any relevant facts and insights on the subject matter. As the task team includes practitioners in this field from Tier 1, Tier 2 and Tier 3 organisations the report considers the market intelligence to be broad enough to offer a considered opinion.

However the report does recognise that the market intelligence although broad could be challenged on its depth especially on the subject matter of perception. The report did not test the validity of any report or papers findings and so has assumed all facts and or insights used from the market intelligence to be accurate and have been achieved from the application of robust collection and data techniques and methodologies.

The marketing research focussed on gathering primary data (new information) that was not readily available. A number of quantitative techniques were considered: focus groups, structured interviews, one to one interviews etc, the decision was made to capture the information required through the implementation of a survey.

The survey was chosen ahead of the other options due to the fact that it removed or minimised the following challenges associated with other capture techniques: task team availability; set up time and costs; protection of young people; and availability of the young people. It also offered the potential to secure a large percentage sample and allowed for the application of measurement and statistical techniques on the data. In addition some task team members had long standing professional arrangements in place with local education leaders and previous experience had shown the survey method to be a popular method as it offered the least disruption to the schools.

A survey was compiled and issued to a population of nearly 2,000 14-16 year olds of the Allerdale and Copeland areas. The 17-19 year old range is not represented. Based on educational leader advice the survey was not offered to this group as at the time of issue the group were heavily focused on examination preparation.

For the 14-16 year olds the survey proved very effective as a response rate of 28% was achieved however the report does recognise the technical challenges associated with developing surveys. As human behaviour is unpredictable and the survey attempts to capture and ultimately measure the behaviour of a group of individuals, but there is no guarantee that the measured behaviour will be repeated in the future. Results cannot be replicated. It is not possible to conduct a research project in such a way as to produce the exact same results when using a different group of respondents.

## Data Analysis (14-16 year old)

Surveys normally undergo psychological and statistical proofing (through the use of control groups) to remove any inherent potential bias from the questions. The report recognises that surveys may unintentionally or intentionally include leading questions or questions that are arranged in an order likely to produce a particular answer or bias. For this report it has not been practical to undertake such an exercise due to the inability to gain regular access to a control group of Young People and the time constraints placed on the task team.

The report assumes that the survey does not unintentionally or intentionally include leading questions or questions that are arranged in an order likely to produce a particular answer or bias. It should be noted where an individual did not respond to the question it was not recorded as an answer and as such excluded from analysis within that section.

As a 28% return rate (~560 surveys) was achieved then this is considered a large sample size and a good representation of the population. As such the report has confidence on the results to portray an adequate representation on the group's perceptions. Basic and standard statistical tools and techniques were applied to analyse individual question responses and some coding was applied to group answers especially when free text was allowed. No analysis has been undertaken to look for geographic variations and as such the analysis assumes the group's views to be consistent across West Cumbria.

### Key Finding

*14 – 16 year olds in West Cumbria, consider the nuclear industry represents a rewarding career choice*

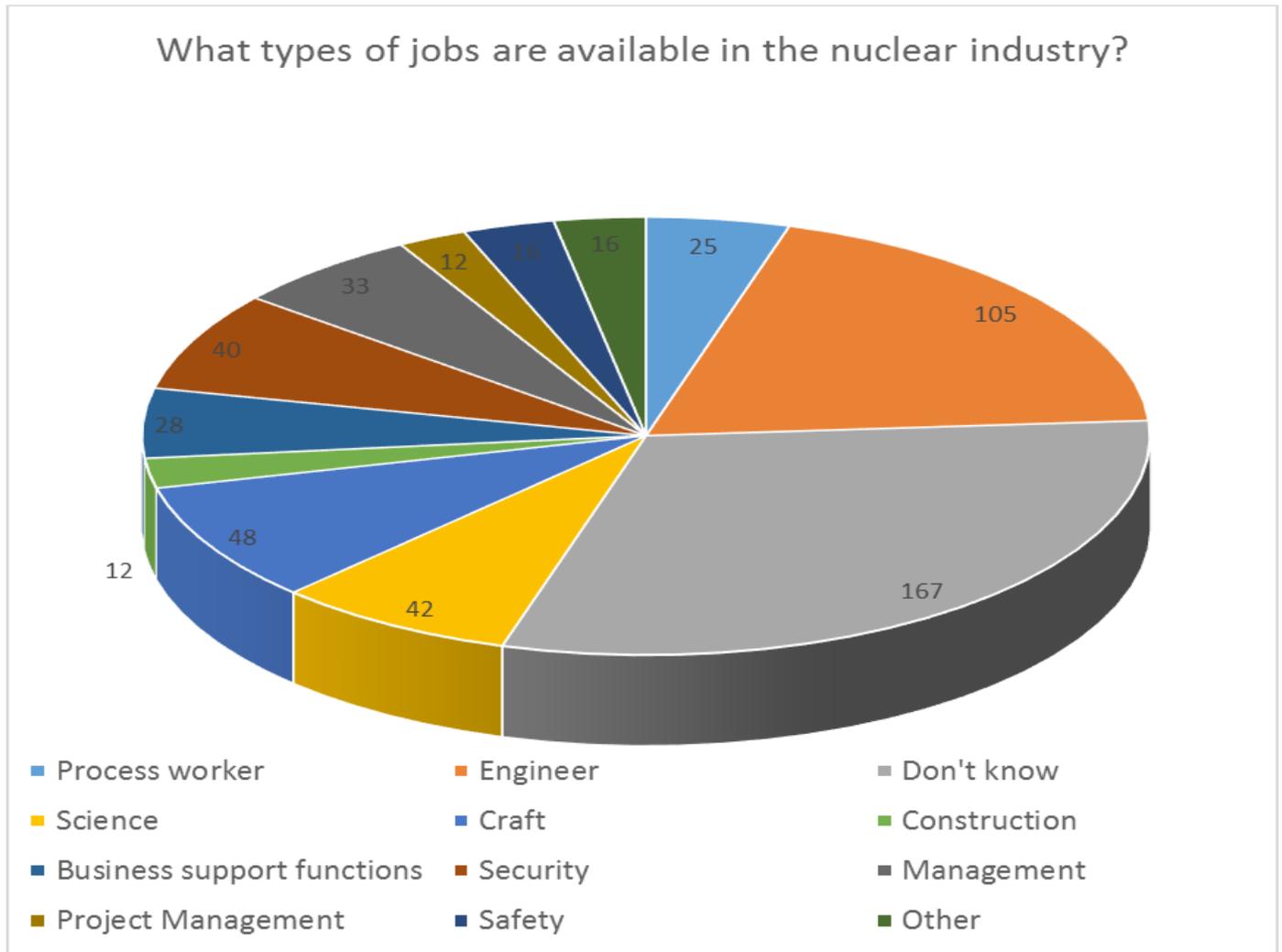
This question was used to establish whether a career in the nuclear industry was considered to be a "good option". Of those that responded to this question the overwhelming majority (74%) believed that the nuclear sector could be considered to be a rewarding career choice. The main factors behind the positive response where their understanding that the sector offered "good pay, interesting work and career progression", although no analysis or comparison is made to other industries this would indicate that the industry was an attractive option. For the remaining 36% when a no response was given this was often accompanied by statements including "dangerous, it causes medical issues and I don't know".

### Key Finding

*The majority of 14 – 16 year olds in West Cumbria, do not know what career opportunities are available to them within the nuclear sector? Of those who do, they are heavily focused on Engineering and Science roles.*

Against a backdrop of the industry being perceived by the majority to be a rewarding career option the study asked what types of careers the target group believed were actually available to them within the industry. No options were given in the question to ensure the participants could not be guided in their response.

**Chart 1**



Of those questioned 31% (167) did not have any appreciation of the types of jobs available within the nuclear industry, whereas 40% (220) are mindful of the operational / scientific and engineering roles available in the industry.

Equally there is very little appreciation of the supporting functional roles which make up a significant proportion of the role types undertaken within the sector for example: project management; business management; business development; legal; financial; administrative; logistic; manufacturing; commercial and training. This suggests that while the STEM support activities have been successful in developing some understanding, the sector has been less successful in promoting other roles.

**Key Finding**

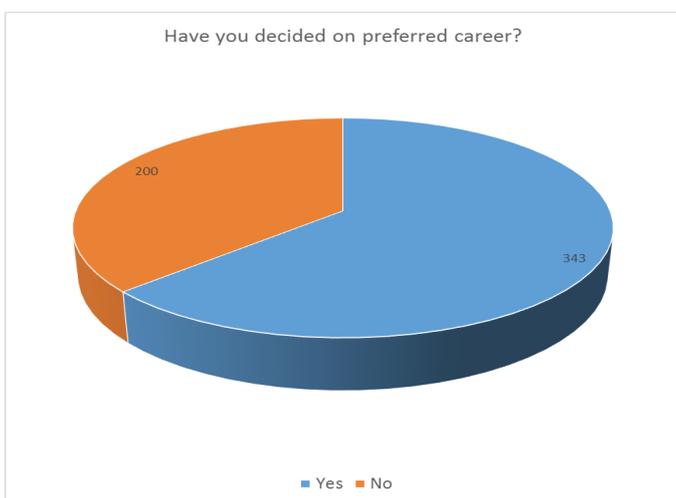
*Nearly two thirds (63%) of 14 – 16 year olds in West Cumbria have already made a decision on a preferred type of career by this age. With 68% believing that their chosen career was not possible within the nuclear sector.*

This section of the study attempted to establish how informed the target group were when making educational choices which could inform future career directions. Additionally it also investigated whether by the age of 14 – 16 students already had an understanding of preferred careers. It also sought to try and establish a link to an understanding of the job types undertaken within the industry.

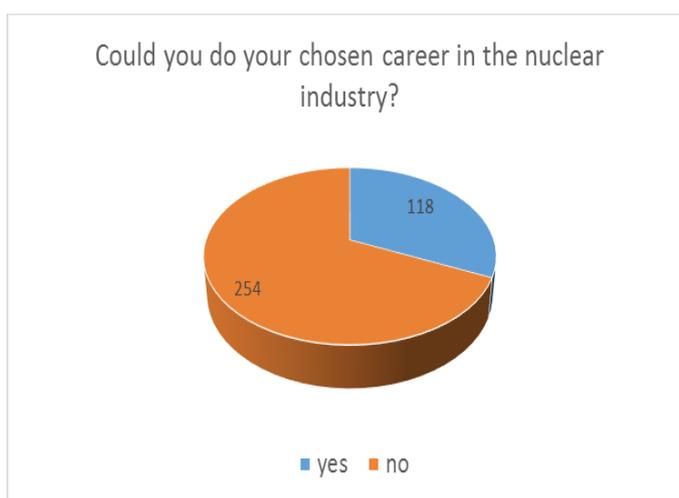
To assist in trying to establish a link between jobs within the industry to those offered by the respondents (where a preferred job type was stated and the responder had stated no it could not be done within the industry), the task team looked at broad role types within the industry to see if the preference mapped to existing role types.

The aim of this was to understand the groups' knowledge of actual roles and where improved communication of the types of jobs undertaken within the sector could actually increase the number of people looking to join it.

**Chart 2**

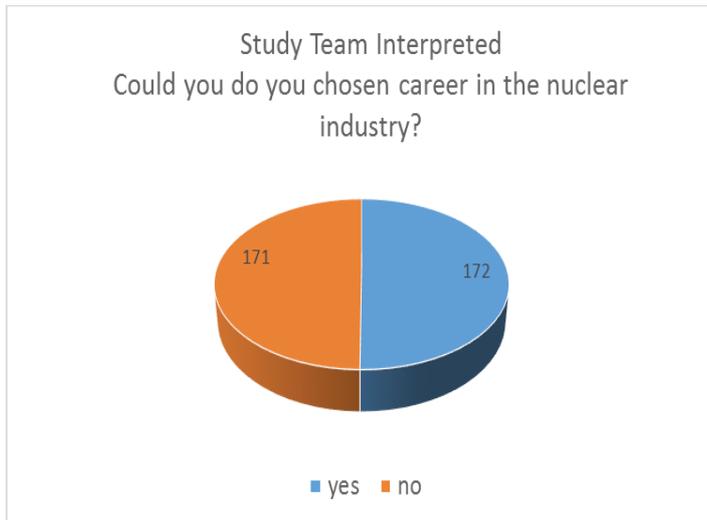


**Chart 3**



When questioned on whether they believed they could undertake their preferred career within the nuclear industry only one third (32%) believed they could. Based on responses from previous questions and knowledge of the suite of job roles represented in the sector, the analysis provided a revised assessment. The result of this re-interpretation suggests that the initial figure of one third (32%) could be increased to over a half (51%) based on an improved knowledge of the types of jobs undertaken within the sector.

**Chart 4**



The key areas are security, project management, financial services, public relations, sales and marketing and construction.

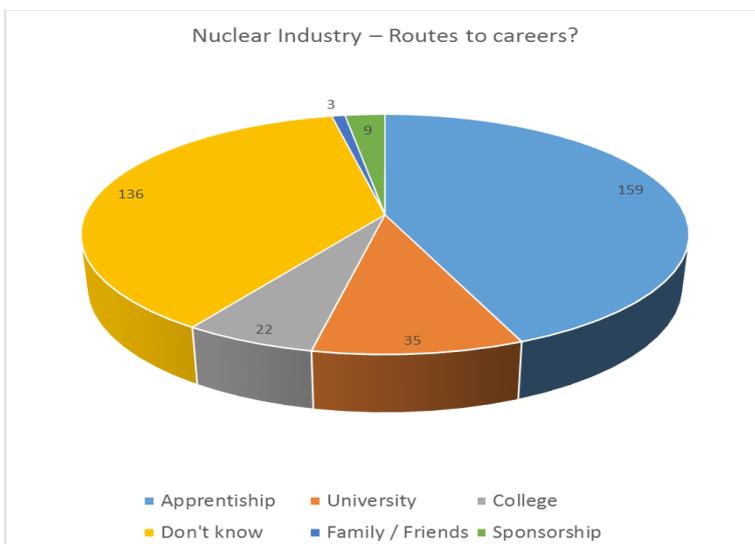
**Key Finding**

*Nearly half of all 14 – 16 year olds in West Cumbria consider their main route into the industry to be through an apprenticeship (44%) but over a third (37%) did not know the entry routes open to them at all.*

An industry as diverse as the nuclear sector naturally offers a variety of different routes by which young people can enter the industry. These include the likes of Apprentice Schemes, Sponsored Placements, Technical Trainee Schemes and Graduate Schemes. Again no options were given in the question to ensure the participants could not be guided in their response on what routes of employment are available to them to join the industry.

The analysis showed that nearly half considered a main route of employment was through an Apprentice Scheme. The report recognises the work to promote apprentice programmes specifically by GEN2 and its clear this effort is having a positive effect.

**Chart 5**



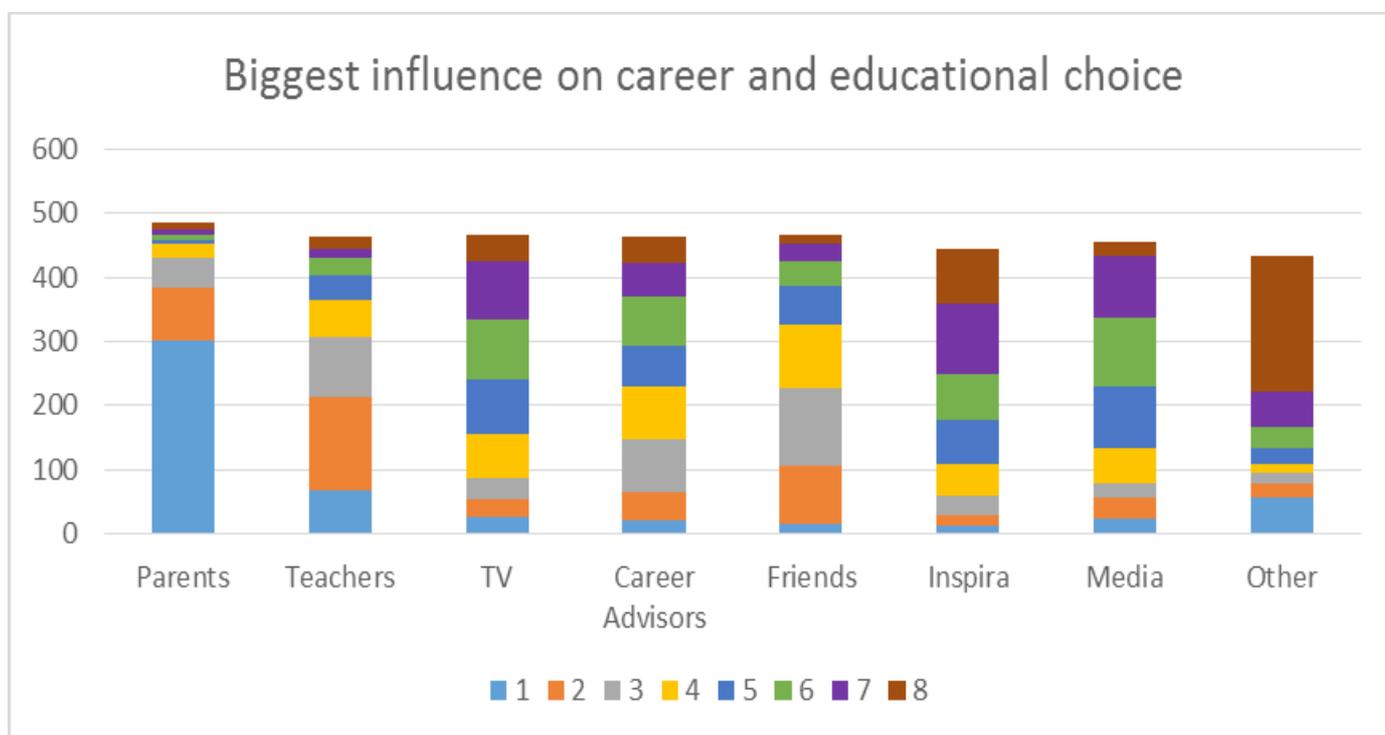
However this position is somewhat undermined as a considerable number (167 or 37%) of young people surveyed were unable to name any routes which could lead to employment.

### Key Finding

*Parents are the biggest influence on West Cumbrian 14 - 16 year olds educational and career choices.*

The analysis so far has shown that today's Young People are more conscious of choosing a career but are less informed about what is actually available to them in the nuclear sector. But in this career making process, who are their key influencers advising and guiding their choices? Understanding this is crucial as it will inform any future work to ensure the influencers are equally if not better informed than the Young People. Two multiple choice questions were posed against which the responders were asked to rate the choices in terms of biggest influence (1 being the highest influencer, 8 being the option of the least influence).

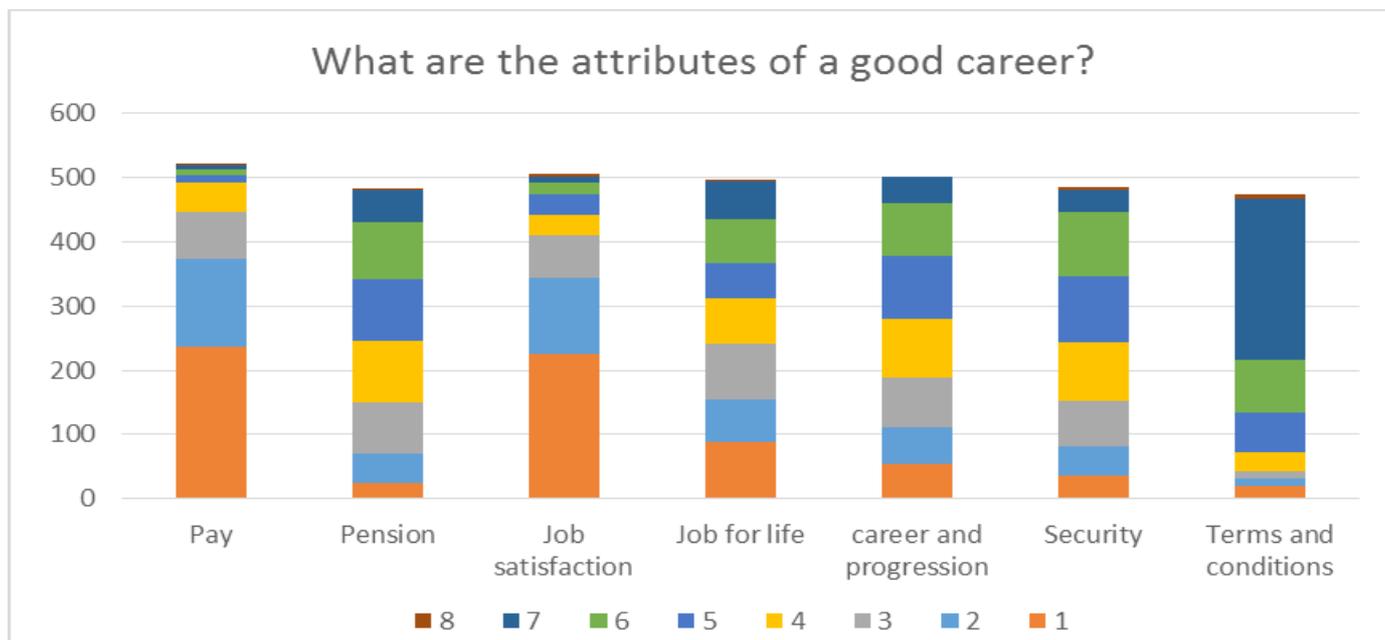
**Chart 6**



The analysis showed that by far the biggest influencer on the career and educational choices are the Parental Group, followed by Teachers and then Peer Groups and Career Advisors. As such any aims to improve understanding of the range of careers and opportunities offered by the sector need to focus on improving understanding within these groups as well as the understanding of the young person themselves.

What are the drivers for West Cumbrian 14 – 16 year old in choosing one career over another? Of particular interest is the clear message, that while pay is seen as an important factor, Job satisfaction is seen as being equally important. This is further understood to mean that they wanted to enjoy the career they chose and feel that they were helping society by doing it.

**Chart 7**



The analysis showed no other significant factors outside of these two key messages, although reinforcement of long term job security and also opportunities for advancement did come out within other areas of the study.

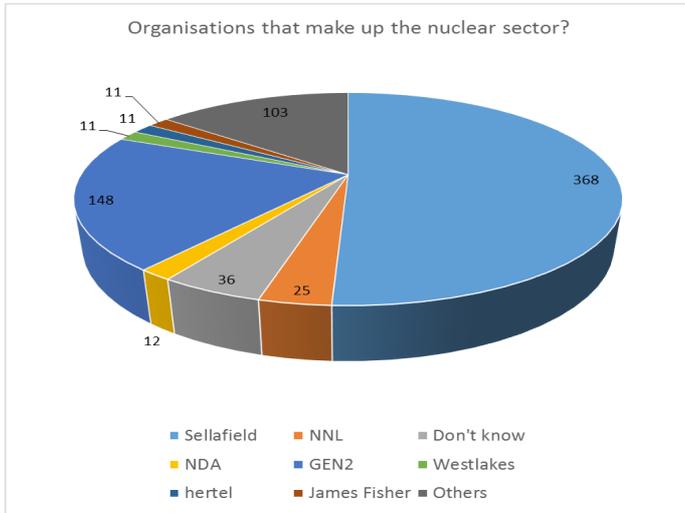
A second aspect of the study was to test the group’s knowledge of the West Cumbrian Nuclear Sector. or brand awareness, by simply asking which organisations made up the West Cumbria Nuclear Sector. This position was supported by gaining an understanding of whether they considered the organisation to be a strong participant in the identity of the local area.

**Key Finding**

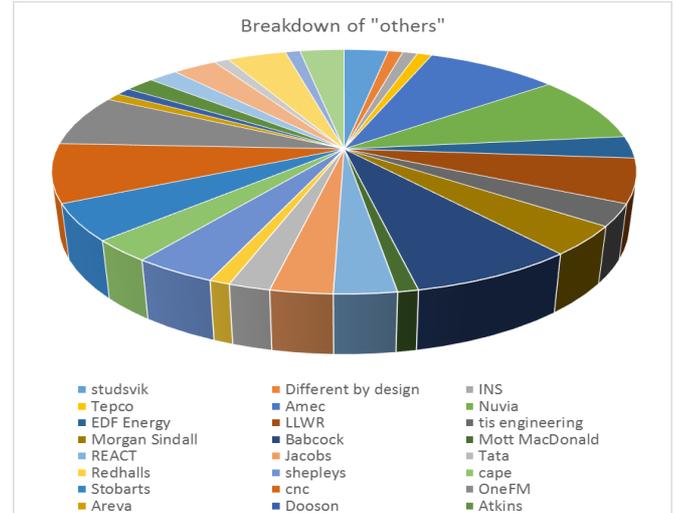
*West Cumbrian 14-16 year olds have no concept of a West Cumbrian Nuclear Sector and a limited view of the community activity it does.*

The analysis showed that West Cumbrian 14-16 year olds’ view of organisations within the West Cumbrian Nuclear Sector is heavily dominated by Sellafield Ltd (51%) and Gen2 (20%). This is not considered surprising given Sellafield Ltd dominates the nuclear sector landscape and is the main employer in the sector and that Gen2 has been proactively raising the awareness of apprentice programmes to the group.

**Chart 8**

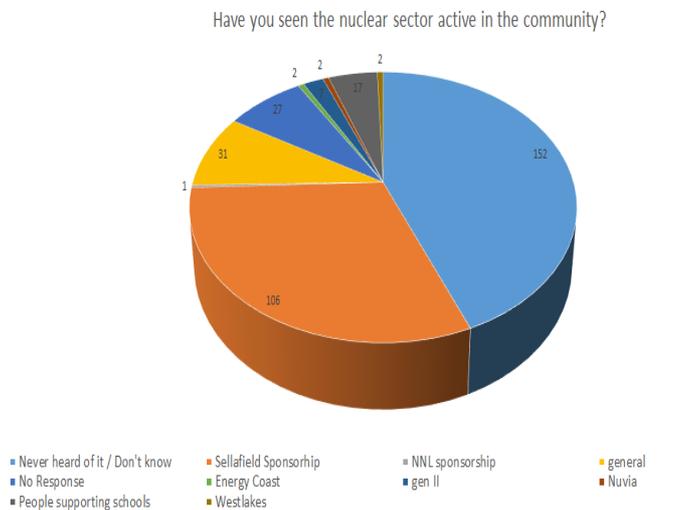


**Chart 9**



The report however notes the appreciation of a large number of organisations (32) that were mentioned in the ‘other’ category but these in essence received very limited recognition or brand awareness when looking across the data as a whole. This limited recognition was not explored, but the report considers that these organisations may be promoting themselves to other groups for other benefit. The analysis however does add support to the position that the West Cumbrian Nuclear Sector are not acting in concert to promote the industry to young people.

**Chart 10**



When analysed as to whether the organisations were a strong participant in the identity of the local area the findings are supportive of the previous position. While responders were able to identify where they had seen examples of specific organisational activity in the community, primarily through sponsorship of events or through work within schools there was no evidence of understanding of an attempt to create a sector identity within the local community.

## **Key Findings of Data Analysis (14-16 year old)**

1. *14 – 16 year olds in West Cumbria, consider the nuclear industry represents a rewarding career choice;*
2. *The majority of 14 – 16 year olds in West Cumbria, do not know what career opportunities are available to them within the nuclear sector? Of those who do, they are heavily focused on Engineering and Science roles;*
3. *Nearly two thirds (63%) of 14 – 16 year olds in West Cumbria have already made a decision on a preferred type of career by this age. With 32% believing their chosen career was not possible within the nuclear sector;*
4. *Nearly half of all 14 – 16 year olds in West Cumbria consider their main route into the industry to be through an apprenticeship (44%) but over a third (37%) did not know the entry routes open to them at all;*
5. *Parents are the biggest influence on West Cumbrian 14 - 16 year olds educational and career choices;*
6. *West Cumbrian 14-16 year olds have a very limited understanding of the West Cumbrian Nuclear Sector and the community activity it does.*

## Data Analysis (Graduates)

In order to develop a robust set of recommendations, in addition to gathering data from the school age students, the graduates at the Annual Graduate Conference, predominately 19-26 year olds with less than two years Nuclear Industry experience, were also engaged for this report. They were asked to complete an amended version of the survey offered to the West Cumbrian 14-16 year olds. The graduates included representatives from Sellafield Limited (SL) Graduates, Nuclear Graduates (NG), Technical Specialist Trainees (TSTs), Summer Placement Students and Industrial Placement Students.

A total population of 200 graduates were surveyed and a 50% return rate (100 surveys) was achieved. This is considered a large sample size and a good representation of the population. As such the report has confidence in the results to portray an adequate representation on the group's opinions. Basic and standard statistical tools and techniques were applied to analyse individual question responses as previously and some coding was applied to group answers especially when free text was allowed. No analysis has been undertaken to look for geographic variations and as such the analysis assumes the group's views to be consistent across West Cumbria.

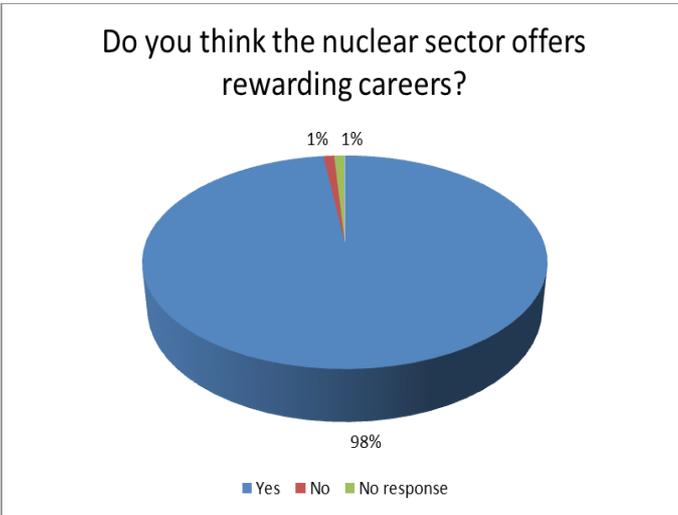
By polling this group it offered the opportunity to understand if their views of the nuclear sector had changed having had some experience of working within the sector. But more importantly to explore what information, and or interactions, they would have found useful when they had been at school, whilst making career choices.

### Key Finding

*98% of Graduates in West Cumbria, considers the nuclear sector offers rewarding careers*

Again this question was used to establish whether a career in the nuclear industry was considered to be a "good option" for Graduates. Of those that responded to this question the overwhelming majority (98%) believed that the Nuclear Sector did offer a rewarding career. This supports the perceptions of the West Cumbrian 14-16 year olds were (74%) believed that the nuclear sector could be considered to be a rewarding career choice.

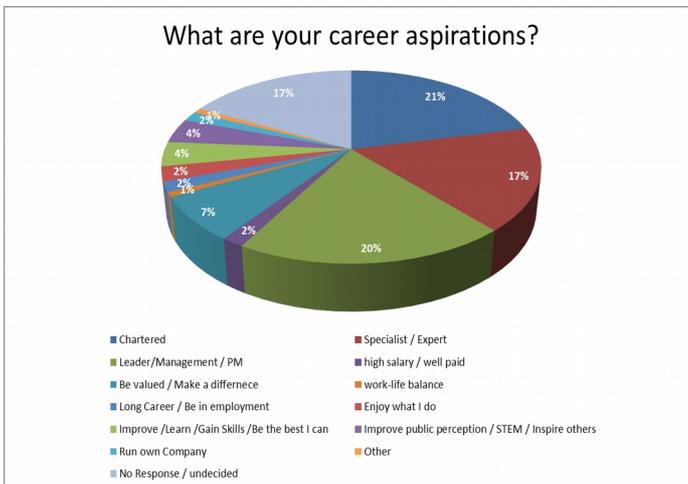
**Chart 11**



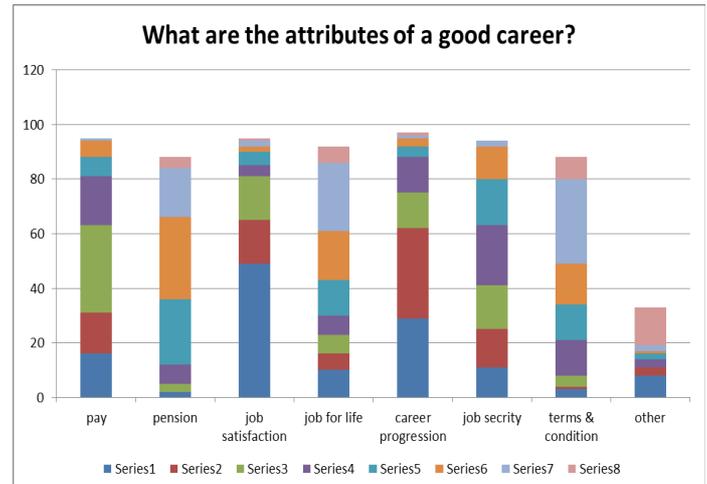
The main factor behind the positive response for this group was their understanding that the sector offered a high degree of job satisfaction; this was further supported by good career progression and then the opportunity to specialise. Career progression for this group though centred on professional development, as 21% indicated that they aspired to achieve Chartered status and 20% aspired to be future Leaders and Managers. Interestingly two of the same three attributes mentioned by the 14 to 16 year olds are reflected by the graduate group, pay and job satisfaction. But unsurprisingly greater emphasis

is given by each group, for example pay is more important to the 14 to 16 year olds but job satisfaction is more important to the graduates. It would be fair to say that this would be down to differing personal aspirations of the groups.

**Chart 12**



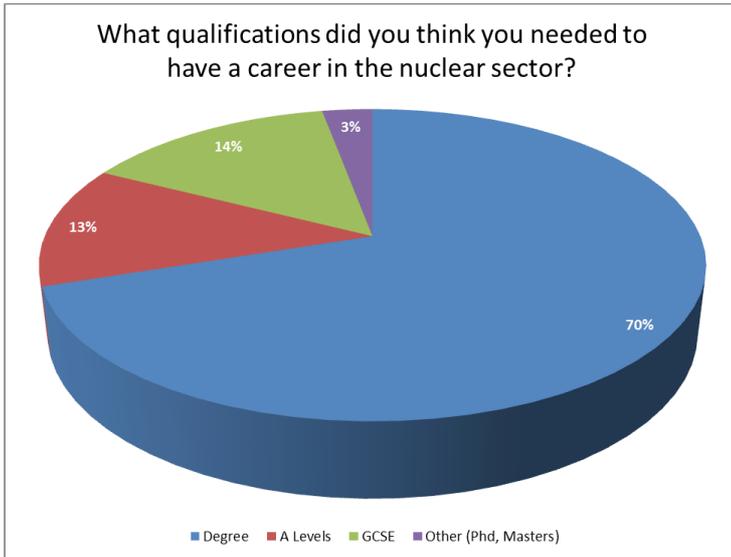
**Chart 13**



**Key Finding**

Nearly three quarters (70%) of Graduates in West Cumbria, consider a degree is required to enter the nuclear sector. And nearly a third (28%) stated that this needed to be in STEM.

**Chart 14**

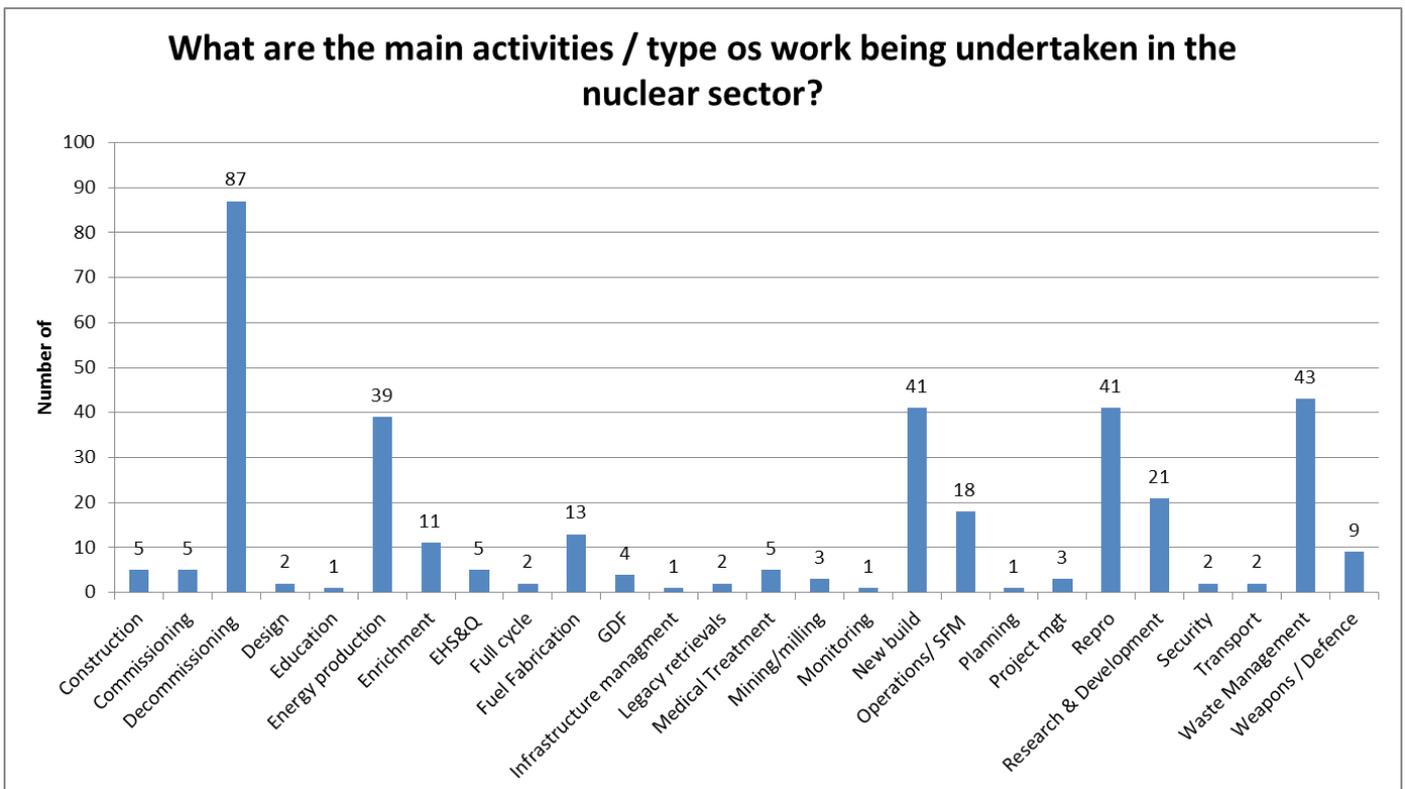


Again this supports the limited view of the West Cumbrian 14-16 year olds who had a dominant focus on Science and Engineering roles (40%).

This is against the back drop of a much more informed group and does support the position that the heavy focus on promoting STEM has been effective but again there is little appreciation of the supporting functional roles which make up a significant proportion of the role types within the sector.

However this group are much more informed on the main activities being undertaken in the Nuclear Sector.

**Chart 15**



This is probably not surprising given the fact they are all working within in the industry but does support the position that providing the right information to the right group at the right time creates a deeper understanding.

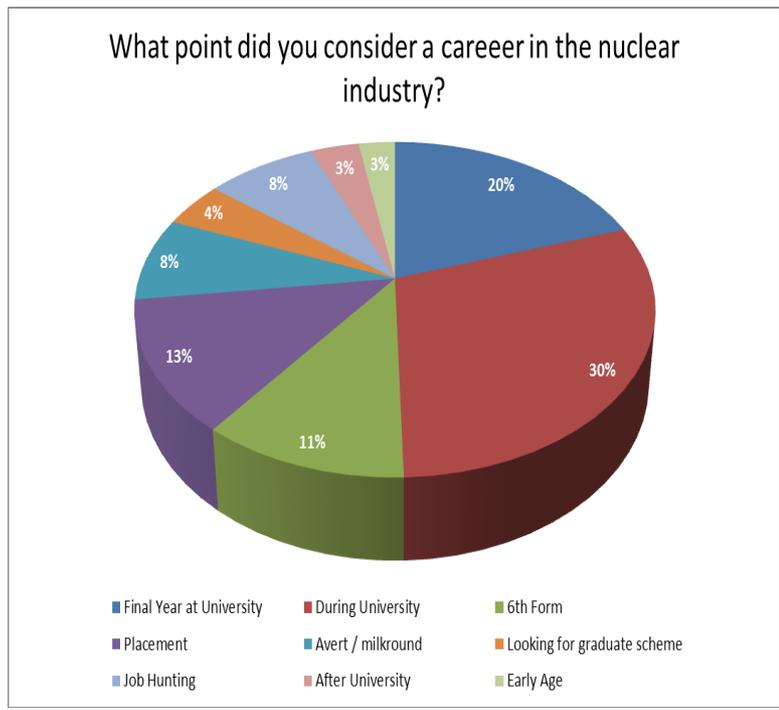
**Key Finding**

*Nearly two thirds (60%) of Graduates in West Cumbria, didn't consider working in the nuclear sector.*

This section again looks to establish how informed the target group were when making their career and educational choices. As 68% of West Cumbrian 14-16 year olds believe their chosen career choice was not possible within the nuclear sector it is not surprising to find the graduate group offering a similar view. This again points to a lack or limited understanding of the nuclear sector and not just the 14 to 16 years but right the way through the formal educational life cycle.

This position is further supported as the Graduate group were asked at what point they considered a career in the nuclear industry.

**Chart 16**



Half of those surveyed (50%, 30% in the last year) stated it was only at university that they started to consider the nuclear industry as a viable career choice. Only 3% stated it was at an early age.

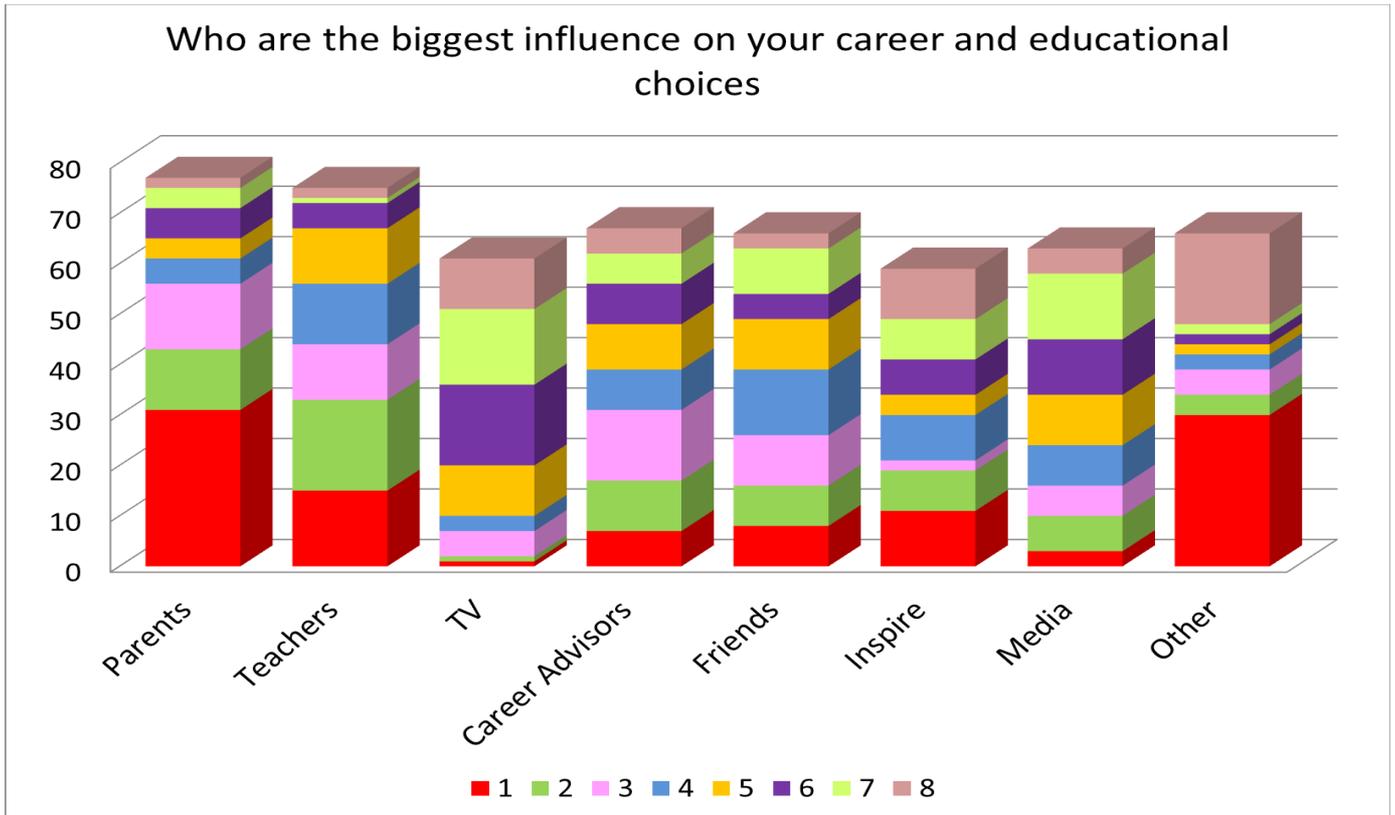
Not surprisingly 44% stated since they had been in the nuclear industry their opinion of the sector had changed and 39% stated that was for the better.

There is clear evidence to support the position that a gap exists in the education of West Cumbrian young people on the nuclear industry as a whole and the opportunities available to them within the nuclear industry. This is right the way through their formal educational life cycle from high school, college to university.

**Key Finding**

*Parents are the biggest influence on graduate's career choices alongside 'other' external influences.*

**Chart 17**



The report so far has shown that today's young people are more conscious of their career choices but ill-informed on the opportunities in the nuclear industry and the analysis has shown that the graduate group are no different in the respect of what career opportunities are available to them in the nuclear industry. Therefore the report finds no surprise in the fact that the parents are still the graduate's main influences as they are to the 14 to 16 year olds. Naturally parents play a huge part in anyone young person life but the graduates are being influenced from 'other' unknown sources as well now. The analysis didn't explore this further. But the report considers this information beneficial to fully understanding who or what are influencing the graduates so any marketing activity can be suitable focused.

## Key Findings of Data Analysis (Graduates)

1. *98% of Graduates in West Cumbria, considers the nuclear sector offers rewarding careers*
2. *Nearly three quarters (70%) of Graduates in West Cumbria, considers a degree is required to enter the nuclear sector. And nearly a third (28%) stated that this needed to be in STEM.*
3. *Nearly two thirds (60%) of Graduates in West Cumbria, didn't consider working in the nuclear sector.*
4. *Parents are the biggest influence on graduate's career choices alongside 'other' unknown influences.*
5. *Graduates have a broader knowledge of West Cumbrian Nuclear organisations but little concept of a nuclear sector and a limited view of the community activity it does.*

## Wider Picture / Stakeholders

It is well understood that the UK is on the cusp of a sea change in energy and the nuclear sector has been ear marked as one of two key future providers. Government's current energy strategy remains for five new nuclear plants to be built and this will create a huge demand for science and technology skills but also for supporting functions such as Business, Safety, Security and Project Management which form 40% of the skilled activities. Cogent, the UK sector skills council responsible for the nuclear industry indicate that the sector will require an annual recruitment of around 1,000 people. It has also produced a series of reports which form the Renaissance Nuclear Skills Series and these highlight indirectly the important contribution of a strong skills mix. Cogent, through its Labour market intelligence has quantified three skills drivers for the nuclear sector:

- An ageing workforce driving replacement demand;
- A shift in skills to decommissioning;
- A new demand for skills to operate a new fleet of nuclear power stations.

Furthermore it has identified the North West of England as the largest civil nuclear employment area with 53% of the workforce overall.

The local sector needs to assure a skills pipeline to meet its needs and there are many organisations and Government departments who have an interest / role to play – the key is going to be how we join up collectively as a sector in West Cumbria so that: we can raise awareness and confidence in the sector; improve perceptions of employment opportunity, advancement and prestige to attract new blood to the sector.

During research for this challenge there was hardly a week that went by without some organisation or institution publishing work in this area. There is government funding available under a variety of schemes and as such there has never been such an opportunity for the sector to engage with the local community and address the perceptions we have outlined in this report.

### Examples of known Stakeholders (not exhaustive):

- CoNE (Centre of Nuclear Excellence)
- BEC (Britain's Energy Coast)
- BECBC (Britain's Energy Coast Business Cluster)
- NSAN (National Skills Academy for Nuclear)
- Cogent (Sector Skills Council)
- NESAs (Nuclear Energy Skills Alliance)
- BIS (Department for Business Innovation and Skills)
- National Nuclear Gateway (Industry and Growth Innovation Fund co-financed project)
- Industry Training Boards
- Nuclear Decommissioning Authority (NDA)
- Site Licence Companies (SLC's)
- Nuclear Supply Chain
- National Apprenticeship Service
- EHRO-N (European Human Resource Observatory for Nuclear)
- NIA (Nuclear Industry Association – regeneration programme)
- Inspira (Cumbria Careers provider)
- Gen2
- React Foundation

Whilst all of these stakeholders have an interest in the skills supply chain it is clear that we do not have a recognisable local Nuclear Sector in West Cumbria who collectively are targeting both the Parents and the Young People of this area to help understand the sector, the routes into the sector and the breadth of career paths available.

We need to address the perception and skills issue at the grass roots level in West Cumbria. We need to encourage the study of science and maths in schools but also share other routes to employment. We must attract young people with talent into the nuclear industry rather than losing them to other sectors. The challenge is substantial but we can all contribute to meeting it, as organisations and as individuals, by working to raise the profile and improve the perception of the nuclear industry.

## Summary and Recommendations

This report has set out that the Nuclear Sector has been aware of the issue of Young People's perception of the Sector from an employment/career perspective since at least 2007 and the problem is still a concern.

Our research suggests that if we educate both the Young People and their Parents on the opportunities and routes into our sector we could greatly increase our supply of talent. The key is to coordinate and work collaboratively. Therefore it is recommended that the sector:

1. Develop a West Cumbrian nuclear sector working group that work collaboratively to influence the perceptions of young people locally;
2. Maintain a 'nuclear relationship' with the young people of West Cumbria throughout their educational journey (school, college and university);
  - a. Foster an interest in a nuclear career
  - b. Ensure that any who study away from the area remain aware of local opportunities
3. Support the main influencers (parents / teachers) of the young people to ensure they are well informed about the nuclear sector, this could include ideas such as:
  - a. Nuclear companies promote nuclear career opportunities in regional marketing
  - b. Hosting nuclear sector engagement events
4. Promote the complete range of careers which are available in the nuclear sector, in particular highlighting that not all careers have to be STEM based.