

## **DISCOVER AUTOMOTIVE RETAIL BRIEF FOR COMPANIES**

### **What is *Discover Automotive Retail*?**

In 2011, automotive manufacturing piloted a government initiative to open up automotive manufacturing sites to young people, teachers and careers advisors to show them the exciting career opportunities available in the industry and change perceptions about the sector. It was a great success, and government have extended this in 2012 to cover aerospace & defence, food & drink and automotive manufacturing.

The Society of Motor Manufacturers and Traders (SMMT), the Institute for the Motor Industry (IMI), the Retail Motor Industry Federation (RMI) and companies across the sector have taken the initiative to build on the 'See Inside' concept and IMI Headlight programme for automotive retail. The aim of *Discover Automotive Retail* is for dealerships, dealership training academies and other automotive retail sites to open their doors up to young people to show the extensive and exciting range of jobs available in this part of the industry.

### **When will it take place and when will it be launched?**

The main focus of activities will take place from 5 to 16 November 2012 (the fortnight after the Autumn 2012 half-term); however automotive retail companies opening up their doors at other times will be welcome to be branded as part of Discover Automotive Retail.

### **Who and how can a company get involved?**

The IMI and RMI are leading on recruiting companies to be 'signatories' to the initiative. Businesses of all sizes and locations are welcome to be involved. Many companies undertake this type of activity, so it may be a simple case of branding activity already taking place as also part of *Discover Automotive Retail*.

### **Why should a company get involved?**

- Raise profile of your company
- Raise profile of sector and career opportunities
- Engagement with local communities
- Development opportunities for staff involved in open days
- Support future recruitment
- And more benefits!

### **What type of activity can be part of the initiative?**

Any activity which engages with young people, teachers or careers advisers and seeks to change their perceptions of careers in the sector and shows some of the jobs available can be part of the initiative. Some examples of activities which have been included in See Inside Manufacturing are:

- Open days or a few hours with small or large groups of students from local schools which includes tours of facilities and presentation
- Events with chances for careers advisers and teachers to meet apprentices
- School visits to companies with hands on projects to do

The key is that events can be as large, small, long or short as meets your company's capacity and capability. Any age range to engage with is also possible – from primary to undergraduates.

### **How do I organise an event?**

- Decide on a date and what type of event you want to hold
- Find out schools and contacts in your local area
- Contact the school and see if they are interested

The responsibility for the event is down to the company; however there will be conference calls and opportunities to share best practice and experience from See Inside Manufacturing side of the sector.

A standard feedback form for those attending events to capture some information and feedback has been provided should companies wish to use it. Logos and a brand advice guide has also be published.

**How will events be co-ordinated?**

This is a joint SMMT-IMI-RMIF initiative. The RMI and IMI are leading on recruiting companies; SMMT is co-ordinating and bringing experience from See Inside Manufacturing.

To ensure the scale of events can be captured, SMMT will collate a ‘grid’ of activities with key contacts, company names, dates etc. This will be regularly updated and circulated; nearer to November it will be published on the website.

**How will events be promoted to the media?**

*Discover Automotive Retail* was officially announced on 29 June with a joint SMMT-IMI-RMI press release. These organisations will can each issue the release to their own media lists and undertake interviews based on a set of agreed messages. All organisations can utilise their websites to provide updates on information about the initiative and automotive retails careers and other resources.

Nearer to the November focus period, more media activity will take place. A full communications plan has been developed to provide further detail.

**Next steps and key dates**

July onwards	Collation of company event information
10am, Thursday 30 August 2012	Conference call for companies
10am, Thursday 4 October 2012	Conference call for companies
10am, Thursday 1 November 2012	Conference call for companies
5-16 November 2012	Main focus for Discover Automotive Retail

**How do I find out more information?**

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To see more about See Inside Manufacturing visit:

- <http://www.automotivecouncil.co.uk/join-the-industry/see-inside-manufacturing/>
- <http://discuss.bis.gov.uk/seeinsidemanufacturing/>

