

## Press Release



### Staffordshire manufactures its future

Manufacturers from across Staffordshire have formed a network that will allow them to further improve efficiencies, work collaboratively to develop business opportunities and maintain and employ a skilled workforce.

The Funding, Finance and Manufacturing Futures event at Burton's Pirelli Stadium also gave over 90 delegates the opportunity to learn more about access to finance, new technologies and skills.

Organiser Mike White of Arvada Strategic Marketing said: "Engineers are by profession problem solvers, but we are probably too busy solving the challenges of modern technology to solve the issues related to our own profession. So we have set up this network to help ourselves."

Mike revealed his ten point improvement blueprint to take the network forward beyond this inaugural meeting:

- Work together to face challenges
- Build up the reputation of manufacturing
- Educate the Educators - take schools into modern plants
- Work with the Educators - to encourage young people into the sector
- Promote the lifestyle and personal benefits that working in manufacturing can bring
- Emphasise the integrity of the profession
- Remind other professions that they are reliant on this one
  
- Facilitate innovation and new product development
- Start Explaining Acronyms
- Discover an Icon – Who is the Professor Brian Cox for our industry?



*Picture: Rear: David Atkinson; Lloyds Commercial, Jim Griffin; Automotive Insulations, Mike White; Arvada, Chris Plant; Burton Chamber of Commerce, Front: Gill Hamer; Manufacturing Advisory Service, John Faulkner Cab Automotive*

Photo: Quay PR

LEP chairman Ron Dougan backed the event and concluded: "Manufacturing is vital to the success of Stoke-on-Trent and Staffordshire's economic growth – contributing £3bn to the local economy and accounting for 55,000 jobs. Between 2006 and 2010 we saw a 40 per cent increase in high value manufacturing jobs in our LEP area. It is great to see this network up and running and a part of the LEP's operations. We are confident of an ever increasing manufacturing base and look forward to seeing both networks in our area working together to achieve greater successes."

To find out more or to join this Manufacturing, Engineering & Technology Network contact [info@arvada.co.uk](mailto:info@arvada.co.uk) or visit the Arvada Strategic Marketing website [www.arvada.co.uk](http://www.arvada.co.uk)

- Ends -

**Media Enquiries Contact:** Matt Eccles at Coalbrookdale Communications on 07970 928627

**Arvada Enquiries Contact:** Mike White, Arvada Strategic Marketing Ltd.  
Tel:+44 (0) 1283 790820; email: [mikew@arvada.co.uk](mailto:mikew@arvada.co.uk); web: [www.arvada.co.uk](http://www.arvada.co.uk)  
Twitter [@arvadastrategic](https://twitter.com/arvadastrategic)