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# WHY DOES MANUFACTURING MATTER TO THE BRITISH PUBLIC?

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#ukmfgmatters

In partnership with:





“Manufacturing provides enormous value to the UK economy. It is encouraging that the public’s perception acknowledges this, with widespread confidence in the manufacturing industry’s ability to solve many of the UK’s challenges. Our clients are proof of this – embracing technologies to enhance their productivity and compete on a global scale.”

Peter Snaith, Partner and Head of Manufacturing,  
Womble Bond Dickinson (UK) LLP

# MANUFACTURING MATTERS

At EEF we love manufacturing. We work with great businesses every day and see first-hand their inventiveness, their resilience and their adaptability. We know that manufacturers are crucial to the UK's research and development efforts and we know that the UK would be exporting a lot less around the world without them. And we've got the statistics that show how important the sector has been in improving productivity. But we would say that, wouldn't we?

So we've asked the great British public what they think about manufacturing.

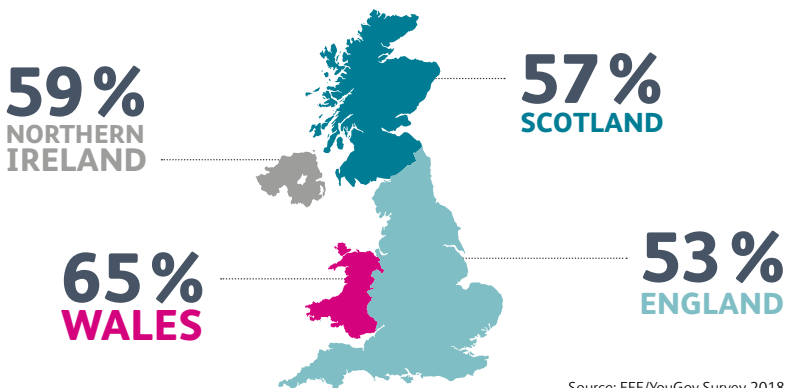
The results are in. Some of the perceptions might surprise you. And there is plenty for manufacturers, EEF and policy makers to think about and respond to. First up, the public think manufacturing is important. They see that it matters to their local area, with that view being particularly dominant in communities that rely more heavily on manufacturing for jobs.

But it is a unanimous verdict across the UK as a whole.

It also matters, because the public believe and expect manufacturing to play its part as the UK tackles future challenges – economic, societal and environmental.

If you want to know if the UK public still has the image of manufacturing as grimy smoke stacks, whether they trust the men and women who make things across the sector and where they think the UK sits (or languishes) in the global rankings... then read on.

## MY LOCAL AREA WOULD BE WORSE OFF WITHOUT MANUFACTURING JOBS



Source: EEF/YouGov Survey 2018

# MANUFACTURING IS NEEDED TO SOLVE FUTURE CHALLENGES

**“It is not enough just to look at the economy we have. We must make preparations for the economy we need to become.”**

Industrial Strategy: Building a Britain fit for the future, November 2017

The government’s industrial strategy sets out four ‘Grand Challenges’ – these are issues that will impact on societies and economies all around the world. These are also issues that will require business, academia and civil society to work together to confront them and harness any opportunities from innovation and the creation of new technologies and industries.

## THE FOUR CHALLENGES ARE:

1. putting the UK at the forefront of the artificial intelligence and data revolution;
2. maximising the advantages from the shift to clean growth;
3. shaping the future of mobility; and
4. harnessing the power of innovation to meet the needs of an ageing society.

Businesses have their thinking caps on, looking at how they can provide solutions to these long-term challenges and reap commercial benefits.

**But which sectors do the public think are best placed to come up with the answers?**

## Responding to changes in the way we travel and transport products

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Sectors included in the survey were Construction; Financial & Professional Services; Logistics & Warehousing; Manufacturing; Media/Marketing; The Public Sector, excluding Health Services (e.g. education, local councils, etc.); Retail; Medical & Health Services; and Other

Rapidly developing and adopting artificial intelligence (AI)



**AGREE THAT THE UK CAN'T TACKLE FUTURE PROBLEMS WITHOUT A STRONG MANUFACTURING SECTOR**



Source: EEF/YouGov Survey 2018

Reducing the impact of climate change in the UK



Source: EEF/YouGov Survey 2018

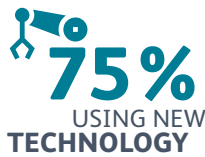
**“Manufacturing today creates jobs and solves problems - with focus and investment, it offers the future economy innovation, productivity, sustainability, exports and higher-paid, regionalised careers.”**

Brian Holliday, Managing Director, Siemens

# MANUFACTURING HAS MANY POSITIVE QUALITIES

## MANUFACTURING IS A CUT ABOVE THE REST

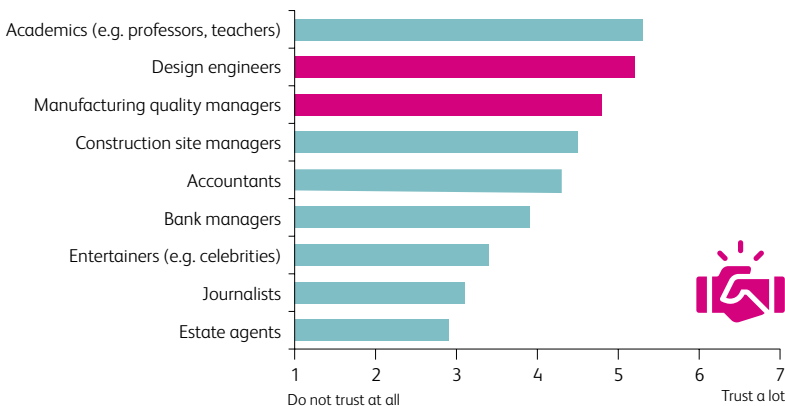
% that think that UK manufacturing performance is average or above average compared with other sectors



Source: EEF/YouGov Survey 2018

## THE PUBLIC TRUST MANUFACTURERS TO DO THE RIGHT THING

By “doing what is right”, we mean behaving in an ethical/moral and professional manner



Source: EEF/YouGov Survey 2018

# BUT THERE ARE MISCONCEPTIONS

## ABOUT PAY

Is the UK manufacturing sector “paying a good wage” compared to other sectors in the UK

**ONLY 17% OF THE PUBLIC KNOW THAT AVERAGE EARNINGS IN MANUFACTURING ACTUALLY EXCEED AVERAGE EARNINGS IN THE WHOLE ECONOMY AND SERVICES**



Source: EEF/YouGov Survey 2018

“A career in manufacturing not only allows me to utilise my skills, but long-term offers me the opportunity to earn a higher wage”

Evie Hammond, Apprentice,  
EEF Technology Hub, Birmingham

## AND OUR STANDING IN THE WORLD RANKINGS

The most recent data puts the UK

**9<sup>TH</sup> IN THE WORLD**  
(1% OF RESPONDENTS GOT THIS RIGHT)



But on average, the public think that the UK is

**56<sup>TH</sup> IN THE WORLD**  
BY VALUE OF ITS OUTPUT

(EEF/YouGov Survey 2018)

**DESPITE BEING 11<sup>TH</sup> OR HIGHER FOR THE LAST DECADE, ONLY 13% PUT US IN THE TOP 10**

**THE UK PRODUCES 16 TIMES MORE BY value than 56<sup>th</sup> place**



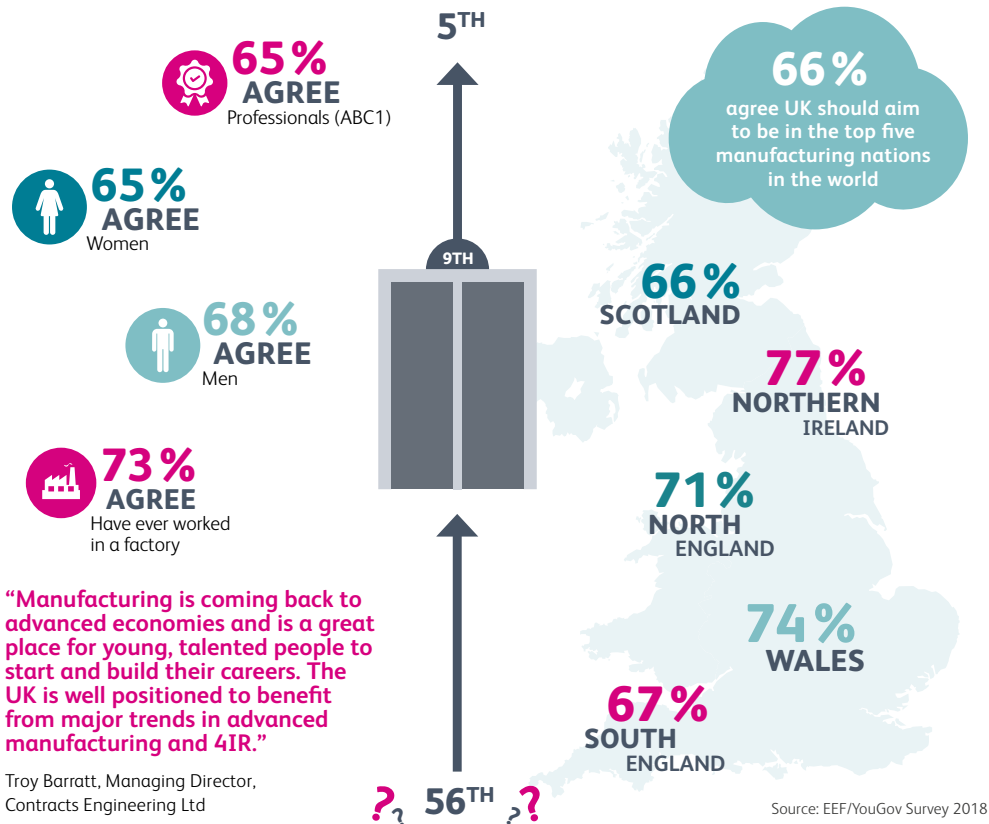
**56<sup>TH</sup> PLACE**  
is currently held by  
**KAZAKHSTAN**

Source: UNCTAD, USD in current prices

# THE UK PUBLIC IS AMBITIOUS FOR MANUFACTURING

## THE PUBLIC WANT TO SEE UK MANUFACTURING IN THE TOP FIVE IN THE WORLD

% agreeing that the UK should aim to be in the top five manufacturing nations in the world





# SO WHAT HAVE WE LEARNED?

The public's perception of UK manufacturing is more on point than maybe we thought. Manufacturing is rightly seen as an innovative, tech-savvy sector; one that provides jobs and economic growth that is vital to local communities. It's a sector the UK needs to thrive and, crucially, to help us face down looming societal challenges.

We can put the idea that the public think of manufacturing as a grimy health and safety risk to bed. But manufacturing leaders need to work much harder to promote the fact that there are higher salaries to be had in the sector.

And we all need to do better at talking up the fact that the scale of UK manufacturing is something the public and people working in it can be proud of.

**Our survey reveals that the public has a level of expectation and ambition for UK manufacturing, which EEF, companies in the sector and policy makers across government should take note of.**

**79% AGREE THAT THE UK GOVERNMENT SHOULD PLACE MORE VALUE ON MANUFACTURING**

Source: EEF/YouGov Survey 2018

The expectation is that UK companies can step up, take a global lead, develop and make the things we'll all need to live in a data driven and environmentally sustainable society.

And the ambition is that, in doing so, UK manufacturing can be not 56<sup>th</sup>, not even 9<sup>th</sup>, but in the top five global manufacturing nations.

Policy makers need to help with that. The public are clear that there is a need for more government focus to make these expectations and ambitions reality.

**And EEF is here to work with businesses and politicians to build the right, long-term framework that will deliver the successful and dynamic sector the public wants. So here's a challenge. We all care about British manufacturing, but how do we break into the top five? We'd like you to tell us. Go on - and be as bold and visionary as you like.**

 [#ukmfgmatters](#)

 [bit.ly/ukmfgmatters](https://bit.ly/ukmfgmatters)

 [eef.org.uk/ukmfgmatters](http://eef.org.uk/ukmfgmatters)

EEF/YouGov Survey 2018 related to statistics from YouGov Plc. Total sample size was 2052 adults. Fieldwork was undertaken between 22nd - 25th June 2018. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).



Make UK champions and celebrates British manufacturing and manufacturers.

We are a powerful voice at local, national and international level for small and medium sized businesses and corporates in the manufacturing and engineering sectors.

We're determined to create the most supportive environment for UK manufacturing growth and success. And we present the issues that are most important to our members, working hard to ensure UK manufacturing remains in the government and media spotlight.

**Together, we build a platform for the evolution of UK manufacturing.**

**[makeuk.org](http://makeuk.org)**



Womble Bond Dickinson has spent decades providing support and assistance to businesses in the UK and the US, operating across a wide range of manufacturing sub-sectors on legal and regulatory matters affecting their domestic and international operations. We make it our business to understand the market, the structure of the industry and the legal and regulatory regime in which you operate.

Our team comprises specialist lawyers who have a wealth of expertise in the manufacturing industry. We appreciate that the complexities of the global manufacturing industry are diverse and the sector faces its own unique set of challenges.

With 26 locations across the UK and US, strong European alliances and relationships with local lawyers in all major jurisdictions we provide the breadth of legal experience and services to meet your needs. Our strong regional ties enable us to remain close to you, and the issues you care about, but with knowledge and expertise on an international scale.

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**“It is extremely important to talk about the UK manufacturing sector’s success – not only to attract the next generation of talent but to enhance the UK’s global reputation and build a more prosperous future for us all.”**

Daren Smith, Site Director, SABIC UK



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Together, we build a platform for  
the evolution of UK manufacturing.

**makeuk.org**

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**Photography credits**

Front cover (middle L-R):

Utility Rov, taken by Mike Smith, shortlisted in the professional category of the EEF Photography Competition 2016

Getting Ready, taken by Mike Brookes Roper at Orkney, shortlisted in the professional category of the EEF Photography Competition 2016

Atom taken by Mike Smith at Soil Machine Dynamics, shortlisted in the professional category of the EEF Photography Competition 2014

Inside cover: Final Check, taken by Mike Smith at TRM Hydraulics, shortlisted in the professional category of the EEF Photography Competition 2016