

Engineering UK and its Engineering Brand Monitor

Overview

In 2001 the Professional Engineering Institutions (PIE's) in the UK and representatives of the UK's major engineering business and industries created a company called The Engineering and Technology Board, with the working name of [EngineeringUK](#) to

- Inform and inspire young people and to grow the number and diversity of tomorrow's engineers.
- Support **employers** and the wider engineering community to achieve this collective aim and engage directly with **schools** via outreach programmes.

The rationale for this major initiative would have included a recognition that marketing a brand and school outreach were not core competencies possessed by PIE's or engineering companies.

This freed PIE's to concentrate on their core purpose of certifying engineers to ensure public safety, and companies from the need to negotiate school outreach schemes on an individual basis with individual schools.

An added advantage would have been increased lobbying strength through being seen to speak as a single Engineering voice on branding matters.

EngineeringUK publishes an annual [Engineering Brand Monitor](#) which surveys young people aged 7 to 19, STEM secondary school teachers and the general public aged 20+, on their perceptions, understanding, and knowledge of STEM and engineering

Governance

Members of the Company are Directors/Trustees or members of the two Electoral Colleges - the Professional Engineering College, consisting of persons representing Professional Engineering Institutions (PEIs) licensed by the Engineering Council (EC), and the Business and Industry College, .consisting of persons representing industry; and such other persons who may be admitted as members by the Company at a general meeting. In 2022, there were 76 members.

The Board has up to 16 members comprising,

- The Chair
- 4 members elected through a system of the two Electoral Colleges
- 4 members nominated by each of the Institution of Engineering and Technology, the Institution of Civil Engineers, the Institution of Mechanical Engineers and the Royal Academy of Engineering
- The Chair of the Engineering Council
- Up to 6 members appointed by the Board.

Each member can serve for a maximum of 6 years (2 3-year terms)

Funding

EngineeringUK is a not-for-profit organisation, funded predominantly via the professional registration fees of individual engineers forwarded onto them by PIE's, as well as the support of a range of businesses, trusts and foundations, and a Corporate Membership scheme.

Staff and Financials

As at August 2022, Engineering UK employed 57 staff including a 5-person executive team at a total annual salary cost of GBP3.6M

Income was GBP9.38M and expenditure, including a grant of GBP2.8M to fund the operations of the Engineering Council, was GBP9.8M.