

TOMORROW'S
ENGINEERS

| **CODE**

The Code check-in findings

2024/2025

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Background

This report features findings from the 2024/2025 Code check-in – a yearly survey sent to Signatories of Tomorrow's Engineers Code.

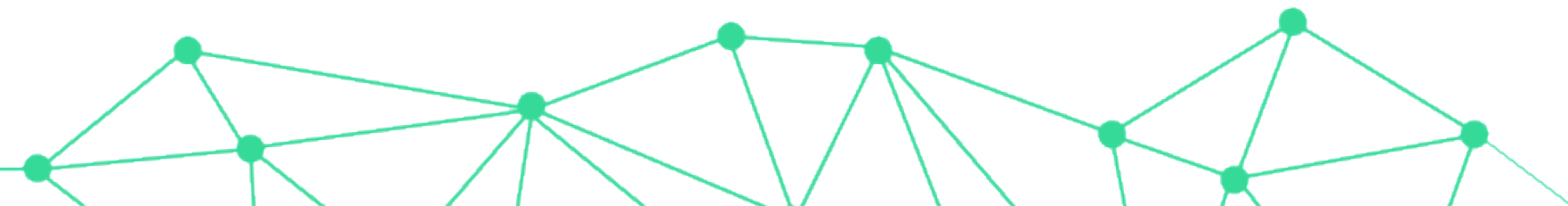
The purpose is to understand:

- How Code Signatories see themselves meeting or working towards The Code's 4 pledges
- If they feel The Code has helped them improve their work in certain areas
- Any support they may need

After feedback from Signatories last year, the length of the check-in was shortened.

We also made other significant updates to reflect changes made to The Code. As a result, the trackability is reduced for some measures. However, the new options better reflect the aims of The Code and deliver **better insights** and **more actionable findings** going forward.

A [toolkit of useful resources](#) has been developed to support these actions.



Respondents

168 Code Signatories completed this year's check-in, an improvement on 103 last year. This represents more than half of Signatories responding.

Time period in The Code community	Number	% of responses
Up to 6 months	24	14%
6 to 12 months	11	7%
1 to 2 years	28	17%
2 to 3 years	22	13%
Over 3 years	83	49%

Type of organisations	Number	% of responses
STEM outreach	67	40%
Company	64	38%
Professional Engineering Institutions	18	11%
Higher Education/Further Education Institution	13	8%
Statutory	6	4%
Total	168	

Net Promoter Score

Net Promoter Score (NPS) is a method widely used to evaluate whether users would recommend a product or service. It is calculated based on responses, in this case, to the question '**How likely is it that you would recommend joining The Code?**'

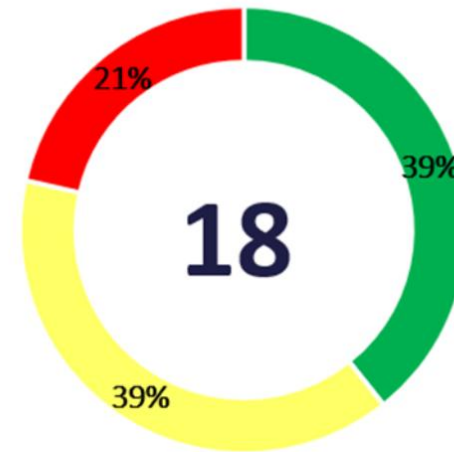
(0 = extremely unlikely to 10 = extremely likely)

The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters.

- Detractors are those who gave a response between 0 and 6
- Promoters are those who have a response of 9 or 10
- Those who respond with 7 or 8 are considered passives

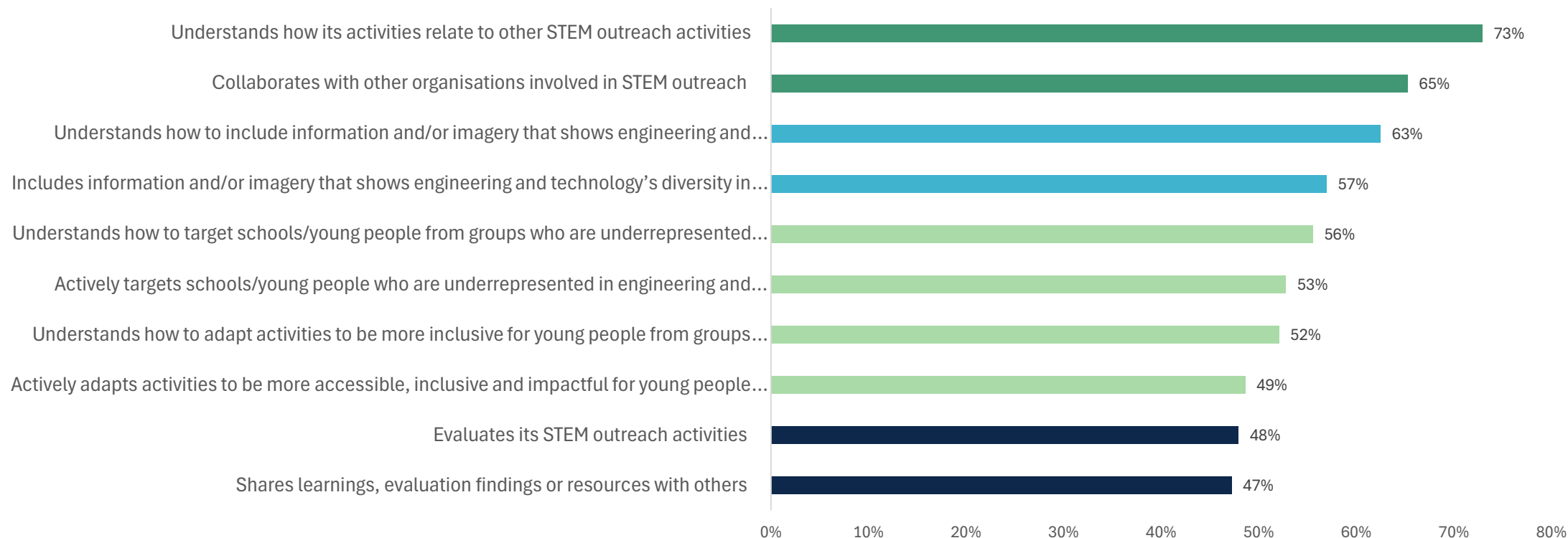
A NPS score of 0 or above is considered a **good score**.

The Code's overall NPS score for 2024/2025 is 18, slightly higher than last year's 17. This is considered a **good NPS score**. The average score was 8, in line with last year. With more Signatories represented in this year's findings, we are pleased to maintain our NPS score.



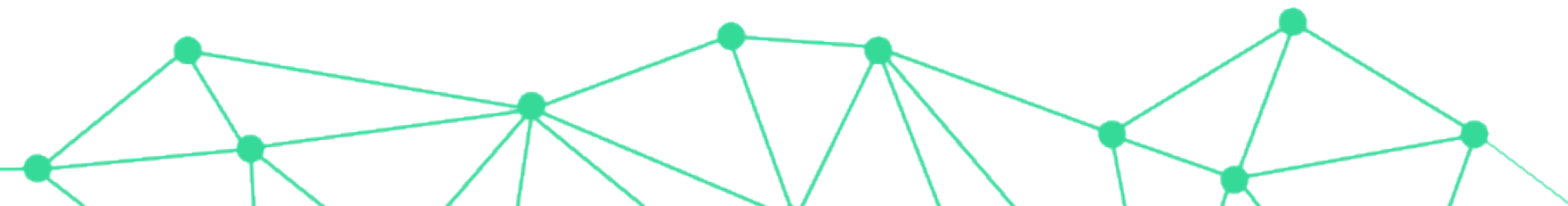
■ Promoters ■ Passives ■ Detractors

How Signatories feel being part of The Code has improved their organisation



How Signatories feel being part of The Code has improved their organisation

- The check-in asks Signatories whether, and to what extent, they agree The Code has improved their organisation related to the 4 pledges. The analysis for this question only includes organisations that have been Signatories for 6 months or more.
- On average, Code Signatories agreed or strongly agreed that being part of **The Code improved their organisation in 6 of the 10 ways** (in line with last year). Around a **quarter (24%) agreed it improved their organisation across all 10**.
- Although nearly half of the respondents agreed The Code had helped them with evaluation, this area still received the lowest level of agreement, particularly in helping them with sharing findings. **The Code team can help facilitate better sharing of evaluation findings amongst Signatories** where good practice exists. This is also an area Signatories highlighted they would like support on in response to later survey questions.



Other benefits to their organisation

Signatories were also asked if being part of The Code had benefitted their organisation in other ways. There are some common themes:

Connections & collaboration

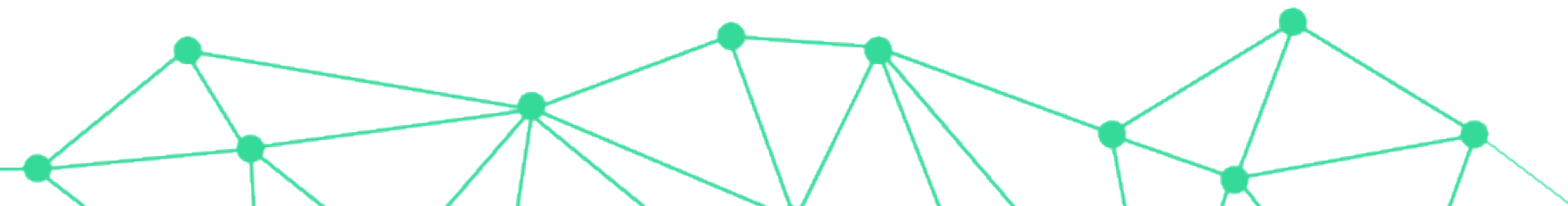
“Being a member has **opened conversations that otherwise might not have been had**, including within industry associations. This has led to conversations about engagement with young people including an outward-bound week which will be a **collaboration between several SMEs in our sector.**”

Demonstrating commitment

“As a Professional Engineering Institution (PEI), being a Signatory of Tomorrow’s Engineers Code has **strengthened our commitment** to inspiring and supporting the next gen of engineers. By aligning with a national movement dedicated to inclusivity, collaboration, and impact-driven outreach, we’ve enhanced our engagement efforts, fostered meaningful partnerships, and gained valuable insights into best practices. The Code has **empowered us to drive positive change**, ensuring that more young people – regardless of background – see engineering as an exciting and accessible career path.”

Being part of a movement

“It’s a bit too early to say (less than a month since joining) but it’s a wonderful community to be a part of! It’s so motivating to watch what everyone else is doing and **feel a part of a movement of change.**”



More benefits to their organisation

A framework

“Providing a useful focus and ideas around **framework for developing our strategy.**”

Tomorrow's Engineers Live

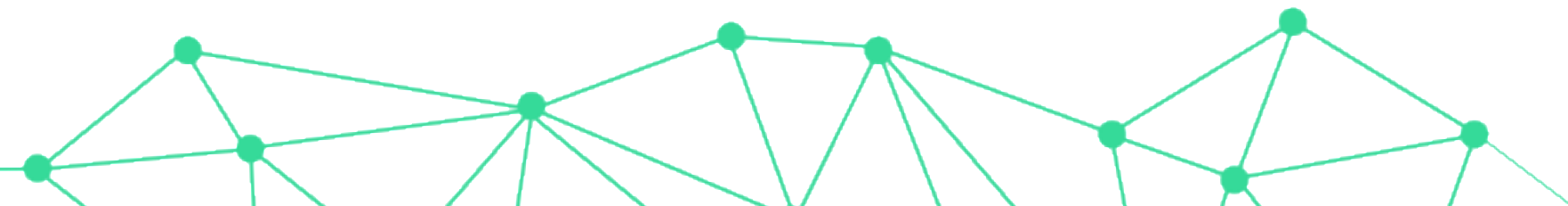
“It has actively kept us improving the **STEM activities** that we have been providing. The TE live has been extremely beneficial, with some **inspiring workshops** where we have actively used what we have learnt.”

Resources

“The resources provided by The Code have directly informed our internal **decisions**, allowing us to focus our energies on positive change in alignment with the rest of the sector (where possible). On a personal note, as a new member of the sector, The Code has provided me significant resources, tools, and networks to better understand the specific challenges faced, collaborative approaches to working, and **valuable resources** to rapidly make impactful change within my organisation.”

Webinars

“The Code continues to provide ad-hoc advice and a good level of webinars of interest to the community. **There are always aspects we take away and include in our work.**”

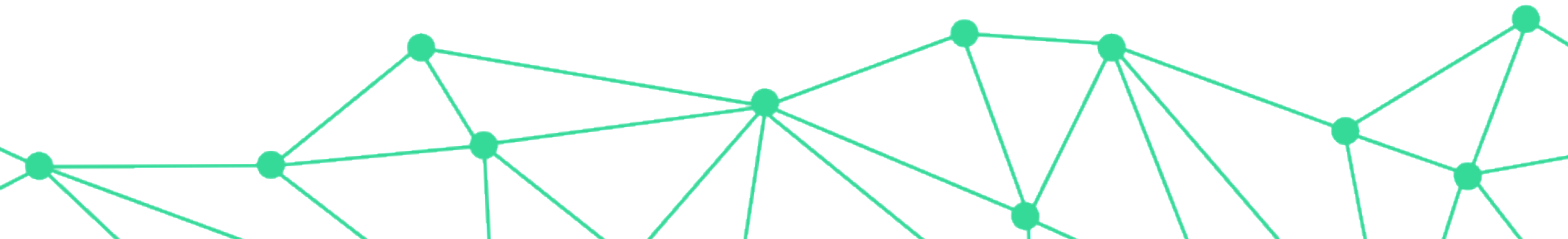


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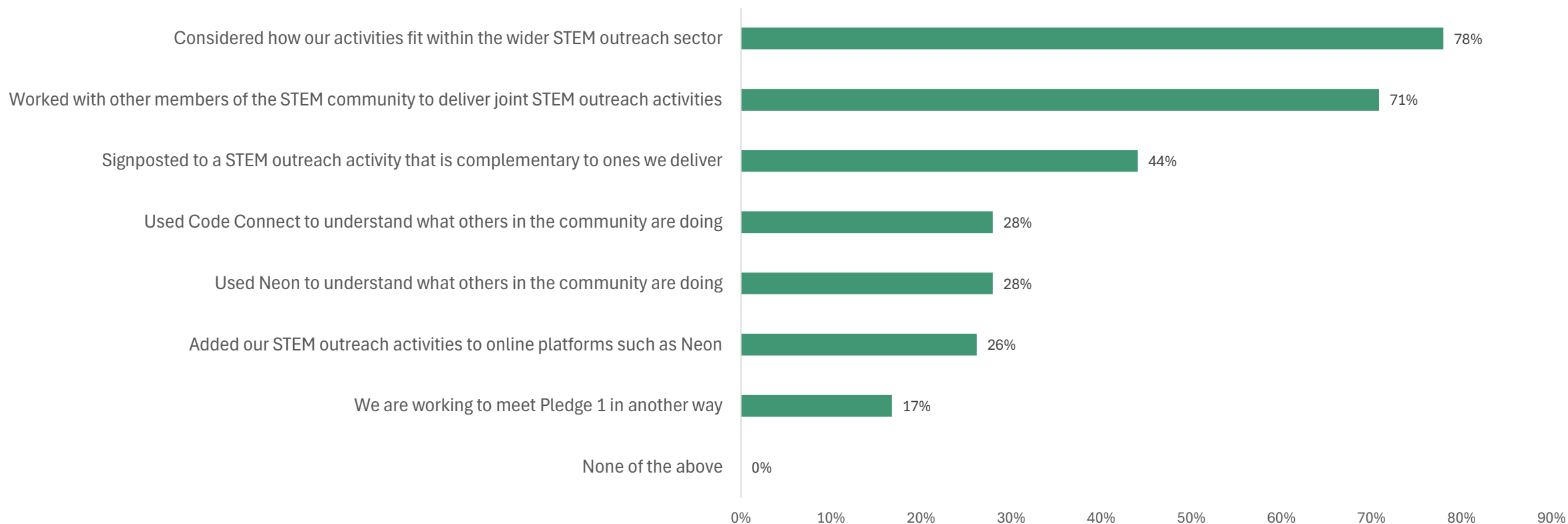
Inspire connection

Work together to create sustained journeys of engineering and technology inspiration activities for all young people



How Signatories are working to 'inspire connection'

In the last 12 months, has your organisation done any of the following towards meeting Pledge 1 - Inspire connection

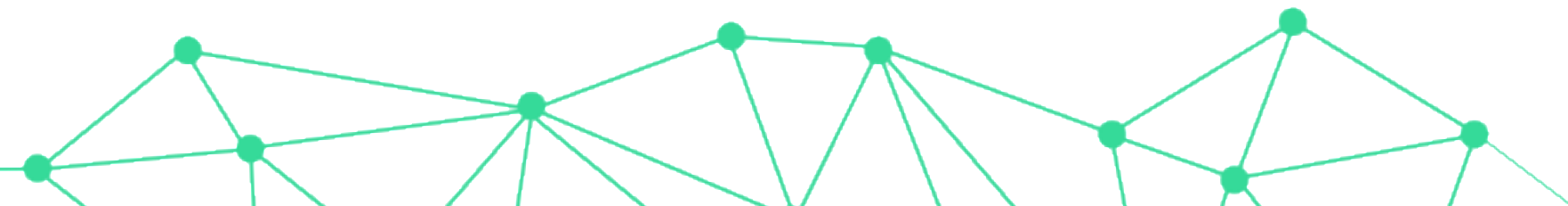


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How Signatories are working to ‘inspire connection’

- Just over three quarters of Signatories **(78%)** said they considered how their activities fit **within the wider STEM outreach sector**. This has improved from 73% last year.
- Encouragingly, **71%** said they worked with other members of the STEM community to **deliver joint STEM outreach activities**, in line with 69% last year.
- Just over a third **(36%)** of STEM outreach organisations said they have uploaded their activities to platforms such as Neon. Just over a quarter **(28%)** used Code connect. The Code team have introduced new methods of connection, such as a LinkedIn group which might better support Code signatories communicate and collaborate.



Signatories have more plans to ‘inspire connection’

Collaboration and outreach

“Collective action. If we can work together to ensure a wider spread of engagement, this would really benefit the sector, but this does need collation and curation.”

Sustained engagement

“Developing long-term engagement – establishing follow-up programmes to maintain connections with students beyond single events, ensuring they receive continued guidance and inspiration.”

Support underrepresented groups

“Partner with forward-thinking employers and professional bodies to ensure young people from underrepresented groups understand the STEM careers of tomorrow and are equipped to access them.”

Educational resources and curriculum integration

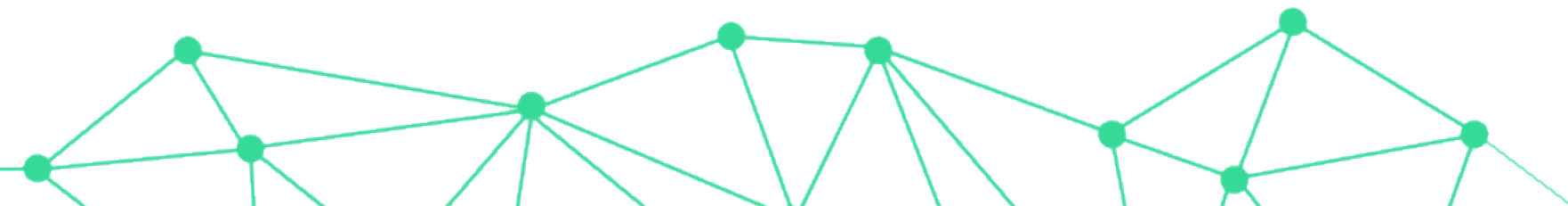
“Create a link between hard-to-reach young people, like home-schooled and those disengaged with the education system, with engineering companies.”

Industry and academic partnerships

“We are looking to align our outreach activities with several of our industrial partners across the region in order to provide more comprehensive STEM activities for younger school pupils that lead them towards subjects, degrees and careers in STEM subjects especially engineering.”

Workshops and activities

“Delivering STEM workshops across the UK and following each engagement up with post-session resources to give the content a legacy.”

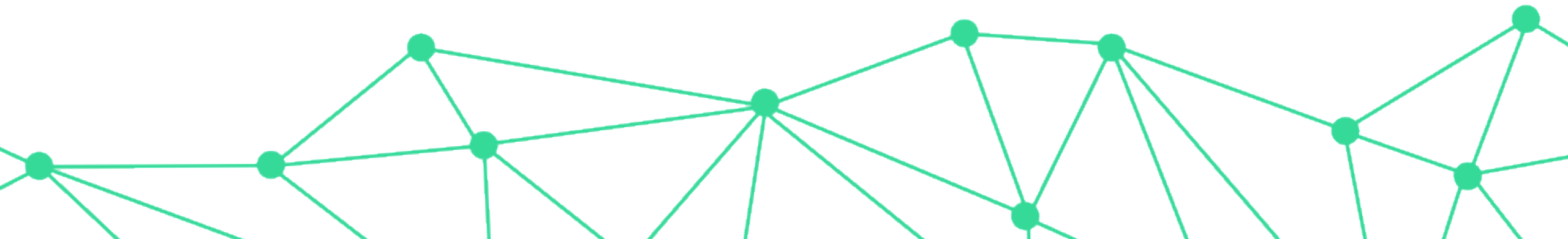


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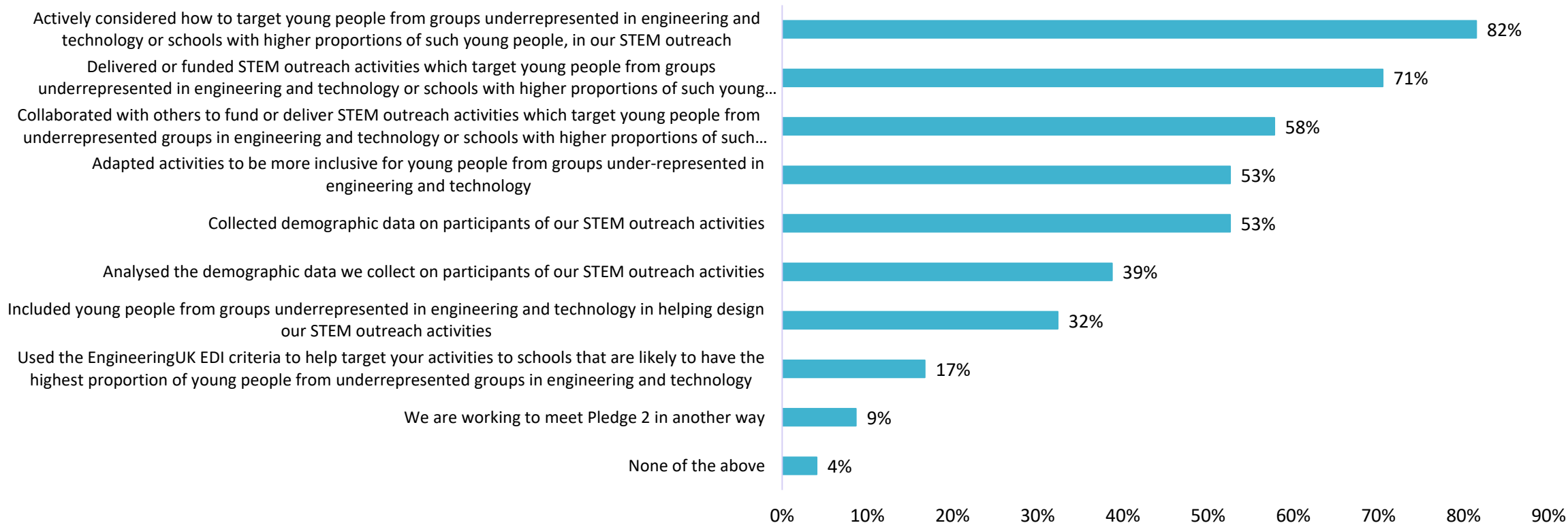
Drive inclusion

Help all young people get access to engineering and tech inspiration and careers activities, especially those from groups underrepresented in the industry



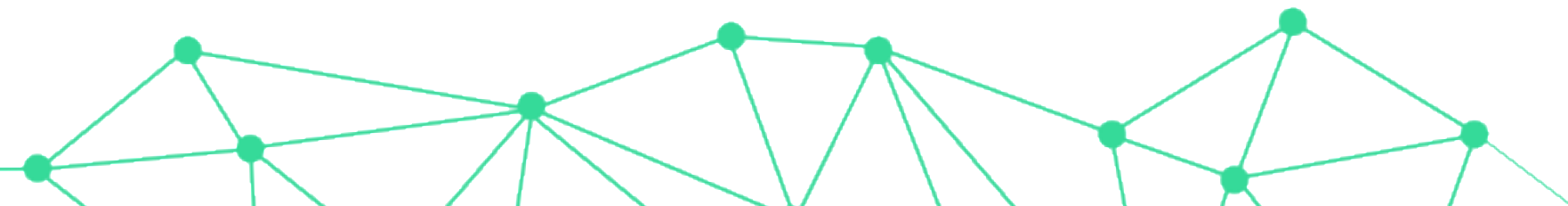
How Signatories are working to 'drive inclusion'

In the last 12 months, has your organisation done any of the following towards meeting Pledge 2 - Drive inclusion



How Signatories are working to 'drive inclusion'

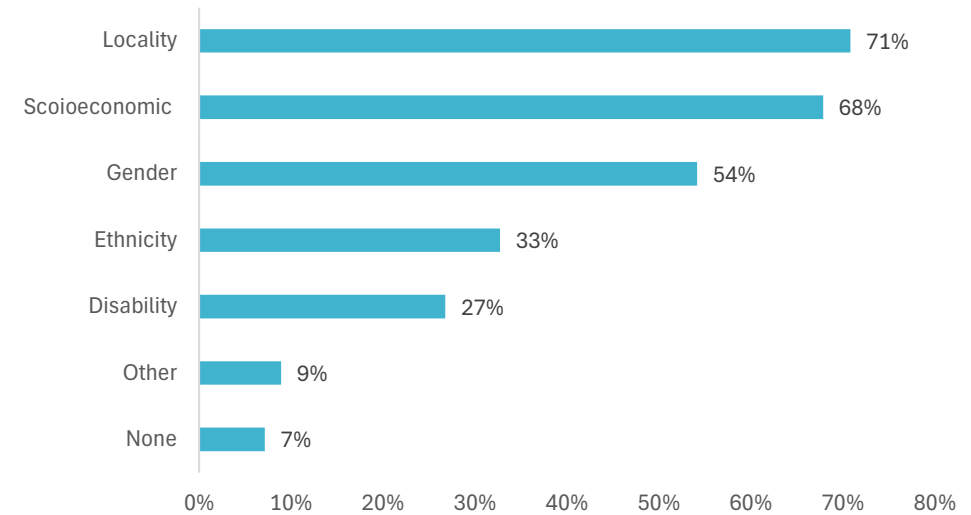
- **82% said they actively considered how to target** young people from groups underrepresented in engineering and technology. This has increased from 72% last year
- In addition, **71% delivered or funded STEM outreach which target young people from such groups**
- Interestingly **53% collected demographic data** on participants, but **only 39% said they had analysed it**. Both have dropped since last year
- There was new option this year around **including young people from underrepresented groups in the design of programmes**, **32% said they have done this** in the last 12 months



How Signatories target their outreach

- Seven in 10 organisations (**71%**) said they **target based on region or locality**, in line with 73% last year
- Over two thirds of respondents (**68%**) said they **target schools based on socio-economic characteristics**. This has increased from 59% last year, and 60% the year before that
- Most others remained in line with, or declined slightly, since last year. It is encouraging that **only 7% said they are not targeting based on these characteristics**, a drop from 12% last year and 20% the year before.

In the last 12 months, has your organisation actively targeted schools or young people based on any of the following characteristics



Signatories have more plans to ‘drive inclusion’

Inclusivity and diversity focus

“A more focused strategy and action taken around inclusivity considerations with STEM delivery, and a greater awareness of how to develop activities more inclusively.”

Targeted outreach

“Expand reach of work experience opportunities to achieve wider participation from underrepresented groups and geographical areas.”

Partnerships and collaborations

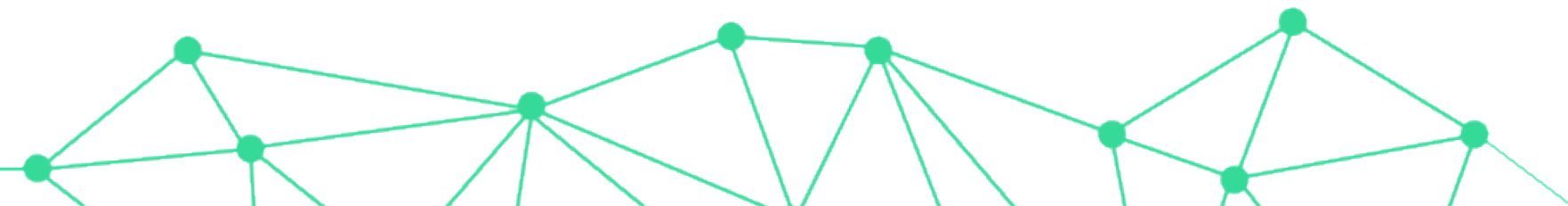
“Work with industry partners and regional networks to encourage diverse talent entry into engineering careers.”

Programme development

“Develop targeted outreach programmes for young people from low-income communities, disabled individuals, refugees, and those facing employment barriers.”

Funding

“More fully funded programmes for schools with FSM. Review and analyse data available.”



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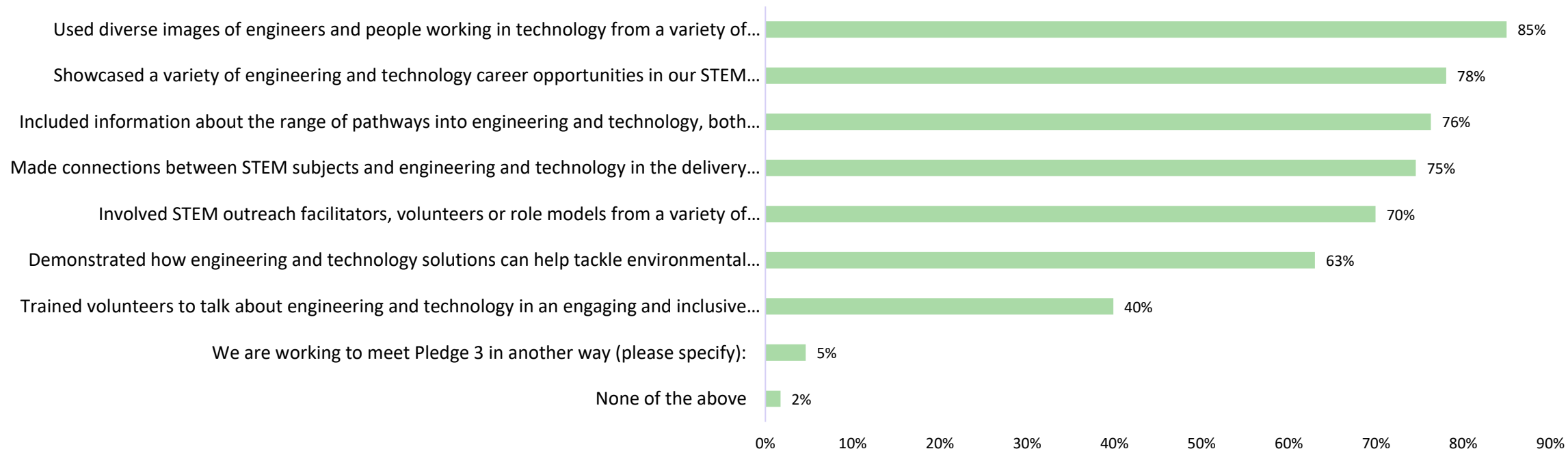
Showcase engineering and technology

Work together to create sustained journeys
of engineering and tech inspiration activities
for all young people



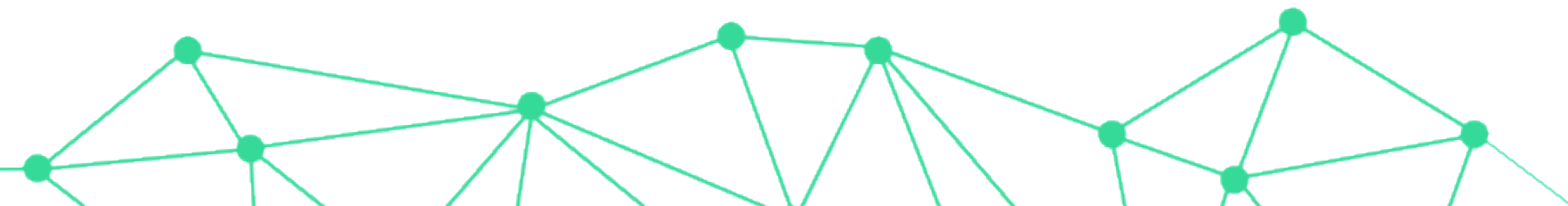
How Signatories are working to 'showcase engineering and technology'

In the last 12 months, has your organisation done any of the following towards meeting Pledge 3 - Showcase engineering and technology



How Signatories are working to 'showcase engineering and technology'

- Most respondents (85%) said they had used diverse imagery of people working in engineering and technology
- There were also high responses across the board on this pledge. In particular, trying to **showcase the variety of opportunities (78%)** and inclusion of **a range of pathways including academic and vocational (76%)**. Three quarters of respondents (75%) said they were able to **make connections between STEM subjects and engineering and technology** in their outreach activities
- There was also a new option this year around **demonstrating how engineering and technology solutions can help tackle environmental problems**, with 63% saying they have **done this** in the last 12 months



Signatories have more plans to ‘showcase engineering and technology’

Diversity and inclusion

“Our focus will be on increasing exposure to diverse role models throughout our programmes of activity, utilising our alumni network to showcase the diversity of careers within STEM.”

Environmental Impact

“We also want to show young people what we are doing in our industry to help meet net zero through the programmes we deliver and show them the types of STEM roles we need to help us meet our targets.”

Career pathways

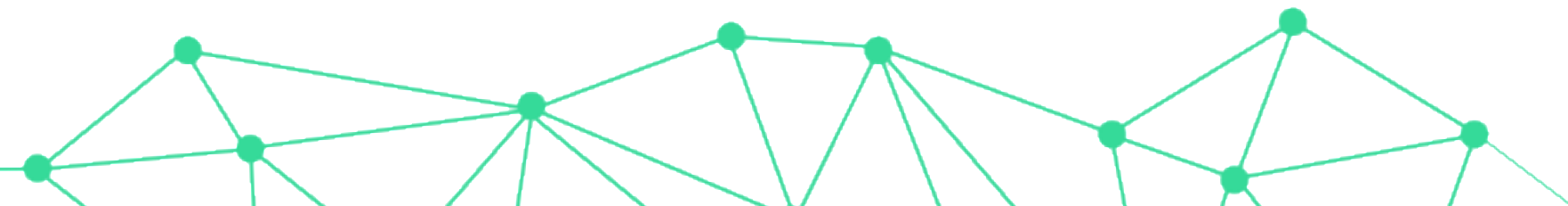
“Continue promoting career pathway resources, mentoring, and CPD to highlight diverse routes into engineering.”

Outreach and engagement

“We will continue to work with other Signatories to design engineering engagement programmes that encourage, enable and empower young people to actively participate in authentic, open-ended engineering projects.”

Skills development

“We would especially like to provide teachers with more information on how to link STEM careers to the curriculum and also to sustainability.”

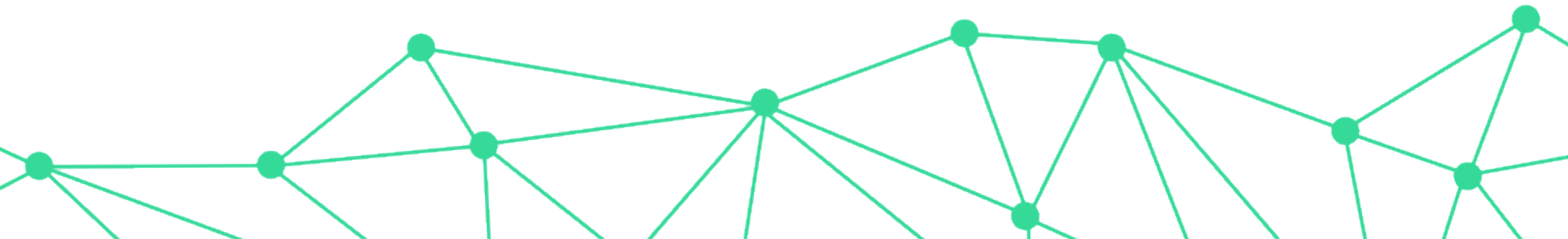


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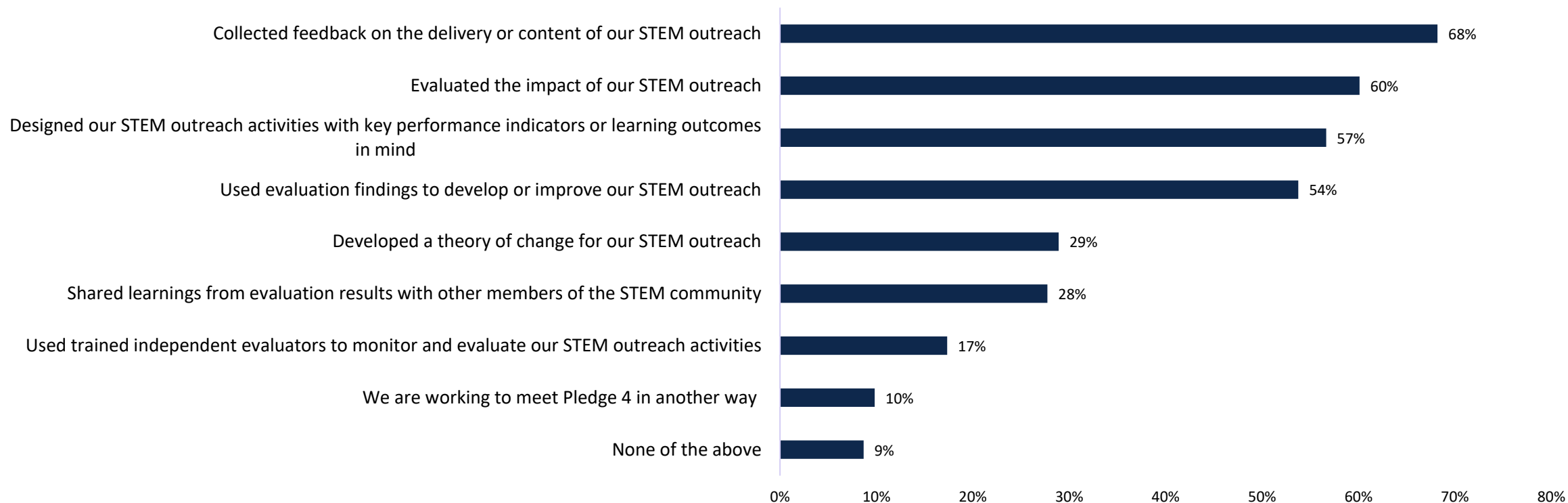
Improve impact

Continuously learn from and improve your activities using evaluation data, as well as sharing learnings with the community



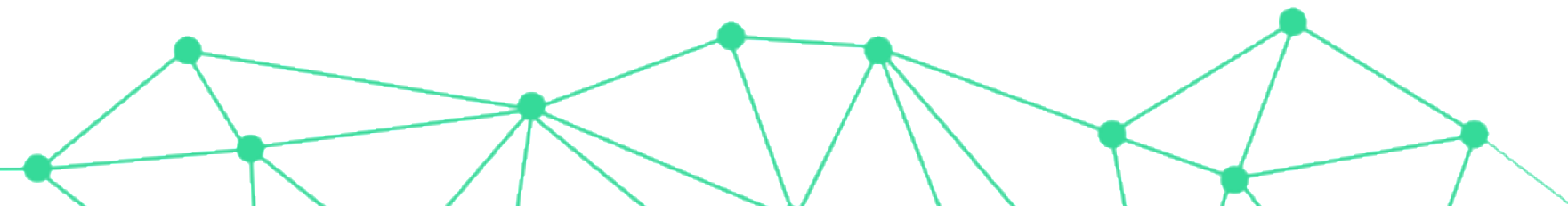
How Signatories are working to 'improve impact'

In the last 12 months, has your organisation done any of the following towards meeting Pledge 4 - Improve impact



How Signatories are working to 'improve impact'

- More than 2 thirds of signatories (**68%**) said they collected feedback on the delivery their STEM outreach
- Whilst a high proportion said they evaluated the impact of their STEM outreach, **only 28% said they had shared the learnings with other members of the STEM community**. This is an area where The Code can support Signatories in facilitating the showcasing of their learnings
- Just over half have used evaluation findings to develop or improve their STEM outreach, and **under a third (29%) have developed a theory of change**
- [The Tomorrow Engineers website](#) has many evaluation resources, and the Code team will signpost Signatories to these to help support them with this pledge.



Signatories have more plans to ‘improve impact’

Evaluation and impact

“Evaluate the pilot programme year once it is over and implement improvements to it to ensure it is reaching those who otherwise would not be reached within this sector.”

Collaboration and sharing

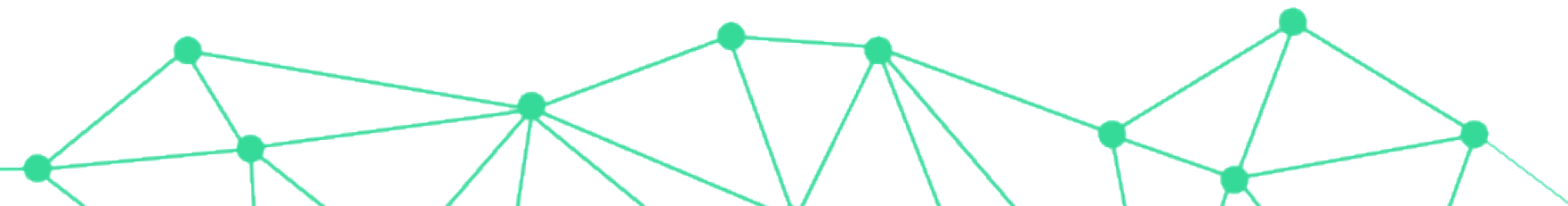
“Speak to others in the community to understand how they approach this and adapt our approach based on best practice.”

Data collection and analysis

“Strengthen data collection and analysis to better understand the impact of our outreach and professional development initiatives.”

Continuous improvement

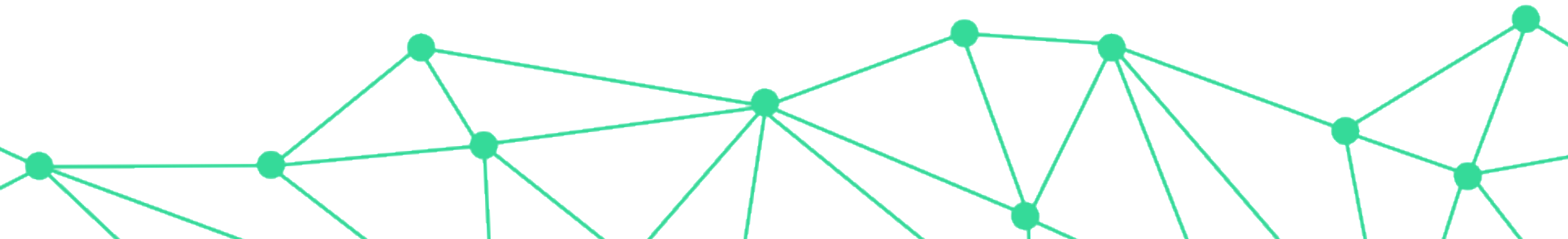
“Implement reflection sessions annually for programme coordinators to reflect on evaluation data and implement changes.”



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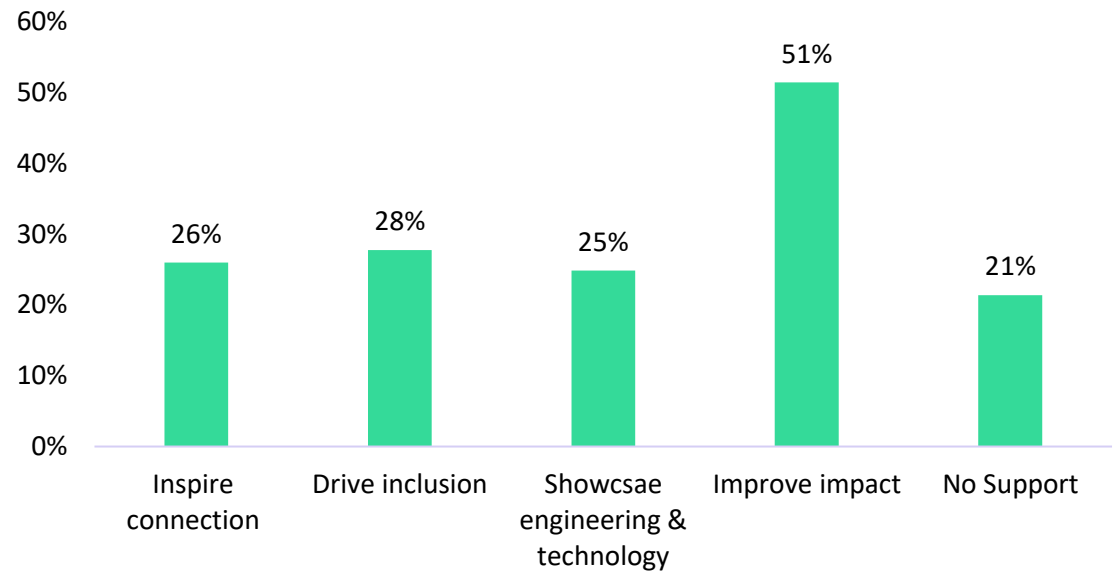
Support across all the pledges



Support across all the pledges

- **Improve impact is the pledge that most Signatories needed support with.** More than half of respondents saying they needed help.
- This contrasts with the next highest, **Drive inclusion, which had just over a quarter (28%)**
- **Most respondents (42%) said they needed support with just 1 of the 4 pledges**, followed by just over a quarter (27%) who said they needed support on 2 pledges

Please indicate the pledges you feel your organisation needs the most support with



Support across all the pledges

Evaluation and impact measurement

“We would like to improve our impact by establishing a robust evaluation framework to assess the effectiveness of its activities.”

“It would be great to see examples of how evaluation data is shared within the community. ”

“Advice on quality assuring outreach so that it is inclusive to all, level of conversations we should be having at various key stages, so we are not overwhelming them with information.”

Resource development

“Support in developing content that demonstrates the environmental and societal impact of careers in highways and transportation.”

“Support with creating evaluation questions for different key stages, what is realistic to ask a primary/secondary aged school children.”

Inclusive outreach

“Greater insight into developing and actioning more inclusive STEM activities and strategically focusing our outreach on this objective.”

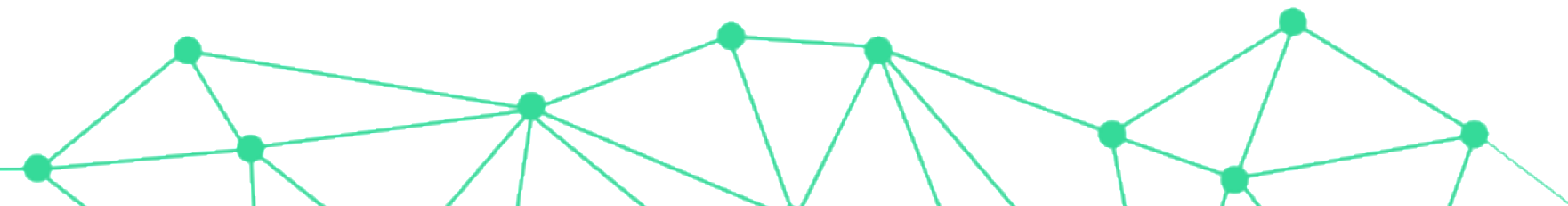
Connections and collaboration

“Fostering a culture of shared learning by openly discussing successes and challenges with community members, stakeholders, and partner organisations can enhance collective knowledge and drive innovation.”

Funding and resources

“Funding is the biggest issue for us, but keeping up to date with the latest ideas and trends will help us stay relevant.”

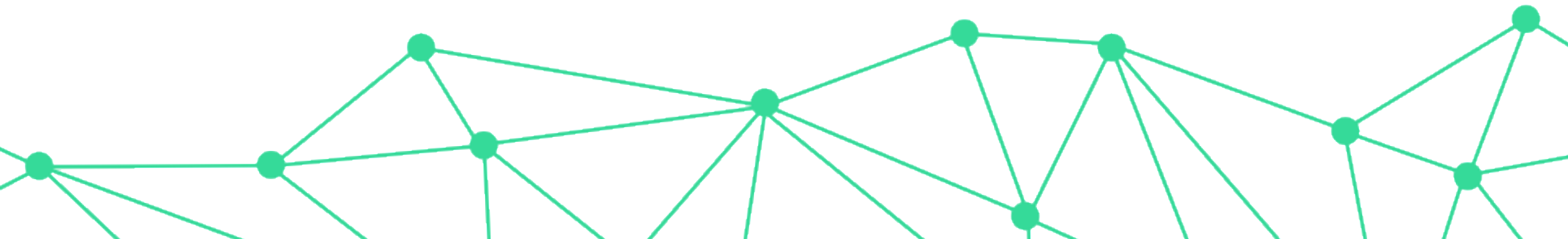
“If you have any templates for gathering feedback, would be interesting to review these.”



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Next steps



Next steps

Raise awareness of existing tools and resources

We've created a '[community insights and tools for action](#)' document to highlight all the resources out there to help in the areas you've highlighted as needing more support with.

Facilitate connections

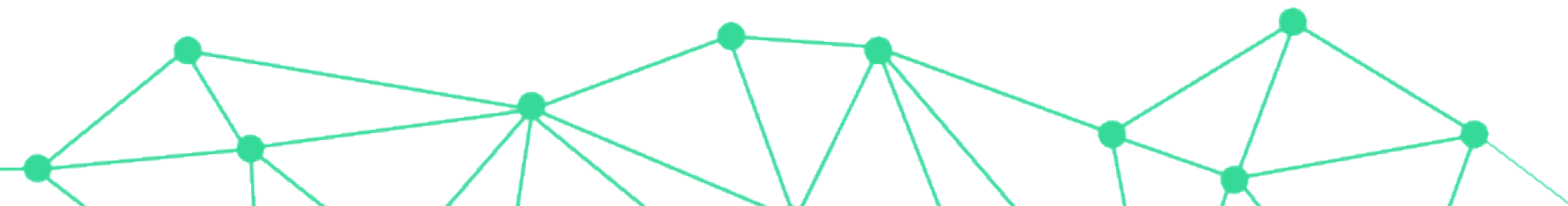
We'll continue to provide opportunities to network and connect with others in the community through [The Code community LinkedIn group](#), [The Code explores...](#) series and [Tomorrow's Engineers Live](#).

Drive change together

Based on your feedback, we'll use [The Code explores...](#) programme to dive deeper into the topics you've highlighted, including engaging more effectively with young people from underrepresented groups, and measuring impact.

Foster shared learning

We'll work with you to integrate the sharing of evaluation findings into the Code community, fostering a culture of shared learning and continuous improvement.



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