

## **1. THE OBJECTIVES OF THE LANCASHIRE AREA COMMITTEE**

- a. To provide a service for the IMechE members and the public in Lancashire, whether it's providing opportunities for Personal & Professional Development, or organising interesting and engaging Engineering related events.
- b. To promote engineering through technical lectures, guided technical visits and STEM related activities involving companies, universities, schools and colleges as well as other charities.
- c. To encourage local IMechE members to get involved and engaged with the Institution.
- d. To inspire, develop and support volunteering members for a sustainable and strong committee.

## **2. PURPOSE OF NEWSLETTER**

- a. To promote Lancashire Area of the Institution of Mechanical Engineers (IMechE) to current members and especially non-members who are studying or working in Science, Technology, Engineering and Mathematics (STEM) related subjects.
- b. To provide an interesting resource for reading while waiting at reception areas or during break times, that promotes IMechE Lancashire Area, our activities and especially the engineering field.
- c. To provide a digital and printed content that can be shared and referred to in Continuous Professional Development (CPD) records.
- d. To reflect on our past events and activities with photos and publicise our impact.
- e. To promote engineering knowledge share
- f. To advertise our future events and increase number of attendees.
- g. To enhance our reach and attract non-members and students.
- h. To engage nearby businesses and organisations to increase collaboration and create new opportunities.
- i. To promote our sponsors and partners.

### 3. METHOD OF NEWSLETTER DELIVERY

- a. Digitally via
  - i. Emails;
    - 1. *Lancashire Area Distribution list.*
    - 2. *Sponsors and Partners.*
    - 3. *IMechE North West Regional Committee.*
  - ii. Websites;
    - 1. *IMechE Near You website as a referable and downloadable content.*  
(<https://nearyou.imeche.org/near-you/UK/North-Western/Lancashire-Area/Newsletters>)
    - 2. *Facebook page as a link to the Newsletters page.*
    - 3. *LinkedIn as a link to the Newsletters page.*
- b. Printed (2000 copies per edition)
  - i. Hand delivered to nearby target group via Committee Members
  - ii. Posted to distant target group via Secretary

### 4. TARGET CITIES AND TOWNS

- |                       |                       |                  |
|-----------------------|-----------------------|------------------|
| a. Preston            | l. Chorley            | w. Great Harwood |
| b. Lancaster          | m. Thornton-Cleveleys | x. Bacup         |
| c. Burnley            | n. Nelson             | y. Oswaldtwistle |
| d. Blackburn          | o. Fleetwood          | z. Barnoldswick  |
| e. Accrington         | p. Ormskirk           | aa. Brierfield   |
| f. Lytham Saint Annes | q. Clitheroe          | bb. Adlington    |
| g. Morecambe          | r. Penwortham         | cc. Padiham      |
| h. Skelmersdale       | s. Rawtenstall        | dd. Bolton       |
| i. Leyland            | t. Colne              | ee. Salford      |
| j. Darwen             | u. Poulton-le-Fylde   | ff. Manchester   |
| k. Fulwood            | v. Haslingden         | gg. Liverpool    |

## 5. TARGET GROUP

### a. Businesses – 10 copies each (200)

- |  |  |
|--|--|
| i. AMEC Foster Wheeler (Wood Group) – Warrington | xii. James Fisher Nuclear                                |
| ii. AMS Neve Ltd – Burnley                       | xiii. John Crane – Manchester                            |
| iii. Assystem UK Ltd – Bamber Bridge             | xiv. Leyland Trucks                                      |
| iv. BAE Systems – Samlesbury                     | xv. Manufacturing Technology Centre                      |
| v. BAE Systems – Warton                          | xvi. NIS Ltd – Chorley                                   |
| vi. Bentley Motors Limited - Crewe               | xvii. North West Projects Ltd - Chorley                  |
| vii. BS Stainless Ltd – Bamber Bridge            | xviii. The A1 Steam Locomotive Trust – Darlington        |
| viii. Coleman Milne – Bolton                     | xix. Westingtonhouse Electric Company LLC - Springfields |
| ix. Daresbury Laboratory – Warrington            | xx. Westingtonhouse Electric Company LLC - Chorley       |
| x. Edwards Limited (Vacuum) – Bolton             |  |

### xi. Jaguar Land Rover – Liverpool

### b. Education

#### i. Universities – 50 copies each (300)

1. *Lancaster University*
2. *Manchester Metropolitan University*
3. *The University of Manchester*
4. *University of Bolton*
5. *University of Central Lancashire*
6. *University of Salford*

#### ii. Colleges – 50 copies each (450)

1. *Blackburn College*
2. *Bolton College*
3. *Burnley College*
4. *Lancaster and Morecambe College*
5. *Myerscough College*
6. *Nelson and Colne College*
7. *Preston College*
8. *Runshaw College*
9. *Salford City College*

- c. STEM Events – 100 copies each (500)
  - i. Joint Institution Group Engineering Your Future Career Awareness Days
  - ii. Lancashire Science Festival
  - iii. Primary Engineer Leaders Awards
  - iv. Secondary Engineer Leaders Awards
  - v. Engineering Development Trust Go4SET Celebration and Assessment Days
  
- d. Public Attractions – 20 copies each (420)
  - i. Anson Engine Museum
  - ii. Bolton Steam Museum
  - iii. East Lancashire Railway
  - iv. EDF Heysham Power Stations Visitor Centre
  - v. Ellenroad Engine House
  - vi. Imperial War Museum North
  - vii. John Rylands Library
  - viii. Lancashire Mining Museum at Astley Green
  - ix. Lancaster Maritime Museum
  - x. Manchester Art Gallery
  - xi. Manchester Central Convention Complex
  - xii. Manchester Library
  - xiii. Museum of Science and Industry
  - xiv. Museum of Transport, Greater Manchester
  - xv. North West Museum of Road Transport
  - xvi. Ribble Steam Railway
  - xvii. Salford Library
  - xviii. Salford Museum and Art Gallery
  - xix. The British Commercial Vehicle Museum
  - xx. The Weavers' Triangle Visitor Centre
  - xxi. Trencherfield Mill Engine
  
- e. Miscellaneous – 10 copies per place (max 130 copies)
  - i. All other local attractions at member's request
  - ii. All other businesses at member's request