

An introduction to JCB and the Academy Project

JCB

JCB is the world's third largest manufacturer of construction equipment, with 18 plants around the world: 11 in the UK, three in India, one each in the USA, Germany, Brazil and China. Last year the company sold more 72,000 machines, setting a new record. Turnover also rose to a record £2.25 billion. In 2007, JCB's share of the world construction equipment market rose to 12 per cent, up from 10.4 per cent in 2006. JCB manufactures more than 300 different products for the construction and agricultural markets and employs 9500 people.

The owner and Chairman of the JCB Group Sir Anthony Bamford says "I am passionate about the importance of manufacturing to Britain and The JCB Academy shows we are prepared to invest in creating the next generation of young engineers".

The Academy will be located in the village of Rocester Staffordshire, very near to the JCB World Headquarters.

For more information about JCB, visit www.jcb.com

The Academy Project

Academies are providers of education in the state sector and form an integral part of the Government's strategy to raise standards and improve education in disadvantaged and challenging situations. The DCSF has approved JCB's Expression of Interest to sponsor an Academy in Rocester, Staffordshire and construction is due to commence in the third quarter of 2008.

The sponsor will provide up to 10% of the initial capital cost of the project and has established a Trust which will run the Academy.

The JCB Academy will be a new educational provision catering for the needs of 14 -19 year olds across Staffordshire, Derbyshire, Stoke City and Derby City. The Academy will have 540 students between the ages of 14 and 19, 240 between the ages of 14 and 16 and 300 aged 16-19. 120 in each of years 10 and 11 and 150 in each of years 12 and 13. The Academy will admit 120 14 year old learners and 50 16 year old learners, in September 2010 with a phased admission of other year groups in 2011 and 2012.

The Academy will work in partnership with the other educational providers in the region and nationally to supplement expertise and facilities to improve the potential learning experience of young people in the fields of Engineering Manufacturing and Global Business.

The concept of a true Centre of Excellence in these fields has provoked considerable widespread interest in UK and in other European countries, including Sweden and Germany.