

APPRENTICE CASE STUDY - PIRELLI TYRES



Business name & brief description - including how 2020 has been for you:

Pirelli Tyres UK - A pure Consumer Tyre Company with a particular focus on the High Value tyre market, constantly engaged in the development of innovative products created to reach the highest levels of performance, safety, and adherence to the road surface. Pirelli's Carlisle plant is dedicated to SUV tyre production, with 2020 certainly being a challenging year within the industry with the fluctuations in the market.

What sparked your interest in apprenticeships?

After joining the company in March 2019, part of my remit was to look at the development of people - specifically in the field of "Continuous Improvement". We had apprentices in place within Engineering, Quality & Industrial Engineering - and my view was to expand the knowledge and skills of the apprentices that sat within Industrial Engineering along with the PMS* Team in that area.

**Pirelli Manufacturing System*

In your own words, can you tell us your recent experience with apprenticeships?

We have set up a programme within the Industrial Engineering Department that will upskill most of the team through apprenticeships. This is most likely going to cover from Level 2 all the way up to and including Level 6 over the coming years.

The benefits to the company will be massive in the long run, and some of the projects that everyone is working on through their apprenticeships are already providing massive dividends - it's a win-win situation for everyone involved.

What has been the impact of your apprenticeship/s to the business and to your apprentices so far? What are the benefits you're seeing?

The upskilling of the current team has had many benefits - both financially and personally. The improvements on projects like OEE, Waste Reduction, Visual Management, Transportation etc. are a given, but to see the individuals grow within their roles and become confident in using the tools & techniques that they have learnt has been fantastic to see.

Everyone has been apprehensive but over the course they have all come on massively and the benefits are clear to see.

Have there been any challenges along the way, & how have you addressed them?

I would say the biggest challenges have most likely been around confidence - the lack of confidence that the apprentices are going to succeed or the fear of failure.

The course, training and the 1-1's (by all parties involved) has improved that confidence in those individuals and allowed them to progress with increased vigour to succeed.

Getting the plans for the programme off the ground in the first place was a challenge - a global pandemic also had something to do with it! But perseverance from all parties to make these programmes work has meant that we are in a strong position to move onwards and upwards.

Looking ahead at the long-term succession plans has also been a challenge but having that forethought has meant we have kept on track.

What would be your top tips for a business looking to engage in apprenticeship training?

Understand what it is you are trying to achieve, both short term and long term. The benefits to any business can be massive with the upskilling of your current workforce, and by bringing in new people and embarking on this apprenticeship journey right from the start you are giving people the opportunity to flourish.

Is there anything else you'd like to share?

Working with MDA has been pretty straight forward - the approach has been great given the circumstances that the team have been working under i.e: C-19 restrictions.

The flexibility from everyone involved has been great and the general contact has been very good. We have utilised the use of MS Teams excellently and this platform has helped everyone immensely. The team on site has worked extremely well together supporting each other through the process.

I agree for this case study to be shared on the platform.

.....Jason Cairns.....

Date23/08/21.....

[Jason Cairns, Lean Champion, Pirelli Tyres UK]