



Oxford Cambridge and RSA

Friday 17 May 2019 – Afternoon

AS Level Business

H031/01 The local business environment

Resource Booklet

Time allowed: 1 hour 30 minutes



INSTRUCTIONS

- This Resource Booklet is required for **Section B** only.
- You should refer to it when answering the examination questions, which are printed in a separate booklet.
- The business described in this Resource Booklet is a **real** business.

INFORMATION

- This document consists of **4** pages.

Siemens Wind Power

Extract A: Siemens' investment creates jobs in Hull

The loss of the fishing and shipping industries in Hull may have led to a future of poverty for the area. But now all that is about to change and there is a new sense of optimism about the city.



Planning permission was granted in June 2015 for Siemens plc to construct a state-of-the-art factory in Hull, for

the manufacture of wind turbine blades. Siemens and Associated British Ports invested £310m in the project. By the end of 2016, the factory was operational, using the latest technology in the renewable energy industry. Siemens' manufacturing plans helped create around 1000 jobs.

Siemens' Project Director said, "By using the latest manufacturing technologies and adopting lean production methods from the start, we have been able to achieve significant benefits."

"The city in general was very unsure of getting the Siemens contract," says Hull City Council chief, Stephen Brady. "They felt this didn't happen to places like Hull. The confidence gained from the decision has greatly affected the outlook of the schools and universities, and opened the eyes of other businesses looking to invest in the area."

In June 2015, Siemens gained the largest ever contract for an offshore (at sea) wind farm, in a deal agreed with Scottish Power, to use turbine blades made in Hull.

Sources: Adapted from <http://www.siemens.co.uk>, <http://greenporthull.co.uk/jobs-training/siemens-careers/factory>, <http://www.theguardian.com/cities/2014/sep/11/-sp-to-hull-and-back-the-rebirth-of-britains-poorest-city> & <http://www.hulldailymail.co.uk/Siemens-Hull-factory-wins-UK-s-biggest-wind-farm/story-26642010-detail/story.html> (Accessed 19/01/16)

Extract B: Employment levels in Hull

	June 2015	June 2016	June 2017
Number of people in employment	107 900	113 500	117 500

Source: <http://dataobs.eastriding.gov.uk/humberredirect> (Accessed 07/11/17)

Extract C: Selection at Siemens, Hull**Production Operative**

The Production Operatives assemble a turbine blade with the final mechanical parts and make the blade ready for shipping offshore.

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Our selection process:

- You will have a face-to-face interview and you will be asked to give examples of things you have done to show us what level of skills and experience you have.
- There may be a practical test to assess how well you are able to handle basic tools and equipment and how well you can follow instructions.
- You may be asked to complete an online questionnaire and have a physical test that will indicate your general wellbeing and your levels of strength and flexibility.
- It is very important that we work as a team, so you may be asked to complete a difficult task with others and we will watch you to give us an indication of how you interact.
- If you are asked to participate in an interview, please try to relax and be yourself.

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Source: Adapted from <http://greenporthull.co.uk/jobs-training/siemens-careers/factory/production-operative-assembly> (Accessed 19/01/16)

Extract D: Rewards package offered for production job roles at Siemens, Hull

On opening the Hull factory, Siemens offered a competitive reward package that, in addition to salary, included:

- An annual bonus
- 26 days holiday plus 8 bank holidays per year
- Contributory-based pension scheme with company-matched contributions up to 10% of salary
- Free fruit and vegetables in our canteen.

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Source: Adapted from <http://greenporthull.co.uk/jobs-training/siemens-careers/factory/production-operative-assembly> (Accessed 19/01/16)

Extract E: Hull fights to establish a wind energy college

Hull will continue to fight to establish its own specialist college to train the brightest and best in the renewables industry, despite missing out on government cash.

The Government announced in 2014 that it wanted to create seven 'national colleges' dedicated to helping develop industry-led training.

One of the training centres was proposed to be a wind energy college in the Hull area, but when the list of successful colleges was announced, Hull had not been chosen.

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Source: Adapted from <http://www.hulldailymail.co.uk/Hull-lose-race-create-wind-energy-college/story-28509245-detail/story.html#ixzz3x8PKZyuB> (Accessed 19/01/16)

Extract F: Wind power in the UK

Renewable energy (wind, solar and other forms of low-carbon power) had a 29.8% market share of electricity generation in the UK in the second quarter of 2017, setting a new record.

Onshore (on land) wind generation increased by 50%, the highest increase amongst the renewable sources, while offshore wind generation rose by 22%.

Emma Pinchbeck, director of RenewableUK, said, "It's terrific to see that nearly a third of the UK's electricity is now being generated by renewables, with wind power leading the way. The UK's renewable energy sector is an industrial success story, attracting investment, creating new jobs and powering our economy."

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Source: Adapted from <http://www.independent.co.uk/news/business/news/renewable-energy-electricity-new-record-uk-wind-solar-a7972266.html> (Accessed 07/11/17)

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