

HOME AND AWAY

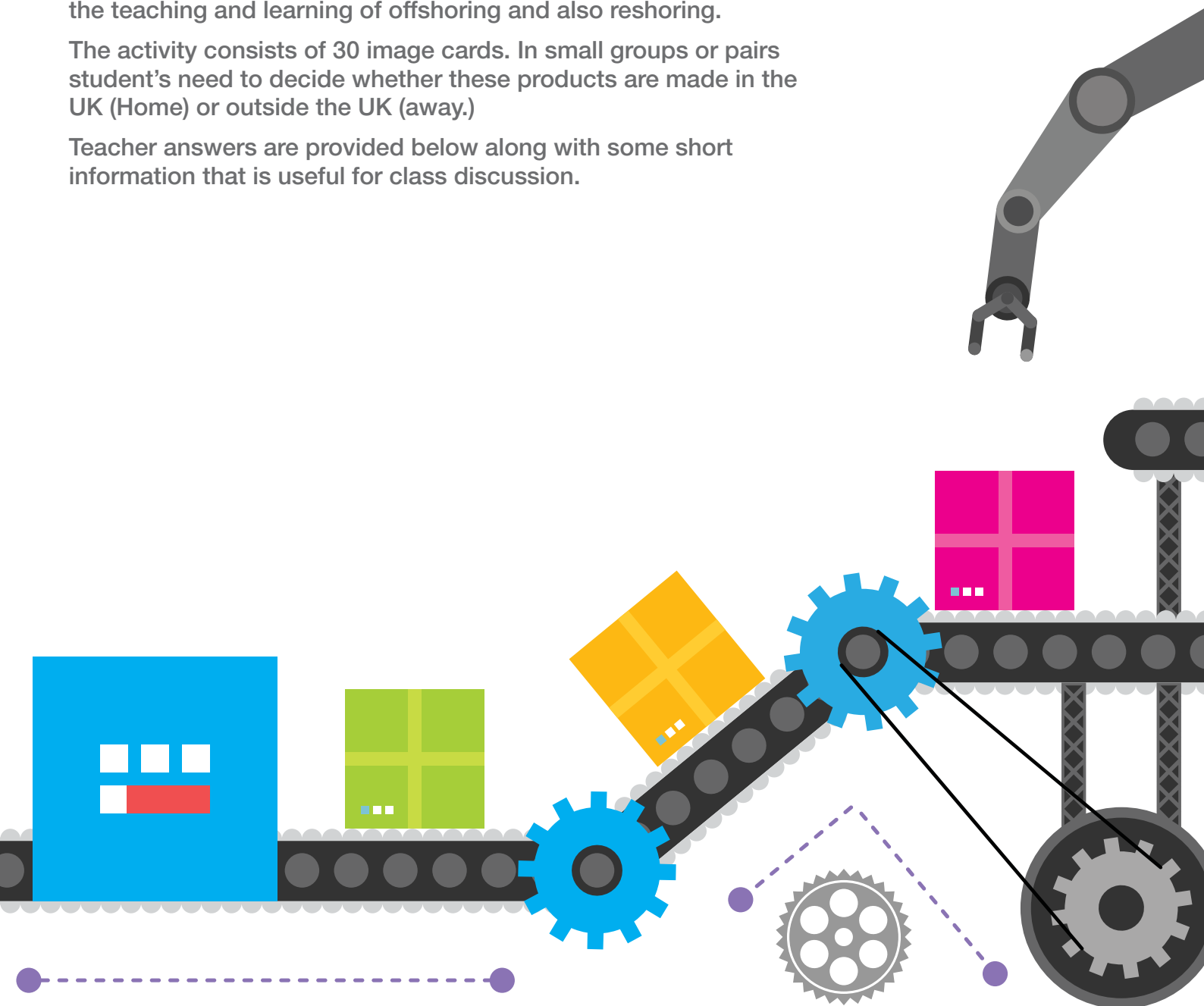
OFFSHORING AND RESHORING

Teacher Instructions

Home and Away is an interactive activity that is used to enhance the teaching and learning of offshoring and also reshoring.

The activity consists of 30 image cards. In small groups or pairs student's need to decide whether these products are made in the UK (Home) or outside the UK (away.)

Teacher answers are provided below along with some short information that is useful for class discussion.





Airbus 380 Wing



Brompton Folding Bicycle



Coca-Cola drinks range



Dunhill Cigarettes



Duracell Batteries



Dyson DC19DBi Cylinder Vacuum Cleaner



Golden Wonder Noodles



Hotpoint Aquarius Washing Machine



HP Sauce



Hunter Wellies



iPhone 6



JCB Backhoe Loader



Lava Lamp



Marmite



Mulberry Bayswater Handbag



Nissan Leaf



Oakley Sunglasses



Primark clothing



Pure Evoke Digital Radio



Raleigh Bicycle



Rowlett Rutland Toaster



Routemaster London Bus



Royal Doulton Gordon Ramsey Tableware



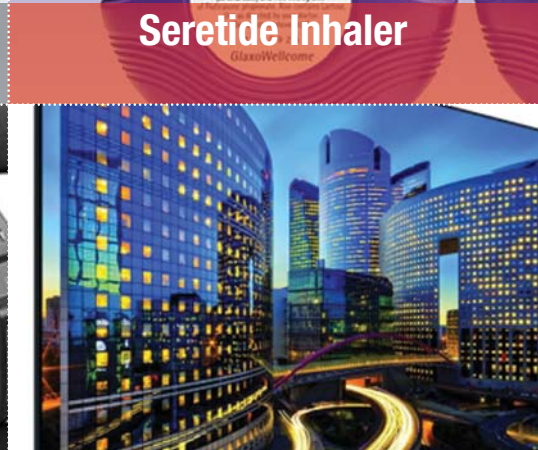
Seretide Inhaler



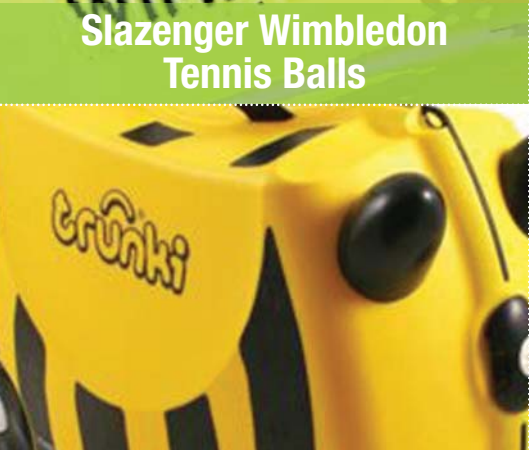
Slazenger Wimbledon Tennis Balls



Sony PMW-150 Camcorder



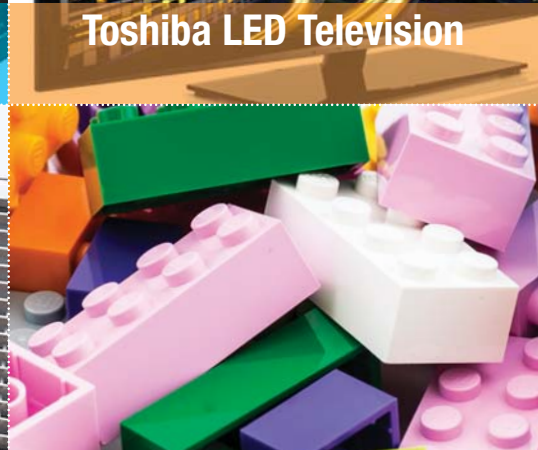
Toshiba LED Television



Trunki Suitcase



Vent-Axia Domestic Fan



Lego

HOME AND AWAY

TEACHER ANSWERS

Airbus 380 Wing

HOME

Britain's largest single manufacturing location. More than 6,000 people work at the complex, assembling 1,000 wings a year for the Airbus range. A long history of aerospace at Broughton - the site began as a heavy bomber production line during World War Two making Wellingtons and Lancasters.

Brompton Folding Bicycle

HOME

We continue to design and build our bikes in West London because it is the only way to ensure the necessary quality on our hand-built bicycles. Moving production offshore in search of lower labour costs, business rates and taxes would certainly bring some obvious benefits, but these would be outweighed by the consequences of losing control over quality and, ultimately, losing the confidence of the consumer.

Coca-Cola drinks range

HOME

95% of the Coca-Cola drinks you buy in the UK are made here in the UK, predominantly at the bottling plant in Wakefield. Coca-Cola's plant at Wakefield is the largest soft drinks plant by volume in Europe. It has seven manufacturing lines and two pre-form injection lines, and can produce 6,000 cans of soft drink every minute, that's 100 per second.

Dunhill Cigarettes

AWAY

Production transferred overseas. In January 2007, BAT closed its remaining UK production plant in Southampton with the loss of over 600 jobs. In 2014, the closure of Imperial Tobacco's last factory and distribution hub put an end to cigarette manufacturing in mainland Britain.

Duracell Batteries

AWAY

The vast majority of Duracell batteries sold in the UK are imported from China, with a small number made in Belgium.

Dyson DC19DBi Cylinder Vacuum Cleaner

AWAY

It is now over 10 years since Dyson took the decision to offshore all production away from the UK. The decision to relocate manufacture in 2003 to Malaysia (where costs were said to be 30% lower) resulted in the loss of around 800 UK manufacturing jobs.

Golden Wonder Noodles

HOME

In 2013 Symingtons Foods decided to reshore production of Golden Wonder noodles from two factories in China to a new £15m facility in Yorkshire.

"We can produce for roughly the same cost today in Yorkshire as we are out of China. If you go back in time, it would probably have been 30 to 35pc less [in China]."

Symington's said another reason for reshoring was that it currently took eight to 10 weeks to source noodles from China.

Hotpoint Aquarius Washing Machine

AWAY

In 2009 more than 300 staff worked their last shifts at a Hotpoint's washing machine factory in Bodelwyddan which then closed as production moved abroad.

The closure of the factory marked the end of UK washing machine manufacturing. Hotpoint's parent company Indisit blamed increased production costs and falling demand.

HP Sauce

AWAY

Production of HP Sauce was moved to Holland in March 2007 after a review of production operations by parent company Heinz. The HP Sauce factory in Aston, Birmingham, shut after 103 years, with the loss of 125 jobs.

Hunter Wellies

AWAY

High manufacturing and fuel costs that contributed to Hunter Boots entering administration in 2006. Hunter was forced to consider whether it was commercially viable to keep making boots in the UK, particularly with an expensive and inefficient 96-year-old factory. Eventually, alternative supply sources were sought and developed in Europe and the Far East.

iPhone 6

AWAY

Whilst the components for the iPhone 6 are sourced globally, the final assembly is done by Foxconn in China. Foxconn is rumoured to have invested in substantial new robotics to accelerate the production capacity for the iPhone 6.

JCB Backhoe Loader

HOME

JCB Backhoe Loaders are manufactured at JCB's main plant at Rocester. JCB recently announced plans to spend £150m expanding its operations in Staffordshire, creating 2,500 extra jobs by 2018. As the world's 3rd largest construction equipment manufacturer, JCB has 22 factories across Asia, Europe, North America, and South America.

Lava Lamp

HOME

Lava lamps are still made in the original factory in Poole, Dorset.

Lego

AWAY

Lego's main factory in Billund, Denmark is half a kilometre long!

Marmite

HOME

Marmite was conceived in 1902 and the Marmite Food Company opened a small factory in Burton-on-Trent where it still resides today.

Mulberry Bayswater Handbag

HOME

Mulberry is the largest manufacturer of luxury leather goods in the UK, operating from two factories.

Nissan Leaf

HOME

Nissan's factory at Sunderland, which employs over 6,500 people, is Europe's most efficient car factory.

However, The head of Nissan has warned the car maker would reconsider its future in the UK if a push to leave the European Union succeeds. Carlos Ghosn, chief executive of the Japanese motoring company, told the BBC his company would re-evaluate its position if the UK were to leave the EU.

Oakley Sunglasses

AWAY

Oakley is owned by Italian firm Luxottica which has a market share of over 70% for eyewear. Product design, development and manufacturing take place in Luxottica's six production facilities in Italy, three factories in China, one in Brazil and one sport sunglasses production facility in the United States. Luxottica also has a small plant in India serving the local market.

Primark clothing

AWAY

The vast majority of Primark garments are sourced from the Far East and Asia, including Vietnam, Bangladesh and China.

Pure Evoke Digital Radio

AWAY

Whereas competitor Roberts Radio continues to assemble some products in the UK, the Pure Evoke's manufacturing is entirely outsourced. It's this economic decision that allows prices to be what they are, but the firm maintains that all its products are designed and conceived in the UK.

Raleigh Bicycle

AWAY

Raleigh was once the biggest cycle factory in the world, employing 10,000 workers and making two million bikes every year in Nottingham. In 1999 Raleigh ceased production of bike frames in the UK and in 2002 Raleigh closed its Nottingham factory with the loss of 300 jobs. Manufacture switched to Vietnam, Sri Lanka and Thailand.

Rollett Rutland Toaster

HOME

Rollett Rutland has resisted the trend for household appliances to be manufactured in the Far East or Eastern Europe. The firm claims to make the World's Best Toaster. "We take toast seriously. Since 1945, our British craftsmen have been creating the finest toasters money can buy."

Routemaster London Bus

HOME

London's famous Routemaster busses are made by Wrightbus in Northern Ireland.

Royal Doulton Gordon Ramsey Tableware

HOME

In 2004 Royal Doulton closed its last factory in Britain with the loss of 525 jobs.

Seretide Inhaler

HOME

GSK's heavily automated factory at Ware makes over 220,000 inhalers per day. GSK has rationalised manpower at the factory in an attempt to retain production in the UK.

Slazenger Wimbledon Tennis Balls

AWAY

For over a century, the Slazenger tennis balls used at Wimbledon made the short journey from the company's Barnsley factory to centre court. Today, the official balls travel over 50,000 miles around the world before finally arriving from the Philippines factory in which they are now made.

Sony PMW-150 Camcorder

HOME

Most people would guess that manufacturing of electronics like camcorders must take place in the Far East or Eastern Europe. But there are some notable if underpublicised exceptions. Such as the Sony UK Technology Centre in South Wales, where a wide range of Sony's professional HD camera equipment is manufactured and serviced.

Toshiba LED Television

AWAY

In August 2009 the final TV set made in England rolled off the production line at Toshiba's factory in Plymouth. This marked the end of mass TV manufacturing in the UK - a technology the country invented. Toshiba blamed a "fiercely-competitive market" for the decision to centralise its European television production in eastern Europe.

Trunki Suitcase

HOME

In August 2012 Trunki founder Rob Law announced that production of the Trunki was to move from China to Plymouth, creating ten jobs in the process.

Vent-Axia Domestic Fan

HOME

Vent-Axia completed the reshoring of the balance of its domestic fan manufacturing, from China back to the UK, in January 2013 with the launch of three new production lines at its Crawley site. The culmination of a two-year project, the new assembly lines doubled the company's on-site manufacturing of its residential unitary fans. The company invested more than £350k in tooling for the new production lines, as well as investing in building works to incorporate the new manufacturing.