

## Digital Leadership of the Year

**JOINT ENTRY – Mark Hansford and Alexandra Wynne, New Civil Engineer**

**FOR – The Engineers Collective podcast**



A core objective in New Civil Engineer's five year strategy is to drive engagement with the younger, career-builder demographic and Mark and Alex devised and launched New Civil Engineer's podcast The Engineers Collective with this outcome firmly in mind.

The podcasting boom is well underway, with a survey last year showing that 23% of adults had listened to at least one in the last month. Critically, current podcast listeners tend to be younger, with 2/3 of new listeners aged 16-35.

Audience research suggested that a podcast would be a valued new format. Ninety percent of our readers 18-35 said they would be "interested" in a *New Civil Engineer* podcast. With a total audience of 92,000 and a potential audience in the 18-35 range of c20,000, the anticipated reach by end year was 15,000 downloads.

*The Engineers Collective* is now just four months old and already attracting plenty of plaudits for its conversational style and insightful comment on the major issues facing the civil engineering profession today. The five episodes broadcast to date have been collectively downloaded and listened to 15,000 times – already hitting the year one target - and The Engineers Collectively has consistently sat in top 5 of Apple's UK Tech News chart – topping it several times in the last month alone. It has a 5.0 out of 5 rating on Apple Podcasts.

The Engineers Collective is proving truly global in reach, with a third of listeners based outside the UK. And, crucially, it is appealing to the target demographic with 80% of listeners under 35.

Three episodes are highlighted for this entry are:

### **Episode Three – The Future of Rail with Andrew McNaughton (July 2019)**

Here Mark and Alex reflect on the one year anniversary of the catastrophic Polcevera viaduct collapse in Genoa, Italy and they ask: is the UK safe from a Genoa-style collapse? The co-hosts then introduce special guest HS2 strategic advisor Andrew McNaughton who sets out a robust defence of the project's much-criticised route and design speed, rubbishes the role of hyperloop and attacks the attitude of major consultants and contractors towards nurturing talent.

### **Episode Two – The Future of Airports with Henrik Rothe (June 2019)**

Mark Hansford and Alexandra Wynne are joined by Henrik Rothe who runs the Urban Turbine out of Cranfield University, and is rethinking how airports of the future will operate and integrate with the towns and cities that they serve. Henrik explains how rapid changes to the way we check-in, deal with our baggage and move through security will transform how airports are accessed and used and candidly pours scorn on HS2 for way it skilfully passes close to, fails to interact with, four major airports.

### **Episode One – Future Skills with Ed McCann (May 2019)**

Mark Hansford and Alexandra Wynne discuss the projects in the headlines including Heathrow, HS2, the Swansea Bay Tidal Lagoon Project and before being joined by Institution of Civil Engineers vice-president Ed McCann who offers some candid views on what he describes as “an intergeneration low” in the quality of design information being fed to contractors.

All three podcasts generating spin-off news stories that went to the top of New Civil Engineer's most-read list and feedback has been refreshingly positive:

*“Two bright experts with a refreshing point-of-view, expressed sincerely and in an informal and unpretentious tone. It can't get any better.”*

*“So good to listen to long form conversation for once rather than ‘same old same old’ soundbites.”*

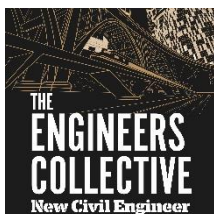
*“Really enjoying this podcast so far! Great work.”*

*“Great Podcast. Thought provoking. You now have a subscriber hungry for more.”*

*“A great podcast. Keep them coming please.”*

[600 words]

### **Notes to judges: How to listen**



The Engineers Collective is available via Apple Podcasts, Spotify, Acast, Stitcher, PodBean and via [newcivilengineer.com/podcast](http://newcivilengineer.com/podcast).