



Made in Britain

Patrick Onions, The Knowledge Studio discussion forum, 22 June 2011

Last night's BBC programme "Made in Britain" presented a good argument for being a high-tech British manufacturer. The strong message and iconic companies with immaculate factory floors were certainly motivational. Yet I was left hoping for something a little more, well, relevant.

Government funded and well-connected companies such as BAE and McLaren are hardly in need of the extra promotion given to them in this show. With oodles of brand advice, marketing assistance and technical know-how, they are well-positioned to sell small amounts of high value items with good margins. Whilst they do help the economy by providing employment and balance the deficit by exporting, they are not the only ones who can achieve these goals. Small manufacturers employ people and make low-tech that doesn't have to be imported.

I hope future episodes of the show focus on some of the more mundane issues facing the smaller manufacturer; like labour, taxation, bureaucracy, large retailers and getting products to market.