Inspiring Women: The launch of a national campaign

Hosted by

Nick Clegg, Deputy Prime Minister
&
Miriam González Durántez, Partner, Dechert LLP

‘Career Speed Networking’
followed by evening reception

Lancaster House, St James’s, SW1

17 October 2013
4.30pm - 7.45pm

www.inspiringthefuture.org

#launchinspiringwomen
FOREWORD by Miriam González Durántez

Inspiring the Future: Inspiring Women

I am delighted to launch the Inspiring the Future: Inspiring Women campaign that will reach out to hundreds of thousands of girls across the country. The campaign will help young women to make informed choices to combat mismatch between the aspirations of young people and where the jobs of the future are actually to be found.

Women suffer from stereotyping all over the world, including in Europe and in the UK: if we succeed in our professional lives, we’re branded “scary”; if we follow fashion, we’re “shallow”; if we like science, we’re “geeks”; if we read women’s magazines, we’re “fluffy”; and if we defend our rights, we’re “hard”. It is little wonder that girls struggle, amid so many absurd labels, to identify the right path for them.

According to research by Girlguiding UK, 55 per cent of girls aged between 11 and 21 say they feel there are not enough female role models. However, in reality, there are not only enough female role models, but a surplus of them. Our new national campaign will encourage women from all walks of life to form a network of role models to talk about their lives and share their experiences in with state schools girls.

Research shows that girls respond best to hearing from other women so we’ve set out to give girls across the country the opportunity to hear first-hand from women doing the jobs that they aspire to or having the kinds of lives they would like to have. Whether an 18 year old apprentice, a part-time worker, a stay at home mum or a CEO you can inspire girls to widen their horizons and to learn about difficult decisions that they will no doubt have to deal with in their own lives.

75% of women still work in the five Cs of employment; cleaning, catering, caring, cashiering and clerical. There is nothing wrong at all with that - but girls should also feel free to make a difference in science, IT, engineering or maths if that is what they like.

The new generation of girls is a dream: they are clever, ambitious while realistic, determined and curious. It is our duty to help them to achieve their aspirations, whatever they are.

Please, join the Inspiring Women campaign.

Your voice does matter.

Miriam González Durántez
Agenda

4.45 pm  ‘Career Speed Networking’ event

Introduction
Pinky Lilani OBE
Dame Joan McVittie

Welcome
Miriam González Durántez

Ten successful women will be introduced to 100 girls and young women from 10 London schools. They will then spend an hour talking in small groups, exploring career interests, choices and routes to success. A small number of students will be able to stay for the evening reception.

6.15 Evening Reception

Welcome
Nick Clegg, Deputy Prime Minister

6.45 Inspiring Women: the campaign launch

Miriam González Durántez, Partner, Dechert LLP
Dr Vanessa Ogden, Head Teacher, Mulberry School for Girls
Ruby McGregor-Smith CBE, CEO, MITIE Group PLC

7.00 Drinks, canapés and conversation

8.00 End of formal proceedings
Schools, teachers, students and 10 inspiring women taking part

Bishop Challoner Girls’ School

**Teachers:** Ms Joanna Sangster, Head of Key Stage 4 Girls; Nicholas Soar, Head of Girls’ School

**Pupils:** Nermeen Hilton; Esther Gbenebor; Mila Mundrova; Li Jung Cheung; Guste Palsauskaite; Phoebe Frendo; Precious Ejimonyeabala; Christelle Van Sebroek

Broomfield School

**Teachers:** Daniela Deufemia, Pastoral Support Officer; Nicola Green, Assistant Headteacher

**Pupils:** Asia Jeffery; Olivia Jeeves; Janelle Watt; Amy Duffer; Stephanie Soteriades; Aysel Sarzosa; Tsiu-Kim Bagan; Lucy Pelton

Haringey Sixth Form Centre

**Teachers:** Camilla Stanger, English Teacher; Christine Vesey, Teacher of Sociology, Psychology & Health and Social Care

**Pupils:** Anastasia Wagner; Naiima Muhadiyn; Cerise McInnis; Lauren Kellman; Ebru Duran; Martine F Wouaba; Ayesha Nayyar; Joy Gardener

Highbury Fields School

**Teacher:** Katherine Rowley Conwy, Head of Sixth Form

**Pupils:** Leah Coughlan; Ena Hyka; Indre Miskunaite; Tazmin Rahman; Tasnia Uddin; Delalie Hessey-Bodjawah; Alice Basaral; Ayaan Smith

Hinchingbrooke School

**Teachers:** Andy Bennett, Head of Information, Advice and Guidance; Gill Miller, Deputy Director of Sixth Form

**Pupils:** Amy Snedker; Naomi Longhurst; Megan Drummond; Caprice Wood; Emily Mason; Lydia Salmon; Joanna Chen; Amelia Hunt

Mulberry School for Girls

**Teachers:** Dr. Vanessa Ogden, Headteacher; Jo Latham, Director of Extended Learning; Tasnim Khanom, Women’s Education Officer

**Pupils:** Salma Begum; Layla Ishmail; Wahida Tasnim; Zahra Sarwar; Wajihah Islam; Asma Begum; Sadika Begum; Radiyah Begum; Nusrath Hassan; Maria Amrin; Muslima Sheikh; Promee Reza; Tazina Tarin; Aisha Samad; Thasneem Zaman; Bushra Hussain; Rothna Akter; Kawsara Chowdhury

Northwood School

**Teachers:** Emma Corcoran, French teacher

**Pupils:** Rochelle Finnemore; Frankie Pickavance; Ellie Ayres; Ellie Goodman; Abbie Taylor; Natalia Patyra; Courtney Huetsom Price; Megan Pym; Storm Logan; Emi Tagica

St Matthew Academy

**Teachers:** Paula Maquieira, Careers Manager

**Pupils:** Grace Soares; Pamela Celis Clavijo; Orlane Doumbe; Michelle Masola; Chantelle Brown; Chiedza Rusenza; Armani Quarrington Gray; Ufuoma Owho

The Crest Academy for Girls

**Teachers:** Amanda Sara, Head of School; Elizabeth Hindmarsh, Enhanced Learning Programme Co-ordinator

**Pupils:** Lulu Abanur; Sumaya Ali; Zahra Kalloute; Amen Huququi; Muna Dahir; Noor Jawad; Estherlove Osei; Homa Singaratnam
Our 10 Inspiring Women

Fiona Bruce, BBC Journalist and Presenter
Athene Donald DBE, Professor of Experimental Physics at the University of Cambridge
Miriam González Durántez, Partner at Dechert LLP
Thea Green, CEO Nails Inc.
Bettany Hughes, Historian and Broadcaster
Livia Firth, Creative Director Eco Age Ltd
Carrie Longton, Mumsnet Co-founder
Carolyn McCall OBE, CEO easyJet
Heather McGregor, Entrepreneur and Financial Times columnist
Dame Barbara Stocking DBE, former CEO of Oxfam and current President of Murray Edwards College, University of Cambridge

Inspiring Women: a national campaign

This national campaign aims to bring about a significant culture change - that girls, whatever school they attend, whatever their background, get the chance to meet women doing a wide range of jobs and gain first-hand insights into different jobs and the routes into them.

Recent research has shown how important – economically and socially – it is for young people to gain knowledge and understanding about the breadth of careers whilst still in education and making decisions about their futures. Helping young women to make informed choices helps address skills shortages in the UK and the long-standing mismatch between the aspirations of young people and actual labour market demand. Historically, far too many occupations have been dominated, for no good reason, by one gender or the other. The result: young women and girls often struggle to hear from role models they can relate to across the breadth of the economy.

We want to bring about culture change in girls’ ideas about their careers, their aspirations and give them first hand insights into the opportunities open to them. With the support of the Bank of America Merrill Lynch over the next year, we will shine a light on the issues involved and celebrate women across the country going into schools to talk about their experiences. As well as providing the support which underpins the campaign, the Bank of America Merrill Lynch has committed to lead by example with hundreds of female staff, clients and suppliers signing up to Inspiring the Future. For further information go to www.bankofamerica.com/about
Evening reception

Hosted by

Nick Clegg, Deputy Prime Minister and Miriam González Durántez, Partner, Dechert LLP

Guests

Susan Acland-Hood, Director for Infrastructure and Funding, Department for Education
Dr Maggie Aderin-Pocock MBE, Managing Director, Science Innovation Ltd and Research Fellow, University College London
Professor Louise Archer, Professor of Sociology of Education, King’s College, London
Gaenor Bagley, Head of People, PricewaterhouseCoopers UK
Deborah Baker, Director for People, BSkyB
Emma Barnett, Women’s Editor, The Telegraph
Victoria Barnsley OBE
Jan Barratt, Head of Community Involvement, Experian
Dominic Barton, Global Managing Director, McKinsey & Company
Louise Batchelor, Head of HR Europe, Standard Chartered Bank
Ann Beasley, Director General, Finance, Ministry of Justice
Zoe Beaty, writer, Grazia
Cathy Bell-Walker, Partner, Allen & Overy LLP
Katrin Bennhold, Staff Writer, The New York Times
Julie Bentley, CEO, Girlguiding
Maria Bentley, Global Head of Human Resources, Nomura
Joe Billington, Director, National Careers Service
Dame Carol Black, Principal, Newnham College, Cambridge
Nick Booth, CEO, The Royal Foundation of The Duke and Duchess of Cambridge and Prince Harry
Dr Mary Bousted, General Secretary, Association of Teachers and Lecturers
Karen Briggs, UK Head of Risk Consulting, KPMG LLP
Rod Bristow, President, Pearson Education
Sonia Brown, MBE, Founder & Director, National Black Women’s Network
Jane Bruton, Editor, Grazia
Deborah Bull, Director of the Cultural Institute, King’s College London
William Bush, Director of Policy, Premier League
Will Butler-Adams, Managing Director, Brompton Bicycles Ltd
Professor Anthony Cheetham, Treasurer and Vice-President, The Royal Society
Reeta Chakrabarti, Education Correspondent, BBC News
Bal Choda, Project Engineer, Aston Martin
Carly Chynoweth, Journalist, Sunday Times
Susannah Clements, Deputy CEO, Chartered Institute of Personnel and Development
Captain Charlotte Cooper, Aide de Camp to Chief of Defence Staff, Ministry of Defence
Ellie Cosgrave, Schools Co-ordinator, ScienceGrrl
Sean Coughlan, Education Correspondent, BBC
Mandy Crawford-Lee, Apprenticeship Development Manager, National Apprenticeship Service
Alice Crawley, Business Selection & Conflicts Group Regional Head, Bank of America Merrill Lynch
Caroline Criado-Perez, Co-founder, The Women’s Room
David Cruickshank, Chairman, Deloitte LLP
Peter Dart, Director, WPP
Annette Dart, Director, Stanlake Park
Fiona Dawson, President, Mars Chocolate UK
Josie Delap, Home Affairs Correspondent,
The Economist
Anna de Pulford, Grants and Administration Manager, The Dulverton Trust
Martin Doel, Chief Executive, Association of Colleges
Maxine Dolan, Academy & Leadership Director, Tesco
Dr Chris Donegan, Founder, Fraserburgh
Karleen Dowden, Apprenticeship, Employability and IAG Specialist, Association of School and College Leaders
Paul Drechsler, Chairman & Chief Executive, Wates Group Limited
Professor Les Ebdon CBE DL, Director of Fair Access to Higher Education, Offa
Mike Ellicock, Chief Executive, National Numeracy
Fiona Ellison, Vogue
Caroline Evans, Director, QEPrize
Lesley Exley, Executive Director, Exley Hervey Executive Search
Charlotte Fiander, Head of Communications, The WI
Camilla Fletcher, Head of EMEA Philanthropy, Bank of America Merrill Lynch
Professor Becky Francis, Professor of Education and Social Justice, King’s College, London
David Frost, Chair, LEP Network
Nick Fuller, Chairman, EdComs
Katherine Garrett, Campaigns & Content Manager, CIPD
Rebecca Gill, Director of Policy, Campaigns and Communications, Platform 51
Shaista Gohir MBE, Chair, Muslim Women’s Network UK
Celia Gough, Chief Legal Officer & Company Secretary, Veolia Environmental Services (UK) plc
Victoria Greenwood, Criminologist
Jose-Luis Guerrero, Group General Manager, HSBC
Sharron Gunn, Executive Director, Commercial, ICAEW
Ann-Marie Hassall, Director of Programmes, National Children’s Bureau
Gaby Hinsliff, Reporter, Grazia
Ashley Hodges, Director, Speakers for Schools
Christine Hodgson, Chairman, Capgemini
Fionnuala Horrocks-Burns, Policy Officer, Forum of Private Business
Kate Horton, Deputy Executive Director, National Theatre
Gen. Sir Nicholas Houghton GCB CBE ADC Gen., Chief of Defence Staff
Dr Deirdre Hughes OBE, Commissioner, UKCES
Bernadette Hunter, President, National Association of Head Teachers
Greg Hurst, Education Editor, The Times
Heather Jackson, Chief Executive, An Inspirational Journey
Paola Jones, Head of Agency Distribution and Select, Santander UK PLC
Lady Barbara Judge
Tara Kaufmann, Head of Women’s Engagement, Government Equalities Office
Jude Kelly, Artistic Director, Southbank Centre
Anoop Khanke, Finance Transformations Leader, GE Capital
Vanessa Knapp OBE
Emma Knights, Chief Executive, National Governors Association
Gillian Lancaster, Chief Operating Officer, Technology and Operations, Europe & Emerging Markets (ex Asia), Bank of America Merrill Lynch
Nicholas Lander, Restaurant Critic, Financial Times
Baroness Martha Lane Fox, UK Digital Champion, Cabinet Office
Lorraine Langham, Chief Operating Officer, Ofsted,
Janice Langley, Chair, National Federation of Women’s Institutes
Emily Lawson, Group HR Director, Wm Morrison Supermarkets PLC
Professor Paul Layzell, Principal, Royal Holloway
Evgeny Lebedev, Chairman, Independent Print Ltd and Evening Standard Ltd
Gary Lee, Head Chef, The Ivy
Brian Lightman, General Secretary, Association of School and College Leaders
Pinky Lilani OBE, Owner, Spice Magic
Jeanette Long, Producer, BBC
Begona Lucena, Director, BLD Consulting
Sara Luder, Partner, Slaughter and May
Katie Mackey, Head of Corporate Affairs, UK Retail and Business Banking, Barclays
Shantanu Majumdar, Barrister, Radcliffe Chambers
Claire Malpas, Chair, Equality and Diversity Steering Group, Institution of Mechanical Engineers
Avril Martindale, Partner, Freshfields Bruckhaus Deringer LLP
Samantha McAllister, Producer, Newsnight, BBC
Mhari McEwan, CEO & Co-Founder, Brand Learning
Ruby McGregor-Smith CBE, Chief Executive, MITIE Group PLC
Dame Joan McVittie, Immediate Past President, Association of School and College Leaders
Richard Mollett, CEO, Publishers Association
Abi Moore, Co-founder, Pinkstinks
Emma Moore, Co-founder, Pinkstinks
Tim Morgan, Strand leader - School & Business Partnerships, Government Equalities Office
Ngaire Moyes, Director, Corporate Communications, LinkedIn EMEA
Geoff Mulgan, Chief Executive, Nesta
Eleanor Mulligan, Manager of Diversity and Inclusion, Google UK Ltd
Marianne Mwaniki, Senior Manager, Sustainability, Standard Chartered Bank
Baroness Lindsay Northover, Government Spokesperson on International Development
Verity O’Keefe, Head of Employment and Skills Policy, EEF
Sue O’Brien, CEO, UK Norman Broadbent
Paul Oldfield, Senior Policy Advisor, Cabinet Office
Lola Owolabi, Founder/Director, ProudtoBeMe UK
Louisa Peacock, Deputy Women’s Editor, The Telegraph
Sir Keith Pearson, Chairman, Health Education England
Maggie Philbin, Presenter & Co-Founder and CEO, TeenTech
Lena Pietsch, Communications Director, Deputy Prime Minister’s Office
Anne Pierce, Chief Executive, Springboard UK
David Pollard, Chairman, Education Skills & Business Support, Federation of Small Businesses
Cate Poulson, Head of Talent Network, Business Growth Fund PLC
Justine Reader, Director of Learning, Skills and Employment, Centrepoint
Danielle Restivo, Head of Global Programs, Corporate Communications, LinkedIn EMEA
Kate Richards, Human Resources Executive, Europe & Emerging Markets (ex Asia), Bank of America Merrill Lynch
Angie Risley, Group HR Director, J Sainsbury PLC
Justine Roberts, Founder and CEO, Mumsnet
Jancis Robinson, Wine Correspondent, Financial Times
Katerina Rüdiger, Head of Skills and Policy Campaigns, Chartered Institute of Personnel and Development
Lucie Sarif, Associate Director, Little Miss Geek
Matt Saunders, Special Adviser on Education, Culture, Media and Sport to the Deputy Prime Minister, Cabinet Office
Lord Colin Sharman, Chairman, Aviva Group
Cherry Shaw, Head of Marketing and Communications, i-could
Jill Shedden, Group HR Director, Centrica PLC
Neil Sherlock, Head of Reputational Strategy, PwC
Cilla Snowball CBE, Chairman, AMV BBDO
Sadia Sohail, Finance Analyst, Aston Martin
Tina Southall, Director, Diversity and Inclusion, Vodafone Group Services
Jacquie Spatcher, Head of Participation Division, Department for Education
Ruth Spellman, Chief Executive and General Secretary, Workers’ Educational Association
Amanda Spielman, Chair, Ofqual
Jo Staveley, Non-exec Director, Cath Kidston
Maggie Stilwell, Partner, Ernst & Young
Barbara Strang, Community Involvement Executive, Experian
Andrea Sullivan, Head of Corporate Social Responsibility, Bank of America Merrill Lynch
Patrick Swaffer, President, British Board of Film Classification
Jo Swinson MP, Minister for Employment Relations and Consumer Affairs, Department for Business, Innovation & Skills
Russell Tanguay, Director of Communications, Royal Warrant Holders Association
Kathleen Tanner, Chairman of Trustees, National Women’s Register
Hayley Tatum, Executive People Director, Asda
Jennifer Taylor, Chief Operating Officer, Europe & Emerging Markets (ex Asia), Bank of America Merrill Lynch
Abbie Taylor-Smith, Photographer, Grazia
Amanda Thirsk, Private Secretary to HRH The Duke of York
Professor Eric Thomas, Vice Chancellor, University of Bristol
Yvonne Thompson CBE, Chair, European Federation of Black Women Business Leaders
Valerie Todd, Head of Talent and Resources, Crossrail
Debra Valentine, Group executive, Legal, External & Regulatory Affairs, Rio Tinto plc
Claire Valoti, Senior leader, Facebook
Steve Varley, Chairman, Regional Managing Partner, UK & Ireland, Ernst & Young LLP
Rob Wall, Head of Education and Employment Policy, CBI
Sara Wall, Head of Corporate Responsibility, ITV
Emma Wallace, Producer, Woman’s Hour, BBC
Kate Walmsley, Corporate Responsibility Specialist, The Law Society
John Wastnage, Policy Adviser, The British Chambers of Commerce

Professor Paul Webley, Director and Principal, SOAS
Tracey Wells, Head of HR Programme Management Office, BT
Stephen Welton, CEO, Business Growth Fund PLC
Air Vice-Marshal Elaine West, CBE, Royal Air Force
James Westhead, Executive Director of External Affairs, Teach First
Baroness Patience Wheatcroft
Doug Willis, Managing Editor, London Evening Standard, i, Independent, Independent on Sunday
Sue Willis, Director of Customer Service for UK, Santander UK PLC
Marie Winckler, Media Advisor, Private Office of Evgeny Lebedev
Natalie Woodford, Senior Vice President, Talent L&OD, GSK
Charly Young, Director and Co-Founder, The Girls Network
Sanaz Zaimi, Global Co-head FICC Sales, Bank of America Merrill Lynch
Dr Anna Zecharia, ScienceGrrl Ambassador & Postdoctoral Neuroscientist, Imperial College London

The Education and Employers Taskforce team attending

Nick Chambers, Director, Carol Glover, Communications & Campaigns Manager, Oliver Hallam, Business Development Manager, John Holder, Salesforce Administrator, Clare Jones, Inspiring Women Manager, Elnaz Kashef, Researcher, Charlotte Lightman, Schools Liaison Manager, Rob McKenzie, Finance and Administration Manager and Phil Pyatt, Director, Inspiring the Future

www.inspiringthefuture.org | @edu_employers
Why do we need to take action?

**Key facts on girls and career choices**

**Young people’s perceptions of gender and careers**

- By the age of 6, children are beginning to classify jobs as ‘male’ and ‘female’; by 8 they are beginning to limit their aspirations by rejecting non-gender stereotyped professions

- By the age of 13 many have already limited their career aspirations by gender. Young people by the age of 14-15 seem to have firmly accepted the segregated status quo; by the age of 14, critical decisions on academic pathways have already been made

**Role Models**

- 55% of girls aged 11 to 21 agree that there aren’t enough female role models (Girl Guides, 2012)

- Informal networks are more important in addressing gender stereotyping of occupations than formal mechanisms of advice

**Women in the Workplace**

- Three-quarters of women still end up in the five Cs of employment: cleaning, catering, caring, cashiering and clerical

- 83% of women who have started their own business have known someone else who has done so (Women’s Business Council, June 2013)
Inspiring the Future

Inspiring Women

Supported by
Bank of America
Merrill Lynch

Less than 50% of young women aspire to traditionally female jobs aged 11-12, yet by age 16-17 this rises to 60% (Kever Smith, 2012)

By the age of 6 children are already classifying certain jobs as ‘male’ and ‘female’ and by 13 many have already limited their career aspirations to fit in with gendered stereotypes (Stoddard & Laper, 1997)

76% of young people would like to know more about jobs traditionally done by the opposite sex (Back, Fuller & Ursin, 2006)

55% of young women surveyed in 2012 said that they don’t feel that they have enough positive female role models (Girls’ Guide, 2012)

68% of pupils know someone personally who does their first and/or their second choice of job (Careers Scotland, 2004)

2 in 3 girls would be tempted to train for a job usually done by the opposite sex if they had more information about the kind of work they could be doing (Back, Fuller & Ursin, 2006)

Contact with an adult in a profession significantly influences a child’s desire to work in that area (EOC, 2009)

In 2012 a survey of girls aged 7 to 21 found that the top three careers young women chose for themselves were teacher, hairdresser and beautician (Girls’ Guide, 2012)

Teacher 12%

Hairdresser 10%

Beautician 10%

75% of women still end up in the 5 ‘C’s of employment:
• Cleaning
• Caring
• Catering
• Cashiering
• Clerical

8 in 10 women who have started their own business have known someone else who has done so (Women’s Business Council, 2013)
What is Inspiring the Future?

Inspiring the Future is a free service which gets people from all sectors and professions volunteering to visit local state schools and colleges to talk about their job, career path and the education route they took.

• Everyone from CEOs to 18 year old apprentices can volunteer for Inspiring the Future

• From architects to zoologists, whatever the job, it can be of interest to school pupils

• Volunteers and schools are connected securely online, and volunteering can take place near home or work as people specify convenient geographic locations

• DBS (previously called Criminal Records Bureau checks) are not needed because a teacher will always be present to facilitate

• Inspiring the Future was launched July 2012 at Bishop Challoner’s School in Tower Hamlets with Deputy Prime Minister Nick Clegg, actor Joanna Lumley and leading figures from business and education
At the heart of Inspiring the Future are **career insight talks** - with volunteers offering to talk with young people about their job in a local state school or college.

Volunteers are asked if they can also speak about cross-cutting issues much in demand in schools. These include:

**Apprenticeships** – current and former apprentices talking with young people in schools and colleges about what an apprenticeship is and how you apply for one

**Enterprise** – people with first hand experiences talking with young people about starting their own small business or social enterprise

**Modern Foreign Languages** – people talking about how they use languages in their job

**Maths in the workplace** – volunteers demonstrating the everyday importance of numeracy helping young people value development of maths skills vital to maximise their potential in work and life

In response to demand from schools, volunteers with the right experience can also now offer to **help with CVs** and gain **interview practice** – for many young people the first time they get proper feedback on their CVs or interview techniques is when they first apply for jobs

It is managed by the charity the Education and Employers Taskforce which works closely with all the key national organisations representing employers, the workforce, schools and teachers, designing Inspiring the Future in close collaboration with these stakeholders and dozens of users in workplaces and in education.

In its first year of operation, over half of all state secondary schools registered to use Inspiring the Future.

*Inspiring the Future* is backed by leaders of three main political parties. Since its launch in July 2012, it has attracted interest from Australia, Italy, Spain, the US, Denmark, Japan, Qatar and the OECD.

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[www.inspiringthefuture.org](http://www.inspiringthefuture.org) | [@edu_employers](https://twitter.com/edu_employers)
Inspiring the Future – what makes it different

• Inspiring the Future operates through a secure, online platform built especially by Deloitte to connect teachers and volunteers directly
• By using the latest technology, costs are minimal, making Inspiring the Future completely free of charge to teachers, volunteers and employers
• Inspiring the Future is national, with schools registered across the country looking for volunteers from all professions and backgrounds
• Inspiring the Future makes the teacher the customer – teaching professionals best understand the needs of their young people and can find the right people at the right time to make the greatest difference
• Inspiring the Future begins with a very simple request of volunteers: if asked, would you be willing to go into a state school for one hour, once a year to talk about the job you do. The technology allows an ever growing range of valuable activities to take place through the simple means of connecting teachers with people willing to help young people

Impact of the first year

During its first year of operation, Inspiring the Future reached nearly 100,000 young people in state schools and colleges. Here are some of the key facts from 2012/13:
  • 99,440 young people took part in Inspiring the Future events
  • 2,100 unique state schools and colleges registered
  • 3,200 individual teachers registered
  • 6,659 volunteers registered
  • 2,412 unique employers represented
  • 98.7% of local authority areas (England) with Inspiring the Future schools registered
  • 99.3% of local authority areas (England) with volunteers registered
  • 84% of registered teachers would recommend Inspiring the Future
  • 93% of registered volunteers would recommend Inspiring the Future

Get involved – Inspiring Women Campaign

Volunteer – either as an individual willing to take part in Inspiring the Future (one hour a year, in a school near home or work) or as an employer – whether private, public or third sector.

Register free – Go to: www.inspiringthefuture.org

For further information about the Inspiring Women campaign please contact: carol.glover@educationandemployers.org or clare.jones@educationandemployers.org
Coming soon…

Primary Futures

Inspiring the Future’s free service will be available to primary schools around the country from this autumn, with a formal launch of ITF Primary in May 2014. New primary school focussed materials have been developed for Key Stages 1 and 2. These include materials for number and reading volunteering activities, alongside visits from people from the world of work. Primary Futures is being developed in partnership with the National Association of Head Teachers and aims to offer volunteering opportunities in primary schools.

Governors

Inspiring the Future will be developed to enable people to volunteer as a governor and for schools to be able to contact them. This will be done in partnership with a number of organising including the National Governors Association and SGOSS.

Design and Manufacturing Week

Do you design or make things? Inspiring the Future is running a new national Design and Manufacturing Week from June 30th June to 4th July 2014 to help young people understand the range of jobs and careers available. Whether you design and make aeroplanes, bicycles, boats, books, cars, ceramics, clocks, clothes, furniture, glassware, high-tech engineering, jewellery, mobile apps, shoes, textiles, websites or anything else that requires good design and craftsmanship young people in school and colleges want to meet you to hear about your job.

To get in touch, contact: alasdair.smith@educationandemployers.org

Get in touch

Call us: 0203 206 0510
Write to us: Education and Employers Taskforce (Inspiring the Future), 2nd Floor, Weston House, 246 High Holborn, London, WC1V 7EX
Charity Number: 1130760
Visit the website: www.educationandemployers.org / www.inspiringthefuture.org
Enquiries: enquiries@inspiringthefuture.org / enquiries@educationandemployers.org
Twitter: @Edu_employers
Facebook: www.facebook.com/inspiringthefuture
How it works

Only 1 hour per year

Volunteers

Step 1

Schools and Colleges

Sign up to find volunteers willing to visit your school or college

Step 2

Decide which volunteers to invite, e.g.

- Graphic Designer
- Apprentice
- Engineer
- Nurse
- Architect
- Chef
I really enjoyed meeting young people and talking to them.

I’ve just received an invitation from a school to a careers event.

Step 3
Send them a message
To: ..............
Would you like to attend a careers fair at ...?
From: ............

Step 4
After the careers talk
That’s made me think of the different options open to me...
Who we are

Inspiring the Future was developed and is managed by the Education and Employers Taskforce charity. Launched four years ago on the 15th October 2009, the mission of the Charity is to ‘ensure that every school and college has an effective partnership with employers to provide its young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so to secure the UK’s future prosperity’.

The Charity works to achieve this by working in close partnership with leading national bodies representing schools, colleges and employers. Our Partnership Board brings together the country’s leading education and employment organizations and Trustees are principally senior business leaders with an interest in education. The Taskforce has a team of ten staff.

More than forty stakeholder organisations contributed to the design of Inspiring the Future. It was developed pro bono by Deloitte software engineers with initial funding from JP Morgan and expansion has been made possible with generous grants from Bank of America Merrill Lynch and funding from the National Apprenticeship Service.

An underlying principle of the charity is that it does not charge schools or colleges for services provided to them. Similarly, it doesn’t charge organisations that seek to offer their staff to volunteer.

In our first four years we have:

• brought together an unprecedented alliance of employers, education and government working together to make it considerably easier for partners, from the private, public and third sectors, to work together efficiently, effectively and strategically.

• produced the first comprehensive on-line guides for schools and for employers on working together: www.employers-guide.org / www.teachers-guide.org

• undertaken ground-breaking research into the impact and delivery of employer engagement in education, working with leading UK and international academics and researchers from Harvard to the OECD to make relevant and reliable evidence widely accessible to employers, schools and policy makers: www.educationandemployers.org/research

• ran Visit our Schools and Colleges week (October 2010), bringing CEOs into schools across the country, and fostering hundreds of new connections between schools and employers

• launched Speakers for Schools, turning Robert Peston’s initial idea into a successful programme operating across England, Scotland and Wales, giving state schools and colleges access to more than 800 speakers of national prominence and supporting the programme’s transition into a new independent charity: www.speakersforschools.org
Our Partnership Board

Association of Colleges - Martin Doel, Chief Executive
Association of School and College Leaders - Brian Lightman, General Secretary
Association of Teachers and Lecturers - Dr Mary Bousted, General Secretary
Business in the Community - Faye Ramsson, Director of Education
British Chambers of Commerce - John Wastnage, Senior Policy Advisor
CBI - Neil Carberry, Director for Employment & Skills
CIPD - Katerina Rudiger - Head of Skills and Policy Campaigns
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