

EDUCATION AND EMPLOYERS TAKSFORCE MEDIA RELEASE



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Aston Martin 'Inspires the Future' of design

Photocall: 10.30am Thurs 18th April, William Morris Sixth Form, St Dunstons Road, London, W6 8RB

2013 marks Aston Martin's Centenary year, the luxury British sports car maker is embarking on a programme of special events including a school visit to William Morris Sixth Form in Hammersmith to talk with pupils about working in the automotive industry and apprenticeships. The original registered address for Aston Martin in 1913 was less than two miles from the school.

This visit has been arranged via free employee volunteering initiative *Inspiring the Future*, administered by charity the Education and Employers Taskforce. Aston Martin's CEO Dr Ulrich Bez is accompanied by Project Engineer Bal Choda, who will lead the presentation, which takes place from 9am – 11am on Thursday 18 April. Examples from the latest Aston Martin range will be driven into the playground for pupils to see. The Government's new 'Apprenticeships Tsar' Gordon Birtwistle MP will also be speaking with pupils.

Aston Martin's CEO, Dr. Ulrich Bez, who has led the firm since 2000, says: "Visits like these demonstrate Aston Martin's strong commitment to supporting young people. We provide a useful link between schools and industry that helps to develop creativity and support potential careers. We hope that our efforts will not only inspire the future workforce, but will also support the UK's competitiveness in global business."

Assistant Principal at William Morris Sixth Form, Raj Bains, says: "We're keen that all our students get the chance to meet people who have created successful businesses. We really want to inspire them to think outside of the box and pursue a "big idea" that they may have - to encourage them to think about design, innovation and entrepreneurship. Some of our students come from jobless homes where they don't get the chance to meet people from the world of work and we really want them to think that they could get a job in a multinational or take the plunge and start their own enterprise. They love programmes like *The Apprentice* and *Dragons Den* and always go on about how they could come up with better ideas and we always tell them to go for it in the future. We are aware that they don't have the cultural capital other kids have who attend leading independent schools so we really want to level the playing field and make sure they get access to a wide range of people who can inspire them and help raise aspirations."

Education and Employers Taskforce Director, Nick Chambers, says: "It's fantastic to get leading British design and manufacturing companies such as Aston Martin taking the time to talk to young people in state schools. Many young people have little idea about the range of jobs available in a

company such as Aston Martin, particularly about the high quality Apprenticeships that they offer. We hope more major manufacturers will follow their lead and volunteer to go into schools to give young people real career insights.”

David Way, CEO of the National Apprenticeships Service, says: “There is no doubt in my mind that the most powerful and influential people when it comes to talking to those still in school or 6th Form College about Apprenticeships are successful apprentices themselves. A recent survey undertaken by the Education and Employers Taskforce and the *Times Educational Supplement* in 2012 showed that 80% of career professionals thought it “very important” for pupils to hear directly from employers and employees about jobs and careers. Aston Martin and William Morris 6th Form College have today demonstrated the positive outcomes that the relationship between employers and education can bring about. The National Apprenticeship Service is proud to support *Inspiring the Future*. We encourage employers and their apprentices to join Inspiring the Future and, as a result, embrace the opportunity to show young people what it is possible to achieve in the world of work.”

William Morris Sixth Form in the London Borough of Hammersmith and Fulham was established in 1994 as the country's first 16-19 school.

MEDIA CONTACTS

For media enquiries please contact Carol Glover, Communications Manager, Education and Employers Taskforce on 07939 061 850 or email carol.glover@educationandemployers.org

NOTES TO EDITORS

- **Who we are**

The Education and Employers Taskforce was launched as a small independent charity in October 2009. Its aim is to ensure that every school and college has an effective partnership with employers which provides young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so secure our national prosperity. The Taskforce’s Partnership Board comprises the leaders of the main representative organisations from education and employment. www.educationandemployers.org

- **What is *Inspiring the Future*?**

Inspiring the Future is a new free service which will see people from all sectors and professions volunteering to go into state secondary schools and colleges to talk about their jobs, careers, apprenticeships and the education routes they took. Everyone from CEOs to Apprentices can volunteer for *Inspiring the Future*. Volunteers and schools/colleges are connected securely online, and volunteering can take place near home or work as you specify the geographic locations that suit you. Criminal Records Bureau checks are not needed for ‘career insight’ or ‘enterprise’ talks.

Employer and schools/colleges can register free for *Inspiring the Future* at:
<http://www.inspiringthefuture.org/>

Inspiring the Future was established in 2012 with support from Deloitte and J.P. Morgan, and is being further expanded nationally with generous support from Bank of America Merrill Lynch.

Information about **Aston Martin**: <http://www.astonmartin.com/>

Information about **National Apprenticeship Service**: <http://www.apprenticeships.org.uk>

Information about **William Morris Sixth Form**: <http://www.wmsf.ac.uk/>