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# Inspiring the Future

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## The 2nd Year: 2013 – 2014

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# Review

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The quick, easy and free way for schools and employers to work together







In the two years since its launch, Inspiring the Future has experienced remarkable growth. More than 450,000 young people have now engaged with volunteers. Every day, people from a vast array of different professions across the country are pausing for five minutes and registering their willingness to spare an hour a year to help young people. And every day, new teachers join the thousands who have already signed up to find local volunteers to make a difference to their students.

The majority of secondary schools and colleges have now signed up to Inspiring the Future. It is no mean feat to become a genuinely national service so quickly. We should not underestimate, moreover, the step change which Inspiring the Future represents. As with many innovative solutions it was shaped by robust research and analysis and emerged out of the communities it is designed to support - a unique collaboration between the national organisations representing teachers, school and college leaders, employers and employees.

Inspiring the Future was designed explicitly to tackle long standing barriers getting in the way of employers working with education. It uses technology in a wholly new way to harness the immense willingness of people from across the working world to respond to clear and achievable requests for support. It identifies those people willing to offer careers talks, interview practice, CV help, to be reading or number partners or a growing list of other activities such as serving as a governor and makes it simple for schools and colleges to find them. No one is better placed than teachers to decide who their young people will most benefit from meeting and it is teachers who drive Inspiring the Future. By harnessing extensive good will and going with the grain of school culture, we can massively scale up the quality and volume of employer engagement in education while slashing its costs, making it free to all users.

In this, our second annual review, we set out what has been achieved since 2012. We focus particularly on the national campaigns we have run through Inspiring the Future - Inspiring Women and Primary Futures, our work on Apprenticeships and helping schools to find Governors. We highlight too the compelling evidence which shows why employer engagement makes such a difference to the lives of young people.

As we move forward, we are hugely grateful to the very many organisations and individuals who, early on, saw the great potential of this very new way of working. This report shows that their faith was well placed. Inspiring the Future has gone well beyond proof of concept. It is rapidly becoming an everyday part of school life, but there is no room for complacency. There is still a huge amount to achieve if we are to ensure that all our young people are well equipped to thrive through their transitions into work. To schools, colleges and employers which have yet to become involved, please do take a moment to see what thousands of your peers are already doing. I hope that you too will find a moment to pause in your busy days and join Inspiring the Future.

**David Cruickshank**

**Chair of the Trustees Education and Employers Taskforce and Chairman of the UK Board of Partners, Deloitte LLP**

**Inspiring the Future was designed explicitly to tackle long standing barriers getting in the way of employers working with education**



## New Technology Enhancements

**Since Inspiring the Future launched in July 2012, it has been going from strength to strength, growing dramatically in size and activity.**

Thanks to the generosity of our funders, and the useful feedback from teachers, volunteers and employers, we are currently working on making Inspiring the Future even better. Our new Inspiring the Future website launched in early Dec 14, and improvements to the user interfaces when you log in are due for launch in early 2015. This will include:



- Full user interface homepages with guidance for teachers, volunteers and employers
- Easier to use volunteer selection, messaging and event management
- Ability for volunteers to answer teacher requests without logging in
- Mapping integration
- Mobile and Tablet friendly

# What is Inspiring the Future?

Inspiring the Future is a free and easy way for thousands of schools, colleges and volunteers from the world of work to connect.

It has been developed following extensive consultation with range of stakeholders – employers, education, government, third sector and intermediaries. Volunteers from Apprentices to CEOs, Archaeologists to Zoologists pledge just one hour a year to volunteer in a state school or college near where they live or work to talk to young people about their job and career route.

Teachers and volunteers are connected through a secure website, selecting people who best meet the needs of their students from a range of sectors and professions. At the heart is volunteers talking informally about their job, career and their educational route. In addition, volunteers can select a number of areas of expertise that might be of interest to students – e.g. apprenticeships, enterprise, maths, financial literacy, languages, engineering and technology - and a range of different activities such as help with CVs, mock interviews, career insights, supporting literacy/numeracy in primary schools and volunteers interested in being a school governor.



# Meet some of our volunteers



I work as an engineer, a profession in which 92% of the workforce is male

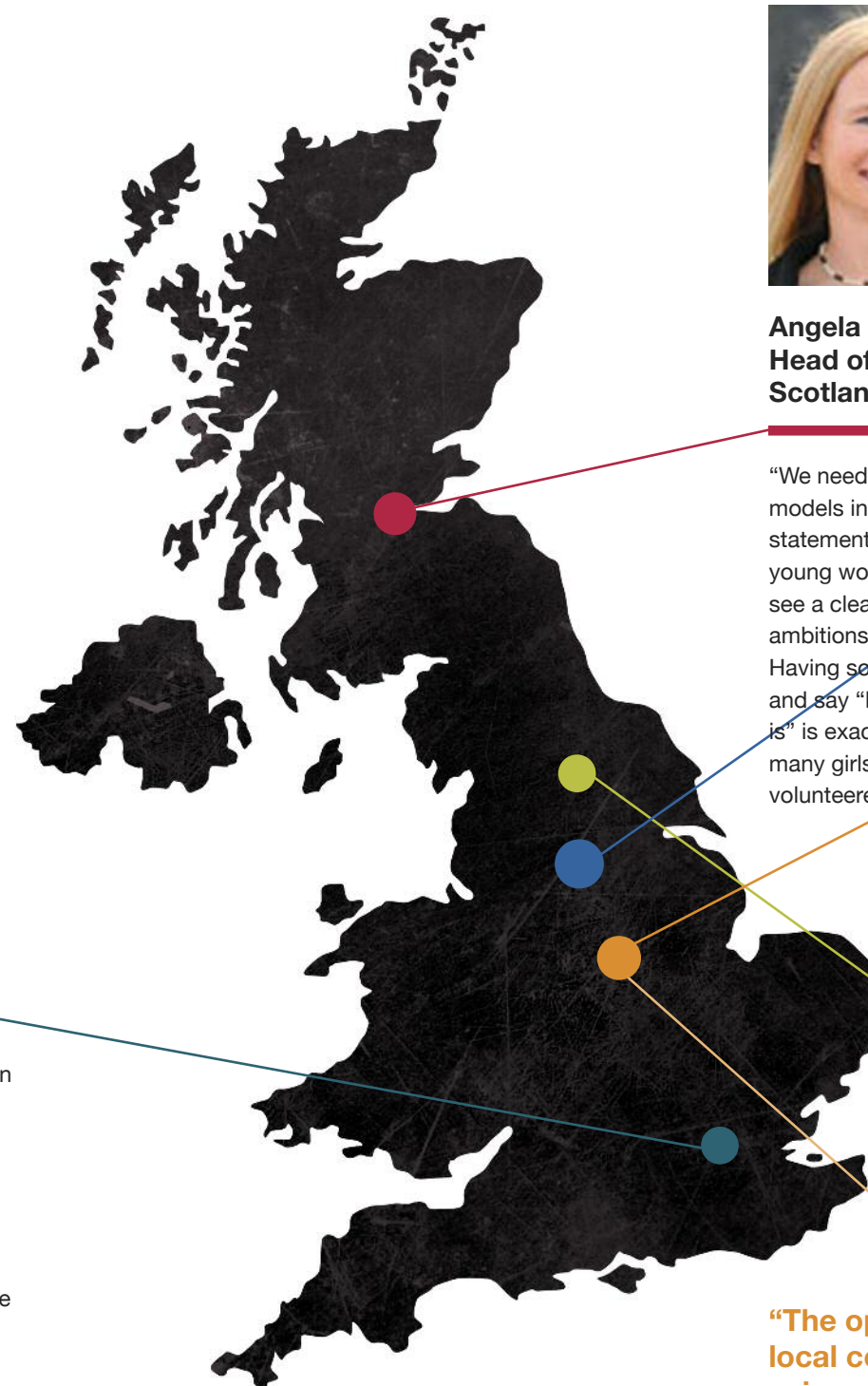
**Niri Arambepola, Structural Engineer at WSP, who was one of the 100 Inspiring Women at Elizabeth Garrett Anderson School for our 'Women Who Make the City' event.**

"In some ways it is unfortunate that your teenage years are both when you are making important career decisions, and when you are often least confident and most aware of gender differences. For these reasons it would not be surprising to find that girls are nervous of taking a career path which would see them going into male dominated industries.

I work as an engineer, a profession in which 92% of the workforce is male. However, my experience, both in my current job at WSP (a large company with a mix of men and women) and in my internships at small companies where I was the only woman, is that my gender makes no difference. I am well aware that being female does not affect how well I do my job, and I am surrounded (in the office and on site) by professionals who feel the same."

**"All volunteers were very easy for our students to talk to, ask questions and were very informative about their route into their chosen career, what their role involves etc. Student feedback was excellent, they value info from 'real' people!"**

**Gail Rayner, CEIAG/Employability & Careers Manager, Durham Sixth Form Centre**



**Angela Mitchell, Deloitte's Head of Public Sector, Scotland says:**

"We need more positive female role models in business – a simple statement, but true. It's important for young women at school to be able to see a clear path to pursue their ambitions, whatever they may be. Having someone they can look at and say "I could be sitting where she is" is exactly the sort of inspiration many girls need. That is why I volunteered for Inspiring the Future."



**Cpl Fiona Farndale, Royal Air Force:**

"It was an extremely positive experience engaging with a group of young women from a wide variety of backgrounds that may not have previously considered a career in the Royal Air Force. A lot of the young women were surprised at the wide range of careers available to females in the Royal Air Force. On my RAF Police stall several young women came back to speak to us about a potential career, which was rewarding and reinforced the importance of holding such events, we should do it again!"



**Bal Choda, Project Engineer at Aston Martin:**

"As one of the world's most recognisable brands, Aston Martin continues to be actively involved in supporting young people with their future career choices. The Inspiring the Future initiative encourages professionals from all aspects of our industry to visit schools to talk with pupils, to share their training and employment experiences, while our mentoring programme inspires, motivates and helps to build pupil's confidence and enthusiasm. Amongst other professions, we need engineers of the future to support our business growth. To do this, we need to engage with young people now. Long term, this will benefit both employment and UK's future competitiveness."



**Karen Gibson, General Manager, Corporate Planning Aston Martin:**

"The Inspiring Women event was a great opportunity to meet the gifted and ambitious women at Tile Hill Wood High School and I hope they gained a good insight in understanding the career paths each of us has chosen and what opportunities there are for women working in design and manufacturing."



**Alison Ackew, Healthcare Apprenticeship Coordinator, Halifax in Yorkshire**

Alison says about her Primary Futures experience: "I have done careers events in secondary schools before but I really enjoyed working with younger children because they are very receptive and open. I was surprised how attentive they were and how much they knew about health jobs."

**"Our students found the day extremely rewarding, some of them coming in when they wouldn't normally have classes. It provided the opportunity for students to meet and talk to people from careers they would never normally have the opportunity to meet."**

**Alexa Hipwood, Faculty Resource Officer for Business and Professional Services, Guildford College of Further and Higher Education**

**"The opportunity to invite local companies who use science in their everyday roles enhanced our Options Evening. The employer was happy to come along to raise awareness of careers in science supporting our strategy to build more links with the business sector and helped our students and parents appreciate the range of career paths available."**

**Maxine Buttery, The Nottingham Emmanuel School, Nottingham**



# The Employer Perspective

**Everyone from Apprentices to CEOs**, from any sector or profession can volunteer for Inspiring the Future. Since its launch in July 2012, volunteers from more than 5,000 different organisations and professional bodies have registered to give an hour of their time a year to go into a state school/college and talk about their job, career and the educational route that they took.

## Benefits to Employers and Professional Bodies from using Inspiring the Future

### A Free service

- Excellent staff development opportunities, especially for younger staff looking to improve personal effectiveness/communication
- An effective means of supporting corporate responsibility and long-term recruitment objectives
- A gateway to working sustainably with schools and colleges, across the UK, across a wide range of activities that support learning, progression and institutional performance
- Regular reporting available for employers on staff sign-ups and volunteering history, and information on member sign-ups and volunteering history for Professional Body members signed up.

### Types of events volunteers get asked to do

- Classroom Subject Talks - bring subjects to life by showing students how they are used in the real world
- Careers Fairs - talk to students about the sorts of jobs available at your organisation
- Career Speed Networking Events - spend 10 mins with several small groups of students answering their questions about what you do, and how you got there
- CV/Interview help sessions - give students tips on how they can improve their CV and interview skills
- Numeracy and Literacy - as part of our work with Primary school volunteers could go in to talk about how they use literacy and numeracy in their jobs
- Serving as a school governor

## Bank of America Merrill Lynch

Bank of America Merrill Lynch first partnered with the Education and Employers Taskforce in 2012 and since then their position as a key strategic partner and lead corporate supporter of Inspiring the Future, has enabled the programme to grow and substantially develop its offering to schools and volunteers with over 70% of secondary schools and colleges (over 7,400 teachers) now registered. As well as enabling the programme to increase its pool of volunteers to over 18,000 people, Bank of America Merrill Lynch's backing has facilitated a major overhaul of the Inspiring the Future technology platform in order to allow more detailed reporting of volunteer engagement in schools and a more user-friendly interface for both teachers and volunteers.

Through its partnership on the Inspiring the Future programme, Bank of America Merrill Lynch has also facilitated staff engagement with hundreds of their own employees taking part. These volunteers leverage their skills and talents to make a difference to young people in schools across the UK through careers networking, mock interview and financial literacy events.

Bank of America Merrill Lynch also supports the Inspiring Women campaign. Several senior women at Bank of America Merrill Lynch, including Chief Operating Officer Jennifer Taylor, met with female students at the Inspiring Women in Finance event at the Bank of England in December 2014, one of many events in the Inspiring Women calendar which encourages girls not to limit themselves to a narrow range of traditionally female careers. After attending the December event, one young person commented: "After leaving the event, I left with a greater knowledge of the financial industry in one hour than I did in my whole entire life at school. It has greatly influenced thinking about my future and showed me that I have an equal chance and opportunity as others to prove myself. I hope this event continues so that more women will continue to inspire many other girls my age."

### Alex Wilmot-Sitwell, president EMEA at Bank of America Merrill Lynch, says:

"Our commitment to supporting innovative solutions which address social issues is demonstrated through a variety of education and employability skills programmes which we believe are essential to achieving economic growth and building strong communities. With the expansion of the Education and Employers Taskforce's Inspiring the Future programme, we are connecting thousands of students across the country with business people including our own employees. Research from the Taskforce shows how important this sharing of expertise is in helping to provide young people with the information they need to make the right career choices. Working together to give them the aspirations, the skills and the confidence to make the most of opportunities available to them reflects our company's commitment to making lives better."



## What Professional Bodies are saying....

### Peter Cheese, Chief Executive of the Chartered Institute of Personnel and Development, says:

"Youth unemployment and skills shortages continue to be a problem in the UK, which is why there are legitimate questions being asked about whether we are doing enough to prepare our young people for the world of work. We, in business, can't just sit on the side lines complaining. If we want young people to leave school enthusiastic about working in our industries, and ready to find work, we need to help them better understand the world of work and engage with schools. As well as inspiring young people, HR professionals are particularly well placed to advise on how to approach applications or job interviews, which is why we are also working with Inspiring the Future to encourage our members to volunteer for CV and interview workshops. I would encourage all working professionals, whether you are a senior leader or an apprentice, to sign up for Inspiring the Future, by doing so, you are making a powerful contribution to building the future workforce we need."

### Rebecca Grant-Jones, The Chartered Institute of Legal Executives (CILEx) says:

"Inspiring the Future is a fantastic free resource which enables young people to learn about the different routes into the professions. By signing up, CILEx participants volunteer to go into schools and colleges for just one hour per year to talk to young people about being a Chartered Legal Executive lawyer. To support our CILEx volunteers, we have created a resource pack which includes leaflets and a presentation which they can use during their school or college visit. With regular reporting on our members' activity we will see the difference it will make in encouraging young people to consider this sector. More importantly, it will allow them to make informed choices about their future".

## What employers are saying....

### Kerry Johnson, Diversity and Inclusion Manager at Sainsbury's says:

"We are proud to have 450 of our employees volunteering with Inspiring the Future nationally and we're encouraging colleagues at all levels to take the opportunity to talk about their job with pupils. We also believe that it's important to engage our supply chain with the programme, so in November 2014 we ran an event at our London HQ to raise awareness of Inspiring the Future and the Inspiring Women campaign. We have women in every role within the organisation and want to show girls in school that their options are far from limited in the food retail industry."

## Common questions from Employers and Professional Bodies

### Is it free, how are you funded?

Inspiring the Future is a free service for teachers in schools and colleges and volunteers. As an independent charity we are funded by a range of private and public sector organisations. The Bank of America Merrill Lynch is our major corporate supporter and we also received funding from the National Apprenticeship Service.

### What do you provide in terms of tracking and reporting of our staff/members?

Within reason, we can provide free reporting on staff/member activity including who has signed up, activities they have been asked to attend, and whether they accepted/declined

### Where and how do employees sign up?

Employees can sign up as an individual on

[inspiringthefuture.org](http://inspiringthefuture.org). This takes about 3 mins to do and makes the volunteer visible to schools in the areas they want to volunteer. If you want to track volunteering activity we can provide a dedicated link for your organisation, volunteers then fill out the same profile online but it is possible to report on who exactly has signed up.

### What are the best ways people have promoted it, and how can you help?

We can provide tailored communications collateral to engage with your staff and members through a variety of communications mediums. Within reason we can also provide staff to help promote Inspiring the Future at events. The most successful organisation have promoted the opportunity as part of a communications strategy, rather than just a one off email.



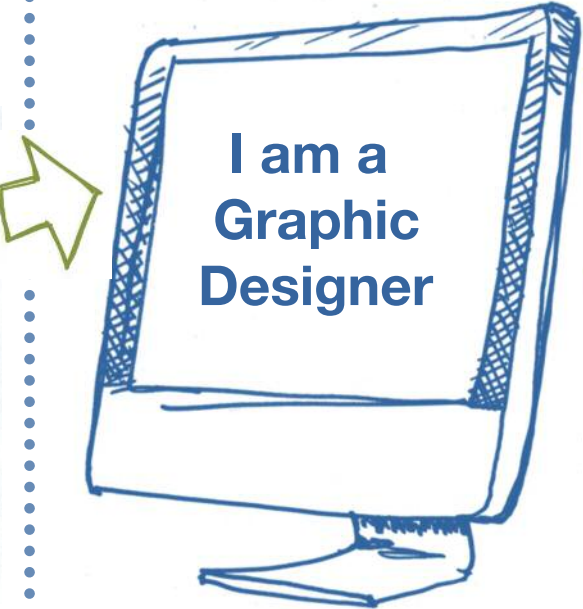
# How it works

Only 1 hour per year



Volunteers

Step 1



I work in Birmingham

I took the following career route...

I can talk about...

Step 2



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



Step 3



I really enjoyed meeting young people and talking to them

Step 4

## Schools and Colleges



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



Decide which volunteers to invite, e.g.

- ☒ Graphic Designer
- ☐ Apprentice Engineer
- ☐ Nurse
- ☐ Architect
- ☐ Chef

Send them a message



To: .....  
Would you like to attend a careers fair at ...?  
From: .....

After the careers talk

That's made me think of the different options open to me...





When it comes to employer engagement in education, a lot of a little goes a long way in making a difference

### Why Inspiring the Future is different:

- A genuinely national programme: schools and employers anywhere in the country connect through Inspiring the Future
- It is completely free of charge to teachers and volunteers
- Volunteers from every sector and size of employer can volunteer
- Teachers interested in any subject, taught at every level, can find volunteers working in relevant areas
- Teachers drive contacts – who better than teaching professionals to understand the needs of children and young people
- Just in time – through Inspiring the Future teachers can access volunteers when they need them
- A secure, online platform connects teachers and volunteers
- By using cutting edge technology to match schools and volunteers, employers can get great feedback on volunteering schemes



# Why it makes a difference

There is now compelling evidence that where young people gain insights into the world of work whilst still at school, they can expect to do better in their later working lives.

Analysis published in 2014 shows that the greater the number of times young people come into contact with employers through career talks, work experience, workplace visits and other activities, the less likely they are to be NEET and the more they are likely to earn than comparable peers.

And the effects are striking: wage premiums of up to 18% are found. New research also helps us understand why such small aspects of a school life can have such big effects.

It is becoming clear that a great many young people have a very limited understanding of the range of jobs which might suit their interests and how to make sure they have a good chance of getting into chosen careers.

Too many young people are choosing courses after the age of 16 which prepare them for vocations with limited career openings.

In the UK, we have a number of longitudinal studies which follow young people from birth into adulthood regularly collecting data about their lives and experiences.

We now know from these studies that teenagers who were confused or unrealistic about their career aspirations at 16 are significantly less likely to do as well as peers after they leave education – they are more likely to experience unemployment and can expect to earn less.

And this is why careers-focused employer contacts, which are at the heart of Inspiring the Future, are so important.

They give young people easy and quick ways to access information about jobs and careers from people who they instinctively trust.

Access to this information helps them to make more informed decisions as they embark on their journeys from the classroom to the workplace.

When it comes to employer engagement in education, a lot of a little goes a long way in making a difference.

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\*Mann, A. et al. (2013) *Nothing in Common: the career aspirations of young Britons mapped against projected labour market demand*. London: UKCES, B-Live & Education and Employers Taskforce.

\*Mann, A. & Percy, C. (2014) "Employer engagement in British secondary education: wage earning outcomes experienced by young adults." *Journal of Education and Work*.

\*Percy, C. & Mann, A. (2014) "School-mediated employer engagement and labour market outcomes for young adults" in *Understanding Employer Engagement in Education*, eds. Mann, A., Stanley, J & Archer, L. London: Routledge.

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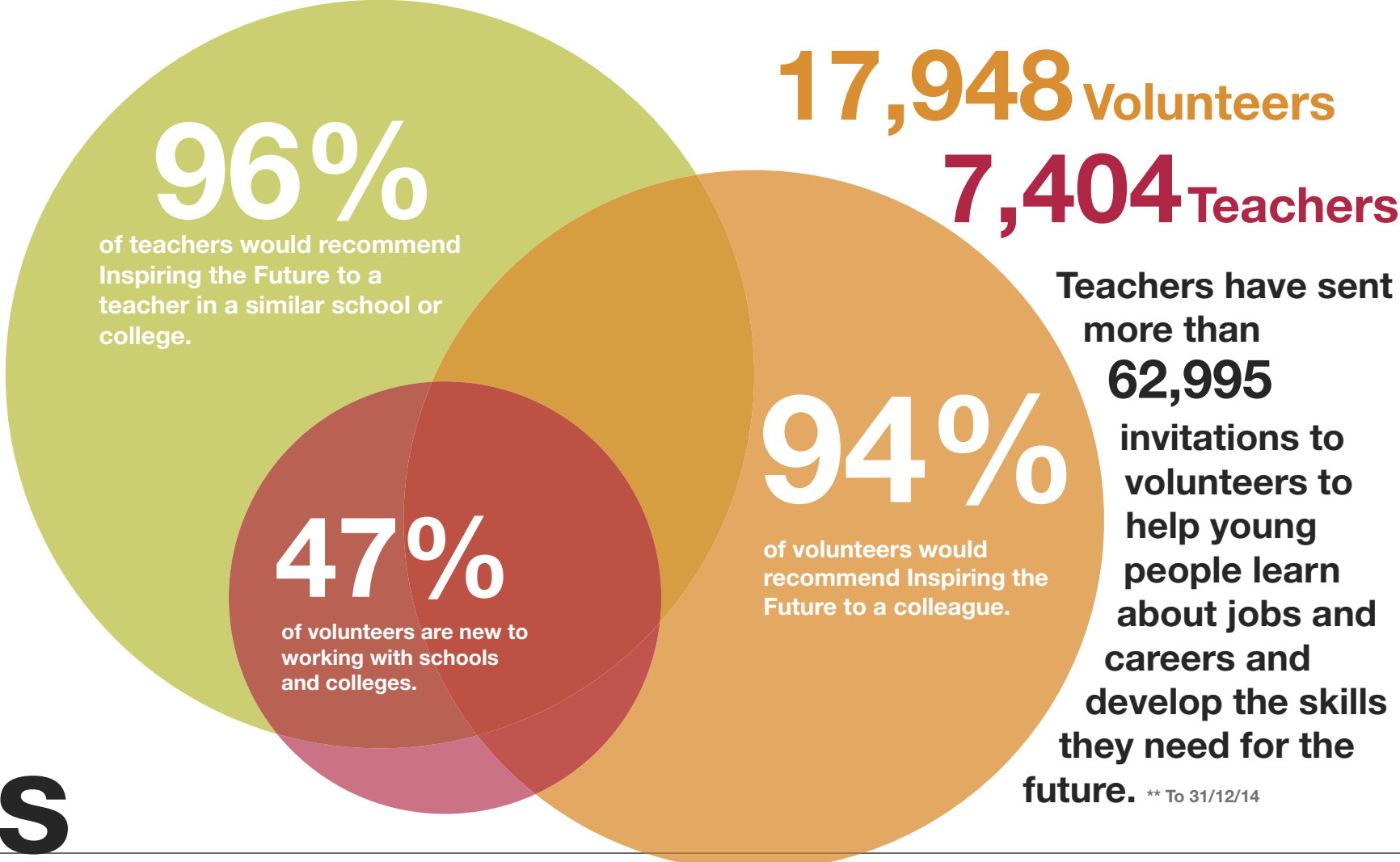
\* summaries or full versions available at:

[www.educationandemployers.org/research](http://www.educationandemployers.org/research)



Over its first two years,  
**451,409**  
 young people  
 have taken part in events with  
 Inspiring the Future volunteers. \*To 31/08/14

# The year in numbers



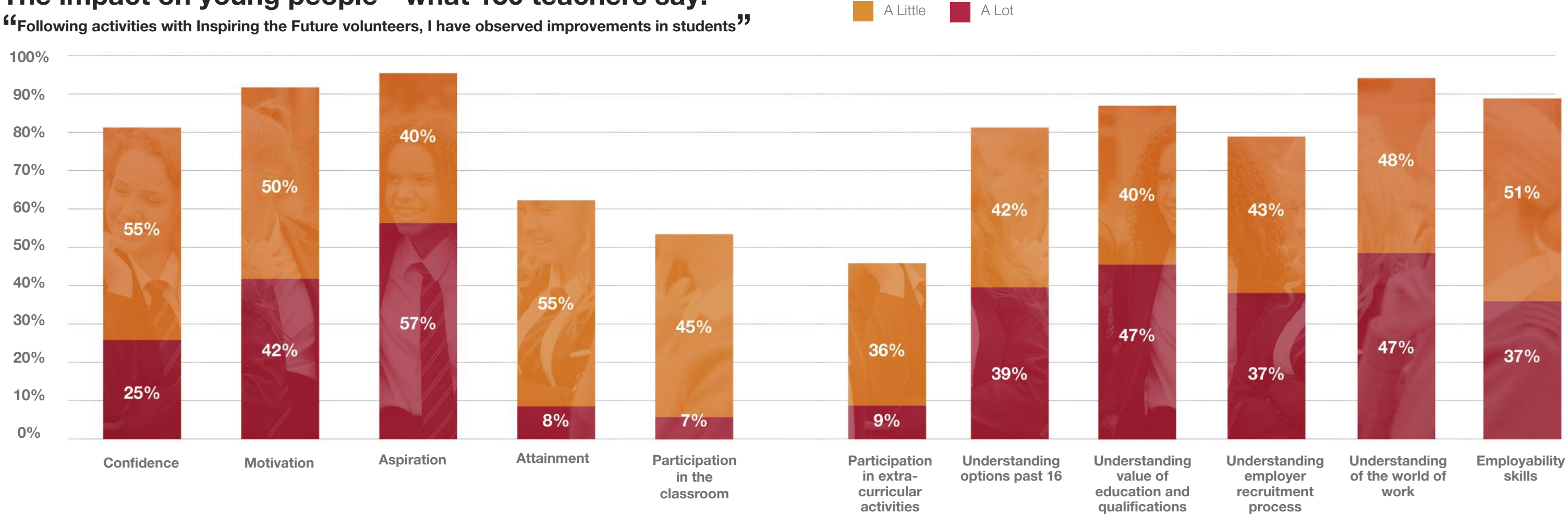
Inspiring the Future was launched in the Isle of Man in May 2014.

More than 70% of secondary schools and colleges are now signed up to Inspiring the Future



## The impact on young people - what 150 teachers say:

“Following activities with Inspiring the Future volunteers, I have observed improvements in students”





# Inspiring the Future extended to primary schools with Primary Futures



In 2014 a new national scheme was launched which aims to widen the horizons and aspirations of primary school children by helping them make the connections between their lessons and their futures. Primary Futures [www.primaryfutures.org](http://www.primaryfutures.org) has been developed by the school leaders' union NAHT which has a membership of 28,500 members and represents the vast majority of primary school leaders in England, in partnership with our charity, the Education and Employer Taskforce.

It is completely free to all state primary schools. It is part of the successful Inspiring the Future programme which already has 17,948 volunteers and 70% of state secondary schools and colleges registered. The 7,404 teachers who have signed up have collectively sent over 62,995 invites to Inspiring the Future volunteers to visit schools.

Through the free service primary schools can access a vast network of volunteers from different backgrounds and professions - from apprentices to chief executives, archaeologists to zoologists - employees from small, medium sized or multi-national companies.

Volunteers will give up an hour to go into their local school where they will:

- Talk about their job to enthuse the children about the opportunities open to them and how important literacy and numeracy are.
- Read with or listen to individual or small groups of children in a non-expert capacity to help improve literacy; perhaps reading an excerpt from their favourite book.
- Take part in a numeracy activity with a small group of children in a non-expert capacity to contribute to improving numeracy.
- Act as judges in projects and

competitions, e.g. enterprise or environment schemes.

The scheme has been developed by NAHT's past president Steve Iredale and seven other head teachers who have run pilots in 16 schools across the country. In his school, Athersley South Primary in Barnsley, Mr Iredale said: "One of our volunteers was a female paramedic. She was able to relate the children's learning in literacy and numeracy to her job. The children could see a real link as she highlighted the importance of writing patient notes neatly to avoid the threat to someone's safety caused by illegible case-notes."



**Russell Hobby, General Secretary of the National Association of Head Teachers (NAHT) says:**

"Primary Futures is transforming the way children connect their learning in primary school with the many opportunities that lie ahead. The project also opens up the world of work to the children - right at the age where they are beginning to develop their aspirations and ambitions. The launch gives people from all walks of life the chance to visit schools across the country and see the great work they are doing.

I would wholeheartedly encourage every employer to support this scheme by becoming volunteers and every school to take advantage by joining us on this exciting journey."



## Ann Dwulit Executive Headteacher of St Luke's CE School and Moreland School in Islington

'At St Luke's and at Moreland School we have seen the value of volunteers who genuinely open the children's minds about the world of work with the crucial message that literacy + maths = success in future life. Volunteers support children's reading, maths, and computer coding and I am told they all find children a breath of fresh air. The world of the child and their perspective is unique; they are naturally alert and inquisitive.'



## Volunteer: Alison Ackew, Healthcare Apprenticeship Coordinator

**Venue: St Andrews Junior School, Halifax in Yorkshire**

Alison Ackew is a Healthcare Apprenticeship Coordinator based in Yorkshire. On 3rd July 2014 she was invited through Inspiring the Future to talk with Years 5 and 6 children (aged 9 - 11) at St Andrews Junior School in Halifax as part of careers day with other diverse professionals from vets, to council workers to fire officers.

It was the first time St Andrews had organised such an event and the format was that two school years circulated round volunteers who were doing 15

minute talks, so Alison gave the same talk 5 times to different pupils.

Alison borrowed clinical equipment - the gorier the better - from her local NHS Trust. This included specimen bottles, surgical gowns and mask that the young people could try on, calculators, hammers and an electrical kit. She had quiz questions on a Powerpoint and the children had to look at these items on a table and guess what job they were associated with. The electrical kit was included to show that it's not just medical staff who work in the NHS, you need people such as apprentice electricians too.

Alison says about the experience: "I have done careers events in secondary schools before but I really enjoyed working with younger children because they are very receptive and open. I was surprised how attentive they were and how much they knew. For example, that there are options for jobs such as working in physical and mental health. It was very successful as both children and teachers learnt more about NHS apprenticeships. The fire officer joked that all the pupils now wanted to work in health instead of the ever popular fire brigade!"





# The Inspiring Women campaign

The national Inspiring Women campaign launched a year ago and already has 11,500 amazing women ready to talk with girls in state schools about the 'job they do' and route they took. Our ambition is to see 15,000 women from a wide range of occupations going into state schools, by International Women's Day 2015, talking to 250,000 young women. It is part of the successful Inspiring the Future programme.

By doing a series of high profile events we hope to encourage thousands of other women to join the Inspiring Women campaign and volunteer to pledge 'one hour a year to talk to girls' in a state school near home or work about their life experience, job and career route. The campaign is open to all women, whether they are an 18-year old Apprentice or a CEO, whatever their job, included those who work full or part-time, retired workers and volunteers.

They can register online in 3 minutes:

[www.inspiringthefuture.org/about/inspiring-women-campaign.aspx](http://www.inspiringthefuture.org/about/inspiring-women-campaign.aspx)

Part of  
Inspiring the Future

Inspiring  
women



**Campaign champion, Miriam González Duránte, Partner at Dechert LLP says:**

"There are legions of female role models in our workplaces, in our own families, in the street. Every woman can be a role model for the new generations, no matter the path they have chosen in their lives. Through taking women into state schools to talk face-to-face with girls around the country this campaign will help to remove the stereotypes and absurd labels that still today surround women."



## Women in Fashion

On 12 November 2014 the Editor of British Vogue magazine, Alexandra Shulman, model Daisy Lowe and Miriam González Duránte, took part in an Inspiring Women campaign speed career networking event with 22 other successful women and 120 girls at St Saviour's & St Olave's School, New Kent Road in London

## Inspiring Women in Scotland

On 6 October 2014, New College Lanarkshire hosted the Inspiring Women in Scotland launch event. Ten senior women from government, public and private sectors, and the arts took part in a speed career-networking with 100 girls. Schools and colleges in Scotland can now find diverse volunteers to talk jobs, careers and life experiences with students.



## Inspiring Women with Aston Martin

Female employees from Aston Martin arrived en masse in a fleet parade of nine of the latest range of Aston Martin sports cars at Tile Hill Wood School, Coventry on 2 July 2014. Maya Khishigbat, a 19 year old, blind student from Hammersmith who won an Aston Martin school design competition, also came to talk with the girls.

## Inspiring Women in Design and Manufacturing

Inspiring Women in Design and Manufacturing saw high profile women speed career networking with 160 students at St Mary's Catholic College in Wallasey, near Liverpool, on 19 June 2014.



## Inspiring Women with the RAF

Inspiring Women with the RAF at Manchester Academy on 15 July 2014 with the RAF's first female Air Vice-Marshall, Elaine West. A female pilot landed a helicopter on the school playing field.

## Inspiring Women in Basildon

Basildon Upper Academy in Essex hosted 'career speed networking' and a careers fair at on 22 January 2104 with TV Sports Presenter Clare Balding, award winning designer and wife of the Prime Minister Samantha Cameron and Miriam González Duránte among the high profile inspiring women taking part.



## Women who Make London

'Women who Make London' was held at Elizabeth Garrett Anderson School, King's Cross, on 11 July 2014 with Lord Mayor Fiona Woolf CBE, who is the second female Lord Mayor in 800 years. One hundred other women who work in the City of London, doing jobs as diverse as West End theatre choreographer to Thames tunnel engineer, also met with girls.



## Inspiring Women at the Lancaster House launch event

On 17 October 2013 the campaign began with 10 women sharing their career insights with 100 girls at Lancaster House, London. The women who took part included: Miriam González Duránte, Fiona Bruce, BBC Journalist and Presenter, Athene Donald DBE, Professor of Experimental Physics at the University of Cambridge, Thea Green, CEO Nails Inc, Bettany Hughes, Historian and Broadcaster, Livia Firth, Creative Director Eco Age Ltd, Carrie Longton, Mumsnet co-founder, Carolyn McCall, CEO easyJet, Heather McGregor, entrepreneur and Financial Times columnist and Barbara Stocking DBE, former CEO Oxfam and current President of Murray Edwards College, University of Cambridge.



## Helping young people understand and access Apprenticeships

The most popular group of volunteers available to teachers through Inspiring the Futures are people able to speak to young people about Apprenticeships. There are now more than 3,000 such volunteers and over the last eighteen months, thanks to generous support from the Skills Funding Agency, they have engaged with 250,000 young people at hundreds of events in schools, colleges and communities across England. After speaking with volunteers, young people overwhelmingly report that they learnt something new and useful about Apprenticeships, challenging misconceptions with the majority saying they will go on to find out more themselves about what they have to offer, how they vary and how they can get onto one. Careful analysis undertaken with the Agency shows that, within months of meeting volunteers, many young people aged 16-18, have registered on the national Apprenticeship Vacancy Matching Service with the majority going on to apply for Apprentice opportunities. Through Inspiring the Future, young people are broadening aspirations and picking up expert tips on how to make those ambitions a reality.



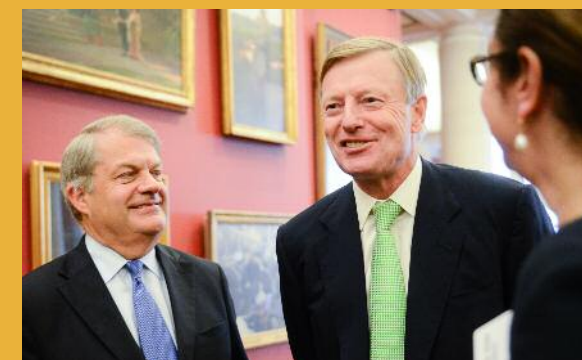
Inspiring the Future Apprenticeships Careers Fair at City Hall London, February 2014.



Inspiring the Future Apprenticeships Careers Fair at City Hall London, February 2014.

**91% of apprenticeship volunteers were approached by schools within three months of registering on Inspiring the Future.**

## Inspiring Governors alliance



A new alliance between education and employers was launched on the 15th May 2014 with the then Secretary of State for Education, Michael Gove and Lord Nash. The aim of the alliance is to increase the number of:

- Highly skilled people who volunteer as school and college governors.
- Governing bodies who actively seek to recruit and develop governors with relevant skills and experience.
- Employers who support their staff to volunteer as governors and promote governance as a key leadership and development opportunity to their staff.

With schools and colleges becoming increasingly autonomous, the role of governors has never been more important. Governors now have responsibility for approximately £46 billion of annual expenditure on education.

Inspiring the Future has been expanded to enable volunteers who are interested in becoming a governor to have a short exploratory chat with a local school or college. Please visit: [www.inspiringgovernors.org](http://www.inspiringgovernors.org)

## Our charity

**The Education and Employers Taskforce charity was launched on the 15th October 2009 with the aim of 'ensuring 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'.**

From the outset the purpose of the charity was clear. Recognising that many existing organisations were successfully undertaking programmes of real value in connecting employers with schools and colleges, the role of the Education and Employers Taskforce would not be to duplicate, but to strategically supplement and enhance existing work by:

- Improving understanding of what works in employer engagement in education
- Co-ordinating activity to optimise impact
- Addressing gaps in delivery

The charity works to achieve this by operating in close partnership with leading national bodies representing schools, colleges and employers.

Our charity reached its fifth anniversary on 15 October 2014 and to mark the occasion we held an event at the Great Hall in Lincoln's Inn London to say 'thank you' to all our partners, supporters, registered teachers and volunteers.



# Demand from Schools

Every time a teacher sends a message to an Inspiring the Future volunteer a record is generated. The graph below shows how demand from state schools and colleges has risen since the launch of Inspiring the Future in July 2012.

Over 63,000 invitations have been sent from teachers to our volunteers asking them to come into a school or college to help young people understand careers, help with CVs or interview practice, support the learning primary pupils or talk about the possibility of becoming a school governor.

Demand from schools is growing apace, with more than 20,000 invitations sent out during the three months following the start of the school year in September 2014.

“The enormous growth in the demand from schools to take part in Inspiring the Future is excellent news for young people and our economy. ASCL members leading schools and colleges throughout the country have seen the value of this excellent programme and the tremendous commitment of employers to work in partnership with them.”

Brian Lightman, General Secretary of the Association of School and College Leaders

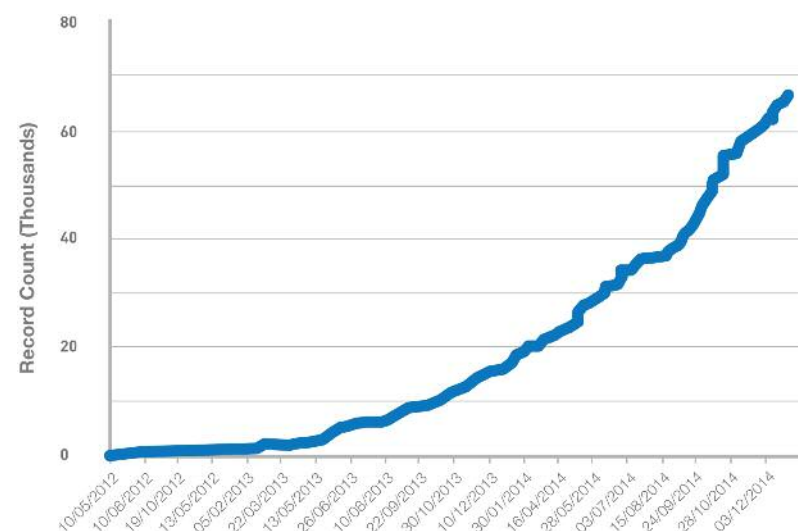


“Children and young people from all backgrounds and circumstances have a real thirst for knowledge about future career options. They deserve to be given the insights and confidence they will need to maximise their future potential. Opening up our schools and classrooms in ways that enable all young people to benefit from informative and inspirational talks about future careers is what this programme is all about. In a world where young people’s aspirations and enthusiasm are too easily dampened down, and where opportunities are too often closed off, Inspiring the Future is opening doors and changing lives.”

Dr Patrick Roach, Deputy General Secretary NASUWT



This graph shows the growth in private messages sent from schools to volunteers



# Who we are

Inspiring the Future was developed and is managed by the Education and Employers Taskforce charity. Founded in 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. More than forty stakeholder organisations contributed to the design of Inspiring the Future.

## Our Partnership Board 2013 - 2014

**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

**Federation of Small Businesses** - John Walker, National Chairman

**NAHT** - Russell Hobby, General Secretary

**NASUWT** - Chris Keates, General Secretary

**National Apprenticeship Service** - Sara Baade, Head of Employer Engagement Strategy

**National Careers Service** - Joe Billington, Director

**National Children's Bureau** - Dr Hilary Emery, Chief Executive

**National Governors' Association** - Emma Knights, Chief Executive

**NUT** - Christine Blower, General Secretary

**SGOSS** - Liz McSheehy, Chief Executive

**STEMNET** - Kirsten Bodley, Chief Executive

**Teach First** - James Westhead, Executive Director of External Relations

**Teaching Awards** - Sophie Byatt, Managing Director

**TSL Education** - Louise Rogers, Chief Executive

**Trades Union Congress** - Tom Wilson, Director of UnionLearn

**UKCES** - Dr Deirdre Hughes OBE, Commissioner

## Our Trustees 2013 - 2014

The Trustees are leaders from the worlds of employment and education who have overall responsibility for the operation of the charity.

- Rod Bristow - President, Core Markets for Pearson
- Will Butler-Adams - Managing Director, Brompton Bicycle Ltd
- Sir William Castell LVO – Chairman, Wellcome Trust
- David Cruickshank – (Chair of the Trustees) Chairman, Deloitte LLP
- Peter Dart – Director, WPP plc
- Dame Joan McVittie – Headteacher, Woodside High School
- Robert Peston – BBC Economics Editor and founder of Speakers for Schools
- Don Robert – Chairman, Experian plc
- Professor Sir Steve Smith – Chief Executive of Exeter University
- Jennifer Taylor - Chief Operating Officer EMEA, Bank of America Merrill Lynch





# inspiring the future

**Bank of America**   
**Merrill Lynch**

key strategic partner and lead  
corporate supporter of the Inspiring  
the Future campaign.

You can follow us @Edu\_Employers and @PrimaryFutures