

**Media Release: Embargoed 0.01am 2 July 2012**



***New national initiative revolutionises access for state school pupils to gain insights into jobs and careers***

**A new initiative launches today which aims to give pupils at state schools the same opportunities as those at independent schools to meet employers and get career insights into the range of jobs and careers and find out about the different routes into them.**

*Inspiring the Future* is a new free initiative which will see employees from all sectors and professions volunteering to go into state secondary schools and colleges to talk about their jobs, careers, and the education routes they took. Nearly a third of all state secondary schools have already registered ahead of the launch.

**On 2 July** to mark the launch of *Inspiring the Future* across England, scores of leading employers and prominent leaders in their fields will take part in a special event at a school in Tower Hamlets - one of England's most disadvantaged areas. Speaking to young people will be: **Nick Clegg; Sir Roger Carr, President of the CBI and Chairman of Centrica; Brian Lightman, General Secretary of the Association of School and College Leaders; Lucy Scott-Moncrieff, incoming President of the Law Society; Gary Lee, Head chef at the Ivy; Will Butler Adams, MD Brompton Bikes; Jo Elvin, editor of Glamour; BBC science presenter Greg Foot; Dean Royles, CEO of NHS Employers; Major General Davis, Ester McVey MP; Margherita Taylor; Karren Brady and Joanna Lumley**

*Inspiring the Future* is the sister programme of *Speakers for Schools*, which in January 2012 arranged a talk by **Bill Gates** in a state school in Deptford, south London. Both are administered by the small charity the Education and Employers Taskforce.

Everyone from CEOs to apprentices can volunteer for *Inspiring the Future*. Registration is free for both volunteers and state schools/colleges: <http://www.inspiringthefuture.org/>

**The ask of volunteers is very simple** – would they agree to visit a school near to where they live or work once a year and spend an hour talking with young people about their job.

A survey published today by the TES shows that 98% of classroom teachers in state schools think it important (80% saying very important) for young people to meet employers to talk about jobs and careers, but many do not currently have the opportunity to do this. *Inspiring the Future* will help meet this need by connecting schools with volunteers from all walks of life, for free. The ambition is to recruit army of volunteers - 100,000, which equates to 30-40 people (covering a range of jobs/backgrounds) for each of our around 3,000 state secondary schools.

*Inspiring the Future* uses an online platform, the first of its type, (developed specially by Deloitte with financial support from the JPMorgan Chase Foundation) to connect volunteers to schools. It is a free service endorsed by Government (with cross-party support), the UK's main teacher and employer organisations and many leading employers.

As part of the launch, **nearly 100 employers will also be taking part in a unique careers fair attended by 1,000 pupils**. Employers include the Aberdeen Asset Management, Army, Aston Martin, Bank of America Merrill Lynch, Barts Hospital, BBC, Brompton Bicycles, BT, Caprice Group (inc the Ivy

restaurant & Bam-Bou), Caterpillar, Channel 4, Civil Service (inc Cabinet Office, BiS, Home Office, No 10 and DPM's office) Deloitte, Freshfields, FSB, Hewlett Packard, HMRC, Institute of Careers Guidance, J P Morgan, KPMG, L'Oreal, Metropolitan Police, MITIE, NHS Employers, Premier League, Prince's Trust, O2, PWC, RAF, Royal Navy, Teaching Agency, Thames Water, TUC, Virgin Trains, Wates and WPP. A number of smaller businesses are also attending: a landscape designer, a furniture maker, stonemason, musician and 20 apprentices – hairdressing (free haircuts available), engineering, hospitality and design. Many employees are arriving in their typical working clothes and bringing displays/equipment notably: Aston Martin, Brompton Bikes, Fairhaven (stone carving demonstration), Morph Suits, O2, Ordnance Survey (3D maps of Olympic village, RAF, The Ivy and WPP.

***Inspiring the Future* is simple (and free for schools and employers) but reaps massive benefits for students:**

- Anybody who works can sign up via the [inspiringthefuture.org](http://inspiringthefuture.org) website
- Companies can also sign up
- Volunteers are invited in by the schools to talk to young people – either talking one to one with other volunteers as part of a careers fair or talking informally to a class of young people

**Nick Clegg, Deputy Prime Minister** said: "Too many young people get the message that the best jobs are not for them. Inspiring the Future will give state school students the chance to see, hear and make a connection with someone in a career or job they might not have thought about. Today we're calling on doctors, nurses, lawyers, builders, civil servants, farmers, mechanics, engineers and other working people to give up just an hour of their time to talk to students in their local state school about how they got where they are today. The power of making connections that inspire young people is immeasurable and can be life-changing – the difference between going on to fulfil your potential, and languishing on the scrapheap. Many successful people can point to a moment in their lives when they were inspired to become the people they are today. Now it's their turn to help young people fulfil their potential."

**Sir Roger Carr, CBI President and Chairman of Centrica**, said: "There is nothing more compelling for young people thinking about their future careers than meeting and speaking to inspirational people who do the jobs they are considering. That is why the CBI is pleased to support *Inspiring the Future*. We desperately need to tackle the corrosive effects of high youth unemployment in the UK, so I would urge employers to sign up to this initiative and encourage their staff to get involved and provide valuable insights into their careers."

**Brian Lightman, president of the Association of School and College Leaders (representing 17,000 school leaders)** says: "ASCL is delighted to be associated with the launch of Inspiring the Future. The world of work offers a bewildering range of opportunities for young people. It is immensely important that they have the chance to gain insights early on about different jobs and careers, especially when they cover areas outside their immediate experience. Employers often say that young people do not come to them with appropriate skills, and this project provides an ideal opportunity to talk directly to young people about what is required to succeed in the workplace. Having seen the benefits of this approach first hand as a headteacher, I am grateful to the many employers who have willingly volunteered their time and I am confident it will be hugely beneficial to the young people involved."

**Dr Deirdre Hughes OBE, Chair of the National Careers Council and UK Commissioner for Employment & Skills** says: "Inspiring the Future is a unique and innovative approach that connects young people to the world of work. It brings alive the reality of people's working lives and the differing pathways to success. The initiative encourages young people, teachers and employers to

learn from one another and, most importantly, to network and to find out more about career resilience and adaptability in a rapidly changing economy.”

To coincide with the launch of *Inspiring the Future*, **a new report looks for the first time at independent schools and how they routinely bring employers** to support the career aspirations of pupils. Independent school students are far more likely to get the opportunity to talk to employers than those at state schools, Education and Employers Taskforce research out today shows (see Notes to Editors ‘*Employer engagement in English independent schools*’):

100% of the highest performing independent schools have programmes that bring employers and eminent speakers to talk to their pupils.

Young adults (aged 19-24) who previously attended independent schools are 30% more likely to have had careers talks from employers whilst at school than peers who attended non-selective state schools

This puts state school pupils at a significant disadvantage because young adults who recalled ‘four or more employer contacts’ are five times less likely to be NEET (controlling for highest level of qualification) than those who had no involvement with employers, according to 2012 research ‘***It’s who you meet: why employer contacts at school make a difference to the employment prospects of young adults***’ also by the charity.

The latest 2012 CBI/Pearson Education & Skills Survey shows that half of all employers already provide careers advice (51%), but it’s clear that more work needs to be done in this area, with 68% saying that the general quality of advice is still not good enough. More than 60% of respondents say they would like to play a greater role in delivering careers advice.

As well as the national event there will be a number of other events taking place to mark the 2 July launch of *Inspiring the Future* in schools in Manchester, Bournemouth, Hastings and West London.

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## Media contacts

For media enquiries about the national launch of *Inspiring the Future* please contact Carol Glover, Communications Manager, Education and Employers Taskforce on 07939 061 850 or email [carol.glover@educationandemployers.org](mailto:carol.glover@educationandemployers.org)

## Notes to Editors

The Education and Employers Taskforce will tweet live from the event using the hashtags

**#inspiringthefuture**

**#whoinspiredyou**

## About Inspiring the Future

*Inspiring the Future* is supported by the main teaching unions and employer representative bodies, and was designed in consultation with teachers and business leaders.

## **Employer Engagement in English Independent Schools**

Published to coincide with the launch of *Inspiring the Future*, this new report from Professor Prue Huddleston (University of Warwick), Dr Anthony Mann and James Dawkins (both Education and Employers Taskforce) provides the first detailed study into why and how independent schools engage with employers to support pupil learning and progression. Based on new survey data and in-depth qualitative research with six of the highest performing independent schools in England, the report illustrates the ease with which independent schools use their networks to access employer volunteers simply and freely. An embargoed copy of the full report is available from: [carol.glover@educationandemployers.org](mailto:carol.glover@educationandemployers.org)

The 2012 report '*It's who you meet: why employer contacts at school make a difference to the employment prospects of young adults*' is available at: <http://www.educationandemployers.org/research/taskforce-publications/its-who-you-meet/>

### **The TES research**

The TES surveyed 466 state school teachers in the spring of 2012: 80% said it was 'very important' for pupils to hear directly from employers, 18% 'quite important'; 1% 'not really important'; and, 1% 'not at all important'. For details visit: [http://www.educationandemployers.org/media/16378/tes\\_teachers\\_survey\\_descriptive\\_stats\\_summary.pdf](http://www.educationandemployers.org/media/16378/tes_teachers_survey_descriptive_stats_summary.pdf)

### **Who we are**

The Education and Employers Taskforce was launched as a small independent charity on the 15 October 2009, and has seven staff. 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 and the Trustees are principally senior business leaders with an interest in education. For more details please see [www.educationandemployers.org](http://www.educationandemployers.org)