



‘Apprenticeship talks in every school’ pledge

Press release: embargoed until 9am on Thurs 13 February 2014

Inspiring the Future: Apprenticeship Careers Fair at City Hall, Southbank, London

On the 13th February national charity *Inspiring the Future* is hosting an **Apprenticeship Careers Fair** at City Hall. London Mayor Boris Johnson will welcome Apprentices from a wide range of sectors and 200 school pupils.

The **Mayor of London, Boris Johnson**, said: “Inspiring the Future gives young people an invaluable insight into a range of careers and provides businesses with access to an incredible pool of young talent. I have pledged to generate many thousands of apprenticeships in London by 2016, and I hope that many of the young people visiting us here today will be inspired to use an apprenticeship as a springboard to a great career.”

Over 200 young people from six London schools will take part in the careers fair to learn about different jobs, careers and apprenticeships as a career route. These young people will meet **employees from 28 organisations** including; Aecom, Association for Project Management, Balfour Beatty, Barnardos, Barratt Homes, Berkley Homes/St James, Capgemini, Childbase, CILeX, Chartered Institute of Personnel and Development, Guys and St Thomas’ Hospitals, Hit Training, JTL, LB Southbank, Microsoft, MITIE, NAS, Nestle, NexteriaOne, PWC, Pret a Manger, Santander, Serco, So you want to be in TV?, Sphere Hospitality, Virgin Media and Starbucks.

***Inspiring the Future* is using this event to announce their intention to get apprentices talking with students in every state school in England during 2014.** *Inspiring the Future* already has 11,000 volunteers, 3,500 employers and 75% of state schools and colleges registered. Of these volunteers nearly 2,000 can talk about apprenticeships face-to-face with young people.

The fact that 750 schools have requested Apprenticeship Packs from *Inspiring the Future* shows a massive demand in schools for information about apprenticeships. Two-thirds of Apprenticeship volunteers registered on *Inspiring the Future* have already been invited into schools.

Karen Adriaanse, Ofsted’s National Lead for Careers Guidance, says: “Inviting working professionals, such as recent apprentices, into schools to give students first-hand insights into the breadth of the jobs market and its recruitment demands is a great example of the sort of good practice Ofsted inspectors expects schools to include when providing young people with effective independent careers guidance.”

In 2013 *Inspiring the Future* organised a series of Apprenticeship careers fairs around England and this year the charity is organising another 160 Apprenticeship careers events across the country aiming to reach thousands of young people at a crucial stage in their life. *Inspiring the Future* is working closely with the National Apprenticeship Service on this programme.

Joe Billington, Director of the National Careers Service, said: “The National Careers Service is here to inspire and excite all young people about the many opportunities available to them once they leave full time education. Young people need all the information and advice they can get to motivate them to succeed and enable them to make the right choice about their future. Apprenticeships are an increasingly popular option with young people, providing the opportunity to work in a range of jobs and to earn and learn at the same time. Bringing young people together with employers and current apprentices will encourage many young people to think about Apprenticeship as a real option for a successful future.”

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
The event takes place 10am to 12 noon, please contact Carol if you would like to attend.

NOTES TO EDITORS

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. DBS (formerly known as Criminal Records Bureau checks) are not needed for ‘career insight’ or ‘enterprise’ talks.

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 across the country with generous support from Bank of America Merrill Lynch.

Who is behind Inspiring the Future

The Education and Employers Taskforce was launched as a small independent charity in October 2009, and has 12 staff. Its aim is to ensure that every school and college has effective partnerships with employers which provide 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. For details: www.educationandemployers.org
The Education and Employers Taskforce runs the free, national *Inspiring the Future*