

inspiring the future

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 Dulfer; 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; Tanzina 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 Maqueira, 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; Amena Huququi; Muna Dahir; Noor Jawad; Estherlove Osei; Homa Singaratnam

Turnford School

Teachers: Kate Ward, Assistant Head of Sixth Form – Teaching & Learning
Vanessa Elliott, Assistant Head of Sixth Form – Pastoral

Pupils: Ayse Koyunlu; Emily Harry; Ela Merry; Sophia White; Kayleigh Mercer; Lyndsay Greenhouse; Emily Treacher; Sophie Cole

Woodside High School

Teachers: June Simmons, Vice Principal; Rachel Buckeridge, G&T Coordinator

Pupils: Nerquisha Skeet; Camilla Giannerini; Rebecca Estivill Valino; Milena Kumbarova; Hacer Top; Shafaq Sultana; Rima Leonaviciute; Jeanine Muamba

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*
Ngairé 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, Centrepont*
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 Kashaf, Researcher, Charlotte Lightman, Schools Liaison Manager, Rob McKenzie, Finance and Administration Manager and Phil Pyatt, Director, Inspiring the Future*

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)



Less than **50%** of young women aspire to traditionally female jobs aged 11-12, yet by age 16-17 this rises to 60%
(Emer 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 (Guthrie & Lopez, 1997)



55% of young women surveyed in 2012 said that they don't feel that they have enough positive female role models
(GHI Guidance, 2012)

76% of young people would like to know more about jobs traditionally done by the opposite sex
(Beck, Fisher & Usher, 2006)



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
(Beck, Fisher & Usher, 2006)



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

Contact with an adult in a profession significantly influences a child's desire to work in that area
(EJC, 2008)

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
(GHI Guidance, 2012)



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.

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

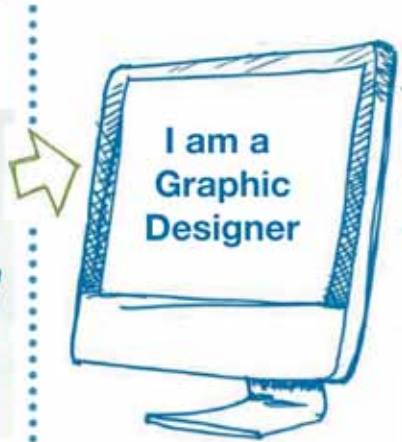
Facebook: www.facebook.com/inspiringthefuture

How it works

Only 1 hour per year



Volunteers



Step 1

Step 2

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

ork in
ingham

k the
iving
er route...

n talk
ut...



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:

I really enjoyed meeting young people and talking to them



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
Federation of Small Business - John Walker, National Chairman
NAHT - Russell Hobby, General Secretary
NASUWT - Chris Keates, General Secretary
National Apprenticeship Service - Mandy Crawford-Lee, Apprenticeship Development Manager
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

Rod Bristow, *President of Pearson UK*
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*
Terry Duddy - *Chief Executive, Home Retail Group*
Robert Peston - *BBC Business Editor and founder of Speakers for Schools*
Don Robert - *Chief Executive, Experian PLC*
Prof Sir Steve Smith - *Vice-Chancellor and Chief Executive of Exeter University*
Christine Sydenham
Richard Thornhill - *Executive Headteacher, Loughborough Federation*

inspiring the future

Inspiring the Future is supported by

Bank of America 
Merrill Lynch