

inspiring the future

Working together to help young people achieve their potential



www.inspiringthefuture.org

What is Inspiring the Future?

- *Inspiring the Future* is a new free service 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.
- **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.
- *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 representative organisations and many leading employers.
- It makes a **difference to young people**. Good quality research shows that who you meet as a teenager shapes the success with which young people go into adult life.
- **Teachers** overwhelmingly want young people to hear more from people in the workplace.

Who can participate?

- Employers of **all sizes** and from **all sectors**
- Employees at all levels from **apprentices to CEOs**

Developed specially
pro bono by

Deloitte.

With financial
support from

J.P.Morgan

Benefits for employers

- **Free secure service** that makes it easy to engage with state schools and colleges by **matching employee volunteers**
- A cost-free way for national employers to run **national volunteering schemes** with education
- Communicating with young people offers excellent **personal development opportunities for employees.**
- An effective means of supporting **corporate social responsibility** and long-term **recruitment objectives.**
- A gateway to working with schools and colleges, across a wide range of activities that support learning and progression
- Free reports for employers through dedicated registration links.
- *Inspiring the Future* is supported by the main national bodies representing employers and employees:

Benefits for young people

Groundbreaking new research “*It’s who you meet: why employer contacts at school make a difference to the employment prospects of young adults*” shows a significant link between young people’s experience of the world of work whilst at school and the chances of them becoming NEET (not in education, employment or training) as young adults.

26.1% of young people who could recall **no contact with employers** whilst at school went on to become NEET.

This reduced significantly to **4.3%** for those who had taken part in four or more activities involving employers.

Taskforce/YouGov survey			Some schools and colleges arrange for their students (aged between 14 and 19) to take part in activities which involve employers or local business people providing things like work experience, mentoring, enterprise competitions, careers advice, CV or interview practice. On how many different occasions do you remember such employer involvement in your education?				
Sample Size: 986							
Fieldwork: February 2011 (Great Britain)							
			0	1	2	3	4 or more
Which of the following BEST applies to you?	NEETs	%	26.1%	23.4%	16.6%	15.6%	4.3%
	Non-NEET	%	73.9%	76.6%	83.4%	84.4%	95.7%
Weighted Number			272	350	145	64	69

Statistical note: Kendall’s Tau C produced a statistically significant P value of .001 at the 10% level

The case for employer engagement in education has never been more compelling:

- This generation of young people faces an increasingly global economy, a vast and often bewildering range of career choices and increases in higher education costs mean high financial penalties for bad choices
- Pupils in state schools want to hear more from employers about jobs and careers but 42% don’t get that chance. It can make a real difference to their perceptions of what jobs are available and inspire them to consider options that they had previously never thought about
- The greatest impacts can be expected on those young people whose families have weakest access to relevant sources of career insights (such as the two million children who live in workless households)

Teachers want pupils to hear directly from employers

In a 2012 survey of 466 classroom teachers in state schools by the *Times Educational Supplement*

- **80% say it is very important** for young people hear directly from employers about jobs and careers
- A further **18% say it is quite important** for young people hear directly from employers about jobs and careers
- Only **1%** thought it was not important
- **52% of teachers are not at all confident** about advising pupils about what an **apprenticeship** entails and how they might go about securing one after leaving schools

More than 1000 schools have already signed up for *Inspiring the Future*

Inspiring the Future is supported by the national organisations representing teachers, heads and school leaders:



How can volunteers get involved?

Quick online matching

Inspiring the Future matching is done by the website, and talks / careers insights are arranged directly between teachers and volunteers communicating by email through the site.

The options

'Career Insight' talks could be one off sessions with pupils, part of a careers day or regular careers talk slot, or as a careers fair where 20-50 people doing a range of jobs spend a few minutes answering questions from young people in a marketplace format. On registration, volunteers are asked specifically if they feel well placed to talk to young people about **apprenticeships, enterprise** (including social enterprise) and use of **modern foreign languages** in the workplace.

Locations

- Volunteering can take place **near home or work** or both – employees specify all the local authorities or boroughs that suit them, and give the first part of the postcode for their main volunteering location
- **Large organisations** with branches or offices can benefit from both a coordinated national volunteering programme and local knowledge

How it works

For volunteers

- Volunteers sign up securely online
- They give their job title , occupational sector and are prompted to provide two or three paragraphs about what they do and whether they feel especially knowledgeable about particular topics
- They select local authority areas where they are willing to visit schools – near home or work.

For teachers

- When teaching staff log on to the system, they get the list of all those people registered in their area and it's a simple process to send an email through the system to get in touch.
- Criminal Records Bureau checks are **NOT needed** for 'career insight' talks, so it is a quick and simple process.
- Watch our 2 minute video on how the registration process works: <http://www.inspiringthefuture.org/employers.aspx>

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Step 1: Organisations promote Inspiring the Future as part of volunteering scheme, or to members and contacts

Step 2: Employees register their skills and interests on www.inspiringthefuture.org

Step 3: Website matches opportunities, and education staff contact volunteers through the site



Step 5: Employees and schools provide feedback

Step 4: Employees volunteer at schools

Signing up is very quick

Updating my profile

Please complete all required fields - do not use block capitals.
[Close](#)

 20%

Welcome to Inspiring the Future. We need a few details from you to set up your account. For volunteers only: If you are self-employed, please use your own name for 'Organisation'.

[My Personal Details](#)

Title

First Name *

Gender

Last Name *

Age Range

Email *

Phone number (no spaces)

I want to volunteer because it will *

Have you worked with schools before? *

How did you hear about us? *

Please tick this box if you do not wish to receive news updates from us about Inspiring the Future

The fields marked with an asterisk (*) are required.

[Next](#)

Signing up is very quick

Updating my profile

Please complete all required fields - do not use block capitals.
[Close](#)

 60%

To tell us which sector(s) you work in, please choose up to three by selecting 'Available' sectors on the left, and using the arrow to move them to the 'Chosen' box on the right.

My Job Profile

Job Title: *

Economic Sector: *

No. of staff in your organisation: *

Sector: *

Available		Chosen
Admin/Business	➡	
Building/Construction	➡	
Catering/Hospitality	➡	

Do you have experience at work of any of the following: *

Available		Chosen
None of these	➡	
Apprenticeships	➡	
Enterprise/Entrepreneurs	➡	
Languages - French	➡	

Please tell us if you are able to talk with young people about any of these topics during your career insights talk. Tell us more about these or other areas of value to young people in the 'other information' box below.

Please describe your job in a sentence or two: *

e.g. I do marketing and communications for a stationery supplies company. I manage five staff, and am responsible for our website and marketing materials.

What are the qualifications or training you did to get your job?

e.g. Degree in History and Professional Diploma in Marketing from the Chartered Institute of Marketing.

Please tell us if there is any other information you think may be of interest:

e.g. "I set up my own business", "I did VSO in my gap year", "I left school at 16".

The fields marked with an asterisk (*) are required.

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If you already have an employee volunteering scheme

Many larger employers already have well developed employee volunteering programmes and *Inspiring the Future* is designed to fit in easily with existing schemes. Equally if you are an employer which wants to start a volunteering scheme this is an easy and free way of doing so.

Include *Inspiring the Future* in your volunteering scheme

- If you employ more than 250 people we can give you a dedicated link to send to your staff www.inspiringthefuture.org/name
- From this we can provide you with a simple report on numbers signed up etc.
- Organisations can choose to ask their staff to volunteer near their work address or particular target areas, or nearer home to volunteer in their communities.
- Assistants can sign up on behalf of senior staff using their email address to field requests from schools

Guidance for volunteers and employers' responsibilities

- Online general guidance will be provided by *Inspiring the Future*, to both volunteers and registered schools and colleges. It is the responsibility of teaching staff to contact volunteers through the site and invite them to take part in activities.
- Training, CRB checks or further guidance for certain activities may be required at the discretion of the school/college or broker, and this will be communicated to volunteers. **CRB checks are not required for career insight talks.**
- We can offer training for staff and advice on how to run an employee volunteering scheme focused on education. Please get in touch if you would like to discuss this further.

Our future plans

Scotland and Wales

Inspiring the Future was launched in England in July 2012 and will be rolled out in Scotland and Wales in 2012-13.

Expanding the range of volunteering activities

Over the next two years, as resource allows *Inspiring the Future* will expand volunteering options to include activities such as workplace visits, reading partners, mentoring and governors

Key contacts

For any technical questions or to register for a dedicated URL please contact

Daniel.chapman@educationandemployers.org

Tel 0203 206 0510

For communications and PR enquiries please contact

Carol.glover@educationandemployers.org

For any other questions about *Inspiring the Future* or the Education and Employers Taskforce please contact

Nick.chambers@educationandemployers.org

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. It is administered by the charity the Education and Employers Taskforce which was established in October 2009. The aim of the charity 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

Aberdeen Asset Management
Aldworth James & Bond
Association of Black Engineers
Aston Martin
Balfour Beatty
BAM Construct
BAM Nuttall
Bank of America Merrill Lynch
Barking & Dagenham College
Barts Health NHS Trust
BaxterStorey
BBC
Benoy
BHS
Big Lottery Fund
BIS (The Department for
Business Innovation and
Skills)
Brightside
British Chambers of
Commerce
British Gas
British Land
Brompton Bicycle
Brompton Hospital/National
Heart and Lung Institute
BT
Business Growth Fund
Business in the Community
Cabinet Office
Capita
Caprice Holdings: The
Ivy/Bam-Bou
Caterpillar UK
Channel 4 Television
Corporation
Chartered Institute of
Personnel and Development
Civil Service

Dan Berlinka
Deloitte LLP
Department for Business,
Innovation and Skills
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Number 10, Downing Street
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Royal Society of Arts (RSA)
Seetech / Lifetime Seetech
Silk Principles
Simon Russell Music Ltd.
SJ Berwin LLP
Skills for Care
South Bank Entrepreneurs
Speak to the Future, Routes
into Languages inc
volunteers from Bank of
America Merrill Lynch and
UBS
Springboard
STEMNET
Student Finance England
Thames Water
The British Army
The Children's Society
The Institute of Career
Guidance
The Prince's Trust
The Teaching Agency
Tower Hamlets College
Tower Hamlets Education
Business Partnership
UCL Enterprise
UK Commission for
Employment and Skills
UnionLearn SERTUC
University of Warwick
Unruly Media
Veolia Environmental Services
Virgin Trains
Wates Group
We Are Human
Whitechapel Art Gallery
WPP

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all took part in the launch