



News Release

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Helping young people succeed: the role of employers to inspire & inform

- *95% of young people would like employers more involved at school –*
- *Employer engagement a critical lever for addressing issues of low aspirations and social mobility –*

Deloitte, the business advisory firm, has today launched a report, commissioned by charity The Education and Employers Taskforce, examining how employers can contribute to improving careers education through inspiring and better informing young people. The dynamic labour market and the vast range of career options available can leave young people feeling bewildered and uninformed. The research shows that a substantial divide exists between what young people want from their careers advice experience at school and what they get, including the level of involvement of employers.

Key findings:

- 95% of young people agreed that they would like employers to be more involved in providing advice and guidance about careers and jobs;
- Recalling their experience of the last two years 42% of those surveyed said they had no contact with employers at all, and 40% had contact with between 1-4 employers;
- Young people who had been in contact with four or more employers in the last 2 years of school were nearly **twice** as likely to believe that they had a good idea of the knowledge and skills needed for the jobs they wanted to do;
- Despite the downturn nearly half (48%) of the organisations surveyed believed they had increased their involvement in schools over the last 2 years, and around half (44%) had aspirations to do more.

David Cruickshank, Deloitte Chairman and Taskforce Trustee, comments: "This report shows the importance of employers playing an active part in the school curriculum, and critically that this is recognised by schools, employers and by young people themselves. The involvement of employers, when done properly, motivates, inspires and informs young people, and prepares them for the workplace by making them aware of the skills and attitudes employers expect them to have."

Fortunately, 90% of employer respondents to the survey agreed that employers should take a role in providing careers advice related activities to young people. There are many simple ways employers can help at minimal cost – for example by encouraging employees to visit schools to talk about the jobs they do or attend annual careers fairs, as well as contributing on-line guidance that can be freely accessed by young people and their teachers.

According to the report, whilst good practices exist, schools and employers face a range of barriers to working together:

- Communication: Employers and schools not knowing who to speak to or how to develop relationships with each other;
- Awareness: Employers not knowing what schools want, and schools not knowing what employers can offer;
- Capability and experience: Employers can be unsure how to best engage with schools and young people; teachers and head teachers usually receive little help and support on how best to access support from employers;
- Geography: Schools in rural areas or certain parts of the country can struggle to access a diverse range of employers.

Cruikshank comments: "At a time when there is considerable pressure on public spending, this report shows the positive steps and measures that schools, employers and the government can take, at little cost, to work together to overcome these barriers and instil careers education into the curriculum".

"There are excellent examples of schools and employers working together to provide a broad careers education, and this good practice provides useful lessons that other employers and schools can learn from. The research also shows there is an appetite for schools and employers to work more closely together, and many employers have increased their involvement in recent years despite the downturn."

Nick Chambers, Director of the Education and Employers Taskforce, comments: "A careers education where schools and employers work together helps build young people's understanding of the opportunities open to them and raises their aspirations and motivation. The report shows that employers' potential to inspire cannot be underestimated - where there had been contact with four or more employers, young people in our study were one and a half times more likely to believe they will be able to find a good job."

The core recommendations in the report fall into four themes with the following aims:

- Encouraging employers to contribute to careers advice by making it easier for them to understand the role they could play;
- Encouraging the development of effective sustainable partnerships between schools and employers and demonstrating the mutual benefits to both;
- Developing the school workforce by supporting professional development in this area;
- Raising the priority of careers education, information, advice and guidance in the curriculum so it is embedded in more lessons.

Nick Gibb, Schools Minister, said: "We welcome the positive impact that businesses can have on young people, either through mentoring, offering careers advice or by encouraging employees to become school governors. It is clear that employers and their staff enjoy the experience and that they very effectively help to raise the aspirations of young people.

"We want to ensure that all young people have access to high quality careers guidance and will set out our plans for this later in the Autumn."

Brian Lightman, General Secretary of the Association of School and College Leaders (ASCL), comments: "ASCL welcomes this report which celebrates the large amount of good practice in careers advice and recognises the mutual benefits when employers and schools work in genuine partnership. The report sets out a helpful and achievable set of recommendations which have the potential to make a real difference to the aspirations and social mobility of our young people. The Visit our Schools and Colleges Campaign

organised by the Education and Employers Taskforce is strongly supported by ASCL and will provide an early opportunity to put the ideas from this report into practice.”

- ENDS -

Notes to editors

About the report

This report was commissioned by the charity The Education and Employers Taskforce. Between January and April 2010, a team from Deloitte's Education and Skills practice worked on behalf of the Taskforce to conduct research in order to develop implementable proposals based on credible analysis about increasing and improving employer involvement in providing young people with careers education, information, advice and guidance. Some time was spent thereafter consulting on the findings.

This report is the outcome of their work. It involved:

- **Interviews** - 100 people from a range of organisations including schools (teachers, leaders and students), Education Business Partnership Organisations, employers, employer organisations, professional associations and other interested parties;
- **On-line surveys** – 500 young people undertaken by the b-live foundation, staff from 81 primary and secondary schools, 44 employers; and
- **Literature review** – Examining a variety of publications relating to the subject.

Support and guidance in developing and issuing the surveys to employers was provided on a pro-bono basis by Lightspeed Research (www.LightspeedResearch.com), a part of Kantar, the information, insight, and consultancy division of WPP. The b-live foundation kindly undertook the survey of young people.

About the Education and Employers Taskforce

The Education and Employers Taskforce was launched as an independent charity in October 2009. 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 business leaders with an interest in education. For more details please see www.educationandemployers.org

The Visit our Schools and Colleges campaign

The Education and Employers Taskforce and its partners are organising the Visit our Schools campaign during the week of 18 – 22 October 2010.

The idea of the campaign is very simple - all across England, head teachers are inviting senior people from private, public and third sector employers to visit their schools and colleges to find out first-hand about their objectives and challenges. It will be a chance to have a practical discussion about what young people need to give them the best possible start in life, and how employers can help through careers education, work experience, mentoring, governors and a range of other volunteering activities for their staff. Hundreds of schools and colleges, of all types, have already registered to take part as well as hundreds of employers including 75 chief executives and chairmen, many from the UK's leading companies.

Taking part in **Visit our Schools and Colleges week** is free to everyone and only requires 1 or 2 hours in the week of 18-22 October to visit a school/college in your locality if you are an employer or to host a visit if you are an education establishment. To register to take part visit: www.visitourschools.org Employers can register until 11 October and schools and colleges until 1 October.

About Deloitte

Deloitte's Education and Skills practice includes a number of former teachers, lecturers, education managers and career consultants, and has worked with a range of education sector clients including Department for Education, BIS (Department for Business, Innovation and Skills), LSIS (Learning and Skills Improvement Service), the National College, and a range of local authorities and universities. Deloitte LLP is the United Kingdom member firm of DTT, which together employ around 169,000 people worldwide.

Its Corporate Responsibility approach focuses on flagship themes, where Deloitte can make a long term commitment to improve the prospects of people in need of support, and where its people can donate their skills as well as offer financial support. The Deloitte Employability Programme is one of the UK firm's biggest commitments. Deloitte Employability is a five year programme designed and implemented by the firm to provide employability training to over 40,000 young people. Through the Deloitte Foundation the firm has committed £2m to fund the initiative, creating a sustainable infrastructure to allow the Further Education sector to deliver employability skills effectively and sustainably. Nine Deloitte Employability Centres train teachers to deliver employability courses across the UK. Many of Deloitte's employees volunteer through the Employability Initiative; others work with young people in schools in other ways such as mentoring and literacy and numeracy support.

Deloitte is platinum sponsorship of Teach First, comprising a blend of pro bono consulting services and sponsorship of Policy First, Teach First's advocacy stream. The Lessons from the Front 2009 publication resulting from this stream benefited from the input of some of Deloitte's most senior people and the provision of facilities and expertise, and resulted in national media coverage and responses from the three main political parties. The publication, written by Teach First participants and ambassadors, examined a range of issues facing schools, teachers and young people, and put forward a front line perspective on what policy changes could address these challenges. In addition, two Deloitte partners sit on Teach First boards or committees.

The UK firm has also recently appointed its first ever Deloitte21 Fellow, Philippa Thompson, who will spend 20% of her time over the next year supporting the Microloan Foundation to develop and expand its impact in helping women in rural Africa receive skills training and the finance to enable them to set up and run their own businesses.

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