



## Media release – 18 October 2010

### CEOs of leading UK companies to visit schools and colleges

*Visit our Schools and Colleges* week starts with a visit today by **John Hayes MP, Minister of State for Further Education, Skills and Lifelong Learning** and David Cruickshank, chairman of Deloitte to Lambeth College in Vauxhall, central London.

The charity, the Education and Employers Taskforce and its partners are organising the first national Visit our Schools and Colleges campaign this week, the 18 – 22 October 2010. The campaign is being supported by all the leading representative bodies for schools, colleges, and employers.

Amid the economic challenges facing us all, the campaign offers a wonderful opportunity to celebrate what employers and schools are doing together to make a real difference for our young people and inspire many more employers to follow their lead.

#### **Those visiting schools and colleges include:**

**Marcus Agius**, Group Chairman, Barclays;  
**Lionel Barber**, Editor, FT;  
**Sir Win Bischoff**, Chairman, Lloyds Banking Group;  
**Damon Buffini**, Chairman, Permira;  
**Ted Burke**, Chief Executive, Freshfields Bruckhaus Deringer;  
**Will Butler-Adams**, Managing Director, Brompton Bicycles;  
**Roger Carr**, Chairman, Centrica;  
**Anne Marie Carrie**, Executive Director of Family and Children's Services, ADCS;  
**Dominic Casserley**, Director, McKinsey & Company;  
**Sir William Castell**, Chairman, The Wellcome Trust;  
**Clare Chapman**, Director General of Workforce, NHS Workforce;  
**David Cheyne**, Senior Partner, Linklaters;  
**Allan Cook CBE**, Chairman, Atkins;  
**Adam Crozier**, Chief Executive, ITV;  
**David Cruickshank**, Chairman, Deloitte;  
**Peter Dart**, Director, WPP  
**Mike Dodds**, CEO, Proximity;  
**Paul Drechsler**, Chairman and Chief Executive, Wates;  
**Terry Duddy**, Chief Executive, Home Retail Group;  
**Sir Paul Ennals**, Chief Executive, National Children's Bureau;  
**Rona Fairhead**, Chief Executive, Financial Times Group;  
**Ian Ferguson CBE**, Chairman, Metaswitch Networks and Data Connection;  
**Philip Green**, CEO, United Utilities;  
**Stephen Green**, Chairman, HSBC;  
**John Griffith-Jones**, Chairman, KPMG;  
**Sir Philip Hampton**, Chairman, RBS;  
**Andy Haldane**, Executive Director, Financial Stability, Bank of England;  
**Richard Hardie**, Vice Chair, UBS Ltd  
**Richard Harpin**, Chief Executive, Homeserve;  
**Emma Harrison CBE**, Chair, A4E;  
**Rick Haythornthwaite**, Chairman, Network Rail;

**Gwenne Hendricks**, Vice President, Caterpillar;  
**Sue Higgins**, Director General Corporate Services, Department for Education;  
**Chris Humphries**, Chief Executive, UK Commission for Employment and Skills;  
**Chris Hyman**, CEO, Serco;  
**Catherine Johnstone**, CEO, Samaritans;  
**Chris Jones**, Director General, City & Guilds;  
**Tarun Jotwanai**, CEO, EMEA, Nomura;  
**Sam Laidlaw**, Chief Executive, Centrica;  
**Peter Lauener**, Chief Executive, YPLA;  
**Richard Lambert**, Director General, CBI  
**Sir Terry Leahy**, CEO, Tesco;  
**John Makinson**, Chairman and CEO, The Penguin Group;  
**Charlie Mayfield**, Chairman, John Lewis Partnership;  
**John McAdam**, Chairman, Rentokil-Initial;  
**Jill McDonald**, CEO, McDonalds UK;  
**Jonathan Moulds**, President, Europe, Bank of America Merrill Lynch;  
**Steve Munby**, Chief Executive, National College of School Leadership  
**Jim O'Neill**;  
**Robert Peston**;  
**Sir Michael Rake**, Chairman, BT;  
**Baroness Ritchie**;  
**Don Robert**, Chief Executive, Experian;  
**David Roper**, Partner, PricewaterhouseCoopers;  
**Sir Stuart Rose**, Chairman, Marks and Spencer;  
**Sir John Rose**, Chief Executive, Rolls-Royce Group;  
**Roland Rudd**, Founding Partner, Finsbury;  
**Anthony Salz**, Executive Vice Chairman, Rothschild;  
**Robert Swanell**;  
**Hector Sants**, CEO, FSA;  
**Ian Scott**, Unite the Union;  
**Lord Colin Sharman OBE**, Chairman, Aviva Group;  
**Prof. Steve Smith**, President, Universities UK;  
**Cilla Snowball**, CBE, Group CEO and Chairman, AMV.BBDO;  
**Sir Martin Sorrell**, CEO, WPP;  
**Miles Templeman**, Director General, Institute of Directors;  
**Caroline Thomson**, Chief Operating Officer, BBC;  
**John Varley**, Group Chief Executive, Barclays;  
**Dr. Richard Ward**, CEO, Lloyds of London;  
**George Weston**, CEO, Associated British Foods;  
**Bob Wigley**, Chairman, Yell Group.

### **What is the campaign about?**

The idea of the campaign is simple - across England, head teachers and principals are inviting senior people from private, public and third sector employers to visit their schools and colleges to find out first-hand about how employers can actively and directly engage with education on a local level. It will be a chance to have a practical discussion about what young people need to give them the best 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.

650 schools and colleges, of all types, are taking part and over 700 of employers from all over the country, including over 100 chief executives and chairmen from many of the UK's leading companies, have accepted the invite and will be visiting schools and colleges around the country.

Across the country visits are currently being organised on a voluntary basis by members of the IEBE, the professional body dedicated to promoting the highest possible standards in Education Business Partnership Organisations. Other key partners organising visits include SSAT and BITC.

**Those supporting the Campaign say:**

"Business involvement with schools can be a powerful way to increase academic achievement. It can also enable young people to make better-informed decisions at the key transition points in their education, and help them develop the employability skills needed for the workplace. The CBI very much supports the *Visit our Schools and Colleges* campaign's objective of inviting senior people from private, public and third sector employers to visit schools and colleges to find out first-hand about their objectives and challenges." **Richard Lambert, CBI Director-General**

"Employers reap many benefits from a good education system and should grasp the opportunities that arise to help shape it. Taking part in the *Visit our Schools and Colleges* campaign is an easy way for directors both to build up their immediate links with local education establishments and also contribute to the longer term development of the skills their businesses need. The IoD is fully behind this campaign." **Miles Templeman, Director General, Institute of Directors**

"There is much that school and business leaders can learn from each other. *Visit our Schools and Colleges* provides a fast-track opportunity for everyone to expand their knowledge and skills. The BCC encourage their members to use this rare opportunity to learn about how they can engage directly with education to boost skills of both existing staff and potential young recruits." **David Frost, Director General of the British Chamber of Commerce and Industry**

"The *Visit our Schools and Colleges* campaign is a very welcome initiative which the TUC and union movement are glad to support. Young people want to know more about the world of work and unions are well placed to help them. Union leaders, officers and representatives have always been glad to take up invitations to go into schools and talk - and listen - to young people." **Brendan Barber, General Secretary, TUC**

"The Federation of Small Business wholeheartedly supports the drive to get businesses to engage with education and vice versa. Becoming a school governor is one way but going into schools is of paramount importance so that the future employees and entrepreneurs of tomorrow can get a feel for what goes on in a small business." **Colin Willman, Vice-Chairman, Federation of Small Business**

"The Association of School and College Leaders (ASCL) is supporting the *Visit our Schools and Colleges* campaign because we know from experience that young people benefit academically and socially from face-to-face contact with employers from all sectors. The activity can be as diverse as one-to-one mentoring over months, internships, one off workplace visits or mock job interviews but young people thrive and develop when faced with real world people in real world scenarios." **Brian Lightman, General Secretary of the Association of School and College Leaders (ASCL)**

"Talking to school leaders every day I know that schools want closer links with business to help young people develop their life skills, employability and open their eyes to career options. To ensure people from all backgrounds have the chance to get decent jobs they need direct contact with employers. The face-to-face contact offered by *Visit our Schools and Colleges* means that schools and employers can build an in-depth understanding of the benefits of collaboration and spot opportunities for mutual benefit." **Russell Hobby, General Secretary NAHT**

"Colleges provide a rich mix of academic and vocational education and all already work with employers but as forward thinking bodies we are always looking to forge new and deeper links with different commercial spheres. Partnership with organisations of all sectors and sizes help colleges make the link between childhood and adulthood for young people. The Association of Colleges is participating in the first national *Visit our Schools and Colleges* campaign because creating these links is important to young peoples' motivation and aspiration, which can then translate into achievement." **Martin Doel, Chief Executive, Association of Colleges**

"The *Visit Our Schools and Colleges* Campaign is a great chance to break down the barriers of misconception and misinformation which can exist between the education and business sectors. Schools and employers benefit from mutual support and co-operation by equipping future generations of young people with a broad range of education and skills which are essential for a successful workforce. This has never been more important than now, when young people are bearing the brunt of unemployment. Employers and teachers

meeting face to face in the Visit Our Schools Campaign has the promise to be a win-win opportunity for everyone” **Chris Keates, General Secretary, NASUWT**

“Growing numbers of schools and colleges recognise the way that employers can help bring learning to life for children and young people. Employee volunteers can make excellent role models, raising aspiration and underpinning achievement. In a simple way, involving employers in education helps young people go into adult life with confidence that they have the skills, information and networks they need to make real choices. These networks have long been available in the independent sector and it is time for the state sector to have the same opportunities and give all our young people a fair crack of the whip”. **Christine Blower, General Secretary, NUT**

“ATL is supporting the *Visit our Schools and Colleges* campaign to encourage young people to develop the knowledge, skills and confidence required for their future working lives. Many schools and colleges have realised how important it is to involve employers from all sectors in education. Particularly in the current economic climate engagement with employers can help to motivate and inspire young people to learn and achieve.” **Dr Mary Bousted, General Secretary, Association of Teachers and Lecturers**

“Successful partnerships between schools and employers bring learning to life for young people, help raise standards and create opportunities for professional development for both teachers and the employees of partner organisations. Visit our Schools and Colleges week is a great opportunity for schools and employees to come together and realise the aim that all schools have an effective and mutually beneficial partnership with an employer.” **Elizabeth Reid, Chief Executive, Specialist Schools and Academies Trust**

“We’re encouraging school leaders to take this opportunity to get involved. There is a lot of scope for mutually beneficial education partnerships with employers that can help pupils achieve their full potential and develop their skills for the workplace.” **Toby Salt, Deputy Chief Executive, National College**

“As a charity that supports literacy and numeracy one-to-one tuition at primary schools we have seen first hand how business volunteers can help motivate children to reach their potential. We have partnerships with companies including Barclays who play number games with children and help to make maths and learning fun. This additional resource also provide positive role models, giving children an insight into the world of work and aspiring to consider careers that they may have considered out of the reach. Therefore, we endorse *Visit Our Schools and Colleges* week and hope that it becomes an annual event.” **Jeanette Grose, Director of Operations and Development at the Every Child a Chance Trust**

“Young Enterprise is delighted to support *Visit our Schools and Colleges* week. The week is an excellent chance to showcase some of the ways in which businesses are already engaging with schools and colleges through employee volunteering and the many other opportunities which exist. We believe that it is only through businesses and education working together that we can inspire the UK’s next generation of enterprising young people who will be ready to lead us through the economic challenges ahead.” **John May, Chief Executive, Young Enterprise**

“The campaign is very important in bringing business leaders into the school environment to see all the natural talent that this country has ready and waiting to enter the world of employment. This week will highlight to all business leaders taking part, the positive energy and enthusiasm that young people generate when given the chance to demonstrate their potential. This will be of benefit to all businesses and young people who get involved.” **Kevin Smith Chief Executive Young Chamber UK**

“NCB is delighted to be a supporting partner of the first ever *Visit our Schools and Colleges* campaign taking place next month. In times of tough economic uncertainty and high unemployment amongst young people, the week itself is a great opportunity for businesses to engage with students to provide them with the motivation and inspiration they need to achieve their very best. This type of partnership campaign is central to the work of NCB. We provide support and advice to all education providers, including schools, academies and universities, to help them achieve the best for all students, ensuring activity out of school supports their learning and personal development. We very much look forward to hearing the feedback from both business leads and young people on the success of the week”. **Sally Whitaker, Chief Executive, National Children’s Bureau**

“By raising young people’s aspirations and helping them build their knowledge and skills we also help the economy prosper. The most effective way of learning about the world of work is by experiencing it for real. So I’d encourage employers to use the “week” to start working more closely with local schools and colleges.” **Rob Wye, Director, Strategy and Implementation, Young People's Learning Agency**

“STEMNET works with thousands of UK businesses that use science, technology, engineering and maths skills, helping them and their employees to forge valuable relationships with schools, and are pleased to be involved in *Visit our Schools and Colleges* week. This is another excellent opportunity for school and businesses to work together and learn from each other.” **Yvonne Baker, STEMNET**

“As the leading vocational education organisation, City & Guilds recognises the need for young people to be equipped with the right skills to succeed and lead in tomorrow’s fast paced economy. We are supporting the first national *Visit our Schools and Colleges* campaign because we feel passionately that young people need to be offered the support of local businesses in order to gain these skills and that as an employer there is a lot to gain from championing the industries future work force. If schools and employers work together there is no limit to what can be achieved.” **Chris Jones - Director General, City & Guilds**

“Many young people still have a lack of knowledge about how diverse the new economy has become. Traditional careers have disappeared with new ones in their place. With such a tough jobs market, we need more employers to go into schools and colleges to explain the new world of work and the qualities and skills they look for when recruiting. Employers in turn will benefit from have a much wider talent pool to recruit from.” **Raj Patel, Director of Research and Policy LSN**

“There is no silver bullet when it comes to raising attainment in our schools; great teaching, inspired leadership and supportive parenting all have their role to play. However Employer Engagement is also an essential part of the mix, playing a vital role in expanding pupil horizons, aspirations and employability, raising attainment by adding relevance to the curriculum, and enabling ideas and best practice to be shared around the challenges of leadership and governance in a rapidly changing landscape. Business in the Community members have been active in this sphere for over 20 years and are delighted to support “Visit our Schools and Colleges” week through a sequence of high level visits celebrating sustained and thoughtful engagement in schools and colleges.” **Fiona Rawes, Director of Education, BITC**

"The *Visit Our Schools and Colleges* campaign looks set to be a tremendous opportunity to raise the profile of education business activities and I am pleased that so many IEBE members have chosen to take part".  
**Declan Swan, Chief Executive IEBE**

“For students to succeed in the workplace they need to be innovative, flexible, skilled self-starters who are not afraid to take risks and can think outside the box. At HTI we hear repeated concerns from UK employers that this is sorely lacking in the school-leavers they seek to recruit. We urge more businesses to make crucial links with their local schools. *Visit Our Schools and Colleges* is a must-have on companies’ urgent to-do lists.” **Anne Evans OBE, Chief Executive, HTI (Heads, Teachers & Industry)**

“A successful relationship is often based on an understanding of, and empathy with, another’s perspective and needs. For any employer to understand how to add maximum value to local educational provision, and to reap the subsequent benefit from a better educated and motivated pool of potential employees, what better way to find out than to visit the school and talk to the head teacher and staff. A day’s investment of time now, could pay back over many years. This is why I will be supporting the *Visit Our Schools and Colleges* initiative being organized by the Education and Employers Task Force.” **Steve Acklam, Chief Executive, SGOSS**

“It’s well documented that there is a strong connection between school performance and the strength of the governing body, and that many of the skills essential to effective governance are found in abundance in neighbouring workplaces. The *Visit our Schools and Colleges* campaign makes it easier for employers and schools/colleges to work together and for local organisations to explore how they can best encourage and support employees to use their skills as school governors.” **Emma Knights, Chief Executive, National Governors’ Association**

“Teach First is delighted to support the *Visit Our Schools and Colleges Campaign* and to see that so many leading figures from the private, public and third sector are getting involved. The initiative quite rightly draws

attention to and recognises the pivotal role businesses can play in the education sector. Teach First wouldn't have been able to have made such a telling impact on the lives of more than 300,000 children across the country if we didn't enjoy the visionary support of dozens of businesses and business leaders. Their commitment has enabled Teach First to address the issue of educational advantage and to make significant progress in our drive to improve the life chances of a generation of young people. But more needs to be done. We hope that the experiences and insights gained by those participating will inspire even more organisations to support schools and colleges and to understand how their expertise and time can make a real difference to the confidence and aspirations of young people. **Brett Wigdortz, Founder and CEO, Teach First**

#### **Media contacts**

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#### **Notes to Editors**

##### **1) About the 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 senior business leaders with an interest in education. For more details please see [www.educationandemployers.org](http://www.educationandemployers.org)

The Campaign is being funded by donations from the private sector including generous contributions from Deloitte and Experian. In addition numerous organisations are volunteering to help.

On Friday the 14<sup>th</sup> October the Taskforce published a report of the high quality and robust evidence from UK and international studies on the impact of employer engagement in education. It includes the benefits of education and employer engagement to young people, schools and employers, including recent research:

- Exploring the link between social mobility and employer engagement supporting the achievement, aspiration and progress of young people into further study and/ or work
- Demonstrating that the majority of robust studies show a positive impact on pupil attainment
- Showing how volunteering with schools is a cost effective means of developing core staff competencies for employers
- Highlighting the significant impact made by employee representatives as school governors in the UK

For more info: [www.educationandemployers.org/researchconference](http://www.educationandemployers.org/researchconference)

##### **2) About the IEBE**

The Institute for Education Business Excellence is a professional body, dedicated to promoting the highest possible standards in Education Business Partnership Organisations (EBPOs). Over 80 EBPOs are supporting the campaign and providing invaluable help to coordinating the visits. [www.iebe.org.uk](http://www.iebe.org.uk)

##### **3) Activities highlighted**

To coincide with the campaign, Education and Employers Taskforce will lead a national and regional media drive to highlight the activities that most benefit schools and young people. These activities include:

- **Enterprise education and employability skills** including work experience, mentoring individuals or groups of students, workplace visits, supporting projects, classroom talks to young people, enterprise activities, careers advice and Young Apprenticeships
- **Supporting the curriculum** including literacy and numeracy initiatives, Diplomas, support for STEM (science, technology, engineering and maths) and Language teaching and the development of learning materials

- **Leadership and governance** including becoming governors, providing expert help and professional development for teaching staff

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