

Inspiring **women**

Pledge 'one hour a year' in a school near home or work to inspire young women, raise their aspirations and broaden their horizons.

Everyone, from apprentices to CEOs, from archeologists to zoologists can volunteer through our free, secure, online service.

www.inspiringthefuture.org



facebook.com/inspiringthefuture



@edu_employers #inspirationalwomen

Inspiring **women**

'Women who make London'

**Elizabeth Garrett
Anderson School**

**11th July 2014
London**

#inspirationalwomen
@Edu_Employers

www.inspiringwomenscampaign.org

Graphic design by jim@jimstokesdesign.com

part of **inspiring the future.org**



Elizabeth Garrett Anderson School

Staff involved in the event

Ms Jo Dibb, Head Teacher
Mr Paul McIntyre, Assistant Head
Premises Manager Ian Tyler
Premises Staff Kirk Giles and Rosie Franklin
Business Manager Karen Tumbridge
Head Teacher's PA Judy Redding
Deputy Head Sarah Beagley
Catering Manager Mark Bourne

Student Ambassadors hosting the event

Miski Ali
Nazihah Al Sahar
Saskia Brown
Miriam Fleary
Rana Habbouchi
Helia Murdock
Iram Shah

Donegal St, London N1 9QG
www.egaschool.co.uk
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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 from all backgrounds and gain first-hand insights into different jobs and the routes into them.

We aim to get 15,000 women to give an hour a year to go into a school or college near to where they live or work, to talk with girls about their career and experiences in life. Women working full-time or part-time, for large multinationals or self-employed, from stay-at-home mums to the recently retired. **In doing so we want to reach 250,000 students and give them the opportunity to talk with archaeologists to zoologists, apprentices to CEOs.**

The campaign was officially launched on 17 October 2013 at Lancaster House in London. **We already have 9,500 women** who have pledged to give an hour a year to talk to girls about their job and career path. Women such as bankers, lawyers, doctors, IT technicians, managers, politicians, journalists, writers, actors, engineers and chefs, from all sectors of the UK economy.

Recent research has shown how important 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 jobs market demand. Historically, far too many occupations have been dominated, for no good reason, by one gender or the other. With the support of 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 and colleges to talk about their experiences.

Speaking at the launch last year, Miriam González Durántez, Partner at Dechert LLP, said:

“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.

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 can dream: they are clever, ambitious while realistic, determined and curious. It is our duty to help them to achieve their aspirations, whatever they are.”

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 (Beck, Fuller and Unwin, 2006)

Role Models

- 55% of girls aged 11 to 21 agree that there aren’t enough female role models (Girl Guides, 2012)
- In one study, 27% of female students who named a female role-model said that they were inspired by the gender-related obstacles overcome by their choice (Lockwood, 2006)
- 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 (EOC, 2009)
- 83% of women who have started their own business have known someone else who has done so (Women’s Business Council, June 2013)

Taking part

Name	Profession	Organisation
Harriet Anderson,	Programme Assistant,	Bill & Melinda Gates Foundation
Susan Attard,	Deputy Town Clerk,	City of London Corporation
Louise Barfield,	Principal,	Circus
Maggie Baxter OBE,	Trustee,	Trust for London
Lisa Benbow,	Head of Communications,	Carillion
Lourdes Berrocal,	Assistant Project Manager,	Thames Tideway Tunnels
Ashley Bijister,	President,	British Parking Association
Sophie Bingham,	Electrician	
Su-Anna Boddy,	Council Member,	Royal College of Surgeons
Karen Bonner,	Nurse,	Guy's and St Thomas' NHS Foundation Trust
Ciara Burke,	Senior Consultant,	Ernst and Young
Catriona Burns,	Director,	Burns Architects
Kay Carberry,	Assistant General Secretary,	TUC
Byrony Chapman,	Diversity & Graduate Recruitment Co-ordinator,	HSBC
Jackie Darby,	Infrastructure Protection Engineer,	London Underground
Claire Davey,	CSR Executive,	London City Airport
Chantal-Aimée Doerries QC,	Barrister,	Atkins Chambers
Anthea Dolman-Gair,	Project Manager for Excavated Materials ,	Crossrail
Alison Dowsett,	Managing Director,	St James Land & Planning
Dr Yasmin Drabu,	Vice-President,	Medical Women's Federation
Emma Edhem,	Councillor,	City of London
Jennifer Egginton,	Regional Development Officer,	CILEX

Sophie Fernandes,	Councillor,	City of London
Kim Fitzsimmons,	Head of Retail PR,	BT
Ann Francke,	Chief Executive,	Chartered Management Institute
Miriam González Durántez,	Partner,	Dechert LLP
Karen Govier,	Diversity & Inclusion Manager,	MITIE
Katja Hall,	Deputy Director General,	CBI
Sass Herbert,	Poet	
Rebecca Hill,	Diversity & Inclusion Leader, EMEIA Markets & Talent,	Ernst & Young
The Reverend Canon Tricia Hillas,	Canon Pastor,	St Paul's Cathedral
Linda Homer,	Chief Executive,	HMRC
Sue Ireland,	Director of Open Spaces,	City of London Corporation
Amanda Jenkins,	Lifeskills Ambassador,	Barclays
Baroness Jolly,	Government Whip,	House of Lords
Suzanne Jones,	Business Support Director,	City of London Corporation
Lindsay Keith,	Refinery Productions Ltd,	Science Grrl
Vanessa Knapp OBE,	Visiting Professor,	Queen Mary University
Baroness Kramer,	Minister of State for Transport,	Department for Transport
Nivedita Krishnamurthy,	Senior Vice President & Group Sales Manager,	Capgemini
Lesley Kumar,	Managing Director, EMEA Regional Compliance Executive	Bank of America Merrill Lynch
Katherine Lee,	Head of Youth Programmes,	Girlguiding
Dr Rachael Liebmann,	Consultant,	Medical Women's Federation
Jennifer Low,	Senior Manager,	Ernst & Young
Ania Luszynska,	Design Engineer,	Thames Tideway Tunnels
Alexandra Malina,	Associate,	Freshfields

Avril Martindale,	Associate,	Freshfields
Lorraine Martins MBE,	Director of Diversity & Inclusion,	Network Rail
Isabell Moessler,	Executive Director - Head of Capital Markets,	ETF Securities
Sarah Naisby,	Associate,	Freshfields
Anoushka Nayee,	Consulting Associate,	PwC
Veronica Needa,	Director,	True Heart Theatre Company
Sue Nelson,	Boffin Media,	Science Grrl
Taryn Nixon,	Director,	Museum of London Archeology
Sadie Odeogberin,	Head of Jobs & Skills,	Shelter
Natalie Ojeva,	Degree programme trainee,	Barclays
Jamala Osman,	Degree programme trainee,	Barclays
Amanda Phillips,	Owner,	AP Consulting
Sabine Roemer,	Director,	Sabine Roemer Jewellery
Charlotte Ross,	Deputy Editor,	Evening Standard
Annie Scott,	Strategic Comms Director for Higher Education,	Pearson
Katerina Sharpe,	Property Manager,	Borough Market
Rachael Smith,	Nurse,	Guy's & St Thomas' NHS Foundation Trust
Cilla Snowball CBE,	CEO,	AMV BBDO
Chuma Soko ,	Acquisition Executive,	Chartered Institute of Management Accountants
Andrea Sullivan,	Corporate Responsibility Executive	Bank of America Merrill Lynch
Nina Suter,	Executive,	RLM Finsbury
Jo Swinson,	Member of Parliament	
Oli Taal,	Enfield & Romford Community Leader	Barclays
Melissa Tatton,	Director of Large Business,	HMRC

Jennifer Taylor,	Chief Operating Officer,	Bank of America Merrill Lynch
	Structural Engineer	WSP Group
Emer Timmons,	President,	BT GS UK
Dr Yvonne Thompson CBE,	Chair,	ACBN
Amy Toms,	Senior Executive,	Ernst and Young
Brenda Trenowden,	Head of Financial Institutions, Europe & Global Head of Funds,	ANZ
Fiona Twycross,	Member,	London Assembly
Lucy Tyler,	Director,	Future City
Emily Walch,	Special Advisor,	Secretary of State for Business Innovation & Skills
Rachel Webster,	Employability Manager, AFTER Programme	Barclays
AVM Elaine West,	Director Programme & Project Delivery,	Royal Air Force
Natalie Wilkinson,	Executive,	Ernst and Young
Fiona Woolf CBE,	Lord Mayor,	City of London
Kate Woolmer,	Yoga teacher	
Claire Vintiner,	Mouchel,	Science Grrl
Yasmin Yazdi,	Choreographer,	Thriller Live

Inspiring Women Campaign – Get Involved

Volunteer – either as an individual willing to take part in Inspiring the Future: Inspiring Women (one hour a year, in a school near home or work) or as an employer – whether private, public or third sector.

Register free – as a state school or college wanting volunteers in your area.

Go to: www.inspiringthefuture.org

To get involved in the Inspiring Women Campaign go to: www.inspiringwomenscampaign.org

For further information about the Inspiring Women Campaign please contact:

gabriella.oakley@educationandemployers.org 07703734840

carol.glover@educationandemployers.org 07939 061850

Look out for Primary Futures Week 13th – 18th Oct 2014

Primary Futures aims to raise aspirations and, by helping children understand the link between learning in school and the world of work, to motivate them to improve their academic performance.

People from a wide range of professions and different backgrounds - from apprentices to CEOs, archaeologists to zoologists, academic research assistants to Vice-Chancellors will give up an hour to go into their local school where they will:

- Talk about their job to enthuse the children about the opportunities open to them and how important literacy and numeracy are.
- Read with or listen to individual or small groups of children in a non-expert capacity to help improve literacy; perhaps reading an excerpt from their favourite book.
- Take part in a numeracy activity with a small group of children in a non-expert capacity to contribute to improving numeracy.
- Act as judges in projects and competitions, e.g. enterprise or environment schemes.

We know that for children of primary age, making a connection between what they learn in the classroom and how it relates to the world of work isn't easy. Primary Futures is intended to change that. Children who can see the relationship between what they are learning and the possibilities it opens up for them in later life are likely to be far more motivated to achieve. Getting the chance to meet a wide range of people doing different jobs is particularly important for those children from disadvantaged backgrounds who have few successful role models, either at home or in their local communities.

The scheme has been developed by the NAHT (National Association of Head Teachers) who represent almost all primary head teachers in England and a total membership of 28,500 school leaders. Primary Futures is part of Inspiring the Future, run by the Education and Employers Taskforce charity.

Register today at www.primaryfutures.org



What is Inspiring the Future?

Inspiring the Future is a free service which sees 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. It was launched in July 2012 at Bishop Challoner's School in Tower Hamlets with Deputy Prime Minister Nick Clegg, actress 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 for an hour a year with young people about their job in a local state school or college. Volunteers can also opt to speak about:

- **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
- **Help with CVs and 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
- Inspiring the Future has recently been expanded to enable volunteers who are interested in becoming a **governor** to have a short (less than an hour) exploratory chat with a local school or college.

In its first year of operation, 70% of secondary schools have registered to use Inspiring the Future and nearly 15,000 people have registered to volunteer. Inspiring the Future is backed by leaders of the three main political parties. Since its launch in July 2012, it has attracted interest from Australia, Italy, Spain, the US, Denmark, Japan and Qatar.

What makes it different

- Inspiring the Future begins with a very simple request of volunteers: 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
- 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 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

To date

- 99,440 young people have taken part in Inspiring the Future events
- 3,390 unique state schools and colleges registered
- 5,612 individual teachers registered
- 14,684 volunteers registered
- 3,500 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



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 organisations and Trustees are principally senior business leaders with an interest in education. The Taskforce has a team of fourteen 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, the Innovation and Giving Fund, 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

Get in touch: Education and Employers Taskforce (Inspiring the Future), 2nd Floor, Weston House, 246 High Holborn, London, WC1V 7EX. Tel 0203 206 0510. Charity Number: 1130760

Visit the website: www.educationandemployers.org / www.inspiringthefuture.org

Enquiries: enquiries@inspiringthefuture.org / enquiries@educationandemployers.org

Twitter: @Edu_employers and Facebook: www.facebook.com/inspiringthefuture

Our Partnership Board

We work with a wide range of partners including those representing government, education, business and the third sector. Our Partnership Board comprises senior representatives of the leading organisations representing education, employment and national intermediaries to build understanding of relationships between education and the community, enabling greater and more effective collaboration. The Taskforce is grateful for the considerable pro bono support provided by partner organisations in specific expertise and services.

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 Rüdiger - 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 - Carolyn Savage, Head of Partnerships

National Careers Service - Joe Billington, Director

National Governors Association - Emma Knights, Chief Executive

NUT - Christine Blower, General Secretary

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

The Trustees are leaders from the worlds of employment and education who have overall responsibility for the operation of the charity.

Rod Bristow, President, Core Markets for Pearson

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

Dame Joan McVittie – Headteacher, Woodside High School

Robert Peston – BBC Economics Editor and founder of Speakers for Schools

Don Robert – Chairman, Experian plc

Professor Sir Steve Smith - Chief Executive of Exeter University

Jennifer Taylor - Chief Operating Officer EMEA, Bank of America Merrill Lynch

The Education and Employers Taskforce charity would like to thank Bank of America Merrill Lynch for their generous support for Inspiring the Future and the Inspiring Women campaign.

Bank of America Corporate Responsibility

Developing solutions for social and environmental challenges is at the core of Bank of America Merrill Lynch's responsibility platform. In more than 100 markets around the world, the company partners with employees, clients and stakeholders to make financial lives better. Bank of America Merrill Lynch focuses on responsible business practices, environmental sustainability, advancing opportunity in local communities through education and employability programmes, investing in global leadership development, and promoting cultural understanding. By harnessing our intellectual resources, sharing knowledge and connecting capital with need, we are providing opportunities that effect positive change. Learn more at www.bankofamerica.com/about and follow us on Twitter at @BofA_Community.

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How Inspiring the Future works

