

Embargo: 10am Thursday 25<sup>th</sup> 2015

On the 25<sup>th</sup> June 2015 at City Hall, the Mayor of London, Boris Johnson MP will publish a major new report on careers provision for young people. **The report will say that every young Londoner should have completed at least 100 hours experience of the world of work, in some form, by the time they reach the age of 16 – and that it should begin in primary schools.**

Attending the launch will be leading figures from education and business and it will start with Boris Johnson taking part in a ‘What’s my line?’ This will involve 40 primary school children trying to guess the jobs of 6 volunteers by asking them a series of questions. The volunteers will then go off stage and Boris will then invite them back individually to see if the children were correct. **Each volunteer will return to the stage in a uniform or with a prop relating to their job. All 6 volunteers have a link to Boris – eg a female bike welder, his publisher and a male celebrity hairdresser.** This visual and fun activity has a serious point of breaking down job gender stereotyping and getting children to think about the range of jobs and the people who do them. This will be followed by young adults talking about their experiences of careers support in London.

**When:** 9.45am – 10.30am  
**Where:** City Hall, London  
**Photos/film** Boris Johnson MP with the six ‘What’s my line’ volunteers (and props) and 40 primary school children  
**Interviews:** Boris Johnson MP, Jack Morris OBE, Dr Deirdre Hughes OBE – report author, Yolande Burgess – London Councils, , Harvey McGrath, Brian Lightman – ASCL, Tony Draper, President – NAHT, Sash Hamidi, Head Teacher of Priestmead Primary School plus lots of others

**Jack Morris, OBE**, Member of the London Enterprise Panel said: “The recommendations set out in this report give our young people the tools they need to set out on their careers with the skills their employer expects. The success of this initiative now relies on the commitment and collaboration of all schools, colleges, employers, local authorities, careers specialists and training providers.”

**Dr Deirdre Hughes, OBE** author of the report '*London Ambitions: Shaping a successful careers offer for all young Londoners*' says: "There is a clear moral, social and economic purpose to improving careers provision for all young Londoners. Support for young people has stalled and most are getting a raw deal - It is not enough to just to pay lip service to careers support for them. More young people must be given the chance to gain more experiences of the world of work and be inspired to see possibilities and goals that are worthwhile and relevant to them. The London careers offer is aiming to achieve something new and positive, starting with career insights from an early age and building up to 100 hours of experiences of the world of work by the age of 16."

**Russell Hobby, NAHT general secretary** said: “There is widespread agreement that there’s a real benefit in talking to children at an early age about the jobs they might do when they’re grown up and how important their primary school learning really is in terms of future opportunities. Careers advice shouldn’t have to wait until children get to secondary school.”

**Celebrity hairdresser and What's my line? volunteer Lee Stafford** said: "Finding a job that you love, will mean you never have to do a day's work in your life. This may mean kissing a few frogs on the journey, so having the opportunity to try different industries is priceless."

**Rupert Lancaster, Publisher, Hodder & Stoughton and What's my line? volunteer** said: "As a parent and a primary school governor I know first-hand how important it is for children to access properly-funded employment advice, so they can find out about the broadest possible selection of careers while they're still at school. And as a publisher I know that the success of our business depends on attracting a wide range of talented people."

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## **NOTES TO EDITORS**

### **What the report says**

The report, '*London Ambitions: Shaping a successful careers offer for all young Londoners*' proposes that every young Londoner should have access to impartial, independent and personalised careers education, information, advice and face-to-face guidance in their local community. It says every young Londoner should have completed at least 100 hours experience of the world of work, in some form, by the time they reach the age of 16. This may include career insights from industry experts, work tasters, coaching, mentoring, enterprise activities, part-time work, work shadowing or work experience. Lessons from their employability journey should be captured in a personalised digital portfolio. **Copies of the full report under embargo are available.**

### **The report was commissioned by London Enterprise Panel and London Councils**

#### **London Councils**

London Councils represents London's 32 borough councils and the City of London. It is a cross-party organisation that works on behalf of all its member authorities regardless of political persuasion.

#### **DMH & Associates Ltd**

DMH & Associates Ltd specialises in careers policy, research and practice at a regional, national and international level. Dr Deirdre Hughes, OBE has recently led a UK Country Team to Iowa presenting key findings on career development and public policies in 30 countries across the global.

#### **Primary Futures**

Primary Futures is a nationwide initiative aiming to raise children's aspirations and help them understand the link between their learning at school, future opportunities and finding a fulfilling job or career in later life. The project is led by NAHT in partnership with the Education and Employers charity: ([www.educationandemployers.org](http://www.educationandemployers.org)). The Primary Futures website ([www.primaryfutures.org](http://www.primaryfutures.org)) uses the *Inspiring the Future* database to match primary schools with a vast network of volunteers from different backgrounds and professions. Volunteers are from a wide range of professions and backgrounds ranging from apprentices to CEOs, archaeologists to zoologists.

#### **About NAHT**

NAHT is an independent trade union and professional association with 29,000 members in England, Wales and Northern Ireland. Members include head teachers, deputies, assistant head teachers, bursars and school business managers. They hold leadership positions in early years, primary, special, secondary and independent schools, sixth form colleges, outdoor education centres, pupil referral units, social services establishments and other educational settings. The membership represents leaders in 85 per cent of primary, 40 per cent of secondary and virtually all special schools in England, Wales and Northern Ireland.

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