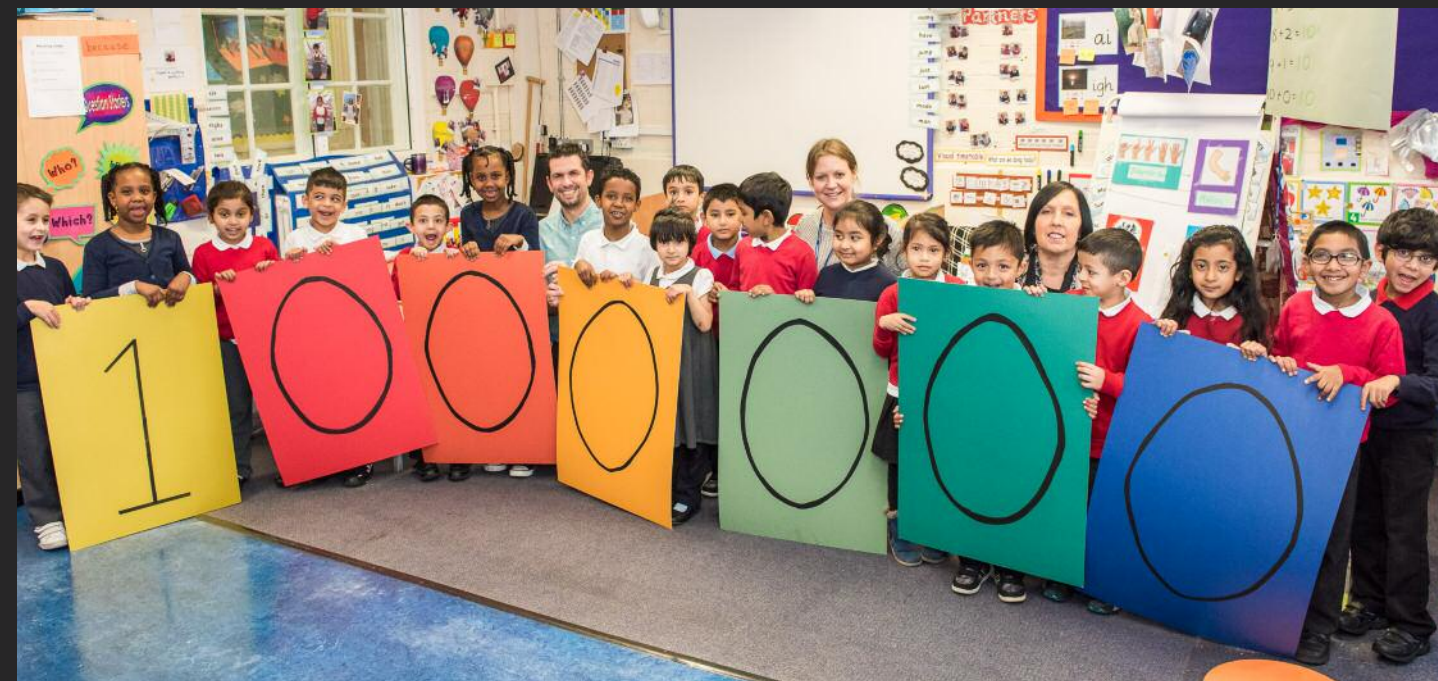




"Inspiring the Future makes a real difference to the aspirations and life opportunities of young people across the UK. Its unique use of technology means that schools and colleges from across the UK can easily connect with thousands of volunteers from the world of work, raising aspirations and enabling the next generation to make informed choices about their futures."

Andreas Schleicher, Director of Education and Skills at the Organisation for Economic Co-operation and Development (OECD)



Celebrating one million new connections between young people and employee volunteers

**Bank of America**  
**Merrill Lynch**

key strategic partner and lead  
corporate supporter of the Inspiring  
the Future campaign.

Education and Employers  
[www.educationandemployers.org](http://www.educationandemployers.org)

Tel: 0207 566 4880

You can follow us @Edu\_Employers  
and @PrimaryFutures

# Inspiring the Future 2012 - 2016







## Since its launch, **Inspiring the Future** has experienced remarkable growth

In the last four years, since its launch, Inspiring the Future has experienced remarkable growth. Pupils have now engaged with volunteers on more than one million occasions. Every day, people from a vast array of different professions across the country are pausing for five minutes and registering their willingness to spare an hour a year to help young people. And every day, new teachers join the thousands who have already signed up to find local volunteers to make a difference to their students.

There is still a huge amount to achieve if we are to ensure that all our young people are well equipped to thrive through their transitions into work. To schools, colleges and employers which have yet to become involved, please do take a moment to see what thousands of your peers are already doing. I hope that you too will find a moment to pause in your busy day and join Inspiring the Future.

**David Cruickshank**

**Chair of Trustees, Education and Employers and Global Chairman of Deloitte LLP**

## International interest

**The Education & Employers charity has received considerable international interest in our research, Inspiring the Future programme and the Inspiring Women campaign.** Enquiries have come from over 35 countries as diverse as Australia, Bangladesh, China, Spain, the UAE, United States and Zambia. We are currently considering how to respond to this interest, share our technology and practical experience of launching free programmes for schools in the UK.

We are in discussion with global development charities, multi-national organisations as well as governments about the research and delivery work of Education & Employers. Our conversations with other countries show a widespread recognition of the issues we also encounter in the UK: youth alienation and unemployment, skills mismatch, weak recruitment and employability skills gender stereotyping, poor pupil motivation and social mobility.

### **Inspiring Women campaign motivates students in Bangladesh**



The first Inspiring Women style event took place as a pilot in Dhaka on 23rd December 2015. Modelled on the UK campaign, it brought together many successful women from the world of work to talk with over 200 female students from different schools.

The event was hosted by Scholastica, a school in Dhaka, and supported by British MP Tulip Siddiq, who is of Bangladeshi origin and went to Scholastica as a teenager. This 'speed career networking' event saw groups of 7-15 students meet in small groups with successful women, to freely ask questions and get honest answers.

### **Yang Lan to be a patron of the Inspiring Women Campaign in China**

One of China's most successful businesswomen, Yang Lan, has agreed to become the Chinese patron of the newly launched Inspiring Women China initiative.

Yang Lan is a self-made entrepreneur and is highly influential within the Chinese media. As chair of the Sun Media Group and the Sun Culture Foundation, Ms Yang started her journalism career by establishing China's longest-running in-depth talk show, Yang Lan One on One, in which she has interviewed more than 800 leading figures all around the world. The show's weekly average viewership is around 15 to 20 million people.

In 2005, she created Her Village, a TV talk show targeting a Chinese female audience. The show has since developed into a multimedia community intended to empower women. Her Village brings together China's largest community of professional women – more than 200 million people.

Ms Yang is also leading a movement to encourage the growth of philanthropy: she founded the Sun Culture Foundation in 2005 to raise awareness of poverty and to promote cross-cultural communication. She also organised a meeting in Beijing that brought together Bill Gates and Warren Buffett to discuss philanthropy with 30 of China's billionaire families.

The British Ambassador to China, Barbara Woodward DCMG OBE has also agreed to be a patron of the campaign. She took up her post as HM Ambassador in February 2015 and is the first woman to hold this position.



## Why schools and colleges value Inspiring the Future

Since 2012, Inspiring the Future has worked with **5,500** state schools and colleges and more than **10,000 teachers** who collectively have sent over **135,000 invitations** to our volunteers to engage with students.

### **A few ways teachers can use Inspiring the Future**

- Career Insight Talks from Archaeologists to Zoologists
- Career Speed Networking with students and volunteers interacting in small groups
- CV Help and Mock Interviews for jobs, apprenticeships or university
- Subject Talks, for example, an accountant speaking in a maths lesson
- A Primary Futures 'What's My Line?' event
- Finding School Governors

**New!**  
**Volunteers can now connect with their old schools**

## What teachers say at **secondary** schools & colleges

"Inspiring the Futures is a genius concept and resource. Our event was fabulous for the students many of whom are Pupil Premium. As a state school, we are 'unconnected' and this resource is helping us build a network and enables students to consider where their future could lead if they work hard at school. I also used your sample questions which were a great help to the students because they are only 14 and unsure of what to say. It was also excellent for developing Soft Skills such as speaking to strangers in a professional manner which helped boost their confidence. Reticent to begin with, they were much more able to conduct interviews by the end of the session"

**says Yvonne Morrison at Prendergast-Hilly Fields College, who hosted Career Speed Networking.**

"As a result of our Inspiring the Future event, the students were inspired, challenged and motivated to make the most of every opportunity given to them and demonstrate a good attitude in whatever they do"

**says Bosede Ogunleye at Lewisham College, who has an IT themed industry talk.**

"Listening to employers talk about their job role to help young people understand the world of work is crucial"

**says Sara Cookney at Salendine Nook Academy Trust, who hosted a series of Career Insights talks from volunteers.**

"Students have gained hugely in confidence as a result of this event and the input by the Inspiring the Futures volunteers"

**says Lesley Taylor at Coombe Dean School Academy Trust, who had a Preparation for Work Week using volunteers to conduct Mock Interviews.**

"Inspiring the Future provided strong messages from adults other than their teachers or parents. It gave our young people ideas about different careers"

**says Alison Browning at Varndean School, who did a Year 10 Enrichment Day.**

## What teachers say at **primary** schools

"The impact was that the children's horizons were broadened and they learned more about what an engineer does and the type of work that they do. This is what we wanted to achieve - to make children more aware of the types of jobs that are out there and available to them"

**says David Burles at Fawbert and Barnard's Primary School, who did a STEM themed week of activities.**

"Children had the opportunity to experience the world of work, talk to real people and engage in an exciting, accessible way. This is a fantastic resource and I have recommended it to my colleagues"

**says Kalsoom Akhtar at Woodsetts Primary School.**





# Launch of Inspiring the Future, Bishop Challoner School, 2 July 2012



## Inspiring Governors

### Innovative technology helps find school governors and trustees

One of our most important recent innovations has been to make it easy for volunteers to flag to local schools and colleges that they are interested in finding out more about being a school governor. Online matching is now available via Inspiring the Future with interested volunteers being approached by local schools for initial discussions about what's involved.

We are working with the Department for Education, National Governors' Association and other partners to increase the recruitment of school governors and help fill vacancies across the country.

### What do governors do?

As schools and colleges become more autonomous, the role of the school governor is more important than ever. The governing body plays a critical role in the school's success and the success of its students. Governors set strategic direction, hold school leaders to account for improving performance, and make sure money is well spent as well as proving support and guidance to school leaders.

A report Leading the Way - Improving School Governance and Leadership by the Confederation of British Industry (CBI) in November 2013 stressed the important role governors' play and called for businesses to give their employees time off to undertake the role.

### What is Inspiring Governors?

Inspiring Governors is a major new alliance to celebrate and promote the importance of school governors. The Inspiring Governors Alliance brings

together a wide range of organisations to demonstrate their public commitment to high quality school and college governance. Organisations include the Government (Department for Education and the Department for Business Innovation and Skills), those representing employers (such as the CBI and FSB); governors (such as the National Governors' Association, NCOGS and SGOSS); professional bodies representing the teaching profession (such as the AoC, ASCL, CIPD and NAHT); numerous private and third sector organisations and many leading employers.

The Alliance aims to: inspire more high calibre people to volunteer as governors; inspire more employers about the benefits of supporting their staff to be governors; and inspire more governing bodies to actively recruit governors for their skills. This is more important than ever as high quality governance is central to the success of our increasingly autonomous education system.

Schools benefit even more when employers actively support their staff to volunteer as governors. Therefore, a key aim of the alliance is to encourage more employers to recognise the benefits of governor volunteering for schools, students and their employees, promoting it more actively, particularly as an outstanding learning and development opportunity for staff to acquire board-level leadership, strategy and team working skills.

**For more information please visit:**  
[inspiringgovernors.org](http://inspiringgovernors.org)

### Who are the Inspiring the Future volunteers?

- Inspiring the Future volunteers typically haven't engaged with schools much before (78% are involved in no other school initiatives)
- They really like the idea of speaking directly to young people about their working lives
- When they do an event, they overwhelmingly feel that they have something of value to say to young people
- 94% enjoyed speaking to young people
- 94% felt well placed to respond to questions
- 87% felt that some of all students took away something new and useful
- 81% give events 7 or better out of 10
- 89% found events rewarding
- 93% would volunteer again for similar events
- 89% would recommend Inspiring the Future to a colleague
- More than a quarter go on to develop an ongoing relationship with a school





# Inspiring Women reaches 20,000 volunteers

Our most successful campaign is Inspiring Women™ focused on support for girls and young women, launched and championed by successful international lawyer Miriam González Durántez.

In this campaign, we have connected thousands of women with hundreds of thousands of girls and young women. Volunteers give up an hour a year, going into schools to talk about the jobs they do, their career paths and how they balance their working lives with other responsibilities, challenging gender stereotyping and enabling women and girls to connect, sending powerful messages around economic empowerment and encouraging women to achieve their goals.

We are grateful to the very many women from all works of life who have given their time to connect with children and young people through the Inspiring Women campaign, addressing the gender stereotyping that limits the aspirations of our children by presenting them with irrefutable evidence that women can do any and every job. With the consistent support of the Bank of America Merrill Lynch, our key strategic corporate partner, the Inspiring Women campaign has expanded rapidly since launching in 2013.

**Bank of America  
Merrill Lynch**



## Inspiring Women events



### ‘Inspiring Women in Defence’ – pilots to medics – motivate at MOD

The Inspiring Women campaign in partnership with the Ministry of Defence hosted a flagship career speed networking event in January 2016 at the MoD headquarters in Whitehall London.

There were 25 women representing a wide range of careers in the defence industry talking with 100 state school girls about their jobs and experiences. Minister for the Armed Forces, Penny Mordaunt, MP opened the event and took part in career speed networking. The event was closed by Air Vice-Marshal Elaine West, the highest ranking female in the British Armed Forces.

The aim of the event was to introduce young women to careers in defence and it was also a chance to break down persistent job gender stereotypes. Lizzie King, Careers Advisor at Burntwood School, Wandsworth whose pupils took part in the event, said: “This was a fantastic opportunity for our students to understand the range of jobs that are available in the defence related sector. As well as the variety of occupations on offer, the students had the chance to learn about the various pathways into the Ministry of Defence which they currently know very little about. It was particularly refreshing to communicate that these jobs are available to mixed academic abilities. Many of our students would consider the Ministry of Defence to be very remote from their lives and so this will be an excellent way to demonstrate that all pathways are open to them if they believe in themselves, put their hand up to get involved and take the initiative to find out more.”

### ‘Inspiring Women in Music’ – singers to sound engineers – motivate at the Royal Albert Hall

The Inspiring Women campaign in partnership with MOBO hosted a flagship ‘career speed networking’ event in the Royal Albert Hall in September 2015. It saw 35 women representing a wide range of careers in the music industry talk with 200 state school girls about their jobs and experiences. Career speed networkers included; singer and pop icon Sandie Shaw, Radio DJ Sara Cox, Kanya King, CEO and Founder of MOBO and Strictly Come Dancing 2015 contestant and broadcaster Katie Derham.

### ‘Inspiring Women in Games’ in partnership with BAFTA Young Game Designers

In May 2015, the Inspiring Women campaign and BAFTA teamed up to host a BAFTA Young Game Designers workshop and speed networking event for girls to inspire them to consider a career in the games industry. The event was with 60 pupils from Skinners’ Academy in Hackney. Women from the games industry explained the various careers available and gave feedback on the young participants’ own game ideas, which they can enter into the annual BAFTA YGD competition in association with the Nominet Trust.



### ‘Inspiring Women in the Arts’ in partnership with BAFTA

In April 2015 Tate Modern’s Turbine Hall hosted ‘Inspiring Women in the Arts’ in partnership with BAFTA. 170 high profile women representing a wide range of careers in the arts did career speed networking with 850 state school girls.

Well known faces from the world of television, theatre and the arts took part such as; actress Jenny Agutter OBE, editor Rosie Boycott, potter Emma Bridgewater, The Miniaturist author Jessie Burton, Art of Noise founder and composer Anne Dudley, Call the Midwife script editor Katy Harmer, BBC One Show presenter Alex Jones, Jude Kelly OBE Southbank Centre Director, Harry Potter casting director Karen Lindsay-Stewart, author Kate Mosse OBE, TV presenter June Sarpong and opera singer Amanda Roocroft. The event also announced passing our initial target to recruit 15,000 women to volunteer.



### Inspiring Women: ‘Driven to Success’

In March 2015, 15 women took part in a unique ‘career speed networking’ event with 100 girls aged 13 – 17 from four state secondary schools on the HMS Wellington. From RAF jet fighter plane pilots, to Formula E drivers, to British Airways’ first female pilot, Merchant Navy officers and helicopter pilots, these women are breaking into traditionally male dominated arenas.

The event was on board HMS Wellington, the last surviving Second World War escort ship in Britain. Moored at Temple Stairs on the River Thames since 1948, she is the Headquarters of the Honourable Company of Master Mariners.



### Clare Balding & London Aquatics Centre host ‘Inspiring Women in Sport’

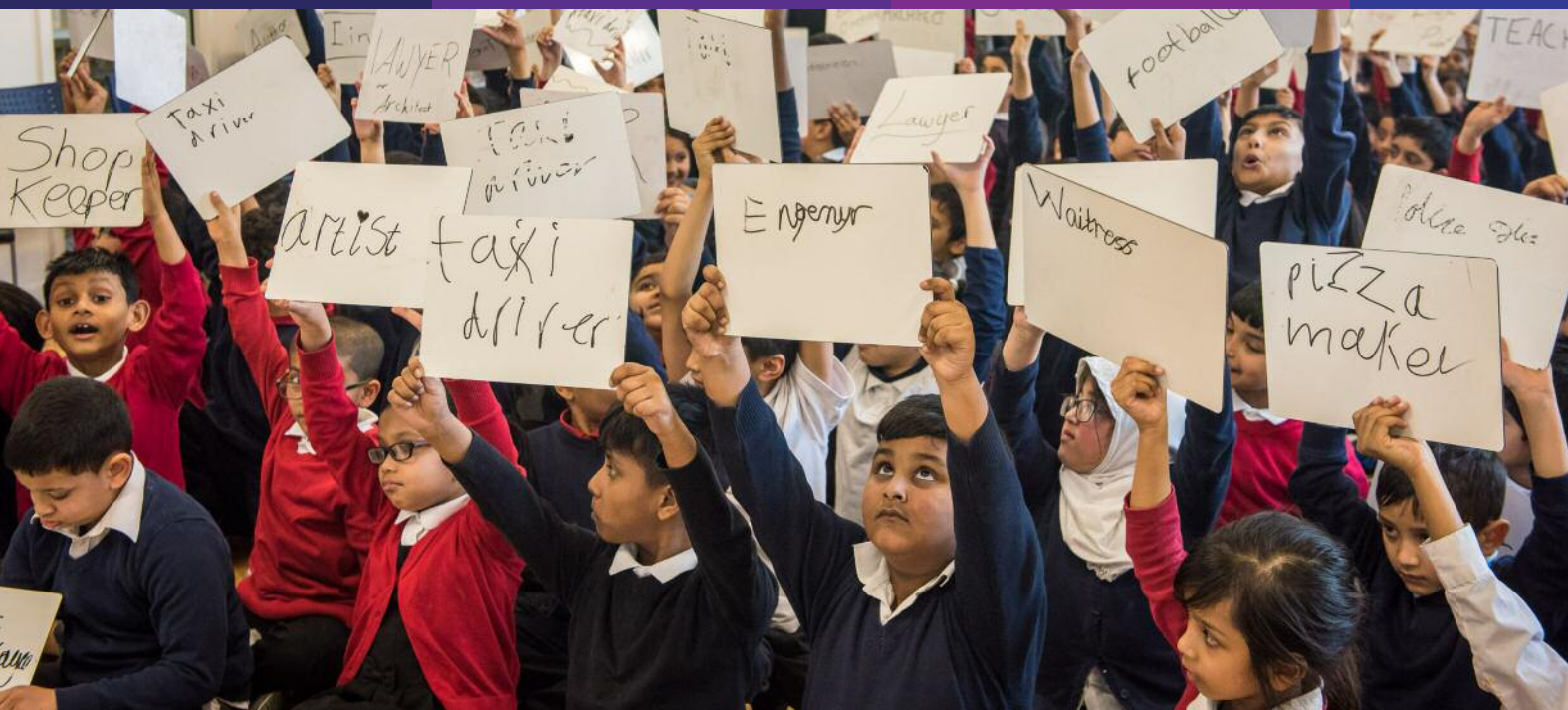
In February 2015, BT Sport broadcaster joined Miriam González Durántez and 300 girls from 18 schools at the London Aquatics Centre for career speed networking with women working across the sport sector. 55 influential women from sports governing bodies, professional athletes and sports media took part. Sports represented include everything from archery to volleyball.

Backed by principal partner BT Sport, the British Olympic Association and the Department for Culture, Media and Sport, Inspiring Women called upon females working in this sector to pledge one hour a year to talk with girls in state schools nationally about forging a career in this traditionally male dominated industry.

More career speed networking sessions took place across the country during Inspiring Women in Sport Week – 23 February to 1 March 2015 including events at BT Murrayfield rugby ground in Edinburgh and the National Tennis Centre in west London.







## Primary Futures: bringing learning to life

We know that for children of primary age, making a connection between what they learn in the classroom and their adult lives 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 more disadvantaged backgrounds.

Primary Futures has been developed with the National Association of Head Teachers (NAHT) who represent almost all primary head teachers in England and a total membership of 30,000 school leaders. Primary Futures is part of Inspiring the Future, run by the Education & Employers charity.



## Who's in Health?' campaign

Primary Futures in partnership with the National Association of Head Teachers (NAHT) and the Medical Schools Council has recently launched the 'Who's in Health?' campaign to get thousands of volunteers from all roles in the health sector talking with primary school and special school pupils about their jobs and how they use science,

maths and literacy in their career. The idea is to bring learning to life, raise aspirations and awareness of the huge range of jobs in the health sector and that it's not just 'doctors and nurses'.

As part of the campaign Dr Ruth Hussey, Chief Medical Officer for Wales, visited Tredegarville C.I.W. Primary School and the

Chief Medical Officer for Northern Ireland Dr Michael McBride visited Tor Bank Primary Special School in the Dundonald area of Belfast. While Dr Catherine Calderwood, Scotland's Chief Medical Officer visited Sciennes Primary School in Edinburgh in December 2015.



## Inspiring the Future's maritime themed day in Scarborough schools

In September 2015, Inspiring the Future hosted a maritime themed careers day in partnership with the Department for Transport and its Parliamentary Under Secretary of State, Lord (Tariq) Ahmad of Wimbledon.

Coordinating with International Shipping week, the themed day gave students from two Scarborough primary schools and one secondary school, the chance to learn about an array of jobs in the transport and maritime sectors. The aim is to raise aspirations amongst young people by giving them an insight into different jobs available in the maritime sector.

At Overdale Community Primary School, Lord Ahmad addressed the whole school in an assembly and gave a brief overview of his job and children asked the Minister questions. At St Augustine's Catholic School there was careers speed networking with Inspiring the Future volunteers and the school pupils. While at Newby and Scalby Primary School Lord Ahmad and volunteers talked to 60 children about their jobs to help them make links between their lessons and their futures.

Other volunteers joining Lord Ahmad were from the Maritime & Coastguard Agency, Whitby Fishing School, Blue Swire Ocean and The Royal Navy.



## Redrawing the Balance

One of the greatest demands from primary schools is to help broaden the aspirations and interests of children about jobs and careers. As research shows, gender stereotypes are developed at a very young age. With the support of Mullen Lowe in 2016 we released a short film exploring this. In only three months, Redraw the Balance achieved 25 million views.



# Championing Apprenticeships

Since 2013, we have championed apprenticeships, continually improving our Inspiring the Future technology to make it easier than ever for schools staff to search for local Apprentice Volunteers.

To continue the promotion of the growing range of apprenticeships available to schools and colleges, Inspiring the Future has launched a more advanced apprenticeship volunteer matching service to the existing platform, allowing volunteers with knowledge about apprenticeships to choose in what capacity e.g. current apprentice, recent apprentice, or recruiter, and allow teachers to search and select the appropriate apprentice specialist that they are looking for.

Interest in apprenticeships is growing, underlined by the Government's target to create 3 million apprenticeship starts by 2020. We as a charity are continuing to support this ambition by working with the Skills Funding Agency to get people best placed to speak about apprenticeships from the world of work going into schools and colleges to engage students and teachers.

## Inspiring Apprentices – what teachers say

Our apprenticeship volunteers are increasingly popular with schools and teachers, and since 2013 they have connected with over 300,000 young people. Teachers say they help students understand the various apprenticeship options that exist, and that this broadens their understanding of the different routes into different professions. Thousands of young people have now gone on to express serious interest in applying for apprenticeships.

## What the Government has pledged:

- Degree Apprenticeships to be given equal legal treatment as degrees
- Commitment to create 3 million apprenticeships by 2020 will be enshrined in law
- Public sector bodies have been set targets to help reach 3 million
- Term 'apprenticeship' protected in law to strengthen their reputation. This will give government the power to take action when the term is misused to promote low quality courses.

## Types of Apprenticeship

There are over 280 types of apprenticeship available, covering hundreds of different job roles in approximately 170 different industries. From Games Testing to Nuclear Decommissioning, Horticulture to Hairdressing, Chocolatier to Crime Scene Photographer.

Women now take up 55% of apprenticeships and they are not all in gender stereotyped roles such as social care and hairdressing.

## Degree Apprenticeships are an alternative to university.

Degree apprenticeships offer training up to degree level, participants receive training (both on and off-the-job), a salary and the opportunity to start moving their career forward without running up student debts. These are available in 40 subjects.

Higher Apprenticeships are currently available in the following sectors: Business & IT, Construction, Creative, Media & the Arts, Customer Service & Retail, Energy, Engineering & Electrical, Finance, Health & Care, Hospitality & Travel, Manufacturing, Processing & Logistics, Public Services and Vehicles & Transport.

## Inspiring the Future and Skills Funding Agency - Higher Apprenticeship event

Chancellor's School is a foundation school in Hertfordshire with 1,085 pupils aged 11-18. The apprenticeship talk was part of a wider careers event with over 20 volunteers attending through Inspiring the Future such as HR managers from Deloitte, journalists from the NME, Cybercrime consultants from BAE systems and marketing specialists from the Football Association. By the end of the morning students had a greater insight into the career pathways they have chosen - or began considering careers they had never thought of before.

The apprenticeship session was delivered by one of the Inspiring the Future team with the aim of promoting apprenticeships, specifically higher apprenticeships as a viable option post-16 or post-18. Research shows that young people's knowledge of apprenticeships is often limited, especially in terms of how they can best prepare themselves to get onto one when they leave education. One of the best ways to give them access

to information is to hear directly from people in work with first-hand experience of apprenticeships.

## How it worked

20 different workshops were offered with 280 students aged 15-18 taking part. Each workshop lasted 30 minutes – a 15 minute presentation and 15 minutes Q&A where students seized the opportunity to ask a whole range of questions.

## Feedback from students

"Having outside people come into school really made a difference, it was like a breath of fresh air - really motivating!"

"They gave me lots of useful information. I'm now considering options I wasn't even thinking about before."

# Prime Minister's Apprenticeships Adviser launches scheme to get Apprentices into primary schools

The Prime Minister's Apprenticeship Tsar, Nadhim Zahawi MP, launched a scheme to take apprentices into primary schools with an event at Mayflower Primary School in Poplar, East London. The event saw 30 apprentices from different sectors join Nadhim to chat with primary school children about their jobs, bringing learning to life and broadening aspirations.

This was a unique event in that it allowed primary age pupils to talk directly with apprentices about what they do which has never been done before on a large scale in the UK.

It is important at an early age that young people are aware of all routes open to them in later life. Many are familiar with the concept of university, and successive governments have attempted to encourage young people to think about enterprise and starting their own business, but the link has not previously been made between primary and apprenticeships.

**Russell Hobby**, general secretary of school leaders' union NAHT said "It's clear 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; about how important their primary school learning really is in terms of future opportunities. Providing the right kind of inspiration can broaden horizons, which is where Primary Futures is proving to be so successful. Children are introduced to people from all sorts of jobs and can see the different paths to success, whether that's degree, apprenticeship or any other route. Detailed guidance may come later but careers inspiration shouldn't wait until children get to secondary school. Involving apprentices in Primary Futures is a great extra angle to explore. Apprentices may well be closer in age to the children they're speaking to, and as a result they may be more approachable and easier to identify with. Equally, it's important to demonstrate that apprenticeships are a credible route for future employment."



Between 2013 and 2016, we worked with the Skills Funding Agency to connect more than a quarter of a million young people with employee volunteers with first hand experiences of apprenticeships through Inspiring the Future. More than 30,000 young people also had chance to develop their recruitment skills in CV workshops and mock interviews with HR professionals. By 2016, sophisticated data matching has shown that thousands of young people have gone on from events to take active steps towards securing an apprenticeship. The Inspiring the Future collection of 4,000+ Apprenticeship Volunteers are hugely popular with schools and colleges.

"Students are more aware of the value of apprenticeships and what they offer, as well as being able to compare apprenticeships with going to University"

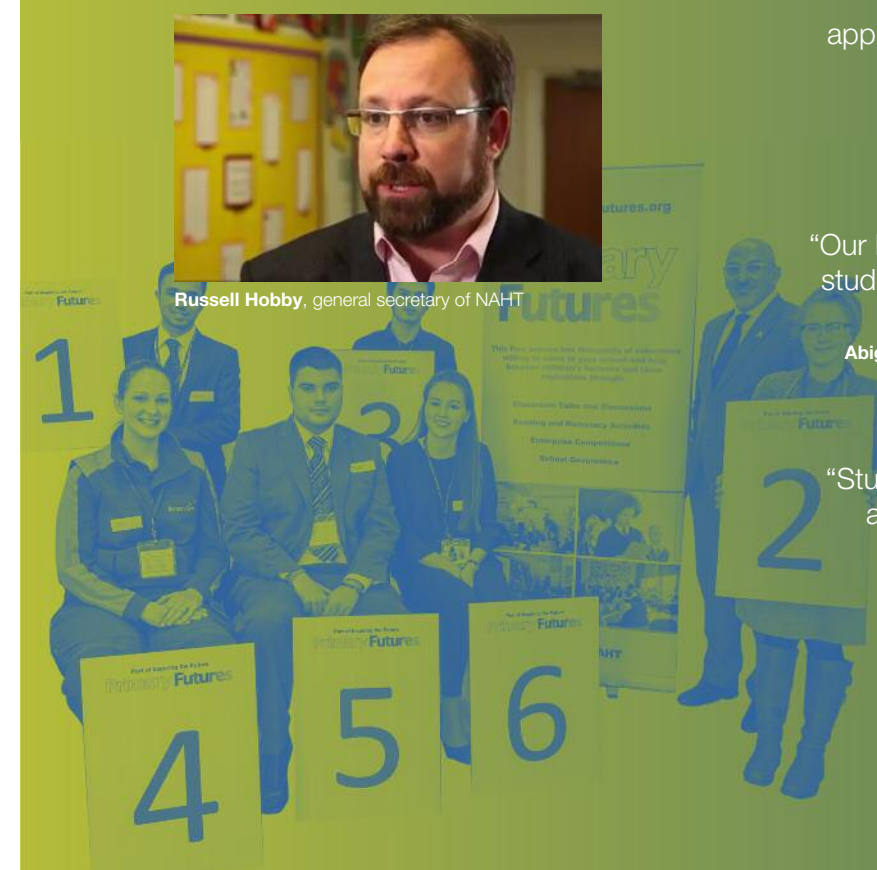
Brendon Walsh, a teacher at Turnford School, Hertfordshire

"Our Inspiring the Future apprenticeship event enabled students to understand that apprenticeships can help them to start a successful and fulfilling career"

Abigail Rhodes, a teacher at Maidstone Grammar School for Girls in Kent

"Students are now far more aware of apprenticeships and can make a better decision as to whether this would be the right route for them"

Janine Peters, a teacher from Ratton School in East Sussex





# Our lead corporate supporter

Bank of America Merrill Lynch has been key strategic partner and lead corporate supporter of the Inspiring the Future campaign since 2012, enabling the programme to welcome teachers from 5,500 schools and colleges and engage 30,000 volunteers across the UK. Since Inspiring the Future launched in 2012, volunteers from a range of employers have inspired hundreds of thousands of young Britons.

The company supports this initiative as part of its focus on helping to address the significant skills mismatch between what young people are learning and what skills are needed in the future. Through Inspiring the Future, disadvantaged young people are provided with the inspiration, knowledge and skills they need to help them transition into employment. Bank of America Merrill Lynch employees help young students improve their awareness of career opportunities through visits to schools, careers fairs, networking events and mock interviews.



Jennifer Taylor, Chief Operating Officer, EMEA, Bank of America Merrill Lynch, taking part in speed networking for Inspiring Women in Finance at the Bank of England



Alex Wilmot-Sitwell, President, EMEA at Bank of America Merrill Lynch, speaking to students at King Solomon Academy, London.



## 2012

- Seed funding from Bank of America Merrill Lynch allowed Inspiring the Future to launch nationally and free of charge to all state schools and colleges.

- With their support, school and employer engagement in the programme grew rapidly. Today, more than 135,000 invitations have been sent by teachers to volunteers across the country.

## 2015

With Bank of America Merrill Lynch backing, 2015 saw soft launches for the programme in Wales, Scotland and Northern Ireland. Inspiring the Future has also received considerable international interest, reaching China, Zambia, Australia, Spain, the UAE and Bangladesh.

Bank of America Merrill Lynch co-hosted a range of Inspiring the Future events. In November 2015 over 90 students from local London schools visited the bank's City offices to attend a careers fair and learn more about available careers first hand.

Bank of America Merrill Lynch funding has also supported technical developments for the Inspiring the Future campaign, creating a more innovative, user friendly online platform and increasing staff capacity to focus on particular target audiences and geographies.

## 2013

- Bank of America Merrill Lynch funded the publication of 'Nothing in Common: The career aspirations of young Britons mapped against projected labour market demand (2012-20)' (Mann, A. et al.). The report highlighted the importance of employer engagement, through programmes like Inspiring the Future, in providing young people with access to reliable information about jobs and careers.

- With the launch of the Inspiring Women campaign, Bank of America Merrill Lynch's Chief Operating Officer, EMEA, Jennifer Taylor, joined the board of trustees to help drive strategic support.

# 860

Bank of America Merrill Lynch employees volunteered through Inspiring the Future.

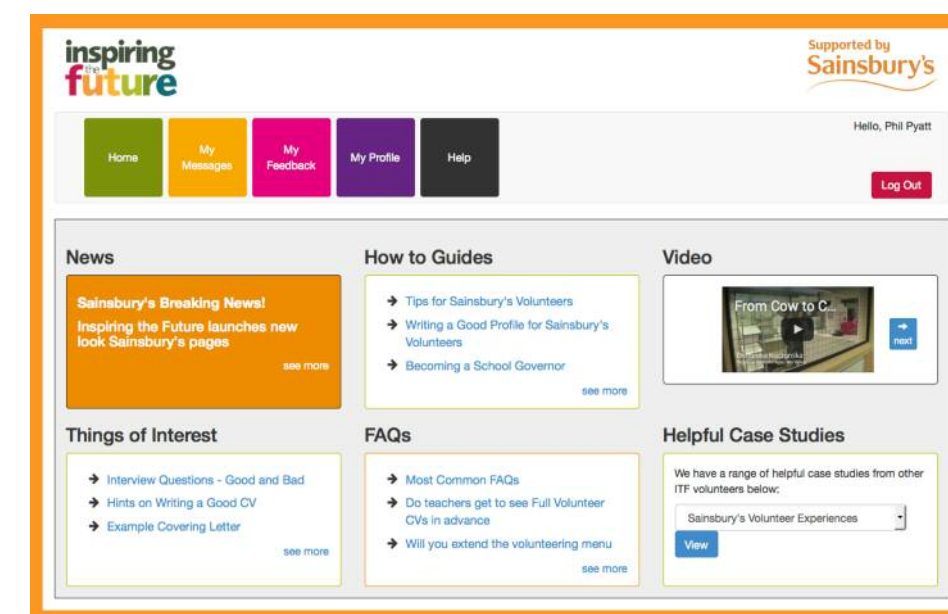
# 28,900

Young people engaged with Bank of America Merrill Lynch volunteers.

# 1,833

Hours were spent by young people speaking with Bank of America Merrill Lynch volunteers.

# Corporate Partners



## Inspiring the Future Corporate packages

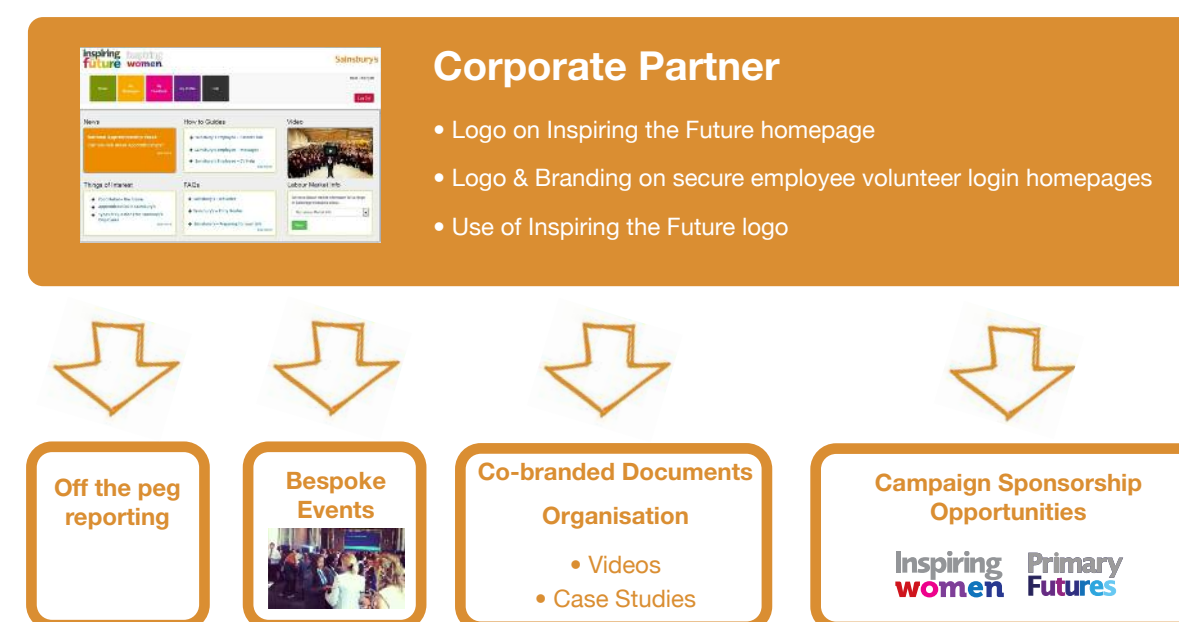
Inspiring the Future supports the work of departments across Corporate Social Responsibility, Human Resources, Marketing, Communications and People/Talent Management. It is an easy and secure way to connect your workforce with local schools and colleges. In its simplest form Inspiring the Future is free to sign up to, but we are now offering a range of bespoke services to help organisations to get the most out of the system. These include;

**Corporate Branding** – Organisation branding on your employee volunteers log in pages

**Employer Specific Information and Guidance** – Bespoke documents, videos, news and case studies relevant to your organisation

**Bespoke Reporting** – Regular reporting based on your organisations reporting needs, making it easy for you to report and communicate both internally and externally

**Bespoke Events** – Bespoke events organised for your employees, making it easy for your staff to engage with students





# How it works

## Volunteers

Only 1 hour per year



Step 1

## Schools and Colleges



Sign up to find volunteers willing to visit your school or college



Step 2

Decide which volunteers to invite, e.g.

- ☒ Graphic Designer
- ☐ Apprentice Engineer
- ☐ Nurse
- ☐ Architect
- ☐ Chef

Step 3

Send them a message

To: .....

Would you like to attend a careers fair at ...?

From: .....

After the careers talk

That's made me think of the different options open to me...

Step 4



I've just received an invitation from a school to a careers event



I really enjoyed meeting young people and talking to them

# Research

"Employer engagement makes a difference to life chances of young people"

Dr Anthony Mann, Director of Policy and Research at Education and Employers

Over recent years, UK and international research has made a consistent and compelling case that the quantity and quality of employer engagement experienced by young people while in school or college makes a significant difference to how well they do in the world of work in their twenties.

Education and Employers Research works closely with the Inspiring the Future team and scholars from around the world to improve understanding of the impacts of employer engagement and how it can be made to happen as efficiently, effectively and equitably as possible.

Visit our unique (free) research library [www.educationandemployers.org/research-main/](http://www.educationandemployers.org/research-main/) to access scores of research papers and resources relevant to anyone interested in helping young people to make the most of their employer contacts.

## Six things the research tells us:

### 1. A lot of little goes a long way when it comes to employer engagement

Young adults who have greater levels of contact with employers whilst at school are significantly less likely to be NEET and can expect, when in full-time employment, to earn up to 18% more than peers who had no such workplace exposure. On average, for each career talk with someone from outside of the school experienced at age 14-15, young people benefited from a 0.8% wage premium when they were 26. Where young people learn about the working world through authentic interactions with people whose views they feel they can trust, they have much to gain.

### 2. Start young and make them think about what they've learnt

The effects of employer engagement can be witnessed most powerfully in influencing attitudes and assumptions which young people begin forming from early childhood: do girls really become engineers or boys work in childcare? Is it only scientists, science teachers and doctors who need science subjects for work? What are the real world uses of Maths and English? What's the point of studying a foreign language? Delivering workplace experiences in the context of thoughtful careers provision makes it is easier for young people to make the most of lessons learnt.

### 3. Pupils should do a load of different things over their school lives

Teachers with first-hand experience of a wide range of employer engagement activities (careers events, enterprise days, work experience, workplace visits, mentoring etc) argue that different ones are more effective in achieving different outcomes.

### 4. Schools should do something about the fact that all kids are not the same

Where a pupil is from (socially, economically, geographically) influences their access to, and interaction with, employer engagement opportunities, especially work experience – employer engagement should be thought of as a resource. Some young people need more help than others from schools in accessing experiences of real value which speak to their emerging ambitions.

### 5. Young people's view of the labour market is like seeing the world through Mr Magoo glasses – they need help to get perspective

Ask teenagers where their aspirations lie and one-third are chasing just ten jobs. Most young people have an incredibly poor understanding of the labour market, their career aspirations have nothing in common with projected labour market demand. With teenage part-time working rapidly dying out, schools are more important than ever in helping explore the breath of the working world – and employers need to step up to help amplify their own opportunities if they are going to compete for the attention of the next generation.

### 6. They don't know what they don't know – sometimes a little coercion is right and proper

Assumptions shape attitudes and attitudes guide decisions and the assumptions that teenagers have about jobs and careers are often very deeply held. Career carousels where pupils work their way around a room spending 5-10 minutes with volunteers from a wide variety of different careers is a perfect way to challenge often unspoken assumptions, and build confidence through speaking and listening.



# Inspiring the Future in Numbers:

## Since July 2012...

### Breakdown of Volunteer Specialisms

Help with CV writing – **8,318**

Help with interview practice – **9,527**

Volunteers interested in School Governorship – **3,150**

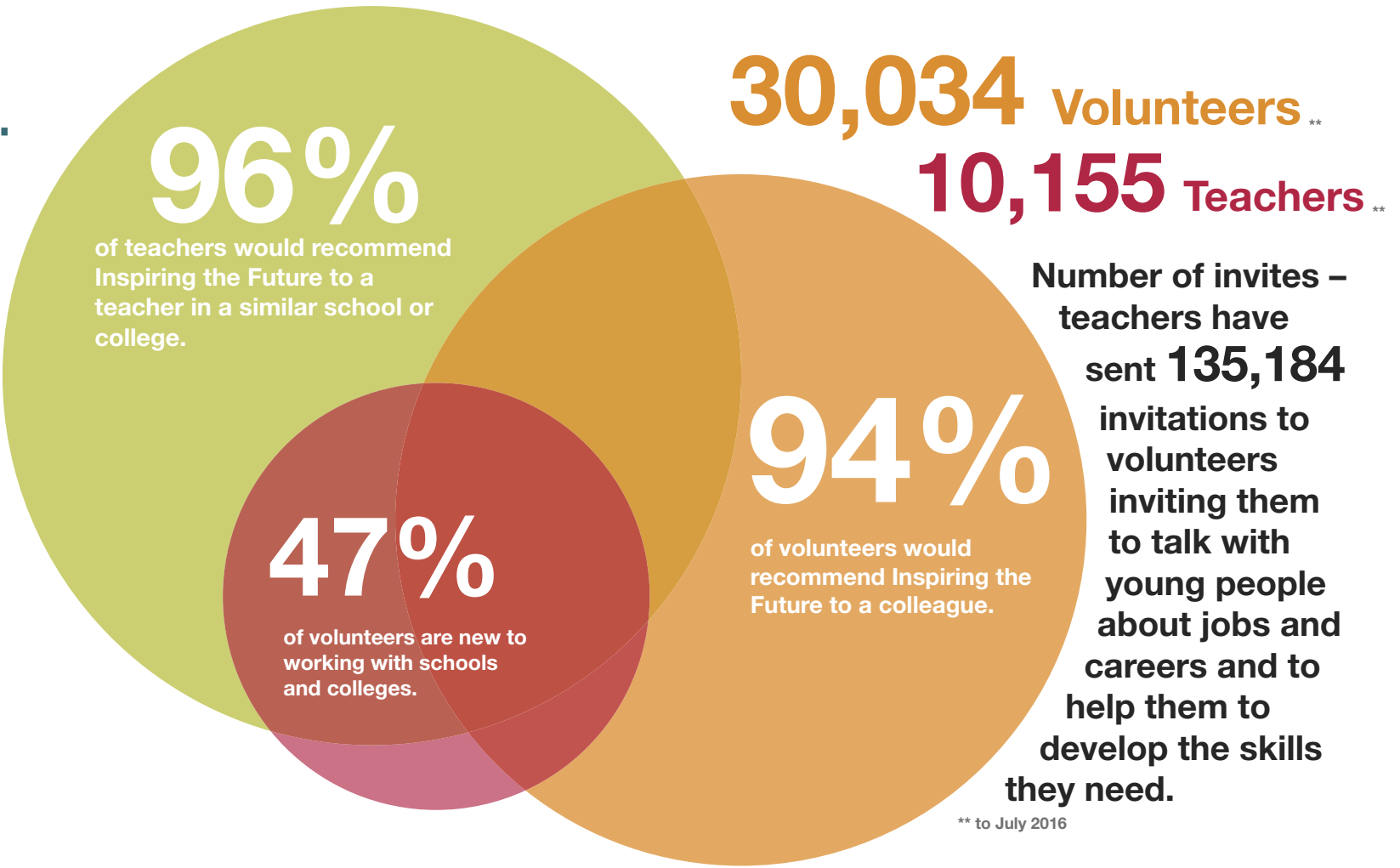
Volunteers who can speak about Apprenticeships – **4,858**

Volunteers wanting to speak in their old school – **6,187**

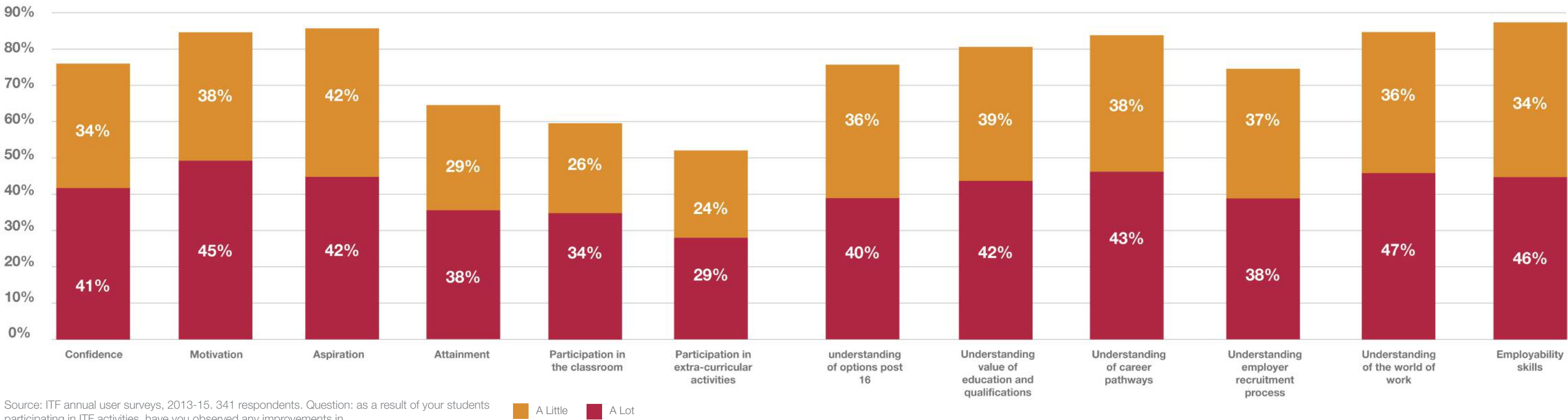
(Figures to July 2016)

“Inviting working professionals, such as recent apprentices, into schools to give students first-hand insights into the breadth of the jobs market and its recruitment demands is a great example of the sort of good practice Ofsted inspectors expect schools to include when providing young people with effective independent careers guidance.”

Karen Adriaanse, Ofsted’s former National Lead for Careers Guidance



### What teachers say young people gain from meeting ITF volunteers





# Who we are

Inspiring the Future was developed and is managed by the Education and Employers charity. Founded in 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. More than forty stakeholder organisations contributed to the design of Inspiring the Future.

## Partnership Board

The Partnership Board was key in designing Inspiring The Future. It comprises senior representatives of the leading organisations representing education, employment, intermediaries invited by the Trustees. Their role is essential to achieving the vision and by coordinating activities they will provide greater clarity for schools and colleges and minimise unnecessary duplication for employers. Members of the Partnership Board:

- Provide specialist advice and guidance to the Trustees
- Receive reports from the Expert Working Groups bringing forward policy recommendations to the Trustees
- Support the achievement of the objectives of the charity by collaborating with others working in education
- Contribute knowledge, expertise and understanding of the current landscape using their experience of developing relationships between education and the community

## Our Trustees 2015 - 16

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, Pearson
- Will Butler-Adams OBE, CEO, Brompton Bicycle Ltd
- David Cruickshank – (Chair of the Trustees) Global Chairman, Deloitte LLP
- Peter Dart – Director, WPP plc
- Dame Joan McVittie – former Headteacher
- Robert Peston – ITV Political Editor and founder of Speakers for Schools
- Professor Sir Steve Smith – Vice-Chancellor and Chief Executive of the University of Exeter
- Jennifer Taylor – Chief Operating Officer EMEA, Bank of America Merrill Lynch
- Air Vice Marshal Elaine West CBE

