Primary Futures is a free national service, designed by teachers for teachers which provides primary schools with access to an amazing range of volunteers from the world of work. Run by the charity Education and Employers in partnership with the National Association of Head Teachers it aims to broaden children’s horizons, raise their aspirations and help them understand the link between learning and their futures.

FIND OUT MORE:

www.primaryfutures.org
@PrimaryFutures
@inspiringthefuture

Bank of America Merrill Lynch

Since 2012, Bank of America Merrill Lynch has been lead corporate supporter of Inspiring the Future and founding corporate partner of Inspiring Women, initiatives run by UK not-for-profit, Education and Employers. Currently more than 39,000 volunteers are signed up to give career insights and inspiration to students across the UK and Ireland. This includes more than 1,000 employees from Bank of America Merrill Lynch who provide careers advice to students, and to young women in particular.

Evening Reception

THE BRITISH ACADEMY
CARLTON HOUSE TERRACE, LONDON
28 NOVEMBER 2018
Programme

6.15pm Arrival and a chance to view the exhibition in the gallery

6.45pm Formal start and welcome

7.00pm Prize-giving ceremony

7.45pm Canapes and conversation

8.30pm Event draws to a close

The Judges

**NEAL LAYTON**
is an award-winning author and illustrator with over 60 children’s books to his name including, *The Invincible Tony Brown*, *The Story of Everything* and *That Rabbit Belonged to Emily Brown.*

[www.neallayton.co.uk](http://www.neallayton.co.uk)

**ANN MROZ**
is the editor and digital publishing director of TES, which provides educational materials, jobs, news and courses from and for the world’s best community of teachers and school leaders.

[www.tes.com](http://www.tes.com)

**DARREN HENLEY OBE**
is chief executive of Arts Council England which believes that great art and culture inspires us, brings us together and teaches us about ourselves and the world around us.

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)
The importance of starting careers-related learning early

Over the last six years our charity Education and Employers in partnership with the National Association of Head Teachers have undertaken a series of studies into the impact volunteers from the world of work can have on primary aged children. Some 90% of primary teachers believe that introducing children to the world of work at an early age is important. By linking learning to the real world it helps increase motivation to work hard, brings more relevance to learning and challenges stereotyping children often have about jobs and the people who do them. They believe that volunteers can help broaden horizons and raise aspirations – opening doors and showing children the vast range of possibilities open to them and helping to keep their options open for as long as possible.

**DRAWING THE FUTURE**

In January 2018 in partnership with the National Association of Head Teachers, the TES, UCL Institute of Education and OECD Education and Skills we published the ‘Drawing the Future’ report. It was based on the findings of a survey which asked primary school children aged seven to eleven to draw a picture of the job they wanted to do when they grew up. It explored who children ideally want to become, and what shapes (and often limits) their career aspirations and dreams for the future. It was done in response to the interest in the two minute film *Redraw the Balance* which the Charity published to mark International Women’s Day 2016. Made pro-bono for us by Mullen Lowe the film which has been viewed over 75 million times, shows 66 children being asked to draw a picture of a surgeon, firefighter and a pilot. 61 of the children drew a picture of a man with only five drawing a woman.

Over 20,000 children took part in the survey from the UK and internationally including Australia, Belarus, Bangladesh, China, Columbia, Indonesia, Pakistan, Romania, Russia, Switzerland, Uganda and Zambia.

To determine the factors influencing career choices the survey asked participants whether they personally knew anyone who did the job, and if not, how they knew about the job, as well as their favourite subject. The survey found that gender stereotyping about jobs is set from a young age and that it is a global issue. And it was clear that from a young age many children had ideas about careers. 36% of children base their career aspirations on people they know. For those who didn’t know anyone who did the job they drew, 45% stated that TV, film, and radio were the biggest factors influencing their choice.

Meanwhile, less than 1% of children knew about a job from someone visiting their school. This has huge implications for social mobility, as children from poorer backgrounds may not have access to successful role models from the world of work and their aspirations are limited as a result.

I believe that all children regardless of their background should get the chance to meet a wide range of people doing different jobs, in different sectors and at different levels – from apprentices to CEOs. This is essential if we are to improve social mobility and gender and ethnic equality. It is vital we support children to challenge the perceptions they may have about certain jobs and to better understand the evolving world they are growing up in while they are still in primary school.

**PRIMARY FUTURES**

That is why in partnership with the NAHT we developed Primary Futures which connects primary schools with volunteers from the world of work. Nearly 4,000 primary schools have registered and some 47,000 people have volunteered. Over the next 12 months our aim is to increase the number of primary schools engaged to 9,000 – 50% of all primary schools and to recruit another 20,000 volunteers with the ultimate goal of engaging all our primary schools and giving them access to 100,000 volunteers. Working together with you and our partners I believe we can achieve this.

Nick Chambers
CEO, Education and Employers
ALEX KAVOURAS | Runner
'I was surprised and excited when I heard that I was a winner and feel really proud. I chose to draw a picture of a runner as I enjoy running so much. It would be a dream come true to represent England in the Olympics.'

ALFIE JOHNSON | Car Designer
'It was absolutely amazing to win! I felt shocked, happy and excited all at the same time. I couldn’t believe it.'
CAROLINE ALBUQUERQUE | Vet in a Zoo
‘I always loved animals since childhood and even though they can’t speak any language you can understand them with emotions. My worst nightmare is poachers who hunt, murder and sell animals illegally so I want to help animals who need help and one day they will find a loving home.’

EDITH-MAE ARCHER | Scientist
‘I have drawn about science, I wanted to be a scientist because I find the experiments and what I can learn fun. I also like now knowing what will happen with each experiment.’
Freya Baker-Martín | Artist
‘I would love to be an artist in the future because I love sketching and all the varied colours you can choose from to express feelings.’

Josh Tucker | Architect
‘I want to be an architect because I like drawing and designing things.’
Millie Churchill | Pantomime Actress

'I am overwhelmed that I have won such an amazing competition and proud to have been chosen as one of the winners out of so many entries!'

Lucia Higginbotham | Pilot for the Red Arrows

'Ever since my stepdad and mum took me to Blackpool Air Show to see the Red Arrows, my dream is to join them as I think they are the best display team in the world with all the moves and routine they do.'
‘It’s very surprising because I never thought I’d win a contest as big as this. I have no words to describe it. I would like to be author because I have lots of things in my head and I like to write stories. I get inspired – if I read a book, I want to write a different one’.

**Runners-up**

ANGELINA TIHOMIROVA | Artist
BRUNA CORREA CAMPOS | Brain Surgeon
EMILIA | Architect
EVIE PULLEN | Artist
GABRIEL HENDERSON-SINCLAIR | Engineer
LAUREN BREMMELL-HICKS | Doctor
LUCY PIENIAZEK | Author
MALU SUMMERFIELD | International Jazz Dancer
SHEILA HASANPOUR | Doctor

**Schools awarded for their Outstanding Contribution**

Barham Primary School
Billingshurst Primary School
Killinghall Primary School
Ladybarn Primary School
About Education and Employers

Education and Employers is a charity launched in 2009 with the vision of “providing children and young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential”. It aims to achieve this by working with schools, employers, the national bodies that represent them and a wide range of other partners including the government and third sector organisations.

The charity runs Inspiring the Future, a free service which uses innovative match-making technology to connect volunteers with state schools and colleges, quickly, simply and at scale. Schools can very easily search a massive database of willing volunteers, filter against a wide range of criteria – e.g. subject, sector, career route and send them a message. It enables young people, wherever they live, whichever school they attend, the opportunity to meet people from a wide range of backgrounds doing jobs from across the whole world of work. It has revolutionised the way young people interact with the working world meaning that it is no longer limited to the jobs their parents do, who their parents know or the alumni that went to their school.

**INVALUABLE INFLUENCE**

Over 47,000 people have already registered to volunteer in the UK – people from all levels: apprentices to CEOs and all sectors: apps designers to zoologists and over 80% of English secondary schools have also registered. People can volunteer from an hour a year in a local primary or secondary school to chat informally about their job and career route, take part in career speed networking session, give careers insights, provide mock interviews or feedback on CVs through to serving as a governor or trustee. There is also the opportunity to link up with schools for workplace visits, job shadowing and mentoring.

In partnership with the National Association of Head Teachers the charity has developed a version for primary schools called Primary Futures and nearly 4,000 primaries have already signed up. And in partnership with the National Governance Association the charity runs Inspiring Governance the free governor recruitment and support service.

**A POSITIVE FUTURE FOR YOUNG PEOPLE**

Since the charity’s launch, Education and Employers has sought to understand what difference employer engagement in education makes to young people and the economy. It works with academics and researchers from around the world and its own research is regularly cited by government and international organisations like the OECD. The research, which has informed and influenced a range of government policies, shows that employer engagement helps improve social mobility, reduces the likelihood of young people becoming NEET (not in education, employment or training), increases the amount they earn in adult life and helps them make better informed career choices.

The charity is very grateful to Bank of America Merrill Lynch who have been its key strategic partner and lead corporate supporter since 2012.
Our guests

Abigail D’Amore
PMLL
Alison Phillips
Mirror
Andrea Delannoy
MOD-ELLE
Andrew Moffat
Greater London Authority
Andrew Holland
Dorset County Council
Andrew Cater
Brain and Spine Foundation
Andrew Carter
City of London Corporation
Ann Mroz
TES
Anna Pedroza
Pedroza Communications
Prof Anne Bamford OBE
City of London Corporation
Anthony Harte
BAML
Ashley Hodges
Speakers for Schools
Bal Choda
Aston Martin
Baroness Garden
House of Lords
Bavaani Nanthabalan
Netley Primary School & Centre for Autism
Prof Becky Francis
UCL Institute of Education
Ben Dean
DCMS
Beverly Munden
Tinies Childcare
Carl Wilson
Ordnance Survey
Cassie Chadderton
UK Theatre and Society of London Theatre
Charlotte Moriarty
Sandwell Metropolitan Borough Council
Charlotte Coleman
University of Reading
Prof Chris James
University of Bath
Chris Percy
Consultant
Chris Payne
The LEGO Group
Claire Hughes
Department for Education
Clare Brooks
Commercial Education Trust
Cleo Fatoorehchi
Rocket Fund
Dame Alison Peacock
Chartered College of Teaching
Dame Mary Richardson
Finto Education
Dan Bainger
No. 10
Dan Rowson
Greater London Authority
Daniella Zimmermann
Welcome Trust
Danielle Barnetche
Welcome Trust
Danielle Tobin
Camden Council
Darren Aldrich
Health Education England
David Arnold
iCould
David Barker
Tech Centre
David Cruickshank
Education and Employers – Chair of Trustees
Deborah Pocock LVO
RWHA & QEST
Dr Deirdre Hughes OBE
DMH & Associates
Edward Fairs
EY Foundation
Air Vice Marshal
Elaine West CBE
Education and Employers – Trustee
Ella Jackson
TES
Ellie Brignell
Eltham Hill School/ Employment Ready Events
Emma Knights OBE
National Governance Association
Emma Sullivan
Wanstead High
Emma Perkins
The LEGO Group
Erina Kouyate
Greater London Authority
Evelyn Odeyemi
Ambition School Leadership
Farah Mohamed
Malala Fund
Felicity Hayball
Wellcome Trust
Gabriela Ogada
Health Education England/ Health Careers
Geoff McDonald
Independent
Georgina Ferrier
CASCAID
Gloria Abramoff
Kidspiration
Graiagh Crawshaw
Teach First
Harriet Parkes
KPMG
Helen Ouseley
Freshfields
Helen Charlesworth
Cabinet Office
Henry Colthurst
City of London Corporation
Iain Mackinnon
Maritime Skills Alliance
Jane Samuels
Edge Foundation
Jane Turnbull
iCould
Jayne Phenton
Edge Foundation
Jeffrey Defries
iCould
Jim Carrick-Birtwell
Change Board
Jo Margrie
Hackney Learning Trust
Joel Babu
Aston Martin
John Killeen
NAHT
John Cope
CBI
John Bothamley
Four Acre Trust
John Chapman
Independent
Julia Muir
Gaia Innovation
Karen Giles
Barham Primary School
Katarina Wallin-Bureau
BOLDT
Kate Parker
TES
Katherine Humpleby
Hope Learning Trust
Kathy Woolley
Wellcome Trust
Katrina Halford
Twinkl
Kirston Nelson
Coventry Council
Our guests

Kirsty Lang  
Broadcaster
Laura Haigh  
L’Oreal
Lesley Thain  
Careers & Enterprise  
Company
Lesley Burrows  
Positive Footprints
Lin Proctor  
LPR Associates
Lord Lucas  
House of Lords
Lorraine Lawson  
Camden Council
Madeleine Cobb  
ITV
Maggie Kalnins  
Hackney Learning Trust
Maggie Ashby  
The Royal Household
Mandy Jeffery  
Deloitte
Mark Herbert  
British Council
Matthew Foster  
Brightside
Melanie Wakefield  
Suffolk County Council
Michael Quinn  
Crockett & Jones
Michaela Latham  
Nesta
Michele Anderson  
Home Office
Mohamed Amersi  
Amersi Foundation
Natasha Littleton  
First Group Enterprises
Neal Layton  
Children’s Illustrator  
and Author – Judge
Nick Soar  
Harris South Norwood
Nina Dohel  
Southwark Council
Oliver Hallam  
Careers & Enterprise Company
Orla Mackle  
Government Equalities Office
Paul Bristow  
PB Consulting
Peter Finegold  
Institution of Mechanical Engineers
Peter Dart  
Education and Employers  
– Trustee
Rachel Womack  
Mango Marketing
Rachel Smith  
Year of Engineering
Rebecca Peli  
Cabinet Office
Richard Peck  
Royal Warrant Holders Association
Richard Barrett  
Broomfield Education  
and Training Services
Ross McKinley  
Premier League Charitable Fund
Ruth Cater  
Amazon
Sam Mercer  
Hopscotch Consulting
Sam Northey  
Navic8
Sean Coughlan  
BBC News
Sharon Walpole  
CareerMap
Shaun Rowley  
Cabinet Office
Shazia Chaundhry  
Netley Primary School  
and Centre for Autism
Sian Browne  
EY Foundation
Sonya Douglas  
Bradford Council
Steve Acklam  
The Funding Exchange
Sue Davies  
The Bernard Sunley Charitable Foundation
Sue Hurst  
Civil Service
Sufina Ahmad  
City of London Corporation
Tamzin Cuming  
Homerton University Hospital
Thomas Graham  
Careers & Enterprise Company
Toby Castle  
BBC News
Tom Barrow  
ENGIE UK
Prof Vanessa Knapp OBE  
Queen Mary University of London
Yasmin Edwards  
Cabinet Office
Yinbo Yu  
National Union of Students
Zamila Bunglawala  
Cabinet Office

Our career role models

Danielle Hope  
Actress
Danielle Sanderson  
International Athlete
Eyizera Farrow  
Artist and Founder, Sprout Studios
Jade Huang  
Associate Architect, AAB Architects
Lorna Edwards  
Senior Associate and Architect, Rogers Stirk Harbour + Partners
Miles Nurnberger  
Director of Design, Aston Martin
Neal Layton  
Author and Illustrator
Nic Masters  
Head of Veterinary Services, London Zoo
Olivia Channon  
Clinical Scientist (Radiotherapy Physicist), Imperial College Healthcare NHS Trust
Stephanie Twell  
International Athlete
Find out more about Education and Employer’s other programmes:

Education and Employers mission is to provide children and young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential. It aims to achieve this by working with schools, employers, the national bodies that represent them and a wide range of other partners including the government and third sector organisations. www.educationandemployers.org @Edu_Employers