

## primary futures

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](http://www.primaryfutures.org)

 [@PrimaryFutures](https://twitter.com/PrimaryFutures)

 [@inspiringthefuture](https://www.facebook.com/inspiringthefuture)

Inspiring the Future is run by the charity Education and Employers (Registered Charity No. 1130760). [www.educationandemployers.org](http://www.educationandemployers.org)

## 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.

# drawing the future



## 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. 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



drawing  
the  
future

**20,000**  
primary age  
children  
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took part

**36%**  
based careers  
aspirations  
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**45%**  
said TV, film, and  
radio were the  
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**1%**  
knew about  
a job from  
someone visiting  
their school

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.'

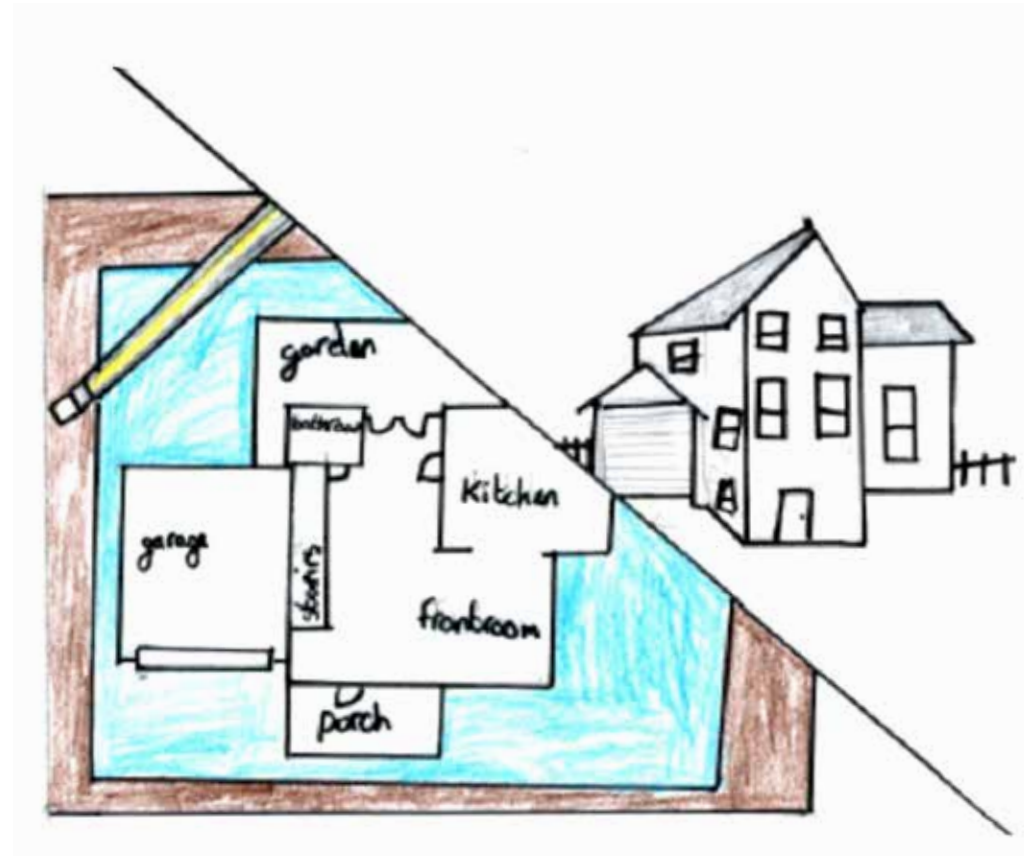


**EDITH-MAE ARCHER** | Scientist  
'I have drawn about science, I wanted to be a scientist because I find the experiments and what I can learn fun. I also like now knowing what will happen with each experiment.'





**FREYA BAKER-MARTIN** | 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.'





**TENI** | Author

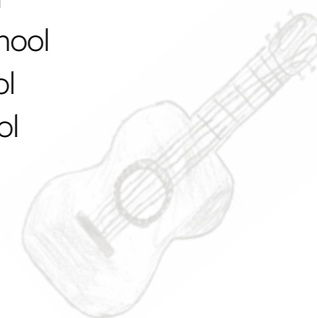
'It's very surprising because I never thought I'd win a contest as big as this. I have no words to describe it. I would like to be author because I have lots of things in my head and I like to write stories. I get inspired – if I read a book, I want to write a different one.'

## Runners-up

- ANGELINA TIHHOMIROVA** | 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

Finito Education

## Dan Bainger

No. 10

## Dan Rowson

Greater London Authority

## Daniella Zimmerman

Wellcome Trust

## Danielle Barnette

Wellcome 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

## Graihagh 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 Pell**  
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

**Yasmine 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:

inspiring  
the  
future

[www.inspiringthefuture.org](http://www.inspiringthefuture.org)  
@InspiringTF

inspiring  
governance

[www.inspiringgovernance.org](http://www.inspiringgovernance.org)  
@InspiringGovernance

## Education and Employers

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