

**I am #InspiringTheFuture**

Education  
and Employers

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and Employers

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**Working together  
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**I am #InspiringTheFuture**





# Inspiring our next generation

In times of uncertainty and change, the need to inspire our next generation is more important than ever.

We know that one of the best ways of inspiring young people about their future is to give them the chance to meet people from the world of work. Our research proves that such encounters help to broaden young people's horizons, increase their motivation to learn, and challenge gender stereotyping. Meeting a wide range of volunteers from the world of work improves academic performance and helps ensure the next generation is well informed about the wealth of current jobs and career routes open to them. These meaningful encounters help reduce the mismatch between young people's career aspirations and the reality of the labour market. They reduce the likelihood of young people becoming NEET (not in employment, education, or training), and can increase young people's earnings in adult life.

Every young person in our country, wherever they live, whatever their parents/carers' circumstances, and whatever school they go to, should have the opportunity to hear first-hand about jobs and the world of work. A young person's background should not determine their chances of getting these opportunities. We

**We want young people to become excited by learning and by their potential, to see what is possible and to make informed decisions about their future.**

want our young people to become excited by learning and by their potential, to see the diversity of what is possible and to make informed decisions about their future.

And our approach in tackling inequalities in opportunities has achieved widespread consensus – it's something people can unite around.

Through *Inspiring the Future* and its *Primary Futures* programme, we help teachers connect children and young people with a wide range of volunteers from the world of work, from different social, economic and ethnic backgrounds. People working in different sectors and at different levels, from app designers to zoologists, apprentices to CEOs. People who have taken a variety of career routes, including starting their own business, doing an apprenticeship or going to college or university. It's a very simple idea with huge and far-reaching impact.

We would like to thank teachers, schools, partners, donors, employers, volunteers and government who have supported our mission since launching on 15 October 2009. Working together we have changed young lives through meaningful encounters with the world of work and helped give our young people the best start in life. Our research consistently shows the importance of employer engagement in schools and the importance of starting at primary-age.

That is why we are launching a new national campaign to deliver 10 million meaningful encounters between children and young people and the world of work – starting in primary.

**Working together we can achieve this.**

*David Cruickshank*

**David Cruickshank**  
Chair of the Trustees,  
Education and Employers Charity

*Nick Chambers*

**Nick Chambers**  
Chief Executive,  
Education and Employers Charity



# Our inspiring programmes

## inspiring the future

Providing invaluable, first-hand career insights to motivate young people to consider the widest range of future working options by connecting secondary schools with volunteers from the world of work. Showing young people exciting futures, Inspiring the Future helps to provide schools with a huge range of volunteers to help motivate students, potentially increasing their grades and attainment.

## primary futures

Using Inspiring the Future's technology, Primary Futures focuses on broadening the horizons of primary school children by helping them understand the link between learning and work. Meeting a wide range of people doing different jobs is particularly important for those children from disadvantaged backgrounds, who might have few successful role models at home or in their local communities.

## inspiring governance

Ensuring that schools and colleges can provide the best environment for student achievements by connecting them with thousands of skilled volunteers interested in becoming governors to schools. Across the nation, Inspiring Governance is increasing the number of volunteers, especially those from diverse backgrounds and with business-related skills, serving as governors and trustees in schools.

## Education and Employers Research

Building the evidence on what happens when employers and volunteers engage with schools to support young people's learning. Collaborating with leading research institutions and academics from around the world as well as our own team of researchers, our high-quality, robust research on education and employer engagement informs education policy and practice.

## inspiring women

With children beginning to form gender stereotypes about occupations from the age of six, it is important for them to have the opportunity to meet a wide range of women doing different roles. Inspiring Women tackles gender stereotypes in career aspirations by challenging young people to think about what they want to be and why. Our in-school activities open children's eyes to future possibilities.

## i could

icould provides career ideas and information for young people through over 1,000 real-life video stories connecting subjects and jobs. Open to everyone, icould.com uses the power of personal stories to inform and inspire young people's career choices, encouraging them to discover opportunities they may not have known about before.

# Our evidence and research

Over the past decade, we have sought to understand the difference employer engagement in education makes to young people and the economy. We work with academics and researchers from around the world and our research is regularly cited by international organisations. The research has informed and influenced a range of government policies both in the UK and internationally, and underpins our own programmes.

### KEY FINDING INCLUDE:

- The career aspirations of young people are often based on gender stereotypes, socio-economic backgrounds and TV and social media. The difference between children's career aspirations from the age of seven to 17 are marginal (*Drawing the Future*, 2018)
- Young people who interact with employers whilst at school are less

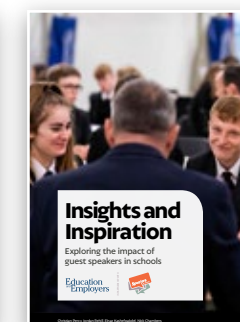
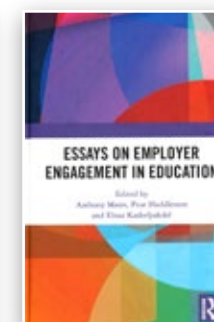
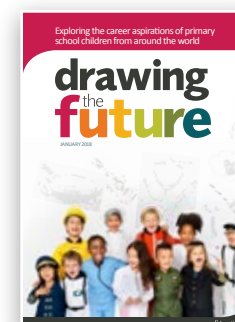
likely not to be in employment, education or training (NEET). Our research shows that children were five times less likely to be NEET if they had four or more encounters with the world of work (*It's Who You Meet*, 2013)

- Employer engagement has an impact on student motivation as the result of linking the curriculum to the world of work. Children who meet volunteers from the world of work can improve their motivation to learn which can improve GCSE results (*The Impact of Career Development*, 2018; *Motivated to Achieve*, 2019)
- There is a mismatch between the career aspirations of young people and projected labour market demands (*Nothing in Common*, 2013)
- Employer engagement during school years is linked with increases in the amount young adults earn

once in full-time employment (*Employer Engagement*, 2014; *Career Education That Works*, 2016; and *Contemporary Transitions*, 2017)

Our research has had significant international impact and has been translated into multiple languages, including Japanese and Korean. Partner Inspiring the Future programmes have been established in Australia, New Zealand and Ireland, and we have developed significant relationships with leaders at the forefront of rethinking education, such as the OECD and the World Economic Forum.

All of our research findings, together with other research from around the world, can be accessed via our free searchable library: [educationandemployers.org/research-main](http://educationandemployers.org/research-main)





## I am #InspiringTheFuture

Tam goes to Welton Primary School in Somerset, and is aged 9.

### What difference have the Inspiring the Future volunteers made to your ideas and choices about careers?

Meeting the volunteers has given me courage to know that I can make lots of things. I have also found out about lots more jobs. The

submariners really inspired me as I was amazed how they work and how they get rid of all the water when they're under the sea.

### Can you tell us how Primary Futures changed your attitude towards school work?

I think it gave me a boost to work harder in maths. If you're an engineer, you need to know your numbers so I had better learn them!

### Is there anything else you learnt?

It was interesting to learn about the air traffic

controllers and how they know where all the planes are in the sky.

### Describe your experience of the Primary Futures activity in five words

Interesting. Scientific. Fun. Cool. Fascinating.

## I am #InspiringTheFuture

John Snell is the Head Teacher at Welton Primary School in Somerset and has been signed up with Primary Futures for three years.

### How would describe the children's aspirations at your school?

Our children and young people have good aspirations. However, they only have a limited knowledge of what they might do. Engagement in career-related learning and events has opened our children's eyes to a large range of careers opportunities that they would not normally have experienced. We theme our events to link with our school work, such as STEM

careers, outdoor careers and local careers. Meeting volunteers from these worlds of work has allowed our children to really engage and see purpose to their learning at school.

### Has a Primary Future volunteer had a job you hadn't heard of before or had access to?

Standout volunteers from careers we hadn't considered include:

- A nuclear submariner who gave a brilliant demonstration as to how submarines work
- An expedition leader – we didn't appreciate that this could be a career
- A safety-critical engineer – we were all fascinated by this – essentially if it goes wrong, people will get hurt or die

### What inspired your school to sign up to Primary Futures?

I was looking for a simple yet effective way to engage with volunteers from the world of work and this has been a real saviour for me. The support from Education and Employers office has been useful. It opened our eyes to the range of careers that are out there too.

### What difference has Primary Futures made to the school and your pupils?

There is now far more of a real purpose to our

teaching and learning. We are making more connections between the world of work and what children are learning in school and in return, children are talking more about what they want to do. Children are also more confident in talking about their interests and skills. We have a far more 'can do' culture in school. Ofsted was also really impressed with the way in which children could talk about the next stage of their learning and how this fits into future careers.

**MEETING VOLUNTEERS FROM THESE WORLDS OF WORK HAS ALLOWED OUR CHILDREN TO REALLY ENGAGE AND SEE PURPOSE TO THEIR LEARNING AT SCHOOL.**







## Education...

All our programmes are designed to be free at the point of use and simple to use. Our two flagship programmes, Inspiring the Future for secondary school students, and its counterpart, Primary Futures, are designed with significant input from teachers, including the National Association of Head Teachers, and can help schools achieve the Gatsby Benchmarks for careers education.

Searchable by job role, job level, location and other relevant criteria, the Inspiring The Future

platform provides an easy and efficient way for teachers to recruit and engage volunteers for career-related learning, and connects registered schools with appropriate volunteers from the world of work.

*'We were delighted with the success of our 'Inspiring Gateshead' event on the day itself, and even more so when we reflected on the long-term benefits. Feedback from our primary and secondary school guests has been excellent from both teachers*

*and children. We were privileged to welcome nearly 50 volunteers from the world of work who were exceptionally generous with their time and keen to be involved with the school in the future. The 'Inspiring the Future' website gave us access to employers we could not have hoped to access on our own, and the system was straightforward for both school and volunteers so communication was very easy'.*

*Teacher, Cardinal Hume Catholic School, Gateshead (2017)*

## ...and Employers

Our programmes offer employers a simple way to make a positive difference to the lives of young people in their local communities. Supporting staff to volunteer their time and skills benefits employers too, and can contribute towards corporate and social responsibility commitments, help promote diversity and inclusion, provide development and leadership opportunities and enhance employee retention.

By offering from just an hour a year, volunteers take part in activities ranging from mock interviews, speed career networking, CV workshops and careers fairs, through to longer-term roles such as becoming a school governor, work experience, mentoring or hosting workplace visits.

*'Although it might seem young to be talking to ten and eleven-year*

*olds about their futures, T-T see the importance of inspiring the next generation at an early age. We wonder what would happen if the next generation lost all interest in engineering as a profession? And this is why we've set out to show children in our local area the opportunities that engineering gives to express and enhance a wide variety of skill sets, and get young people interested in the world of engineering.'*

*T-T Pumps (2019)*



# Working together for young people since 2009

2009

The Education and Employers Charity launched.



2010

Visit our Schools campaign launched to connect businesses with schools.



2011

  
Speakers for Schools launched, working with Robert Peston. It became an independent charity in 2013.



2012

  
Inspiring the Future launched.



2013

  
Inspiring Women launched to reduce gender stereotyping in the workplace.



2014

  
Primary Futures launched in partnership with National Association of Head Teachers.



2016

  
Inspiring Governance launched, connecting volunteers with business-related skills to schools and colleges.  
  
Apprenticeship, Skills and Knowledge 2016-19 programmes launched.



2017

Redrawing the Balance campaign video, exploring gender stereotypes among primary school children, achieves 100 million views.  
  
Inspiring Bradford and other regional programmes launched.



2018

Drawing the Future launched at Davos during the World Economic Forum. The report highlights the limited perspectives of 7 to 11 year-olds and the mismatch between their career aspirations and the fast-changing needs of the labour market.



2019

  
iCould becomes part of the Education and Employers family.  
  
Achieved key milestone of 55,000 volunteers registered with Inspiring The Future.



...

## I am #InspiringTheFuture

Bamidele Farinre is a Senior Executive Officer (Healthcare Scientist) at Public Health England and has been volunteering with Inspiring the Future since 2016.

### What did you want to be when you grew up and why? Who inspired you?

My fascination with science started from a young age – my mum was a registered nurse, we have pharmacists in the

family and my aunty was a qualified doctor in Nigeria.

### What difference did you want to make through volunteering with Inspiring the Future?

I wanted to give back to my community, especially to under-represented groups who would not have otherwise considered STEM subjects or careers. As a woman in STEM-related careers there are a lot of obstacles so having the advice of someone who has “been there, done that” helps show success is possible.

### How have you benefited from volunteering with Inspiring the Future?

I have benefited immensely. I have been able to network strategically and work outside my boundaries. My communication and presentation skills have greatly improved because I have learnt to explain scientific technicalities in the simplest forms possible.

### What would you say to other volunteers thinking of volunteering with Inspiring the Future?

There's no better time than now to inspire the future generation. Committing even as little as one hour a year can have a profound benefit on your own life.

**COMMITTING EVEN AS LITTLE AS ONE HOUR A YEAR CAN HAVE A PROFOUND BENEFIT ON YOUR OWN LIFE.**

## I am #InspiringTheFuture

Stuart Gander is the Head of Careers Education at Eastbury Community School in Barking, East London. Eastbury Community School has been using Inspiring the Future for three years.

### What events has your school hosted/taken part in?

We host many careers events in school including mock interviews, speed networking, careers fairs, pathways evening and other workshops.

### Was there an especially inspiring moment that happened?

Our speed networking event gave year 9 students the opportunity to speak to over 20 different professionals from different industries. Many students found this really helped them with making the right decisions for their GCSE subjects.

### What difference has Inspiring the Future made to your school and pupils?

Inspiring the Future has made an instrumental impact on our young

people. The volunteers are super excited to be in school and this passion rubs off on the students. Talking to so many different professionals helps students consider a wider range of pathways.

### Would you recommend Inspiring the Future to other schools?

#### What would you say to encourage them to sign up?

Yes 100%. All schools should sign up as it meets so many of the Gatsby Benchmarks and increases the number of encounters with employers.

### What would you say to volunteers thinking of signing up to Inspiring the Future/Primary Futures?

Do it! Even if you inspire one young person from doing just one event in a school, the impact you can have on that individual is life-changing.

**TALKING TO SO MANY DIFFERENT PROFESSIONALS HELPS STUDENTS CONSIDER A WIDER RANGE OF PATHWAYS.**

**80%**  
of secondary schools and **20%**  
of primary schools in England have signed up to Inspiring the Future

**1.9m** interactions between young people and volunteers from the world of work since the launch of Inspiring The Future

**OVER 55k** volunteers from the world of work have signed up to Inspiring The Future from more than 4,500 different companies and organisations



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# Working in partnership to help young people succeed

## What inspired your organisation to start working with Inspiring the Future?

A cornerstone of our environmental, social and governance strategy is driving social and economic mobility and enabling young people to gain key skills and experience for the world of work. Combining our financial capital and our employees' skills, we aim to deliver the tools, knowledge, support and inspiration that will nurture talent and help individuals succeed, irrespective of their background.

## What difference does your organisation want to make for young people through volunteering with Inspiring the Future and Inspiring Women?

We believe that an individual's postcode should not define their economic wellbeing nor their educational attainment, yet many young people face serious barriers to entering the

world of professional services. We want to help show young people some of the career opportunities available to them.

## What Inspiring the Future events and activities has your organisation taken part in?

We have an active pool of approximately 1,000 volunteers from across our business. Each year they volunteer their time and skills in their local schools through Inspiring the Future. We also host young people for careers insights events that include activities such as mock interviews, CV workshops and careers speed-networking in our London, Chester, Camberley and Bromley offices. We understand the impact of good governance in schools and hosted the Inspiring Governance launch in 2018. So far we have supported over 30 of our employees across the UK to become school governors in their local state schools. Our commitment to Inspiring the Future saw us fund and facilitate the expansion of Inspiring the Future to Ireland.

## How has your organisation benefited from volunteering with Inspiring the Future?

By supporting our employees' passion and commitment to volunteering we help local communities and empower



employees to develop their leadership and teambuilding abilities. When our team-mates are happy at work, and when they are able to share their professional talents outside the workplace, it can improve wellbeing. Volunteering as a school governor provides a great opportunity for our employees to develop tangible professional skills and board-level experience, whilst sharing their expertise where it's needed most.

## What has been the best part about working with the charity?

We have been privileged to be a part of the charity's journey, supporting them as they reach major milestones, including 1.9 million interactions with young people; 55,000 volunteers on their platform; and presenting their research during the 2018 World Economic Forum.

**“An individual's postcode should not define their economic wellbeing nor their educational attainment.”**







# Working together, thank you

We would like to express our heartfelt gratitude to all those who have joined us over the past decade to inspire children and young people to broader career horizons and greater career aspirations. Many organisations and individuals have worked alongside us as a catalyst for change in the world of careers. **Our profound thanks go to...**

- Over 13,000 teachers who have signed up to our Inspiring the Future platform for the benefit of their primary and secondary school students, to help them focus on their present and see their future more clearly.
- Over 55,000 volunteers from the world of work who have signed up through the Inspiring the Future platform to inspire children and young people through sharing their career stories.
- Our trustees, staff, volunteers and advisors who have generously brought their skills, knowledge and enthusiasm to the mission of employer engagement in education over the last ten years.
- The charitable trusts, government commissioners and individuals who have demonstrated their belief in our mission through grants, contracts and donations. With particular thanks to AKO Foundation, Education and Skills Funding Agency, Commercial Education Trust, JP Morgan, The Dulverton Trust and Edge Foundation.
- The many organisations that have been key influencers and supporters that have worked alongside us to increase employer engagement in education. We wish to acknowledge the contribution of National Association of Head Teachers, Association of School and College Leaders, National Governance Association, Education and Training Foundation, National Education Union, TUC, Association of Colleges, PiXL, CIPD, Department for Education, Home Office, Cabinet Office, Prime Minister's Office, Foreign and Commonwealth Office, Department of Transport, Department of Health, Department of Culture, Media and Sport, Department for Business, Innovation and Skills, Ministry of Justice, HMRC, Civil Service, OECD, Teach First, TES, UCL Institute of Education, University of Bath, University of Warwick, Health Education England, UK Theatre and Society of London Theatre and WorldSkills.
- Business organisations including Institute of Directors, Confederation of British Industry, Business in the Community, British Chambers of Commerce, Federation of Small Business and the Royal Warrant Holders Association.
- Our corporate supporters with grateful thanks to Bank of America as our key corporate supporter since 2011. We extend our thanks to Brompton, Deloitte, Ordnance Survey, Salesforce, Freshfields, JP Morgan, L'Oréal, Aston Martin and WPP.
- Our sister charity Speakers for Schools set up by Robert Peston.





# You can inspire the next generation

It's really easy to get involved and make a difference – here's how:

## EVERYONE

- Sign-up to be a volunteer at a local school through Inspiring The Future and share your career story
- Help spread the word about Inspiring The Future with your friends, family and colleagues and encourage them to sign-up too

## EMPLOYERS

- Support your staff to sign-up to Inspiring The Future and get involved in local schools as volunteers and/or governors
- Want to do something bespoke for your company? Talk to us about what we can do together to make it happen

## SCHOOLS AND TEACHERS

- Sign-up your school to Inspiring the Future and access our informative, easy-to-use resources with the support of our in-house team
- Once signed-up, invite volunteers to visit your school and inspire your students

Find out more at: [inspiringthefuture.org](https://inspiringthefuture.org)



## MAKE AND SHARE A PLEDGE

Tweet 'I am/we are #InspiringTheFuture by...' with your/your company, organisation or school's pledge and tag us @InspiringTF or @PrimaryFutures

A&E Doctor Academic Communications and Impact Officer Accommodation Assistant Accountant  
Account Manager Acoustic Intelligence Technician Active Health Manager Actor Actuary  
Acupuncturist Administrative Caseworker Admissions and Access Specialist Aerospace Engineer  
Agile Coach Agony Aunt Airline Cabin Crew Air Traffic Controller Algorithms Engineer  
Ambulance Dispatcher Anaesthetist Animal Behaviourist Animator Anthropologist  
Anxiety Specialist Application Developer Apprentice Bookbinder Architect Archivist Art Director  
Art Therapist Astrophysicist Audio Video Technician Barista Barrister Bicycle Framebuilder  
Bid Writer Biomedical Scientist Blogger Bookseller Border Force Officer Box Office Manager  
Brand Manager Bridge Engineer Broadband Technican Broadcast Agent Business Advisor  
Business Development Co-ordinator Buyer Campaigner Captain Cardiologist Casting Director  
Category Manager Change Delivery Manager Chief of Staff Choreographer Cinema Manager  
Civil Engineer Civil Servant Claims Adjuster Clinical Librarian Colour and Materials Designer  
ComedyWriter CommoditiesTrader CommunicatonandEngagementSpecialist CommunityMidwife  
Company Director Compliance and Risk Manager Conference Interpreter Construction Manager  
Consultant Contracts Manager Conveyancer Copywriting and Content Director Court Usher  
Couture Milliner Cricket Coach Critical Care Nurse Curator CustomerTeamLeader Customs Officer  
Cyber Security Apprentice Data Analyst Debt Adviser Dentist Detective Inspector  
Development Chef Diagnostic Radiographer Dietician Digital Media Manager Disability Advisor  
Disaster Recovery Manager Drainage and Flood Risk Technician Driving Examiner Economist  
Education Researcher Emergency Call Handler Energy Manager Environmental Advisor  
Environmental Health Officer Estate Manager Ethical Co-ordinator Events Manager  
Exploration Geologist Fashion Buyer Features Editor Festival Manager Fleet Engineer  
Flight Test Engineer Food Safety Technologist Forensic Scientist Forest Manager Fraud Investigator  
Fundraiser Futurologist Games Tester Garden Designer Glass Artist Grants Officer Graphic Designer  
Headhunter Health and Saftey Advisor Health Visitor HR Manager Immigration Officer  
Improvement Manager Information Security Manager International Policy Advisor Java Developer  
Journalist Lab Manager Language Tutor Lawyer Learning & Development Officer Lighting Visualiser

More than 55,000 volunteers from a wide-range of jobs and sectors have signed-up to inspire young people.

Join us and make a difference at:  
[inspiringthefuture.org](https://inspiringthefuture.org)

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Mechanical Design Engineer Media Analyst Medical Copywriter Mental Health Occupational Therapist  
Merchandiser Merchant Navy Officer Nursery Manager Offshore Co-ordinator Oil Trader  
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Pharmacist Photographer Physiotherapist Picture Editor Planning Inspector Podcaster  
Policy Advisor Press Officer Probation Officer Procurement Manager Product Developer  
Project Manager Psychotherapist Recruitment Consultant Refugee Resettlement Manager  
Research and Statistics Officer Shipping and Logistics Manager Surveyor Silversmith  
Social Media Manager Social Worker Software Developer Solicitor Sonographer Speechwriter  
Sport Development Officer Stockbroker Stonemason Sub Editor Sustainability Co-ordinator  
Tax Advisor Theatre Producer Town Planner Transport Modeler Travel Agent Tribunal Caseworker  
TV Director UX Designer Vet Visitor Services Manager Volunteer Manager Waste Engineer  
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