



Inspire the future

We help young people discover their future - by bringing inspiration from the world of work into schools

education
and
employers

Strategic Plan
2023-28



David Cruickshank Chair of Trustees



Nick Chambers CEO

Foreword

We have facilitated over 3.5million interactions between young people and the world of work

If we want children and young people to achieve their potential, it is vital they get the opportunity to see the possibilities open to them. One of the best ways of doing this is by giving them the chance to meet and talk to a diverse range of role models from the world of work. Our charity's strategic ambition over the next 5 years is to help that happen

Our internationally respected research has shown that when young people have 'four or more' encounters with the world of work, they are less likely to become NEET when they leave school (not in education, employment, or training). Moreover, the research has shown that such encounters help broaden young people's horizons, raise aspirations, challenge gender and ethnic stereotypes, increase motivation, improve attainment and increase their earning potential

We have worked at national scale, connecting socially responsible employers with 85% of secondary schools, and 35% of primaries in England

Moreover, 80,000 diverse and inspirational volunteers from apprentices to CEOs, have registered with us to raise children's aspirations and help them discover the qualifications, skills, and behaviours they will need to succeed in the future workplace

The most vital impact of our charity though has been supporting those children who come from lower socio-economic backgrounds. Children who don't have 'connections', who don't always have instant access to positive career role models in their immediate environment. This is a situation that curtails individual futures and risks wasting collective talent for the UK's future economy

So, at Education and Employers we are passionate about the business of creating connections to open minds - helping all our children dream about and discover their future careers. Whether you are employers, volunteers, schools, or funders - we invite you to join us in our important mission...to *Inspire the Future!*



Our Vision

All children and young people can discover the opportunities open to them, are inspired by the world of work, and can make informed choices that enable them to reach their full potential

Our Mission

To inspire the future by ensuring that every young person in our country, wherever they live, whatever their parents or carers' circumstances, should have the opportunity to meet a diverse range of volunteers to hear first-hand about jobs and the world of work

Our Values

Education and Employer's **5Is values** drive all our work – we aim to be inspiring, inclusive, innovative, impactful, and to work with integrity

Our Programmes

inspiring
the
future

Connecting schools and employers

primary
futures

Starting in primary schools

inspiring
governance

Supporting school governance

icould

Inspiring career stories

All underpinned by 14 years of robust research into career related learning and governance

We raise children's aspirations and help them discover the qualifications, skills, and behaviours they will need to succeed in the future workplace



So what exact problem is our charity trying to address?

In a National Association of Head Teachers survey 9 out of every 10 primary head teachers believed that helping children to better understand the link between their learning in school and the world of work would help **motivate children to improve their academic performance**

In Britain today young people's aspirations and how well they do at school are directly determined by what they see (or don't see) around them

“You can't be what you can't see”

Marian Wright-Edelman,
Founder Children's Defense Fund, USA



Education and Employers' 14 years of detailed research and evaluations of our programmes have shown:

- **Negative gender and racial stereotyping** about who does which jobs is set from an early age and it is a global issue
- **Those from more affluent backgrounds see themselves in more affluent and higher status roles** due to the influence and connections of those around them
- **Those from less affluent backgrounds see themselves in less affluent and lower status roles** – their aspirations often being determined by their immediate social and economic environments
- **Less than 1% of children** have heard about the potential opportunities open to them through someone visiting their school

Our *Disconnected* research has also revealed that there is '**nothing in common**' between **children's future career aspirations** with the **actual work roles available** to them in modern Britain

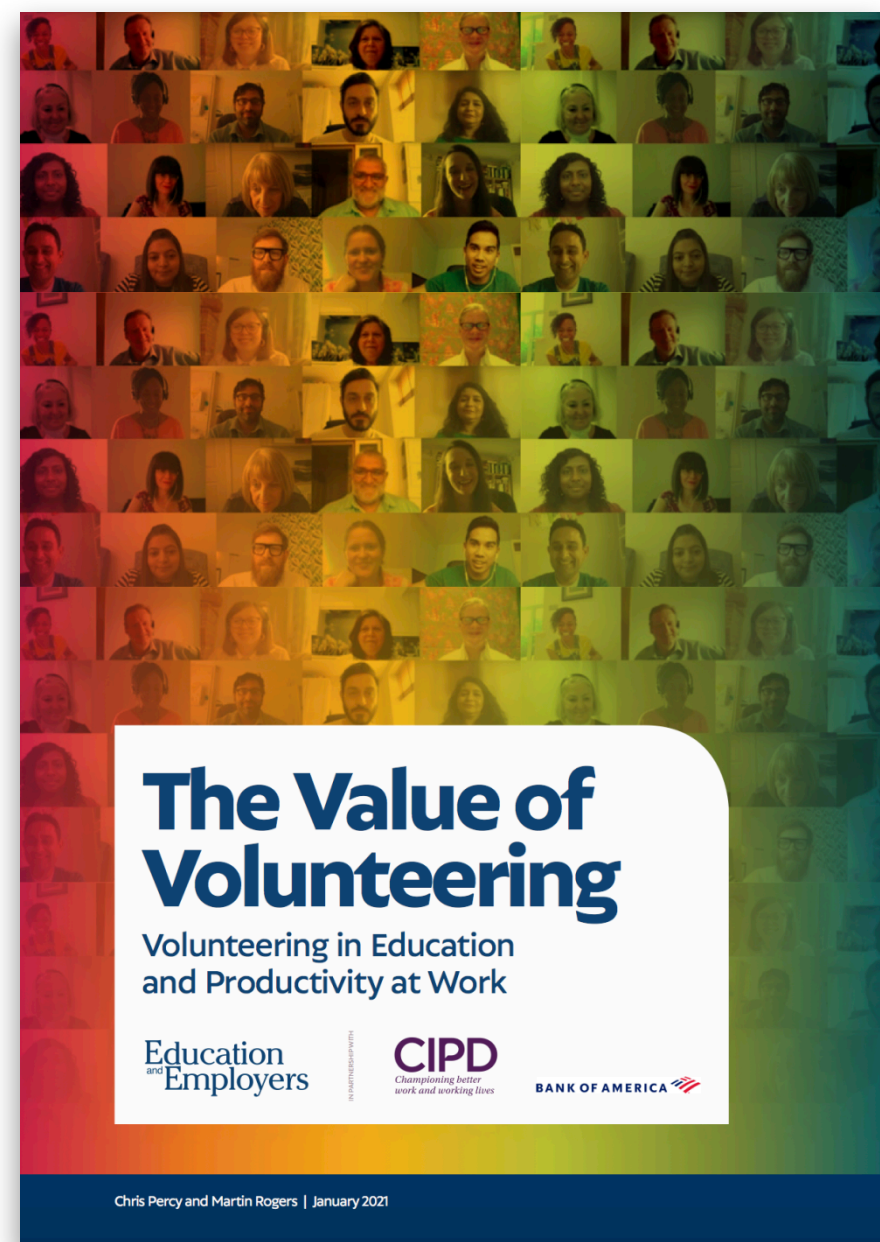
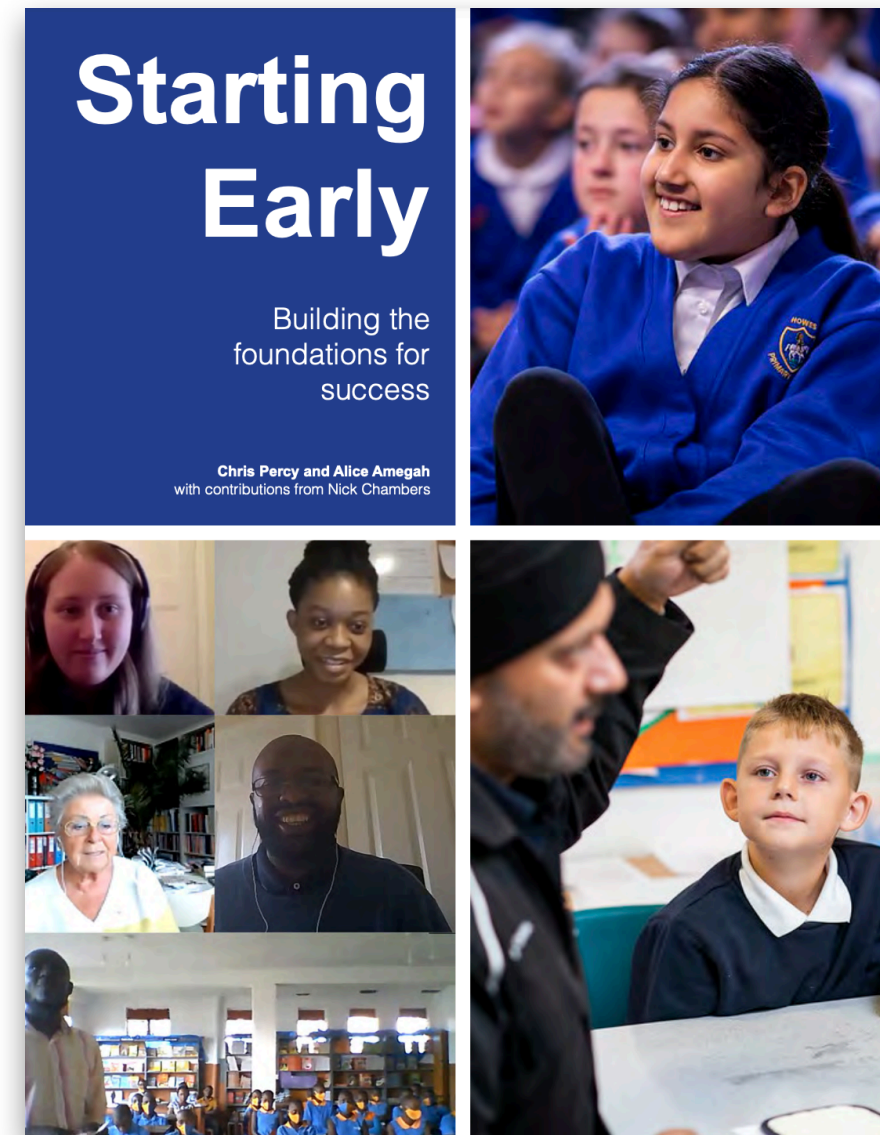
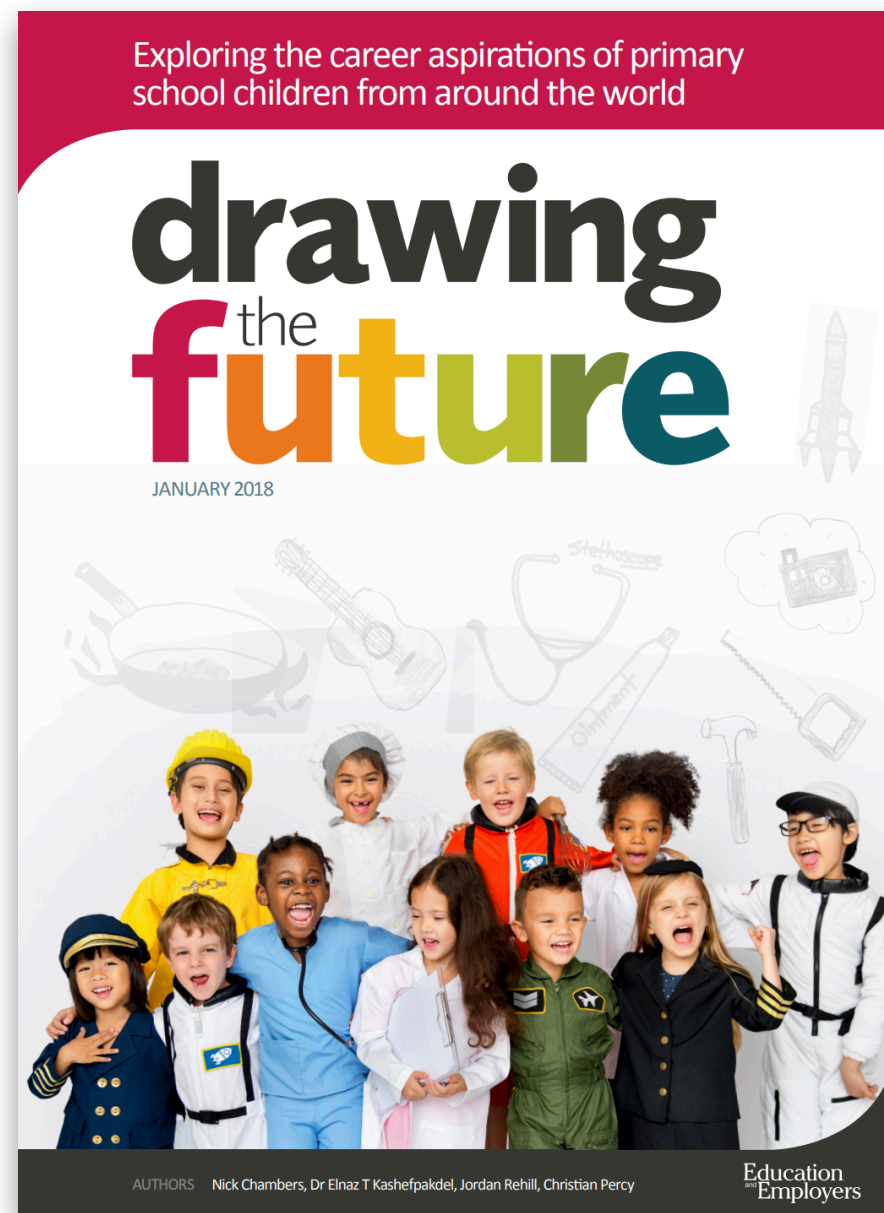
This lack of inspiring and relatable role models for all young people leads to a range of problems that greatly limit some children's potential including: negative stereotyping; narrow horizons; limited aspirations; low motivation to achieve at school; and a striking disconnect between schools and the future world of work. Essentially, many children in the UK remain on entrenched pathways, pre-determined by the lottery of their immediate socio-economic environments

Employers and volunteers can help positively change this!

By working with Education and Employers and our key delivery programmes, volunteers can give children and young people the chance to see a wide range of alternative pathways towards a potentially different future...

Our publications: informative, insightful, inspiring

A host of relevant, informative publications to demonstrate our impact and promote the benefits of school / employee engagement



Our 2 minute film, Redraw the Balance, showing the reality of gender stereotyping starting in primary schools has been viewed more than 100 million times



How our charity creates these positive pathways to change

Over the last decade Education and Employers' have developed and run an exceptional online platform called Inspiring the Future that is trusted by thousands of schools nationally, and through which teachers can quickly and easily connect with employers and volunteers from the world of work

We also work very closely with employers, running successful sector and geographical campaigns to encourage a wide range of diverse individuals to sign up to share their career experiences with children in schools and colleges, or to become a governor in a school. Our database of over 80,000 inspiring volunteers, armed with our proven guidance and resources, help children and young people discover new pathways to the wide range of future jobs available to them

What the evidence shows about our charity's impact...

When children do get these opportunities to engage with the world of work these encounters help redress stereotypes, widen horizons, raise aspirations, increase motivation, and enable children and young people to make the important connection between what they learn at school/ college and the future world of work

Our widely cited research has proven that through our charity's innovative programmes secondary school students:

- who have four or more encounters with the world of work are less likely to become NEET (not in education, employment or training) and are more likely to enjoy potential wage premiums when they are older
- are more likely to achieve up to half a grade higher across their GCSEs if they encounter motivating career talk activity in their final year of school

Evaluations on the outcomes of our *Primary Futures* programme when delivered in lower socio-economic areas show that you just cannot start career exploration work early enough

By bringing in volunteers from the world of work in these regions our charity's work has led to:

- **Positive gains in attitude to school and learning** - 82% of children were more motivated in the core subjects of maths, English, and science
- **Positive impacts on children's ambitions** and ideas about their futures - 88% showed better understanding of how doing well at school is helpful to them in later life

Across both secondary and primary phases our charity's research work also found:

- pupils from lower socio-economic backgrounds benefit most from seeing career role models
- gender/ racial stereotypes are effectively challenged by children seeing relatable role models
- more is more! – the more jobs pupils hear about the more positive the impact made upon them



We're not saying seven-year-olds have to choose their careers now – but we must fight to keep their horizons open. We cannot afford to waste talent from children as young as seven ruling out options if they are convinced their choices are limited by their gender, ethnicity, or class. It's a question of social justice and common sense to tackle ingrained assumptions as early as possible or they will be very tough to unpick later on"

We need major employers, including government itself, to open up their workforces to primary schools. We can't afford the mismatch between career aspirations and the reality of the job market, so we need to be bolder in getting inspiring professionals into classrooms as early as possible

***Inspiring the Future** is a simple solution. We all had light bulb moments at school when we've met someone who inspires us to think big about our potential, our future, and our goals. We believe every single young person has an equal right to that same light bulb moment – wherever they live, whatever their parents do, and whatever school they go to*



*Andreas Schleicher,
Director of Education and Skills, OECD*

Our charity's reach

We are proud of our reach and impact so far. With our innovative approach and the proprietary technology platform we have developed, Education and Employers have achieved:

3.5million interactions between young people and employers and their employees

80,000 volunteers registering from 5,000+ employers

11,500 schools and colleges signed up, including 85% of secondaries and 35% of primaries

24,000 teachers registered

7,500 skilled professionals placed as school governors

We operate across the whole of the UK and internationally, including working with a number of international governments such as New Zealand who are implementing our *Inspiring the Future* programme



Case study

Welton Primary School



Read how our Primary Futures work had a real impact on Tam, a year 4 pupil at Welton primary school in Somerset, set in a former mining area that is now growing it's manufacturing base

What kind of impact do you think Primary Futures (PF) activities have had on your pupils?

There is now far more of a real purpose to our teaching and learning. We 'theme' our PF events so that they focus on a key aspect of careers that link with our schoolwork at the time. For example, in the past we have focused on STEM careers, outdoor careers and local careers. Inviting volunteers in from these worlds of work has allowed our children to really engage and see purpose to their learning at school

Children are now talking more about what they want to do and are more confident in discussing their interests and skills. Ofsted were 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

Has there been a standout moment during one of your Primary Futures activities?

One particularly successful moment was the response from Tam, a Year 4 girl who was fairly shy in her approach to school. Tam's family are of Slovakian heritage and while her

English was good, her communication and confidence were low

However, this changed after Tam met volunteers working in STEM at one of our themed activities. Tam was so inspired by the visitors that she went home and told her parents all about them. Her parents were so pleased by her excitement that they bought her a pneumatic robot arm kit which she made at home whilst filming her progress. She eventually brought the completed arm into school and shared her film (which she edited and added music to) with

the whole school. The school was astounded, everyone gave her a big round of applause and Tam looked ten feet tall!

It was a hugely humbling moment and a real indication of the power of these activities. Tam is now demonstrating real success in her learning, particularly science and technology, and continues to inspire us all with her knowledge and enthusiasm for the subject. Tam is also a more confident and outgoing young girl with an aspiration to be an astronaut

Incredible!

**John Snell, Headteacher
Welton Primary School**



Case study

Governor recruitment work

We worked with a school in Harrow, Greater London that was 'RI - requires improvement' and had three governor vacancies on their board

The school had a significantly higher number of free school meals students than the local average and was lacking diversity across the board compared to the community it served

We recruited three new governors within two weeks all from diverse backgrounds: A Senior Marketing Manager from Ralph Lauren, Senior Manager at Deloitte, and a Vice President at Credit Suisse - *"We really want to thank you once again for the speed and success of this process. We were very worried about how we would find good candidates, but we have found some very good people that will really enhance our board"*

Education and Employers deliver the *Inspiring Governance* school governor recruitment service funded by the Department for Education. We believe that a strong governing board, with a diverse range of effective governors with suitable skillsets, results in a well governed, well-run school. This in turn leads to improved educational outcomes for young people

inspiring
governance

Our Strategic Aims 2023-28

1

We will help young people, wherever they live, whatever their parents or carers' circumstances, to have the opportunity to meet a diverse range of volunteers and hear first-hand about jobs and the world of work

2

We will strengthen our work with schools and colleges, education partners, and employers – ensuring that together we deliver better career discovery opportunities, better school governance, and broader, higher aspirations for all our children

3

We will strengthen our financial sustainability to ensure we provide the best experience possible to schools and employers. We will be future focussed, ensuring that, as our society and economy changes, we inspire children about the careers of tomorrow



We will help young people, wherever they live, whatever their parents or carers' circumstances, to have the opportunity to meet a diverse range of volunteers and hear first-hand about jobs and the world of work

Over the next 5 years we will accelerate our work in:

'Starting Early' - helping younger children see purpose in their schooling and supporting primary schools to embed encounters with the world of work into their curricula

Challenging gender and race career stereotypes - helping schools show children relatable role models from the world of work, ensuring the aspirations of every child are not limited

Tackling a lack of varied role models in areas of geographical and social deprivation - by working closely with schools and children from areas of lower socio-economic status, where relatable role models are most needed to raise aspirations and attainment

Promoting a diverse range of career pathways - so that children are inspired by the jobs of today and careers of the future. We will help children and young people realise that there are multiple pathways to a successful career

Ensuring strong school governing boards - working with employers and professional associations to encourage diverse, highly skilled volunteers to serve on strategic boards as governors

Key success indicators:

We will achieve seven million interactions between young people and volunteers from the world of work by 2028

We will reach 100,000 volunteers signed up to our platform by 2028 and ensure that they will more than reflect the diversity of the UK population

We raise children's aspirations and help them discover the qualifications, skills, and behaviours they will need to **succeed in the future workplace**



We will strengthen our work with schools and colleges, education partners, and employers - ensuring that together we deliver better career discovery opportunities, better school governance, and broader, **higher aspirations for all our children**

Over the next 5 years we will:

Increase our reach and impact with primary and secondary schools/colleges, working with our teacher network, academy trusts, and groups of schools to help children discover future careers

Increase the diversity and relatability of our volunteers, ensuring they come from all backgrounds, from all across the country, and across all employment sectors – including the ‘green jobs’ of the future. We will equip them with great resources to have maximum impact for children in schools

Help UK employers realise the many *benefits of educational volunteering by providing a diverse, accessible volunteering offer - from an hour a year to a strategic school governor role

Continue to work with the wider national and local careers landscape to help schools achieve the *Gatsby benchmarks* which have been informed by our work

Share our globally recognised research, expertise, and technology with international governments, creating worldwide interest in linking employers and education from an early age

Key success indicators:

We will ensure our collective suite of *Inspiring* programmes will reach over 50% of all English state schools by 2028

*Our *Value of Volunteering* research, launched in 2021 with the CIPD, showed these benefits to include: CPD skill development; staff productivity/ motivation gains; and health and well-being benefits; alongside the CSR benefits to local communities of employer volunteering

**The most
vital impact
of our charity
though has
been
supporting
those
children who
come from
lower socio-
economic
backgrounds**



We will strengthen our financial sustainability to ensure we provide the best experience possible to schools and employers

We will be future focussed, ensuring that, as our society and economy changes, we inspire children about the careers of tomorrow

Over the next 5 years we will:

Strengthen our commitment to Equality, Diversity, and Inclusion.

We will continue our campaigns to diversify school governing boards and continue our drive to keep our volunteer base diverse and relatable

Ensure a constantly improving experience

for schools, volunteers, and employers. Our priority will be improving our innovative online technology platform powered by Salesforce and Ordnance Survey

Diversify our funding streams

so that the charity's operations are resilient, and we can continue to make a difference to children and young people's aspirations and life chances

Make *Education and Employers* a really great place to work

ensuring our flexible culture and benefits package helps us attract, develop, and retain our passionate and talented staff

Continually improve how we research and record our impact.

We will seek partners to continue our strategic research and undertake longitudinal studies assessing the impact of our work

Key success indicators:

Volunteers we connect with schools or place in school governor roles (via Inspiring Governance) will continue to be more than reflective of the characteristics of the UK population

**Our work
helps
broaden
young
people's
horizons,
raise
aspirations,
challenge
gender and
ethnic
stereotypes**



Our enablers

How we undertake our work and who we work with

At Education and Employers **our strategic approaches and broad partnerships are crucial** to achieving our impact, notably;

Schools and Colleges – We work closely with (and lobby) government - our research continuing to inform the careers strategy for schools. We also work with professional bodies like the *National Association of Head Teachers* to ensure our programmes are shaped by teachers for teachers. We also work in partnership with multi-academy trusts and geographical groups of schools

Employers – We work with forward-thinking member/professional associations and socially responsible employers who are committed to inspiring the next generation of their workforces - from SMEs to blue chips. Our detailed volunteering management information helps employers track and evidence their social responsibility contributions

National, Regional, and Sector Campaigns – We work with large companies, government departments, and industry sectors looking to run campaigns that diversify, inspire, and guarantee their long-term workforce pipelines. Our in-depth experience, technology, and national reach allows us to deliver these quickly and at scale. We also run joint campaigns, like our successful *Everyone on Board* campaign with the *NGA*, targeted at getting younger and more diverse volunteers to join school governing boards

Technology – All our programme delivery uses our state-of-the-art online platform, developed with over £2.5m of pro-bono support from *Deloitte*, *Salesforce*, and *Ordnance Survey*. Our platform brings the functionality of the world's leading CRM *Salesforce*, ensuring robust cyber security and data protection. Our virtual volunteering options bring a wide breadth of diverse volunteers into even the remotest of classrooms worldwide

Sustainability – We are quickly expanding the number of volunteers who can talk to children about their careers in the green industries of the future. As a charity we do everything possible to limit our own impact on the environment, supporting flexible home-working, and travelling by public transport

International – we work closely with international organisations like the OECD and World Economic Forum. We also advise governments across the globe who are committed to inspiring their future generations about the world of work, such as New Zealand, who have launched *Inspiring the Future - Aotearoa*

Campaign case study NHS Ambassadors

“Imparting my passion for working in healthcare and how much can be achieved in many different ways may open the minds of young people to explore the possibilities”

**Una Madill,
NHS Ambassador**

Launched by Health Education England and Education and Employers in 2018, the [NHS Ambassadors programme](#) aims to build the talent pipeline for careers in the NHS. Since its inception, thousands of passionate NHS staff across the country have volunteered with our activities, inspiring future generations to consider a career in healthcare. Since the campaign began in 2018, our NHS Ambassadors have interacted with over 400,000 young people through *Inspiring the Future*

90% of participating NHS Ambassadors said they would recommend the programme to others, reporting many benefits of volunteering: including adding value for young people, gaining new skills themselves, and a sense of challenge and achievement:

“The best part about the activity was seeing the students engage and be interactive. The questions they asked showed that they had been listening and it was wonderful that they were interested in pharmacy”

**Amita, Chief Pharmaceutical Officer,
Clinical Fellow,
Health Education England**



Thank you to our partners and funders

Education and Employers is an independent UK charity which receives no core funding from government

We are funded through partnerships with our brilliant employers, trusts, and foundations, and through funding we have won to deliver national and local contracts and projects

We are continuing to diversify our funding base and would like to thank current and previous funders and partners, including:



Are you passionate about the future generation and can rise to the challenge of making **your** job inspiring and relevant for children? If so, please visit Inspiring The Future

[Click here to visit Inspiring The Future](#)

or, if you'd like to become a school governor on a strategic board, please visit Inspiring Governance

[Click here to visit Inspiring Governance](#)

New funders and partners, we would love to work with you to do something special together for children and young people! Please contact our CEO Nick Chambers:

[Click here to email](#)