

inspire!

Helping young people to believe and achieve



Our impact in

2018
2019



You can't be what you can't see

CONTENT

Impact report 2018/2019



inspire!

1 - 2

Introduction and foreword

3

Our Impact

4

Primary programme highlights

5

Secondary programme highlights

6

Work experience programme highlights

7

Additional Needs programme highlights

8

Inspired Directions School highlights

9 - 12

Case studies

13

Thanks to our partners



Helping young people to believe and achieve



Thank you to everyone who has supported Inspire! to raise young people's aspirations over the last 15 years. We couldn't have helped so many young people without you.

However, there is still so much work to be done. In our society we still face rampant inequality. Many industries lack diverse gender, class and race representation and this is especially apparent in Hackney and other inner-city London boroughs. Local academic achievement has been steadily improving due to the hard work and dedication of the schools we work with, and the talents of their alumni. Yet so many promising local young people still lack the access, knowledge, skills and belief they need to realise their full potential.

We want to engage many more young people, some of whom are vulnerable, hard to reach, and unsure of their futures. We believe all young people deserve an equal chance of success and that is why we offer so many ways to reach and engage them.

Helping young people and promoting diversity helps our society. The work of Inspire! increases the pool of local talent who can bring a wealth of ideas and broad collective imaginations to their careers. We believe our society will be improved by drawing on the rich experiences of our diverse communities and supporting the individuals within it to believe and achieve.

Welcome from our Chief Executive and Chair



SUE MASKREY CHIEF EXECUTIVE

During my first year at Inspire I have met some wonderful people working in local schools, whose passion to make London a better place to live, work and study is genuinely inspirational.

The Mayor of London's vision for London includes expanding opportunities and making the most of the diversity that characterises the city. Inspire believes in the power of diversity, providing a range of opportunities so young people can see new and exciting roles that they can aspire to. We will strive to push the diversity agenda forward in the coming year.

We also plan to make the most of our connections by setting up a Supporters' Network for local businesses, formalising the varied network of employers that we have fostered over the past 15 years. With your support this year I look forward to inspiring, informing and preparing even more young people for a successful future.



MATT SPARKES CHAIR OF TRUSTEES

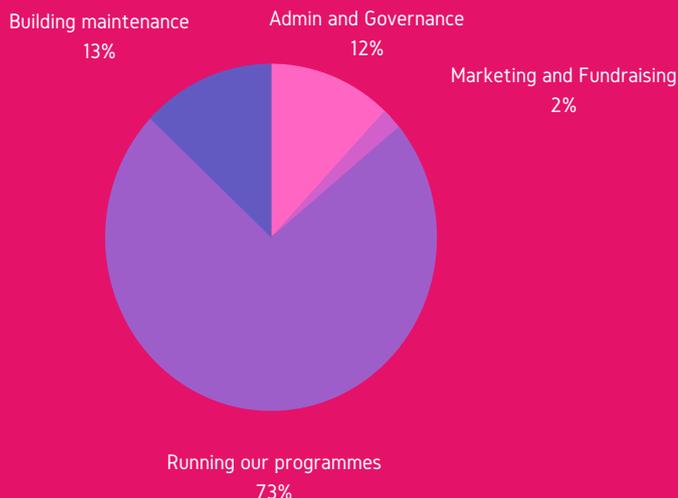
I am delighted that our partnerships with education and business continue to deliver such transformative outcomes for young people across London.

From work experience opportunities to mentoring, the range of programmes and opportunities that Inspire! offers has opened up life-changing possibilities for a vast and diverse range of young people. Those who volunteer on our programmes as ambassadors and role models can also benefit greatly from helping and inspiring young people.

Of course, there remains much to do. Whether on-line or face-to-face, these are challenging times for those we support and we know that many opportunities remain out of reach. It is also a tough environment for charities but we are uniquely well-placed to respond impactfully and look forward to securing more support to widen our impact in the years ahead.

WHERE WE SPENT OUR MONEY IN 2018-19

Inspire is a not-for-profit organisation. All funding is reinvested into the pursuit of our overall aim: to help young people believe and achieve, raise their aspirations and to improve diversity in the workplace.



Our work is focused in Hackney and surrounding boroughs, where although academic achievement is on the rise, a host of barriers exist for young people to higher education and certain jobs and industries. We therefore deliver activities that help young people to overcome these barriers, giving them equal access to a range of opportunities. All of our work aims to Inspire, inform and prepare young people for future success.

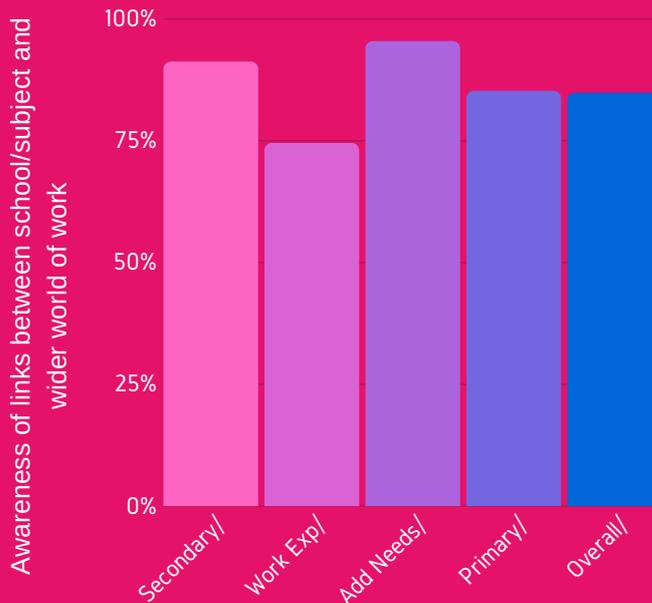
INSPIRING

DEVELOPING MOTIVATION AND PERSONAL AND SOCIAL SKILLS, AND RAISING ASPIRATIONS

84% of young people with additional needs increased their ability to interact, socialise and network with others.

INCREASING SKILLS FOR LEARNING AND WORLD OF WORK

94% of primary school students increased their STEM related skills



INFORMING

INCREASING UNDERSTANDING OF FUTURE CAREER, LIFE AND LEARNING OPTIONS

96% of secondary school students increased their understanding of the job application and interview process.

This year Inspire! has worked with 59 schools and colleges. We reached over 16,000 children including those not in education, employment or training. Over 1100 employers and over 2000 volunteers signed up to support young people's futures.

PREPARING

INCREASING ABILITY TO ACHIEVE POSITIVE CAREER, LIFE AND LEARNING GOALS

Overall 93% increased awareness of pathways to reaching career/learning goals.

PRIMARY PROGRAMMES

Influenced by what they see around them and in the media, research has shown that children rule out career options early on in life, (Education and Employers, 2018). Beliefs that there are 'jobs for boys' and 'jobs for girls', and that certain careers are reserved for those from a different social stratum create barriers that are difficult to break down later in life.

When issues such as child poverty or living in a workless household are added to the mix, children are much less likely to aspire to rewarding and fulfilling work based on their skills and interests. This is why careers in the nearby City and the booming tech, science and creative sectors can feel out of reach for many young Londoners.

Our primary school employability programmes are carefully designed by qualified primary teachers to challenge stereotypes and break down these barriers so that, year on year, children are educated about a broad range of careers and start to think about what sort of job might suit them. By the time they reach secondary school, children who have taken part in our programmes will be well prepared for the decisions they will have to make about their careers and more invested in their education.



"There are going to be new tools in the next 5 years and I'm excited because I might work or test the new tools and jobs."

100%
of teachers stated that **Work Week** developed their pupils' awareness and understanding of **working life** and the **working environment**. School pupils can now feed this experience into their **future careers**.



96%
of teachers felt that **iDiscover** increased pupils' **STEM-related skills**, enabling them to have a complex grasp of key **STEM career paths** and professions. The programme continues to be an asset for our young minds.

99%
of teachers agreed **iDiscover** significantly increased pupils' knowledge of the **STEM industry**. This fits under an increased understanding of future career pathways, learning options and an **in-depth insight** into interesting subjects.



HELPING YOUNG PEOPLE TO BELIEVE AND ACHIEVE

SECONDARY PROGRAMMES

Young Londoners have access to some of the most exciting and rewarding careers and industries including tech, business and the creative sector. But many still struggle to secure a good role. In London, unemployment is higher among those aged 16 – 24 than other working age adults, with 22% of this age group at risk of insecure employment. Lack of aspiration and confidence are part of the problem, with many young people saying they do not feel ready for the world of work.

Young Londoners' perception that they are not work-ready is shared by businesses, who value core and employability skills as much as academic qualifications but feel that many younger candidates do not possess these vital skills. We believe that the key to supporting young people to access the amazing career opportunities on their doorstep is through employability programmes while they are at school. We work closely with professionals from a range of sectors to devise employability and enterprise workshops to equip students with the knowledge and skills they need for future success.

We also arrange for diverse and inspiring role models to attend events so that young people can meet professionals with a range of exciting careers and find out more about what they do.



"I have never had a CV before so it was useful making my own one in the workshop. I also enjoyed having a practice interview and learning how to answer questions using the STAR technique".



96% of students increased their understanding of the job application and interview process. They consistently approached the activities with a positive mentality and improved vital skills in the process!



93% of students increased their knowledge of the skills and qualities employers look for when hiring new talent. Students can now use skills developed from events like our Careers Carousel and Social Action projects to make decisions about their future.



93% of students improved their ability to work in a team, developing solid teamwork skills. They will be able to use these and other transferable skills in the work place environment!

HELPING YOUNG PEOPLE TO BELIEVE AND ACHIEVE

WORK EXPERIENCE

There is a lot of evidence which demonstrates that participating in a work experience placement is an effective activity for young people to undertake. It has also been shown to have a positive impact on employability skills, motivation in education, career-decision making and knowledge of the world of work.

Our work experience programme not only prepares young people for their placement, it supports both the young people and their employers to make the most of the placement. As well as giving young people their first taste of the world of work, many of our young people go on to find paid part time jobs or apprenticeships with their work experience hosts.

For young people with additional needs, we create tailored work experience programmes which enable them to access the world of work at a pace that works for them and we support employers to understand and manage their support needs.



"I felt nervous at first but I warmed up to it and got to know the people working there and I learned a lot about the industry."

161,996

hours of work experience was delivered by the Inspire team this year. All the young people we worked with have dedicated their time to investing in their future. They have worked towards unlocking their potential in 12 broad sectors and have shown themselves to be assets to our future workforce.



4197

placements were sourced between September 2018 to July 2019 from **local employers to FTSE 100 companies, creative and technology start-ups and SMEs.**

3872

students have been allocated a work experience placement this year across a variety of industries from animal science to engineering and IT.



HELPING YOUNG PEOPLE TO BELIEVE AND ACHIEVE

ADDITIONAL NEEDS

Most young people who attend Pupil Referral Units (specialist schools outside of mainstream education) struggle with social and emotional behaviour difficulties and poor mental health. Many of these young people have a diagnosis of Conduct Disorder (persistent disobedient, disruptive and aggressive behaviour) and are much more likely to have poor outcomes on leaving education.

Young people with Conduct Disorder are twice as likely to leave school without any qualifications, four times more likely to become dependent on drugs and 20 times more likely to end up in prison. (Independent Mental Health Task-force report, 2016).

Employability-focused activities, work experience and networking are key to motivating and preparing these students for work or higher education, but unless activities are carefully tailored to their needs, they often miss out. Our Additional Needs team provides specialist employability-focused programmes to help these young people, and those with learning difficulties or language barriers, to reach for and achieve the positive future they deserve. Schools are grateful for our accessible, tailored approach.



"All the activities were fantastic and all students were incredibly engaged in interviews with volunteers. It was perfectly organised and I do not have any other suggestions to make apart from continuing to involve students in such useful events."



100%

of students that took part in our extended 'Get Ready for work Experience' programme for additional needs said they have a better understanding of the skills employers look for, following the sessions.



97%

of students agreed that taking part in our social action project: Inspiring Action improved their **confidence** to meet and speak to employers in the future.



100%

of students that took part in work place visits said they enjoyed the experience and afterwards felt more **prepared** for confidently taking part in a **job interview**.

HELPING YOUNG PEOPLE TO BELIEVE AND ACHIEVE

INSPIRED DIRECTIONS SCHOOL



The Inspired Directions School (IDS) offers a personalised approach to learning, and intensive, holistic support for those who are struggling to access mainstream education.

We offer students a supported progression route into further education or training at 16, putting to work our expertise in employability programmes to prepare pupils for the world of work. We offer a nurturing space for individuals to study for their core GCSEs, as well as the opportunity to study BTEC courses at our local partner college.

Fundamental to our ethos are individuality, collectivism and progression. Our teachers and mentors work patiently to ensure our students feel safe and supported and we supplement core lessons with work-related learning and work experience. Our students work towards having an awareness and understanding of the job market and personal, social and employability skills for work and learning.



"I felt worried because it was a new experience for me, but going to Inspire! was fun and I completed a gardening course. Now I am going to study science."

All of our students have engaged with a range of useful courses and activities, from building their own bikes on a **bikes mechanics** course, to hosting their own **radio show** on 199 radio, giving them a platform to share their views.



Our students have taken advantage of work experience opportunities and have even started their own **enterprise**, growing vegetables and selling them to the public. They have developed a lot of **hard and soft skills** along the way, gaining a sense of ownership and developing an **entrepreneurial** mindset.

We have engaged 22 of the most vulnerable and hard to reach young people from **Hackney** and **Islington** this year, delivering a **broad and balanced** curriculum enabling our students to sit **GCSEs** and **Functional Skills** exams, which they might not have otherwise been able to access.



HELPING YOUNG PEOPLE TO BELIEVE AND ACHIEVE

inspire!



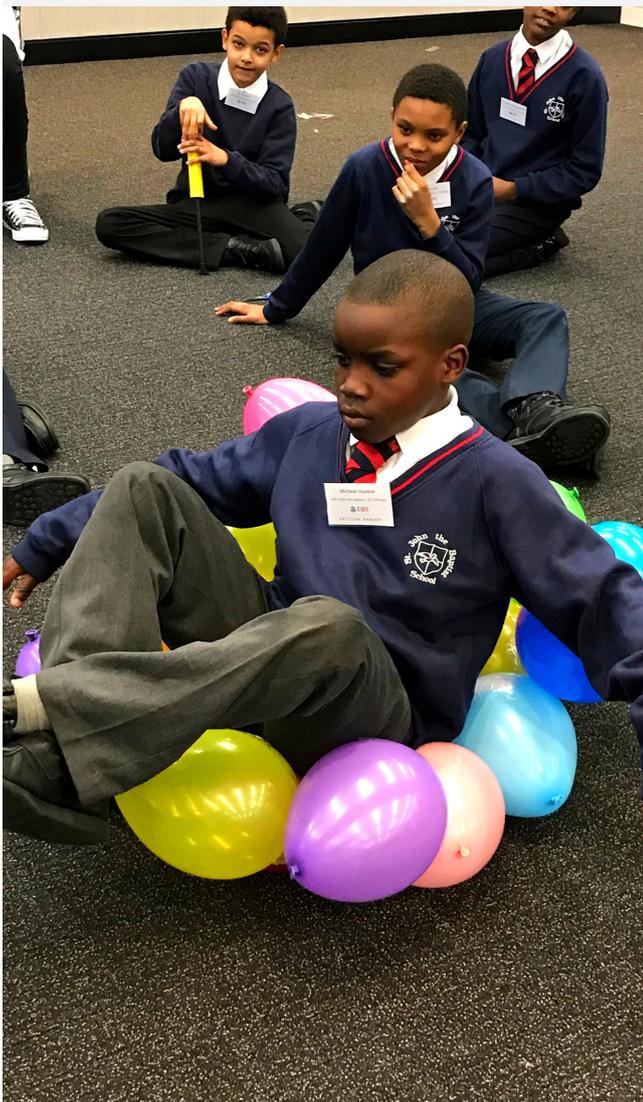
Steps to Success and Full STEAM ahead with...



UBS

Steps to Success

This engaging programme was co-designed with UBS to support pupils in Year 6 to make a positive transition from primary to secondary school; one of the most significant changes in a young person's life. Over 360 pupils from six primary school participated in workshops taking place in-school and at UBS. The workshops aimed to help pupils think about their move to secondary school and ease the concerns they had about the change. The workshops included a story writing competition, a transition 'scenario' activity and a careers carousel, all of which were supported by volunteers from UBS.



STEAM Ahead

In 2017-18 Inspire! in partnership with UBS devised and delivered a new primary programme called Full STEAM Ahead. Full STEAM Ahead aimed to introduce young people in Hackney to Science, Technology, Engineering, Arts and Maths (STEAM) through a competitive programme delivered in four schools.

Following the successful pilot, we scaled up the programme in 2018-19 and delivered to 12 schools. The programme included an in-school workshop in which pupils were introduced to the STEAM subjects and jobs in STEAM industries through an interactive presentation. Pupils then took part in a competition in small groups and the winning team from each school was invited to a semi-final at UBS.

During each semi-final pupils completed four competitive STEAM activities with the support of UBS volunteers. The winning team from each semi-final was invited to the final, which took place in July. During the final the teams designed, built and coded a Raspberry Pi buggy which they tested on a maze in front of each other. Each team was awarded points throughout the day and during the buggy race and the winning team was announced at the end of the visit.

Feedback from pupils, teachers and volunteers was incredibly positive and delivery for 2019-20 has been confirmed.



Transitions workshops and Dragon's Den with...

Morgan Stanley

Dragon's Den and Transitions workshops

In summer 2019 Inspire! and Morgan Stanley kicked off a new partnership enabling 10 primary schools to take part in an Enterprise or Transition programme. The week-long Enterprise programme was based on our Year 6 Work Week theme in which pupils compete in groups to form small businesses, inventing a new product, writing a business plan and developing a pitch. At the end of the week, pupils present their pitch to a panel of volunteers in a 'Dragons' Den' at Morgan Stanley.

The Transition workshop was similar to the one delivered at UBS, in which Year 6 pupils explored the differences between primary and secondary school.

The workshop was followed by a visit to Morgan Stanley, where pupils worked with employee volunteers to address some of the concerns they had about moving to secondary school with the aim of helping to alleviate some of their fears and anxieties.

The visits to Morgan Stanley for both the Enterprise and Transition programmes included a Careers Carousel, where pupils met a large number of employees to ask about their jobs in a speed networking session. Pupils asked questions about volunteers' roles at Morgan Stanley, as well as their career paths and the skills their different roles have helped them to develop.





In June, Action Sustainability hosted a local work experience student via one of our work experience programmes.

Work Experience Case Study



Watch the video:
<https://www.actionsustainability.com/action-sustainability-hosts-local-work-experience-student/>

From Aliyah Abdullahi, student at Elizabeth Garrett Anderson School:

"My experience at Action Sustainability was amazing. The staff (consultants and managers) were extremely welcoming, this really helped me settle in easily as the atmosphere was very hospitable. One thing that was really good was the variety of tasks and the organised timetable. This was really good as it almost realistically mirrored a busy workday. Because of this, I am really prepared for future work. For example, the meetings were very useful as I gained an insight on behaviour in a professional environment. I learnt a lot about the company and gained many transferable skills. I also really liked exploring the Supply Chain Sustainability School website. With the detailed and interactive e-learning modules, it is impossible not to learn something. I surprisingly gained a strong interest in sustainability and workers' rights and am considering it as a learning option for the future. Overall, it was a valuable experience that I will never forget, and I cannot thank the staff at Action Sustainability enough for giving me this wonderful opportunity."

From Rosie Watts, Events & Marketing Officer who Aliyah worked with:

"We really enjoyed having Aliyah as part of the team, she was a great asset to the team and it was great to deliver social value in the local community, which is something that we are committed to at Action Sustainability. As a previous apprentice, it was great to help Aliyah on her journey of discovery of potential career paths. Nowadays, there is so much pressure put on young people to know what they ultimately want to do as a career, having little, or no experience in different fields. During her week with us, Aliyah completed various different marketing and digital marketing tasks and it was great to hear at the end of the week that Aliyah would consider completing an apprenticeship which she admitted was something that she previously would not have necessarily considered. Overall, it was a great experience working with, and helping a student in the local community, and this is something that Action Sustainability will be conducting again in the future."

FUNDRAISING AND SUPPORTERS



^ The Natixis cycle team upon completing their cycle from London to Amsterdam.

Inspire CEO Sue Maskrey and Senior Advisor at Natixis Terry Mellish at the Natixis Charity Golf day 2019 >



Natixis Investment Managers are a long-term and much valued supporter of Inspire. We would like to thank the entire Natixis team for raising money for us and homelessness charity Providence Row. Earlier this year, their cycling team completed a sponsored cycle from London to Amsterdam raising £15,000 for each charity. In September they hosted an annual charity golf day and auction where they raised an additional £10,000 for each charity. We greatly appreciate their help and support, and a special mention goes to our good friend Matt Shafer for helping to guide us as a Governor for our school.



In 2018/19, HSBC ran a pilot with Inspire to deliver employability work in secondary schools and to help prepare young people for their work experience placements. This project helped 2272 young people to learn about the world of work, with 94% participants saying they now have a better understanding of the skills and qualities employers look for. As well as funding the programme, HSBC have provided 140 volunteers over the year, with 637 volunteering hours! We are delighted to be working with HSBC again this academic year.



^ HSBC and Inspire! staff after a session on our 'Get ready for work experience' programme



Individual donors make a significant contribution to Inspire through donating a regular amount each month through Payroll Giving or getting involved in sporting events on our behalf. This year we were delighted to welcome runners from Soho House, DAME and Natixis, who raised £3000 for us by running the Hackney Half Marathon. Thanks to them all for an amazing effort!



^ Runners on the Hackney Half Marathon 2019 raising money for various causes. One of our runners Danielle Sullivan from Soho House who ran the Hackney Half for us >



SPECIAL THANKS TO

inspire!



A huge thank you to all our funders, partners and supporters. Here is a selection of the partners who have worked with us throughout the academic year, making substantial contributions to our work and mission either via funding or direct engagement with our programmes.

We look forward to a continued relationship with them all, and welcome more supporters to join us in our efforts to raise young people's aspirations.

Get Involved...

Registered charity no: 1111037

We need inspiring and enthusiastic people to get involved with the next stage of our journey. There are several ways to support our mission; whether through volunteering, hosting work experience, fundraising, or donating!

Get in touch to find out more
0207 275 6060

**34-38 Dalston Lane
London
E8 3AZ**

**info@inspire-ebp.org.uk
www.inspire-ebp.org.uk**



**Inspire!
Education Business Partnership**



Inspire.ebp



@InspireEBP



@InspireEBP



**Inspire!
Education Business partnership**



Donate to us through JustGiving at:
www.justgiving.com/newhackneyeducation

The publication of this report was generously sponsored by  **UBS**