



SPEAKERS FOR SCHOOLS

YEAR IN REVIEW

2017/2018

WE BELIEVE
EVERY STUDENT
FROM A STATE
SCHOOL,
ACADEMY
OR COLLEGE
SHOULD HAVE
ACCESS TO THE
VERY BEST.

CONTENTS

OUR CHAIR 02

OUR FOUNDER 03

OUR WORK AND PURPOSE 04

WHY WE DO WHAT WE DO 06

HOW WE WORK 07

WHAT OUR SUPPORTERS SAY 08

AN ECOSYSTEM OF IMPACT 11

2017/18: OUR WORK AND IMPACT 12

2017/18: OUR WORK IN NUMBERS 14

TALKS IN ACTION 16

S4SNEXTGEN IN ACTION 18

S4SNEXTGEN EMPLOYERS 20

OUR YEAR IN ACTION 21

LOOKING FORWARD 22

SUPPORT OUR WORK 24

OUR THANKS INSIDE BACK COVER

OUR CHAIR

OUR NETWORK IS HELPING DRIVE EQUALITY OF OPPORTUNITY

As someone who works in an industry built on figures, you will (hopefully) forgive me for starting with three numbers that encapsulate the incredible journey of Speakers for Schools since we started in 2011.

600,000 state school students engaged – each one experiencing a potentially life-changing interaction that expands their horizon, sparks their imagination and sets out the path to an exciting future

1,200 speakers enlisted – an unparalleled network of leaders from every sector who donate their precious time to inspire students every year

50 employers signed up to our blossoming S4SNextGen programme – each one opening their doors to provide that critical first step on the road to a great career

These figures are impressive, but they don't come close to conveying the time and effort that so many have dedicated to growing our charity and making it such a success. The model only works because of the generosity of our speakers and dedication of our teacher network – brought together through the fantastic work of the Speakers for Schools team.

The real success from my perspective this year though is the rapid expansion of our S4SNextGen programme. I know from conversations with teachers and speakers alike that high-quality, mutually-beneficial work experience is vital for bridging the



gap between education and fulfilling employment. Research has shown that 1 week or more can make a transformative difference to a student's workplace skill set as well as their aspiration, breaking down the barriers to their success. At Caxton, we've hosted some fantastic cohorts of students and having the chance to talk to and observe them working together and growing in confidence makes me very excited about the future.

There's so much more to be done to truly level the playing field between state and privately educated students in this country; to drive equality of opportunity and convince every young person that they can and should strive for more. That's the mission Speakers for Schools sets itself.

So, a heartfelt thank you to everyone who has made 2018 such a success. You are genuinely helping to make this country a better, more meritocratic place, and that is something of which we can all be proud.

A handwritten signature in black ink that reads "Andrew". The script is fluid and cursive.

Andrew Law

Chair of the Board of Trustees, Speakers for Schools

OUR FOUNDER

WE ARE HERE TO HELP YOUNG PEOPLE OF ALL BACKGROUNDS THRIVE AND PROSPER



Our young people face the greatest challenges of any generation since the Second World War: jobs being taken by robots and artificial intelligence; homes and pensions a distant dream for many; malicious fiction disguised as hard news on social media; a country once famous for its tolerance and understanding being torn apart by emotional disputes rooted in ethnicity, religion, politics and gender.

At Speakers for Schools we are all about preparing school students to thrive and prosper in this dizzying, confusing world - by organising free talks in schools from wise and inspirational people, and by opening the highest quality work experience placements for the most under-privileged teenagers.

We are all about helping those young people become the most creative, adaptable and confident they can be, so that this rapidly changing and unpredictable world does not put insuperable obstacles in the way of their self-fulfilment but is a place of exciting unlimited opportunity.

A handwritten signature in black ink, which appears to read 'Robert Peston'.

Robert Peston

Founder, Speakers for Schools



OUR WORK AND PURPOSE

Students at Kensington Aldridge Academy enjoy a talk from the Mayor of London, Sadiq Khan



“All agreed that they would consider applying to Oxbridge now as previously they did not think they would **‘fit in’**.”

WHY WE DO WHAT WE DO

SOCIAL MOBILITY STARTS WITH LEVELLING THE PLAYING FIELD

This year our charity partnered with YouGov to find out what 11-18 year olds thought about skills for the future world of work, what they needed to be successful - and what might be holding them back.

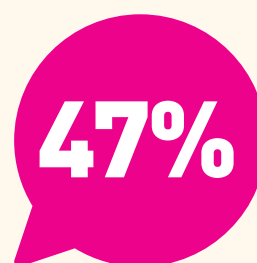
The result? We know there is still so much more to be done.



of students see not knowing the right people as a barrier to success



cited not having enough work experience opportunities as a barrier to being successful in the future



said not having enough confidence in their abilities would stop them from being successful in their career¹

While all state school pupils face challenges in reaching their potential, it hits those from disadvantaged backgrounds the most. In their End of Cycle Report (2016), UCAS found that young people from the 'most advantaged' backgrounds are 10 x more likely to go to a leading university compared to the country's 'most disadvantaged' pupils.² Added to this, findings from DfE demonstrated that pupils who received free school meals (FSM) were considerably less likely to achieve A* - C grades in maths and English; 39% of FSM pupils compared to 67% of students not eligible for free school meals.³

Speakers for Schools has been trying to level the playing field for state school students since we launched in 2011, and targets those schools and students who need us the most. Today our teachers see us as a key part of how they help to inspire and prepare their students for their futures.

“It was refreshing to hear about someone who has managed to achieve so much in their life - academically, personally and professionally. I feel inspired to go and live my life to the fullest.”

1. Skills 2030 Campaign Survey, YouGov plc (Feb 2018)

2. End Of Cycle Report, UCAS (2016)

3. Revised GCSE and equivalent results in England 2015 to 2016, DfE (2014/15)

HOW WE WORK

Our team works within the education sector to ensure our services reach young people in state schools, academies and colleges, who need them the most: those with fewer connections, areas with fewer opportunities and those least likely to be already reaching top opportunities. Core to what we offer to our supporters is not only a great network to facilitate school engagement, but expertise on who they should be reaching and guidance on how to have wider impact with their organisation and sector.



Our Mission

Our mission is to open up access to the very top for state school students. Our aim is to level the playing field for young people of all backgrounds by creating access to the UK's most prominent leaders and organisations by investing in state schools, giving students a leg-up in their futures by having the same access to insights, information, encouragement and opportunities as those in fee-paying institutions.

Our Values

- Every state school student deserves to be encouraged and given the best resources to help them reach their potential
- We believe leaders of today and their organisations play a key role in changing the status quo
- It is crucial to give state schools fairer access to these world-class experiences and resources
- We believe nothing better inspires young people than the direct sharing of advice and experiences
- When our young people are given a more level playing field it is better for our society, economy and communities
- Our work should be entirely free to state schools and their students

WHAT OUR SUPPORTERS SAY

LEADERS OF TODAY INVESTING IN THE NEXT GENERATION

What started as a few leaders sharing their advice in schools has become the UK's largest network of influential figures and experts donating their time and connecting with state schools, **now reaching over 100,000 students each year**. So much more than just school talks, we enable leaders and their businesses to create inspiring engagements that help change the status quo when it comes to equipping young people for their future.



ANDY HALDANE CHIEF ECONOMIST, BANK OF ENGLAND

"One of the roles of public institutions, like the Bank of England, is to create so-called 'public goods'. These are things which are open to everyone and benefit everyone, yet may sometimes be in too short supply. Equal access to good education and workplace opportunities are classic public goods.

Speakers for Schools creates those public goods for young people who might not otherwise have access to them. It does so through its speaker programme in schools and, most recently, through its work experience programme in the workplace. It has already opened minds, and hopefully a few doors, for thousands of school children.

As an institution serving the public, we are thrilled to have been a supporter of both those

"We are only just scratching the surface"

programmes from the get-go. Doing so has really been a win-win. It has been a win for those pupils who have benefitted from an inspiring talk or work experience they wouldn't have been able to otherwise access. But it is a win, too, for the Bank of England. The better informed young people are about the economy and the role of the Bank, the better the performance of the economy is likely to be. And that is to say nothing of the benefits of having a wider and deeper future talent pool.

Yet we are only just scratching the surface. More of these wins are needed. More pupils need to be given the opportunity to make the most of their talents if we are to close the opportunity and achievement gaps across society that come at such a heavy cost. And more companies, public and private, large and small, stand to benefit from offering these opportunities to young people at a time when talent has never been more precious or more scarce."

SIR ANTHONY SELDON
VICE CHANCELLOR,
UNIVERSITY OF BUCKINGHAM

"It has long been the case that fee-paying schools have had easier access to first-class resources, brilliant people and amazing experiences so I have always welcomed the mission of Speakers for Schools to democratise access to these invaluable parts of education that can shape a young person and propel them in their ambitions. These intangible benefits of a rich educational environment is what helps pupils feel they are able to achieve, and it gives them the wider worldly knowledge to do so. It's why I am always delighted to donate my time knowing it is helping to guide young people on their journey and see this as a role for all of us.

It is imperative that our leaders and world-class organisations support state schools in the development of their students' skills, aptitudes and understanding of the world of work – something Speakers for Schools can help achieve via their programmes, seeing more young people aspire to the top and helping to prepare them for their future."



"These intangible benefits of a rich educational environment is what helps pupils feel they are able to achieve"



KAREN BLACKETT OBE
UK COUNTRY MANAGER,
WPP AND CHAIRWOMAN,
MEDIACOM UK & IRELAND

"It has never been more important for industry leaders to 'walk-the-walk' and let young people know about the exciting opportunities that exist; engaging with young people is crucial to future proofing business. I have been proud to support Speakers for Schools with my time since its early days as a speaker and now also engaging with their work experience programme to reach more state school students lacking the links and confidence to come into our industry.

S4S has become a core piece to our outreach, by breaking down barriers and letting young people shine regardless of ethnicity, wealth or education we are able to remove nepotism and attract new talent to our sector. I can't encourage my peers enough to give their time to this not only as a rewarding way to engage and encourage young people today but also as a fundamental way to help us directly bridge the gap on skills and talent for the future of the UK."

"S4S has become a core piece to our outreach... we are able to remove nepotism and attract new talent to the sector."



JIMMY WALES FOUNDER OF WIKIPEDIA

"Speakers for Schools is a great organisation which gives people like me the opportunity to meet and interact with students whom I might not otherwise have a chance to meet... and for those students to meet with someone like me. It's a unique way to share advice directly and know it's going to students who need all the advantages they can get. What I always try to emphasise to students is that it is important not to fear failure

"Success should have no limits"

- success should have no limits and it is better to try and fail and learn from that failure than to have never tried at all.

I want to help more young people today get a chance to see what characteristics and skills will set them up for success, which is also why we have chosen to involve our firms in the charity's work experience programme, S4SNextGen. I hope seeing our start-ups and teams in action can inspire them in taking chances and teach them amazing lessons for the future."

LIZ EVANS CEO, OASIS & WAREHOUSE

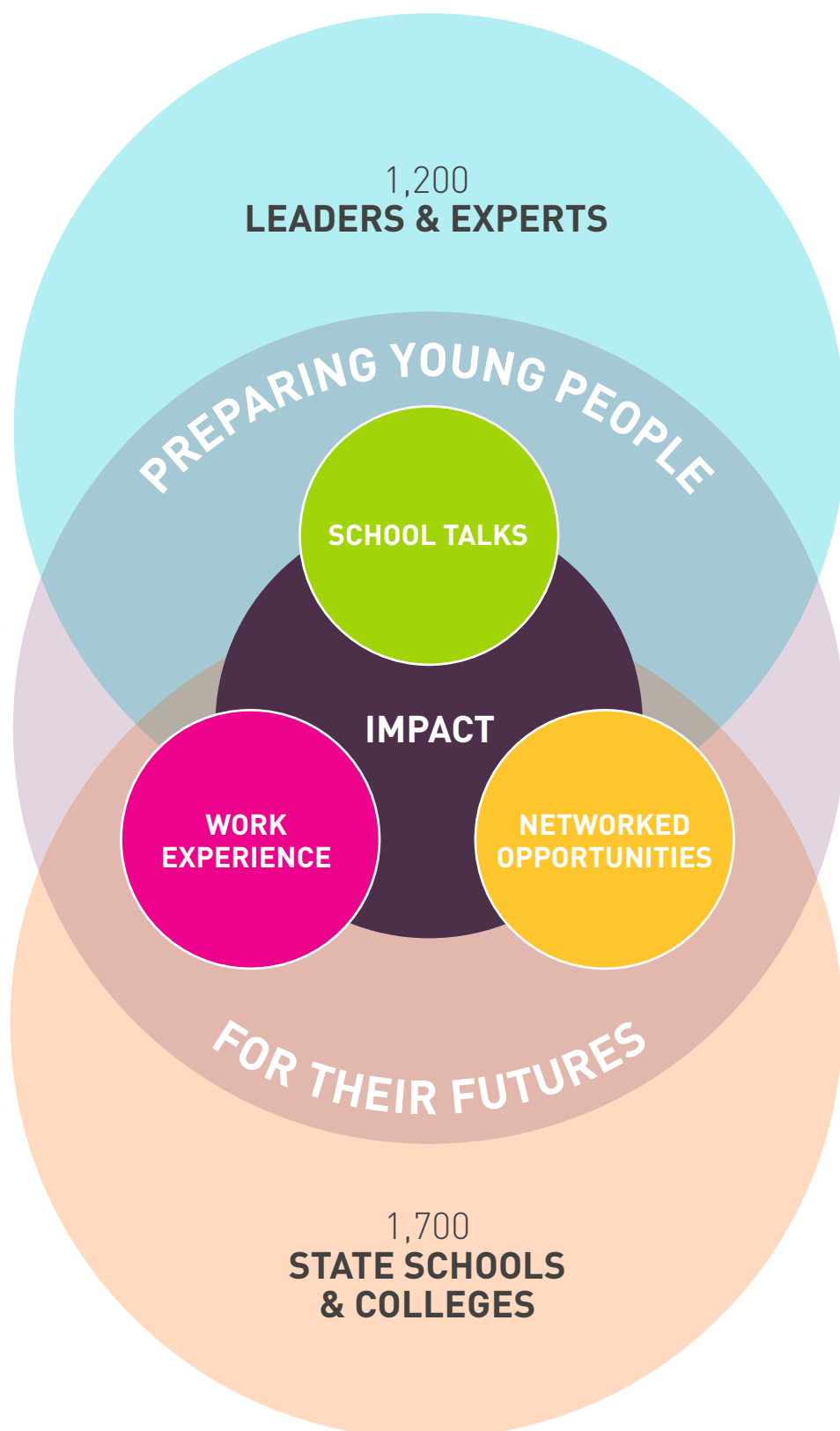
"Speakers for Schools has given me the opportunity to talk about my career and share my experience with students in the hope that I might be able to provide insight and guidance into how they can apply what they are learning today to a professional environment in the future. It is a privilege to have the opportunity to help shape their career aspirations, as well as welcome them into our business to give them a behind the scenes insight into the world of a fashion business. Through my work with the charity I hope we can inspire the next generation of young people, and I hope a few more will end up considering a career in fashion and retail too."



"I hope we can inspire the next generation of young people"

AN ECOSYSTEM OF IMPACT

TWO POWERFUL NETWORKS CREATING REAL CHANGE FOR YOUNG PEOPLE



● School Talks

Leaders directly give their time to share real stories of success, lessons in failure and world-class insights on the big picture that can inspire students to re-think their potential, future opportunities and broaden horizons

● Work Experience

Our leaders open the doors to their esteemed firms and companies using S4SNextGen to create eye-opening work experience days and weeks, reaching students that would never access them otherwise

● Networked Opportunities

S4S cultivates a special network of opportunities through amazing partners so our leaders and schools are both better connected to related resources, programmes and opportunities that can help augment your work in this space

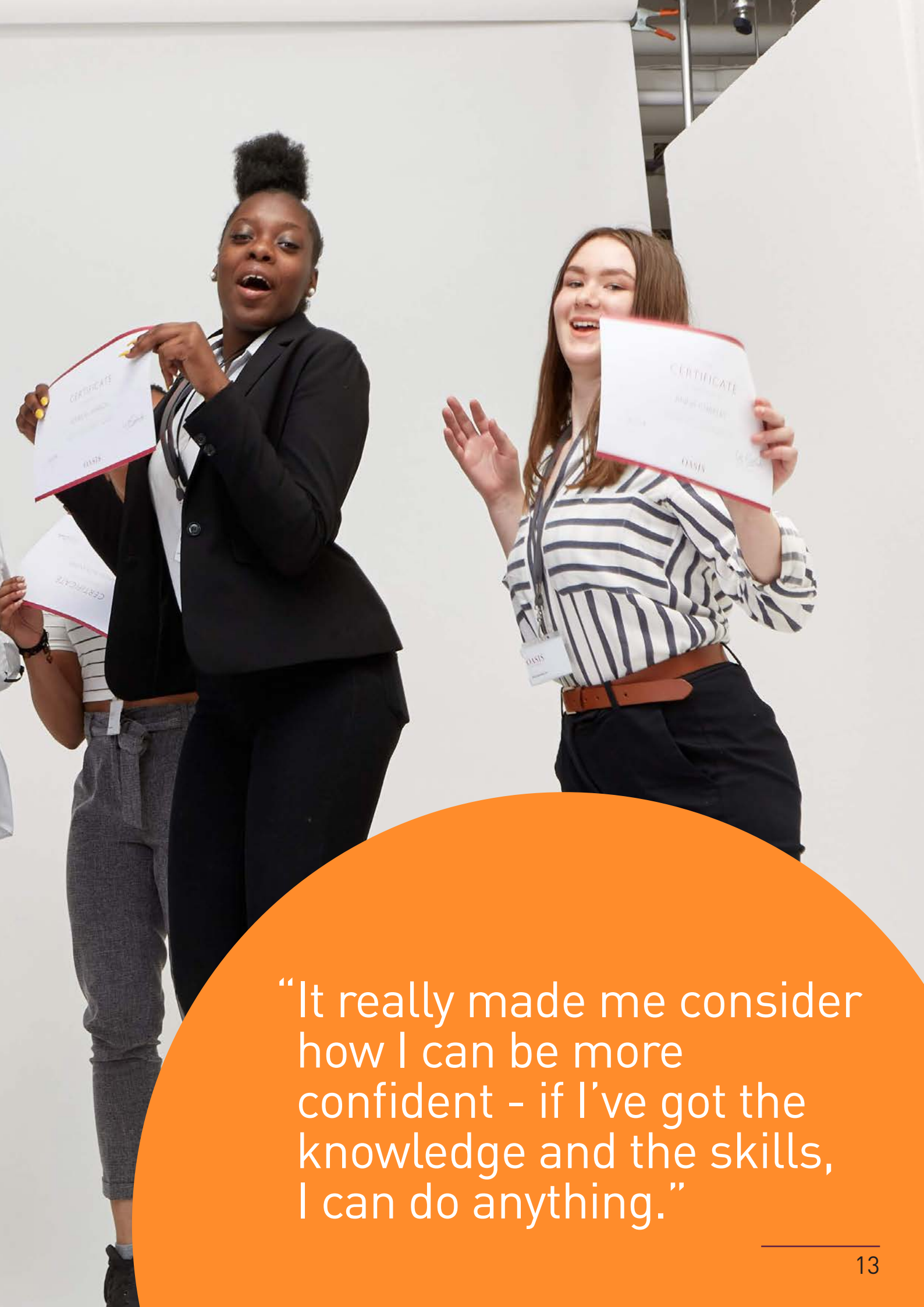
IMPACT

- Encourages students in their potential and will to achieve regardless of background
- Shares insights on the key transferable skills and characteristics for success
- Demystifies & challenges preconceptions about the wider world and industries
- Inspires new ambitions and sparks new interests
- Creates awareness of diverse career pathways and future opportunities
- Builds connections with and access to top people and institutions



2017/18: OUR WORK AND IMPACT

S4SNextGen students take part in a photo shoot during their work experience placement at Oasis & Warehouse



“It really made me consider how I can be more confident - if I’ve got the knowledge and the skills, I can do anything.”

2017/18: OUR WORK IN NUMBERS

REACHING THOSE WHO NEED US THE MOST

This is our 7th year running our speaker programme and our 2nd year organising top-level work experience, reaching more students than ever this year:



WHO WE REACHED

50%

of our activity
is with the top
40% highest
need schools
in the UK

70%

of our events
take place
outside of
London

**ALL
12**

England
'coldspots'
served by S4S

26

locations
hosting work
experience
from Glasgow
to Portsmouth

Our speaker network⁴



Economy and Business	52%
Art, media, comms	44%
Social Sciences	26%
Sciences, engineering and technology	22%
Culture, history, languages	13%
Sports, leisure and health	9%

Schools applied per region



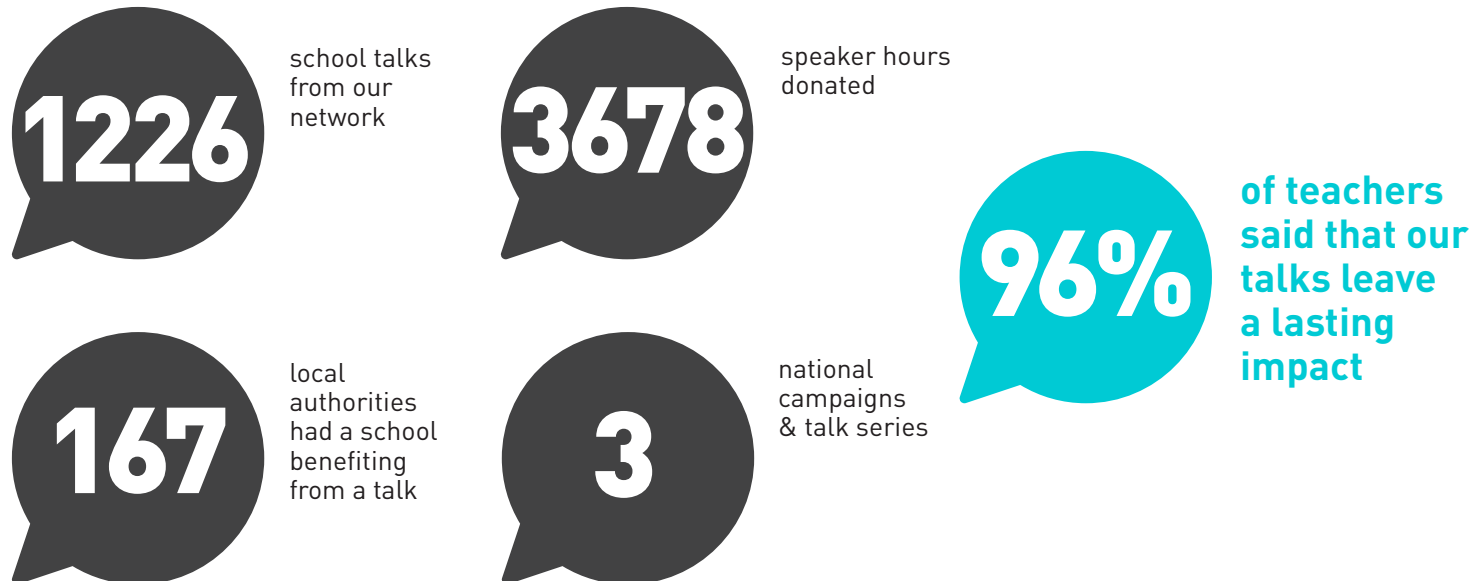
East Midlands	29.9%
East of England	48.4%
London	67.6%
North East	35.0%
North West	45.5%
Northern Ireland	15.0%
Scotland	26.7%
South East	56.6%
South West	54.2%
Wales	29.0%
West Midlands	43.9%
Yorkshire & Humber	44.3%

4. Speakers often share their expertise on more than one topic

TALKS IN ACTION

STORIES THAT CHANGE WHAT STUDENTS BELIEVE IS POSSIBLE

Our talks are at the core of what we do and provide a direct link between the fantastic speakers in our network and our students. Every one of our talks is different and that's what makes our work unique.



Simon Stevens, Chief Executive of NHS England is given a tour of the school by students in Lewisham

Editor-in-Chief of The Economist **Zanny Minton Beddoes** speaks about skills for the future



Mayor of London, **Sadiq Khan** captures a selfie with 230 eager students following his first S4S talk

As part of our 1,000+ talks, we also run themed campaigns annually, giving students the opportunity to hear from (and talk to!) industry leaders and experts about key issue that directly affect them. This year has been a special year, seeing not one but three campaigns starting with our Skills 2030 campaign, our Great British Plastics Challenge and our collaboration with the NHS England and NHS Improvement in celebration of their 70th birthday in July.



Lindsey Hilsum pictured with year 7 students after speaking about her career as a foreign correspondent



**We have
reached over
600,000 young
people**



**Our events
now reach over
80% of local
authorities
each year**



**3 million
impressions
from our
#plasticschallenge
on social
media**

S4SNEXTGEN IN ACTION

WORK EXPERIENCE THAT CHANGES WHAT IS POSSIBLE

S4SNextGen is a national programme that is opening up work experience and insight days at the UK's top companies and organisations for students who often have the least access. Our programme helps employers better reach these students while making it easier to set-up and create meaningful placements for students and employers alike.

506

student placements

69%

of students say they gained 2 or more new professional skills

450%

growth in our second year

94%

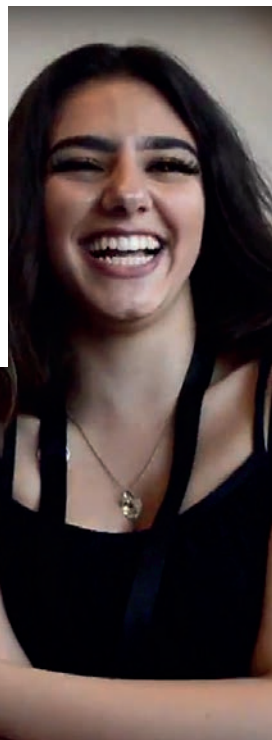
of employers feel S4SNextGen helps them reach students who lack access to their industry or opportunities

95%

of students said they felt better prepared for work

“My family has no contacts... being from a working class background this was a great opportunity”

Meliz,
17 years old
Discovered talent: Picking out the best bits for social media
Placement: Endemol Shine UK, London



M&C Saatchi,
'Ad Unlocked' Insight Day



41% of students participating are on free school meals or Pupil Premium; for 68% this is their first work experience of any kind.

We help organisations of all sizes to create valuable placements with impact. Whether you have never hosted before or are looking to target school coverage of an existing programme, we can help. Our team helps employers to target students, access best-practice advice and harness tools for organising fantastic placements.



Airidas,
16 years old
Future ambition:
Programming
Placement:
Jardine Motors
Group, Herts



George, 15 years old
What next?: Considering
an apprenticeship
Placement: Ofcom,
Edinburgh



**Charlenessa &
Jonas** hosted at
the Power of Muzik

Siddhart,
16 years old
Passion: Photography
Placement: Engine
Group, London



Snegha and Zachariah,
both 17 years old
Placement: Salesforce, London

Joe, 17 years old
Favourite part: Meeting all the different
staff and learning about job roles
Placement: Virgin Money, Newcastle



S4SNEXTGEN EMPLOYERS

THANKS TO ALL OUR
EMPLOYERS FOR OPENING UP
THEIR BUSINESS THIS YEAR



OUR YEAR IN ACTION

AMAZING HIGHLIGHTS FROM 17/18



NOVEMBER 2017

Future Forum, Liverpool

S4S worked with the **Bank of England** to coordinate 7 school talks from each Governor across the city ahead of their Future Forum launch

JANUARY 2018

S4SNextGen symposium

Our best-practice network comes together at **M&G Prudential** to share what 'works' for work experience to help more employers become hosts

FEBRUARY 2018

Breakfast with the Boss podcast launches helping schools access candid interviews with top figures



Leading psychiatrist **Dr Sandeep Ranote** talks to BBC Breakfast about **#NHS70** leaders in schools

MARCH 2018

#Skills2030 campaign launches

S4S announces YouGov survey findings on what skills young people think they need for 2030, along with a 30+ speaker talk series



APRIL 2018

#NHS70 campaign launches

S4S partner with **NHS England** and **NHS Improvement** for over 100 special school talks sharing the amazing work of the NHS and opportunities within the service



JUNE 2018

The Great British Plastics Challenge launches

S4S, **Environment Agency** and **Business in the Community** launch a national challenge & series of school talks to inspire young people to take action against plastic pollution



LOOKING FORWARD

Students at the Tata Consultancy Services Digital Explorers Event in Liverpool (July)
courtesy of the Engineering Development Trust



“I feel more confident that whatever I do in the next few years I should still end up where I want to be if I have enough passion for it.”

SUPPORT OUR WORK

MORE OPPORTUNITY FOR IMPACT

In 2019 and beyond, we are investing in how we connect leaders to the state education sector, expanding our engagement offer for even higher impact events and placements to prepare young people for their futures.

See how you, your firm or industry can support our work below or contact our team to find out more at team@speakers4schools.org

Speakers

We know leaders want to have the most impact possible in supporting our work. Help us do more by:

- Find out how we can help you give your time more than once a year
- Help us reach underserved locations and schools: ask our team about committing to speak in our target areas
- Speak to our team about inviting your peers and speakers we are missing from our network

Organisation

Our speakers' organisations are some of the best in the world, and we can help you connect this support in your business. Talk to us about:

- How we can help your work experience or insight days through S4SNextGen
- Signing up your senior leaders as speakers and related programmes to engage wider staff
- Sponsoring a talk series or project with our charity on a theme important to your business

Industry

We work with different membership and industry bodies to assist them in their educational objectives, social responsibility and future talent work through:

- Engaging high-profile members as speakers so they can contribute to education or outreach work
- National sponsored campaigns to reach our national school network
- Partnerships sharing resources and collateral with our state schools and their students

FUNDING OUR WORK

We have a fantastic foundation for our work but we are interested in connecting with like-minded individuals or organisations who can help us put a jetpack on where we are going. If you'd like to have an exploratory conversation please contact our Executive Director Ashley.Hodges@speakers4schools.org

OUR THANKS

SUPPORTERS AND PARTNERS MAKING OUR WORK POSSIBLE



The Law Family Charitable Foundation



BANK OF ENGLAND



The i newspaper

Jimmy Wales
Founder, Wikipedia



YouGov[®]

Board of Trustees

David Giampaolo

Andrew Law Chair of the
Board of Trustees

Robert Peston Founder

Roland Rudd

Our Executive Team

Ros Adams Kimber Communications Officer

Caroline Batt Schools Manager

Lily Clifford Senior Engagement Coordinator

Andy Coustick-Deal Systems and Office Administrator

Ashley Hodges Executive Director

Oliver Wells S4SNextGen Programme Manager

Carly Wilkinson Speaker Programme Manager

Christabel Williams Engagement Coordinator

ABOUT SPEAKERS FOR SCHOOLS

Speakers for Schools is a UK education charity launched in 2011 to help level the playing field for state secondary schools and their students by increasing access to inspiring talks and engagements with today's top figures and employers, as often seen in fee-paying schools. Speakers are high-profile leaders and experts donating their time and travel, keeping all engagements free of charge to our schools.


In 2017, the charity launched S4SNextGen, its portal connecting state schools with speakers' esteemed companies to offer work experience and related placements to those students who need it the most: **www.S4SNextGen.org**. We now have hundreds of placements opening-up with top employers for invaluable student workplace experiences.

The charity was founded by Robert Peston and has facilitated over 5,500 school talks and placements reaching over 600,000 young people to date. Chaired by Andrew Law with a board of trustees, the charity is funded by the **Law Family Charitable Foundation**.

Visit **www.speakers4schools.org** to find out more about how you can get involved today.



If you would like to know more about working with us or supporting our work please contact **team@speakers4school.org**

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www.speakers4schools.org / www.S4SNextGen.org
 **@speakrs4schools**

Speakers for Schools is a registered charity in England and Wales (no 1150411) and Scotland (SC046586)

