



# IMPACT REPORT 2016–2017



FORM THE FUTURE



# OUR MISSION

We connect young people to a world of career possibilities, inspire them to dream big and empower them to fulfil their potential.

At Form the Future CIC our mission is twofold; we aim to inspire young people in their career choices and enable businesses to safeguard and build their talent pipeline. We bridge the gap between these two worlds by making it as easy as possible for the two spheres to work together and achieve more.

Form the Future started life as a small start-up, reliant on public grant funding, and in only two years it has grown into a dynamic business with diverse revenue streams. 2016–17 saw us expand our funding base, double our workforce and expand our reach.

To give our project context – up until 2011, local councils were required to fund Connexions, a government led agency tasked with, amongst other things, career-based advice and support for young people aged 13 to 19. Once this service ceased in 2011, schools were left without access to such services and no funds to fill this gap with a dedicated professional within their learning centre.

Nonetheless, schools still have a curriculum requirement – measured by Ofsted – to deliver advice on further education and careers options, without the resources, funds or capacity to do so.

This is where we make a difference. We secure funding from grants. We connect schools and colleges with our vast network of contacts from across the business world.

We create all the events and experiences. We manage the relationships. And we bring it all together seamlessly, providing a high-quality, high-impact brokerage and event delivery service between schools and businesses, and a memorable experience for students.

Form the Future has been bridging this gap since 2015. Our passion stems from the desire to inspire young people by opening their eyes to the education and career opportunities available to them. We believe that all young people should be able to shape their own future and we want to enable them to do so.

Now, through our relationships with businesses in the area, we are able to offer a range of services to schools that will in turn enhance the businesses’ brand values and contribute to their future talent pipeline. We currently work with 36 local schools and colleges and provide an impactful, high-quality service that is simply not available without our support.

## WHERE WE ARE NOW

We are changing the way young people learn about and prepare for future careers. By bringing a wide range of experienced professionals into schools, to share their experiences and offer practical advice and support, we open up a world of possibilities for the students who meet them. From scientists



to business entrepreneurs, and from artists to childminders, anyone could inspire a young person to picture their own future and help them understand what it might take to achieve it. Our services include talks, career carousels, enterprise projects, work experience assistance and mentoring schemes.

There is no substitute for seeing and hearing relevant, real-world experiences first-hand, from people who are truly passionate about what they do. Such impactful alternatives to the typical classroom experience can truly influence young people’s decisions at a time when they can still determine the direction their lives may take.

We make this experience a reality for students throughout the county, and so far we have reached over 30,000 young people.

Working closely with our business partners is vital for our continued and sustainable growth. Through solid partnerships we can continue to source a varied

selection of professional volunteers across a diverse range of industries to inspire young people. We also provide our participating businesses with a range of bespoke services such as events, mentoring programmes, work experience schemes and apprenticeships.

We remain mindful of the needs of the businesses who support us, and provide them with a tangible return on investment. Through our services we increase awareness of their brands among young people, helping them to attract future employees and close the skills gaps in specific job areas such as STEM (science, technology, engineering and mathematics). We are also able to provide staff training where needed.

Bringing value to both students and local businesses simultaneously remains at the heart of our business mission. Reaching more young people and developing long-term relationships with local businesses is the next step.

# WHO WE ARE

- Anne Bailey – Co-founder & Director
- Michaela Eschbach – Co-founder & Director
- Garry Havens – Non-executive Director
- Ian McEwan – Chairman
- Jane Paterson-Todd\* – Non-executive Director

Anna Aldred\* – STEM Outreach and Cambridge LaunchPad Project Manager

Molly Askham\* – Events Assistant

Sean Callow – Mentoring Project Manager

Cécile Freby\* – PA & Administrator

Catherine Hay – Business Development Manager

Mariana Soberón – Events Assistant

Mary Steel – Work Experience Coordinator

Charlotte Steggall – Events & Relationship Manager

Debra Thorpe\* – Careers Advisor

Michelle Yung\* – Marketing and Communications Manager

\*Joined Form the Future CIC in financial year 2017–18.

We have also been lucky to have the support of numerous fantastic work experience students, interns and apprentices.

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# 2016-17 AT A GLANCE



**18,784**

young people reached and prepared for future careers



**1,000+**

local businesses in our network



**1,200**

work experience placements supported



**36**

local schools using our service



**33**

businesses introduced to training providers



**185**

events, including 11 in primary schools



**148**

careers and employability skills events



**87**

apprenticeships and work experience events



**92**

mentee-mentor partnerships



**1,000+**

mock interviews conducted

## WHY IS THIS IMPORTANT?

Ensuring that young people have the knowledge, skills and confidence to succeed, allows businesses to access the right people they need, and enables them to grow and develop. Young people will then also benefit from the increased opportunities that local economic growth can provide.

# OUR AIMS



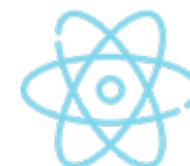
Challenge young people to think broadly and divergently about their future career options



Bring schools and businesses together



Broaden horizons



Tackle skills shortages in local growth sectors



Tackle the gender gap



Empower future generations to succeed

*“Form the Future creates connections between businesses and students. We empower young people to fulfil their potential through an impactful approach to the way students learn about and prepare for careers. We help businesses in how they appeal to the next workforce generation and recruit.”*  
*Dr. Ian McEwan, Chairman*

## OUR EXPERTISE

- Partnerships between schools and businesses
- Work experience
- Workplace visits
- Apprenticeships
- Careers Advisory Service
- Careers events
- Employability skills
- STEM outreach

# FUNDING



Growing and sharing prosperity

## GREATER CAMBRIDGE CITY DEAL

This landmark programme was set up in 2014 to secure the future prosperity of Cambridge through housing, transport and training and is delivered by the Greater Cambridge Partnership. The City Deal is an agreement between central government and three local authorities to invest in Greater Cambridge to encourage growth, which will benefit the UK economy and wider society. It launched in 2014 and has been funding three major tranches locally since 2015. The deal was launched on the back of exponential growth in our area. To cope with and build on such growth, the deal set out to: build more houses for its increasing population, create a transport system that will enable people to move around the region efficiently, and increase the size of the labour pool with people trained in the skills required by local businesses.

The third objective, training, is where Form the Future comes in. The investment in to business in the area requires there to be sufficient people with relevant skills to satisfy the demand for them. This is particularly relevant in Cambridge as an ever growing STEM (science, technology, engineering and mathematics) hub.



## THE CITY DEAL AIMS TO:

- Ensure that local school children and adults know what skills and training are likely to be needed.
- Make young people aware of careers in STEM.
- Foster links between business and education and encourage the setting up of traineeships and apprenticeships. The aim is to have 1,556 apprenticeships in skills required by businesses in growth sectors. Of these, 420 will be new Level 2 and Level 3 apprenticeships created over five years.

As of 2017, we have delivered the GCGP LEP's Signpost 2 Skills programme on behalf of the Cambridge City Deal. During this time we have worked with over 30,000 young people, mainly 11-19 years old, plus teachers and parents, helping them prepare for life after school.

## GREATER CAMBRIDGE PARTNERSHIP:



## FORWARD GAMLINGAY!

Forward Gamlingay! is a charity representing local clubs, groups and enterprises that benefit all ages in the village of Gamlingay. We were brought on board to help to raise aspirations, build confidence and motivation and to provide practical experience and skills, so the community's young people can make a good start on their journey to employment. We've been meeting young people at local schools – Gamlingay Junior School and Stratton Upper School – and running workshops with professionals.

Stratton Upper School teacher, Laura Walton said: "The event was very successful with carefully chosen employers from the local area, students were really engaged and introduced to some career areas they had not considered before."

At the junior school, students got a chance to meet people working in a range of businesses from biotechnology using virtual reality, to agriculture at Wimpole Hall using traditional methods including a scythe.

We also work with local businesses encouraging them to offer work experience to students and apprenticeships.



## CAMBRIDGE LAUNCHPAD

Cambridge LaunchPad is a programme that aims to encourage young people into the fields of Science, Technology, Engineering and Maths (STEM). There is currently an imbalance between the needs of local companies for talented employees and the amount of young people looking to find a career path. In short, the jobs are there but the young people looking to fill them simply are not. In a city such as Cambridge, the heart of research and development in the UK, these companies need the scientists and technologists of the future to step forward. In fact, 48% of Cambridge-based STEM companies note that finding skilled staff remains one of their biggest challenges.\*

One of the core tasks is to solve the gender imbalance that exist in the STEM sector and encourage young girls into these subject areas. According to the Women in Science and Engineering (WISE) campaign's latest analysis, only 13% of STEM roles are taken by women in the UK. Worse still, only 33% of girls took a STEM A-level last year, compared to 80% of boys.\*\*

As the programme goes from strength to strength, several local businesses have joined forces, to become Founding Partners for the programme with many more as Partners and Associates who run interactive sessions for the students. The Founding Partners are Marshall of Cambridge (Holdings) Ltd, who initiated the programme in 2015, Arm, Schlumberger and TTP Group.

It is a ground-breaking programme and although it is early days, the evidence is mounting that it is making a difference to local STEM choices, both at A-level and in career choices.

\* Albion Ventures Report \*\* The WISE Campaign.

## THE CAREERS & ENTERPRISE COMPANY FUND

We recently secured additional funding from The Careers & Enterprise Company, a nationwide scheme set up to ensure young people are given multiple encounters with the fast-changing world of work. The company's research shows that when young people are given these opportunities, it dramatically increases their chances of being in education, employment or training by 86% and increases their future salaries by 18%.

With The Careers & Enterprise Company fund now in place, we can expand our high quality careers and enterprise activity and support schools in neighbouring areas. We will be able to provide 50 enterprise and employability skills events in schools and additional intensive support to students to help them secure work experience, in both mainstream and special schools.

In order to unlock this fund, we were required to raise match funding – and many local people and companies were very generous with their support including A14, ARM, AstraZeneca, Cambridge BID, Cambridge University Press, Cofinitive, CRFS Ltd, Eastern Academic Health Science Network, Marshall, Mott MacDonald, Mundipharma and RK Print.

# HOW WE WORK

At different ages and stages in their personal development, young people are inspired in different ways. That is why we run a number of events and schemes. Here's a taster of the ways in which we support young people.

## MENTORING

Mentors can provide the one-to-one support that helps students find a new sense of purpose, motivation and direction. In 2016–17 over 70 business volunteers took time out to spend an hour a month with mentees. This year alone nearly 100 students from eight schools have had the support of a mentor.

## WORK EXPERIENCE

Work experience lets students try out a career they're interested in and learn what skills they need to succeed. It is essential for getting paid work later on. However when the funded Connexions service\* ended, many schools cancelled work experience for their Year 10's.

Our programme helps students find their own placement, which gives them the opportunity to pursue a role suited to their interests and passions, whilst learning the skills of searching and applying for jobs.

We prepare students for their placements and provide health and safety checks. Our website [www.timetostepup.co.uk](http://www.timetostepup.co.uk), lets students and employers connect with ease.

## STEM OUTREACH

We run Cambridge LaunchPad, which offers students aged 8–18 hands-on experience with STEM (science, technology, engineering and maths) activities, delivered by leading companies.

## CAREERS CAROUSELS

These events involve students attending a series of small group sessions, led by a local professional. They are designed to give students an insight into the day-to-day life in each career and how to get into the role.

Each session lasts 10–25 minutes and involves a presentation, activity and Q&A session. Students typically see between four to six employers during their carousel event. Many students lack inspiration on what career path they might like to follow and these sessions provide invaluable insights and plenty for them to go away and think about.

## CV WRITING AND MOCK INTERVIEWS

Students attend a CV writing class with us to prepare their initial CV. This is a skill that many have not developed and yet one that will be essential in years to come. They can then attend a feedback session where volunteers will offer constructive feedback. These sessions often go hand-in-hand with a 15-minute mock interview.

The 'interview' offers older students a first experience of what a real-world interview might feel like. By interacting with their interviewer, the students learn how to conduct themselves in an interview setting and what might be required of them in a job interview. At the same time, they learn that meeting an adult in a business environment is not as scary as they first thought.



## EMPLOYABILITY DAYS

For older students looking to make the jump from school or college into employment, these day-long sessions provide an overview of employment and the skills and experience they'll need to pursue their chosen job role. We include sessions on financial management, interview skills and CV writing. The days also include talks on apprenticeships and higher education to help students explore which option may be best for them.

## TALKS

An inspirational talk can do wonders. Get the right person in the room talking with passion, and they can motivate and inspire young people. Be it a woman in tech who began building microprocessors at the age of fifteen, or a former apprentice now managing their own company, our relationships with such individuals means we can ask them to share their knowledge and story.

## WHAT'S MY LINE?

This is the 'yes' or 'no' game with a difference. Students ask questions of the visiting professionals to guess what their job is. It's fun and interactive but it also gives the students an insight into different occupations.

## ENTERPRISE DAY

Our enterprise challenge events never fail to engage every student in the room. Think Dragon's Den meets The Apprentice and you get the idea. Students head off into groups to come up with a product or service that they present to a team made up of entrepreneurs – who will circulate amongst the teams as coaches, and challenge the students. The purpose of this day is to get students to learn what's involved in running a business, particularly regarding the skills and behaviours that lead to success.

## APPRENTICESHIPS

In addition to supporting students looking for apprenticeships and promoting vacancies in local businesses, we educate and advise parents, schools and businesses on current legislation and the potential benefits for both the young person and employer.

## CAREERS FAIRS

To enable students to meet professionals from a vast range of job roles and sectors, we host careers fairs in schools, such as our annual Opportunities Ahead event. These can be tailored for specific age groups or industries and allows young people to network with local businesses, who are often providing opportunities for apprenticeships, internships or summer work.

“ARM has worked with Form The Future on a number of occasions and the experience has always been positive. They are delivering a critical service for the young people of Cambridgeshire in a way that is collaborative and inclusive of other initiatives being driven by businesses and schools.”  
Simon Humphrey, CSR Manager, ARM

# IMPACT TESTIMONIALS

As most of the students we help are making their way through the education system, we are yet to record quantitative impacts from our interventions, but we know that we are a positive influence from the glowing feedback we receive. Here are a few examples:



“Marshall of Cambridge approached Form the Future to take over the management and development of LaunchPad, to expand the programme into a Cambridge-wide initiative. Form the Future was ideally placed to take on this role because of its established close links with schools and businesses across Cambridge. We have been delighted with the significant progress which they have made in just a few months, far exceeding the initial targets we had agreed with them.”

**Robert Marshall,**  
Group Chief Executive,  
Marshall of Cambridge (Holdings) Ltd



“The event was very informal which made us feel comfortable. It was also brilliant that one of the panel used to go to Hills Road and showed that you don’t have to go to university. The CV writing session provided us with detailed information about what makes a good CV that will get you the job, as opposed to just outlining what you need to include, which was really helpful.”

**Year 12 and 13 students,**  
Hills Road Sixth Form College



“Thanks to Form the Future I’ve had the chance to become more confident and driven by working at Cofinitive. It has been a great experience, where I have learnt to handle live projects and contribute to the team with my skills by creating and editing videos, for example.”

**Manon Raja,**  
Work experience student turned intern,  
Cofinitive

“Educating young people on the scope and scale of local opportunities is absolutely imperative to the success of our economy now and into the future. Form the Future are pivotal in making this happen. Their passion, drive, enthusiasm and dedication to helping young people recognise the opportunities in front of them and how to make it a reality is second to none. Every city needs a Form the Future.”



**Jane Paterson-Todd,**  
Chief Executive Officer,  
Cambridge Ahead



“It has been a very positive experience working with Form the Future since 2015. I particularly enjoy working with their high performing team which demonstrates strong communication and problem-solving skills in the careers education events.”

**Melissa Lee,**  
Head of Careers,  
Cambridge Academy for Science and Technology

“We liked that the enterprise day got us to develop our skills in a fun way while working with our friends. We also got to speak to some awesome adults who made something of their future, and we kind of aspire to be like that.”

**Year 8 students,**  
North Cambridge Academy



“Form the Future are excellent at making the interaction between schools and businesses as easy and straightforward as possible, genuinely helping to bridge the gap between business and education. Whilst most businesses want to ensure a pipeline of talent for the future very few businesses employ individuals dedicated to building sustainable relationships with schools. Form the Future actively works in partnership with local businesses and schools to build sustainable relationships and ensure the best possible outcomes for young people and making it possible for, even very small, businesses to get involved.”

**John Bridge OBE DL,**  
Chief Executive,  
Cambridgeshire Chambers of Commerce



“We really value an organisation like Form the Future being at the heart of our interactions with schools. The relationships they develop and their understanding of student needs across the region are beneficial for a broad range of employers, ourselves included. It makes sense having an organisation like Form the Future, which is able to see the bigger picture of local needs to match schools and employers appropriately.”

**Heidi Mulvey,**  
Head of Community  
Engagement,  
Cambridge University Press

## HOW TO GET INVOLVED

We always need business volunteers willing to talk about their job or to support enterprise and skills sessions in schools. Perhaps you can offer some of your time to mentor a young person or your business is able to accept students on work experience. We offer training on how to interact with young people and support you throughout the process. Whatever opportunities you are able to get involved with, we would love to hear from you!

*“The problem we’re tackling isn’t unique to our region. We’ve found a formula that works and we are eager to expand beyond the Cambridge area, into other parts of the UK, to Europe and even the rest of the world.”*  
Michaela Eschbach, Co-founder

We value the support and challenge we get from our Advisory Committee, who are made up of volunteers from local schools and businesses.

Our members are:

Duncan Allen  
Daniel Burgess, Sawston Village College  
Catherine Condie, TWI

Alistair Easterfield, CAST  
Simon Humphrey, ARM  
Pri Pinnaduwa, RAND Europe

Robert Porrer, North Cambridge Academy  
Ian Simmons, Linton Village College  
Sasha Wilmott, Eversheds



## WHO WE WORK WITH

We work with hundreds of incredible organisations across the greater Cambridge region. These are a few that have contributed the most time or financial support in 2016–17:



“Securing our long-term future means looking at new ways of funding our services. We know that employers feel strongly that young people need help and support to make their way into a successful career – and they want to attract young people into their businesses. We believe more businesses will see that investing in our work will pay dividends in the future.”  
 Anne Bailey, Co-founder

GROW YOUR WAY



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