



2018-2019

IMPACT REPORT



FORM THE FUTURE

A NOTE FROM OUR CEO, ANNE BAILEY

Last year was like a rollercoaster with ups and downs, a little scary at times but always exciting and overall a lot of fun.

After a shaky start where the end of two large contracts put our operations at risk, the generosity of our partners and supporters, and winning a major new contract with Greater Cambridge Partnership put us back on track.

Cambridge Launchpad grew again with four new companies joining, allowing us to move into new schools. With CFCI's support we've been able to promote careers in construction, including offering schools the highly engaging EcoClassroom challenge.

Our eastward expansion saw us working with all the secondary schools in Norwich and lots of the primaries, too, in the Norwich Opportunity Area. We increased the number of schools using our work experience service to more

than 20, including schools in Suffolk and Peterborough. An interesting Erasmus Plus funded project brought teachers from Norway and Denmark to a conference we ran in Cambridge, where we're leading a group of local schools to incorporate 21st century skills into teaching and learning. We ended the year by starting a major new ESF funded programme called Target Apprenticeships.

In order to manage all these new opportunities, we have welcomed some brilliant new people to our team (see more on p.8). We've said goodbye to a few as well, not least my co-founder, Michaela Eschbach, who decided in the summer that it was time to pursue new opportunities. I owe so much to Michaela and I'm sure you'll agree that without her Form the Future would not be what it is today.

Anne Bailey



Last year was like a rollercoaster with ups and downs, a little scary at times but always exciting and overall a lot of fun.

A NOTE FROM OUR CHAIRMAN, GARRY HAVENS

At Form the Future, we continue our mission to connect young people with career possibilities and inspire them to dream big.

This year, our fourth since we spun out of the Cambridge Area 14-19 Partnership, we've announced new partnerships, and seen our reach grow through our work in the Norwich Opportunity Area.

2018 was a significant year for Form the Future. We held 291 events, helping 18,837 children and young people bringing our total reach over four years to 73,741. Form the Future is well established as the trusted careers partner for many of the schools we work with and local companies look to us to prepare the next generation for their future careers. It's exciting to see the company overcome challenges and set a course towards future growth.

I would like to thank all of Form the Future's partners, advisors, my fellow directors and staff for working together to achieve these outstanding results and building the foundations for an exciting future.

Garry Havens



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WHO WE ARE



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

We believe students often have to make choices about their future without adequate information. By recruiting a network of volunteers from the local business community and putting them at the service of schools, through a careers programme we develop together, we help young people learn about a wide range of careers and routes into employment. We help them to start to map these against their own skills and interests, develop the networks and social capital that will help in the future and become active agents in planning and shaping their own career.

Our aim is that all students, whatever their background, can move from education into a rewarding and successful career. We break down barriers in STEM, tackle misconceptions around apprenticeships and work to ensure that every young person in the

region has access to careers guidance and support – helping them to achieve their goals.

We act as a bridge, connecting schools and colleges with an extensive network of inspirational business professionals, while at the same time helping local businesses to safeguard their talent pipeline and inspire the next generation.

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.

OUR IMPACT 2018-2019

 **18,837**
students reached

 **649**
volunteers worked with

 **4,011**
voluntary hours given

 **291**
events ran

 **52**
schools worked with

 **1,700**
students on work experience placements

95% of students who took part in our events would recommend them

84% of students who took part in our events felt they learned something new



OUR KEY PARTNERS AND PROJECTS

Greater Cambridge Apprenticeships

We deliver this programme for the Greater Cambridge Partnership together with Cambridge Regional College. The aim is to generate 420 new apprenticeships, both by supporting more businesses to create new apprenticeships and by supporting students who want to secure one.

Cambridge LaunchPad

We run hands-on project days promoting STEM for all, working with 26 industry partners and 29 schools.

Norwich Opportunity Area

We provide training and support for careers staff from secondary schools to develop their careers programmes and meet the Gatsby Benchmarks. We also run a network for the special schools, and we run 'World of Work' days for primary schools.

Erasmus

We lead the UK team on a multinational project looking to embed 21st century skills into curriculum teaching and learning.

Enterprise Coordinator

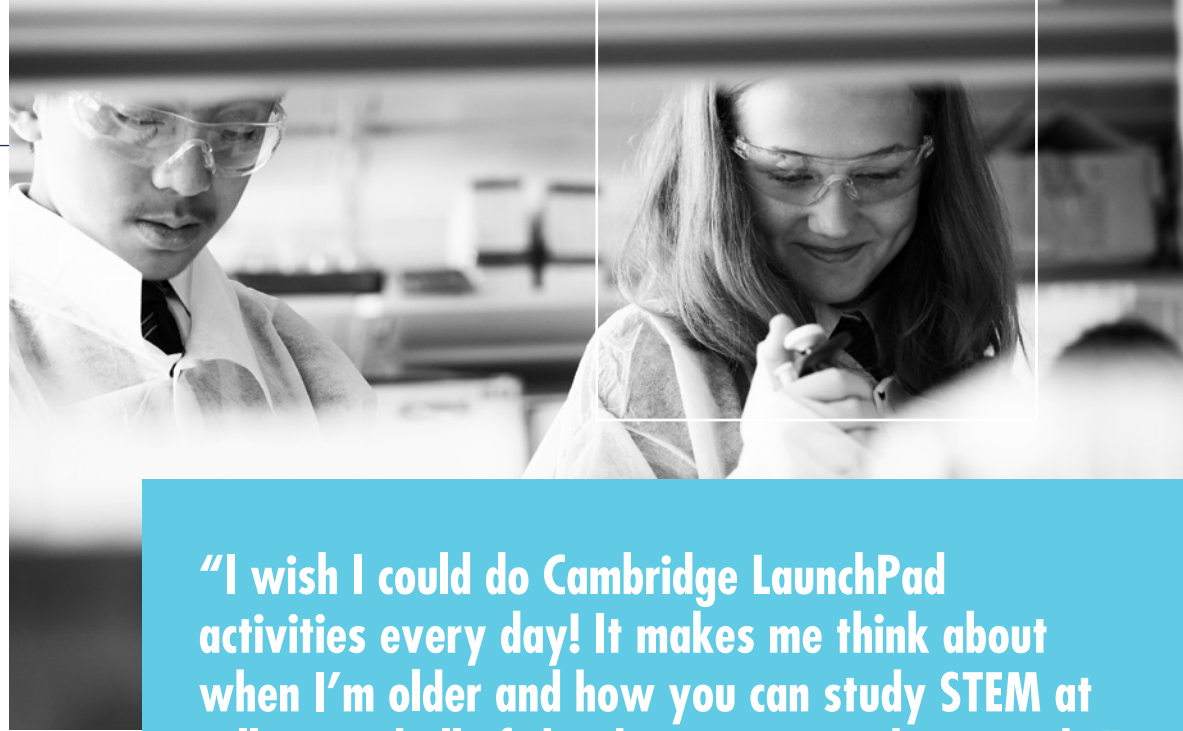
Two of our team work on behalf of the Cambridgeshire & Peterborough Combined Authority as Enterprise Coordinators for Cambridge and South Cambridgeshire, to deliver a Careers & Enterprise Company initiative that matches schools with business people as Enterprise Advisors, supporting schools to achieve the Gatsby Benchmarks.

Careers Advice

We offer one-to-one careers guidance sessions to young people in schools and in our office to help them navigate their next steps in education or into employment.

"Form the Future has been instrumental in helping our school to achieve the best careers programme. The staff are extremely helpful, knowledgeable and professional and go out of their way to support and assist me and our students."

**Helen Scully, Careers Lead,
Cottenham Village College.**



"I wish I could do Cambridge LaunchPad activities every day! It makes me think about when I'm older and how you can study STEM at college and all of the things you can do as a job."

Year 6 Student, Bar Hill Community Primary School.

Work experience

We support schools with work experience by facilitating placements and conducting health and safety checks.

Target Apprenticeships

We are an integral part of a consortium, both coordinating and delivering this programme with funding from the European Social Fund (ESF). The aim is to promote apprenticeships across the former Greater Cambridge Greater Peterborough LEP area.

CFCI

We've been funded by the Cambridge Forum for the Construction Industry to promote careers in construction in Cambridge schools. In addition to actively encouraging their members to take part in our careers activities, we arrange for special project days run by Class of Your Own, where students have a go at being Architects, Surveyors and Sustainability Experts as they design their own eco classroom.



OUR TEAM

Our team drive our mission forward.

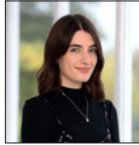
Over the past year, we've been lucky enough to work with some incredible people, some who have moved on to pastures new – but all of whom have been pivotal to our success and growth.



Alison Price



Bethan Howe



Bethany Hutson Sparkes



Catherine Hay



Cécile Freby



Charlotte Daleworth



Cinzia Brusini



Harriet Dodsworth



Liz Rodriguez



Madhavi Rao



Mary Steel



Molly Askham



Tariq Sadiq

Alison Wilson

Gronnie Buckley

Past members 2018-2019

Anna Aldred

Michaela Eschbach

Alice Oates

Michelle Yung

Isabella Kong

Sean Callow

Marianna Soberon

Through my summer internship at FtF, I learnt that young people – their passion, knowledge and skills – are perhaps the ultimate, long-term drivers for future change.

Isabella Kong

I have seen how contagious the passion of the team is, resulting in amazing partnerships with schools, businesses and training providers.

Alison Price,
Operations Manager

I believe that social enterprises like Form the Future are key propellents of change in our society, and I feel grateful for the opportunity of doing volunteer work while I complete my masters degree.

Liz Rodriguez, Business Analyst

My highlight of the year is going back into the schools at the beginning of the year and seeing the excitement of the students remembering why I am visiting them and trying to guess where they are going for this year's project day.

Molly Askham, STEM Project Manager



LOOKING FORWARD

As we celebrate another successful and exciting year, we look forward to the next and how we can continue to build upon our growth.

As we enter our fifth year, we look to forge new connections with businesses in the region. We're excited to bring onboard new partners such as Abcam, the NHS and Urban & Civic – and as always, we look forward to maintaining and building upon our existing relationships.

We've been working on a new work experience system to support the expansion of the programme. We're now working across three counties, and we hope to continue to expand this area of work.

We'll be continuing to work closely with teachers and other school staff to develop training, supporting them to achieve the Gatsby Benchmarks and deliver effective careers education.

We're pleased to be taking part in the Careers Advice survey, conducted by RandEurope and commissioned by Cambridge Ahead. This is assessing the provision of careers advice and guidance in schools across the region.

As our work continues to expand, we'll be providing whole school curriculum days for schools in Fenland and East Cambridgeshire, building careers awareness and raising aspirations from an early age.

We look forward to inspiring many more young people and attracting more volunteers and supporters through a new fundraising campaign, making it easier to support our work.

The next year will no doubt bring its own challenges – but with the help of our team, partners and supporters – we look forward to continuing to prepare the next generation for their future careers.

We couldn't do what we do without the support of so many wonderful people and organisations. These are just some of those who have supported us in our work this year.

Clients and donors

Bidwells
Cambridgeshire and Peterborough Combined Authority
Cambridgeshire Community Foundation
CFCI
Cambridge University Press
Careers & Enterprise Company
David FitzHerbert
DG Marshall Trust
Greater Cambridge Partnership
Norwich Opportunity Area
SL & DH Peyton Jones

Pro bono support

Allia
Cambridge Social Ventures
Dechert LLP
James Carnegie
Matt McLaughlin
Paul Bailey
PwC
Thomson Reuters Foundation
Winston & Strawn London LLP

All our volunteers but especially

Dominika Golebiewska
John Moore
Kate Greenwood
Mike Clarke

Peter Chappell
Rik Joanmiquel
Sharon Livermore
Stephen Riches

Cambridge LaunchPad

Marshall ADG
Arm
Schlumberger
TTP
Cambridge Consultants
Qualcomm
Cambridge Cleantech
Cambridge Independent
TWI

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Jane Paterson-Todd

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Dan Burgess
Ian Simmons
Pri Pinnaduwa
Robert Porrer
Rosalie Tribe
Sasha Wilmott
Simon Humphrey



Senior Software
Developer

HR Advisor

Banker

Scientific Officer

Account Manager

Product Manager

Consultant

Bid Manager

Senior Sustainability Co-ordinator

Head of

Financial
Controller

Trainee Accountant

Learning

Sustainability Engineer

CEO

Technical Specialist

Life Coach

GP

Design Engineer

Technical Artist

CAREERS WE'VE INTRODUCED STUDENTS TO...

Interior Landscape

Research Fellow

Specialist

Software Architect

Mechanical Assembly

Undergraduate Engineer

Technician

Head of Vision

Clinical

Project Finance Manager

Scientist

**Design
Manager**

Marketing
Manager

Training Officer

Structural Engineer

Scientist

Brand and Attraction Advisor

Student Recruitment Officer

