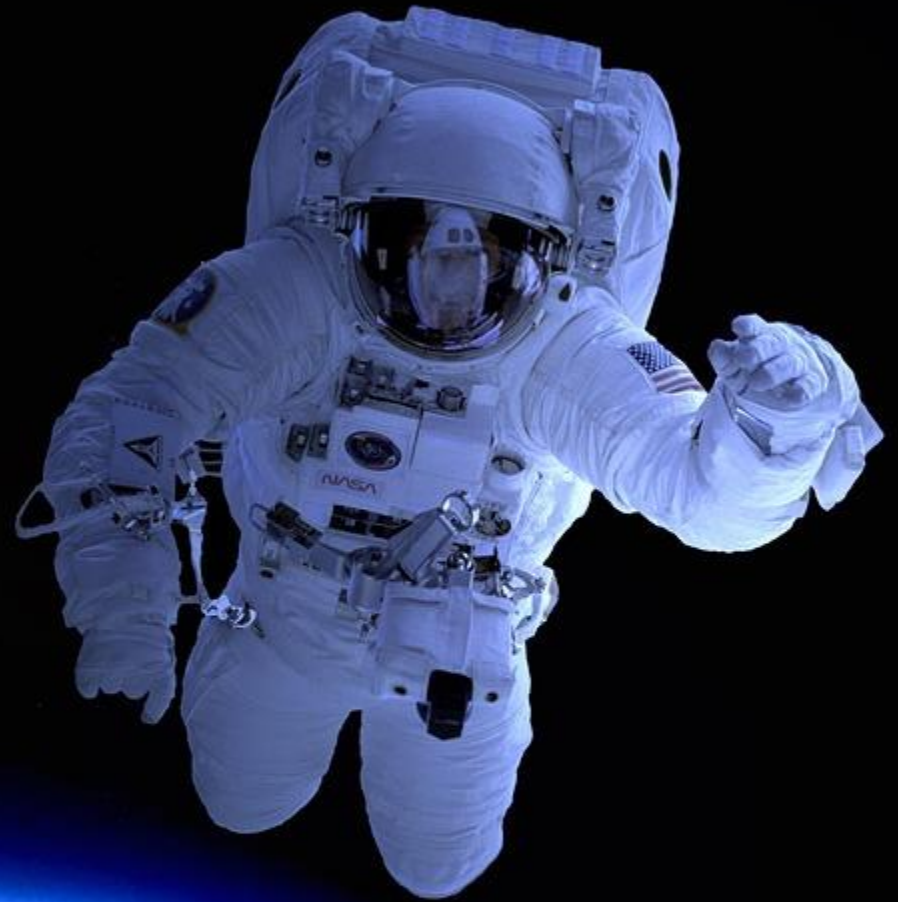


My Future
My Basildon
2024-25



My Future My Basildon - Aims

To raise
aspirations

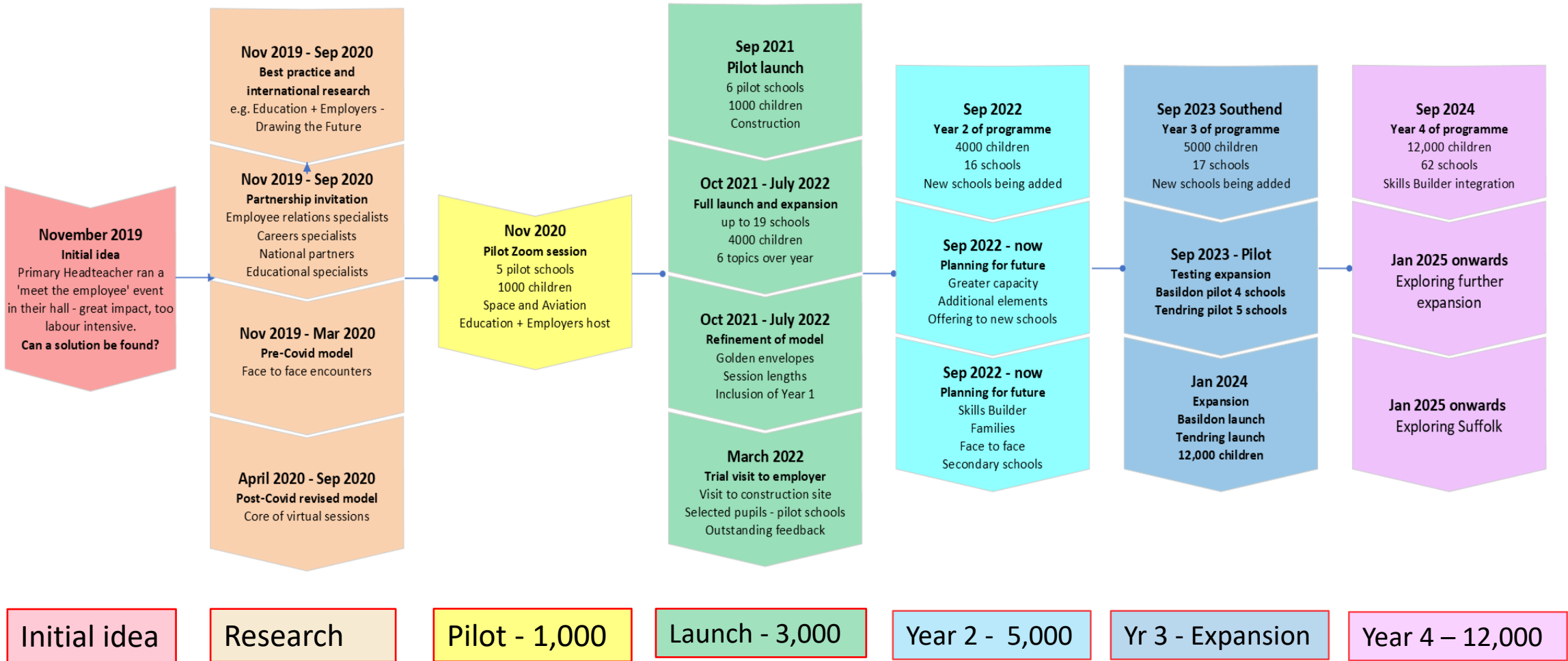
To broaden
horizons

To challenge
stereotypes



Jess is a Volkswagen Product Designer who designed the ID Buzz.

My Future – The Story So Far



Why do our children need this programme?

The research behind My Future My Basildon.

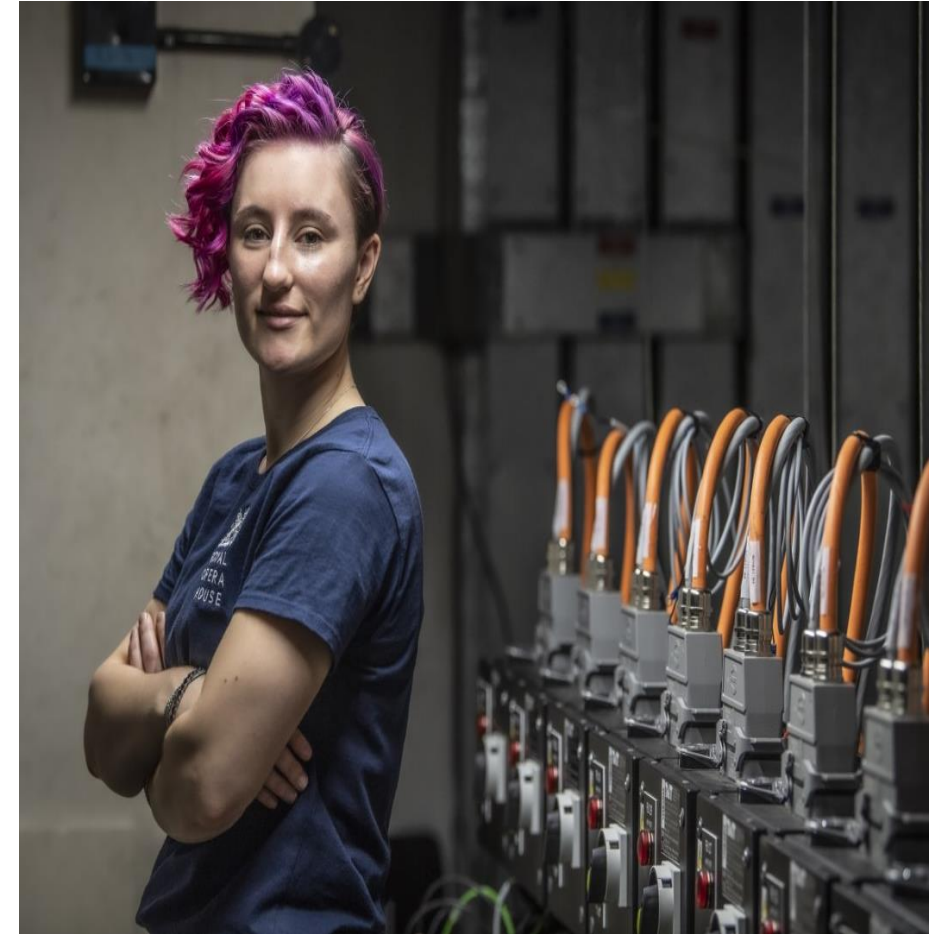
‘Drawing The Future’ report

“In partnership with *Tes*, the NAHT, UCL Institute of Education and OECD (Organisation for Economic Co-operation and Development), a study of 20,000 primary school children has significant implications for social mobility and gender equality.

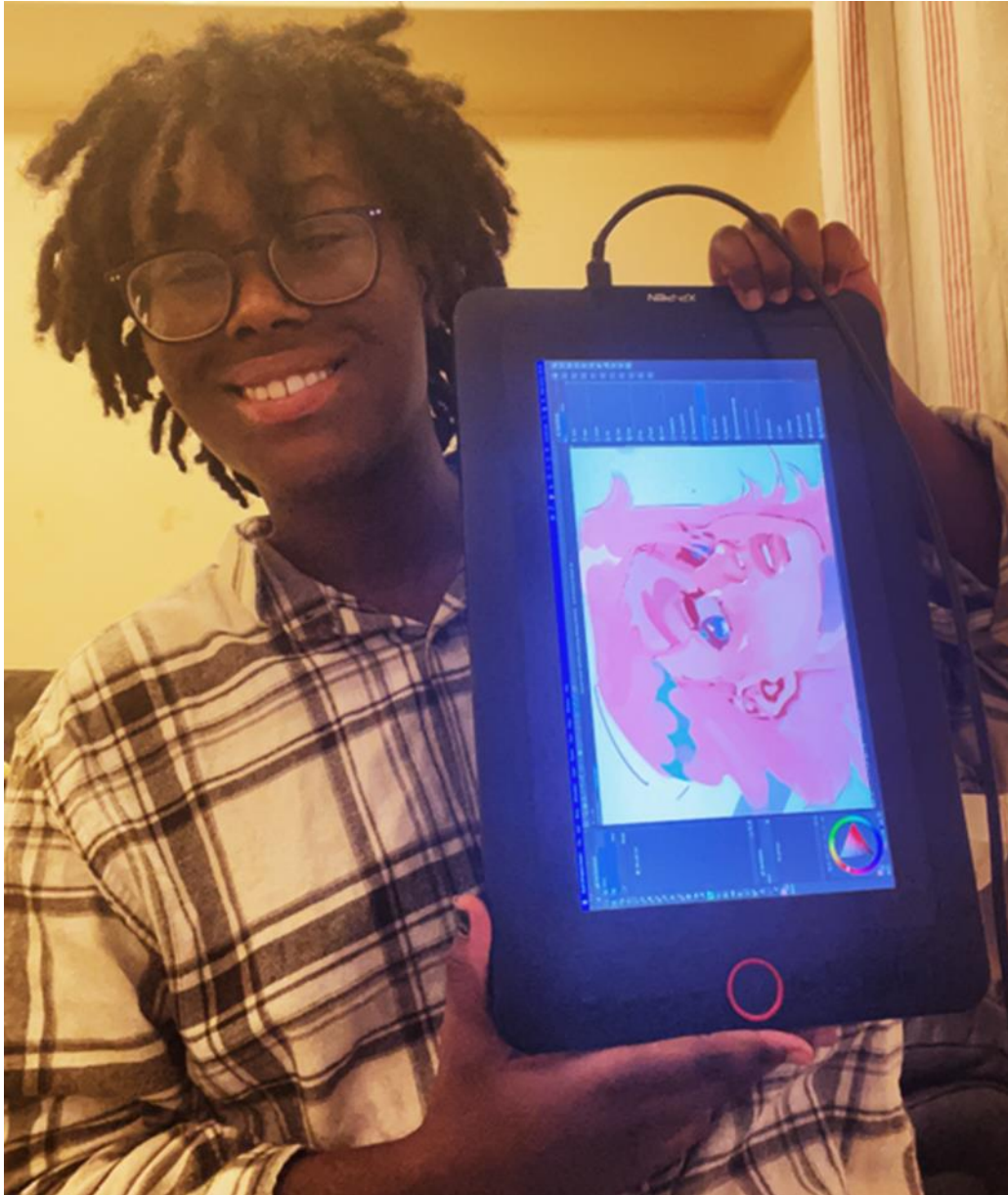
Read [Drawing The Future Report \(PDF\)](#)

Recognised worldwide for their research, ‘Education and Employers’ launched a landmark report, **Drawing the Future**, which revealed that the difference between children’s career aspirations from age seven to 17 are marginal, and too often based on gender stereotypes, socio-economic backgrounds and by TV, film and radio.

The report also shows that some sectors vital for economic health look set to be badly under-resourced in future.”



Lauren is a Fly Systems Engineer at the Royal Opera House.



Maz is a Freelance Digital Illustrator.

Findings include:

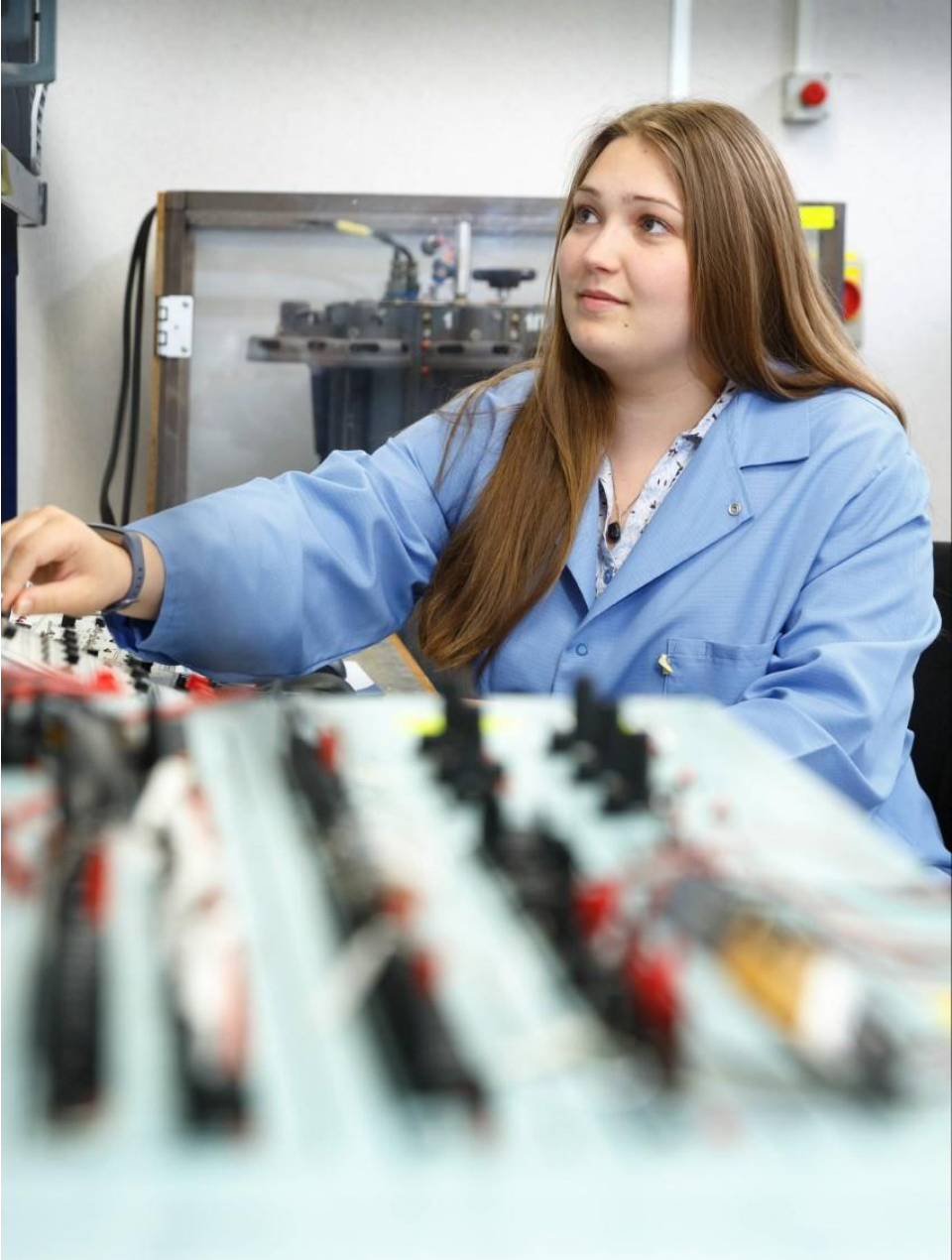
- The patterns of jobs chosen by seven-year-olds mirror those selected by 17-year olds
- Gender stereotyping about jobs is set from a young age
- Family, TV, radio and film have the biggest influence on children's choices
- There is a need for greater access to career role models from a young age
- Children's career aspirations have little in common with projected workforce needs, which could have serious implications for the UK's economy

THE FACTS

- “36 per cent of 7 year olds base their career aspirations on people they know.”
- “For those who didn’t, 45 per cent stated TV, film and radio were the biggest factors influencing their choice.”
- “Only 1 per cent of children knew about a job from someone visiting their school. This has real implications for social mobility, as children from poorer backgrounds may not have successful role models from the world of work and their aspirations are limited as a result.”
- “When asked to draw a firefighter, surgeon and a fighter pilot, 92% of pictures were drawn of men and only 8% were female” – ‘Redrawing the Balance’ research)



Chris is a Car Personalisation Expert who wraps super cars.



“A 'meaningful' encounter is one in which the student has an opportunity to learn about what work is like or what it takes to be successful in the workplace.”

Gatsby National Careers
Benchmarks

Imogen is a Senior Hardware Engineer who designs fighter jets.



MY FUTURE PROGRAMME

- ✓ Reached **15,081** children
- ✓ Engaged **62** schools
- ✓ Involved **580** classes
- ✓ Featured **57** employees
- ✓ Enabled over **283,557** encounters
- ✓ Showcased **19** industry sectors

Andy is a Submarine Engineer who works in the Royal Navy.



Industry sectors

(Each sector is identified as a future skills shortage sector/growth sector as part of regional economic analysis)

Year 1 – 2021-2022

Construction

Health and Social Care

Finance

Digital

Medical Technology

Creative

Allan

Quantity Surveyor

My job: to manage millions of pounds to go shopping for materials, big trucks and many more items!



Skills I use: time management, hard work, teamwork

My favourite thing: I can be in the office one day and on site the next. My job has lots of variety.

I would recommend this job if: you like to understand how a building comes together, dealing with numbers and how to make money for a business.

Top tip: Do your research and try to get work experience when you are older.

Allan works as a Quantitative Surveyor.

Industry sectors

Year 2 – 2022-2023

Space and Aviation

Sport and Exercise

Green and Eco

People who help us

Hospitality

STEM



Industry sectors

Year 3 – 2023-2024

Happy and Healthy

The Arts

Buildings and Structures

STEM-azing

World of Fashion

Animals and our Planet

Claire works for England Rugby as a Match Official Developer.



Emma is a Nutritionist from Everyone Health.

Industry sectors

Year 4 – 2024-2025

Health and Happiness

Up in the Air

Special Delivery

Smaller than an Ant

A Night in the Museum

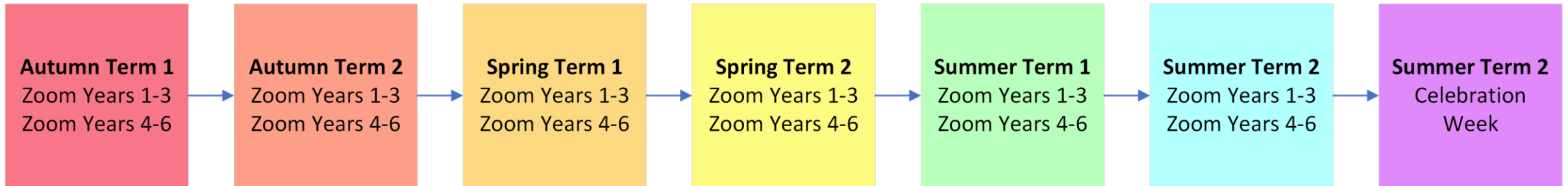
Great Catch!

Project Outline

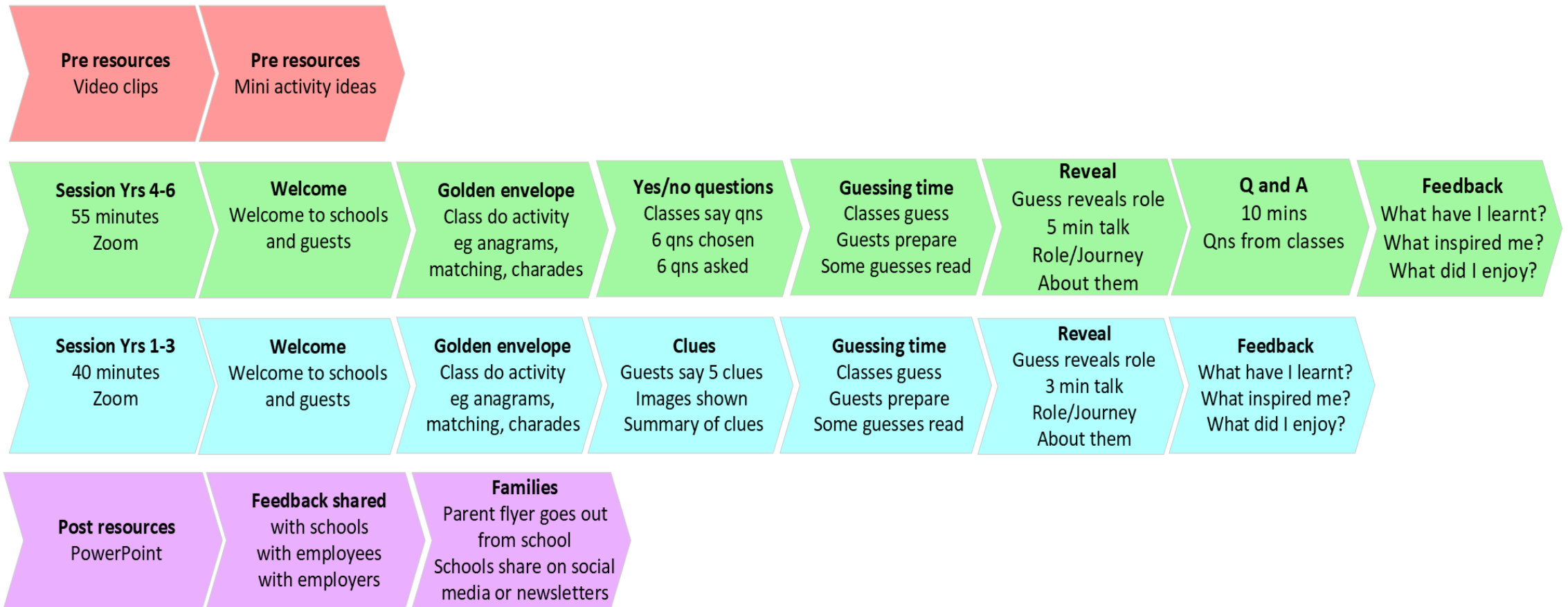
- **Each half term has an industry theme**
e.g 'STEM'
- **3 special guests per session** -
children interact with them via Zoom chat,
asking them questions,
guessing what their jobs are and
hearing about their roles and stories.
- **Resources** to use before and after sessions
- **12 virtual zoom sessions** overall
- Six 40 min virtual sessions for Years 1, 2, 3
- Six 1 hour virtual sessions for Years 4, 5, 6
- There are **no costs** at any stage to the school.



My Future My Basildon Programme



My Future My Basildon Session Structure



What inspired me

We have been inspired to pick up other people's rubbish and make signs to inspire other people to do the same.

We were interested in the different career paths.

We were inspired by the creativity of the cars that were made.

We have the power to make the planet a better place and we can work in a job which helps with this.

It was brilliant to see how travel was incorporated into jobs and allowed students to consider roles they have not previously thought about.

How the future is being determined now and how passionate and knowledgeable the speakers were.

The variety of roles and what the future looks like.

The class have been inspired by the guests and enjoyed learning about their jobs.

Making electric cars is really cool!

We found it very interesting that some people were working with machines and not just in nature.

Some of us would like to be scientists to help save the environment.

All of the different jobs to do with green energy.

We were inspired by the electric cars and would like to help design them in the future.

Some students liked hearing about Jess's job and have been inspired to look up how to get this role.



Akshat works for Volkswagen as an Electric Vehicle Strategy Manager.



What have I learnt?

We talked about how with hard work and dedication we can achieve what we want. We have been inspired to have a good career.

That there are so many jobs in the space and aviation sector.

We learned that we need more women in Science! It definitely inspired a lot of us.

That carrots don't help you see in the dark – myth, busted!

It was good to find out that you can get a job after your GCSEs in engineering.

We loved asking questions and thank you for answering one of ours.

We learnt what the planets looked like and about different jobs in space and the armed forces.

We learnt that you can have a job that relates to your interests.

We have learned not to worry if we can't do the exact job that we thought we wanted and that we can do something close to that that we might enjoy even more.

We learned that people live and work out at sea.

It doesn't matter your age, you can still do anything you want to.

We learned how the carrot myth started and that they had technology they didn't want to share.

We learned about the different planets in the solar system. The first rocket was 800 years ago.

The girls in my class are very interested in these kinds of jobs in the future – amazing stuff!

That you can go straight from school and learn on the job.

We didn't know that you can start in the industry so young.

We learnt that Toni worked for the royal family which we found interesting.

We loved hearing about the new aircraft that will take over 12 years until it is ready!

I have learnt that if you want to do a job like that you need to persevere at school and work hard.

The girls loved it that they could do jobs that are normally seen as jobs for boys.

To try really hard at maths and science.



Diana is a Space Applications Engineer for the European Space Agency.



What were the best parts?

My favourite part was them talking about their jobs and knowing that you don't need to give up if something happens to you.

The fact someone local from here has achieved so much. You can do anything if you put your mind to it.

Thank you for inspiring the class.

We enjoyed listening to Charlie and how much he has achieved. We also enjoyed the quizzes.

Disability shouldn't stop you from what you enjoy doing especially sport.

Never give up and see every challenge as a time to grow. Also you are never too old to pursue a passion.

The videos, pictures and inspiring stories.

Enjoyed all the challenges we did.

Great session. My class have really enjoyed this, thank you.

We enjoyed guessing what you both did and the activities. We also enjoyed watching the wheelchair basketball.

I thought it was a great session. The children were fully engaged.

That they were kind enough to give up their time to talk to us.

Interactive activity. The videos. The opportunity to ask questions.

When they said that it doesn't matter if you are in a wheelchair or doing a sport that is not "for girls/boys".

We love sports and so today has really inspired us to participate in more.

We found it interesting that Claire found her love of rugby later in life, while Charlie found his passion earlier in life.

Listening to Charlie about how he didn't give up.



Ellie is a footballer at London Bees Football Club.



My Future – 2024-25 update

Feb 2023
Approach by Essex
County Council,
Basildon District
Council and University
of Essex to expand
MFMS

April - July 2023
Expansion agreed
Training of Basildon
and Tendring Project
Leads

Sep 2023
My Future My Basildon
launches

Sep 2023
My Future My Tendring
launches

Sep 2023
My Future My Southend
expanded programme
launches

Sep 2024
My Future My Basildon
self-running

Sep 2024
My Future My Tendring
self-running

Sep 2024
My Future My Southend
Skills Builder
Wider opportunities

Jan 2025
Investigate
My Future My Suffolk

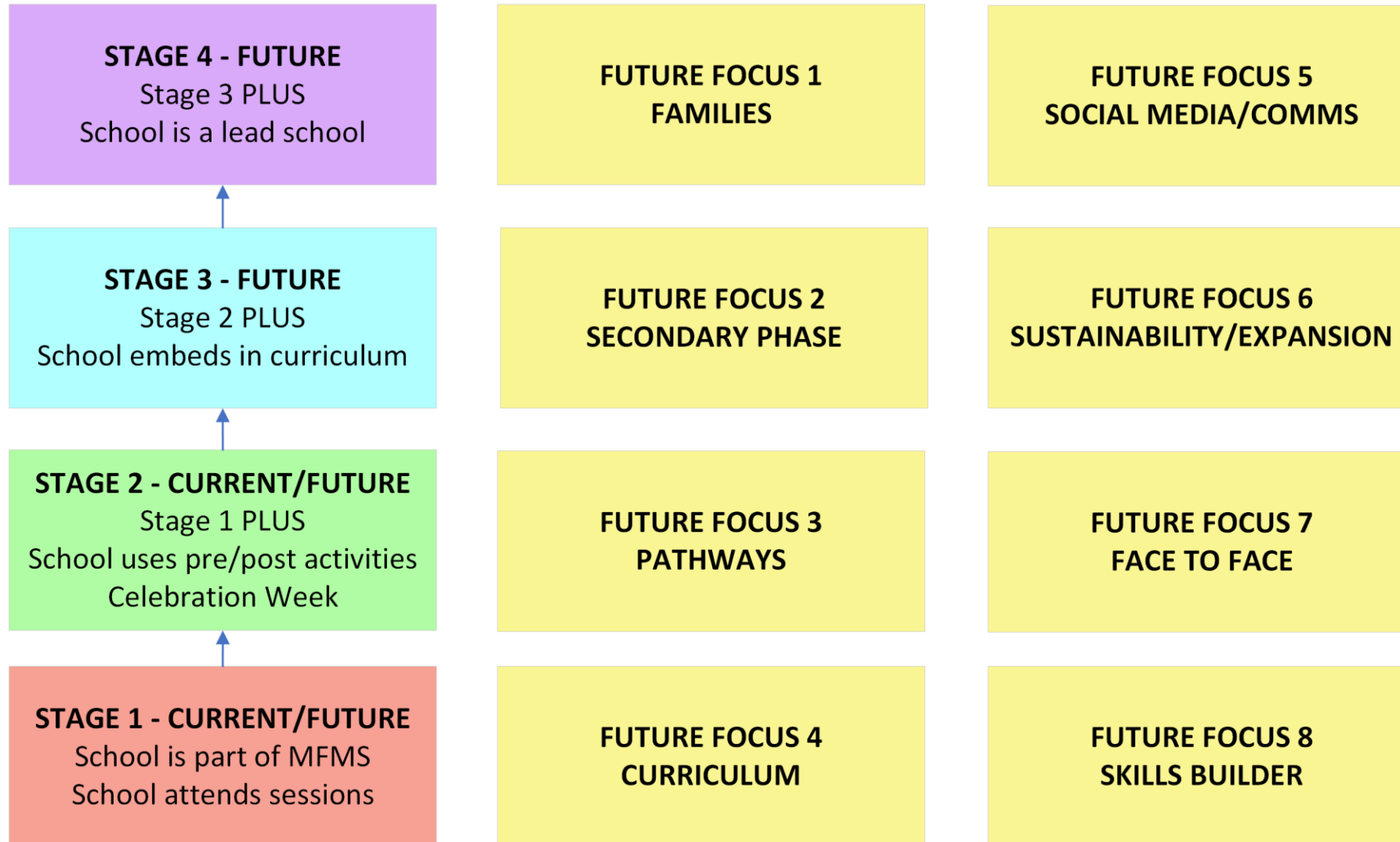
Jan 2025
Investigate wider Essex
expansion

'My Future' Vision - By 2030

- All children in all schools in Essex have access to the My Future programme.
- The My Future programme runs from 5-18 offering a fun and powerful way to take children from their first awareness of the world of work into real employment and higher education opportunities.
- Our young people leave school and enter high paid and highly skilled jobs within this region that were previously unfilled by local workers.



My Future - Present and Future



FUTURE FOCUS 1 - FAMILIES

- Communications to families
- Resources for parents to use
- Myth-busters
- Pathway information
- Celebration Week
- Skills Builder Hub
- Linking families to agencies to support adults into work



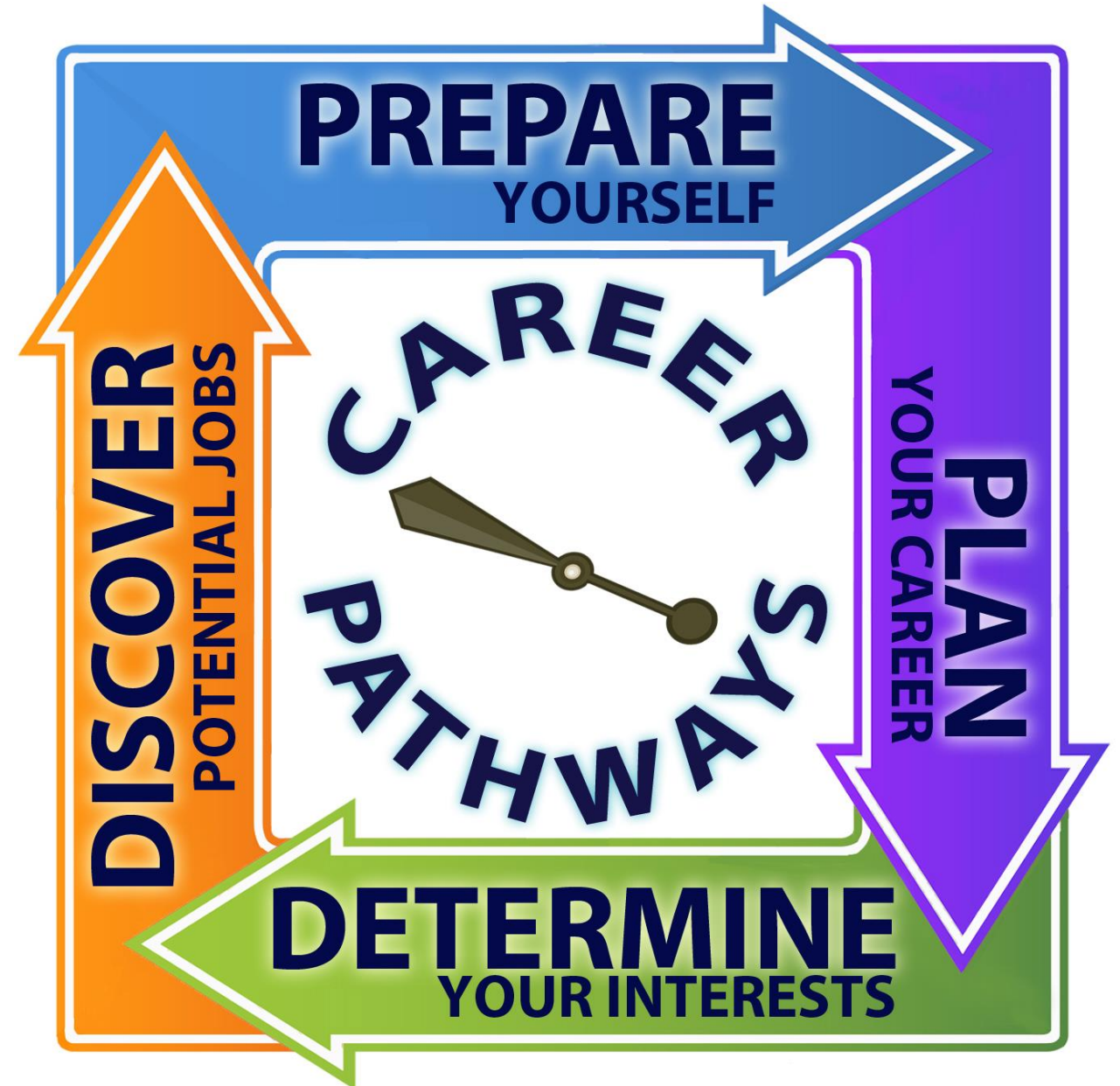
FUTURE FOCUS 2 – SECONDARY

- Explore a Year 1 to Year 13 provision
- Explore parental support and information at each stage
- Remind pupils of who they've met and explore at each stage what jobs interest them
- Provide detailed information and support in moving from initial interest to potential recruitment including greater contact with employers and local recruiters



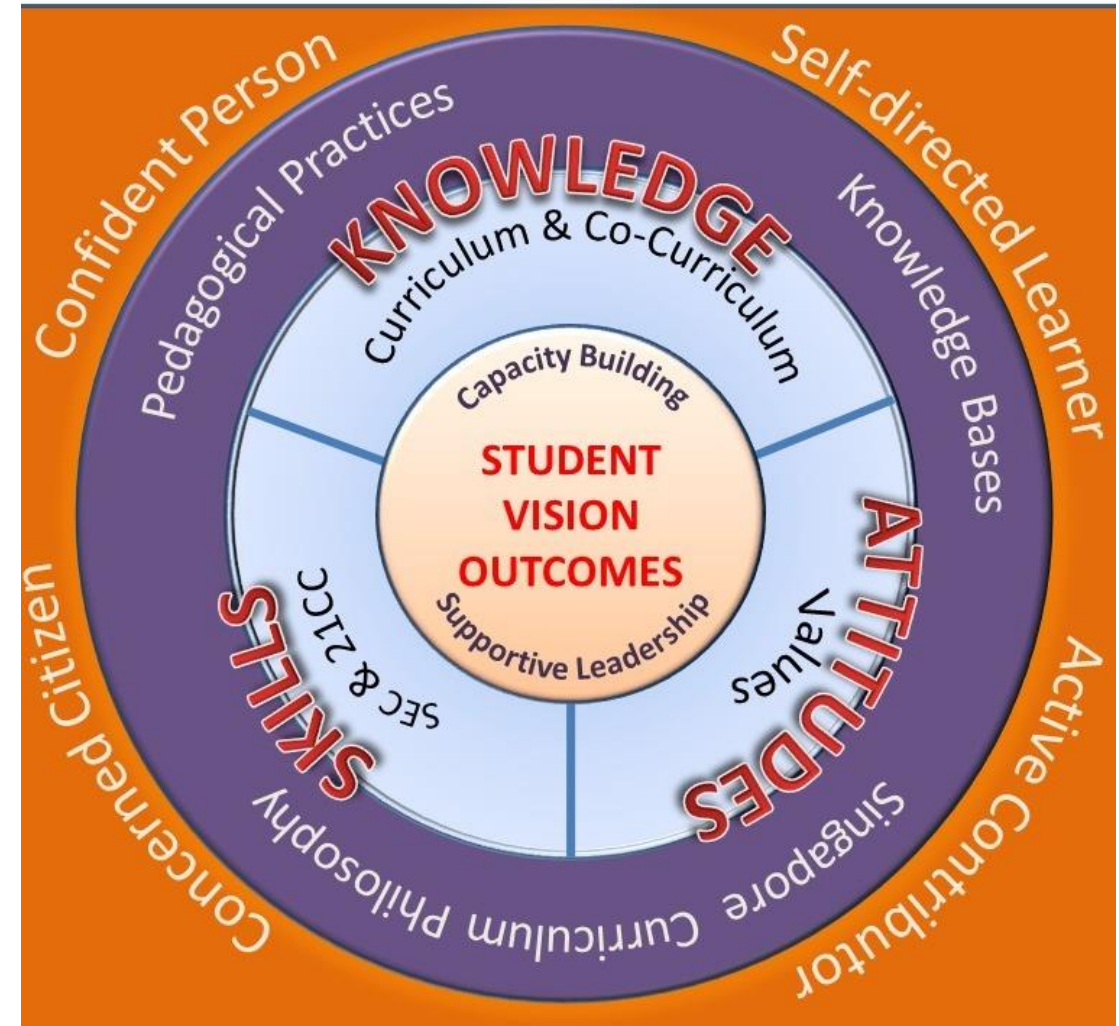
FUTURE FOCUS 3 – PATHWAYS

- Explore parental support and information at each stage
- Remind pupils of who they've met and explore at each stage what jobs interest them
- Support children at each stage of the programme to understand more about pathways including university and apprenticeships



FUTURE FOCUS 4 – CURRICULUM

- Work with schools to link MFMB closely to the curriculum
- Provide additional resources to support the curriculum
- Explore how each age group can best interact with MFMB
- Embed Skills Builder into the curriculum



FUTURE FOCUS 5 – COMMUNICATIONS

- Engage more with families and the community
- Raise the profile of My Future My Basildon so it becomes common language
- Share successes and engage with more employers and potential partners
- Raise the profile at the start and end of each year



FUTURE FOCUS 6 – SUSTAINABILITY

- Expand capacity so more schools can join
- Allow schools to have more classes as part of the programme
- Enable these development areas to be realised
- Secure future funding and governance to sustain the model for future growth
- Ensure sustained and growing impact



FUTURE FOCUS 7 – FACE TO FACE

- Introduce a suite of face-to-face opportunities for visits to employers
- Introduce a suite of face-to-face opportunities for visits by employers to schools
- Evaluate activities to ensure greatest impact
- Explore the purpose of visits and build this around the phase of learning
- Enrich the experience of our children



FUTURE FOCUS 8 – SKILLS BUILDER

“This research shows that essential skills are correlated with life outcomes, from increased wellbeing and higher earnings to lower probability of being out of work or education” read page 5 of this report:

<https://www.skillsbuilder.org/file/essential-skills-tracker-2022>

- Embed the Skills Builder Universal Framework skills into all sessions
- Skills Builder resources for families Pilot embedding Skills Builder more into the curriculum
- Explore using Skills Builder Universal Framework to demonstrate skills from Year 1 throughout the programme
- Link employers with Skills Builder



Pupil Feedback



Tokunbo is a chef who runs her own West African catering business.

“You can achieve anything, no matter who you are!”

“We've learned to think of a disability as a superpower. Nothing is impossible.”

“To try really hard at maths and science.”

“We learnt that you can have a job that relates to your interests.”

“We loved asking them questions and thank you for answering one of ours.”

“My favourite part was them talking about their jobs and knowing that you don't need to give up if sometimes you are faced with challenges.”

Pupil Feedback continued...



“That we may not know which job we want to do now, but it may come later in life and we can be anything.”

“Even though you didn’t get your dream job, you can still find things you enjoy.”

“We have learnt that people don’t look like what their job is.”

“It’s hard to do certain jobs but it is still possible! Follow your dreams!”

“Even if you have a dream job, there is still more that you can learn. You are always learning.”

“Hearing about Liz's job with dogs because I would like to do something similar”

“Take our time and we will be successful. Never give up!”

“You can use your talents to be anything you want!”

Teacher Feedback

“I thought it was a great session. The children were fully engaged.”

“The class have been inspired by the guests and enjoyed learning about their jobs.”

“We talked about how with hard work and dedication we can achieve what we want. We have been inspired to have a good career.”

“We learned that we need more women in Science! It definitely inspired a lot of us.”

“The girls loved it that they could do jobs that are normally seen as jobs for boys.”

“The fact someone from our local community has achieved so much. You can do anything if you put your mind to it.”



One of the fighter jets that Imogen works on.

Teacher Feedback

“Great session, children loved finding out about different artistic jobs that they had never thought of or heard before.”

“We really liked seeing 'real people' who do the jobs we were talking about.”

“Having an opportunity to ask people in their careers different questions that you wouldn't otherwise be able to. To see/hear things that we don't usually get to learn about in school. “

“Great information from real professionals that will help children to consider this job for the future.”

“Inspired a few keen artistic children to aim for these careers. Also inspiring that game creation is a career choice.”

“The children were inspired to hear about adults working in the mental health industry. We are now interested in working in some form of industry that focuses on wellbeing, whether it is mental health or physical health.”

“Great to let them see where their interests could lead.”



Katie is a Milliner and designs hats for Ascot.

School SLT Feedback

“The drivers behind the project of raising aspirations, challenging stereotypes and broadening horizons resonated strongly with us and our school values.”

“Being part of the project has meant that our pupils have been exposed to career opportunities that they may have never encountered or felt that they would be able to achieve.”

“My Future has been invaluable at providing opportunities to discuss skills needed for various careers. It has enabled our pupils to question and raise their own ambitions and aspire for opportunities that they may have thought were beyond them.”



Jack is an Electronics Engineer.

Ofsted and Multi Academy Trust Feedback



Charlie plays wheelchair basketball for England, winning a bronze medal at the Commonwealth games and was shortlisted for BBC Young Sports Personality of the Year.

Ofsted – “With each step they take, pupils are prepared for the next stage in their education. A careers programme, introduced as early as Year 1, ensures that they are also well set up for their future lives.”

“Careers work has started from Year 1 – the My Future programme. This is very strong practice and one that is not often seen.”

Strength identified in Peer Review of Prince Avenue Primary School and Nursery by SEEAT Multi Academy Trust

My Future My Basildon - Aims

To raise
aspirations

To broaden
horizons

To challenge
stereotypes



Jess is a Volkswagen Product Designer who designed the ID Buzz.