



# Your Impact

Inspiring children and young people  
today, for a better tomorrow



Positive Footprints have been raising the aspirations of young people attending primary schools at the heart of Yorkshire Housing communities. They have been sharing stories of people's career journeys through many different sectors to inspire and also educate about the path ahead.

**James Haigh,**  
**Enhanced Tenancy Services Manager, Yorkshire Housing**

It's great fun. I was the Team Leader this morning and my friends said that I was a superb leader.

**Pupil,**  
**Greatwood Primary**





**Thank you**

**The next generation can only be what they can see and the best time to inspire future leaders, change-makers and problem-solvers is now.**

The world is changing for young people living in our communities. The majority (65%) of pupils entering primary school in the present day are predicted to work in jobs that don't exist yet, so we need to think differently about how education prepares us for a future of unknowns.

Our partnerships with housing associations to raise aspirations is a step in the right direction. Organisations like Yorkshire Housing are starting early, encouraging curiosity, broadening horizons and providing opportunities for the next generation to recognise their talents. It makes me smile when I see what this means to schools.

A future of unknowns is being seen as one of opportunity. On behalf of schools involved in the project, thank you for your support and I hope you enjoy reading about the impact you are having.



*L. Burrows*

**Lesley Burrows**  
Managing Director, Positive Footprints

# Regenerating Places

Funding provided by Yorkshire Housing allows local primary schools to work in partnership with Positive Footprints to raise aspirations. Together we create opportunities for children and young people to discover their potential, explore the world of work and develop the skills they need for the future.



## Primary Schools Engaged: 11

Beckfoot Nessfield

Holycroft Primary

Pickering Community

Bentham Community

Kirkbymoorside Community

Sherburn Primary

Carlton Junior

Luttons Community

Skipton Parish Primary

Greatwood Community

Laithes Primary



## Children and Young People Impacted: 1156

Our partnership is raising aspirations. By this we mean how children and young people see themselves, their potential and what they hope to achieve in the future. According to our programme feedback model, the project produces an overall impact score of 95% (very high). This can be broken down into the following themes:

- Have (98%). This theme focuses on self-discovery and awareness. It explores how well young people can recognise their aspirations for the future and the skills they have.
- Can (88%). This theme focuses on creating a growth mindset. It explores whether young people can relate to personal development and ways in which they can grow.
- Know (99%). This theme focuses on knowledge about the future. The score explores how well young people understand the world of work and their ability to prepare for this.



## Hours of Learning Delivered: 334

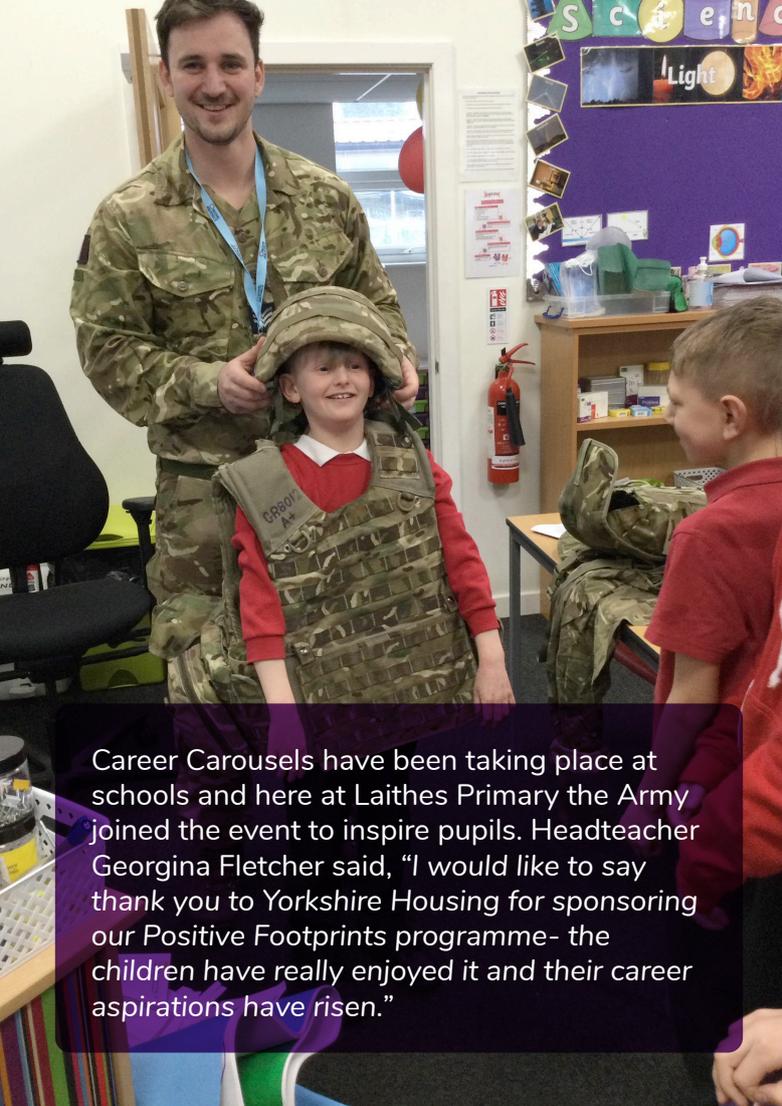
Pupils involved in the project have engaged in an average of 12 hours of careers-led learning. A total of 24 events have been delivered to open up the world of work with 44 different businesses and community organisations. Schools rate the impact of events as very high (82%). This is measured using Net Promotor Score (NPS), a customer loyalty and satisfaction measurement taken from asking customers how likely they are to recommend a product or service.



## Social Value Generated: £205,306

The project has generated £5.67 of social value for every £1 invested by Yorkshire Housing:

- Our partnership has created £205,306 of social value. This is calculated using the National TOMs 2019 Social Value Calculator. Over 32% of pupils involved are eligible for free school meals, which is above national averages.



Career Carousels have been taking place at schools and here at Laithes Primary the Army joined the event to inspire pupils. Headteacher Georgina Fletcher said, "I would like to say thank you to Yorkshire Housing for sponsoring our Positive Footprints programme- the children have really enjoyed it and their career aspirations have risen."



As part of their Raising Aspirations lessons, Year 6 have been researching the skills needed for different careers. We have lots of aspiring doctors, heart surgeons and teachers! Holycroft Primary School, Twitter.



438 pupils have engaged in monthly digital events to open up the world of work. After speaking with Graphic Designer Maria, pupils designed their very own beanbag which had to reflect what they wanted to do in the future. The winner had the design printed on a customised bean bag.



Aviation charity Fly2help visited Kirkbymoorside Primary following Erin & Isla's winning entry in the Design an Airline Brand competition. The whole school participated in the full day event and learnt about the range of careers available across the aviation industry.

# Why it's important

## Starting Early

From age 9 children shape their aspirations for the future based on perceived ability, who they meet and their circumstances. They rule out future possibilities and think about whether they will apply for higher education in primary school. Providing opportunities for people to recognise and fulfil their potential should start early.

## Aspirations, skills and careers education

When primary schools were surveyed about careers education, 94% thought it was important but less than 10% do it monthly. Embedding activity is needed as evidence indicates a strong association between the development of skills and educational outcomes.

## Opening up the world of work

Children from low income homes are 33% more likely to be NEET (Not in Education, Employment or Training). Research suggests that meaningful engagements with employers can significantly reduce chances, but only 1% of pupils learn about a future career from someone outside of their environment engaging with their primary school.

### Here are some of the questions asked by pupils to businesses during the programme:

How do you apply to join the RAF and how long do you have to train for to be a pilot?

If you could bring an extinct animal back, what would it be and why?

What does a typical working day look like for you as an author?

How do you deal with rejection?

What age were you when you realised space was your goal?

What happens if you run out of food in space?

Have you ever had any awkward patients?

How easy is it to mix songs together?

### References

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