



# ANNUAL REVIEW 2020/21



[www.speakersforschools.org](http://www.speakersforschools.org)



# WE ARE SPEAKERS FOR SCHOOLS

Imagine you are a parent and you knew that there was one child in your own child’s class who, for no good reason, received preferential treatment over all the others, including your child.

Imagine that this one child was being given extra privileges in the form of extra support and encouragement at every stage of their studies. That they were constantly being offered more opportunities to do well and were being primed to go to the best universities and get the best jobs, even though the rest of the class were just as talented, able and deserving.

Would you think that was fair? Would you accept that your own child may never stand the same chance of being as successful as their one ‘lucky’ classmate?

Millions of school children face the same scenario. Some 93% of UK pupils attend state schools and colleges and currently miss out on the extra privileges enjoyed by the the 7% of UK pupils who attend private schools. Do you still think that the situation is unfair? We do. And we are committed to trying to level the playing field for young people from state schools and colleges to make things fairer, especially for the increasing number of pupils who are currently eligible for free school meals (FSM).

Speakers for Schools is a leading youth social mobility charity, launched in 2010 by ITV’s Political Editor Robert Peston and supported by the Law Family Charitable Foundation for the last 9 years.

**Our mission is to raise career ambitions among young people from disadvantaged backgrounds across the UK, and provide the necessary inspiration, experience and networking opportunities for them to succeed.**

Since our charity’s launch in 2010, we have supported more than 1.1 million young people.

**We aim to support 1 million young people annually by the end of the academic year 2022/23.**

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# EXECUTIVE SUMMARY:

## OUR CHAIR

**The pandemic will long be remembered as one of the most challenging periods of our generation. A time where each of us has felt the strain, but where some have felt it more keenly than others.**

Young people have undoubtedly been disproportionately affected by the pandemic. And whilst the true long-term impact on them has yet to be fully determined, we know that the pandemic has also served to widen the gaps between the most and least privileged in our communities and is thus likely to seriously impede social mobility for the younger generations.

Disruption to education will continue to impact young people in and out of the classroom and, collectively, we must do what we can to help them – particularly those young people who lack the necessary resources and networks to help themselves. Our research shows that reduced opportunities for personal and social development mean that many young people currently feel disconnected from their futures. They face the prospect of a huge mountain to climb and no guarantee of support from either government, employers, or wider society to help them on their way. As the gap between young people from disadvantaged backgrounds and the working world grows, we must collectively redouble our efforts to bridge that gap and give them the best possible chance to improve their outcomes.

To that end I am really proud of what we have achieved this past year. We determined early to scale up our charity’s operations across the UK on many fronts; harnessing technology to increase the impact, geographical reach and accessibility of our programmes for young people. We grew our team from 17 to 85, enhancing the level of support available regionally and nationally to our growing networks of schools, employers and partners who share our mission. Reassuringly, we were hugely encouraged by the response of speakers and companies through Covid, to step-up their participation in our programmes. We couldn’t have achieved what we did without all of them.

Speakers for Schools newly stated goal is to improve social mobility in the UK for the younger generations by providing meaningful support to one million young people annually by the end of the academic year 2022/23 and, as you will see in the pages that follow, we are well on our way there. Thank you all for your support.



**Andrew Law**  
Chair of the Board of Trustees,  
Speakers for Schools



# EXECUTIVE SUMMARY:

## OUR FOUNDER

**Speakers for Schools has never been more needed, after the horrendous couple of years we’ve lived through and the great challenges ahead.**

Ever since I launched the charity in 2010, our explicit aim has been to “level up” state schools with the independent sector. Thanks in large part to the remarkable financial support of our chairman Andrew Law we’ve been doing this since long before “levelling up” was even a glint in the eye of Boris Johnson.

Every piece of serious research, including our own, shows that the poorest students endured the greatest setbacks to their education in lockdown, and that the gap between the most and least privileged has widened very considerably.

It is so important to us to equip young people with the knowledge and skills they need to thrive in a world that is changing faster than ever. During the last academic year, Speakers for Schools has provided meaningful support to more young people than in any previous year. Two charity-wide campaigns have helped thousands of young people discover job opportunities created by reconfiguring the economy to limit climate change and the myriad ways technology is revolutionising work.

This academic year, we will look to build on the success of these campaigns and deliver two additional campaigns: one focused on the importance of improving access to the workplace for those with special needs, and another which highlights the importance of mental health and wellbeing at work.

Finally, huge thanks to all our partners: the brilliant speakers who turn up day after day for free to excite, energise and lift the ambitions of young people from state schools, together with the magnificent employers who welcome excited students into their respective places of work and give them the inspiration and confidence to make those initial, difficult choices about how to build a fulfilling career.



**Robert Peston**  
Founder,  
Speakers for Schools







# A THIRD ACADEMIC YEAR OF SUSTAINED GROWTH

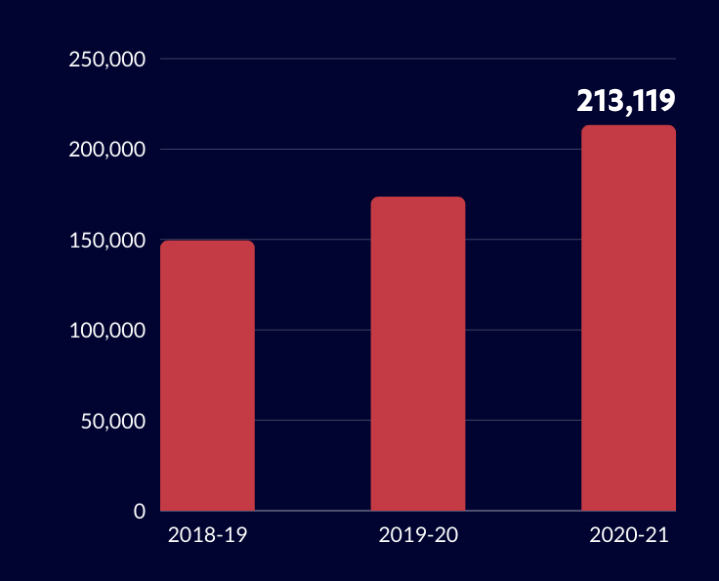
## A YEAR OF CHANGING LIVES: SCALING TO SUPPORT 1 MILLION YOUNG PEOPLE ANNUALLY

Over the course of the last three academic years (2018/19, 2019/20 & 2020/21), Speakers for Schools is proud to have grown into one of the UK's leading social mobility charities with a focus on improving the lives and outcomes of young people.

Since the academic year 2018/19, our charity has increased the number of young people we have directly supported in a year by over 42%. Our ambition is to directly support 1 million young people annually by the end of the academic year 2022/23.

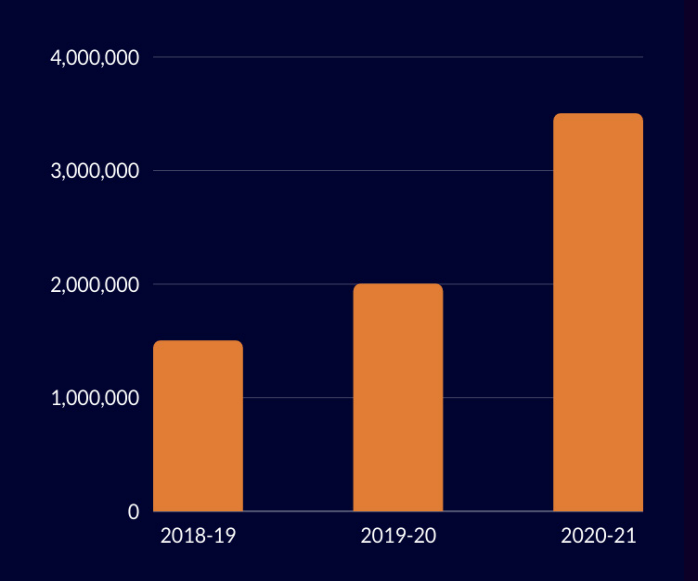
### OUR DIRECT SUPPORT FOR YOUNG PEOPLE

Number of young people supported by our programmes per academic year.



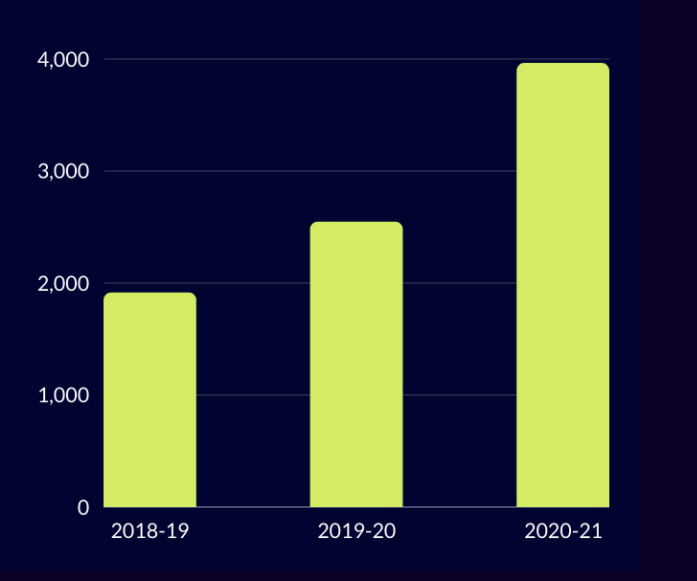
### YOUNG PEOPLE IN OUR POTENTIAL REACH

Number of young people in potential reach per academic year based on the combined reach of our partners and programmes.



### OUR NETWORK OF PARTNER SCHOOLS

Number of schools registered with our charity per academic year.



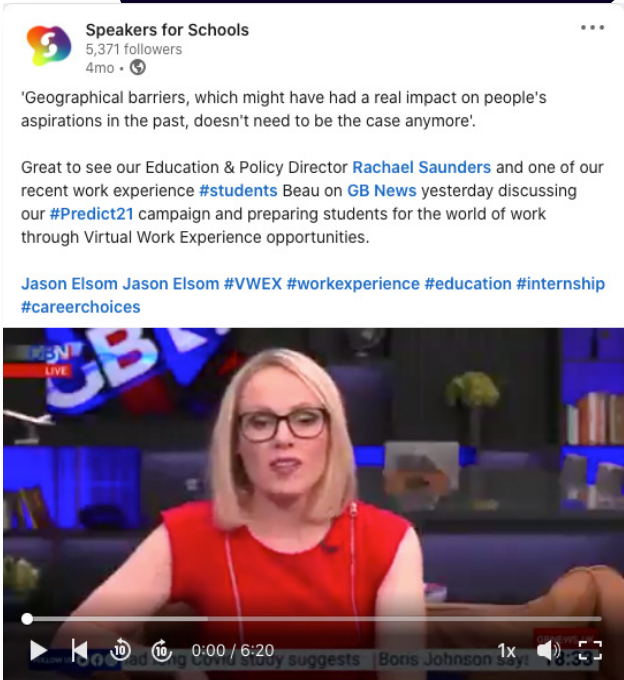


# A YEAR OF KEY ACHIEVEMENTS

In the last year, we have also achieved many key milestones:

- We worked alongside UK Youth and Young Enterprise to launch Youth Card, a pioneering charity collaboration that provides joined-up support to young people in a way never previously possible and increases direct engagement with our youth audience.
- We launched a national research project to highlight the issues facing young people following the pandemic and presented our findings to policymakers and business leaders.
- We rolled out two lighthouse campaigns to increase youth awareness of key growth areas for employment and maximise youth engagement and impact across our programmes.
- We acquired two new services – vInspired and Fledglink – to further strengthen and develop our offering for young people for 2021/22 onwards.

We boosted our charity's profile by appearing in over 157 online and print publications, 31 radio features/podcasts and made 5 national TV appearances.



Click each image to take you to the tweet or post

# A YEAR OF GREAT CHALLENGES: KEY INSIGHTS FROM 2020/21

## The threat to social mobility caused by learning loss



Pupils from the bottom fifth of incomes experienced higher learning loss than those from the top fifth.<sup>1</sup>



During the 2021 school closures, the poorest pupils in England missed out on a third of their learning (34.9%) while the richest pupils missed out on a quarter of their learning (24.4%).<sup>2</sup>



Learning losses suffered during the pandemic are manifested in stark gaps in attainment between children from poorer backgrounds and their more privileged counterparts.<sup>3</sup>



Learning losses are likely to result in a significant decline in social mobility levels for younger generations.<sup>4</sup>

## The % of pupils eligible for FSM across the UK nations in 2020/21



20.8%  
(June 2021)<sup>5</sup>



20.9%  
(April 2021)<sup>6</sup>



28.4%  
(November 2020)<sup>7</sup>



38.1%  
(March 2021)<sup>8</sup>



Links to references on [page 56](#)



# IN SOPHIA’S OWN WORDS

## Sophia, 16, from Bristol

The last academic year has been the most agonising and stressful time of my life. I felt like there was nothing to look forward to. But after my first work experience, not only did my confidence grow, but I could finally see some hope for the future. I finally had something to work towards and be inspired by. It showed me all the things that I am capable of, and that I have a purpose.



Watch Sophia’s video here

# IN JOSH’S OWN WORDS

## Josh, 18, from Darlington

For me, this past year came with waves of mental health deterioration and struggle. It was within this mental chaos that I was introduced to Speakers for Schools through my college. From what began with an online work experience with British Airways to attending the Conservative Party Conference months later, Speakers for Schools has positively impacted my future tremendously despite the pandemic’s hardships.



Watch Josh’s story here



# LEVELLING THE PLAYING FIELD: HOW WE SUPPORTED SOCIAL MOBILITY IN 2020/21

**For all of us, entering the pandemic was like sailing into uncharted, stormy seas. None of us really knew the full extent of the dangers ahead nor appreciated how long it would be before we reached calmer waters.**

Throughout the continued uncertainty of the last academic year, our charity has been especially grateful to the teachers and other key workers who have laboured tirelessly to try and steady the ship. As a father and a former secondary school teacher, I have witnessed first-hand the challenges young people face in navigating and finding their place in a complex world, even during ‘normal’ times.

These challenges have been magnified exponentially throughout the pandemic, with many young people having their rite of passage to adulthood cruelly compromised or stolen away. These young people spent years working towards qualifications, only to be told that they would not sit traditional exams and would have little to no opportunity to celebrate their achievements with the rest of their peers.

The work of Speakers for Schools can never truly offset the loss of these important milestones. Still, the messages of thanks we have received from young people, parents, educators, and employers, have fuelled our determination to do more through what remains of the pandemic and beyond. I am honoured to have

shepherded Speakers for Schools through a period of transformational growth. I am proud of the selfless investment our colleagues have poured into delivering what young people so desperately needed during their most trying times.

Listening to young people like Sophia and Josh, it is impossible not to feel moved. We owe it to young people to help them overcome the barriers they face so that they can build the successful careers they deserve.

As a youth social mobility charity, Speakers for Schools is committed to the young people we serve – young people like Josh, Sophia and many others you’ll hear about in this Annual Review. Our support is available to any young person who attends a UK state secondary school or college – and we actively prioritise those with the highest need.

The future remains uncertain, but we remain determined to work with our speakers, employers, donors, partners and other stakeholders in delivering our ambition of supporting one million young people annually by the end of the academic year 2022/23.



**Jason Elsom**  
CEO,  
Speakers for Schools



# OUR PROGRAMMES

**In the last year, our charity has provided three main programmes to support the social mobility of young people in the UK and we are about to launch a fourth:**



Our in-person and online talks and broadcast programme that connects young people from state schools and colleges to our network of speakers to help inspire them to challenge the status quo and consider careers they might otherwise have considered beyond their reach.



Our new free mobile app that provides young people in England, Wales and Northern Ireland with an easy way to access a wide range of curated life-preparing opportunities from leading youth charities, employers and organisations from across the UK.



Our in-person and virtual work experience programme that connects young people from state schools and colleges to our network of leading employers to provide opportunities for young people to experience the world of work first-hand.



## COMING IN 2021/22

Our personalised service for young people that helps them to navigate and choose the best post-16 career pathway for them by providing tailored early careers guidance.



# OUR VISION FOR OUR PROGRAMMES

## EXPERIENCE

Connecting young people with leading employers through in-person and virtual work experience

- Work placements
- Insight days
- Discovery workshops



## INSPIRATION

Inspiring young minds to what is possible

- In-person talks
- Virtual talks
- Broadcast talks

## PROGRESSION

Bridging young people into the workplace

- Apprenticeships
- Traineeships
- Higher education
- Early career jobs
- Mentorships



We are moving towards offering a **SINGLE SEAMLESS AND UNIQUE PROPOSITION TO SUPPORT SOCIAL MOBILITY** for young people in the UK.

Our charity aims to provide meaningful support to **1 MILLION** young people annually by the end of the academic year 2022/23.



**Carly Wilkinson**  
Director of Programmes

## YOUTH CARD

Placing opportunities in the hands of young people everyday

- Discounts
- Broadcasts
- Work experience
- Workshops
- Youth groups

# INSPIRATION



**Dr. Funke Abimbola MBE**



# INSPIRATION IN ACTION

Thanks to the ongoing success of our Inspiration programme, our network of speakers provided inspiration to over 140,000 young people during the course of 2020/21 by sharing insights into their own careers and life stories.

Tom, a former student at Codsall Community High in Wolverhampton is one of the many young people who has benefitted from our Inspiration programme. In the summer of 2021, he achieved an impressive 4 x A-levels at Grade A\* and was accepted to read Maths at Oxford University. Tom is the first in his family to go to university and he credits one of our speakers, Dr. Nira Chamberlain, as being his primary source of inspiration.

Tom first came across our Inspiration programme four years ago when, as a Year 10 student, he attended an in-person talk by leading British mathematician Dr. Nira Chamberlain\*. Dr. Chamberlain inspired Tom to pursue his love of Maths and showed him it is possible to build a successful career focused on Maths. [Find out more about our Inspiration programme.](#)

\*Dr. Nira Chamberlain has delivered 31 talks with Speakers for Schools since 2014 and has more talks in the pipeline.



Tom



Dr. Chamberlain



Click here to watch our Inspiration video

# IMPACT DATA FOR ACADEMIC YEAR 2020/21

## Our 5 most popular broadcasts

- **‘How to Achieve Anything’**  
One of the Penguin Talks series featuring England football coach Gareth Southgate and Sharky.
- **‘How to Boss your Mood’**  
One of the Penguin Talks series featuring Chloe Brotheridge, Clinical Hypnotherapist, author of The Anxiety Solution and Sara Milne Rowe, Performance Coach, founder of Coaching Impact and author of The SHED Method.
- **‘May the 4th Be With You’**  
Panel broadcast on careers in VFX with Industrial Light and Magic and IntoFilm.
- **Broadcast by actor Toby Jones\***
- **Broadcast by CEO of Virgin Atlantic Shai Weiss**



Click on each title to view the video online

\*This broadcast was delivered as a live broadcast and is not currently available to view.

\*\*In this context, we define a school as high-need if they score 7 or more on our grading system. Please note our grading system for schools in Wales became operational in December 2020, so we do not hold high-need data for schools in Wales for the full academic year. We were unable to record high-need data for schools in Northern Ireland for the academic year 2020/21. To find out more about our grading system, [please follow this link.](#)



## Impact figures

141,327

young people supported

639

talks/broadcasts delivered

1,578

speakers in our network

2,224

schools registered

## Demographics

63%

of the schools in England, Scotland and Wales we supported were high-need schools\*\*



# TESTIMONIALS FROM YOUNG PEOPLE ABOUT OUR SPEAKERS

Feedback for a talk by **Brandie Deignan**, Chief Executive Officer, Pier Health Group, Former Managing Director, Marco Pierre White Restaurants.

Brandie has so much positivity and enthusiasm, she really inspired me.

It's great to see a positive role model of a black woman.



**SPEAKER:**  
**BRANDIE DEIGNAN**

Feedback for a talk by **Branko Bjelobaba**, Finance and Engaging in Democracy Speaker.



**SPEAKER:**  
**BRANKO BJELOBABA**

Amazing! I understand democracy better!

I've been learning the political spectrum in politics, but the world comparison helps me really understand the UK stance on the world's stage!



# MEET OUR 10 MOST ACTIVE SPEAKERS FROM 2020/21



**David Dein MBE**  
Former Chairman of Arsenal and the Football Association



**Richard Murrell**  
Lead Director, BBC News



**Branko Bjelobaba**  
Finance and Engaging in Democracy Speaker



**Brandie Deignan**  
Chief Executive Officer, Pier Health Group, Former Managing Director, Marco Pierre White Restaurants



**Martin Prendergast**  
Director of Development and Public Affairs, Royal Academy of Dramatic Art (RADA)



**Anjana Ahuja**  
Award-Winning Science Journalist



**Rt Hon Amber Rudd**  
Former MP



**Tom Toumazis MBE**  
Former Media, Entertainment and Tech Executive, now investor in start ups



**Steve Wilkinson**  
Managing Partner, Advisory, EY



**Mohammed Amin MBE**  
Former Partner at PwC and Co-Chair of the Muslim Jewish Forum of Greater Manchester





EXPERIENCE

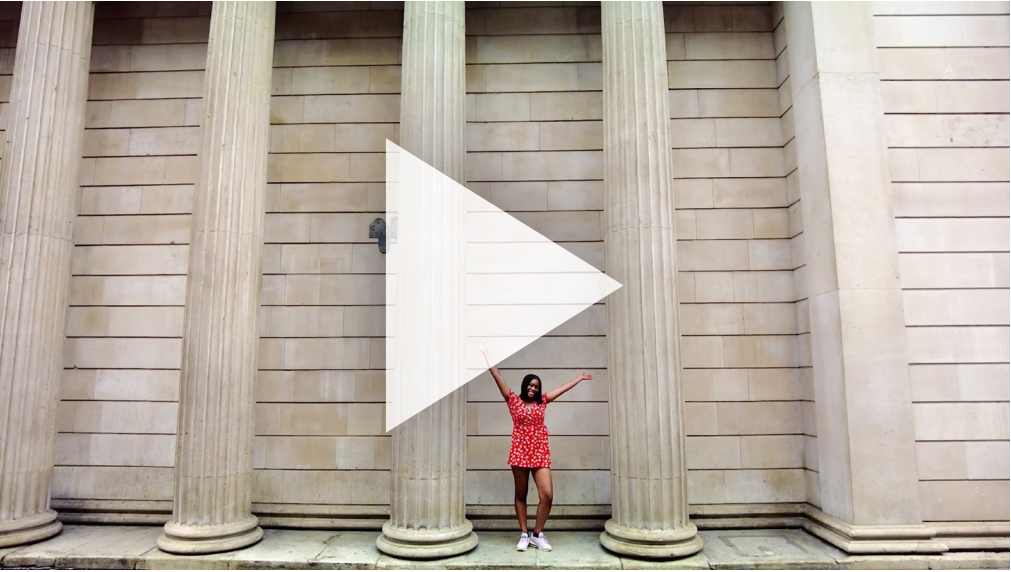
# EXPERIENCE IN ACTION



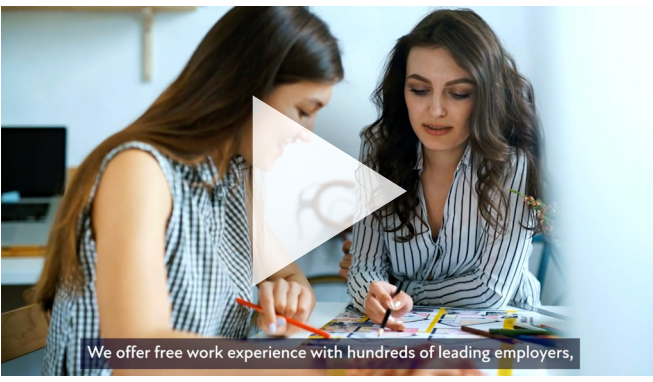
Thanks to the success of our virtual delivery model for work experience, we grew our network of employers by 250% and provided 1523% more places to young people in 2020/21.

Among those who benefitted was Joyce, from Merton in London. Joyce was struggling to access work experience during the pandemic. She came across Speakers for Schools and completed virtual work experience with Caxton Associates and the Bank of England. Thanks to her placements, Joyce now feels more informed about her career options and has ambitions to work in the finance sector.

We were delighted to see Joyce take centre stage alongside musician Nile Rodgers in a [recent BBC national news story](#) on the importance of opening up opportunities for young people.



Joyce talks about her work experience with Caxton Associates



We offer free work experience with hundreds of leading employers,

Find out more about our Experience programme



# EMPLOYER CASE STUDIES

It's not just young people who we support. During the last year, our Experience programme has enabled employers from a wide range of industries to extend their early talent outreach to include a more diverse group of young people.

The success of our partnership with NHS England and NHS Improvement and our Experience Nursing programme in early spring 2021 laid the groundwork for creating charity-wide campaigns focused on strategic growth areas for employment such as the green economy and tech-accelerated careers. Our case studies for British Airways and the British Army link to these campaigns, which we expand on further in the research section of this review.

Read our NHS case study here



Read our British Airways case study here



Read our British Army case study here



# MEET SOME OF OUR EMPLOYERS





# THE NATIONAL TEEN BOOK CLUB

Following the success of our virtual work experience programme we launched a virtual book club for teenagers together with Andersen Press, Harper Collins and Book Clubs in Schools in spring 2021.

Using the same platform as our virtual work experience placements, the National Teen Book Club brings together thousands of 14-19 year olds on a weekly basis to provide a novel and engaging way to support literacy and encourage young people to consider careers in the creative industries.

Our largest recurring virtual work experience placement, the National Teen Book Club appeals to avid and reluctant readers alike. Through this initiative, young people read and review the same literary text together, meet inspiring speakers from the world of publishing and get their own stories published online.

Visit the [National Teen Book Club website](#) to hear feedback from some of the 1,789 young people who took part during the academic year 2020/21 and [read some of their published work](#).



# IMPACT DATA FOR ACADEMIC YEAR 2020/21



## Impact figures

56,792

Placements provided

677

Employers

3,094

Schools

## Demographics

6,795

qualified for free school meals (FSM)\*

1,613

were young people with SEND/ASN/ALN\*

50%

were from ethnic minority groups (based on those who chose to disclose their ethnicity)\*

29%

of applications were from high-need schools\*\* (based on all applications from schools in England, Wales and Scotland with a known score)

## Our 10 most active employers



\*This data is based on applications for placements via our Experience portal. It does not include applications for placements via group registrations.  
\*\* In this context, we define a school as high-need if they score 4 or more on our grading system. Please note our grading system for schools in Wales became operational in December 2020, so we do not hold high-need data for schools in Wales for the full academic year. We were unable to record high need data for schools in Northern Ireland for the academic year 2020/21. To find out more about our grading system, [please follow this link](#).



# KEY FINDINGS: EXPERIENCE IMPACT RESEARCH PROJECT

Research period February to July 2021

11,138 young people completed the pre-placement survey

3,148 young people participated in the post-placement survey

143 employers offered placements to the young people who responded to the questionnaires



9  
out of  
10

young people found  
our placements 'highly  
beneficial'

30%  
more

young people felt confident  
or very confident about their  
future career possibilities  
following their placement

Top 3 areas where  
placements boosted  
young people's confidence

44%

of young people felt  
more confident in  
researching careers

61%

of young people felt more  
confident in knowing  
their career options

53%

of young people felt more  
confident in knowing what  
employers are looking for



# TESTIMONIALS FROM YOUNG PEOPLE

Many young students have been prevented from doing in-person work experience due to the Covid-19 pandemic, but virtual work experience is equally as good.

Omaima, 17, Birmingham



The best thing about the insight day was that I was able to hear from many departments in RAPP in such a short time and this was very insightful.

Dilpreet, 17, West



This work experience has made a big difference to me as I have found out about the different jobs and roles that are available in the construction industry, some of which I didn't even know existed!

Gosia, 17, Bangor, NI



They gave plenty of Q & A opportunities for the students to ask the presenters about their personal experiences. It really opened my eyes to all the different roles involved in nuclear engineering.

Will, 17, Harrogate





# EDUCATOR TESTIMONIALS



Virtual work experience has proven to be a really positive and valuable experience for our students over the last year... we have all been incredibly impressed at the quality of the online work experience organised through Speakers for Schools. There is no doubt that our students have benefited hugely from the opportunity to engage directly with employers.

Marian Farrar, lead for Business & Community Partnerships at St Aidan's and St John Fisher Associated Sixth Form, Harrogate



One of the parents of the pupils who completed this placement sent me a message about her son's experience: 'found it very informative and enjoyable throughout the 3 days. Definitely gave him more of insight into the construction industry and the different roles/jobs available.'

C O Kane, Head of Careers, St. Patrick's College, Maghera, Northern Ireland



# EMPLOYER TESTIMONIALS



We have found that by partnering with companies like Speakers for Schools we can still offer these opportunities in new and innovative ways, potentially allowing us to reach even more young people both individually and whilst in the classroom.

Sallie Johnson, NHS Futures Manager at NHS Futures Team, The Royal Wolverhampton Trust



Being virtual has enabled us to reach out further and improve our diversity of who has access to our programme... Improving diversity has been a key driver of our programme in the East. The success of our first VWEX week has meant the rest of Morgan Sindall Construction has adopted the programme and also the wider Morgan Sindall family.

Helen Clements, Social Value Manager, Morgan Sindall Construction





# EMPLOYER TESTIMONIALS

Although students can't be at one of our sites in person, they will get to virtually meet real life defence scientists and find out about some of the exciting science projects they are working on. They'll be developing their employability skills too, as we'll be setting exciting interactive challenges relating to each of the work areas.

Jaime Williamson, heads up Early Careers for Dstl (Defence Science and Technology Laboratory)



Really pleased to still be able to offer young people this opportunity despite the circumstances. I found the young people to be incredibly engaged and motivated and asked lots of good questions. They were eager to learn as much as they could from us, and it was refreshing for me to share what I know with young people. I hope the students that took part have learnt something and would now consider a career in my sector.

Heidi Isacks, Technology Internal Comms and Events Coordinator, Tesco



YOUTH CARD



Pilot launch of Youth Card, Birmingham Bullring



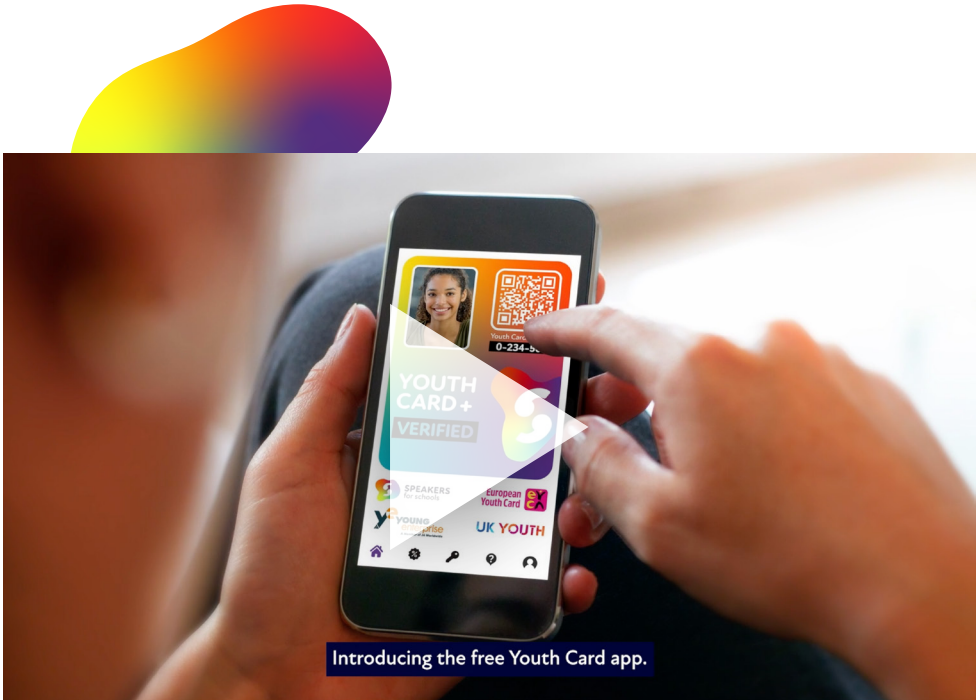
# YOUTH CARD IN ACTION

In summer 2021, we collaborated with leading youth charities UK Youth and Young Enterprise to launch Youth Card, a free social mobility app that enables young people to access joined-up support to improve their outcomes in a way never previously possible.

Youth Card is the first charity collaboration of its kind to provide multiple support agencies and partner organisations, including brands such as Misguided, Lookfantastic, National Express, Collins, CineWorld and many more with an easy way to deliver a range of curated life-enhancing opportunities direct to young people.

Young people aged 11-25 who download the app instantly gain access to career and development opportunities and discounts that include money-saving deals.

Over 7 million young people use equivalent versions of Youth Card already in Scotland and across Europe through the European Youth Card Association (EYCA) and Young Scot. Speakers for Schools is the EYCA member for England, Wales and Northern Ireland and works closely with Young Scot.



Find out more about our Youth Card app

# RESPONDING TO A GROWING EVIDENCE OF NEED

Young people who are eligible for free school meals (FSM) represent one key group whose numbers have swelled since the pandemic and who will require enhanced levels of additional support from our charity going forwards.

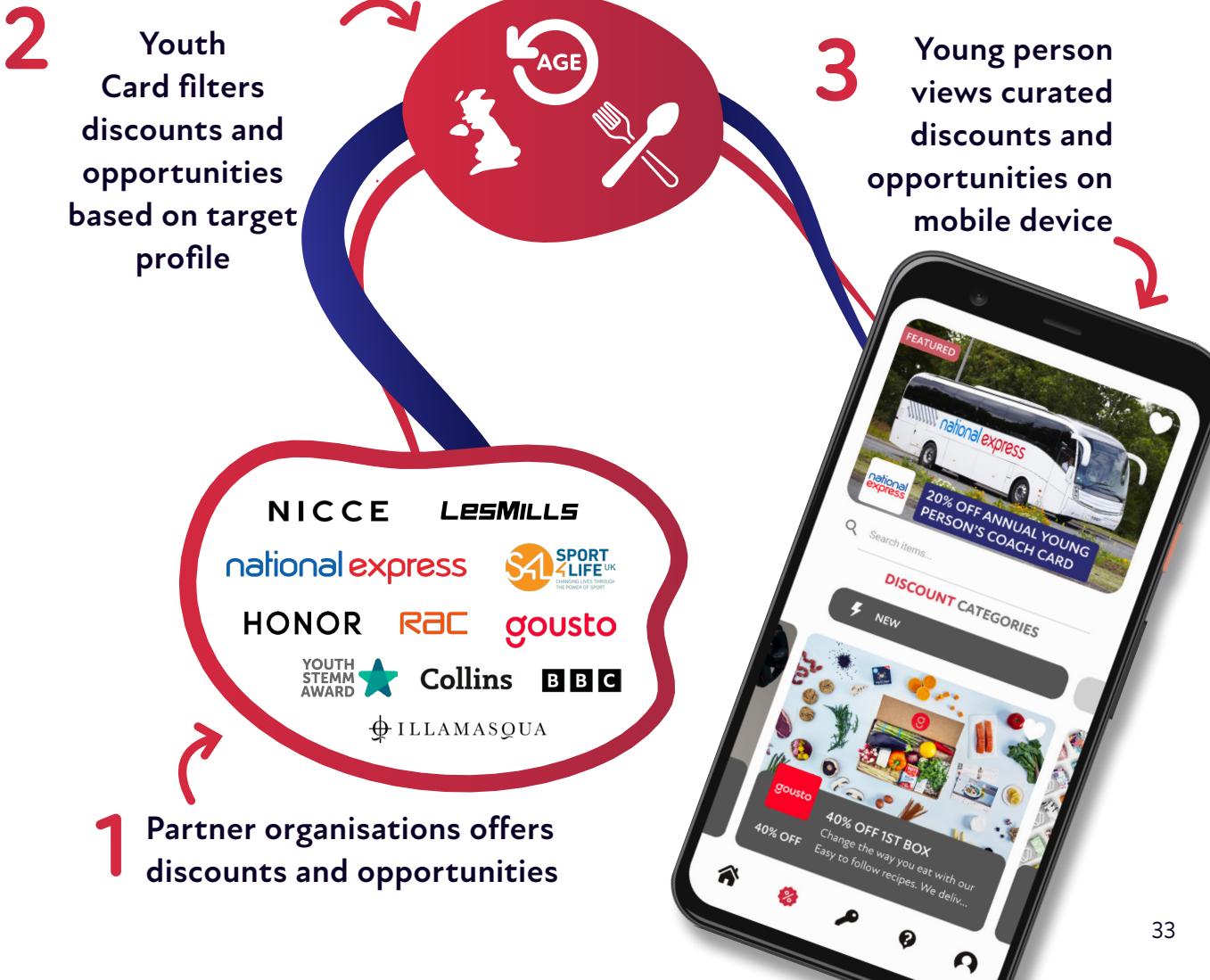
From 2021/22 onwards, we will be working closely with schools, colleges and universities to offer educational organisations the option to securely integrate their Management Information Systems (MIS) with Youth Card. This will mean that, through Youth Card, our partners will be able to tailor their opportunities to offer additional levels of support to the young people who need it most.

In the first instance this will mean offering enhanced support to young people who qualify for free school meals (FSM) and/or with special educational needs and disability (SEND) or additional learning needs (ALN). In time, this can be extended to include those who meet the criteria for other high-need identifiers such as those who are not in education, employment or training (NEET) and/or looked-after young people who are in the care of their local authority.

Youth Card will also offer joined-up support as young people progress through their studies and early career and allow our charity to track impact and outcomes for our programmes in a way never previously possible.



## How Youth Card works





# IMPACT DATA FOR ACADEMIC YEAR 2020/21



15,000

app downloads since launch which equates to 15,000 young people aged 11-25 supported



2.5k

app downloads as part of the pilot in Greater Birmingham



148

Youth Card partners registered



142

discounts listed on app



272

opportunities listed on app



# TESTIMONIALS

The last 18 months have been difficult for all of us, but we know that young people have found it hard to access the continued support they need to learn and grow. It is wonderful to see three of our leading youth charities coming together to launch the Youth Card which opens up a whole new world of real opportunity, helping our young people get back on track and accessing the career guidance and support they need to succeed.



Baroness Barran, Minister for Civil Society and Youth, DCMS



Watch BBC West Midlands coverage of Youth Card here







# PROGRESSION



## INTRODUCING PROGRESSION A NEW PROGRAMME LAUNCHING IN 2021/22

In order to achieve our vision of a single seamless and unique proposition to support social mobility in the UK, we want to help young people supercharge their futures by helping them to make more informed choices about the many different career pathways available to them.

With this in mind, we are developing our **Progression programme** that will offer a personalised service for young people to help them navigate and choose the best post-16 career pathway for them.

As part of our preparations for the launch Progression, we acquired Fledglink in summer 2021. Fledglink is **an early careers app that provides CV and interview support** and has already enabled thousands of diverse students and unemployed young people to **build their skills and access the support and opportunities they needed to reach their potential**. Fledglink will become an integrated part of our Progression programme going forwards.

Progression will complement our existing services and offer an enhanced level of functionality for young people already using Youth Card and our Experience portal.







# RESEARCH: IMPLEMENTING OUR THEORY OF CHANGE



**Our charity’s core theory of change is based on clear evidence that increased personal and cultural capital in young people leads to increased motivation, which leads to higher academic achievement, a greater focus on making future plans, and higher wages.**

We know that, for young people to be ready and equipped to succeed and thrive, in education, work and life, it is vital that they have access to advice, role models, information, knowledge and inspiration. This development of personal and cultural capital leads to confidence and self-efficacy which means that young people feel more able to undertake careers research that supports their choices and enables to them to plan and make decisions for the future. Increased motivation and understanding of the connections between curriculum content and the workplace can also motivate young people in their studies, leading to improved academic outcomes.

We are committed to continuous improvement in our programmes, listening to young people, learning from our partners and making use of cutting-edge research to ensure that we understand the needs of the young people who

are most disadvantaged, and that the voices of young people are heard by policy makers and people in power.

Pre-pandemic research and evidence by organisations such as the Career & Enterprise Company in partnership with the Confederation of British Industry supports the theory that employer engagement in schools improves outcomes for young people.

This research evidence is borne out by our own research and impact data from the last academic year. Over the year ahead, we will continue to undertake research to amplify young people’s voices, contribute to the evidence base on the impact of employer engagement in education, and demonstrate the value of leaders and businesses contributing to their communities to help improve social mobility and inequality.



**Rachael Saunders**  
Education and Policy Director,  
for Schools



# USING RESEARCH TO: IMPROVE OUTCOMES FOR YOUNG PEOPLE WITH THE HIGHEST NEED

To ensure that we concentrated our support where it was needed most, our charity developed a unique grading system for evaluating the level of need in state secondary schools and colleges in England in April 2017. This grading system allowed us to prioritise schools and colleges in so-called opportunity areas (defined by the Department for Education) as well as individual cases of schools and colleges with higher need.

Our grading system uses a scale of 1 to 10 – with 1 being the lowest level of need and 10 being the highest level of need. The grading system uses an amalgamation of publicly available data to create a scale of ‘need’ for schools in the charity’s network and located in an opportunity area, determining the priority level for the charity’s services. This includes:

- Government data on the school’s attainment and progress
  - > If this data is not available, the score for the Local Authority is used
- Percentage of pupils receiving free school meals (FSM) at the school
- Percentage of pupils ‘not in education, employment or training’ (NEET) aged 16 onwards

By establishing a consistent set of criteria to rate the need of every state secondary school and college we worked with in England, we ensured that schools and colleges in disadvantaged areas benefitted most from both our Inspiration and Experience programmes.

In July 2019, we extended the grading system to include secondary schools and colleges in Scotland and, in December 2020, we were able to extend this to Wales. We continue to explore ways to enable a similar approach in Northern Ireland.

Our latest programme, Youth Card, will take prioritising high need to another level still, allowing us to make services, discounts and opportunities available to young people according to their individual needs profile. Youth Card is a mobile application, backed by a fully scalable cloud-hosted service, which has the potential to be securely integrated with the Management Information Systems (MIS) of schools, colleges and universities in England, Wales and Northern Ireland to enable enhanced levels of support (in the form of additional opportunities and discounts) to be delivered directly to the individuals who need it most.

Youth Card will also offer joined-up support as young people progress through their studies and early career and allow our charity to track impact and outcomes for our programmes in a way never previously possible.

# USING RESEARCH TO: AMPLIFY THE VOICES OF YOUNG PEOPLE

On 24th September 2021, we published a research report – Making Up for Lost Time – which revealed the combined results of three independent YouGov surveys we commissioned in May/June 2021 with 2,113 young people, 100 MPs and 100 business leaders together with semi-structured interviews with 13 young people who had undertaken work experience with us.

The aim of the report was to better understand the issues facing the young people in our communities in the wake of the pandemic and give them the opportunity to tell us what they think will help them make up for lost time.

Our research revealed some significant gaps in perceptions among the different groups. It also highlighted some surprising areas of consensus, which could be built on going forwards.

The findings detailed in our report included key insights into the views of young people, politicians and employers, together with a comprehensive set of recommendations for how the government and business leaders can contribute towards helping young people to make up for lost time.

[Download the report now](#)





# USING RESEARCH TO: CONTINUOUSLY IMPROVE OUR SERVICES

As well as this research report, we have also commissioned several other key pieces of qualitative and quantitative research over the last year, including:

- an independent marketing survey in June of 4,512 young people aged 16 to 19 to gain insights into their lifestyle preferences
- product development research throughout February, March and April to improve our Experience portal for all audiences
- youth market research and regular youth focus groups to help inform the ongoing development of our new Youth Card app

In addition to these examples of research, we have continued to invite feedback for our Inspiration and Experience programmes, so that we can actively monitor quality assurance and impact.



In the case of our Inspiration programme, we invited secondary schools and colleges that hosted in-person or virtual talks to complete feedback forms. In the case of our Experience programme, we sought pre- and post-placement feedback from young people and employers as standard practice for every work experience placement we hosted. To further enhance the quality of our work experience offering, we also implemented the Skills Builder Universal Framework as part of the Experience programme to enable employers to use their placements as an opportunity to embed one or more of the eight core Skills Builder skills: Listening, Speaking, Leadership, Aiming High, Creativity, Problem Solving, Teamwork and Staying Positive.

We have continued to work closely with the government and other leading organisations throughout the academic year 2020/21 – in England as well as the devolved nations – to ensure that all our programmes continue to meet the latest national guidelines for best practice. Given the quality and depth of our impact data, we also contributed to calls for evidence from government departments as part of the Boost 2021 programme and the Times Education Commission.

# USING RESEARCH TO: MAXIMISE IMPACT THROUGH KEY CAMPAIGNS

In the last year, the UK economy has faced the combined challenges of the pandemic, Brexit, and an aging workforce. At the same time, young people have faced major disruption to their education, reduced opportunities for social and personal development and rising youth unemployment.

Young people have been disproportionately affected by the pandemic and for many of the young people our charity serves, an already bad situation has become worse with widening gaps between the most and least privileged in our communities.

With so many challenges affecting our employer network and the main beneficiaries of our charity (young people), we decided to organise our activity for Inspiration and Experience programmes around key campaigns to bring a sharper focus to our efforts and maximise our impact by concentrating on key growth areas for employment: the green economy in the case of Green Skills Week which took place in April 2021 and tech-accelerated careers in the case of Predict which took place in June 2021.

By setting objectives and deliverables/KPIs for these campaigns, we were able to align our efforts to ensure that young people could take full advantage of a range of opportunities to learn as much as possible about two significant growth areas for future careers: the green economy and tech-accelerated careers.

Following the success of these campaigns, we have taken the decision to repeat both these campaigns in the academic year 2021/22 as well as introduce two further campaigns in the autumn term, Access All Areas and Work/Life\*.

## Speakers for Schools Campaigns



\*Our Access All Areas campaign aims to open up work experience and the world of work to young people with special needs and disabilities, and our Work/Life campaign seeks to normalise conversations around mental health.



# GREEN SKILLS WEEK

Our first campaign Green Skills Week - which aimed to introduce young people to careers in the green economy - took place in April 2021 and was hugely successful.



We spent a whole day learning about sustainability and looked at a real-life project they're working on to make something greener. It was really insightful and interesting to find out how to become more energy efficient. When I have my own kids, I want to be able to tell them I made the world a better place.



Felix, 16, from Aylesbury, completed a 5-day virtual work experience placement with Align JV as part of Green Skills Week



Find out more about Green Skills Week

# GREEN SKILLS WEEK: IMPACT DATA



9  
out of  
10

young people felt well-informed or very well-informed about careers in the industry following their placement

11%  
more

young people expressed that they would actively consider a career in the industry following their placement



99%

of young people who attended placements as part of our Green Skills Week and who completed feedback felt more confident about the world of work following their placement

Top 3 areas where placements boosted young people's confidence

64%

of young people felt more confident in knowing what career pathways were available to them

57%

of young people felt more confident in knowing the career options available to them

49%

of young people felt more confident in knowing what employers are looking for



Dig deeper into the success of Green Skills Week by reading our full Impact Report here.



# PREDICT

Green Skills Week was followed in June 2021 by Predict, another hugely successful campaign, which aimed to demystify careers in the evolving world of technology-accelerated careers.

16,658

young people supported

48

eminent guest speakers gave technology-themed talks and broadcasts to reach 7,306 young people

78

employers delivered 9,352 technology-themed work experience placements to young people



Dig deeper into the success of Predict by reading our full Impact Report here



I really enjoyed working with Spaceport Cornwall, during my experience I worked in a team to develop a new product using existing satellite technology to help the local community... Working on a project like this has further inspired me to pursue a career in aerospace engineering and allowed me to meet some people who do jobs similar to those I want later in life.



Beau, 14, from Birmingham, completed a 3-day virtual work experience placement with Spaceport Cornwall as part of Predict



It is revolutionising how we grow,

Find out more about Predict

# PREDICT: IMPACT DATA

95%

young people rated their placement 4 stars put of 5 or higher, indicating that they found it highly beneficial

46%  
more

young people felt confident or very confident about their future in the world of work following their placement

9  
out of  
10

young people felt well-informed or very well-informed about careers in the industry following their placement

86%

of young people who completed a placement expressed they were likely to apply for another placement with Speakers for Schools

13%  
more

young people expressed that they would actively consider a career in the industry following their placement



The top three skills that young people became more confident or very confident in were

86%  
SPEAKING

77%  
PROBLEM SOLVING

70%  
TEAMWORK





# OUR YEAR IN BRIEF

SEPTEMBER  
2020

**Penguin Talks series**  
(available through our  
Inspiration programme)  
restarts for a new  
academic year.

OCTOBER - DECEMBER  
2020

The charity undertakes a major  
scale-up and goes **from 14 to 55  
staff**. We build our first internal  
tech development team. Marketing  
and outreach scales increasing our  
national school network.

JANUARY  
2021

**Experience Nursing  
launches** to encourage  
more young people into  
the nursing profession.  
1,557 young people take  
part across 21 x Insight  
Days and 1 x 5-day  
placement.

7 high-profile speakers  
deliver broadcasts in  
support of **Experience  
Nursing**, reaching 2,491  
young people.

FEBRUARY  
2021

**Almost 4,000 work  
experience placements**  
are delivered in a single  
week over half term.

MARCH  
2021

**National Teen Book  
Club** launches in schools  
across the UK.  
  
Speakers for Schools  
feature on **BBC Three  
Counties radio**.

In partnership with  
Speakers for Schools,  
**Cumbria LEP and  
27 local employers  
delivered a week of  
Insight Days** across 5  
growth sectors for 250  
Year 10 and 11 students  
at Queen Katherine's  
School.

APRIL  
2021

**Green Skills Week  
campaign launches**,  
supported by 45  
employers and 107  
guest speakers.

**Green Skills Week  
Challenge** with Man  
Group launches.

Speakers for Schools  
feature in **The Sun** and  
**The Sunday Times**.

Experience programme  
introduces **Discovery  
Workshops**.

MAY  
2021

As part of a national  
research project,  
Speakers for Schools  
commission **three  
independent surveys  
with YouGov**.

Our new **Youth Card  
app pilots in the  
Greater Birmingham  
area** and achieves 2.5k  
downloads.

Speakers for Schools  
join **the government's  
Boost programme**.

Speakers for Schools  
feature on **BBC West  
Midlands 6pm news**.

**Green Skills National  
Competition launches  
with Anglian Water**.

JUNE  
2021

**Predict campaign  
launches**, supported by  
78 employers and 48  
guest speakers.

Speakers for Schools  
feature on **GB News**.

As part of a national  
research project,  
**Speakers for Schools  
conduct semi-  
structured interviews  
with 13 young people**  
who completed work  
experience placements.

JULY  
2021

**The Youth Card app  
is rolled out across  
England, Wales and  
Northern Ireland** and  
achieves 15k downloads  
before the end of the  
academic year.

**Speakers for Schools  
release the findings of  
their YouGov research**  
into how best to  
support young people in  
making up for lost time  
following the pandemic.

**West Yorkshire  
Combined Authority  
and Leeds City Region  
LEP team up with  
Speakers for Schools**  
and 30 regional  
employers to deliver  
**Leeds City Region  
Virtual Insight Festival**.

AUGUST  
2021

Speakers for Schools  
acquire **vInspired and  
Fledglink**.

**Speakers for Schools  
announce partnership  
with charity Mencap**  
in preparation for  
our **Access All Areas  
campaign**.

Speakers for Schools  
feature on **BBC London  
news**.

**Doncaster Council  
team up with Speakers  
for Schools and Game  
Academy** to help young  
people from the region  
to gain insights into  
**transferable skills for  
the gaming industry**.





THANK  
YOU

# THANK YOU FOR YOUR CONTRIBUTION

The success and achievements of our charity in 2020/21 are thanks to a huge team effort on the part of a great many people. Support for Speakers for Schools comes in many forms, from many different people and from many different places.

On behalf of the charity and all the young people we supported during the academic year 2020/21, we would like to say a heartfelt thank you to every speaker, employer, school, organisation and individual who contributed their time, good will and/or resources to Speakers for Schools in the last year for their generous support.

We would also like to extend our very special thanks to all our generous benefactors who provided financial support to help fund our charity's work, including those named here and others who preferred to remain anonymous. Every penny donated to our charity is an investment in a young person's future, helping us to take positive steps towards improving social mobility for those who need and deserve it most.

## Our donors

- The Law Family Charitable Foundation
- The Waterloo Foundation
- Zedra Trust
- The 29th May 1961 Charitable Trust
- Barbour Foundation
- Didymus CIO
- Sir James Reckitt Charitable Trust
- Evolution Education Trust
- DCR Allen Charitable Trust
- The Englefield Charitable Trust
- The Rowlands Trust
- RG Hills Charitable Trust
- Fowler Smith and Jones Trust
- The SMB Charitable Trust
- The Paul Bassham Charitable Trust
- The Mauld Elkington Charitable Trust
- The Thales Charitable Trust
- Sir James Roll Charitable Trust
- The Arnold Clark Community Fund
- The RE Chadwick Charitable Trust
- The Irving Memorial Trust
- The Rothley Trust
- The Thomas Sivewright Catto Charitable Settlement
- The Ian Askew Charitable Trust
- The Joicey Trust
- Tabor Foundation
- The Rowan Bentall Charitable Trust

## Our corporate supporters and sponsors

- Man Group PLC
- Sky UK
- National Grid
- University of Law
- Anglian Water
- Bank of England



## Our Trustees

**Andrew Law**  
**Chair Of The Board Of Trustees**

Andrew Law is the Chairman and CEO of Caxton Associates, a global macro hedge fund. Andrew attended state school in Manchester and subsequently graduated from Sheffield University with a First Class Honours Degree in Economics. He spent his early career at County NatWest and Chemical Bank, before joining Goldman Sachs in 1996 where he was a Managing Director, heading FICC proprietary trading. Andrew joined the London office of Caxton in 2003; he was appointed Chief Investment Officer globally in early 2008, and to his current position effective January 2012. His charitable interests include founding trustee of the Law Family Charitable Foundation, and the Law Family Educational Trust through which he sponsors a Multi Academy Trust in Manchester. He is a Board member of the Sutton Trust, a former Deputy Chair of the New Schools Network and a former director of Social Finance.

**Robert Peston**  
**Founder of Speakers for Schools, ITV Political Editor**

Robert Peston is ITV’s Political Editor, presenter of the weekly ‘Peston’ show and the founder of Speakers for Schools. Formerly he was the BBC’s economics editor. He has won numerous awards for his journalism and was previously political editor and financial editor of the Financial Times, City Editor of the Sunday Telegraph and a columnist for the New Statesman and the Sunday Times. He became a household name in 2007 when he broadcast and published a series of influential reports on the causes and consequences of the global financial crisis. Robert has published five critically acclaimed books, ‘The Whistleblower’, ‘WTF’, ‘How Do We Fix this Mess?’ ‘Who Runs Britain’ and ‘Brown’s Britain’. He is Vice President of Hospice UK. You can follow Robert at [www.twitter.com/peston](http://www.twitter.com/peston)

**David Giampaolo**  
**Founder and Chief Executive of Pi Capital**

David is the Founder and Chief Executive of Pi Capital. He previously founded, built up and sold several businesses and health club chains in the US, Europe and Asia. David has financial interests in several other businesses and industries and has been involved as an investor, advisor and board member of some of the most successful health & fitness companies in the world. David is Chairman of Oga Fit, Sarva and EXi, non-executive director of Agronomics and also a senior advisor to AMG (Affiliated Managers Group, Inc.) and BC Partners. David is a member of YPO, the Chief Executives Organization and the Global Leadership Circle of ONE. In addition, he is a trustee of Speaker for schools and patron of Pro Bono Economics.

**Sakhila Mona Mirza**  
**General Counsel at London Bullion Market Association**

Sakhila, qualified lawyer, has worked in the financial services sector for 15 years, covering the oil markets and then moving to the precious metals market. Most of her career has focused on providing legal, regulatory and compliance advice, and building corporate governance programmes.

Currently she works at the London Bullion Market Association, where she is a Board Member and the General Counsel. Sakhila works on the strategic development of the Association, by leading and working on several business development initiatives with various market stakeholders, and taking responsibility for all the legal work affecting the organisation. In addition, she has built key relationships with government officials and regulators around the world, and has spoken at several conferences, educating stakeholders on the developments within the precious metals market. Sakhila read law at the London School of Economics and went on to qualify as a solicitor.

## Our Trustees

**Diana Osagie**  
**Director of Courageous Leadership Consultancy**

With 21 years’ experience leading secondary education, including six years as a successful head teacher in a London secondary school; Diana works at the cutting edge of leadership development. She is known as a resilient school leader, skilled in urban leadership under challenging circumstances. Diana has substantial success in developing school wide models that strategically enhance the quality of teaching and learning across the curriculum and can couple sound strategic vision whilst giving clear operational direction. She is a programme director on a MA in Educational Leadership for a UK university. Diana is also a lead school inspector, with developed expertise scrutinizing school wide leadership systems.

With a proven track record of developing leaders via bespoke training programs, Diana founded The Academy of Women’s Leadership; specializing in supporting women to grow the leadership cultures of their organisations and to flourish as leaders established in confidence, Diana has established capability in mentoring and supporting leaders facing challenging circumstances and change. She is the author of Courageous Leadership, a humorous book that gives leaders’ strategies for shaping their leadership experience.

**Roland Rudd**  
**Founding Partner at Finsbury**

Roland Rudd is Chairman of Finsbury Glover Hering. He founded Finsbury 25 years ago and was Chairman throughout this time. He is a leader in corporate communications and provides personal counsel to board members and senior executives at the most critical moments for their companies.

Before Finsbury, he worked as a political and financial journalist primarily at the Financial Times.

He is Chair of Tate, Trustee for Speakers for Schools, and the Bayreuth Festival. He is an ambassador for the Alzheimer’s Society and the Made By Dyslexia campaign and is Chairman of the Governors of Millfield School. He is also an Honorary Fellow at Oxford School of Corporate Reputation and Regents College, Oxford University.



# OUR GREATEST CHALLENGE LIES AHEAD: HOW YOU CAN HELP US



## Donate funds and/or explore opportunities for corporate sponsorship and partnership

We welcome financial support in the form of one-off donations and grants, and we also offer corporate sponsorship and bespoke partnership opportunities. Every financial gift makes a difference to the young people we support and moves us a step closer to supporting one million young people annually.

Find out more about the different ways you can support us financially by visiting [www.speakersforschools.org](http://www.speakersforschools.org) or email us at [fundraising@speakersforschools.org](mailto:fundraising@speakersforschools.org)



£10

could fund one week of **Virtual Work Experience**, boosting the confidence of a young person from a disadvantaged background and helping them extend their network and choose a future career path.

£100

could fund a **speaker from a FTSE 100 company** to deliver an inspirational talk to a group of 100 young people in an opportunity area of the UK.

£150

could fund an **Insight Day for a class of 30 young people** to learn about the career opportunities in a sector that is entirely new to them.



# OUR GREATEST CHALLENGE LIES AHEAD: MORE WAYS TO HELP US



## Select one of our premium service level options for Experience

We offer a range of service levels to employers hosting work experience through our Experience programme, from free entry-level packages right through to Enhanced and Managed services, which are our premium offerings. If your organisation would like to do more to support social mobility and be able to measure the impact of its placements with Speakers for Schools, please consider opting for one of our premium service level options.

Find out more about the range of options available by emailing us at [experience@speakersforschools.org](mailto:experience@speakersforschools.org)



## Donate your time, skills and/or resources

We are always looking to raise awareness of our charity's good work, to expand our networks and to be able to do more for less money. If you can help facilitate introductions to people of influence, assist us with increasing our media coverage, or help us save money by donating resources of some kind, we would love to hear from you.

Get in touch with us today to discuss how you might be able to help by emailing [pr@speakersforschools.org](mailto:pr@speakersforschools.org)



## Take part in and and/or promote our events

We want to ensure that the value of our charity's work continues to be widely recognised and shared. We welcome your support in participating and/or promoting our events to your network. Over the last year, we hosted roundtable events and webinars in support of the government's Boost programme, Black History month and more.

We will be hosting a full programme of in-person and online events throughout the year in 2021/22 to champion social mobility and showcase our charity's work.

Find out more about our events calendar for 2021/22 by emailing us at [events@speakersforschools.org](mailto:events@speakersforschools.org)



# LIST OF REFERENCES:

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Annual Report And Financial Statements

For The Year Ended 31 August 2021

Charity Registration No. 1150411



LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr A E Law Ms S M Mirza Mr D A Giampaolo	Ms D Osagie Mr R J K Peston Mr R D Rudd
Charity number	1150411	
Auditor	Azets Audit Services Limited 33 Park Place Leeds, LS1 2RY	
Bankers	Coutts & Co 440 Strand London, WC2R 0QS	
Solicitors	Travers Smith LLP 10 Snow Hill London, EC1A 2AL	

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**TRUSTEES' REPORT - *FOR THE YEAR ENDED 31 AUGUST 2021***

The trustees present their annual report and financial statements for the year ended 31 August 2021. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

**Reference and Administrative Details**

The legal and administrative information page forms part of this report.

**Objectives and Activities**

Speakers for Schools provides free inspirational talks by eminent people and free high quality work experience for state school students, together with other services aimed at improving the life chances of young people. The charity's activities continue to be guided by the wider vision to help level the playing field for young people of all backgrounds through access to the necessary insights, expertise, and encouragement to help them succeed in their future ambitions.

Speakers for Schools specialises in cultivating a network support of distinguished, eminent figures from all walks of life, from business leaders to renowned scientists and arts figures, to give their time and support for inspiring engagements and opportunities that many state schools, academies and colleges would lack access to otherwise.

This is delivered primarily in the form of these individuals donating their time as speakers for unpaid school talks that allow young people in state schools to hear their experiences and advice to encourage their aspirations, and work experience placements at top organisations in the network that allow young people access to these prestigious organisations and to start to build skills for the world of work.

The Board have duly taken into consideration the Charity Commission's guidelines on public benefit when setting the charity's objectives. To achieve these objectives, the charity continues to work with participants and expected beneficiaries to improve the service, as well as holding key education and professional sector relationships to understand the potential impact for wider communities (such as businesses, professional bodies, and higher education institutions). The charity successfully keeps the programme free to state school and college participants, reaching over one million young people since its launch in 2010.

The charity continually monitors participant feedback and sector need to guide the development of its delivery work and has commenced two significant pieces of research to demonstrate the impact of the Speakers for Schools speaker programme. "The Impact Assessment Project", by Marie Guyot, published in December 2019, identified that following a Speakers for Schools talk:

- 86% of students reported feeling more confident about the benefits of hard work.
- 82% reported a better understanding of the need to be resilient to succeed.
- 71% feeling more confident about what they feel that they can achieve.
- 75% reported that the talk increased awareness of their potential opportunities.

Our joint report with "Education and Employers Taskforce", published in October 2019, identified that:

- 88% of young people felt that talks helped.
- Only 14% of state schools had a budget to support outside talks.
- Teachers who offered talks had 171% higher odds of being confident in their school's career provision than those who didn't.

**TRUSTEES' REPORT (Continued)**

**Activities of the charity**

The charity continues to fulfil its objectives with the aim to help level-up the playing field for state-maintained schools and colleges, and its students by cultivating a network of access to top figures for inspirational and insightful engagements.

The continued success of the flagship Inspiration Programme (talks) continues to be complemented by sustained and significant growth by the established Experience programme (experiences of the workplace). To further extend its support of young people, the charity recently launched the Youth Card (an app which provides a one stop shop for youth opportunities). We acquired the renowned youth volunteering programme vInspired and the vAwards, which at its peak delivered 10 million youth volunteering hours annually. The growth in the team from 15 to 75 provided the capacity to deliver our programmes nationally.

The expanding work of the charity has meant that there are increased complementary options for engagement for schools and employers, continuing its focus on a practicable commitment for busy high-profile figures as speakers that can fit into the school calendar, but also helping their organisation offer much needed experiences of the workplace to those students without networks to access such prestigious organisations.

The charity has spent time communicating to all supporters and beneficiaries the benefit of participating in both programmes for the most impact, and its additional benefit of fulfilling the Gatsby Benchmarks to improve careers advice and employability skills among young people.

Overall, in this period, continued success in our established Inspiration and Experience Programmes has successfully increased the overall reach and depth of the charity's work with state schools and young people in the UK to see further positive impact for our social mobility aims.

**Achievements and performance**

2020/21 continued to present unprecedented challenges from COVID-19. Speakers for Schools made significant development steps to respond to these challenges. These included:

- We worked alongside UK Youth and Young Enterprise to soft launch Youth Card, a pioneering charity collaboration that provides joined-up support to young people in a way never previously possible and increases direct engagement with our youth audience.
- We launched a national research project to highlight the issues facing young people following the pandemic and presented our findings to policymakers and business leaders.
- We rolled out two lighthouse campaigns to increase youth awareness of key growth areas for employment and maximise youth engagement and impact across our programmes.
- We acquired a new service – vInspired – to further strengthen and develop our offering for young people for 2021/22 onwards.

**Financial review**

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to around three-month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.



TRUSTEES' REPORT (Continued)

The total income for Speakers for Schools Charitable Incorporated Organisation (CIO) for the year ended 31 August 2021 was £3,112,990 (2020: £893,382).

The CIO continues to be funded by the Law Family Charitable Foundation; £2.665m (2020: £770,000) was received from the Law Family Charitable Foundation of which Andrew Law is also a Trustee. COVID-19 had created a challenging environment for fundraising. Nevertheless, £90,549 of unrestricted donation and £30,000 of restricted grant were secured. The CIO plans to increase the fundraising team in 2021/22 to increase the level of fundraising.

Expenditure for the CIO has been split between delivery activities and administration of the organisation including appropriate staff, technical platforms and communications that enable delivery.

Expenditure directly made on charitable activities was £2,647,310 before capitalised costs were transferred of £568,885 (2020: £nil) leaving direct charitable activities costs of £2,078,425 (2020: £815,125). The direct staff costs of £2,258,180 (2020: £583,076) have increased in line with the charity's growing level of activities.

At the year end, the charity had free reserves totalling £231,812 (£550,987), after deducting fixed assets.

Investment policy and objectives

The charity has no specific investment policy other than that referred to in the Reserves policy.

Principal risks and uncertainties

The impact of Covid19 has created both global and local uncertainties. School and college responsiveness has varied significantly, as they pivot to the challenges and demands of covid, and this has had an impact on the certainty of demand for Speakers for Schools programmes.

The conflict in Ukraine has caused some disruption to our outsourced software development in Ukraine. We have taken measures to diversify the development team by signing up with a software development company in India.

Speakers for Schools has continued to be agile in its responsiveness and provision within the parameters acceptable to its volunteers, Speakers and Employer network, evolving its investment into school, employer and speaker engagement, to best deliver its programmes in support of young people. Furthermore, Speakers for Schools has launched or acquired additional programmes, including ‘National Teen Book Club’ and the vInspired youth volunteer platform.

The support of the Law Family Charitable Foundations, and wider development of both commercial and philanthropic income streams has continued to deliver income and resource stability throughout 2020/21, when similar organisations faced more significant challenges.

TRUSTEES' REPORT (Continued)

Plans for future periods

Speakers for Schools wishes to extend its highly successful and noted Inspiration Programme to reach up to 430,000 young people per annum through extending its network to 1,750 speakers in order to deliver in-person and virtual talks over the next few years. Impacting the whole of the UK in a much deeper way than currently possible with an Inspiration Programme limited by the travel plans of its network of Speakers. Speakers for Schools plans to deliver the UK’s leading programme offering ‘experiences of the workplace’, replacing manual processing with advanced application of technology and data, to (in the first instance) save schools, colleges, employers and young people a significant amount of time, resource and cost incurred in brokering work experience and insight placements, whilst leveraging technology and data to help young people find and access the most appropriate opportunities for them.

- The Three-Year Development Programme for Speakers for Schools (2020-23) will support 1 million young people by delivering the following outcomes by 2023:
- An extended in-person Inspiration programme, increasing the network of Speakers from 1,500 to 1,750 speakers to deliver an increase to 180k young people supported annually
  - Scaling of the newly launched Virtual Inspiration programme to support 250k young people annually
  - Scaling of the Speakers for Schools in-person Experience programme to provide meaningful Insight Days and Work Experience opportunities to 170k young people annually
  - Scaling of the newly launched Virtual Experience programme to provide an exciting array of ‘out of reach’ experience opportunities to 350k Young People annually
  - Delivering supportive targeted discounts and opportunities to 50k high need young people through the launch of the Youth Card app.

The Law Family Charitable Foundation pledged £6.89m of funding to deliver the Three-Year Development Programme.

Structure, governance and management

Speakers for Schools is a registered Charitable Incorporated Organisation that has been registered with the Charity Commission since 9 January 2013.

Since September 2019, the charity's day-to-day management has been led by the Chief Executive Officer (CEO), Jason Elsom, as appointed by the Board of Trustees at the start of the financial year. The CEO oversees a 75-person team, their progress towards annual targets, administration, organisational partnerships and strategic development of the charity’s work across the sector and stakeholders. The CEO pay is decided by the Chair and the other key management remuneration is decided upon by the Chair and CEO following external benchmarking and candidate experience. A Remuneration Committee has been established in December 2021 to approve key management remuneration and will continually review benchmarks for setting pay.

The Board of Trustees holds an annual meeting with the CEO to review activities, performance and strategic direction of the charity, in addition to termly in-depth progress briefings with conference calls to discuss progress and agree on any major developments across the year. The CEO otherwise has highly regular contact with the Board for awareness as to activities, for approval of expenditures and plans and guidance as required.

The trustees who served during the year and up to the date of signature of the financial statements were:

Mr A E Law                      Ms S M Mirza                      Mr D A Giampaolo                      Ms D Osagie                      Mr R J K Peston                      Mr R D Rudd

TRUSTEES' REPORT (Continued)

None of the trustees have any beneficial interest in the company. The charity follows the charity commission guidance on the recruitment of new trustees. Policies in place for induction and training trustees. Trustees are given training on induction. This includes introduction to Speakers for Schools, its programmes and processes relating to governance. Furthermore, our trustees typically serve on the boards of other charities and have a good knowledge of governance within the charity sector. The trustees are expected to refresh their training every two years and more frequently where legislative changes, practices or learnings dictate.

Fundraising

Our general approach is to raise funds ourselves and not to use third parties. We use techniques that are ethical, legal, that do not inconvenience the public, and that are not detrimental to our good name or standing in the local community. We do not use general solicitation techniques by telephone or door-to-door, and all fundraising activities undertaken follow the Fundraising Regulator’s Code of Fundraising Practice. We have received no complaints about fundraising during the year.

Supplier payment policy

The company's current policy concerning the payment of trade creditors is to follow the CBI's Prompt Payers Code (copies are available from the CBI, Centre Point, 103 New Oxford Street, London WC1A 1DU).

The company's current policy concerning the payment of trade creditors is to:

- settle the terms of payment with suppliers when agreeing the terms of each transaction;
- ensure that suppliers are made aware of the terms of payment by inclusion of the relevant terms in contracts; and
- pay in accordance with the company's contractual and other legal obligations.

Trade creditors of the company at the year end were equivalent to 31 days purchases, based on the average daily amount invoiced by suppliers during the year.

Statement of trustees' responsibilities

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that year.

In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

TRUSTEES' REPORT (Continued)

Auditor

Azets Audit Services Limited were appointed auditor to the company following their acquisition of the trade of Garbutt & Elliott Audit Limited on 1 December 2021. In accordance with s487(2) of the Companies Act 2006 they are deemed reappointed annually.

Disclosure of information to auditor

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The trustees' report was approved by the Board of Trustees.

DocuSigned by:  
*Andrew Law*  
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Mr A E Law

Trustee

29/06/2022

Date

DocuSigned by:  
*Robert Peston*  
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Mr R J K Peston

Trustee



INDEPENDENT AUDITOR'S REPORT - TO THE TRUSTEES OF SPEAKERS FOR SCHOOLS

Opinion

We have audited the financial statements of Speakers for Schools (the ‘charity’) for the year ended 31 August 2021 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity’s affairs as of 31 August 2021 and of its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC’s Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity’s ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

INDEPENDENT AUDITOR'S REPORT (Continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

Extent to which the audit was considered capable of detecting irregularities, including fraud

We identified areas of laws and regulations that could reasonably be expected to have a material effect on the financial statements from our general commercial and sector experience, through discussion with the trustees and other management, and from inspection of the charity’s regulatory and legal correspondence. We discussed with the trustees and other management the policies and procedures regarding compliance with laws and regulations. We communicated identified laws and regulations throughout our team and remained alert to any indications of non-compliance during the audit.

## INDEPENDENT AUDITOR'S REPORT (Continued)

The charity is subject to laws and regulations that directly affect the financial statements including financial reporting legislation (including related charities legislation), pensions legislation, taxation legislation and further laws and regulations that could indirectly affect the financial statements, comprising environmental, health and safety and employment legislation, and, in the current climate, Covid regulations. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the trustees and other management and inspection of regulatory and legal correspondence, if any. These procedures did not identify any potentially material actual or suspected non-compliance.

To identify risks of material misstatement due to fraud we considered the opportunities and incentives and pressures that may exist within the charity to commit fraud. Our risk assessment procedures included: enquiry of trustees and other management to understand the high level policies and procedures in place to prevent and detect fraud, reading Board minutes and considering performance targets and incentive schemes in place for management. We communicated identified fraud risks throughout our team and remained alert to any indications of fraud during the audit.

As a result of these procedures we identified the greatest potential for fraud in the following areas:

- o income recognition and in particular the risk that income is recognised in the wrong reporting period or that restricted income is not correctly recognised as such; and
- o subjective accounting estimates.

These fraud risks arise due to a desire to present results in a differing light to meet management objectives.

As required by auditing standards we also identified and addressed the risk of management override of controls. We performed the following procedures to address the risks of fraud identified:

- o identifying and testing high risk journal entries through vouching the entries to supporting documentation;
- o assessing significant accounting estimates for bias; and
- o testing the recognition of income and in particular that it was appropriately recognised or deferred.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it.

In addition, as with any audit, there remained a higher risk of non-detection of fraud, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. Our audit procedures are designed to detect material misstatement. We are not responsible for preventing non-compliance or fraud and cannot be expected to detect non-compliance with all laws and regulations. A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

### Other matters

In the previous accounting year the financial statements were below the audit threshold. Therefore the prior period financial statements were not subject to audit.

## INDEPENDENT AUDITOR'S REPORT (Continued)

### Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Azets Audit Services Limited*

30/06/2022

### Jessica Lawrence

(Senior Statutory Auditor)  
for and on behalf of  
Azets Audit Services Limited

### Chartered Accountants Statutory Auditor

33 Park Place  
Leeds LS1 2RY



STATEMENT OF FINANCIAL ACTIVITIES  
INCLUDING INCOME AND EXPENDITURE ACCOUNT  
FOR THE YEAR ENDED 31 AUGUST 2021

		Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unaudited Unrestricted funds 2020 £
	Notes				
Income from:					
Donations and legacies	3	2,755,550	30,000	2,785,550	831,017
Charitable activities	4	244,410	-	244,410	61,937
Other trading activities	5	83,000	-	83,000	-
Investments	6	30	-	30	428
Total income		3,082,990	30,000	3,112,990	893,382
Expenditure on:					
Raising funds	7	118,248	-	118,248	-
Charitable activities	8	2,715,032	28,566	2,743,598	815,125
Total expenditure		2,833,280	28,566	2,861,846	815,125
Net income for the year					
Net movement in funds		249,710	1,434	251,144	78,257
Fund balances at 1 September 2020		550,987	-	550,987	472,730
Fund balances at 31 August 2021		800,697	1,434	802,131	550,987

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.  
The notes on pages 73 - 83 comprise part of these financial statements.

BALANCE SHEET - AS AT 31 AUGUST

		2021 £	2020 Unaudited £
	Notes	£	£
Fixed assets			
Intangible assets	13	568,885	-
Current assets			
Debtors	14	90,574	13,993
Cash at bank and in hand		343,344	559,696
		433,918	573,689
Creditors: amounts falling due within one year	15	(200,672)	(15,673)
Net current assets		233,246	558,016
Total assets less current liabilities		802,131	558,016
Creditors: amounts falling due after more than one year	16	-	(7,029)
Net assets		802,131	550,987
Income funds			
Restricted funds	18	1,434	-
Unrestricted funds		800,697	550,987
		802,131	550,987

The financial statements were approved  
by the Trustees on

29/06/2022

DocuSigned by:

Andrew Law

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Mr A E Law  
Trustee

DocuSigned by:

Robert Peston

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Mr R J K Peston  
Trustee

STATEMENT OF CASH FLOWS - FOR THE YEAR ENDED 31 AUGUST 2021

		2021	2020
			Unaudited
Notes	£	£	£
			£
Cash flows from operating activities			
Cash generated from operations	20	352,503	75,028
Investing activities			
Purchase of intangible assets		(568,885)	-
Investment income received		30	428
Net cash (used in)/generated from investing activities		(568,855)	428
Net cash used in financing activities		-	-
Net (decrease)/increase in cash and cash equivalents		(216,352)	75,456
Cash and cash equivalents at beginning of year		559,696	484,240
Cash and cash equivalents at end of year		343,344	559,696

NOTES TO THE FINANCIAL STATEMENTS - FOR THE YEAR ENDED 31 AUGUST 2021

1 Accounting policies

Charity information

Speakers for Schools is a charitable incorporated organisation ("CIO"). The registered office address is Fleet House, 8-12 New Bridge Street, London, EC4V, 6AL.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £1.

The financial statements have been prepared under the historical cost convention modified to financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received. Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Income from government grants and other grants whether 'capital grants' or 'revenue grants' is recognised when the charity has entitlement to the funds, any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably and not deferred. Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of interest paid or payable.



NOTES TO THE FINANCIAL STATEMENTS (Continued)

1	Accounting policies (Continued)
1.5	<p><b>Expenditure</b></p> <p>Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.</p> <p>Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.</p>
1.6	<p><b>Intangible fixed assets other than goodwill</b></p> <p>Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.</p> <p>Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:</p> <p>Software development 20% straight line</p> <p>No amortisation has been charged in the year under review, as the software is still in the development stage and is subsequently not available for use</p>
1.7	<p><b>Impairment of fixed assets</b></p> <p>At each reporting end date, the charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).</p>
1.8	<p><b>Cash and cash equivalents</b></p> <p>Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.</p>
1.9	<p><b>Financial instruments</b></p> <p>The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.</p> <p>Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.</p> <p>Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.</p>

NOTES TO THE FINANCIAL STATEMENTS (Continued)

1.9	<p><b>Basic financial assets</b></p> <p>Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.</p> <p><b>Impairment of financial assets</b></p> <p>Financial assets, other than those held at fair value through income and expenditure, are assessed for indicators of impairment at each reporting date. Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in net income/(expenditure) for the year. If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in net income/(expenditure) for the year.</p> <p><b>Derecognition of financial assets</b></p> <p>Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the charity transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.</p> <p><b>Basic financial liabilities</b></p> <p>Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method. Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.</p> <p><b>Derecognition of financial liabilities</b></p> <p>Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.</p>
1.10	<p><b>Taxation</b></p> <p>Speakers for Schools is a registered charity and as such is a charity within the meaning of schedule 6 of the Finance Act 2010. Accordingly, the Charity is potentially entitled to tax exemption under part 11 of the Corporation Tax Act 2010 or section 256 of the Taxation of Chargeable Gains Act 1992 in respect of income and gains arising.</p>
1.11	<p><b>Employee benefits</b></p> <p>The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received. Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.</p>
1.12	<p><b>Retirement benefits</b></p> <p>Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.</p>

NOTES TO THE FINANCIAL STATEMENTS (Continued)

2 Critical accounting estimates and judgements

In the application of the charity’s accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

On review, the Trustees consider that there are no critical accounting estimates and judgements which would have a material effect on the financial statements.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unaudited Total
	2021	2021	2021	2020
	£	£	£	£
Donations and gifts	2,681,700	-	2,681,700	830,995
Grants	73,850	30,000	103,850	-
Other	-	-	-	22
	2,755,550	30,000	2,785,550	831,017

4 Charitable activities

	Unrestricted funds	Unaudited Unrestricted funds
	2021	2020
	£	£
Work experience services	244,410	61,937

5 Other trading activities

	Unrestricted funds	Unaudited Unrestricted funds
	2021	2020
	£	£
Sponsorship	83,000	-

NOTES TO THE FINANCIAL STATEMENTS (Continued)

6 Investments

Interest receivable

Unrestricted funds	Unaudited Unrestricted funds
2021	2020
£	£
30	428

7 Raising Funds

Fundraising and publicity  
Other fundraising costs  
Staff costs  
Support costs (Note 9)

Unrestricted funds	Unaudited Unrestricted funds
2021	2020
£	£
-	-
1,835	-
109,576	-
6,837	-
118,248	



NOTES TO THE FINANCIAL STATEMENTS (Continued)

8 Charitable activities

Wages and salaries
Special projects
Rent
Travel and subsistence
Trade subscriptions
Insurance
Telephone and fax
Rates and office expenses
Printing, postage and stationery
Sundry expenses
Bank charges
Staff costs
Computer costs
Marketing
Legal and professional fees
Audit and accountancy fees
Advertising
Venue hire
Software development
Share of support costs (see note 9)
Share of governance costs (see note 9)
Analysis by fund
Unrestricted funds
Restricted funds

Unrestricted funds	Unaudited Unrestricted funds
2021	2020
£	£
2,258,180	583,076
15,944	101,606
23,828	54,616
4,212	9,387
27,532	754
-	1,825
14,881	2,257
-	1,980
12,528	3,896
-	489
-	238
7,406	800
74,594	25,968
145,011	7,918
-	8,155
-	8,767
59,834	3,393
3,360	
(568,885)	
2,078,425	815,125
652,751	-
12,422	-
2,743,598	815,125
2,715,032	815,125
28,566	-
2,743,598	815,125

NOTES TO THE FINANCIAL STATEMENTS (Continued)

9 Support costs

Wages and salaries
Computer costs
Marketing
Rent
Professional fees
Printing, postage & stationery
Other staff costs
Subscriptions
Insurance
Sundry
Analysed between
Fundraising
Charitable activities

Support Costs	Governance costs	2021	Support costs	Governance costs	Unaudited 2020
£	£	£	£	£	£
427,318	-	427,318	-	-	-
34,420	-	34,420	-	-	-
17,609	-	17,609	-	-	-
7,758	-	7,758	-	-	-
64,191	12,422	76,613	-	-	-
7,184	-	7,184	-	-	-
30,919	-	30,919	-	-	-
46,945	-	46,945	-	-	-
7,008	-	7,008	-	-	-
16,236	-	16,236	-	-	-
659,588	12,422	672,010	-	-	-
6,837	-	6,837	-	-	-
652,751	12,422	665,173	-	-	-
659,588	12,422	672,010	-	-	-

10 Auditor's remuneration

The analysis of auditor's remuneration is as follows:

Fees payable to the charity's auditor: Audit of the charity's annual accounts
Non-audit services - Accountancy

2021	Unaudited 2020
£	£
4,500	-
950	-

11 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year

NOTES TO THE FINANCIAL STATEMENTS (Continued)

12 Employees  
The average total number of employees at the year end was:

	2021 Number	Unaudited 2020 Number
	59	15
	2021 £	2020 £
Employment costs		
Wages and salaries	2,508,736	520,700
Social security costs	238,289	52,722
Other pension costs	48,049	9,654
	2,795,074	583,076

The charity considers the key management staff to be the Chief Executive Officer, Chief Operating Officer, Chief Programmes Officer, Programmes Director, Education & Policy Director, Executive Director – Media and the Chief Marketing Officer (2020 - Chief Executive Officer, Chief Operating Officer, Chief Programmes Officer, Programmes Director, Executive Director – Media and the Chief Marketing Officer). In the year the aggregate total amount of employee benefits received by key management personnel amounted to £502,237 (2020: £255,622). The number of employees whose annual remuneration was more than £60,000 is as follows:

	2021 Number	2020 Number
£70,000 - £80,000	2	-
£90,000 - £100,000	-	1
£110,000 - £120,000	1	-

NOTES TO THE FINANCIAL STATEMENTS (Continued)

13 Intangible fixed assets  
Cost

At 1 September 2020

Additions

At 31 August 2021

Amortisation and impairment

At 1 September 2020 and 31 August 2021

Carrying amount

At 31 August 2021

At 31 August 2020

14 Debtors  
Amounts falling due within one year:

Trade debtors

Other debtors

Prepayments and accrued income

15 Creditors: amounts falling due within one year

Other taxation and social security

Trade creditors

Other creditors

Accruals and deferred income

16 Creditors: amounts falling due after more than one year

Other creditors

Software development £	
	-
	568,885
	568,885
	-
	568,885
	-
2021 £	Unaudited 2020 £
40,753	6,000
17,281	1,063
32,540	6,930
90,574	13,993
2021 £	Unaudited 2020 £
82,264	15,366
74,296	307
38,662	-
5,450	-
200,672	15,673
2021 £	Unaudited 2020 £
-	7,029



NOTES TO THE FINANCIAL STATEMENTS (Continued)

17 Related party transactions

Andrew Law, Chair and Trustee, is also a Trustee of Law Family Charitable Foundation, a charity which funds the projects costs of Speakers for Schools and in the year donated £2,665,000 (2020: £770,000) to Speakers for Schools, which is included in unrestricted funds.

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

Current year	Balance at 1 September £	Income £	Expenditure £	Balance at 31 August 2021 £
Waterloo Grant	-	30,000	28,566	1,434

Purpose of restricted funds:

The Waterloo Grant is to be used for staffing, running and equipment costs of the experience programme in Wales to support disadvantaged young people to gain experience in industries or organisations that they may never have considered, opening their eyes to a life of achievement and potential

19 Analysis of net assets between funds

Fund balances at 31 August 2021 are represented by:

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £	Unaudited Unrestricted funds 2020 £
Intangible fixed assets	568,885	-	568,885	-
Current assets/(liabilities)	231,812	1,434	233,246	558,016
Long term liabilities	-	-	-	(7,029)
	800,697	1,434	802,131	550,987

NOTES TO THE FINANCIAL STATEMENTS (Continued)

20 Cash generated from operations

Surplus for the year  
Adjustments for:  
Investment income recognised in statement of financial activities  
Movements in working capital: (Increase) in debtors  
Increase in creditors  
Cash generated from operations

2021 £	Unaudited 2020 £
251,144	78,257
(30)	(428)
(76,581)	(13,993)
177,970	11,192
352,503	75,028

21 Analysis of changes in net funds

The charity had no debt during the current or prior year.

22 Comparative Statement of Financial Activities

Income from:

Donations and legacies  
Charitable activities  
Investments

Total income

Expenditure on:

Charitable activities

Total expenditure

Net income and net movement in funds

Fund balances at 1 September 2019

Fund balances at 31 August 2020

Unrestricted funds £	Restricted funds £	Unaudited Total 2020 £
831,017	-	831,017
61,937	-	61,937
428	-	428
893,382	-	893,382
815,125	-	815,125
815,125	-	815,125
78,257	-	78,257
472,730	-	472,730
550,987	-	550,987



[www.speakersforschools.org](http://www.speakersforschools.org)



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