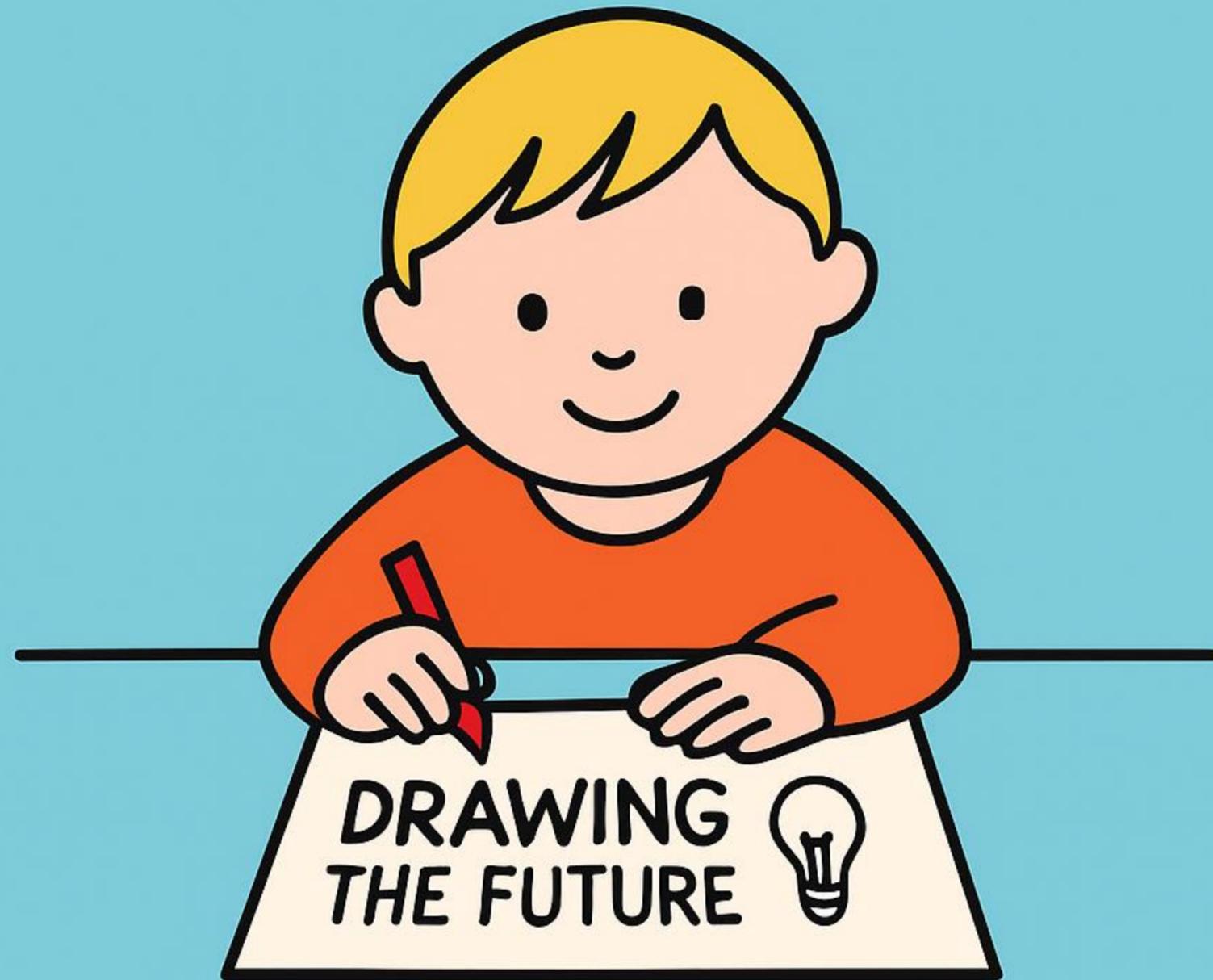


- *Embedding Evidence-Informed Careers Learning in Primary Education through Strategic Employer Engagement*



Background to the Research





IDEA



STEP 01

RESEARCH



ASPIRATION



PROCESS



GOAL



Theory of Change: Building Our Futures

A research-informed model for early aspiration building and employer engagement



Programme Research Model



Baseline audits



Co-designed frameworks



Thematic mapping



Ongoing evaluation

SECONDARY ONLY



4 employer encounters
at age 14-15
increase earnings
by **£900**



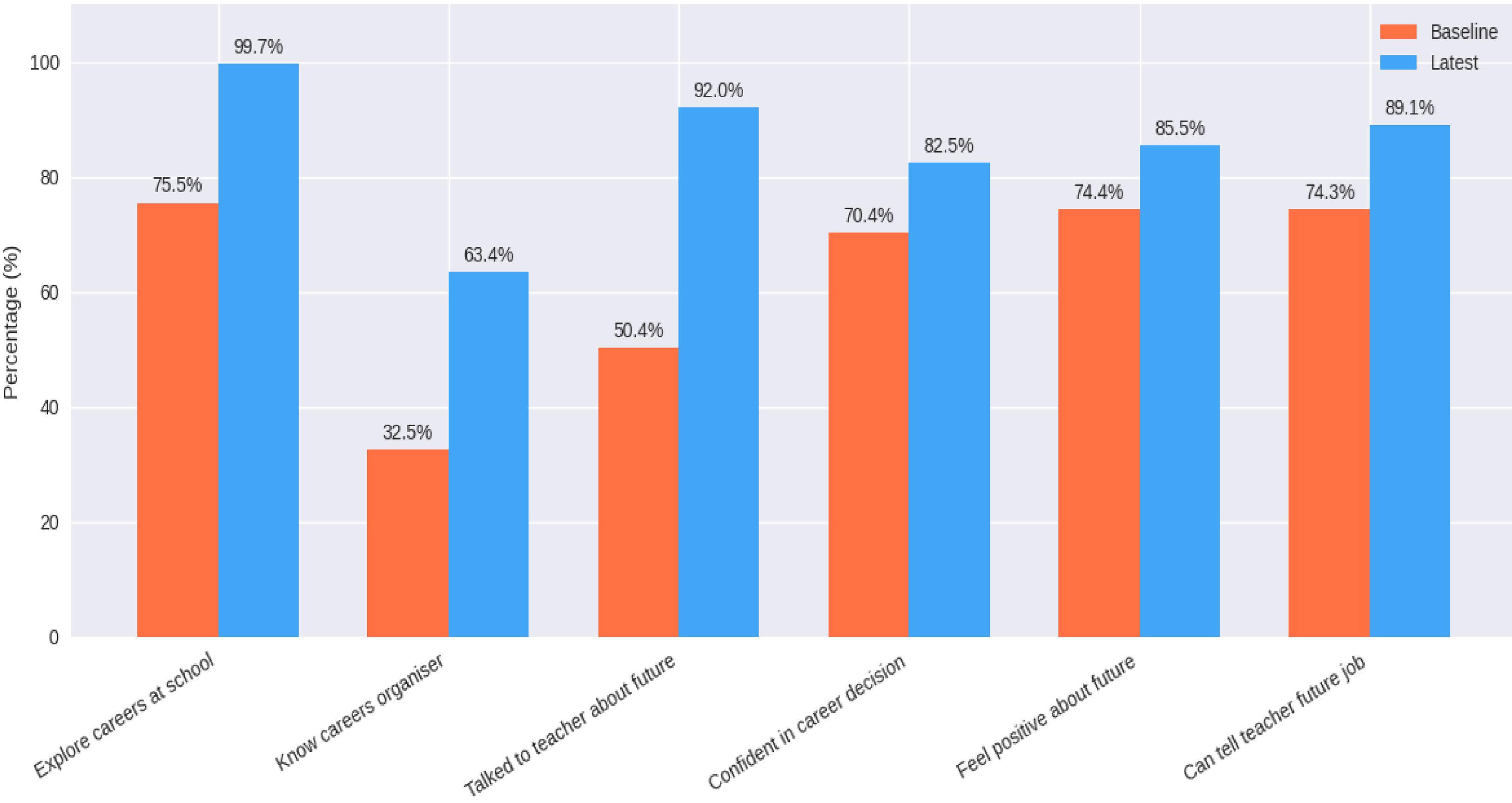
PRIMARY & SECONDARY

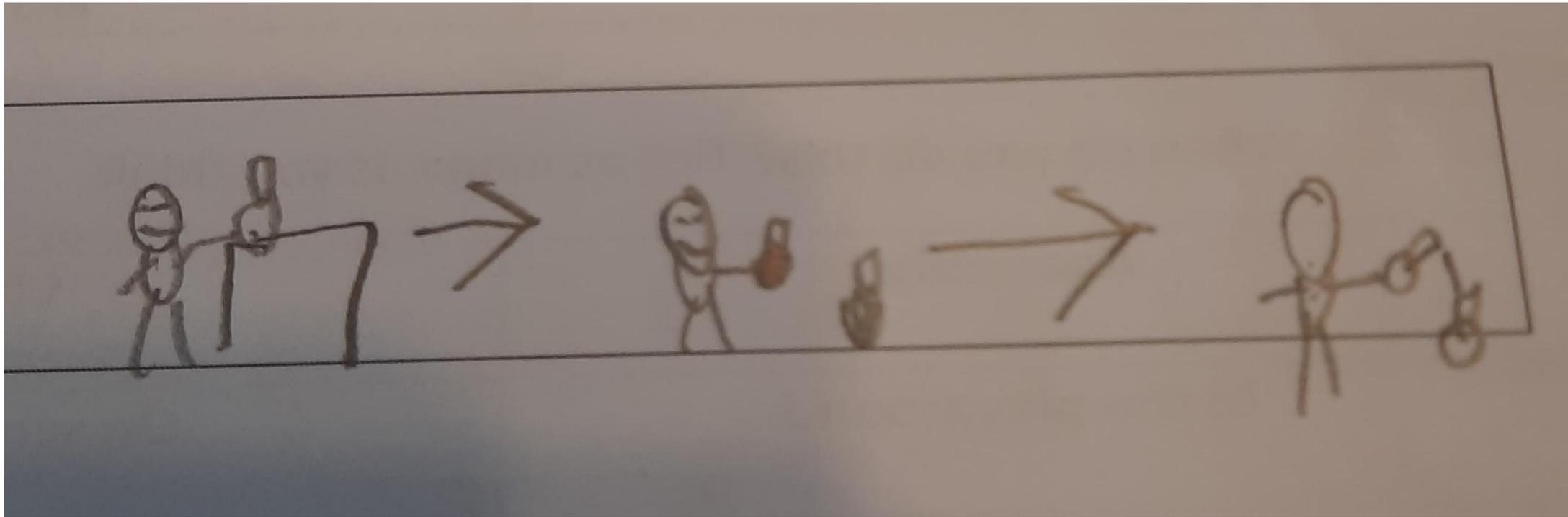


£900+

4 employer encounters
earlier in primary
could lead to
**significantly
greater impact**

Pupil Survey Results: Baseline vs Latest (2022–2025)





So What?

