



From Placement to Progression

Reimagining Work Experience
through virtual innovation



Introductions



Jo Bishop

Senior Outreach Lead and RCDP



Morgan Gore

Global Education and Outreach
Lead at JLR



Maysa Khandoker

A Level student and Springpod
Future Maker

The Challenge

The challenge for schools and colleges is **MOST DEFINITELY** not a lack of commitment from careers professionals, but a structural mismatch between the growing expectation that every young person should receive meaningful workplace experiences and the limited availability of employer placements. Schools and colleges are trying to prepare young people for employment within an already crowded curriculum, while competing for a finite number of work experience opportunities

The NEET Crisis

Nearly one million aged 16 to 24 in the UK are not in education, employment or training. And rising.

Supply and Demand

Competing for a limited pool of opportunities

Curriculum Pressures

Competing with academic outcomes and timetabling constraints

Equity and Access

Still so reliant on family networks and local employer connections

A traditional model cannot solve this alone

The ambition is universal access to meaningful work experience. The reality is that there are not enough placement opportunities, employer resources or local connections to make this possible for every young person through traditional models alone.

Traditional model	Hybrid model
Limited places	Universal access
Geography dependent	Employer insight at scale
Employer capacity constrained	Skills development
Often one- off experience	Ongoing engagement
Reliant on networks	Gateway to in-person

Barriers for Students

Let's hear from our Future Makers Advisory Board



Unsung Careers

Financial Services

10 financial services careers most young people have never considered



Senior Developer

Product Designer

Head of Communications

Cyber Risk

Business Development Director

Legal Counsel

Vehicle Maintenance Technician

Content Designer

Onboarding Manager

Chief Data Officer

64% of young people said banker.



Aviation

10 aviation careers most young people have never considered



HR Advisor

Senior Retail Manager

Machine Learning Engineer

Commercial Director

Health & Safety Specialist

Sales Manager

Schedule Planner

PR Manager

B2B Commercial Partner

Payroll Administrator

86% of young people said pilot or cabin crew.





Springpod want to be part of the solution

...and in fact, already is for so many.

Springpod in Numbers



£508M in social impact

We scaled from 125,000 to 220,000 learners in a single year

1.2M+ work experience enrolments

93% students rate their career awareness excellent or good after experience

Since Sep 25 1316 schools, colleges have enrolled 50+

7178+ Schools, Colleges & Universities in our Network

150+ employer partners

60% of employer partners are using digital experiences to select for in-person

45% from global majority backgrounds

25% eligible for free school meals

6% care-experienced

9% with a disability

Strategic Partnerships



How We Build Meaningful Virtual Work Experience

We use technology to make content more scalable, personalised, measurable, and continuously improving.

Design Learning Outcomes

Every experience starts with employer-defined skills, behaviours and career insights.

Measure Impact Continuously

Every interaction creates insight that helps us improve engagement, completion and outcomes.

Create Authentic Workplace Simulations

Technology allows us to recreate tasks, decisions and challenges from real workplaces.

Scale Opportunity Equitably

One employer experience can reach thousands of students regardless of geography or connections.

What makes virtual work experience meaningful?

Passive Content	Springpod Experience
Watch videos	Complete challenges
Hear from employers	Solve employer problems
Learn about jobs	Experience job tasks
Receive information	Reflect on skills
One-size-fits-all	Personalised pathways

Inside a Springpod Experience

The screenshot displays a user interface for a Springpod experience. At the top left, the word "ons" is partially visible. Below it is a dark blue navigation bar with a white rocket icon. The main content area is titled "Your First Mission" and features a large, dark image of a person's hands holding a wooden stick. Overlaid on this image is the text "Your First MISSION" in large, white, bold font. At the bottom right of the main content area, there is a dark blue button with the text "CLICK HERE TO MARK THIS SECTION AS COMPLETED →".

ons

Your First Mission

Specialist

0/10

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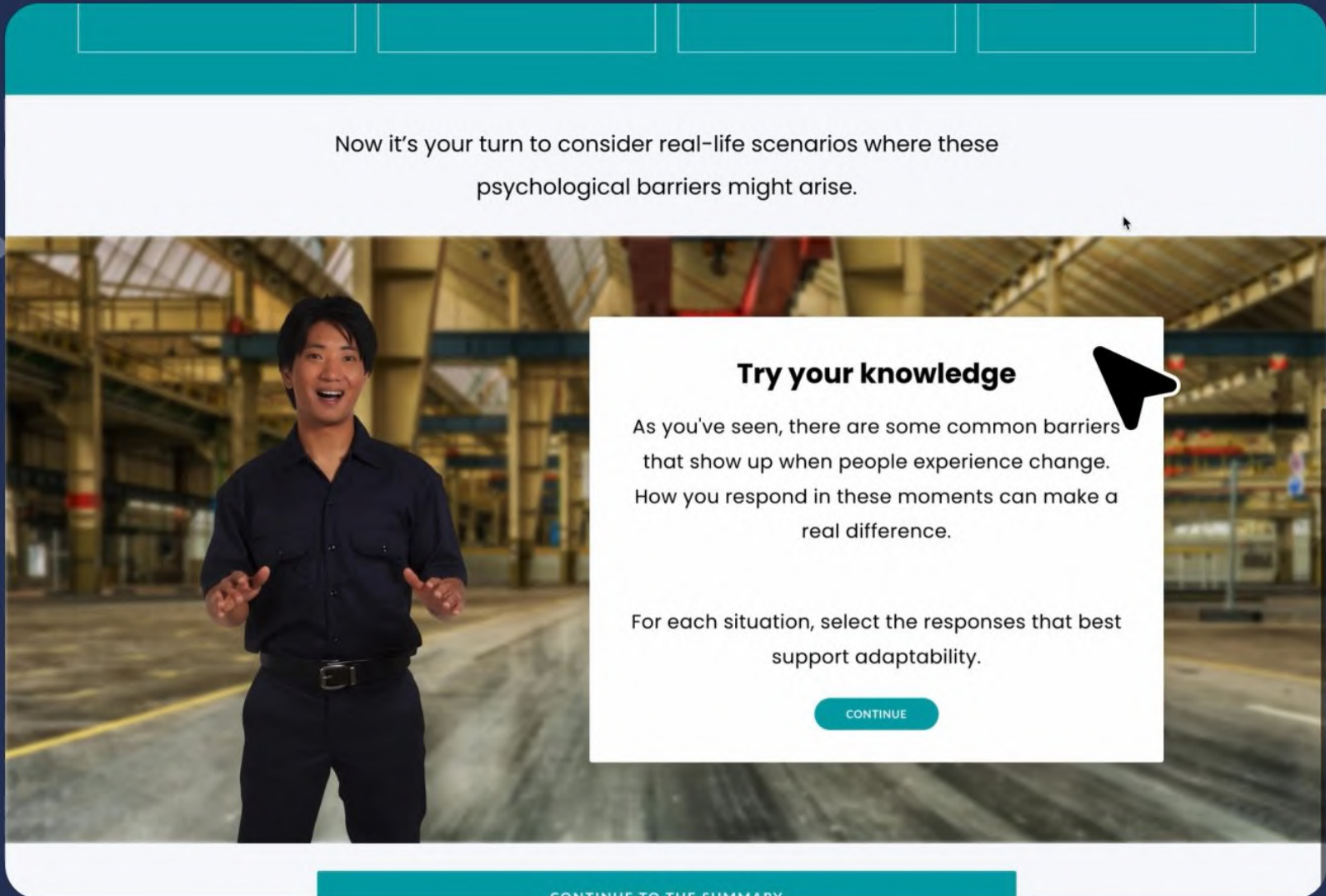
En

list Actually

[CLICK HERE TO MARK THIS SECTION AS COMPLETED →](#)

Focus on Skills

Skills are embedded, tracked and reflected on



Now it's your turn to consider real-life scenarios where these psychological barriers might arise.

Try your knowledge

As you've seen, there are some common barriers that show up when people experience change. How you respond in these moments can make a real difference.

For each situation, select the responses that best support adaptability.

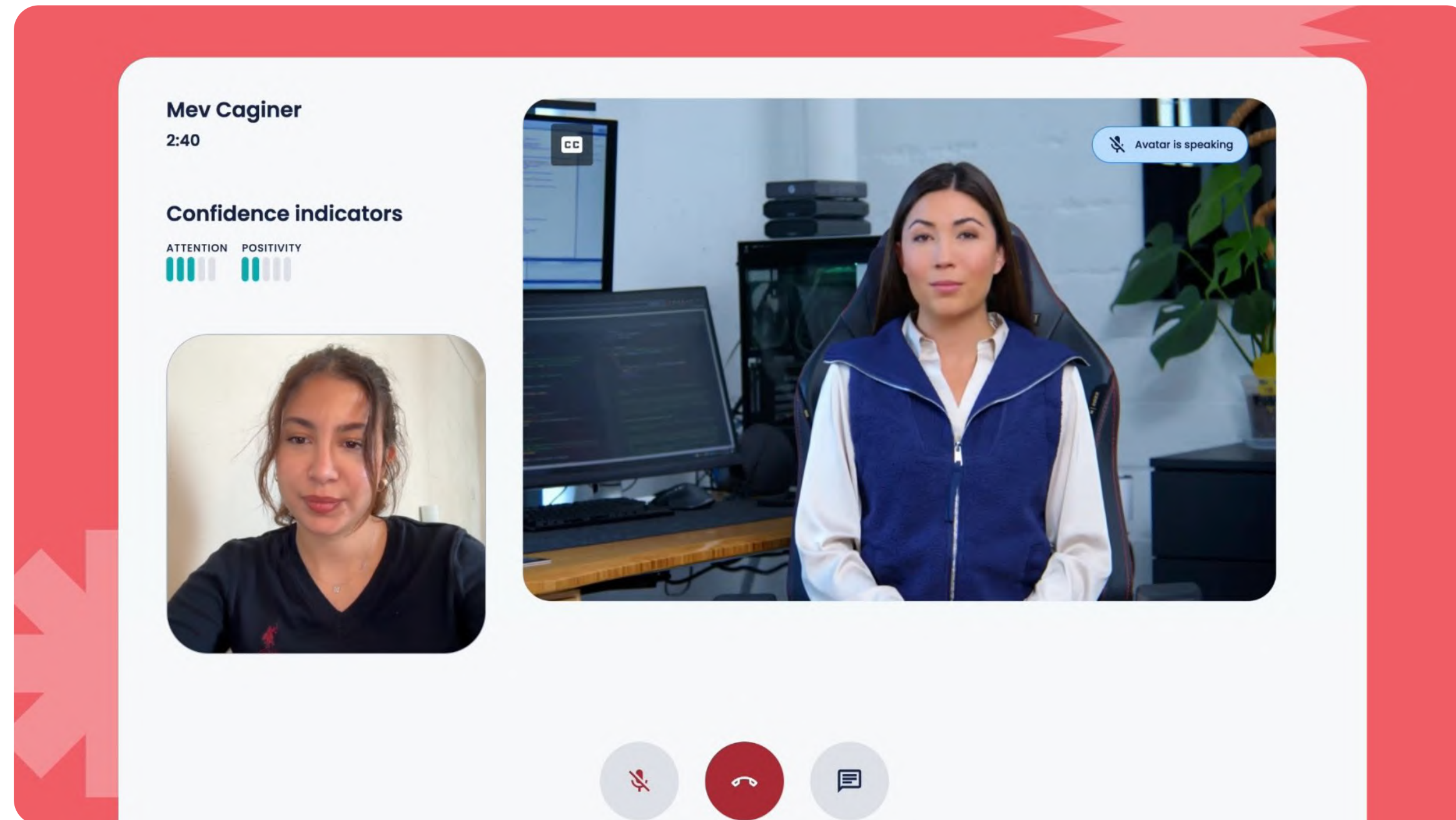
CONTINUE

CONTINUE TO THE SUMMARY

The screenshot shows a learning interface with a teal header and footer. The main content area features a video of a man in a dark shirt speaking in a factory setting. A white overlay box with a black mouse cursor is positioned over the video, containing the text 'Try your knowledge' and instructions for a knowledge check. The interface is set against a dark blue background with decorative starburst shapes on the left and right sides.

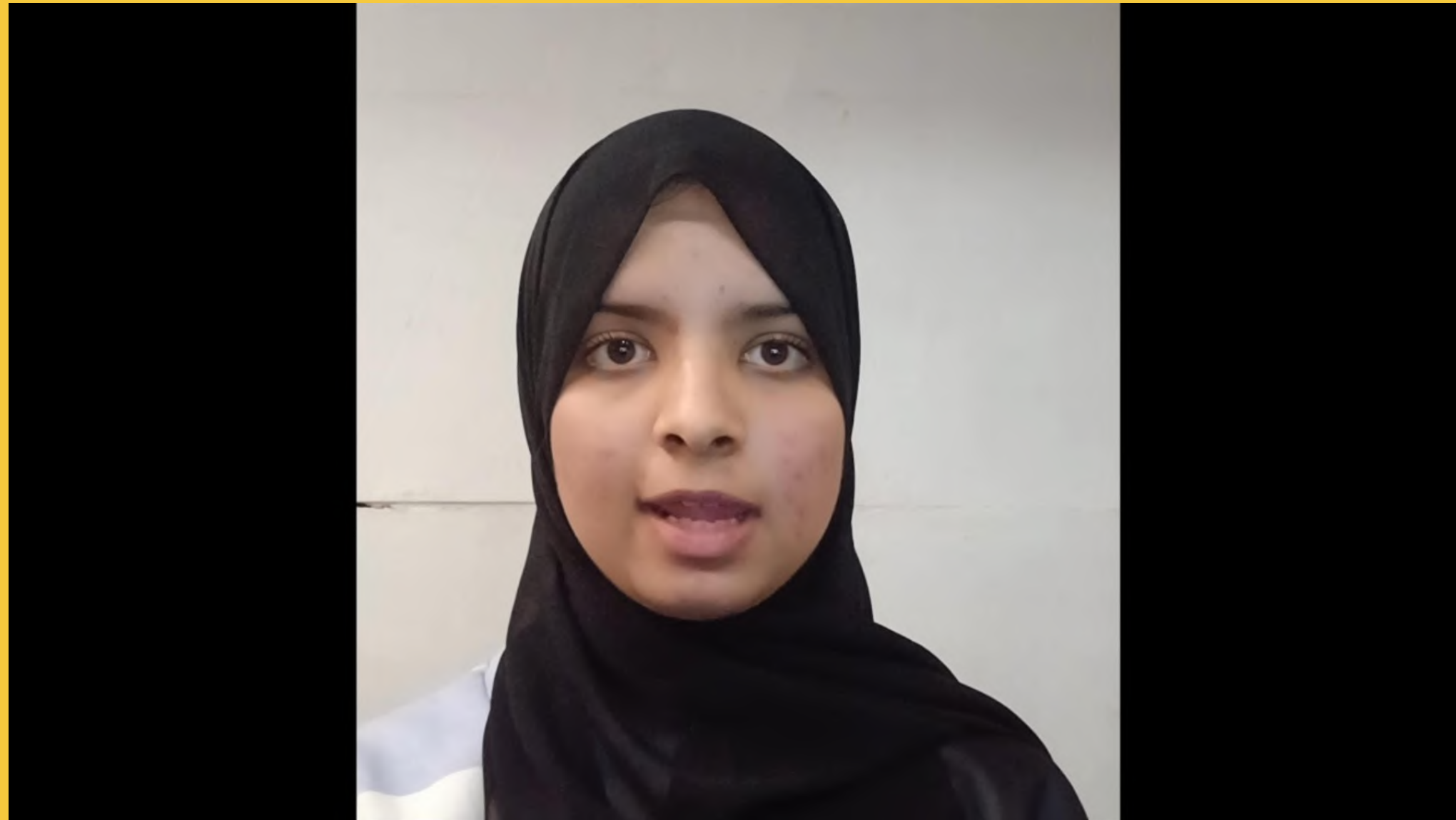
Building confidence before the real interview

Personalised feedback. Reduced anxiety. Better interview preparation.



What do young people think of content?

Let's hear from our Future Makers Advisory Board



Employer Experience with JLR



Impact at a glance:

6,826

All time student completions



£9.7m

Social Value created

63,677

All time number of hours spent engaging with your content

The audience:

22%

Female

23%

eligible for Free School Meals (above national average)

62%

From diverse ethnic backgrounds

94%

rated their awareness of careers in the sector as good or **excellent** post programme



Destination Data Report Findings

1,528 participants

are forecast to join an Engineering-aligned industry with...

235 joining JLR directly*

*based on extrapolation of 130 identified destinations across full programme participation

Student Feedback

“I just wanted to say thank you to everyone who helped facilitate this programme. I walked into this knowing very little about what to expect and I’m walking out considering sustainability, design and the future of the industry. The activities were engaging and it challenged me in the best ways. It made me think differently about what a career in this industry could look like.”

A question for you ...

Where could virtual experiences strengthen – not replace – existing provision?

A question for you ...

The young person who misses out ...

- A young person in a rural location
- A disengaged learner
- A student with caring responsibilities
- A SEND learner

How could virtual experiences help this young person engage with careers education differently?

The Future of Work Experience

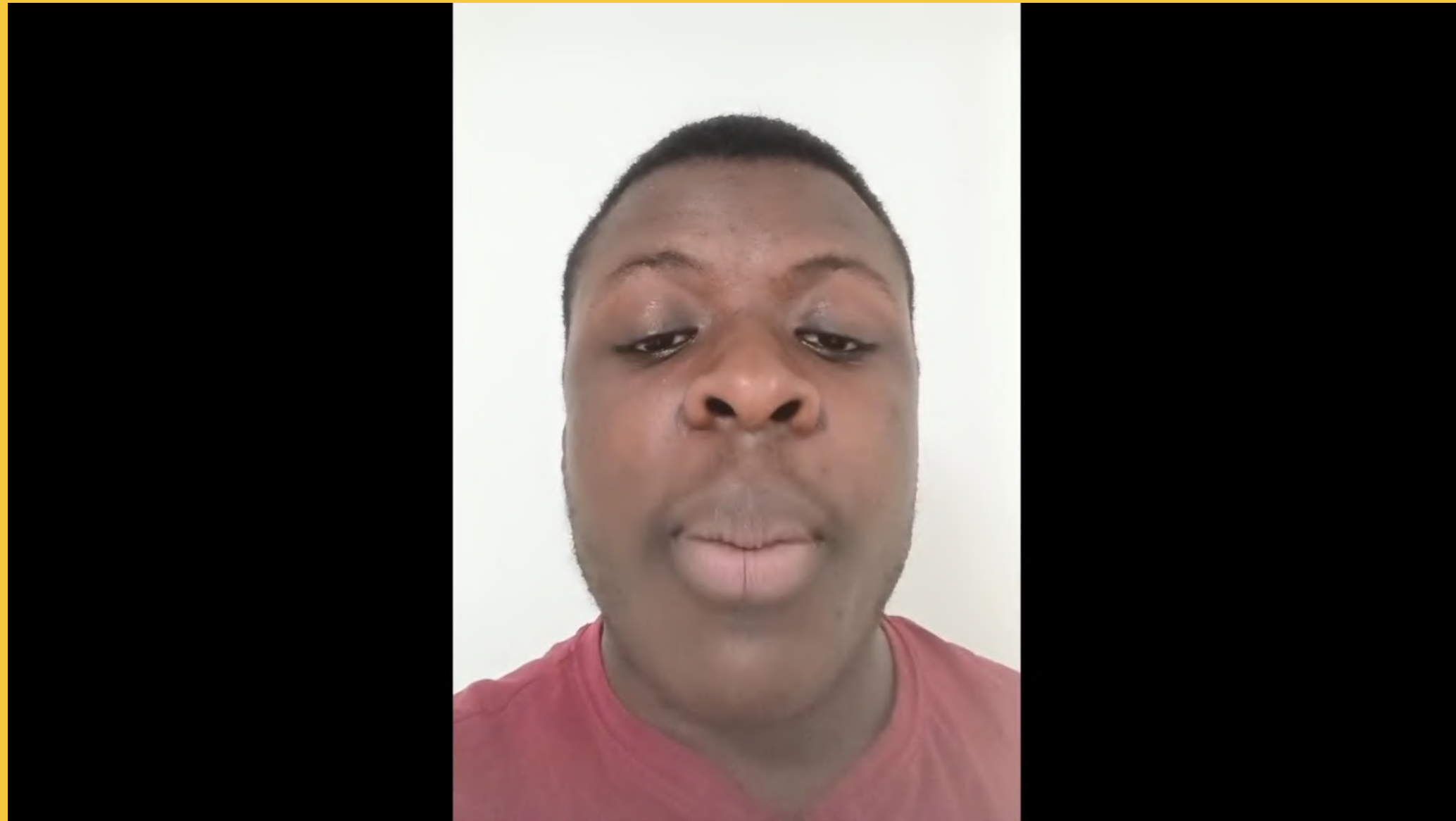
We believe every young person should have access to meaningful employer experiences, regardless of:

- Location
- Background
- School resources
- Existing networks

Technology cannot replace great careers education. But it can make impactful experiences accessible to every learner.



A final message from our Future Makers to you all





Any Questions?

jo.bishop@springpod.com

