

**Our mission is to unite education and business
to inspire and equip our future workforce for tomorrow's workplace**



**Impact Report
2024/2025**


education
business partnership

A message from our CEO:

"The 2024/25 academic year has once again been a busy and rewarding period for all of us here at EBP.

We are now in our 32nd year of positively impacting our future workforce. So much has changed over this time, from Government policy and local priorities to the careers education landscape in general, and it is important to reflect upon how well our organisation has adapted to meet these challenges.

We have grown both in geographical reach and the diversity of the cohorts we support, whether that be by building relationships with the 26 new schools we have worked with this year, increasing our delivery to SEND and AP students or increasing our work within Primary Schools.

I am proud to say we have delivered an astounding 581 sessions of in-school workshops and 25,000 hours of Work Experience. The dedication of the team ensures that young people continue to be supported in making informed choices about their futures in a rapidly changing landscape.

We remain focused on empowering young people by connecting them with employers, providing valuable insights into a wide range of careers and pathways, and helping them to develop the skills they need to succeed in life and work.

I would like to thank everyone who has supported us this year: businesses who have shared their time to volunteer at our events, to host students on work experience, to fund and engage with our programmes, all our funders for their contributions and of course our schools who have worked with us tirelessly to support their students – we couldn't do it without you!

Thank you also to our dedicated Board of Trustees for their unwavering support and of course the fantastic EBP team for all their hard work and commitment. I'm looking forward to further growth in 2025/26 with exciting new programmes launching, and new businesses and schools coming on board, to enable us to positively impact even more young people."



Kate Barrow
CEO

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Key Successes 2024/2025

We set up
25,000 hours
of
work experience

We organised
581
in-school
workshops

2077 students
experienced
a **Mock Interview**
- 590 hours of
interviews in total!

98%
found the experience
useful

97
different **businesses**
supported us
with our
in-school workshops
and **287 individuals**
gave up their time

98%
of **teachers**
said they'd like
to take part in the
workshops again

97%
of **volunteer**
business
ambassadors
said they would like
to take part in the
workshops again

We impacted **2416**
students in total
with a variety of
financial
awareness
workshops

This year we have
massively
increased our
work in **Primary**
schools
- delivering **75**
workshops to
nearly **3000 pupils**

Work Experience

Work experience is a huge topic right now, with the Government's commitment to work experience for every secondary school student and the Department for Education's recent careers guidance update, particularly Benchmark 6. From September 2025, they expect all secondary leavers to have completed two weeks worth of work experience activities; including real work experience tasks, interactions with employers and employees, work experience placements, feedback, and reflection. Yet research shows that fewer than half of young people in the UK currently complete any work experience at all before leaving school.

Last year the team delivered 25,000 hours of work experience placements, which included 38% more extended placements than last year.

We also delivered our pilot "Work and Placements Preparation programme" for students doing extended placements. We piloted this in 2 schools with some great outcomes:



- **95%** of students who started a placement **successfully completed** it
- **100%** of participants felt that their **communication and teamwork** had improved
- **100%** of participants said it had improved their **confidence**
- There were **2 potential apprenticeship offers** following placements
- **3** students received offers of **part time jobs** and one received an **offer to complete a volunteering qualification** (ASDAN) with the employer which they will use for their Duke of Edinburgh Award
- There were many **excellent reports** about students from employers that can be used as **references, supporting them in accessing the labour market** in the future

Financial Awareness Relaunch

The ongoing challenging economic situation is a concern to many young people and has meant that the ability to understand and manage personal finances is more relevant than ever. We know that children's attitudes towards money are established early in life, often by the age of seven, and these early attitudes significantly influence one's ability to manage finances in adulthood.

It is recognised that financial literacy is not just important as a skill for personal success, but as a cornerstone for wellbeing, entrepreneurship, social mobility, and inclusive growth. Source: Financial Education Report 2024- UK Finance

However, at present pupils in state schools are not receiving a consistent, robust financial education.

We were proud to relaunch our suite of Financial Awareness Workshops this year with 6 brand new workshops tailored for young people aged from 7-18.



We impacted 2416 students in total with a variety of financial awareness workshops

Full suite of Financial Awareness

1 hour workshops

Crazy Currency – Years 2 , 3 & 4

Junior Financial Awareness – Years 5 & 6

The Power of Savings – Years 6, 7 & 8

Financial Awareness: Cost of Living – Years 7 & 8

Financial Untangle – Years 9 & 10

The Borrowing Battle – Years 11, 12 & 13

Financial Awareness: Cost of University – Year 12 & 13

“Students really engaged with the activity and enjoyed the competitive aspect. The booklets were a great resource”
~ teacher

Crazy Currency

100% of students

stated that they found the workshop **valuable** and that their **understanding of what currency is has increased** as a result of taking part

Financial Untangle

99% of students

said that their **understanding of the financial world had improved**, and **97% of students** commented that they found the workshop **valuable**

“A fun and interactive learning process that allows people to understand the world of finances” ~ student

“It made me understand the world of finance which we don't typically learn at school”
~ student

Primary Schools

This year we have massively increased our work in Primary schools
– **delivering 75 workshops to nearly 3000 pupils.**



A huge thanks to all our Primary workshop funders:

James Ballantyne Memorial Fund
AWE
Greenham Trust
Xtrac
Sulham Estates
Waitrose
Berkshire Community Foundation

The Rosalind Franklin Institute
Sovereign Network Group
Tesco
The Four Barrows Foundation
Eling Estate
Newbury Building Society

Rebrand

During the summer term, we partnered with a talented team of marketing students from the University of Reading to undertake an exciting rebranding project. Their creativity and professionalism resulted in a refreshed identity that truly captures who we are today.

Our new logo and colour palette embody the energy, innovation, and ambition that drive our mission. While our look has evolved to reflect our growth, our purpose remains unchanged: to empower young people with the skills, confidence, and opportunities they need to thrive in the future world of work.

The new look was officially launched in September 2025.



Destinations Expo 2024

We welcomed over **1200 6th formers** and over **50 employers and FE providers** to our **2024 Destinations Expo**

We are expanding the concept in 2025/26 into Reading for a STEM specific Expo on 17th November 2025



89% of students said that their **knowledge and understanding** of the organisations present at the Destinations Expo had **increased** after attending this event

Destinations Expo 2024

Student Feedback

"All the people I spoke to were very knowledgeable. Excellent range of things relevant to me"

"It was a very good experience and showed me opportunities that I didn't know were available"

Teacher Feedback

"This was a well organised event. Lots of help on the day. Everyone was polite and friendly and pupils gained a lot from the experience. Would love to come again"



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