



# November 2022 Impact Report

# IMPACT

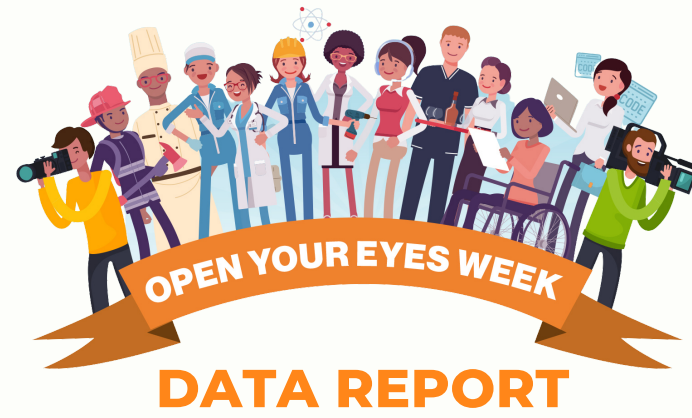


**188**  
**Classes**

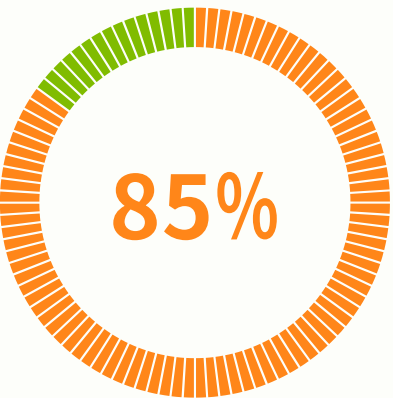
**10**  
**Employers**

**5,640**  
**Pupil  
Engagements**

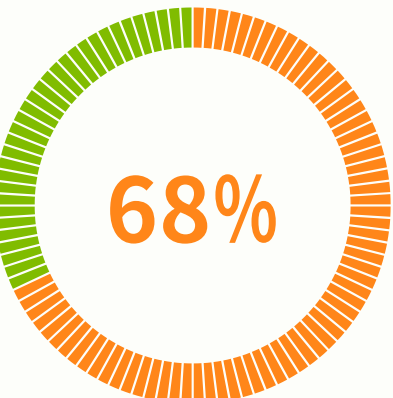
"Career-related learning is about showing children the vast range of possibilities open to them and helping to keep their options open for as long as possible". (Starting Early: Building the foundations for success)



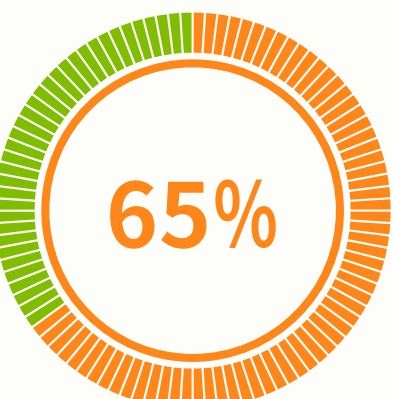
943 children provided feedback on Open Your Eyes Week.



85% of students responded yes, I learnt a lot or yes, I learnt a little about the sector after taking part in the activity.



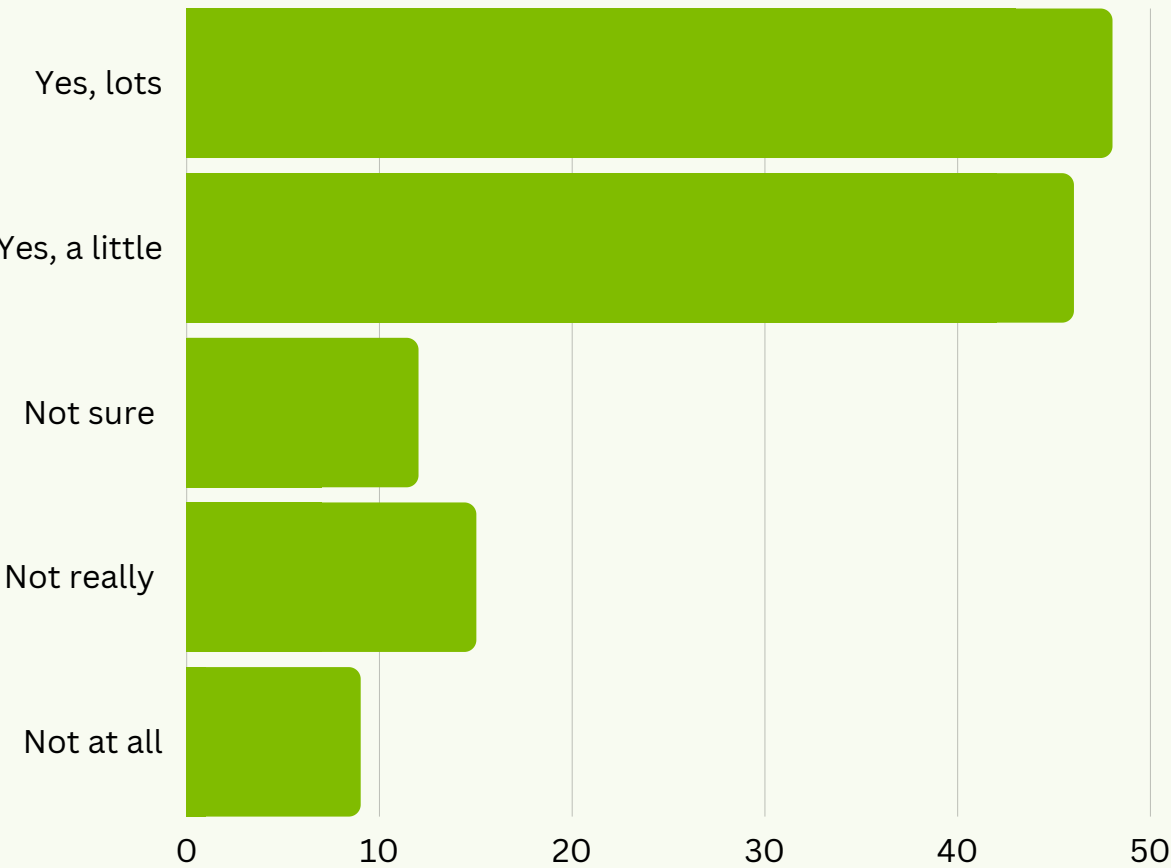
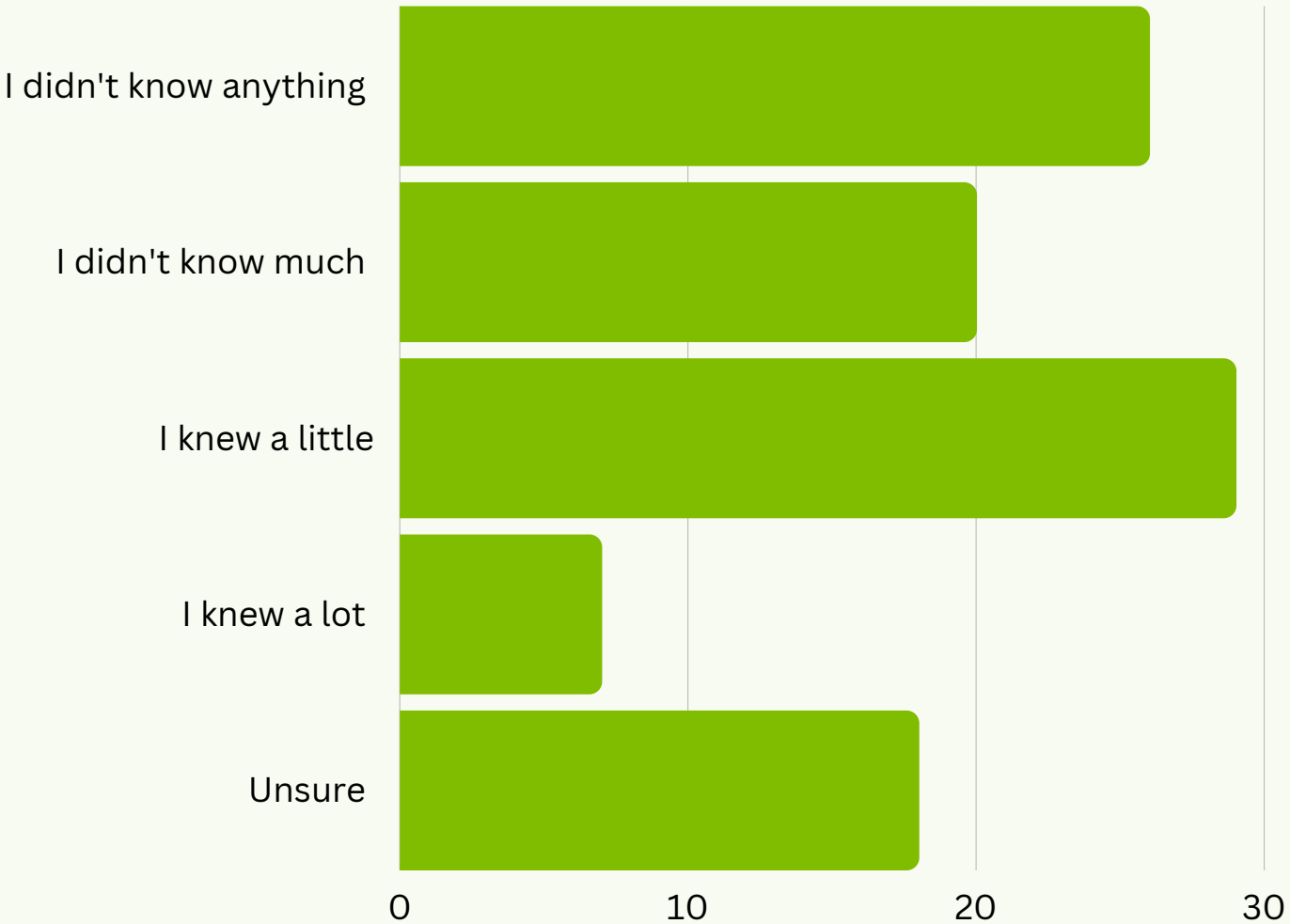
68% of students said the sessions were excellent or good.



65% of students responded yes or maybe when asked if they would like to work for this company in the future.

"You can't be what you can't see"

Children were asked: Before this session, did you know anything about the company and the different jobs you could do there?



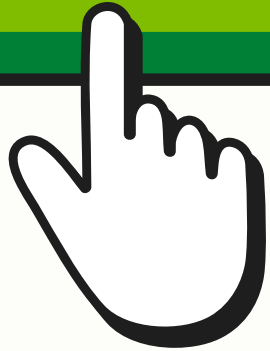
Research by the OECD suggests that pupils need to learn about career options early.

Children were asked: Did you learn lots about the company after taking part in the session?



Research shows that children from as young as five have ingrained stereotypical views about the jobs people do based on their gender, ethnicity, and social background. Most children’s career aspirations are based on family, friends, and the media, with less than 1% knowing about a job from someone visiting their school (Starting Early: Building the foundations for success). Aspirations are narrow and out-of-sync with labour market demands, highlighting the importance of engagements like Open Your Eyes Week.

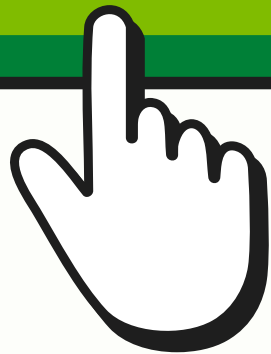
WATCH VIDEO



Teacher, Bishop Childs CiW Primary School

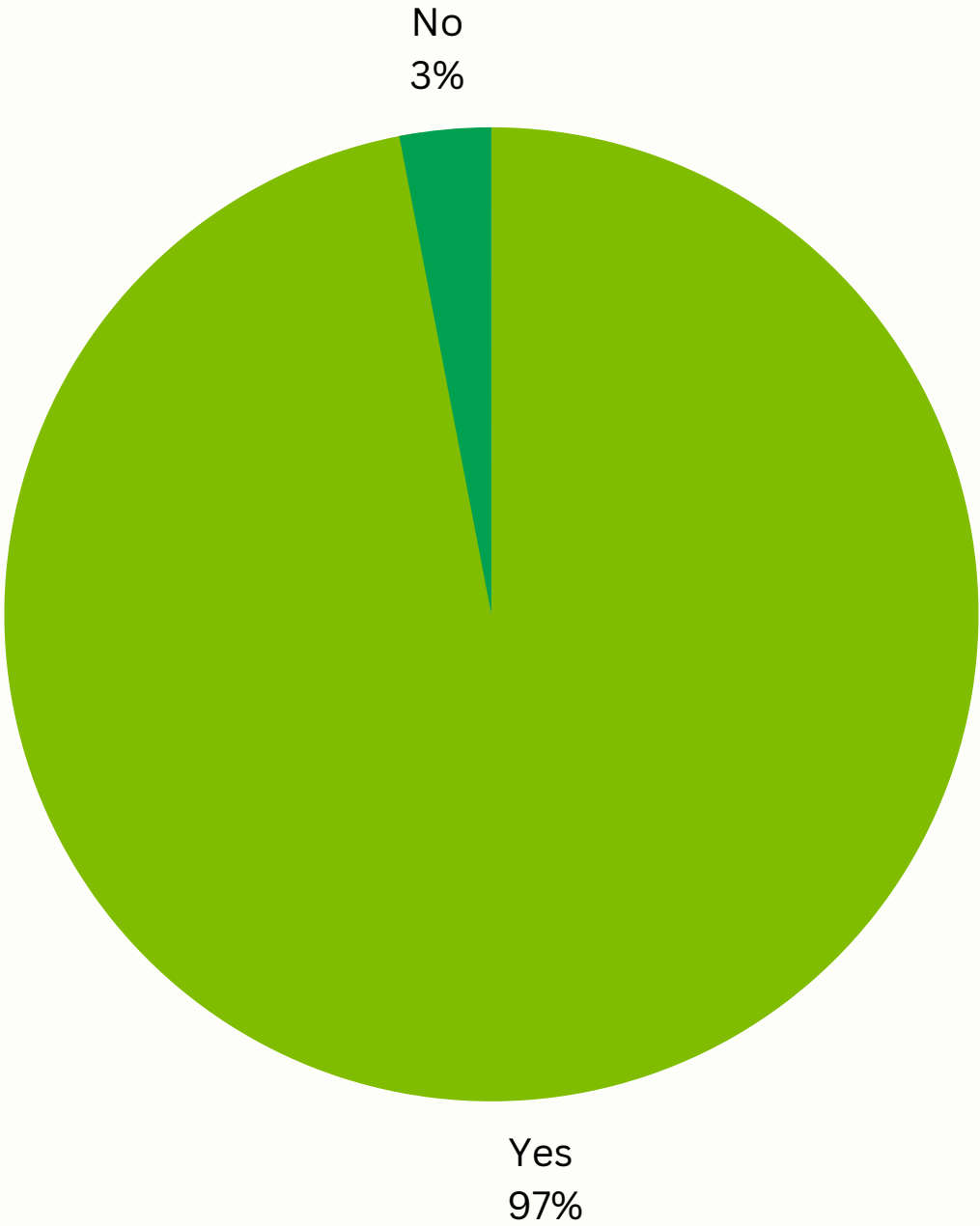


WATCH VIDEO



Teacher, Trelai Primary School

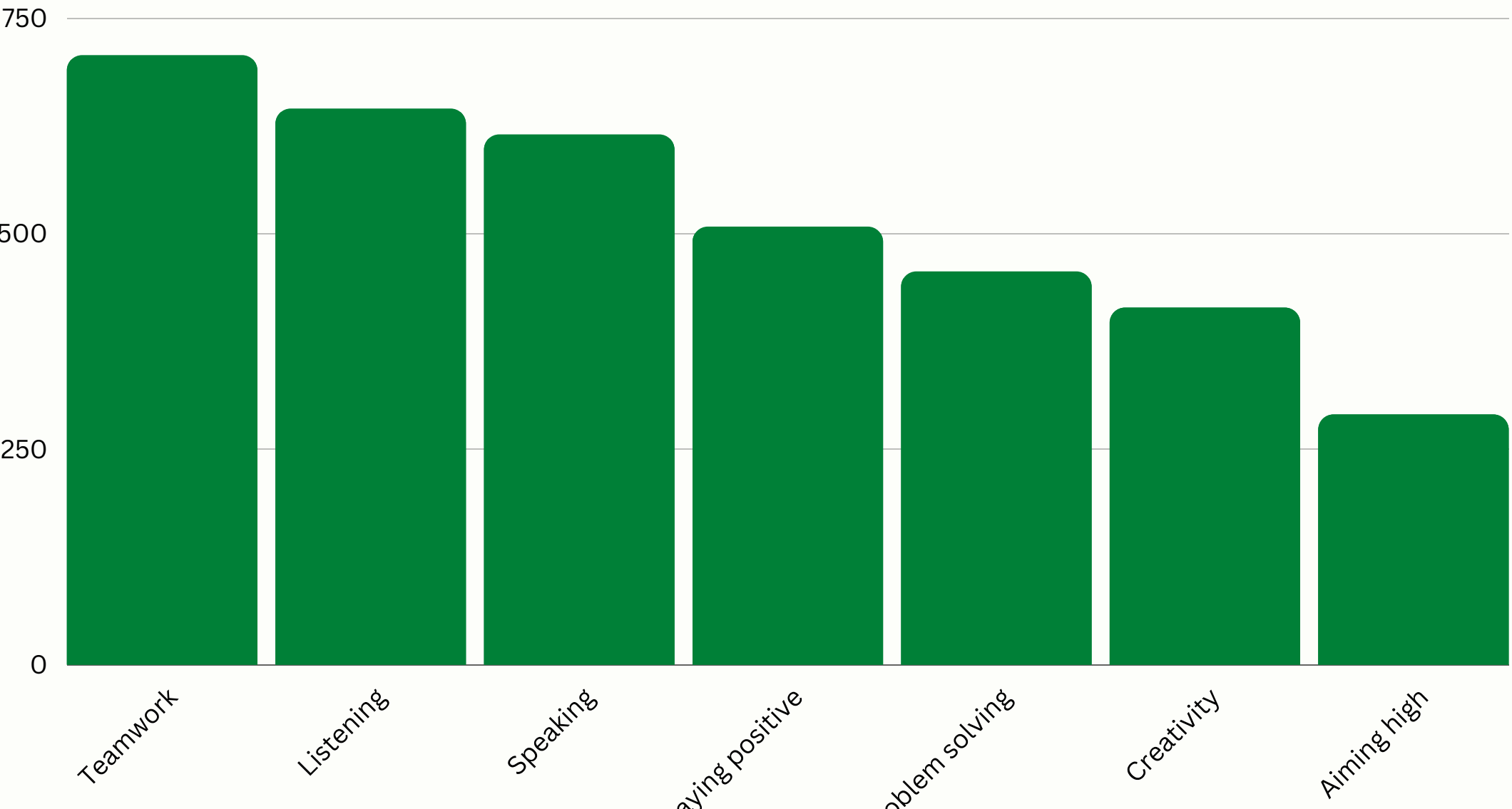
Did the session help to raise awareness of careers to your pupils?



# Skills



Partners focused on the importance of soft skills in the world of work and how they are transferable, after the session children were asked if they knew what skills they needed to work for these companies in the future.



“Why did I ask you about skills you need to become a sports star? You wouldn’t believe how many skills you have mentioned, like being a leader, being patient, being a good listener and looking after people’s well-being, are the things that you need to have a job here at Admiral. We have over 2000 managers, who are just like sports stars because they look after people in their teams.” - Ashley Willis, Admiral Learning and Development Trainer

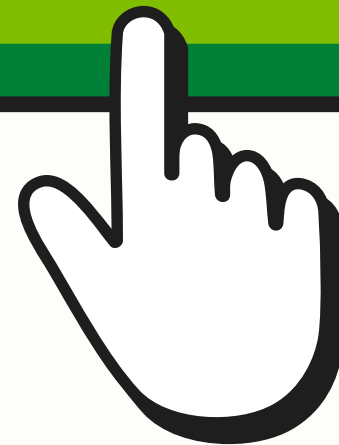
“Problem solving skills are important as a lawyer or non-lawyer because we are faced with different problems to solve every day” - Tracey Creedon, Eversheds Sutherland Practice Group Support Manager





“ Every young person, wherever they live, whatever their parents’ or carers’ circumstances, wherever the school they go to, should have the opportunity to hear about jobs and the world of work first-hand, from the people doing those jobs – and this should start in primary education (Dream Jobs?, OECD)”

**WATCH VIDEO**



Pupils, Bishop Child CiW  
Primary School

“ I liked that they explained the company because now I can walk past and know that I have learnt about it and it makes me happy to know that it is something I would like to do when I am a bit older.  
(Pupil, Ysgol Pen Y Pil) ”



# HERE IS WHAT THEY HAD TO SAY ABOUT WHAT THEY ENJOYED THE MOST ...



"Learner voice embraces the responsibility that learners have in shaping their own education, therefore promoting relevant skills for the future" (Learner Engagement, 2008)





## FOCUS GROUP DATA

During Open Your Eyes Week 2022 members of the Cardiff Commitment Team carried out class visits to see the workshops 'in action' and hold focus groups for in person feedback. Pupils from four different schools were asked five questions and responded with a thumbs up for yes, thumbs middle for maybe and thumbs down for no.

1. Did you enjoy the session?

👍 65

👉 27

👎 2

2. Did you learn something new?

👍 68

👉 24

👎 2

3. Would you like to work for the company you heard from today?

👍 32

👉 27

👎 35

4. Do you know what skills you would need to work the company you heard from today?

👍 48

👉 28

👎 18

5. Do you think someone like you could work for the company you heard from today?

👍 43

👉 37

👎 24





**CLICK TO VIEW TEACHER  
FEEDBACK FROM YSGOL GLAN  
MORFA**



**CLICK TO VIEW PUPIL FEEDBACK  
FROM BISHOPS CHILD PRIMARY  
SCHOOL**

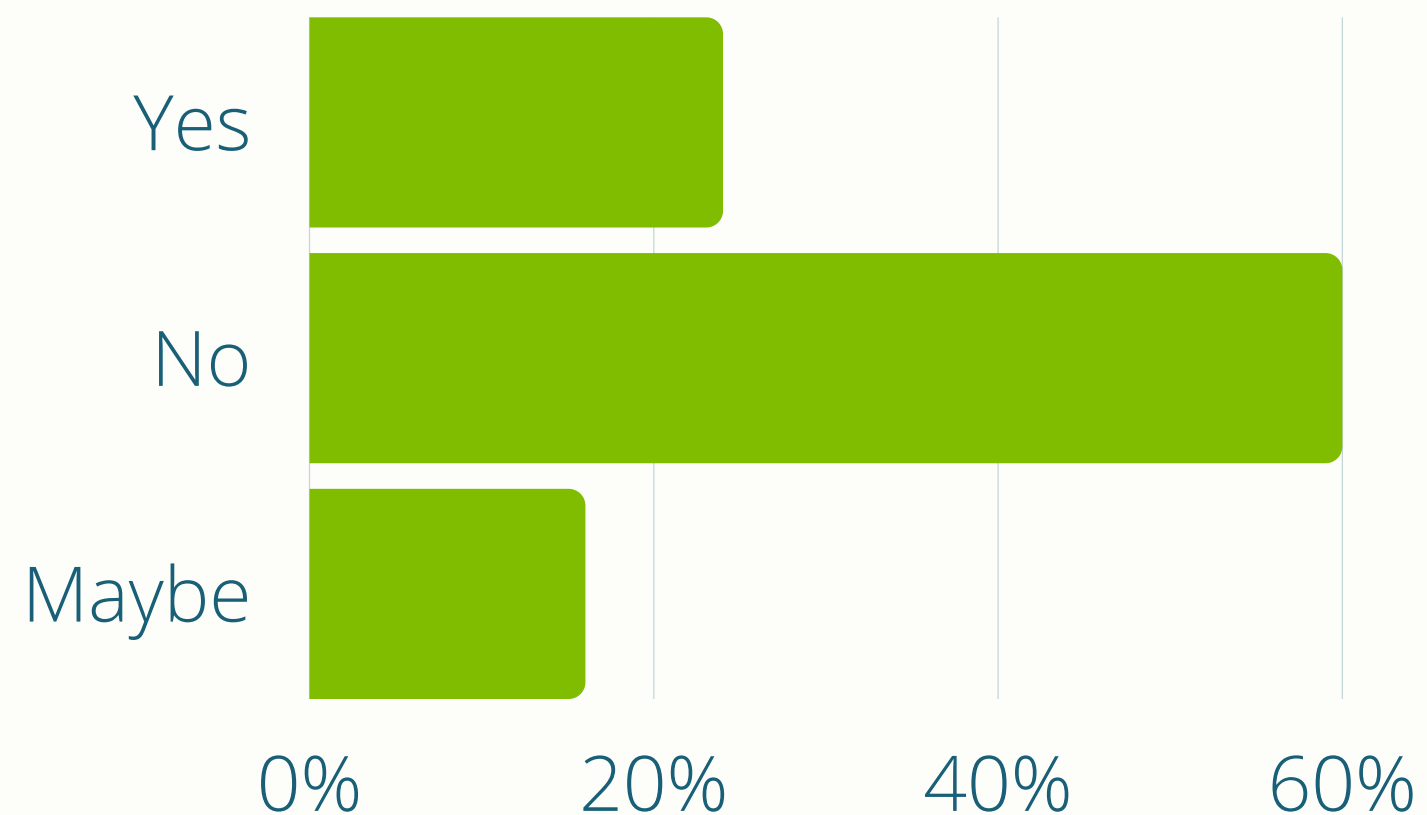


**CLICK TO VIEW PUPIL FEEDBACK  
FROM TRELAI PRIMARY SCHOOL**

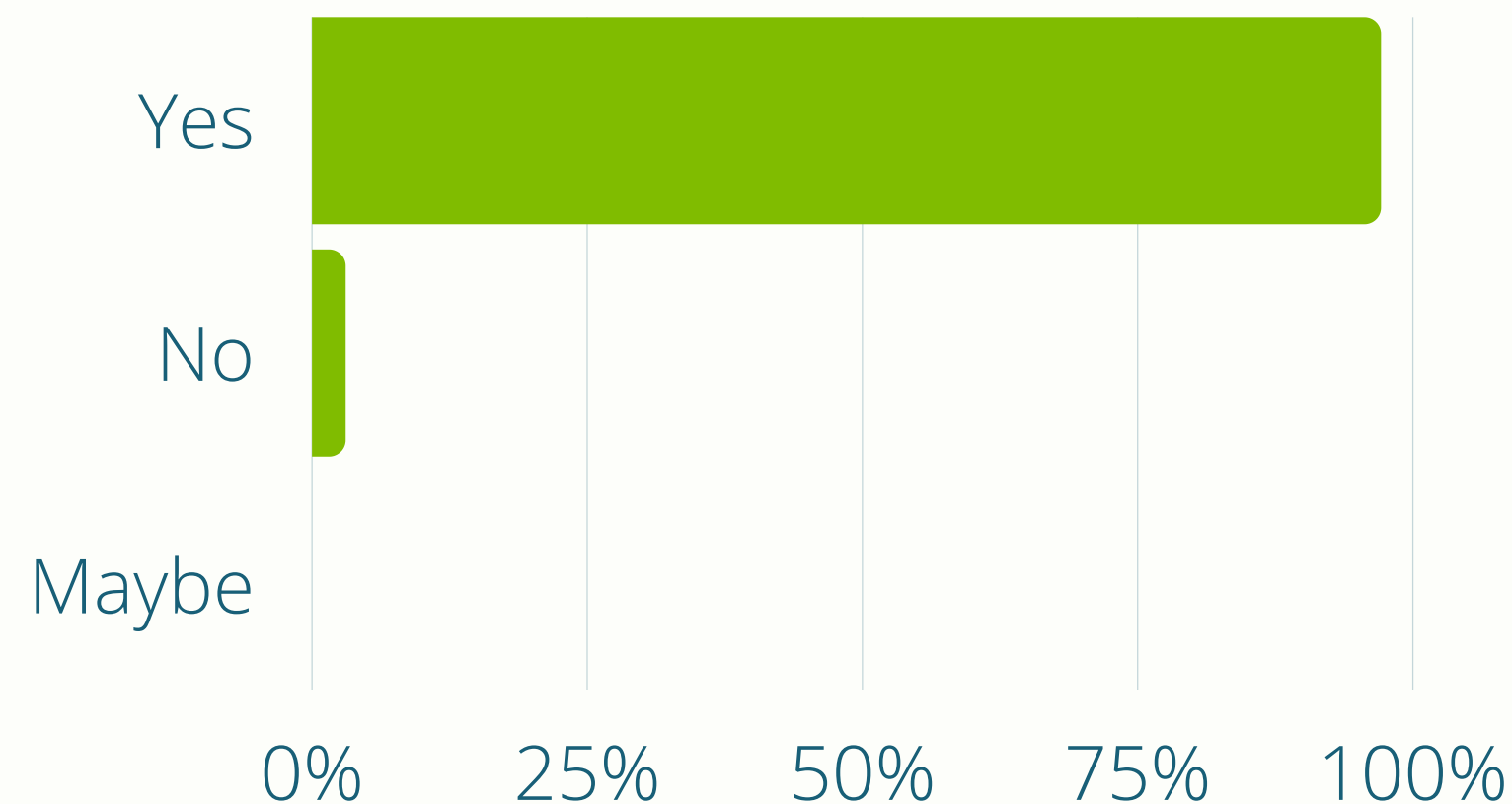


# Teacher Feedback

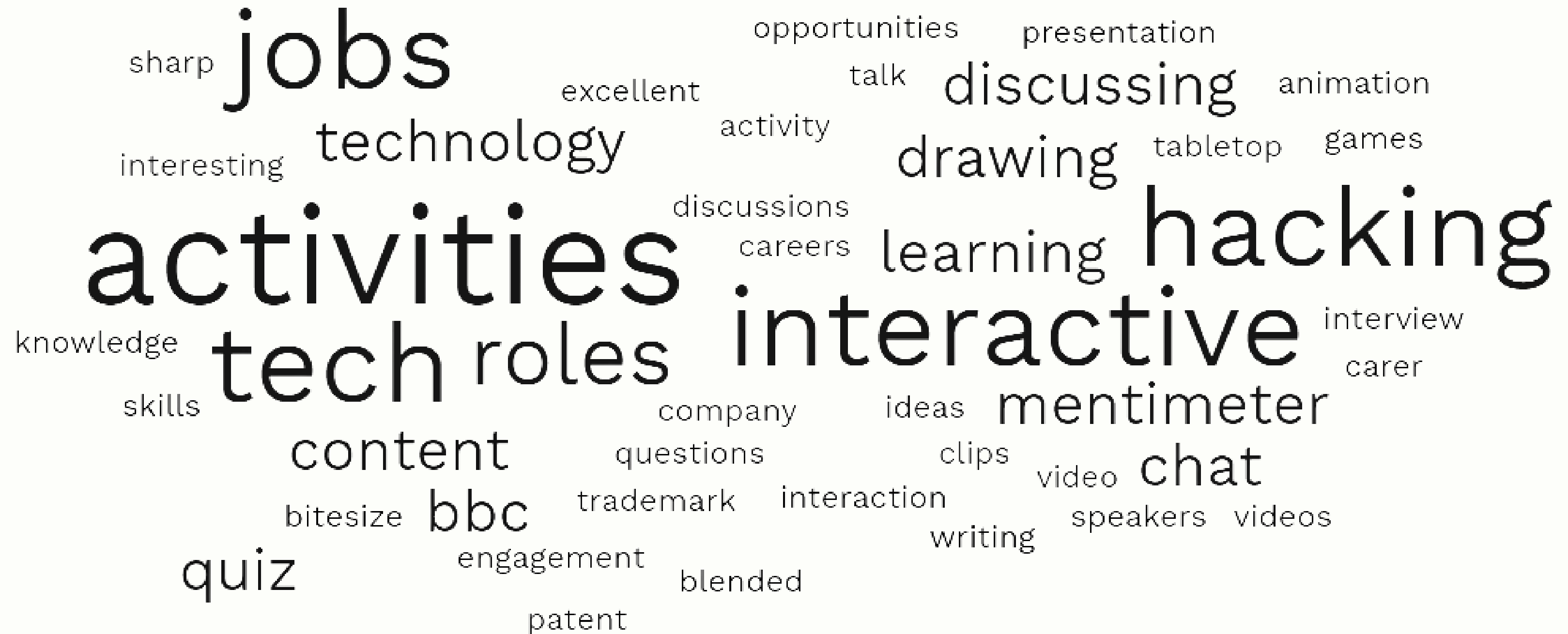
**Before the session did your pupils have any knowledge of the company?**



**Did the session help to raise awareness of careers to your pupils?**



# What did your pupils find engaging about the session and why?



A word cloud representing feedback from pupils. The words are arranged in a non-uniform, overlapping manner, with larger words indicating higher frequency or importance. The words are in a dark blue-grey color on a white background.

jobs  
technology  
activities  
tech roles  
interactive  
hacking  
discussing  
drawing  
learning  
mentimeter  
chat  
games  
tabletop  
animation  
talk  
activity  
excellent  
opportunities  
presentation  
discussions  
careers  
interview  
carer  
company  
ideas  
clips  
video  
speakers  
videos  
writing  
interaction  
trademark  
bitesize  
bbc  
engagement  
blended  
patent  
content  
questions  
company  
skills  
knowledge  
interesting  
sharp



# How could the session be improved?



**4/5 Average Engagement Rating for  
Partner Workshops**

Adamsdown Primary School  
All Saints' CiW Primary School  
Birchgrove Primary School  
Bishop Childs Primary School  
Bryn Celyn Primary School  
Bryn Deri Primary School  
Bryn Hafod Primary School  
Christ the King Primary School  
Coryton Primary School  
Creigiau Primary School  
Gladstone Primary School  
Glan Yr Afon Primary School  
Glyncoed Primary School  
Grangetown Primary School  
Greenway Primary School  
Herbert Thompson Primary School  
Holy Family R.C Primary School  
Howardian Primary School  
Kitchener Primary School  
Llandaff City CiW Primary School  
Llysfaen Primary School  
Millbank Primary School  
Ninian Park Primary School  
Oakfield Primary School  
Pen Y Bryn Primary School  
Pentrebane Primary School

Peter Lea Primary School  
Peter Lea Primary School  
Pentyrch Primary School  
Pontprennau Primary School  
Radnor Primary School  
Radyr Primary School  
Rhiwbeina Primary School  
Rhydypenau Primary School  
Roath Park Primary School  
Rumney Primary School  
Severn Primary School  
Springwood Primary School  
St Bernadette's R.C. Primary School  
St Cuthberts Catholic Primary School  
St David's CiW Primary School  
St Fagans C.i.W Primary School  
St Francis R.C Primary cardiff  
St John Lloyd R.C Primary School  
St Joseph's R.C Primary School  
St Mary the Virgin CiW Primary School  
St Patrick's RC Primary School  
St Philip Evans Primary School  
St. Mellons CiW Primary School  
Stacey Primary School  
Thornhill Primary School  
Tongwynlais Primary

Trelai Primary School  
Trowbridge Primary School  
Whitchurch Primary School  
Willowbrook Primary School  
Ysgol Glan Ceubal  
Ysgol Glan Morfa  
Ysgol Hamadryad  
Ysgol Mynydd Bychan  
Ysgol Pen y Pil  
Ysgol Treganna

Thank  
you!

