

Insight briefing 2:
**The promise
of primary**

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Impact of Wave 2 of the pilot

"It has been a whirlwind of learning and adapting but I have really enjoyed being part of it - and seeing aspirations raise at such a young age has been very inspiring."

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Insight 1

Gender stereotypes fell – particularly among girls



The evaluation of Wave 2 found important evidence of a fall in the influence of stereotypes that can start to limit career interests and choices – particularly

Overall, schools saw a 20% improvement in girls' career knowledge, alongside a 50% larger increase in their understanding of employer expectations and salary insights bringing them on a par with boys' knowledge levels.

Job interests by the end of the wave were less gender biased. For girls, this resulted in increased interest in 'Admin, business and finance' (up 30%), 'Sport and fitness' (up 15%), 'Digital' (up 14%) and 'Law' (up 13%). There were also significant increases in 'Construction and building' (up 8%) and 'Creative' (up 5%).

Teachers and parents also noted the breaking down of gender and other stereotypes. 87% of teachers said there was a decrease in their pupils' feeling they were restricted by stereotypes about their job choices. 83% said their pupils had increased confidence about having

More than a third of parents (35%) said they now had a better understanding of how stereotypes and biases

The data are reinforced by qualitative research with teachers which suggested learning about diverse

initial ideas and consider a broader range of options. For example, pupils talked about how they had initially

school had helped them “open it up a little bit more” and

Teachers also said pupils spoke with enthusiasm about employer encounter events. These encounters had stimulated their thinking about future career options, often opening up ideas about jobs they had not previously considered or known were available to them.

Teachers commented positively on the impact of the pilot on pupil confidence: 83% reported their pupils' confidence about future employment options available

There were positive signs from parents that children were talking more about careers at home and showing

a third of parents (37%) said they were having more conversations with their child about the world of work. Of these parents, 36% said their child had been bringing up the topic and 11% reported the school had been engaging with parents about careers. More than a third (36%) said they now talk to their child about more varied jobs and careers. A third of parents also believed that their child's understanding of the world of work

“One of the activities that the children keep talking about was the Medical Mavericks at the Great Western Hospital. Year 6 pupils went there, and they really enjoyed it. It was a very hands-on experience to be able to do some of the activities and also talk to people within the NHS and hear what they do.”

Teacher

Insight 2

School careers provision and leadership commitment improved

Evidence shows that the second wave of the pilot made career-related learning (CRL). Teachers' confidence in talking to pupils about a wide range of careers was up 27%; their ability to identify and teach key skills needed by pupils improved by 19% and their ability to explain to pupils the biases and stereotypes in the work world improved by 20%.

There was also evidence of considerable improvements for schools, with many reporting an increased

continue beyond the pilot. 76% of teachers stated their Senior Leadership Team (SLT) was engaged in embedding CRL at their school (up from 46%) and 60%

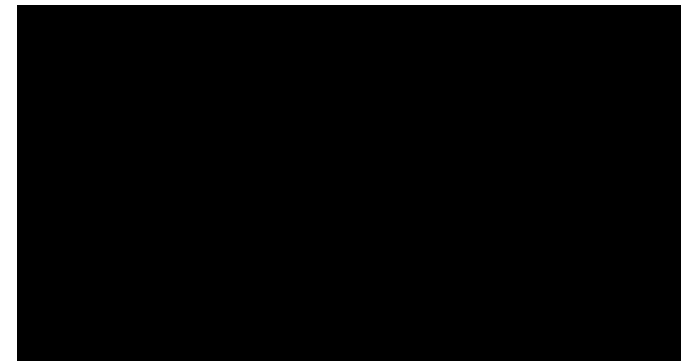
school's curriculum (up from 18%).

"This pilot has fitted in perfectly with our academy drive to expose pupils to a wider range of careers. The scheme has supported us in delivering more opportunities and thinking wider."

Teacher

There was a 64% increase in teachers saying their patterns and trends and 61% increase in those saying happening in the world of work.

There was also a 32% rise in teachers saying their school supports pupils to challenge assumptions about what jobs are the right ones for them and a 29%



Employers successfully delivered 844 encounters across the 11 areas, at ended by nearly 89,000 pupils - 41% of

Delivery of the CEC's Start Small; Dream Big pilot continues to build on Waves 1 and 2 to include Wave 3, which will end in March 2025. 21 of the CEC's 44 Careers Hubs will deliver the pilot in local communities

The emerging evidence shows that starting careers education early in primary school not only broadens children's horizons to

Delivery partners: