

Inspire

2017 Impact Report



Our Agenda



Inspire

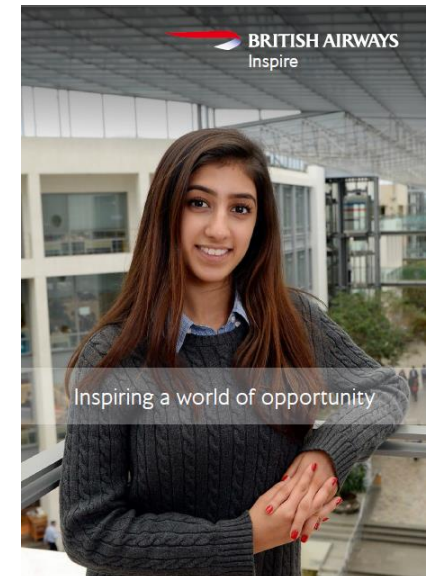
Inspiring a world of opportunity

Purpose:

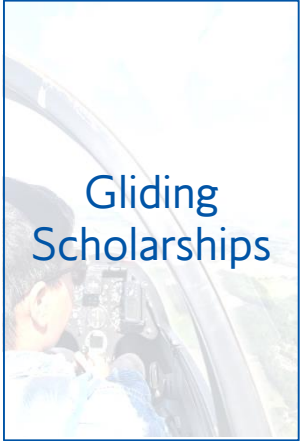
To immerse students in the unique world of aviation and inspire young people's career aspirations to become a reality, closing the gap between education and the work place.

Vision:

To have the most inspiring employer presence in UK schools



Inspire



Immersing students in the unique world of aviation and inspire young people's career aspirations to become a reality, closing the gap between education and the work place.

School Engagement



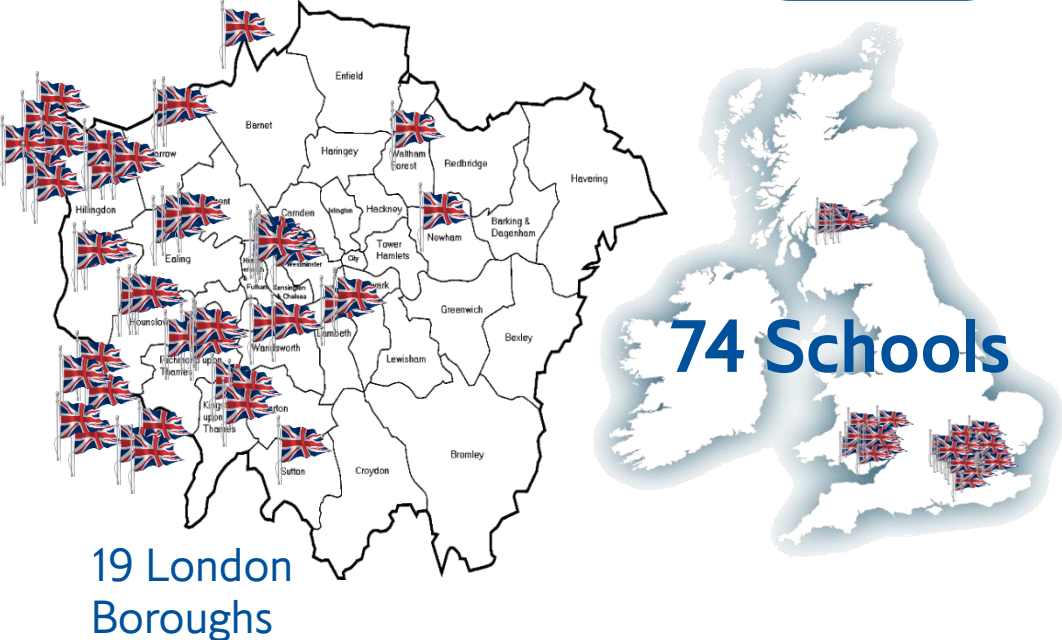
1349 hours volunteered by colleagues

177 different colleagues engaged with Inspire

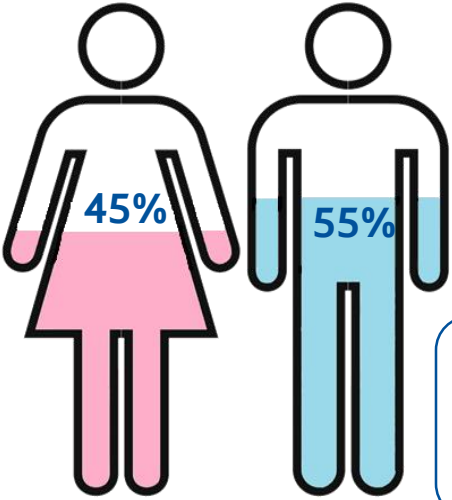
2,798 students engaged in community outreach activity

13,952 students engaged through **61** BA activities

- 931 students interviewed and given feedback across 6 interview days
- 1,263 students engaged through 5 speed networking sessions
- 6,468 students engaged through 15 career fair stands
- 991 students hosted at BA across 14 insight days or workshops
- 177 students engaged across 5 education workshops in schools
- 1,324 students engaged through 15 career presentations in schools



Work Experience



417 placements completed 

↑ 18% increase since 2016
91% increase since 2015

95 boroughs across the UK engaged 

Number of applications received 


↑

- 1950 applications 2017
- 1591 Applications 2016
- 22% increase since 2016


Number of interviews conducted 

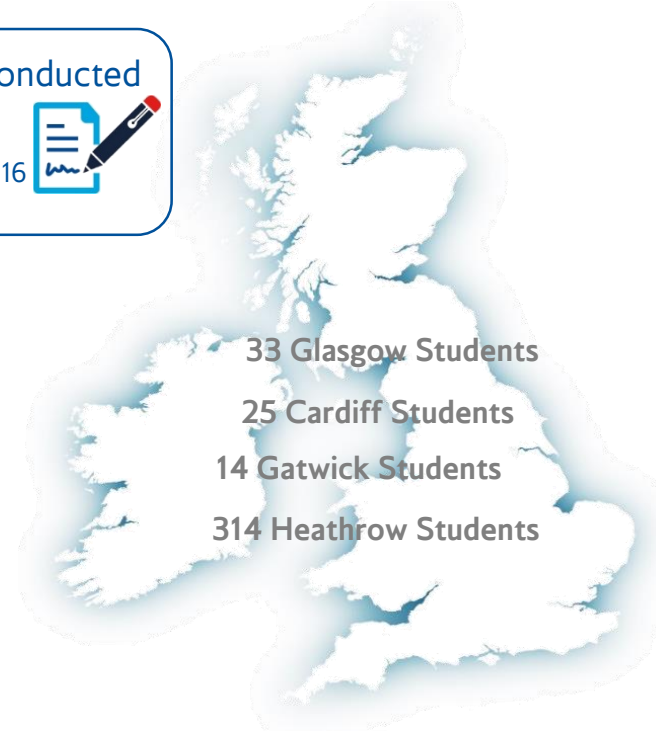
↑

- 931 interviews 2017
- 633 Interviews 2016
- 47% increase since 2016

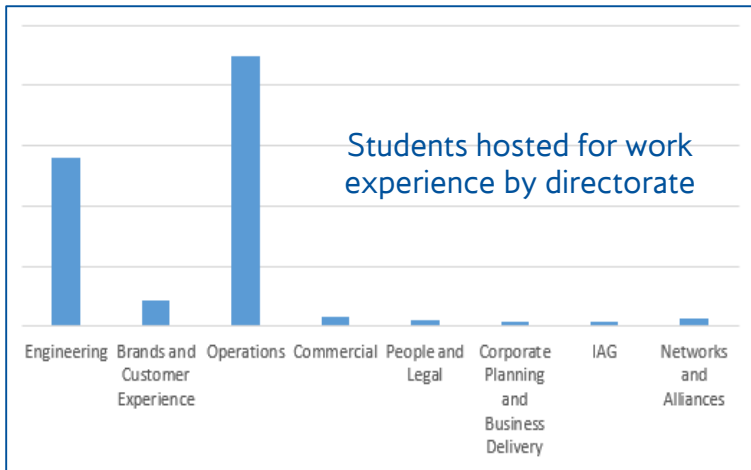
22% STEM placements completed by females 

↑ 2% increase since 2016
12% increase since 2015

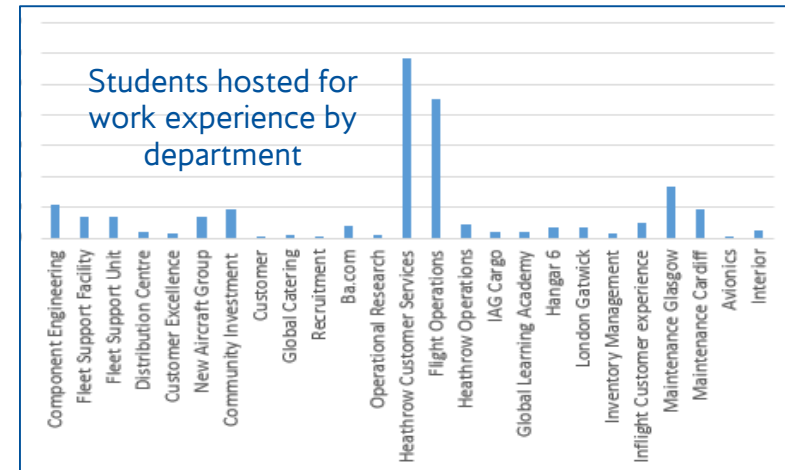
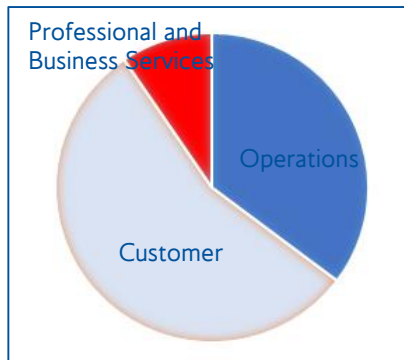
50/50 split of students that have BA family members and students from local boroughs 



Work Experience



Students hosted for work experience by stream

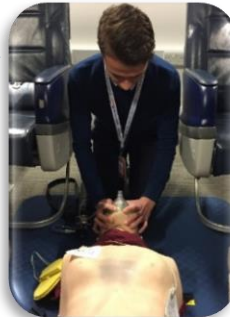


Work Experience



"I completed work experience at the Global Learning Academy and had the opportunity to take part in the new entrant Cabin Crew training for a week. Through this I was able to get an in-depth experience into the life of cabin crew. I loved being able to experience the safety and emergency procedures and take part in the drills myself, including door and evacuation drills. I also learnt lots of theory, a day of AvMed taught me lots of useful life skills for first aid.. I also gained further knowledge on customer service techniques and how BA strive to achieve the best customer service amongst their customers. Overall a fantastic week which gave me a grave insight into the role of BA's crew."

Max – Work Experience Student 2017



"I thoroughly enjoyed my work Experience within the Flight Operations department because I was able to engage with experts within an industry that I would love to work in, and gain invaluable information that will help stand out from other candidates. My most memorable moment was being able to have a go at flying the 777 simulator with the help of two Boeing pilots. This opportunity has further ignited my passion for flight and I hope to pursue a career with British Airways as a pilot in the future."

Shivani - Work Experience Student 2017

"During my placement I shadowed many people and I learnt about the different departments that make up BA.COM. I really enjoyed my experience with British Airways as it offered me many learning opportunities and gave me more of an insight of the real working world. I also enjoyed working with other people which boosted my confidence and developed my people skills."

Aman – Work Experience Student 2017

"My work experience in engineering was absolutely outstanding. I put all my efforts and hard work into it and I honestly enjoyed every moment. BA has helped me to exceed my dreams and have given me an even stronger work ethic. The time I spent within the engineering department was honestly the best time of my life. The hard work and dedication they all put into their work is so inspiring! BA has given me so many experiences, and they've helped me to achieve so much and I am so thankful. I became student ambassador for the company and with all the experiences and skills it has given me, it pushed me into all the right directions which then awarded me with student of the year 2017 and I am so grateful for everyone who helped me to achieve that!"

Rizwan – Work Experience Student 2017



"I worked beside engineers and my main aim was to understand what happens behind closed doors and how aircrafts are kept in an airworthy state. I liked the fact that the engineers would let you undertake tasks. I noticed engineering consisted of teamwork and leadership skills, which helped me improve on mine, as well as communication skills"

Bhavin – Work Experience Student 2017

Work Experience

"I wanted to be a mentor as it means I'm able to introduce young people to the exciting world of aeronautical engineering. It's a great way to be able to pass on the practical skills and knowledge that I learnt from my predecessors to the next generation of potential engineers - and it's brilliant to see the enthusiasm and knowledge the students have for the company, engineering and aviation."

Jack – Work Experience Mentor Award Winner

"I believe in empowering and supporting young minds as they are our future, giving them the hands on experience and visibility to the current working world in Digital. As an organisation we all have varied roles which together play a major role in sustaining the stability of ba.com. Whilst mentoring the students I built up a better network across the Digital department which allowed me to give the students an in depth overview for each of the challenging Digital roles. This really worked well with my students and also contributed their future career path."

Shanika – Work Experience Mentor Award Winner



10,020 hours of mentoring from
1483 occasions of mentor engagement

"Being a mentor has allowed me to share my knowledge after 30 years of frontline customer interaction. The young people are keen to learn and enthusiastic which also makes my day more enjoyable. Colleagues are willing to share what they know and our Engineers and Crew have been really encouraging when the students have been taken on board to show them the aircraft and cockpit. It is important that we support young people to expand their horizons and my own daughter has been able to experience British Airways first hand through the programme."

Jeanette – Work Experience Mentor Award Winner



In December, three colleagues and work experience mentors were recognised for their contribution to British Airways Community Investment programmes.

Talent Pipeline



During half terms and holidays, British Airways host exclusive workshops for former work experience students to support their employability development and maintain engagement in the industry.

Eight workshops were hosted in 2017:

- Customer service training
- Talks from future pilot programme cadets
- CV writing
- Interview practice
- Cranfield University visit
- Charity insights
- Royal Aeronautical Society talk
- Inspire Student Ambassador training



Apprenticeship Recruitment 2017

12.8% of candidates who had an interview for an apprenticeship, had previously done work experience at BA, which equates to 59 out of 459 candidates.

20.3% of candidates who were offered an apprenticeship had previously done work experience at BA, which equates to 24 out of 118 candidates.

Overall success rate from interview to offer is 40.6%

Talent Pipeline

"It all started as a work experience opportunity, which led to a life changing career. Work experience has helped me achieve a remarkable insight into the aviation industry which sparked a passion and left me wanting more."

Hira – Former work experience student and Customer Service Representative



"The transition from completing work experience in Heathrow Operations to starting the Apprenticeship scheme has been relatively simple and informative. After completing work experience, the continuous engagement allowed me to create a network with various staff throughout the wide sections of the company. Moreover, there are other benefits such as monthly student newsletters informing you of events such as job fairs. This is a great example of how you are still included and hold the opportunity to move up through the company."

Christie – Former work experience student Heathrow Operations



"The British airways work experience programme was a truly inspirational and eye opening experience that confirmed my ambition to want to work in aviation and become an aircraft engineer. The programme gave me a valuable insight of the skills and knowledge required. This motivated me throughout my school and college education to achieve the grades and skills needed to pursue a career as an engineer. I'm very fortunate now to be on the BA aircraft engineering apprenticeship, studying for my dream career; I do not think I would be in this position today if it wasn't for the work experience programme. I highly value the importance of this programme which is why I like to volunteer my free time helping out with work experience interviews and mentoring students as this experience was so valuable to myself and I would like to pass this opportunity on to new students."

Bradley – Former work experience student and Aircraft Maintenance Apprentice



Inspire Student Ambassadors



In August, our first cohort of 32 Inspire Student Ambassadors was trained. All former work experience students, they underwent a three-day training programme to develop their confidence in public speaking and presenting, as well as further understanding BA opportunities for young people. Their role as Inspire Student Ambassador sees them engage with local schools, and raise awareness of aviation careers following their placement with us.



Supported 29 opportunities, including 14 school events, 4 fundraising events and 5 corporate events.

Supported with one work experience recruitment campaign by conducting 207 telephone interviews and group exercises for 164 students.

Engaged and educated 2700 students and guests

Invested 435 volunteering hours



Fundraised £1509 for Flying Start



Gliding Scholarships

Our partnership with The Air League Trust enables young people to experience flying, and give them their first step into a flying career. British Airways and The Air League Trust offer two-week gliding scholarships to students in our key regional areas, to support them in flying solo.

In 2017, 89 students completed a trial gliding flight, and seven were successful in obtaining a scholarship.

The Air League Trust partnership also saw another 90 students complete a trial gliding flight as part of their Flight Operations work experience placement at BA.

"The experience has made me re-evaluate my focus. I've achieved so much more than what I thought I could, and I have taken that with me and applied it to the rest of my life"
2017 Scholar



Key Achievements 2017



National Work Experience Campaign

BA delivered their most successful National Work Experience campaign to date, engaging 74 schools nationally and 68 colleagues, across 17 events in 11 locations.



Inspire

A key achievement in 2017 has been the creation and introduction of the new 'Inspire' branding which encompasses school engagement and employability activity within BA, supporting the development of our talent pipeline.



Awards

Spark!, an education business partnership charity, hosted their 31st Annual award ceremony. British Airways were nominated and shortlisted for a variety of categories including 'Work Experience Company Of The Year', as well as 'Work Experience Student of The Year'. We were awarded for the 'STEM Educational Activity' category, for our gliding scholarships and gliding activity in partnership with The Air League Trust.

Our colleagues in Glasgow were awarded for their contribution by Developing the Young Workforce in the Renfrewshire area. Since setting up work experience placements in Glasgow in 2016, they have hosted 47 students on work experience. They have furthered this to proactively engaging with local schools, promoting student opportunities to students. To date, they have attended 7 school events, engaging with over 600 students; as well as hosting school trips providing crucial insights into the working environment, which has engaged 60 students from 4 schools.



International Employability

The Inspire programme supported BA's China2020 strategy in delivering a summer camp to 80 local students in Hong Kong.

The five-day camp was a fusion of military and aviation in partnership with the Hong Kong

Benevolent Association. The camp's purpose was to teach students essential life and leadership skills through the Hong Kong Benevolent Association and the importance of employability and transferable skills through British Airways workshops.



Projects for 2018



- 1 Engage 20,000 students through Inspire
- 2 Expand the work experience programme and host 450 students
- 3 Drive the Air League Partnership
- 4 Recognise young people's positive contribution to communities



Social Media

British Airways
11mo

2016 was a successful year for Work Experience Placements. We look forward to seeing what 2017 brings.



WORK EXPERIENCE Placements 2016

- 10% MORE FEMALES COMPLETING STEM PLACEMENTS
- UP BY 120 PLACEMENTS SINCE 2015
- WINNING A SPARK EDUCATION AWARD
- 350 STUDENTS COMPLETE A PLACEMENT
- GOLD ACCREDITATION

#BAUpClose BRITISH AIRWAYS

British Airways
2mo

Do you remember your first work experience? This week we have over 1,000 local students joining us across the airline. Learn more <http://ba.uk/WorkExp> #WEMONTH2017 #BAInspire



British Airways
2mo

Our feet are on the ground today, with a host of opportunities in head office or customer service. Meet Hira, who has previously done work experience at British Airways and is now employed as a Customer Service Representative. Apply now: <http://ba.uk/Olcuro> #WEMONTH2017 #BAInspire



British Airways
5mo

We are committed to sharing our knowledge to students via our BA Workshops. Find out more here: ba.uk/YmLBFA



British Airways
2mo

Meet Adara who joined us on work experience earlier this year as an aspiring pilot. Find out about her journey: <http://ba.uk/Olcuro> #WEMONTH2017 #BAInspire



British Airways
2w

Last week Spark!, an education business partnership charity, hosted their 31st Annual award ceremony. We work closely with them on special events to give local students an insight into the world of work. Discover more: <http://ba.uk/X5vmw1>



Average of
96,736
impressions,
277 Social Actions,
0.92%
Engagement,
and 671 Clicks
per Linked In Post*

*Impressions show how many people have clicked on the post and read it. Social actions are if people have liked or shared the post. Clicks are how many have followed the link through to the website.