London, 31 August 2017 - The Burberry Foundation today announces the award of two grants, to education charity Teach First and the government-backed Careers & Enterprise Company, establishing a five-year partnership to support young people in disadvantaged communities across Yorkshire and the Humber. The partnership will aim to inspire and prepare young people for the world of work and raise awareness amongst teachers and students of the breadth of careers available in the creative industries.

Tackling educational inequality is part of the Burberry Foundation’s new strategy, and the grants awarded to Teach First and the Careers and Enterprise company will:

- Support Teach First’s partner schools across Yorkshire & Humber
- Fund the expansion of the Careers & Enterprise Company’s network, giving approximately 40 schools a dedicated Enterprise Coordinator and Enterprise Adviser to enhance their careers and employer engagement plans
- Develop a bespoke “creative industry toolkit” designed to highlight and explain careers in the creative industries, which schools can embed into their curriculum.

These grants are also in line with Burberry Group’s new responsibility agenda, of which a principal goal is to support 1 million people in the communities that sustain the company’s business and the wider luxury industry. Yorkshire is the home of the iconic Burberry trench coat, which is manufactured in Castleford using material produced at the Burberry Mill in Keighley.

Burberry Group will be supporting Teach First teachers and school leadership teams in Yorkshire and the Humber by holding inspiration days and development and coaching workshops. Burberry employees can volunteer to educate local young people about working in the creative industries and the company will also host school visits at its manufacturing sites in Yorkshire and head office in London.

To celebrate the launch of the new partnership, year 10 students at Dixons Trinity Academy in Bradford met with Christopher Bailey, a trustee of The Burberry Foundation and President and Chief Creative Officer of Burberry Group. During his visit, Christopher spoke to the teenagers about growing up in Yorkshire, how he forged his career in design and the opportunities available in the creative industries. He also met with Principal Luke Sparkes to hear how the school has worked with Teach First to address the challenges facing pupils in the region today.

Christopher Bailey, a trustee of The Burberry Foundation and President and Chief Creative Officer of Burberry Group, said: “I am very proud that The Burberry Foundation is involved in this five-year project to support the professional development of teachers in Yorkshire and inspire, motivate and guide more students to consider a career in the creative industries. It was my art teacher who suggested I send my work to art schools, which was the start of my journey into fashion and ultimately design. It was a real pleasure and a privilege meeting with the pupils and teachers of Dixons Trinity Academy and hearing their aspirations for the future.”

Teach First believes that no child’s educational success should be limited by their socio-economic background. The charity recruits and trains great people to teach and lead in schools serving low-income communities, and aims to increase the attainment and aspirations of pupils and their access to higher education and employment.

Paul Drechsler CBE, Chairman of Teach First, commented: “We welcome the opportunity to work with The Burberry Foundation to demystify the creative industries for pupils from low-income communities and to show them new and exciting career paths. Teach First is proud to work with over a hundred schools in Yorkshire and the Humber and we know that the excellent teachers and opportunities that are provided through partnerships such as this with The Burberry Foundation will go a long way to helping young people raise their aspirations and turn them into reality.”

Christine Hodgson, Chairman, The Careers & Enterprise Company, said: “The Burberry Foundation is leading the way in their investment in young people in Yorkshire and the Humber, supporting our work with employers in the government’s Opportunity Areas of Bradford and Scarborough. Our partnership is exciting as it considers not only the young people themselves but their key influencers and supporters - teachers and the broader community. We know, from the Education and Employers Taskforce research, that young
people who have 4 or more workplace encounters while at school are 86% less likely to be NEET. Partnerships such as these highlight the importance of our work with employers to deliver opportunities to help address social mobility issues."

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About schools in the region
Yorkshire & the Humber, like the rest of the country, faces stubborn educational inequality between young people from low-income families and their wealthier peers. Pupils on Free School Meals in the region achieve an average of 38 out of 80 in the government’s new GCSE ‘Attainment 8’ standards, which measure the achievements of pupils across eight key subjects. In comparison, the wealthier peers in the region achieve 51 out of 80. Both student groups rank below the national average (39 for Free School Meal pupils and 52 for their wealthier peers). Teach First aims to end inequality in education by building a community of exceptional leaders who create change within classrooms, schools and across society.

About Teach First
Teach First is a charity with the vision that no child’s educational success should be limited by their socio-economic background. The mission is to end inequality in education by building a community of exceptional leaders who create change within classrooms, schools and across society. The charity invests in the power of people to change lives by:

- Finding and developing great people to teach and lead in schools serving the low-income communities
- Increasing the attainment and aspirations of pupils and their access to higher education and employment; and
- Building a movement of teachers, school leaders, social entrepreneurs, policy makers and business people who are committed to ending educational inequality.

Since 2003, Teach First has placed 10,000 leaders in schools serving low-income communities, reaching over 1 million young people.

About The Burberry Foundation
The Burberry Foundation was set up in 2008 by Burberry Group plc as an independent charity (UK registered charity number 1154468) for general charitable purposes and grant-making.

About Burberry Group plc’s Responsibility Agenda
This project is also in line with Burberry Group plc’s responsibility agenda “Creating Tomorrow’s Heritage” which marks a significant step change in the company’s approach to responsibility issues. The five-year programme focuses on three ambitious goals:

- Support 1 million people in the communities that sustain Burberry’s business and the wider luxury industry
- Ensure 100% of Burberry’s products have at least one element that drives positive change
- Invent new approaches to revaluing waste created in the production of luxury goods, whilst becoming carbon neutral in its own operations.

1 NEET denotes ‘not in education, employment or training’.
**About The Careers & Enterprise Company**

The Careers & Enterprise Company is a community interest company which was set up by government in 2015 to inspire and prepare young people for the fast-changing world of work. Its role is to help to connect employers and schools in the fragmented landscape of careers and enterprise, supporting programmes that work, filling gaps in provision and ensuring coverage across the country.

The Company’s 1700+ Enterprise Adviser Network of business volunteers currently works in over half of the country’s secondary schools and colleges, supported by more than 100 trained Enterprise Coordinators who are co-funded with Local Enterprise Partnerships (LEPs).

**About Dixons Trinity Academy**

Dixons Trinity Academy opened in 2012 in the second wave of free schools. In 2014, Dixons Trinity was the first secondary free school to be judged outstanding in every area.

50% of Trinity’s students come from the five poorest wards in Bradford; the proportion of students eligible for support through the pupil premium (additional government funding for students known to be eligible for free school meals, children who are looked after by the local authority and children of service families) is high; over 21% receive SEND support.

Trinity does whatever it takes to deliver their mission. The academy ensured that every student succeeded at university, or a real alternative, thrived in a top job and had a great life. They have no shortcuts and no excuses.

This summer, the first set of full GCSEs have delivered outstanding results – a testament to the commitment the children, their families and the whole community have shared:

- 70% of students received a strong pass in English and mathematics combined (grade 5+; equivalent to a high C and low B on the old grading system)
- 48% of students received a strong pass in EBacc (grade 5+; equivalent to a high C and low B or above)
- The average grade achieved by a student at Dixons Trinity Academy was a B
- 22% of students achieved A or above in 8 or more of their GCSEs
- 37% of all grades were 7 / A or above (the national percentage was planned to be 20%)