



Annual Impact Report 2020

partners.springpod.co.uk



Last year, the world was disrupted like never before. Students, employers, parents and teachers all felt the impact of COVID-19. Find out **how we adapted** to the pandemic and helped bring some normality back.



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A Message from our Patron, Lord Baker

In 2020, we saw COVID-19 disrupt the education sector like we've never seen before. Institutions were left with the challenge of providing the same outstanding level of learning to their students remotely. Students held the responsibility of their own remote-learning experiences and parents were stand-in teachers.

Nearly all teachers who participated in [a recent study](#) estimate that their pupils are behind in their curriculum, with students in lower-income areas likely to be 4 months behind.

The impact of COVID-19 has also caused an early skills and careers shortage for employers. At the start of the pandemic, [unemployment of young people aged 16-24 had increased 14%](#).

Springpod has responded to the crisis by launching new, free learning services to students and young people, such as Learn Lounge and Classroom to Boardroom. They have worked with hundreds of institutions across the country and implemented Online Open Days and Virtual Work Experience to students – bridging the gap between what students learn during their time in education and how they use it in the workplace, all during a time where such things are no longer feasible nor safe.

I'm incredibly proud to be a part of this digital revolution in education that can help provide support and relief during such trying times for both schools and employers.

Unfortunately, the same challenges students and institutions face are following us into 2021.

However, Springpod is there to offer a hand in support to institutions and students alike and together, we can work toward a brighter future.



Kenneth Baker,
Springpod Patron.

The RT Hon the Lord Baker of Dorking CH





Who we are

We're Springpod, an online student recruitment platform that enables employers and education providers to **inform, educate** and **engage** with students as they start planning their future.

Take a look at what we've been up to in 2020, supporting students, schools, employers and institutions.



Springpod's Reach & Impact

Platform Usage

In 2020, we had...

1.5 million
website visitors

75,000
verified users on our app

Of those users...

52%

were female

37%

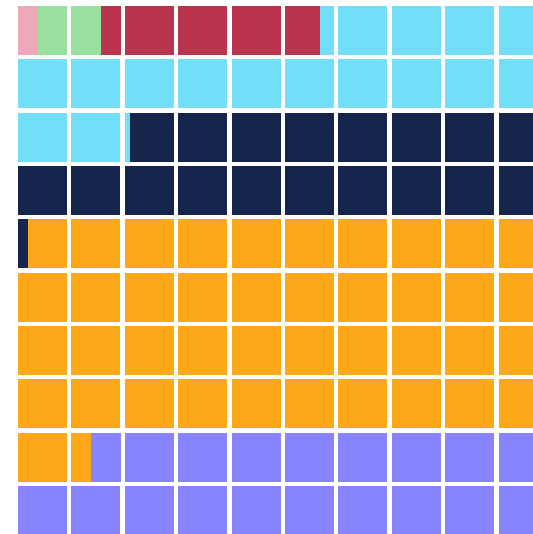
were male

11%

prefer not to say



With



0.4% in Year 7

1.2% in Year 8

4.1% in Year 9

16.2% in Year 10

18.2% in Year 11

41.3% in Year 12

18.6% in year 13

Disclaimer: this is a sample of our database

And of those users, we had...

38,854
talent pool sign-ups

36,854
job applications by students

Classroom to Boardroom

In February 2020, we launched the very first apprentice chat show series, Classroom to Boardroom, which explores the world of apprenticeships working at leading organisations such as Nestlé, Jaguar Land Rover, Pret and more.

We hosted

10 episodes

which gained

800,000

video views!

This exciting series helps young people get a glimpse into the world of apprenticeships with employers, along with insider scoops and industry interview tips!

Watch the Classroom to Boardroom trailer below:



Learn more about
Classroom to Boardroom [here](#)

Learn Lounge

After the announcement of COVID-19 and a national lockdown, we partnered with [The Children's Trust](#) to create a new content series, Learn Lounge. Learn Lounge is an interactive platform that lets students experience a new way of careers learning – all delivered virtually.

It features inspirational career stories and guidance from experts across a wide range of fields, providing students the opportunity to acquire real-world careers advice.

Here are the results...

57

Live Inspirational
Career Talks

14,100

Live Talk Attendees

We're also proud to say that all funds raised go towards The Children's Trust for equipment and towards providing care for more children and young people with brain injuries and neuro-disabilities.



Learn more about
Learn Lounge here

Online Open Days

Naturally, in 2020, many institutions needed to host their open days virtually to comply with COVID-19 restrictions. Many felt the pressure and challenge of doing this solo; it can be time-consuming, costly and incredibly stressful.

We wanted to take these stresses away with our fully managed Online Open Day service that includes a custom-branded micro-site, Q&As, polling, handouts, and more.

In 2020, we had...

100+

Online Open Days
(hosted by us)

72,020

Online Open Day
Registrations

24,354

Online Open Day
Questions Asked



Speak to us about your
next online open day





Virtual Work Experience

Work experience was another challenge schools and employers faced in 2020 as the pandemic put a halt to many work experience programmes in the spring and summer.

We partnered with a large number of top employers across the country to provide students with the free experience they needed in the most sought after industries through live workshops, training and project work.

We saw a huge number of sign-ups, with...

10,800

virtual work experience applications

6,800

students completing their work experience programme

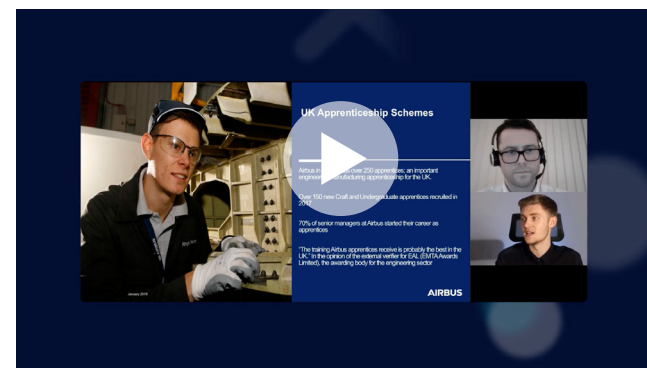
16,000

total pieces of work submitted to employers!

But best of all, our Virtual Work Experience programmes averaged a rating of

8.8/10

Not only do our programmes help students gain the vital work experience required, they help employers with their early careers talent pool and a source of great future talent.



Find out more about our Virtual Work Experience Programmes



Student Success

At Springpod, our goal is to give young people the opportunity to explore pathways and gain meaningful work experience to **help them secure their next steps** after school. We're incredibly proud of the work that we've done in 2020 and the number of young people we were able to guide and support.

Here are a few testimonials from our network of students.





Trustpilot Reviews

[Our Trustpilot account](#) has 77 reviews from students all over the country who have experienced a Springpod service.

4.9/5

our total score

97%

marked us as Excellent

3%

marked us as Great

But don't take it at face value, hear what our incredible students had to say about us...



“The Springpod [Airbus virtual work experience](#) programme was brilliant for young people interested in the field. It was easy to access and complete, and if there were any problems with submitting work etc, the people at Springpod were very happy to help. A lot of effort was put in from Springpod and Airbus and this showed in the programme.”

L Booth

“The work experience was excellent. It was smoothly organised, with some short videos that explain what needs to be completed. The webinar was clear and confident and I really understand what they said and explained.

In short, I will recommend it and will definitely do it again. Make sure to complete the assessment on time and don't leave everything to the last minute because it can be very challenging.”

Sherali



“Due to the current circumstances, it's been very difficult to find work experience, so I was really pleased with this program. I learned so much about aircraft and career paths and even got some good general career advice. The content was well presented and easy to follow.

I found the webinars to be really valuable and appreciated the Q&A sessions at the end. All in all, I'd recommend this to anyone who has an interest in the aerospace industry, as I'm sure you'll learn a lot, just as I did!”

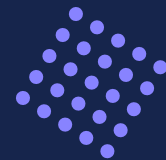
Luke



Looking into 2021

As we go into 2021 with similar challenges from the previous year, Springpod will continue to support education institutions and employers with Online Open Days and Events, along with Virtual Work Experience and educational content.

This year we're looking forward to **introducing more digital innovation** to the sector as well as some exciting brand changes for us...



Springpod's New Image

We've been working on our brand over the last few months, which we will be releasing properly soon. But for now we would like to share a sneak peek of our new logo!

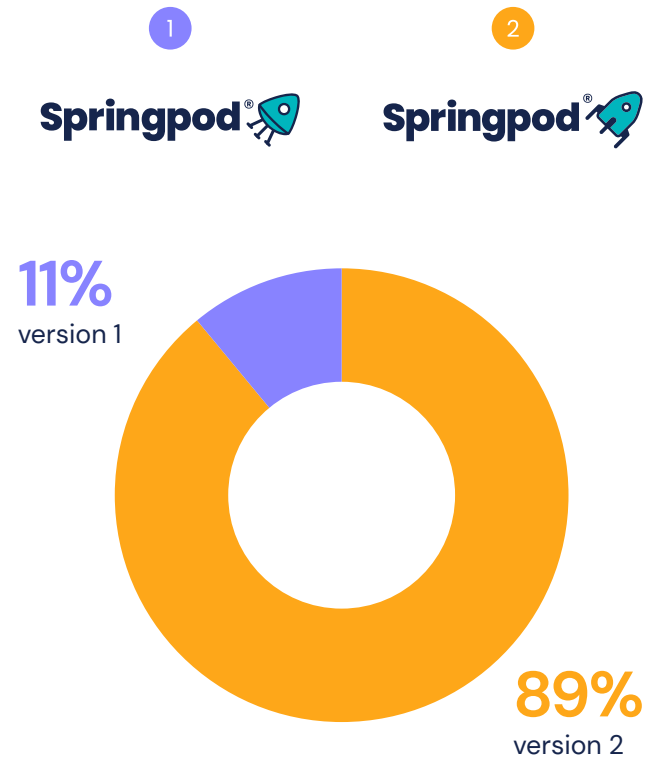
We developed two logos and put them to a vote with our student ambassadors to see which one was their favourite. As you can see, there was a clear winner.

We are excited about the new look of our brand and we can't wait to share more with you over the coming weeks!

Before



After



Coming soon

Communication Hub

We want to put more of a focus on student interaction in 2021, so the Communication Hub will allow all users to speak with each other in real-time across all parts of the Springpod app!



Degree Taster Programmes

Degree Taster Programmes is our most ambitious project to come. Every student will have the opportunity to virtually sample a degree programme to help them decide their future pathway. Packed with real lessons from academic leaders, insights from recent graduates, and employability information from employers, the programme will help them accurately identify their next steps.

Teacher Reporting

In 2021, we want teachers to have more opportunity to engage in the process for their students. That's why we're creating Teacher Reporting, an area in Springpod built in order to view the number of student accounts created and Virtual Work Experience Programme enrolments. They'll also be able to track progress, job and course applications and more.

Virtual Work Experience Programmes

We're also planning to roll out an additional 30 Virtual Work Experience programmes in the next 6 months in a variety of industries, so watch this space!

If you want to be kept in the know about our latest updates and releases, sign up to our monthly newsletter!



Speak to us

It's vital to set a course of action as early as possible this year to prepare your students for the next step in their professional journey in education, and to prepare your student recruitment strategy to attract your ideal, early career candidates for employers.

If you're wondering how Springpod's online events or virtual work experience could benefit your institution, students or organisation, email us at partners@springpod.co.uk or click the button below.

We'd love to chat!

Contact us today!



