

**REFORM**

# *Social mobility conference 2017*

*Unlocking the UK's potential:  
making social mobility work for all*

**14 December 2017**

**@reformthinktank  
#socialmobility2017**



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This event is kindly being held in partnership with:



# Agenda

**08.30**Registration and refreshments

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**08.50 – 09.00**

Welcome and introduction

- Andrew Haldenby, Director, *Reform*
  - Melanie Richards, Partner and Deputy Chair, KPMG UK
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**09.00 – 10.00**

Keynote speech

The Rt Hon Justine Greening MP, Secretary of State for Education and Minister for Women and Equalities

This will be followed by a Q&A panel session with Melanie Richards and Campbell Robb, Chief Executive, Joseph Rowntree Foundation.

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**10.00 – 10.50**

Panel session one:  
Years 0-14 – a fair start in life

Family background has an impact on life chances from the very beginning, with indicators as early as infant health affected by sociodemographic circumstances. Gaps continue through attainment in primary and secondary school, and are often quoted as the key obstacle to equal opportunities later in life. Are interventions such as child tax credits, free childcare entitlements, universal free school meals and the pupil premium the right way to overcome them?

This panel will explore how the playing field can be levelled when disadvantage is established so early in life, and how value for money can be achieved in the pursuit of doing so.

**Panellists**

- Sir Kevan Collins, Chief Executive, Education Endowment Foundation
  - Lucy Powell MP, Member, Education Committee and Labour and Co-operative MP for Manchester Central
  - Sam Freedman, Executive Director for Participant Impact and Delivery, Teach First
  - Chair: Emilie Sundorph, Researcher, *Reform*
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**10.50 – 11.10**

Coffee break



**11.10 – 12.00**

## Panel session two: Years 14-21 – developing future capabilities

At the end of secondary school, children and their families make important choices about future options, with many starting the transition into employment. But choices are often made with limited information and too many young people still leave formal education unprepared for the next stage.

This session will focus on how clear and meaningful pathways can be offered to all young people, and offer practical examples and suggestions for good practice to get key players to work better together, especially in social mobility.

### Panellists

- Emran Mian, Director of Strategy and Social Mobility, Department for Education
- David Hughes, Chief Executive, Association of Colleges
- Claire Warnes, Head of Education, Skills and Productivity, KPMG
- Chair: David Johnston, Chief Executive, Social Mobility Foundation

**12.00 – 12.50**

## Panel session three: Years 21-67 – rewarding lives for every citizen

Despite record levels of employment, the nature of work is changing rapidly, with more self-employment, a growing skills gap, and intensifying global competition. Real wages have fallen, and automation and artificial intelligence are disrupting a growing number of roles and sectors, but in different ways and at different speeds.

Panellists will explore what good work and inclusive growth looks like, and what employers and learning providers can do to support social mobility.

### Panellists

- The Baroness Lane-Fox of Soho CBE, Founder and Executive Chair, Doteveryone, Chancellor, Open University
- Chi Onwurah MP, Shadow Minister for Industrial Strategy, Science & Innovation and Labour MP for Newcastle upon Tyne Central
- Helen Milner OBE, Chief Executive, Good Things Foundation
- Chair: Helen Barnard, Head of Analysis, Joseph Rowntree Foundation

**12:50 – 13.00**

## Closing remarks

Andrew Haldenby, Director, *Reform*

**13:00 – 13.30**

## Lunch

**13:30**

## Close

# Speaker Biographies

**The Rt Hon Justine Greening MP**  
Secretary of State for Education and  
Minister for Women and Equalities  
@JustineGreening @educationgovuk



Justine Greening was appointed Secretary of State on 14 July 2016. She was elected Conservative MP for Putney, Roehampton and Southfields on 5 May 2005.

Previous positions include Shadow Treasury Minister, Shadow Minister for London, Economic Secretary to the Treasury and Secretary of State for Transport. She also served as Secretary of State for International Development.

Prior to Government, Justine was a finance manager at Centrica and then Vice Chairman of the Conservative Party with responsibility for youth. Justine has an MBA from the London Business School.

**Melanie Richards**  
Partner and Deputy Chair, KPMG UK  
@MelRichardsUK @kpmguk



Joining KPMG in 2000 to develop the Debt Advisory practice, Melanie was appointed to the Board in 2012 and made Vice Chair of KPMG UK in October 2014. She has more than 30 years of banking experience particularly in bank lending, debt restructuring and capital markets' instruments.

Melanie is a passionate champion of diversity and inclusion and is a recognised voice on the issue of gender equality. She is a founding member of the 30% Club Steering Committee, and received the Opportunity Now's Champion Award in 2013, from Business in the Community, for her contribution to advancing a diversity culture within the workplace. She joined the Harvard Women's Leadership Board in June 2014 and was awarded an Honorary Doctorate of Business Administration from Oxford Brookes University in June 2016.

Melanie is joint Vice Chair of The Eve Appeal, and a governor of Eastbourne College.

**Campbell Robb**  
Chief Executive, Joseph  
Rowntree Foundation (JRF)  
@campbell\_robb @jrf\_uk



Campbell joined the Joseph Rowntree Foundation (JRF) and the Joseph Rowntree Housing Trust (JRHT) as Chief Executive in January 2017.

Before this, Campbell was the Chief Executive of Shelter for seven years. As Chief Executive, he led the organisation through one of the most challenging periods in its history. This included building a sustainable, fundable model of integrated advice and support that is helping more clients than ever before, a growth in independent income and leading the organisation's response to some of the biggest changes to housing and welfare policy in generations.

Prior to joining Shelter, Campbell was the first Director General of the Office of the Third Sector, an adviser to The Treasury and was previously Director of Public Policy at the National Council for Voluntary Organisations (NCVO).

Campbell is a Trustee of Care International UK.

**Andrew Haldenby**  
Director, Reform  
@andrewhaldenby  
@reformthinktank



Andrew Haldenby co-founded *Reform* in 2001 and became Director in May 2005. His previous organisations included the Confederation of British Industry, the Centre for Policy Studies and the Conservative Party (1995-97).

There he became head of the political section of the Conservative Research Department, with responsibility for briefing the Shadow Cabinet and Leader for key media interviews and appearances. Andrew studied History at Corpus Christi College, Cambridge (1990-1993). He has an MSc in Economics from Birkbeck College, University of London. He is a member of the Mont Pelerin Society.

# Panel session one

## Years 0-14 – a fair start in life

### **Sir Kevan Collins**

Chief Executive, Education  
Endowment Foundation  
@EducEndowFoundn



Sir Kevan joined the Education Endowment Foundation (EEF) as Chief Executive in October 2011. The EEF is a grant-making education charity dedicated to challenging educational disadvantage, sharing evidence and finding out what works in education. Before this, he was Chief Executive of the London Borough of Tower Hamlets.

Kevan started his career in education as a primary school teacher in east London before serving as a school leader in Yorkshire. Kevan became the National Director of the Primary National Strategy in 2003 and led the introduction of Excellence and Enjoyment, the government's strategy for primary schools.

Kevan has gained international experience working in Mozambique, the USA and Australia. He is a visiting professor at the Institute of Education University of London and was knighted for services to education in 2015.

### **Lucy Powell MP**

Member, Education Committee  
and Labour and Co-operative  
MP for Manchester Central  
@LucyMPowell



Lucy is the Labour and Cooperative MP for Manchester Central. She was elected in a by-election in November 2012 and was the first female Labour MP to represent a Manchester constituency. Since her election Lucy has campaigned hard against the Government's cuts to Manchester's public services, the privatisation of the ambulance services and the Bedroom Tax. She has been a passionate advocate of social mobility, better childcare provision and services for young people. Lucy is also Chair of the All-Party Parliamentary Group on Families in the Early Years.

Before becoming an MP Lucy led a major investment project in Manchester for NESTA, the UK's innovation agency, working with local businesses and other partners to support start-ups and creative companies. This investment programme brought over £10million to the city between 2007-2010, and created many new jobs.

### **Sam Freedman**

Executive Director for Participant  
Impact and Delivery, Teach First  
@Samfr @TeachFirst



As Executive Director of Programmes at Teach First, Sam is responsible for the design and development of all Teach First's programmes.

From May 2010 to February 2013 he was the senior policy adviser on schools to the Secretary of State at the Department for Education, focusing particularly on research, structural reform, funding and teacher training.

Sam is also a trustee of the Teacher Development Trust and Floreat Education as well as a governor at Woodside High School in Haringey.

### **Chair: Emilie Sundorph**

Researcher, Reform  
@ESundorph @reformthinktank



As a Researcher at Reform, Emilie has worked on a wide range of themes, including the police workforce and the use of big data in higher education. Her latest report focused on how top universities can be held accountable for supporting social mobility, and she takes a particular interest in how public services across the board can support people from disadvantaged backgrounds better.

Prior to working at Reform Emilie worked with a number of educational charities, including Prisoners' Education Trust and The Challenge.

# Panel session two

## Years 14-21 – developing future capabilities

### **Emran Mian**

Director of Strategy and Social Mobility, Department for Education  
@emranmian @educationgovuk



Emran is Director of Strategy and Social Mobility at the Department for Education. Before taking up this role in February 2017, he ran a cross-party think tank, the Social Market Foundation.

Earlier in his career, he has held senior positions in the Cabinet Office and Business Department

### **David Hughes**

Chief Executive Officer, Association of Colleges  
@AoCDavidH



Before David became Chief Executive Officer of the Association of Colleges in September 2016, he was Chief Executive Officer at Learning and Work Institute, which was formed in 2016 from a merger he led between NIACE and Inclusion.

From 2000 to 2011, David worked in senior roles at the Skills Funding Agency and the Learning and Skills Council. He has also worked in the voluntary sector across a wide range of roles and organisations in the UK and Australia, in social housing, co-operatives, welfare, regeneration and community development.

David has held many board and committee roles, including Vice-Chair of the East Midlands Regional Assembly in the 1990s. He played a leading role in establishing the new Education and Training Foundation in 2013 and has established and supported several third sector organisations.

### **Claire Warnes**

Head of Education, Skills and Productivity, KPMG  
@claire\_warnes @kpmguk



Claire Warnes is KPMG's Head of Education, Skills and Productivity. She has over 20 years' experience of working with and for the public sector. She began her career at the European Commission, then spent time as a European Funding Manager at a university and as a senior advisor at HEFCE, before moving to KPMG in 2001.

Over the last 17 years she has led projects across the public sector in education, health, defence and criminal justice. She leads KPMG's work with the NHS Leadership Academy and on professional standards in health care, particularly nursing and medicine. She is a member of KPMG's Ethics Committee and a partner sponsor for LGBT and women's development at KPMG. She speaks regularly on inclusive leadership and diversity.

### **Chair: David Johnston**

Chief Executive, Social Mobility Foundation  
@SocialMobilityF



David is Chief Executive of the Social Mobility Foundation (SMF), a charity which helps young people from low-income backgrounds enter universities and professions, and ranks the country's top employers in the Social Mobility Employer Index. He joined SMF having been the director of Future, a charity which supports organisations working with young people.

He was previously Coordinator of the Oxford Access Scheme (OAS), working with 10-18 year olds to raise aspirations. During his time at the OAS, the number of young people reached by its activities increased from 3,000 a year to 7,000 a year.

In December 2012, David was appointed to the Social Mobility and Child Poverty Commission. In 2015, David was reappointed to the revised Social Mobility Commission, standing down in December 2017. He has 10 years experience of being a governor of various educational institutions.



# Panel session three

## Years 21-67 – rewarding lives for every citizen

### **The Baroness Lane-Fox of Soho CBE**

Founder and Executive Chair,  
Doteveryone, Chancellor,  
Open University  
@Marthalanefox @doteveryoneuk



Martha is founder and executive chair of Doteveryone.org.uk, a charity fighting for a fairer internet. Prior to this, in 1998 Martha co-founded lastminute.com and sold it in 2005. In 2007 she founded her own charitable foundation Antigens and also serves as a Patron of AbilityNet, Reprieve, Camfed and Just for Kids Law.

Martha became a crossbench peer in the House of Lords in March 2013, and was appointed Chancellor of the Open University in March 2014. In 2015 Martha joined the board of the Creative Industries Federation, the ScaleUp institute and the Open Data Institute. She is also a non-executive director at the Baileys Women's Prize for Fiction and is a non-executive director at Twitter (April 2016). She also co-founded and chairs LuckyVoice.

### **Chi Onwurah MP**

Shadow Minister for Industrial Strategy,  
Science & Innovation, Labour MP for  
Newcastle upon Tyne Central  
@ChiOnwurah



Prior to her current position, Chi was Shadow Minister for Culture and the Digital Economy, Shadow Cabinet Office Minister leading on issues including social entrepreneurship and Shadow Minister for Innovation, Science & Digital Infrastructure. Chi worked closely with the Science and business community, with industry on broadband issues, and on the Enterprise and Regulatory Reform Bill. Chi continues to encourage women in STEM.

Prior to Chi's election to Parliament in May 2010 she worked as Head of Telecom's Technology at Ofcom; was Partner at Hammatan Ventures; Director of Market Development with Teligent; Director of Product Strategy at GTS and worked for Cable & Wireless and Nortel as Engineer, Project and Product Manager in the UK and France

Chi is a Chartered Engineer with a BEng in Electrical Engineering from Imperial College London and an MBA from Manchester Business School.

### **Helen Milner**

Chief Executive OBE,  
Good Things Foundation  
@helenmilner @GoodThingsFdn



Helen Milner OBE is the Chief Executive of Good Things Foundation, the UK's leading digital inclusion charity, working with 5,000 hyper-local community partners to help people make the most of technology.

She has more than 30 years' experience working in online education and was named Digital Leader of the Year 2017. Helen was awarded an OBE for services to digital inclusion in the Queen's Birthday Honours List in June 2015. Since 2010, Good Things Foundation has helped over two million people to learn basic digital skills using [www.learnmyway.com](http://www.learnmyway.com).

### **Helen Barnard**

Head of Analysis, the Joseph  
Rowntree Foundation  
@Helen\_Barnard @jrf\_uk



Helen is Head of Analysis at the Joseph Rowntree Foundation (JRF). She leads the team undertaking JRF's analysis and data monitoring work, focusing on social, economic and public policy trends and changes affecting people and places in poverty. Helen joined the Foundation in 2005 as a Policy and Research Manager. She has developed and led programmes of research and policy focusing on child poverty, labour markets, poverty and ethnicity, destitution and education.

Prior to this, she worked at BMRB Social Research and Opinion Leader Research, carrying out research on topics including benefits, tax credits and tax, education, and housing.

# Reform comment



**Emilie Sundorph**  
Researcher, Reform  
[@ESundorph](#)  
[@reformthinktank](#)

Social mobility is about the ability and freedom to move away from the specific socioeconomic circumstances under which one grew up. Inherent to this mobility is the knowledge and understanding of different available routes, and the opportunity to pick between them.

The UK is struggling to make its population socially mobile. Social and family backgrounds remain a strong predictor of what a person's education, profession, income and living situation will be like. In essence, a lack of mobility amounts to a limitation of freedom, indicating that large parts of the population are missing out on paths that could be beneficial to them.

At times, social mobility can be perceived as picking out the most talented individuals from disadvantaged backgrounds to ensure their progress to the most competitive education routes and professions.

Everyone loves the story of a child from a council estate growing up to be a top politician, a celebrity or a CEO. But while these opportunities are important, 'excellence' and 'talent' should not be conditions for having the chances more commonly available to people from privileged backgrounds.

Instead, the aim must be to ensure that regardless of your talent and who your parents are, you have the chance to make the most of your abilities. Public services have a major role to play in this. While the benefits of having been read to at home, or enjoying a stable family life, cannot be substituted by experiences at school or elsewhere, we know that good teaching and well-planned interventions can help children reach their full potential.

The role of public services in social mobility neither begins nor ends with education – health services, the criminal justice system and not least employment support must all embrace their part in improving life chances. Understanding systemic disadvantage is relevant to every single public-sector worker.

The responsibility for social mobility goes beyond the public sector. At a time when everyone is expressing their passion for it to succeed, the chance to create cross-sector strategies should be embraced. There is no one answer to what action on social mobility should look like, but it cannot only be an associated benefit of wider success – it is at the heart of a well-functioning, inclusive and just society. This applies to approaches to recruitment, learning opportunities, regional development and policy-making across the board.

Social mobility is not only about the extraordinarily talented who beat the odds and end up in positions of great influence. It's about every citizen having the chance to succeed on their own terms without being restricted by circumstances outside of their control.

Reform is delighted to convene this conference, bringing together experts to discuss social mobility across sectors and life stages. We are grateful to all participants, speakers and partners for enabling this discussion of how the UK can make further progress.

*"Everyone loves the story of a child from a council estate growing up to be a top politician, a celebrity or a CEO. But while these opportunities are important, 'excellence' and 'talent' should not be conditions for having the chances more commonly available to people from privileged backgrounds."*





# A fair start in life



**Sir Kevan Collins**  
Chief Executive,  
Education Endowment  
Foundation

The early years are a vital time in the life of any child. They play a significant role in shaping the person they will become and the opportunities in life they will have. It is also a crucial, and often difficult, time for parents, trying to balance the wellbeing and development of their child with the need to provide financial security.

The early years touch on many aspects of social policy, from education to the labour market to the benefits system. It is a tricky area to get right. But England has a lot to be proud of. In the 20 years since the Blair government introduced the right to free nursery education for all three and four-year-olds, much has changed: mothers are entitled to more time off and families have benefited from tax credits. Sure Start children's centres brought many services together too, with the aim of giving children the best possible start in life.

However, we still see a big gap in the school readiness of less well-off children and their more advantaged classmates by the time they start school – one that has finally started to narrow, but which remains substantial at over 17 percentage points. This gap continues to widen throughout the school years, making it essential that we close it early so children can begin their formal education on a level playing field and are at less risk of falling behind.

For me, the Pupil Premium and more recently, the Early Years Pupil Premium – additional money given to schools and early years settings to boost the learning of each of their disadvantaged pupils – is the important first step in closing the attainment gap early on. For the first time, the policy has given schools and nurseries a pot of money to target additional resources at the specific needs of their disadvantaged children.

But having the resources is only the first step. It is how those resources are spent that will really make the difference. At the EEF we believe that evidence of 'what works' is key to making sure the Pupil Premium has the maximum possible impact.

While there is some high-quality evidence about 'what works' in the early years – for example, our Early Years Toolkit highlights approaches underpinned by robust research – there is very little evidence available to indicate which specific interventions are most effective in improving children's learning and development.

To put practitioners in the best possible position to raise outcomes, we need to carefully test different approaches to teaching and learning, build an evidence base of effective strategies and encourage early years settings, government, and others to apply an evidence-based approach to narrowing the attainment gap. At the EEF, we're looking particularly at self-regulation, communication and parental involvement strategies in the early years, three areas where there is some evidence of promise.

High-quality, evidence-based early years education for the country's most disadvantaged toddlers must be an essential part of the government's long-term plan to close the attainment gap. Doing so could go some way to making sure that every child has a fair start to life.

*"Having the resources is only the first step. It is how those resources are spent that will really make the difference. At the EEF we believe that evidence of 'what works' is key to making sure the Pupil Premium has the maximum possible impact."*



**Lucy Powell,**  
Member, Education Committee  
and Labour and Cooperative MP  
for Manchester Central  
@LucyMPowell

# Reform and renew: the twin track approach to tackling social mobility

Social mobility has been in the news again recently, unfortunately for all the wrong reasons. The Social Mobility Commission in their fifth *State of the Nation* report recently warned about the stark post-code lottery which exists in our country. This was followed days later by the dramatic walk-out of the Commissioners led by Alan Milburn and Baroness Gillian Shepherd. Their overwhelming concern, that the Government has run out of ideas, and political will to tackle low social mobility, will strike a chord with many.

The problem of low social mobility is well rehearsed. Just half of disadvantaged toddlers reach the expected level of development at the age of five, with many never catching up. The biggest indicator of how well a child does at GCSEs is the progress that child has made by the age of five. The gap between the most disadvantaged children and their peers is equivalent to two years of learning by the time they sit their GCSEs

We need a cross-government social mobility strategy, with strong political leadership driving this forward from the heart of government, with every budget, every bill and every government policy assessed to ensure it reduces inequality.

The answer to boosting social mobility must start in the early years, with fully joined-up services and support available to every family, with home visits in place to offer new parents support and identify any problems in a child's development, or family relationships, before they take root. In Manchester, where I've been asked by Mayor Andy Burnham to lead efforts to boost the numbers of children school-ready, we have an innovative joined-up early help service. Every child is seen eight times by local services, working from multi-agency children's centres, with specialist referral

where necessary to tackle communication difficulties, or other problems. The programme is beginning to bear fruit, yet the precariousness of local government finance in an age of austerity, and the way services have previously been siloed, means that there has to be a determined effort to break down barriers and ensure the resources for success.

Alongside renewed early help services, access to high-quality teacher-led early education and care is vital for all children, particularly the most disadvantaged. Currently three-quarters of new money being spent on early education and care over this Parliament will go to the top half of earners. In fact, my analysis with the Social Market Foundation shows that just £250 million of the £9 billion investment will go to help the poorest. If we're to tackle social mobility, tax-free childcare which overwhelmingly benefits higher earners, should be scrapped, and these funds invested in expanding universal "free" hours particularly for disadvantaged children.

Investment and reform should go hand in hand. Reform of Ofsted's assessment of the early years, and of the early years foundation stage to make them more focused on tackling inequality and closing the development gap pre-school is vital. Shared teacher-time, and more joint working between high-quality early years providers and less well-performing settings is critical too if we're to expand access to quality provision.

The prize of better social mobility, measured by transformed life chances and a boost to our productivity and economy, is great. We now need an ambitious plan from Ministers rather than hollow words.

*"We need a cross-government social mobility strategy, with strong political leadership driving this forward from the heart of government, with every budget, every bill and every government policy assessed to ensure it reduces inequality."*







**Claire Warnes**  
Head of Education,  
Skills and Productivity, KPMG  
[@claire\\_warnes](#) [@kpmguk](#)

# Years 14-21 – developing future capabilities

Transitioning from school to work is both an exciting and career-defining moment in a young person's life. The choices made between the ages of 14 and 21 are critical. Too often, too many young people feel unprepared.

For a firm like ours, our people and their skills are our biggest asset. By recruiting employees from all social backgrounds and across all strands of diversity, we gain an array of viewpoints on client issues, foresight on our decisions and creative challenge around our actions.

But the social and economic landscape in the UK has proved challenging. If we are to remain competitive globally, we need to be committed to closing the skills gap. That the UK continues to lag behind our continental partners on both the uptake and the funding of technical programmes is concerning. This has contributed towards reduced productivity and a failure to produce the high-level skills our economy requires.

The Government's introduction of T-Levels and its commitment to apprenticeships – through the introduction of the levy and a public target for apprenticeship starts in this parliament – offers an opportunity for businesses to think about how apprenticeships can be used to nurture talent and increase diversity at all levels.

However, quality must take precedence over quantity. All young people must have the opportunity to fulfil their potential, no matter their background. As part of this, businesses need to be thinking creatively about how we fill our talent pipelines and place technical education at the heart of recruitment strategies.

At KPMG, we recognise the importance of high-quality work placements and apprenticeships to broaden our recruitment base and to offer different pathways into working for us; driving greater diversity in the workforce and promoting social mobility.

KPMG's flagship work placement programme, the Discovery Programme, running since 2013 in support of the cross-sector initiative Access Accountancy, aims to raise awareness of opportunities in the profession for young people, and to help build a diverse pipeline for KPMG's school and college leaver programmes.

KPMG360°, our six-year apprenticeship programme, is a high-quality, alternative pathway to university. The programme offers experience across Audit, Tax and Advisory, qualifications at end of year one (AAT L3) and year three (AAT L4), and enables progression to chartered level – providing parity with our graduate entry. The programme continues to grow, seeing a 40 per cent increase in the number of hires this year, with two-thirds based in our regional offices.

Access to information and excellent mentoring and careers advice is also important. As a 'Cornerstone Employer', we are working with the Careers & Enterprise Company in two of the Department for Education's Opportunity Areas to build employability skills for young people. We do this through our flagship Work Ready programme and by convening clients and local businesses to take sustained and collaborative action in supporting schools and colleges across these areas.

A person's background can have a huge impact on their ability to reach their full potential, with the cycle of disadvantage too often passing from generation to generation. As a founding skills partner to the Department for Education, we recognise that collaboratively, we must commit to working in social mobility coldspots and developing a broad and high-quality technical education system to fill our skills-gap, increase economic productivity and support all young people to realise their potential.

*That the UK continues to lag behind our continental partners on both the uptake and the funding of technical programmes is concerning. This has contributed towards reduced productivity and a failure to produce the high-level skills our economy requires.*



**Helen Milner OBE,**  
Chief Executive,  
Good Things Foundation  
@helenmilner  
@GoodThingsFdn

# Solving the poverty of aspiration

"There is a fracture line running deep through our labour and housing markets and our education system. Those on the wrong side of this divide are losing out and falling behind."

These words from Alan Milburn in the latest *State of the Nation* report paints a depressing picture of how that fracture line works and highlights the lack of a holistic strategy to bring about significant and lasting positive change.

At Good Things Foundation, we work in both digital and social inclusion, reaching into some of the country's poorest communities through thousands of local partners. We see first-hand that digital exclusion runs along the same fracture line. Those facing the greatest barriers are also most likely to be excluded from the opportunities presented by the digital world - but this doesn't have to be the case. In an increasingly digital society, it's fundamental that everyone should have affordable access to the internet and everyone should know how to use it. It's a foundation of a civilised society - just like reading, writing and literacy was 100 years ago.

Our local partners in the Online Centres Network support adults facing one or multiple disadvantages. One third don't have a qualification, and many are long-term unemployed. All too often we pick up the pieces for people who have been failed by the formal systems.

This means it is equally important to focus on aspiration as well as digital skills and understanding. While helping people with skills and confidence so they can find work is vital, if that work isn't fulfilling for whatever reason then we haven't succeeded in helping them to improve their lives. We can do more.

The Government's new Digital Skills Partnership strategy board, which I am a member of, is in its early days. We're working hard to develop an understanding of where people want to go next once we've picked up the pieces. To see digital skills not as binary - low skills for some and high skills for others - but as a continuum which anyone can aspire to move along.

One thing I know for sure is that within the Online Centres Network it really is people and trusted relationships that make the difference. People supporting other people, listening, empowering, enabling, helping to grow self-esteem and confidence. We can all do more, we can help more people aspire to better jobs, better skills, and better lives, and a digital foundation for everyone is part of the holistic strategy this country needs.

*"Those facing the greatest barriers are also most likely to be excluded from the opportunities presented by the digital world - but this doesn't have to be the case."*



# Building an economy that delivers decent living standards for all



**Helen Barnard**  
Head of Analysis,  
Joseph Rowntree Foundation  
@Helen\_Barnard @jrf\_uk

The rise of in-work poverty is the most striking feature of the UK's changing living standards in recent years. Eight million working age adults and children now live in poverty in working families, compared to only 4.1 million in poverty in working age workless families. These families have found already tight budgets squeezed even further by falling real wages, rising inflation and the freeze on working age benefits and tax credits.

Part of the reason so many families are struggling is that low pay is endemic in the UK economy. Despite the National Living Wage boosting pay at the bottom, one in five employees, nearly six million people, are low paid – more than many other countries. Even worse, too many people get stuck on low pay, rather than moving on to better paid jobs as they gain experience. Only one in six low paid workers manages to escape low pay after ten years.

One of the factors underpinning the UK's low pay problem is poor productivity. Productivity growth has been very slow since the recession, failing to return to the pre-recession trend as happened after previous economic downturns, and it has actually fallen this year. Governments can create a pay floor, forcing employers to pay a minimum, but that isn't the whole

solution to in-work poverty or creating inclusive growth. Businesses need to be able to improve pay above this floor, and employees need to be able to improve their skills and move up into better paid jobs. That requires improvements in productivity and much greater action to create more and better jobs across all parts of the UK.

Last month the Government published its Industrial Strategy White Paper. This sets the right goal – 'creating better, higher-paying jobs in every part of the United Kingdom'.

It also gave indications of movement across many of the priorities we have identified: working with low-pay sectors such as retail and hospitality, improving basic skills, launching a Shared Prosperity Fund and designing a 'Rebalancing toolkit' to support investment in less productive parts of the UK.

The proof though will be in how these priorities are delivered. This will require much greater action from the government but also from City Mayors and local authorities and from employers and business. People struggling to make ends meet across the UK need to see real change, delivering decent living standards, security and a stronger economy.

*"Businesses need to be able to improve pay above this floor, and employees need to be able to improve their skills and move up into better paid jobs. That requires improvements in productivity and much greater action to create more and better jobs across all parts of the UK."*

where to get  
Maps

Good maps are in general extraordinarily easy to obtain. Even the small-scale maps distributed free by gas stations are generally pretty good. Sectional maps, particularly those government publications, are inexpensive in the extreme. Furthermore, most suppliers will furnish upon request free detailed lists of exactly what they have available.

Maps of those portions of the United States east of the Mississippi River may be secured from the U. S. Geological Survey, in Washington, DC. For maps of areas west of the Mississippi, contact the U. S. Geological Survey, Federal Center, Denver, Colorado.

For maps of national forest areas, write the Forest Service, Department of Agriculture, Washington, DC. Maps of the Great Lakes and adjoining waters may be obtained from the U. S. Lake Survey, Federal Building, Detroit, Michigan. Canadian maps may be secured from provincial publicity offices located in the various provinces, from the Government Travel Bureau in Ottawa, and from the Map Distribution Office, Department of Mines and Technical Surveys, which is also located in Ottawa, Ontario.

For governmental maps of Mexico, write: Dirección de Geografía y Meteorología, Tacamaya, D. F., Mexico. Two private sources for foreign maps are: The National Geographical Society, 1215 and M Streets, Washington, DC; and International Map Company, 90 West Street, New York, NY.

Contour maps are by far the most valuable for wilderness use, indicating as they do valleys, canyons, mountains, and other such geographical features in terms of elevations. Consulting such

maps in strange country can save one an exhausting amount of unnecessary climbing, descending, and then scaling again.

Traveling by compass in a straight line, even when possible, is often not advisable. In mountains, for example, we soon learn that on more than one occasion both time and strength can be conserved by circling several miles along an open ridge instead of striking a small fraction of the distance straight across a deep ravine to the same destination.

y continue  
Maps are  
available

THE MAP IN THE MOUNTAINS



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**Andrew Haldenby**  
Director  
[andrew.haldenby@reform.uk](mailto:andrew.haldenby@reform.uk)



**Caoife Wilkinson**  
Corporate Partners and  
Fundraising Officer  
[caoife.wilkinson@reform.uk](mailto:caoife.wilkinson@reform.uk)



