



35 YEARS  
INVESTING IN  
THE FUTURE  
OF CRAFT

# MAKING THE FUTURE 2024-25 IMPACT SUMMARY

IN PARTNERSHIP WITH



The Making the Future campaign focuses on raising awareness of the wide range of careers in craft and conservation, while actively challenging stereotypes and assumptions about these roles. In its second year, the campaign continues to inspire students to explore opportunities in craft, the creative industries and manufacturing through meaningful interactions with professionals. While the campaign is free and open to all UK state schools and colleges, it strategically targets secondary schools and underrepresented communities, where the impact is greatest.

Online sessions were themed around different sectors and skill sets, while in-person events focused on local role models. Themes comprised STEAM, Heritage, Fashion & Textiles and Entrepreneurship. The programme also delivered teacher CPD sessions and training for volunteers.

13,093

CHILDREN &  
YOUNG PEOPLE

154

SCHOOLS

68

VOLUNTEERS

100%

OF STUDENTS WERE  
INTRODUCED TO A NEW  
JOB IN THE CRAFT SECTOR

95%

OF STUDENTS FEEL MORE  
INSPIRED OR MOTIVATED  
ABOUT THEIR FUTURE

“I WASN’T AWARE  
OF MOST OF  
THE CAREERS  
SHOWCASED HERE  
BEFORE TODAY,  
SO IT WAS  
AMAZING TO  
LEARN ABOUT  
THESE EXCITING  
CAREERS”  
—  
STUDENT

Engagement figures of children and volunteers grew significantly, doubling from 23-24.



## STUDENTS

Our evaluation shows that Making the Future events have consistently had a positive effect on students' awareness, aspirations and engagement – especially in career areas with few resources. The events have broadened student's understanding of potential career pathways, influenced their choices at school and encouraged exploration beyond the classroom.

**99%** INCREASED UNDERSTANDING OF THE BREADTH OF CAREERS IN CRAFT & CONSERVATION

**95%** FEEL ABLE TO ACCESS CAREERS IN THE CRAFT SECTOR REGARDLESS OF GENDER OR BACKGROUND

**80%** WOULD CONSIDER A CAREER IN THE CRAFT SECTOR AFTER HEARING FROM THE VOLUNTEERS

Students said;

"I saw it as a hobby until I came here today and realised it's a real career after school."

"If you put your mind to it, you can do anything. If you believe it in your head, then you can do it."

"There are so many interesting careers out there, and it's important to pursue what truly interests you."



## TEACHERS

Teachers report increased uptake of Design Technology GCSE and interest in joining art clubs. Alongside active discussions with students about career and study options in craft-related areas.

**75%** NOTICED AN INCREASE IN STUDENT-LED CONVERSATIONS & QUESTIONS ABOUT CRAFT & CONSERVATION TOPICS

**75%** OBSERVED SPECIFIC STUDENTS SHOWING INCREASED ENGAGEMENT WITH CRAFT-RELATED SUBJECTS

Teachers said;

"This was an interesting and insightful course into the creative journeys of a diverse range of inspirational and exciting craftspersons. It is vital for students to see outside of the classroom the creative world, thank you so much."

"I liked the enthusiasm of the volunteers, the linking their careers to school subjects, and the fact that they all needed some time for exploration before settling on their current careers. This is hugely reassuring to students."

"WE WERE INSPIRED TO DREAM BIG BECAUSE OUR IDEAS MIGHT BE THE SOLUTIONS THE FUTURE NEEDS."

— STUDENT

"WHAT A THOUGHT-PROVOKING SESSION EXPLORING CAREERS MY STUDENTS DIDN'T KNOW EXISTED! IT REALLY OPENED THEIR EYES TO THE POSSIBILITIES THAT MIGHT BE OUT THERE."

— TEACHER

"VOLUNTEERING HAS MADE ME FEEL LIKE I CAN MAKE A DIFFERENCE TO THE LIVES OF YOUNG PEOPLE. I GAINED MORE CONFIDENCE TO TRY SOMETHING NEW AND I GAINED A SENSE OF ACHIEVEMENT."

— VOLUNTEER

"100% DID CHANGE MY MIND. NOW I WANT TO DO ART GCSE. IT HELPED ME UNDERSTAND IT MORE."

— STUDENT

"AS A VOLUNTEER, I LEARNT NEW SKILLS AND GAINED EXPERIENCE. YOUNG PEOPLE BENEFITTED FROM THE ACTIVITY AS THEY LEARNT ABOUT A NEW CRAFT/CAREER OPTIONS THEY MIGHT NOT HAVE KNOWN ABOUT BEFORE."

— VOLUNTEER

"I'VE HAD MULTIPLE REQUESTS FOR ONE-TO-ONE CAREER MEETINGS BECAUSE THEY WANT TO DISCUSS FURTHER WHAT THEY'VE LEARNT FROM THIS SESSION."

— TEACHER

"WE SHOWED THEM THAT BEING PRACTICAL AND USING YOUR HANDS IS STILL VALUABLE AND CAN LEAD TO A REAL CAREER."

— VOLUNTEER



## MAKING THE FUTURE

The Queen Elizabeth Scholarship Trust (QEST) is a charity that transforms the careers of talented and aspiring makers by funding their training and education, creating pathways to excellence and strengthening the future of the UK's craft sector. Celebrating 35 years of impact in 2025, QEST has awarded £7.4 million to almost 900 craftspeople working across the UK in 130 different craft disciplines.

Making the Future is QEST's campaign to widen access and participation in craft and making careers through direct engagement with those working in the sector. The last decade has seen a drastic decline in the availability of courses in Design & Technology and Art & Design, alongside a stagnation in careers advice and encounters with employers from creative and manufacturing businesses.

Many businesses recognise the need to support pathways for the next generation of talented individuals, but it can be incredibly difficult to work with schools and colleges without existing networks and infrastructure.

Delivered in partnership with Education and Employers, the charity behind Inspiring the Future (an educational platform with a reach of more than 12,500 schools), Making the Future offers a structured, user-friendly approach that has been proven to reach teachers and careers leaders.

Making the Future launched in 2023, reaching 6,000 students in its first year and expanding to 13,000 in year two, a total of 19,000 students in almost 300 schools across the UK. Through a package of training for teachers, events for students and curriculum relevant resources, we are breaking down stereotypes about craft careers and boosting aspiration in young people.

## GET IN TOUCH

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