INVESTING IN THE FUTURE OF CRAFT

IN PARTNERSHIP WITH education and employers

Making the Future
2023-26 Impact Summary

Since 2023 the Making the Future campaign has focused on raising awareness of the wide range of careers in craft and conservation, while actively challenging stereotypes and assumptions about these roles. In its final 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 under-represented communities, where the impact is greatest.

Online sessions are themed around different sectors and skill sets, while in-person events focus on local role models. Themes comprise of STEAM, Heritage, Fashion & Textiles as well as Entrepreneurship and Industry networks and opportunities. The programme also delivers teacher CPD sessions and training for volunteers.

26,960
Children & Young People

175
Schools

96
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

"We were inspired to dream big because our ideas might be the solutions the future needs."
–
Student

Engagement figures of children and volunteers grew significantly, doubling each year 2023-2026

making the future Campaign

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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 and a further 13,000 in year three, reaching a total of nearly 27,000 students in 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.

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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