BIG IDEAS · IMPACT REPORT 2024

Flight › for All

Co-producing aviation careers films and resources with young people, so every young person can see a job in aviation as open to them.







Student co-producers filming at Liverpool Air Traffic Control and Barton Aerodrome. Funded by the Civil Aviation Authority and the Department for Transport through the Reach for the Sky Fund. January to November 2024.

DELIVERED BY BIG IDEAS

FUNDED BY UK Civil Aviation Authority

Funded by UK Government

Introduction

Civil aviation offers careers from air traffic control to airport fire and rescue. Yet many young people, especially in areas of higher deprivation and in SEND settings, never picture themselves in those roles. Some of the young people who helped make Flight for All had never flown or even been to an airport.

Flight for All set out to change that. Funded by the Civil Aviation Authority and the Department for Transport through the Reach for the Sky Fund, it ran from January to November 2024. We worked with young people, employers and five aviation champions in the North West of England to co-produce short films and employability resources about careers in civil aviation.

We then took those resources to schools across the UK, with live digital workshops for schools in areas of higher deprivation and schools for young people with special educational needs and disabilities (SEND). The aim was simple: every young person should see a job in aviation as open to them.

13,096
young people took part, against a target of 7,500

20% → 76%
could imagine working in aviation, before and after the summer workshops

847
young people in live workshops across 25 settings in areas of higher deprivation

120
teachers used the resources in their classrooms

5
films co-produced with young people and aviation champions



A student co-producer tries out airport firefighting at Manchester Airport

What we did

› Co-production

Young people shaped Flight for All from the start. We delivered in-person co-production workshops for 27 students in five education settings across Greater Manchester and the Liverpool area. We recruited from schools with above-average free school meals (FSM) rates, a SEND school and an Alternative Provision (AP) setting.

Those students went on to co-produce and host the films. They filmed on location at Liverpool Air Traffic Control, Barton Aerodrome and Manchester Airport.



Liverpool Air Traffic Control



Barton Aerodrome



Manchester Airport

› The films and resources

With production partner PDI Media, we turned the champions' stories into five short films. Each film comes with a set of challenges, set by the champion, that build employability skills relevant to aviation and to careers in other sectors.

The films sit inside a free Digital Resource Suite of employability modules for secondary schools, with adapted versions for SEND settings. Any UK school can download it.

› Digital workshops

Each workshop began with a live careers "personality test" that pointed young people to aviation roles suited to their skills and interests. They then watched one or two films and completed a skills challenge based on a real task from an aviation professional's day.

We ran two rounds, in July and October 2024, so more schools could fit a session into their timetable. A specialist SEND consultant helped us adapt the workshops for SEND schools.

We used the Index of Multiple Deprivation (IMD) 2019 to target workshops at schools in 10 local authority areas

Blackpool · Manchester · Knowsley · Liverpool · Barking and Dagenham · Birmingham · Hackney · Sandwell · Kingston upon Hull · Nottingham

› Reaching schools

A paid digital campaign for secondary school teachers and partnerships with the Careers and Enterprise regional hubs brought the resources and workshops to schools. Every class that took part in a workshop received a certificate.

Impact

› Reach against targets

Exceeded

Target: 7,500 young people take part

13,096 young people took part

Exceeded

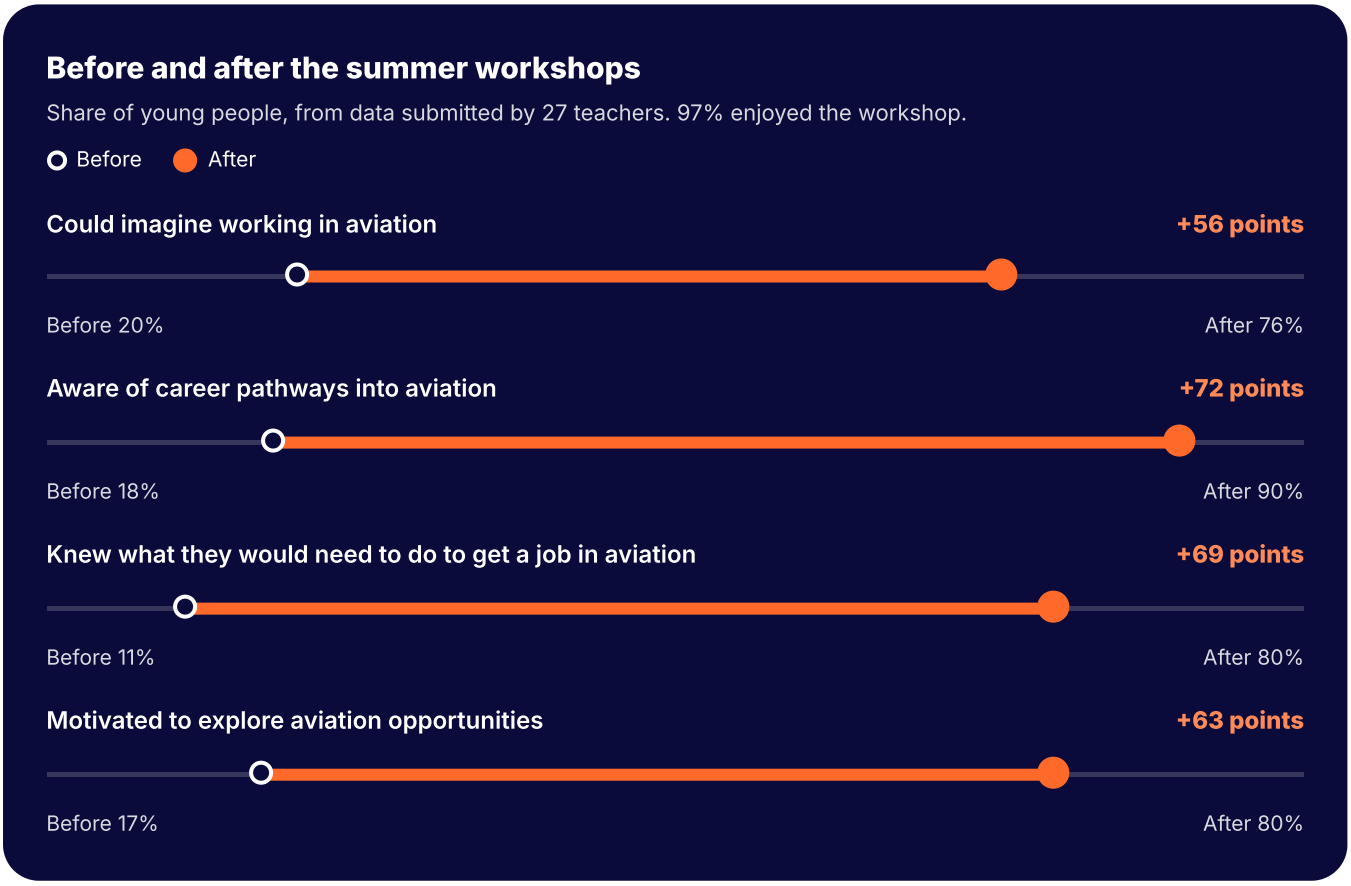
Target: 50% of schools above the national FSM average of 23.8%

Every workshop setting had above-average FSM rates or was a SEND school

The 13,096 young people include 27 co-producers, 847 workshop participants and 12,222 students taught with the resources by 120 teachers. The films have been watched 345 times.

› What changed for young people

We measured change before and after each activity, using questions based on the Frontier Economics data collection tool. Workshop figures come from data submitted by teachers.



After the autumn workshops (35 teachers submitted data), awareness of career pathways rose from 45% to 70%, and the share who knew what they would need to do rose from 12% to 66%. Every teacher who responded would recommend the programme to others.

Co-producers

Among the co-producers, 100% said they could imagine themselves working in aviation and 100% felt more motivated to explore it. Many already had an interest in aviation. Those who had never flown or visited an airport were just as inspired, and are now considering careers in civil aviation.

Teachers using the resources

Teachers who used the downloadable resources were positive too. All 47 who submitted data said their students enjoyed them and now know more about the types of jobs in aviation.



Student co-producers reading aviation charts at Liverpool Air Traffic Control

Conclusions and legacy

Flight for All reached 13,096 young people against a target of 7,500. It met all three objectives of the Reach for the Sky Fund: inspiring the next generation of aviation professionals, reaching young people who would not otherwise know about the sector, and engaging people at scale.

The films and Digital Resource Suite remain free for teachers and careers advisers across the UK. The Civil Aviation Authority and the Department for Transport can use them in their own engagement and education work. The programme also helped champions, teachers and careers leads build relationships that can keep spreading awareness of aviation careers.

What next

Many parts of the UK with local airports, such as Luton, have no aviation careers programme for young people. We recommend:

- taking Flight for All beyond the North West, with new champions and co-producers in other underserved areas
- placing the resources on careers education portals so more teachers can find them
- funding school recruitment and workshop delivery at a level that reflects the work of reaching underserved schools

Bring Flight for All to young people in your area, or build an aviation careers programme with us.

Contact Dr Virginia Crompton, Founder and CEO: **virginia.crompton@big-ideas.org**

Acknowledgements

Flight for All was funded by the Civil Aviation Authority and the Department for Transport through the Reach for the Sky Fund.

Thank you to PDI Media; the Careers and Enterprise regional hubs; Liverpool Air Traffic Control, Barton Aerodrome and Manchester Airport; our five aviation champions; and the students and staff of the five schools and settings who co-produced Flight for All.

BIG IDEAS

UK Civil Aviation Authority

Funded by UK Government