

# BIG CITY BRIGHT FUTURE REPORT

IntoUniversity 

  
**BIG CITY  
BRIGHT  
FUTURE**



KEARNEY



BlackRock

EVERCORE



Bloomberg



2021

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# OVERVIEW

## IntoUniversity

IntoUniversity (IU) is a national educational charity which addresses the problem of educational inequality by supporting young people from disadvantaged backgrounds to achieve their full potential.

IntoUniversity runs 35 learning centres and projects, located in the heart of disadvantaged neighbourhoods in 17 towns and cities; supporting students from age 7 and up. The charity offers after-school Academic Support, insightful mentors, aspiration workshops focusing on the students' future, and in-work opportunities.

The Big City Bright Future (BCBF) Programme is IntoUniversity's flagship internship programme.

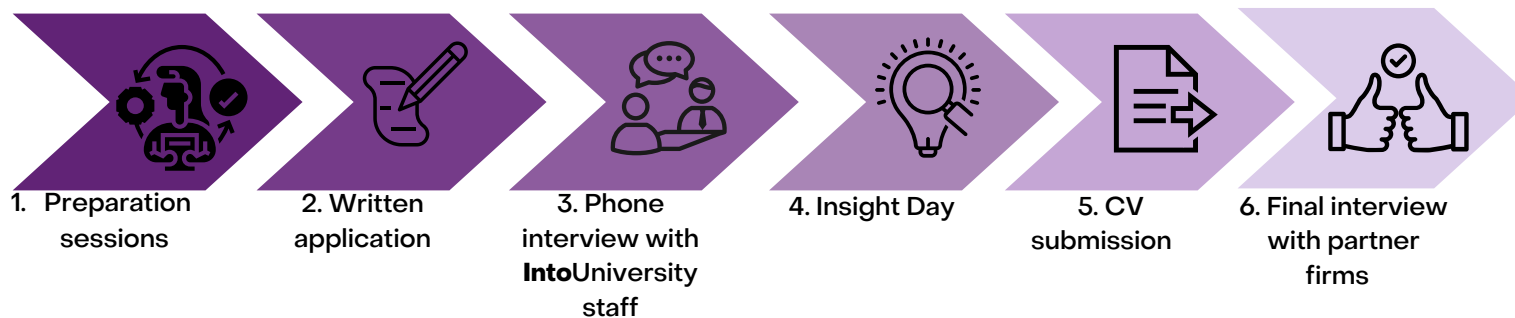
## Big City Bright Future

Big City Bright Future (BCBF), is a 3-week, paid, selective programme targeted at students from disadvantaged areas prior to university.

In 2021, the programme was moved online and shortened to 2-weeks due to Covid-19.

The programme aims to provide key transferable skills and a platform onto further experiences so students can thrive in their chosen career. This report highlights the success of this year's programme, which differs slightly to a 'normal' year of BCBF.

## Application Process



Internship Structure ('normal' year)

### 1 Bootcamp

One-week initial training focusing on soft skills such as presentation skills and effective team work, allowing students to thrive on the programme.



### 2 Allocated Firms

Two-week work experience whereby students learn about life in the organisation, work with a team on an assigned project, and interact with senior management.



### 3 Celebration

On the final day all students come back together and reflect on how the programme has gone, what they have learnt and how they plan to take this experience forward.

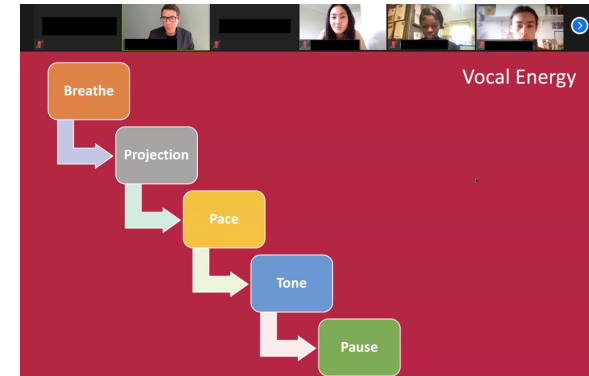


# BOOTCAMP

The 'bootcamp' was the first 3-days of the programme. All 196 students came together on Zoom for a series of workshops and sessions aimed at providing a strong business foundation and skills to succeed during their time with their allocated firms. Students also had the option of 30 minutes of networking at the end of each day.

The sessions covered the following:

- **Wainwright Scott Consulting:** Seth Wainwright led 5 sessions over the course of the 'bootcamp', covering how to develop your personal brand and career, how to influence others within business, business writing techniques, and how to create virtual impact.
- **Financial Edge Training:** this session covered core Excel skills. Students worked on their own Excel sheet to learn keyboard shortcuts in place of the mouse, cell selection, sheet navigation, SUM and autosum, formulas, and key formatting.
- **Tortoise ThinkIn:** run by Tortoise Media, a ThinkIn is a session whereby the participants focus in on and debate a topic and hear from experts in the area. This ThinkIn focused on 'Imposter Syndrome'.
- **IntoUniversity:** These sessions focused on Diversity & Inclusion in the workplace, our Associate Network, and preparing the students for their time at their allocated firm.



*'My internship at Weil has increased my confidence in my abilities. I have learnt the true value of authenticity rather than presenting a fake image of what I think people want to see. It is reassuring to know that I am accepted and valued for my contributions.'* - Donna Marie O'Donnell (Oxford)



*'The best part was connecting with young people on the same journey as me. The bootcamp sessions were great in establishing these connections. The other great connections that I made were in the firm, Kearney, that I interned at; the employees were so open and welcoming. We were able to speak to people of all levels from junior to senior managing partner.'* - Paul Kawteng (Nottingham)



# ALLOCATED FIRMS

Once the students completed the 'bootcamp', they interned at their allocated firm for 6-days. Students were allocated their firm based on their industry and firm preference expressed throughout the application and by firms flagging students they talked to during the Insight Day that they wanted to interview.

The student experience varies by industry and firm. Examples include portfolio challenges at BlackRock, attending client meetings at Kearney, working on cases at Simmons & Simmons, and creating a presentation delivered to senior staff at Marqeta.

After the 6-days at their allocated firm, students came back together for the final day to reflect on their experience and look forward to the future.



*'What I enjoyed most about BCBF was being able to work on legal cases that Simmons & Simmons had previously been assigned. I now have better knowledge on how to enter the legal profession. I have been able to successfully network and gain real hands-on experience which has been beneficial to my development.'*  
- Jennifer Forshaw (Liverpool)

## Programme Aims

1

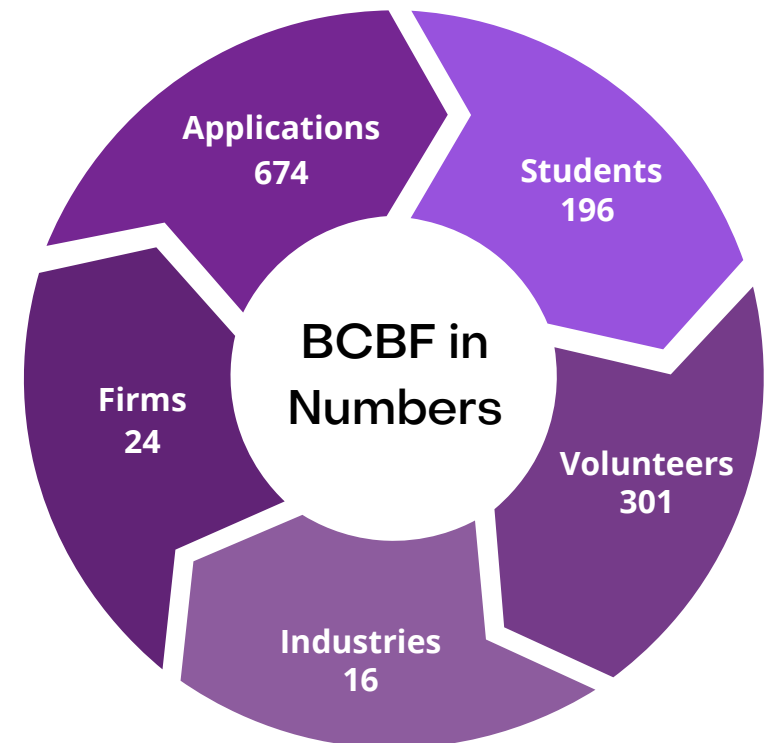
Provide students with a platform onto the graduate recruitment ladder prior to university

2

Equip students with key transferable skills and knowledge areas

3

Greater representation of low-socio economic groups in business



# ASSESSING IMPACT

A key aim of the programme, for the students, is to equip them with the key transferable skills and knowledge areas they need to succeed on their career path.

To assess whether the extent to which these skills improved, **students complete a survey before and after the programme** (listed right).

**Each student rated themselves out of 10 for each of the 10 criteria**, allowing us to assess the impact the programme had on the students.

Students also rated each stage of the programme out of 5 in order for us to assess the quality across the programme.

**1**  
KNOWLEDGE OF CAREER ASPIRATIONS

**3**  
ABILITY TO NETWORK WITH OTHERS

**5**  
INNER SELF-BELIEF

**7**  
CONFIDENCE IN LEADERSHIP ROLES

**9**  
IMPLEMENTING A POSITIVE MINDSET

**2**  
SKILLS REQUIRED TO ACHIEVE GOALS

**4**  
IN-DEPTH INDUSTRY KNOWLEDGE

**6**  
ANALYSIS AND PRESENTATION

**8**  
ABILITY TO SELF-REFLECT

**10**  
PRIORITISATION AND STRUCTURE

*'I've been able to really improve transferrable skills that will help me with my chosen career. During my time at BlackRock, I was able to gain an informative and exciting insight into a new career field which has helped put my potential options into perspective.'* - **Bezawit Solomon (Leeds)**



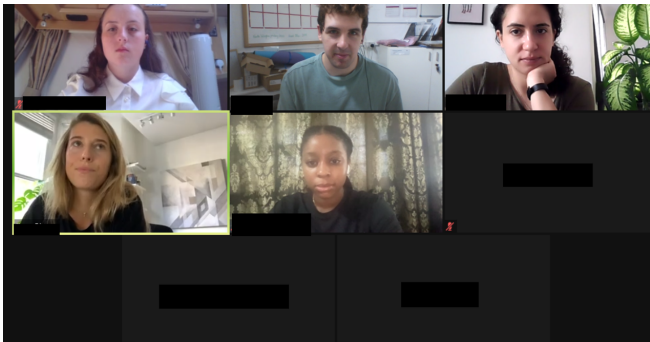
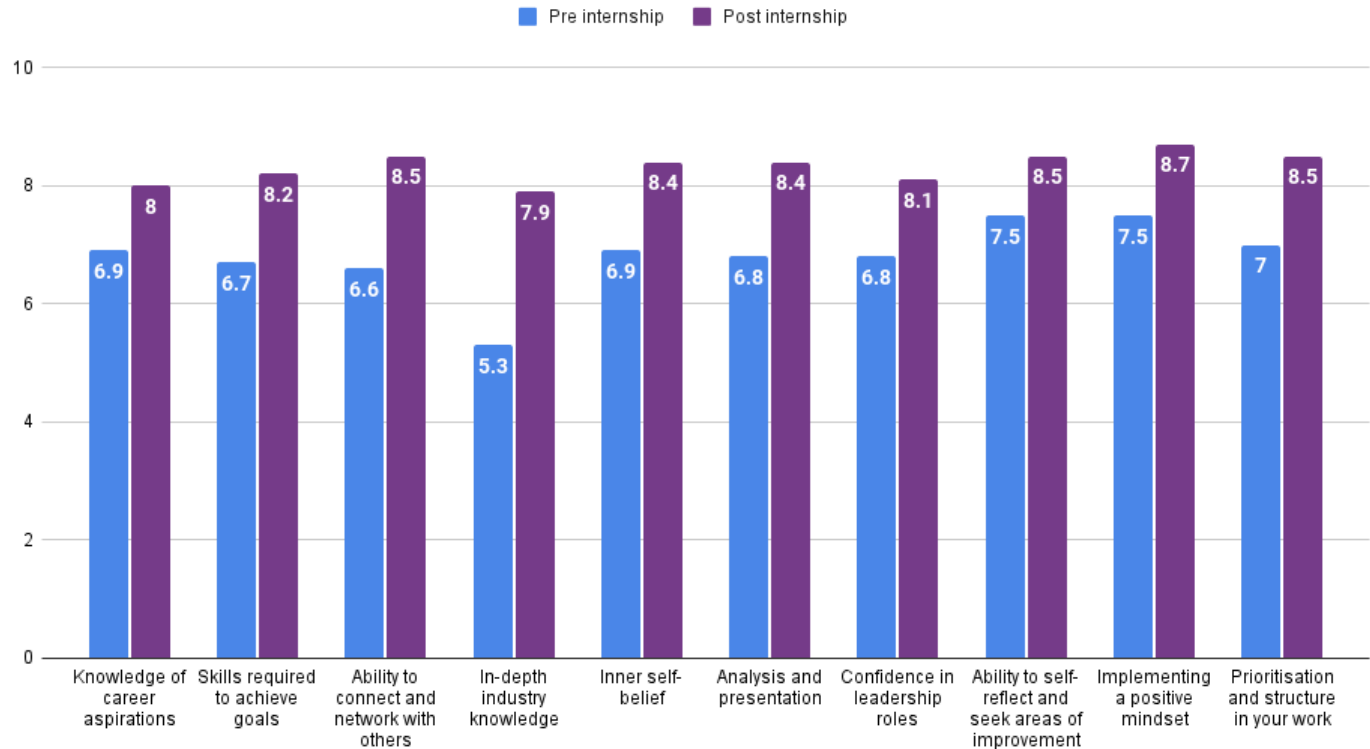
# RESULTS

The results show **an increase in every assessment criterion** (see graph right).

The **average uplift**, the difference between the pre and post survey results, of the assessment criteria was **1.5**, which **equates to a 22% average increase on each assessment criterion**.

The **highest uplift** was assessment **criterion 4, 'In-depth industry knowledge'**. The uplift was **2.6**, which represents a **49% increase**.

**Impact Survey Results**



**82%**

OF STUDENTS RATED THE BOOTCAMP AS 4/5 OR 5/5.

**90%**

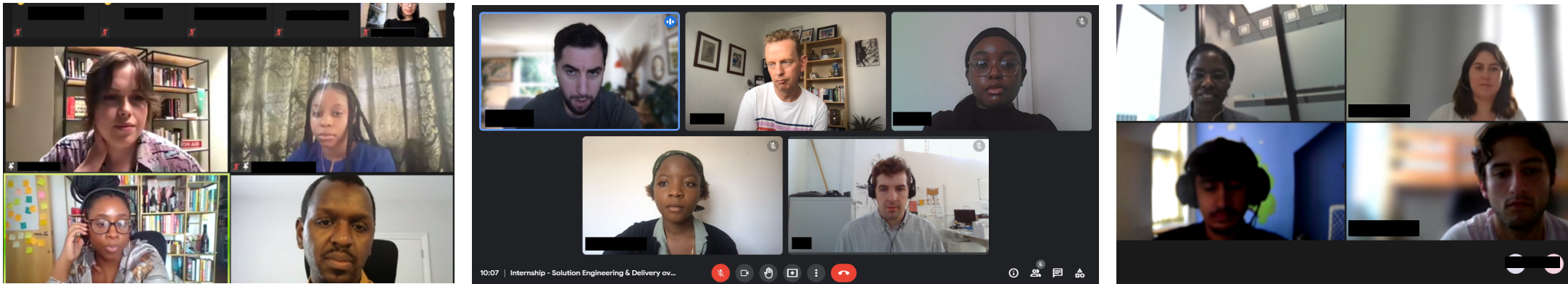
OF STUDENTS RATED THE TIME WITH THEIR ALLOCATED FIRM AS 4/5 OR 5/5.

**96%**

OF STUDENTS RATED THEIR OVERALL BCBF EXPERIENCE AS 4/5 OR 5/5.

# CONCLUSIONS

The cohort of students are some of the highest performing Year 13 students **Into**University works with, and to gain a place, have to show a high proficiency in each of the 10 assessment criteria. As such, it was expected that they rated themselves highly in these areas on the pre-survey. Nonetheless, most students developed these skills further over the course of the programme, this indicates that the student's key transferable skills were enhanced as a result of the programme.



Looking forward to BCBF 2022, we hope to return to the 3-week in-person format whilst retaining some of the virtual elements that increased accessibility. The programme aims to expand to encompass a wider variety of industries, take on more students, and launch the programme in Scotland.

# ACKNOWLEDGEMENTS

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**Into**University would like to take this opportunity to thank all our partner firms for creating and implementing a successful programme in 2021. We look forward to BCBF 2022 and continuing our impact.

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