



**FUTURES
PROGRAMME**



OPENING DOORS

EDITION FIVE
FUTURES BULLETIN
SUMMER 2019

WELCOME

After the end of another busy year at SHHS, it always surprises me how much we manage to cram into the school terms. We have reached our goal of signing every student up to UniFrog and will strive to ensure they are all experts on using this fantastic platform to learn about careers and higher education options.

All our Sixth Form students are now signed up to RungWay, the mentoring app which connects our students with the GDST Alumnae network of over 70,000 old girls across the globe.

The first “Innovations in Higher Education” talk was well attended and sparked an interesting debate around the current university fees system. This was highlighted in a recent FT article, which discussed the differences in earnings between degree subjects and between universities. Analysis of income five years after graduation showed that there is a pay gap of up to £40,000 between lawyers depending on their college. The difference in median salary for a student studying medicine or dentistry versus a creative arts student is £26,000.

Therefore, it is worth thinking carefully about what you are gaining for taking on student debt. I will be running the innovations talk again in the spring if you are interested in hearing about different routes to gaining your degree without incurring that debt.

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Year 7's have created their UniFrog accounts and started to reflect on the skills they are learning outside of the classroom. The Year 8's impressed me with their creativity in the Unique Careers Day, which included a hand carved wax polar bear complete with her own 3D iceberg. The Take Your Daughter to Work Day for the Year 9's made the students think more deeply about which direction they wanted to head, with many openly admitting they were changing their mind after that event. The list of events goes on, with Year 10 through 13 all having their own programmes in place, including a significant amount of 1-2-1 support with course choices.

It is with great sadness that we bid farewell to Christopher Tanfield, who has been a huge source of support to students applying to Oxbridge in recent years, as well as handling the whole of the higher education process in previous years. He is a font of knowledge, and I personally will miss his wisdom and opinions.

We are welcoming into the Futures Team Hannah McDougall, who will head up our Oxbridge provision, and Paarul Shah, who will support Hannah with the STEM Oxbridge admissions. This reflects the growing number of students wishing to pursue STEM subjects at university. Both teachers already have a significant amount of experience and expertise between them, and our students will be in expert hands.

Next year, in the spring term, we will be hosting our inaugural Aspirational Futures Conference. If you or your company would like to exhibit or offer a talk, please do get in contact. Additionally, if there is a particular career or company you would like to see featured, do let me know.

Encourage your daughters to use their summer wisely, and I look forward to hearing about their intellectual, creative and sporting exploits when we get back in September.

Dr Rachel Osborne,

Director of Careers and Higher Education

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GOING BEYOND THE CLASSROOM



The most interesting people with the most engaging conversation and, hence, the better university applications, are ones that step outside of the classroom and are proactive about exploring their favourite topics away from their teacher.

There are numerous ways of achieving this, and the joy of living in London is that you don't need to venture outside of the M25 to embark on an intellectual adventure this summer.

What you can do in your summer holiday: ►►►►►

A MOOCs

These are Massive On-line Open Courses, and there are a wide variety of topics from Osteoarchaeology to the Appreciation of Modern Art. They are run as a combination of videos, reading materials and on-line discussion groups that are accessed through an app on your phone, so you can do them anywhere.

They have been developed by universities, companies and museums across the world, and are free of charge (some cost involved for certification if you want it). The top MOOC platforms according to www.review.com are:

- i. www.coursera.org
- ii. www.edx.org
- iii. www.futurelearn.com
- iv. <https://cognitiveclass.ai/>
- v. <https://iversity.org/>
- vi. <https://eu.udacity.com/>

B READING

This can take many forms! News articles, fiction and non-fiction books, academic papers, novellas, poems, play scripts, subject specific magazines, blogs. Find yourself a sunny spot in a park, or cosy up a café and immerse yourself. Check out the following pages for inspiration:

- i. <https://thegreatestbooks.org/>
- ii. <https://www.allyoucanread.com/magazines/>
- iii. <https://www.allyoucanread.com/uk-newspapers/>
- iv. <https://www.sciencenewsforstudents.org/>
- v. <https://www.elegantthemes.com/blog/resources/web-design-blogs-to-follow>

C WORK EXPERIENCE

This can cover a whole week, a couple of days or even an afternoon work shadowing. First port of call is family and friends, and then you need to identify some companies you would like to see. Some of the bigger companies have set weeks which you need to apply for. Smaller companies are often more flexible and you can be more hands on. There are 1563 businesses for every 10,000 residents in London, so plenty for you to choose from! You may need to apply to lots and pick up the phone to ask. Start looking for companies here:

- i. <https://www.studentladder.co.uk/>
- ii. <https://www.yell.com/>
- iii. <http://www.europacement.com/>
- iv. <https://www.prospects.ac.uk/>

D LECTURES

We are very lucky to live in such a vibrant city with a plethora of free and cheap lectures to attend. While you can hide away and binge watch ted.com, why not get out to one of the fantastic institutions in London and listen live. A general list can be found here <https://lectures.london/> or you can search for your favourite institution to see What's On this summer. Here are some suggestions:

- i. [The British Library](#)
- ii. [The Southbank Centre](#)
- iii. [The Royal Society](#)
- iv. [Ethical Society at Conway Hall](#)
- i. [The British Academy](#)
- ii. [Wellcome Collection](#)
- iii. [Keats House](#)
- iv. [It's Nice That at Oval Space](#)

E EXHIBITIONS

With over 200 museums located in London you will be sure to find something that interests you. We have museums dedicated to banking, football, war, dentistry, gardening history, cricket, music, Sherlock Holmes and the postal service. Most permanent exhibitions are free; some temporary or private collections will have an entry fee. Be sure to check their opening times too. An A-Z of London museums can be found here: <https://www.londonnet.co.uk/ln/guide/about/museums.html>

Why don't you try one of London's quirkier offerings:

- i. [British Postal Museum and Archive](#)
- ii. [Leighton House Museum](#)
- iii. [Denis Severs' House](#)
- iv. [Fashion and Textile Museum](#)
- v. [Sir John Soane's Museum](#)
- vi. [Garden Museum](#)

F DOCUMENTARIES

For when the British summer weather takes a down turn, curl up with a hot chocolate and a decent documentary. It can be difficult to decide which one to watch, so have a read through this page to get a starting point:

<https://topdocumentaryfilms.com/top-100/>

You can access fantastic documentaries through BBC iplayer, Netflix, ITV player or there are specialist sites such as:

- i. <http://www.snagfilms.com/>
- ii. <https://curiositystream.com/>
- iii. <https://topdocumentaryfilms.com/>
- iv. <http://www.documentarywire.com/>

G VOLUNTEERING

This is a great way to give back to your community and demonstrate commitment and empathy. Certain roles will be age restricted, but there will be something you can do so keep looking! You can approach your favourite charity or check out these pages to find opportunities:

- i. <https://www.london.gov.uk/what-we-do/volunteering/search/>
- ii. <https://do-it.org/>
- iii. <https://volunteercentrecamden.org.uk/>
- iv. <https://volunteeringmatters.org.uk/want-to-volunteer/>
- v. <https://reachvolunteering.org.uk/>



WITH ALUMNAE **MALVIKA KAPOOR**

MOTIVATIONAL MONDAYS

Malvika Kapoor is the CEO of a Nigerian-based food manufacturing and distribution company. She also runs, designs and produces for her small fashion line.

Malvika left South Hampstead in 2005 with A Levels in D.T., Economics, English and Biology. She went on to study Urban Planning, Design and Technology at UCL followed by a BSC in Town and Country Planning at UCL and New York University.



After graduating, Malvika wanted to give back to the community in a sustainable way and worked in a number of different fields. “I tried many charity and corporate social responsibility (CSR) roles but none felt like I was making a difference,” she said.

In 2013, Malvika joined her father in Nigeria to help him with his company, Vital Products, and learn from him as he approached 60. “I fell in love with the business and took it in my stride to

grow, restructure and develop it, with a particular focus on building partnerships with the local community. I realised that building a profitable business creates jobs and livelihoods for people which is just as important as any social enterprise,” she said.

“Vital Products is in a developing country with high levels of poverty,” continues Malvika. “To be true to my main goals, I set up a small charity within the company called Nigeria’s Children’s Breakfast Club which donates free milk to children from low income families who attend our partner school, built and operated by Bridge Academies International.”

Malvika says that her success in business is due to her education. “South Hampstead taught me to be resilient, empathetic, logical, to assess risks, to try and try again and not to be scared to speak my mind when I truly believe in something. I would never have survived the emotional or financial challenges of working in Nigeria without these life lessons learnt at school.”

Malvika believes that South Hampstead continues to shape her in her thirties – her closest friends and her sister are all South Hampstead alumnae. “I am surrounded by a group of confident, over-achieving, smart, beautiful and encouraging women, all educated in the same way. We continue to motivate each other in our life journeys. This is honestly the greatest gift I could have asked for and I continue to be thankful to South Hampstead for giving me this sisterhood.”

Written by Fiona Hurst, Alumnae Manager for our Motivational Monday series. Find more inspiring Alumnae articles on our website.

BRIDGING THE GAP ESU SECONDARY SCHOOL EXCHANGE

Boasting notable alumni such as singer-songwriter KT Tunstall, comedian Dawn French and journalist and novelist Rosie Millard OBE, the ESU Secondary School Exchange is a confidence boosting opportunity that is worth reading about.



<https://www.esu.org/programmes/secondary-school-exchange/>

Who: Gap Year students that have finished their A Levels

When: September to June 2020-2021

Cost: £330 admin fee + up to £5,000, grants are available. This covers a scholarship (worth \$45,000 to \$65,000) to a private US high school, full board and lodging plus access to all the school's facilities and activities.

What: Spend a year at an American high school, study different subjects, participate in new sports, take part in spring break, prom and graduation.

How to Apply Applications for 2020-2021 open in November, so check the website for the online application form. You will also need to write a personal statement.

QUICK FIRE INTERVIEWS

WITH HIGH FLIERS FROM THE CREATIVE INDUSTRIES



1) Summarise your career in 6 words.

"You can go your own way"
(With thanks to Fleetwood Mac,
Rumours, 1977...)

2) What do you love about your job?

Variety. No two days are the same but changes in tech and consumer behaviour provide continual interest and opportunities to learn. Because of the challenges and recognition this industry offers, it attracts highly intelligent, ambitious and adaptable people so you are always stimulated and inspired. And, while not core to my role, I do enjoy the freedom to express myself in how I dress versus having to conform with standard business attire!

3) What has been your best career decision?

Choosing to have a mindset which embraces change as positive. There have definitely been times that I've been offered opportunities that I didn't think were right for me, but I've tried to see each change in career direction as a chance to try out something new, learn and if necessary move on. You have to "talk back" to the voice in your head that likes the familiar and dislikes taking risks.

ALEX BLACK

*Client Business Partner at
Publicis Sapient.*

This global company has recently been named as a Leader among Global Digital Business Transformation Accelerators and works with clients such as Audi, Carrefour and Nestlé.

4) What has been your worst career decision?

Joining a PR company focused on the technology sector. I look back on it as a blind date of sorts - it looked like it would work on paper but there was no chemistry when we met in person. The work life balance was poor and three hours of commuting daily made for a miserable experience. However, I took a practical understanding of Public Relations away from it along with contacts which I have subsequently used so there are positive aspects to decisions that you regret, even if you don't see them at the time.

5) What do you think are the secrets behind getting to where you've got to?

I have a positive attitude, and attitude is everything.

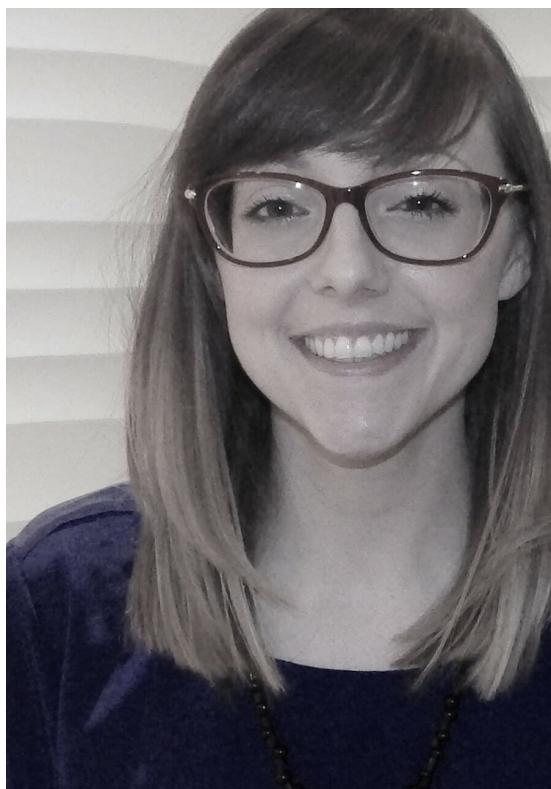
You may lack experience, but enthusiasm and a willingness to learn and listen will make you valuable to an employer. Never be too proud to ask if you don't understand and don't let cleverness get in the way of what you're communicating. If you can translate something complex succinctly to the level that anyone can understand, you become valuable.

Build relationships and surround yourself with people you admire and ask for their advice. Find a path that you are passionate about - it translates and is infectious to those that you work with, it'll also make your job more satisfying. Trust your judgement - sometimes your instincts will defy conventional wisdom and don't be afraid to take a risk if you've done your research.

SARAH HEULWEN LEWIS
Founder and Designer at Heulwen Lewis Bespoke

Founder, Sarah Heulwen Lewis, is an award winning jewellery designer with ten years of experience within the fine jewellery industry.

She has worked with some of the most prestigious jewellery companies and workshops, where she picked up an extensive knowledge of gemstones, diamonds and bench work, through to the more advanced and newer computer aided design technologies.



1) Summarise your career in 6 words.

Creative, Design, Bespoke, Jewellery,
Exciting, High-End

2) What do you love about your job?

I have been working in the jewellery field for around 12 years, I love that it's creative and I can design the weird and wonderful sometimes as well as the traditional. I use a mix of old and new workshop/technology to create jewellery that can be remembered and worn for a lifetime. It's wonderful to be able to make a piece that will be cherished, passed on and not disposable like so much of design these days. Having taught myself CAD modelling it has given me the flexibility to design things which wouldn't necessarily be possible by hand, it's also allowed me to work for myself. Having freelance clients is the bread and butter, while my bespoke jewellery business is the real love and building each day!

3) What has been your best career decision?

Learning CAD and going freelance, having the flexibility to have your own schedule and be creative for myself has been amazing. It's great that no two projects are the same, this keeps my attention which I think is important for a creative person!

The beauty of being freelance also mean you also have the flexibility to not take on jobs should it not be the right one for your expertise or ethics.

4) What has been your worst career decision?

I haven't one, everything that may have seemed bad at the time is a learning curve for the next job.

The importance within every career is to try everything and see what works for you. Never regret a decision as it always leads you on to something better.

5) What do you think are the secrets behind getting to where you've got to?

Working hard, nothing comes easily, in life your dream job isn't given to you on a plate, you have to put the hours in and be willing to learn constantly. Technology and times change, so you need to be flexible.

I studied hard from college, BA and Masters. From there anything that I needed to do to advance my career I did. You also have to be willing to work for free now and then (but don't let companies take advantage).

Internships can open doors, experience is the key to a successful career, it may frustrating and seem pointless, but it makes all the difference.

EXPLORING

THE CREATIVE ROLES AT A TOP GLOBAL ADVERTISING AGENCY



Our parent network provides a rich source of careers advice, and we have been delighted to host Charlotte Sinclair as a lunchtime speaker about her experiences in the world of advertising. Now working as a production consultant, Charlotte started her lucrative career at BBH, a global creative agency, before moving to Warner in 2017. Her projects have included Sony Bravia's Bouncy Balls advert filmed in San Francisco and John West's Bear advert in 2000 – the first advert to go viral.

In her talk to our students, she described the variety of careers available at BBH. The following is taken from her talk:

TEAM MANAGEMENT

The Team Management department are the builders of the fundamental relationship between Agency and Client. They liaise with the Client from the outset and manage the project team from start to finish. They are the translators between the Client and the Creatives, manage the profitability of their accounts and keep an eye on long term growth for the business.

The best Team Managers:

- Stand by great creative work and find innovative ways of selling it to the client.
- Work as a team with the Creatives and the Clients to make something amazing.

SKILLS

Organisation, management, sociable, understanding, presentation skills, entrepreneurial, diplomatic

CREATIVE

Creatives are often seen in pairs. This is because these sometimes eccentric people work in teams, typically consisting of one copywriter and one art director. This means one may specialise in writing or more logical thinking, and one in visuals or more artistic ideas. They work together on a brief, allocated to them by the Creative Resource Manager, and are required to come up with ideas to answer it.

The best Creatives:

- Are open to difficult challenges and problem solving.
- See things others can't.
- Approach every brief with ambition and positivity.

SKILLS

Thick skinned, original, imaginative, determined, not afraid to be different.

STRATEGY

Strategists are the backbone of creative work. They compare competitors' campaigns to see how to best position a product.

Strategists strive to find unique and interesting propositions for their brands then distil this into a simple, exciting brief for the Creatives.

Once a campaign has aired, they then analyse the results, and take these learnings forward into the next campaign.

The best Strategists:

- Create a brief that is not only functional but also inspiring.
- Find, fresh, exciting ways of seeing even the most tired and unoriginal products.
- Always consider the long term goal for the brand.
- Think rationally but also creatively.

SKILLS

Inquisitive, logical, insightful, a good understanding of social norms and human behaviour.

PRODUCTION

Once an idea has been sold to the client, in comes the Producer. They are vital to making sure an idea makes it from script to broadcast. Producers often specialise in a particular craft, e.g. TV/Print/Digital.

Therefore, it is their job to work with the Creatives, Creative Directors and the Client to find a way of making it work.

They then manage the process, and the team, right the way through.

The best Producers:

- Are not phased by problems that arise, and find simple and efficient ways of fixing them.
- Continually fight to achieve the highest standard of creative work.

SKILLS

Organisation, management, patient, quick on your feet, approachable, creative mind.

CREATIVE DIRECTOR

Creative Directors, more often than not, have risen up the Creative ranks and through their many years of experience and success, have now become Creative Directors.

It is their job to oversee creative work on their designated accounts. They review the Creatives' ideas, and help push them in the right direction. They then present the ideas to the client, along with the Account Managers and Strategists.

The best Creative Directors:

- Give constructive criticism and inspire every Creative to do great work.
- Are role models for every Creative in the building,

SKILLS

Experienced, imaginative, constructive, inspiring, approachable, helpful.

DESIGNER

BBH has its own in house studio, consisting of designers and retouchers. They are all incredibly artistic and visual people. They magically turn a rough drawing into something polished and beautiful. They are whizzes on the computer and maintain an astonishingly high standard of aesthetic output. They work with Creatives, Creative Directors and Producers to bring a Creatives' idea to life.

The best Designers:

- Are perfectionists, and will continually strive to improve the visual impact of the work.
- Can turn something average into something beautiful.

SKILLS

Visual, artistic, understanding/appreciation of layout, font, design, colour, style.

STARTING YOUR CAREER IN THE CREATIVE INDUSTRIES



Tony Cullingham has been running the practical professional development course in art direction and copywriting at West Herts College since 1962 and it has the reputation of being the best in the world. It has an impressive array of alumni, including M&C Saatchi founding director, Jeremy Sinclair CBE.

**You can read about the course here:
www.thewatfordcourse.com**

You can apply as a copywriter or an art director and you will work as a pair over the course of a year. Copywriters are expected to have a minimum of 2 A Levels. Art directors will need an HND or degree in graphic design or a related subject.

However, it is a very competitive course. You will take a Creative Entry Test and need to demonstrate exceptional creative abilities at interview. Tony writes an informative blog with hints and tips on how to impress him: <http://watfordadschool.blogspot.com/>

There are several professional bodies which will give you plenty of advice and guidance:

**The Institute of Practitioners
in Advertising, IPA**

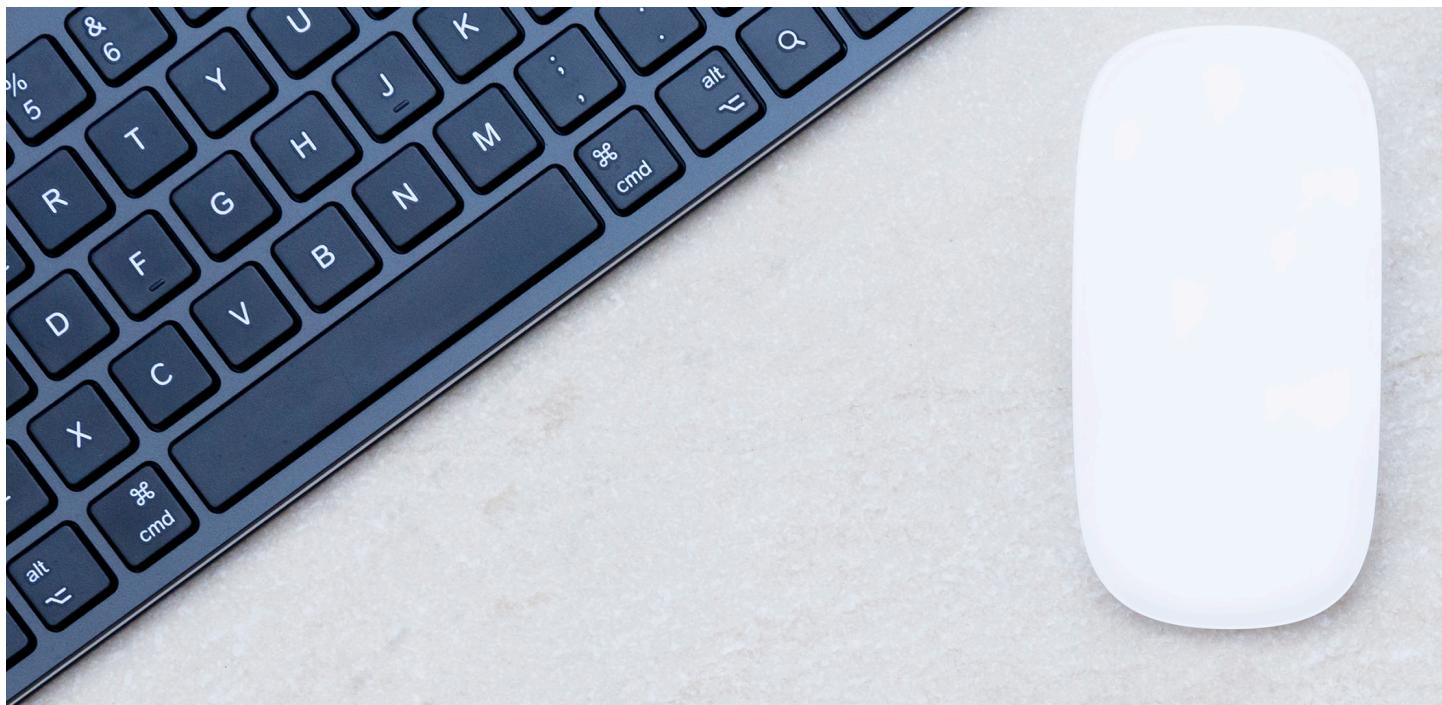
<https://ipa.co.uk>

**British Design & Art
Direction, D&AD**

www.dandad.org

**The Advertising Producers
Association, APA**

www.a-p-a.net



UP-COMING EVENTS

NEXT YEAR

24TH SEPTEMBER 2019

GDSTEM CONFERENCE

IMPERIAL COLLEGE LONDON

15TH NOVEMBER 2019

SKILLS LONDON

EXCEL LONDON

13TH MARCH 2020

SHHS ASPIRATIONAL FUTURES CONFERENCE

SOUTH HAMPSTEAD HIGH SCHOOL

**“THE BIGGEST
BARRIER TO
CREATIVITY IS
YOUR MOBILE
PHONE”**

Tony Cullingham