

Centre for Industry Education Collaboration (CIEC) Children Challenging Industry (CCI)

Evaluation Report 2023-24

The Centre for Industry Education Collaboration (CIEC) aims to promote excellence in primary science teaching and learning, increase children's and teachers' awareness of STEM careers and industries, and raise children's science capital.

Children Challenging Industry (CCI)

The CCI programme, delivered by the Centre for Industry Education Collaboration (CIEC), brings industry into the classroom to make science relevant and exciting, show real-world applications, and support teachers with National Curriculum-linked science teaching.

What does CCI involve?

- In-school science activities
- Company site visits and/or CCI ambassador visits
- Teacher CPD and classroom support

Since 1996, CCI has:

- Reached 62,000 children
- Supported 15,600 teachers
- Enabled 1,160 site visits

CCI empowers children and teachers by linking science learning to **real jobs, people, and industries.**



Participation in 2023-24



68 CPD sessions
for 679 teachers



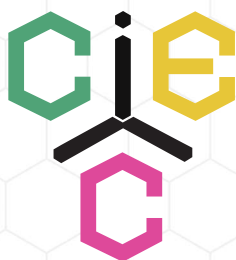
1861 children from
68 schools

419

41 site visits



27 ambassador visits



CENTRE *for* INDUSTRY
EDUCATION COLLABORATION

How is CCI's impact evaluated? Children and teachers respond to surveys before and after participating in CCI, sharing their views of science and industry.

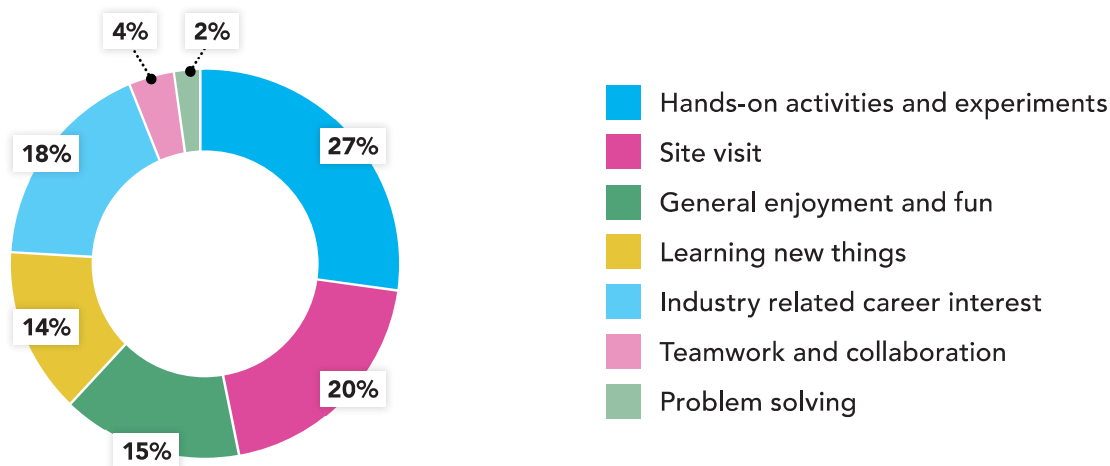
2023-24 Evaluation Sample

- 1,670 children from 68 schools
- 48% of the children were girls and 52% were boys.
- 51% of the children were in Year 5 and 49% were in Year 6.
- Children were from schools in the **North East (49%), Humber (24%), and East of England (26%)**
- 54% site visit, 46% ambassador led sessions

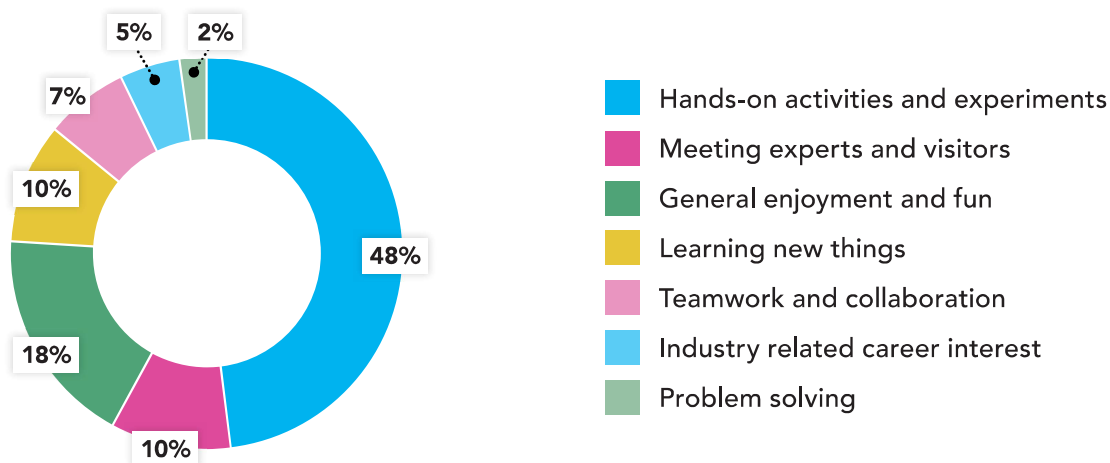


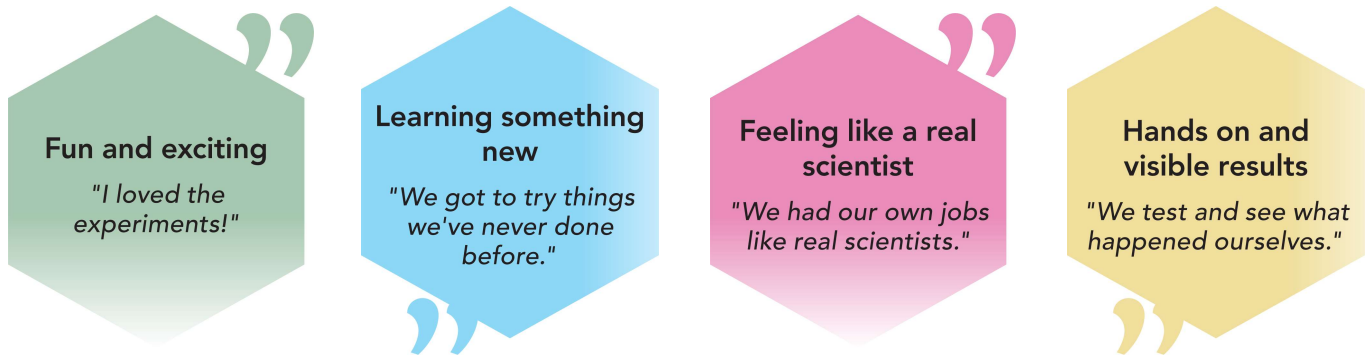
What children enjoyed the most

What children enjoyed most who participated in site visit



What children enjoyed most who received ambassador visits

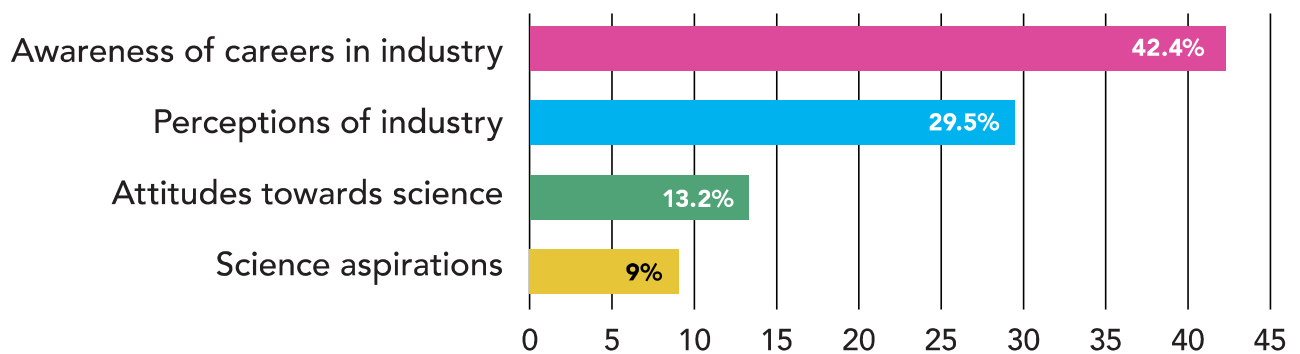




Positive changes for children across key areas

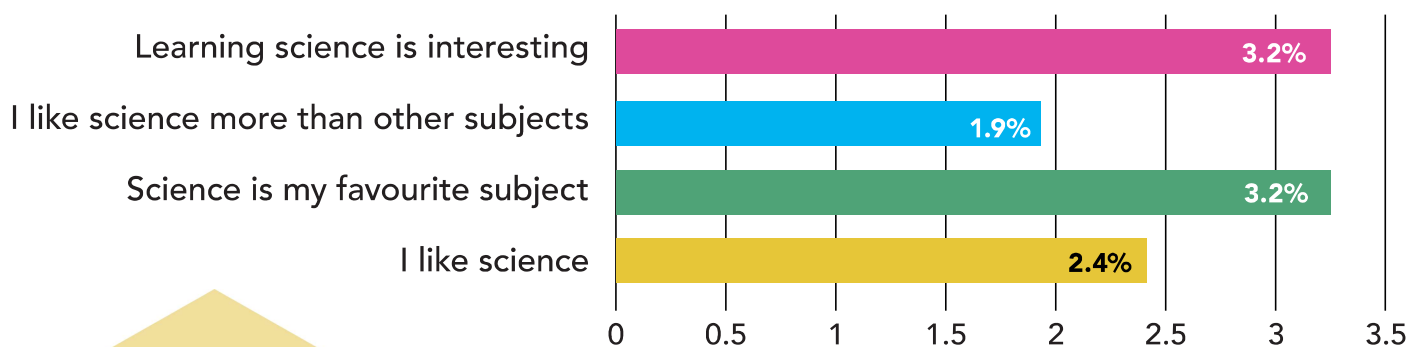
Children showed clear positive changes in how they see science and industry after taking part in the CCI programme.

Score increases after CCI



Children's scores increased by 42% in awareness of careers, 30% in positive perceptions of industry, 13% in positive attitudes towards science, and 9% in science aspirations.

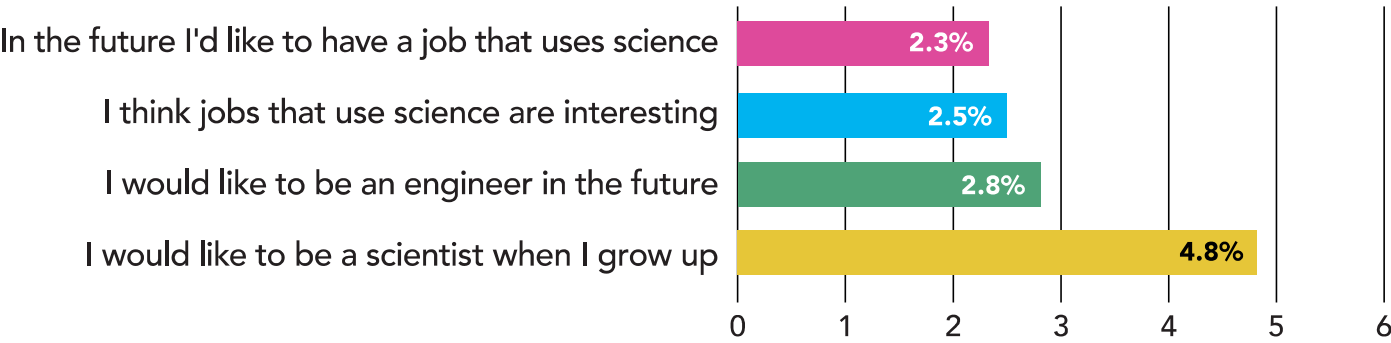
Percentage increase in mean scores of children's attitudes towards science



"It was one of the most interesting science experiments our class has had in a while" (Boy, year 6)

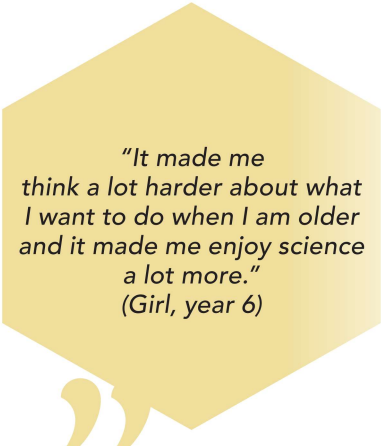
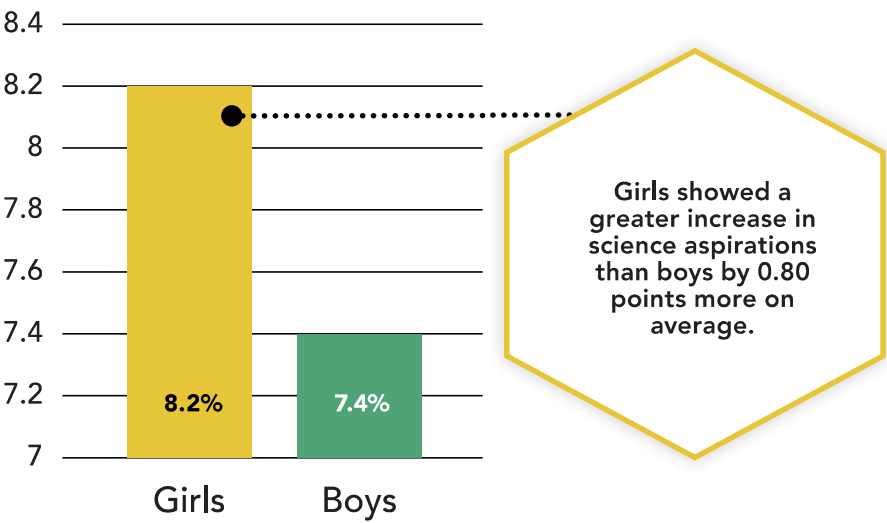
More children saw themselves in science careers after taking part in CCI

Percentage increase in children's science aspirations



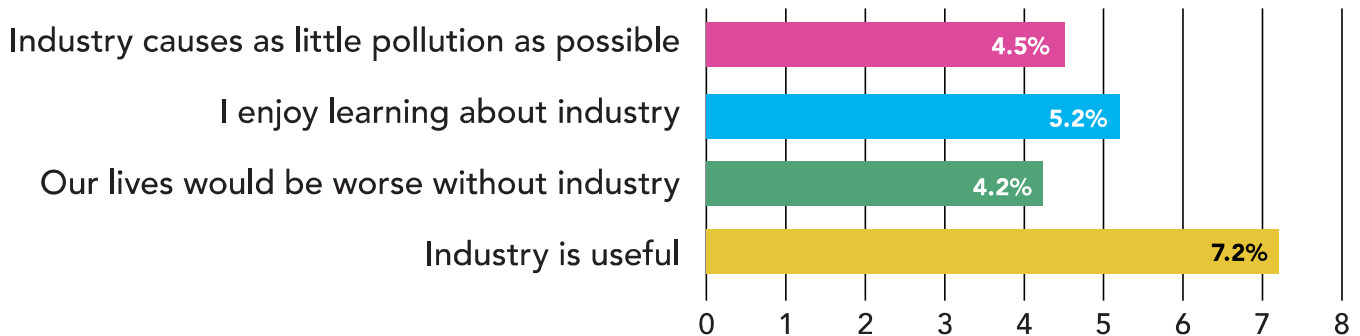
Girls showed a greater improvement in science aspirations than boys after CCI

Mean change in science aspiration by gender



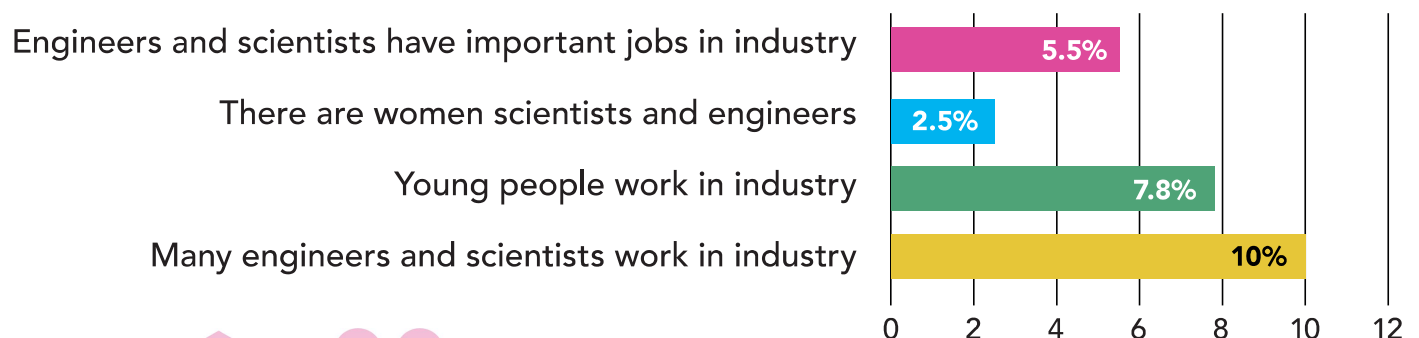
Children gained a clearer, more positive view of industry and its everyday value

Children's changing perceptions of industry



Children better understand who works in industry and why it matters

Increase in mean scores of children in awareness of industry careers



"It helps you to think like an engineer and scientist at the same time." (Boy, year 6)



What do we know about the participant teachers?



Average 10 years
in the classroom



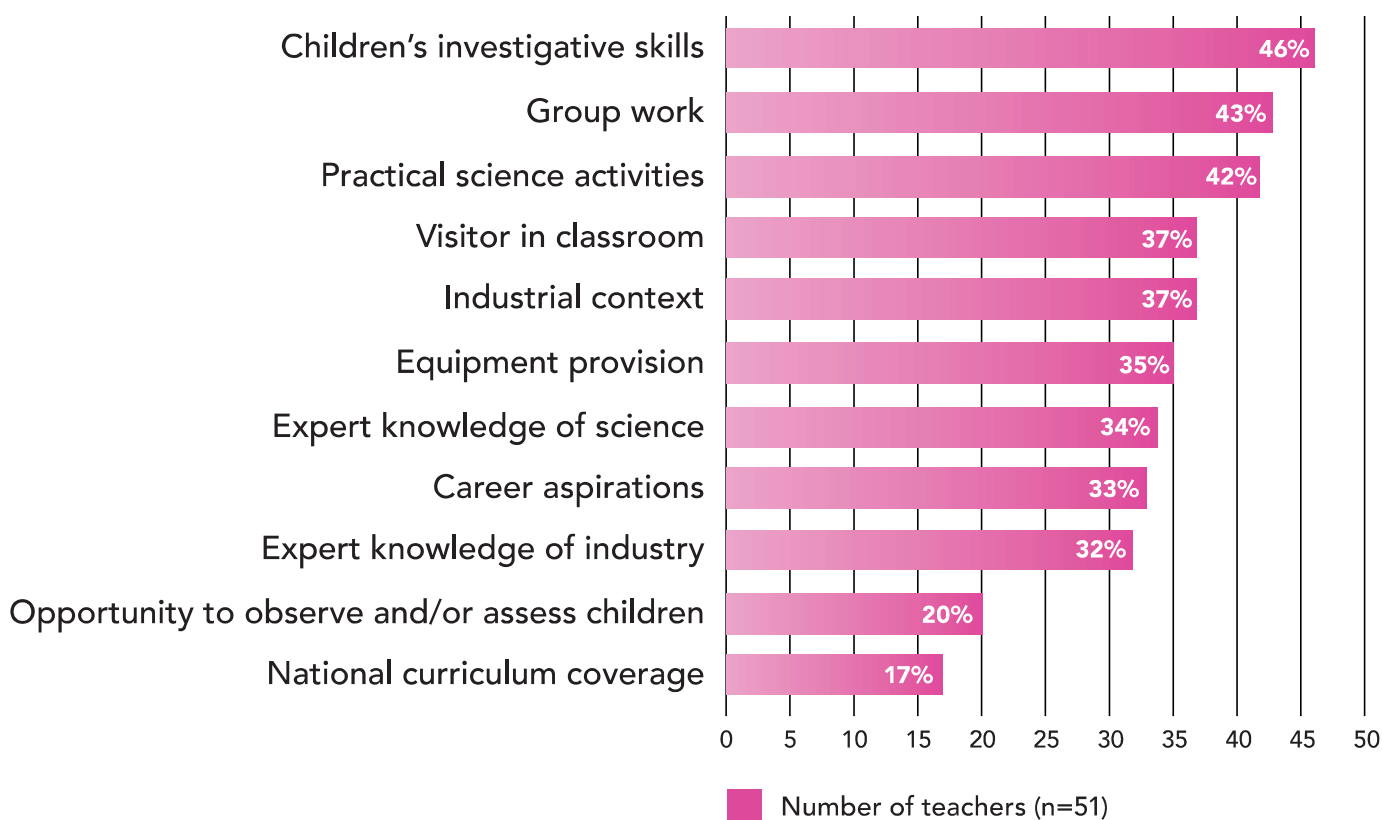
Average of 2.8 days
spent doing Science CPD



25 teachers participated
in CCI for the first time

Teachers valued the programme's resources and sessions as practical, high-quality, and impactful

Top-rated aspects of CCI by teachers



"I have taken the approaches and lesson design into further sessions and included some of the activities in the medium-term planning for next academic year."

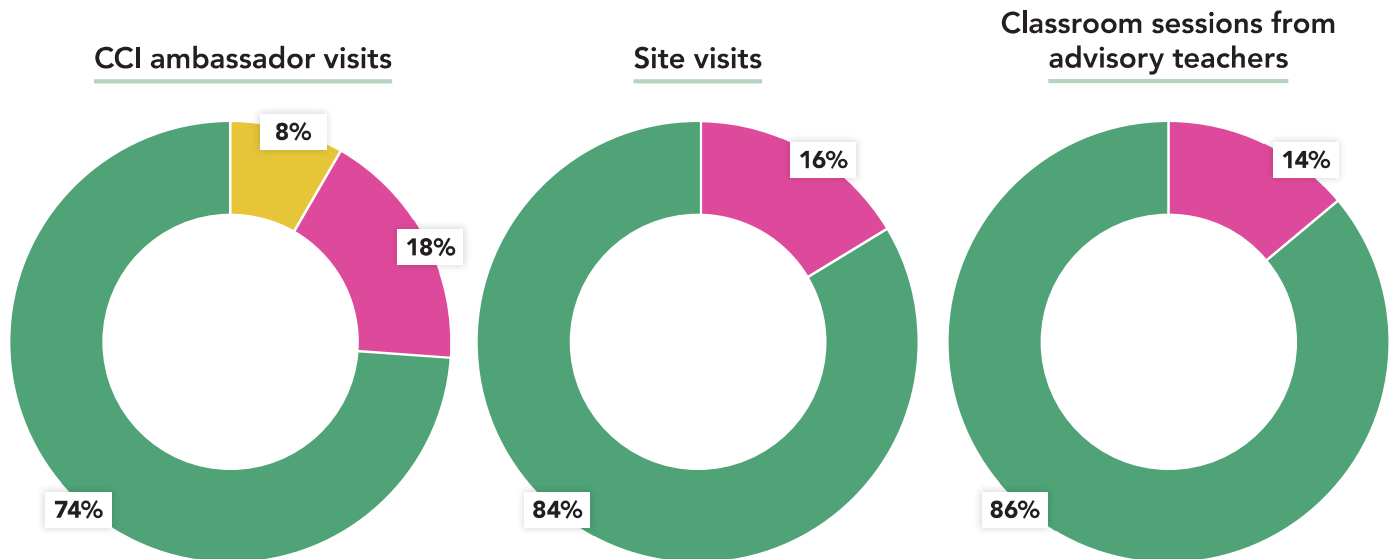


Empowering teachers through CCI

CCI strengthens teacher expertise. From positive programme feedback to lasting classroom impact, teachers gain valuable, long-term skills.

Teachers' ratings of the programme components

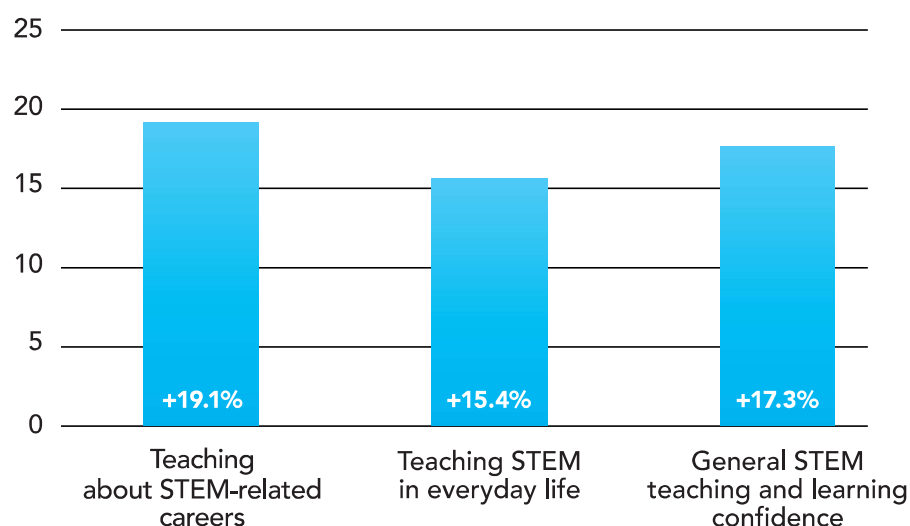
■ Satisfactory
 ■ Good
 ■ Excellent



Teachers highly valued the programme's practical and collaborative approach. Investigative skills, group work, and hands-on activities stood out, with advisory-led sessions receiving the highest praise.

Teachers felt more confident embedding STEM in everyday learning, with strengthened skills to support careers education and real-world science

Change in teachers' confidence score



"I think I will approach science investigations in a more open way and allow the children more freedom to think for themselves."

"I feel more confident in delivering the lessons and using the context of local industry to make the learning link to real life."

The 2023-24 CCI team of advisory teachers:



Melanie Boyeson



Rebecca Cornwell



Clare Draper



Mackayla Millar

Results summary

The 2023–2024 evaluation of the Children Challenging Industry (CCI) programme shows clear positive impacts on both children and teachers. Children demonstrated significant positive changes in their attitudes towards science, aspirations for science-related careers, and perceptions of industry. These gains were consistent across regions, with girls showing greater increases in science aspirations than boys.

Children reported enjoying science more and expressing greater interest in future science careers. Their understanding of industry also improved with more children seeing it as useful, relevant to daily life, and environmentally responsible.

Teachers were highly satisfied with the programme. They particularly valued the classroom sessions led by the advisory teacher, industry ambassador visits, and practical science activities. Confidence in teaching industry-related science grew significantly, and many teachers reported adapting their practice and gaining a better understanding of science capital.

Overall, the CCI programme continues to support equitable and engaging science learning by connecting classroom content with real-world industry, while also enhancing teachers' professional learning.

CONTACT INFORMATION

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