



Dear parents,

The world of work is changing fast.

As employers, we see this first hand.

New technologies, including AI, are reshaping jobs and the skills needed to succeed.

Pathways like apprenticeships, T-levels and Higher Technical Qualifications give young people the experience and in-demand skills that we're looking for.

They also offer a direct route into skilled careers in areas like digital, finance and health services.

Together, we've already created thousands of opportunities through technical routes.

But the choices young people make are often shaped at home. So, we're asking you – the parents, carers and guardians of the nation's teenagers – to take a closer look.

Explore the options. Talk to your child about technical education. Be open to where those conversations could lead.

Because technical education opens doors – to careers, independence and a strong future.

We're creating the opportunities.

Now we need your help to ensure young people don't miss out on their future.

Yours sincerely,



Visit talkingfutures.org.uk to find out more