



THE
JUBILEE CENTRE
FOR CHARACTER & VIRTUES

UNIVERSITY OF
BIRMINGHAM

FROM GRATITUDE TO SERVICE

ENGAGEMENT, INFLUENCE AND IMPACT

JUNE 2012 – FEBRUARY 2015

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www.jubileecentre.ac.uk

SCHOOL OF EDUCATION, UNIVERSITY OF BIRMINGHAM

The University of Birmingham is a top ranking British University. Founded in 1900, it was England's first civic University and has been ranked University of the Year 2013–14 by the *Times* and the *Sunday Times*.



The original Department of Education was founded in 1894 and became the School of Education in 1947.

Ranked in the top 50 Schools of Education in the world today, it has a long-standing reputation as a centre of excellence for teaching and research in a wide range of areas of educational practice and policy, with fields of expertise including disability, inclusion and special needs, education and social justice, and professional education.

JUBILEE CENTRE FOR CHARACTER AND VIRTUES

The Jubilee Centre for Character and Virtues is a unique and leading centre for the examination of how character and virtues impact on individuals and society. The Centre was founded in 2012 by Professor James Arthur. Based at the University of Birmingham, it has a dedicated team of 30 academics from a range of disciplines: philosophy, psychology, education, theology and sociology.

With its focus on excellence, the Centre has a robust and rigorous research and evidence-based approach that is objective and non-political. It offers world class research on the importance of developing good character and virtues and the benefits they bring to individuals and society. In undertaking its own innovative research, the Centre also seeks to partner with leading academics from other universities around the world and to develop strong strategic partnerships.

A key conviction underlying the existence of the Centre is that the virtues that make up good character can be learnt and taught. We believe these have largely been neglected in schools and in the professions. It is also a key conviction that the more people exhibit good character and virtues, the healthier our society. As such, the Centre undertakes development projects seeking to promote the practical applications of its research evidence.

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INTRODUCTION

The Jubilee Centre for Character and Virtues is a unique centre for the examination of how character virtues impact on individuals and society. A distinctive hallmark of the Centre is our focus on academic excellence in conducting research, scholarship and development work. A key conviction underlying the existence of the Centre is that the virtues that constitute good character can be learnt and taught. Our aim has been to engage, inform and inspire the British public by promoting the practical applications of our research and to achieve a transformative and sustained impact on the ground. The evidence in this report demonstrates that our Centre has made a significant difference to how character virtues in Britain are now viewed and promoted – we have changed how these virtues are perceived.

The Centre was launched in the House of Lords on 16 May 2012 by Dr Jack Templeton, President of the John Templeton Foundation and Professor Sir David Eastwood, Vice Chancellor of the University of Birmingham. On 1 June 2012, the Centre came into existence at the University of Birmingham with a sole member – me. I began to search and recruit staff and secured three inspirational people within the first three months – Aidan Thompson, Tom Harrison and the international scholar in Aristotelian virtue ethics Kristján Kristjánsson. Over the summer of 2012 we appointed some outstanding research fellows and support staff to our growing team. David Carr, the distinguished moral philosopher from the University of Edinburgh, joined us and I negotiated a joint chair in moral and virtue education with the Royal Institute of Philosophy, which Randall Curren of Rochester University in the USA filled. Following extensive induction

programmes for all staff in the autumn, we officially launched the Centre to the international academic community in December 2012, attracting some of the most senior figures in the field of character and virtues including James Davison Hunter, Howard Gardner and John Haldane. Many have found it astonishing how our Centre's national and international profile, impact, influence and reach has grown so rapidly, and in such a short period of time.

Whether it be briefing His Royal Highness Prince Charles on the work of the Centre over his dining table at Clarence House or attending a reception in the British Embassy in Montenegro to celebrate the national adoption of the Jubilee Centre's model of character education into their schools, the Centre has experienced a remarkable two and a half years of outstanding success and memorable highlights. At national level character education has become an explicit aim of the Department for Education, which is now investing millions of pounds in promoting it in schools. The Jubilee Centre has been a major influence on this development with the Secretary of State for Education inviting me to roundtable talks with her about character before announcing the government's character initiatives. Indeed, she later visited the University of Birmingham and, in a speech given here, generously praised the work of the Centre as an influence on her. The Shadow Secretary of State for Education has also visited the Centre and has consistently praised our work in many speeches demonstrating the non-partisan nature of the Centre's work and reach. Many politicians and ministers in government have met with and visited the Centre and we have shared our major research reports and insights

with them. The language used by the Centre is increasingly being adopted and echoed in numerous speeches by policy makers and academics. We have launched seven major research reports on gratitude, character virtues and the professions, eight minor reports, issued many statements and produced some outstanding teaching materials and resources on character virtues. The quality of the research outputs in the Centre have been specifically acknowledged to be 'world leading in terms of originality, significance and rigour' in a report by the UK Research Excellence Framework 2014. We enjoyed sustained and strong University support.

Millions of people have become aware of the Centre's work through continuing television, radio and press coverage and hundreds of thousands of them have participated directly in the work of the Centre through surveys, interviews, public lectures, conferences, polls, teaching workshops and visits. More than 25,000 children have completed the *Knightly Virtues* programme and the demand for this resource alone continues unabated. Our influence on schools more widely has been impressive with hundreds of schools in Britain employing our methods and resources and freely celebrating this on their school websites. A new and innovative University of Birmingham School will open in September 2015, dedicated to building the character of students according to the approaches and principles of the Centre.

Staff in the Centre have written over a hundred articles and have changed the academic position and perception of character virtues as a field of study. In December 2014, the

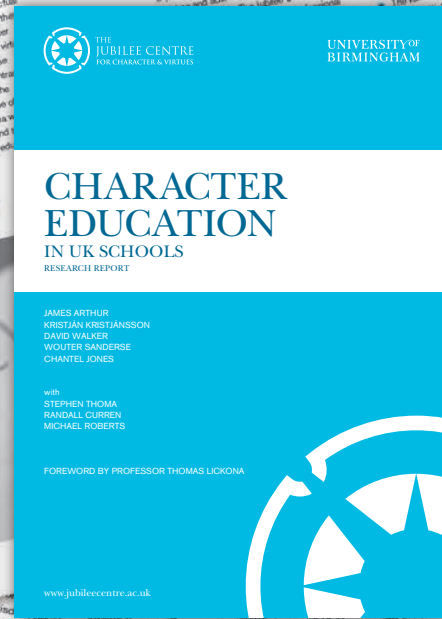
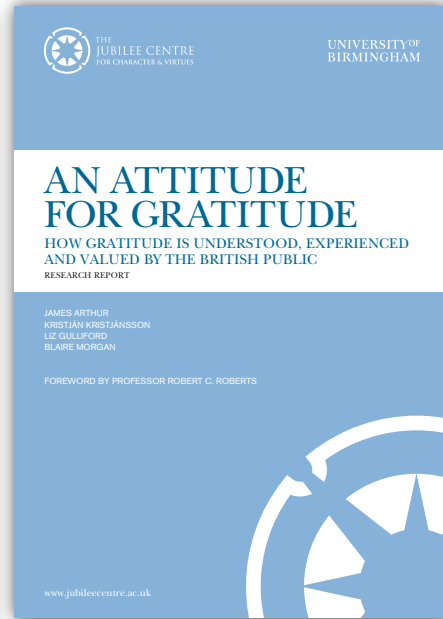
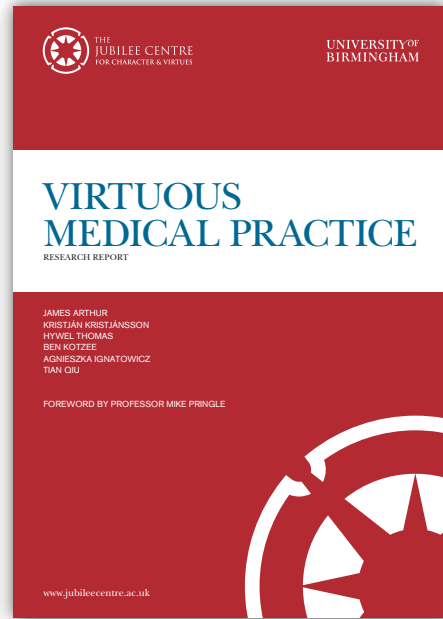
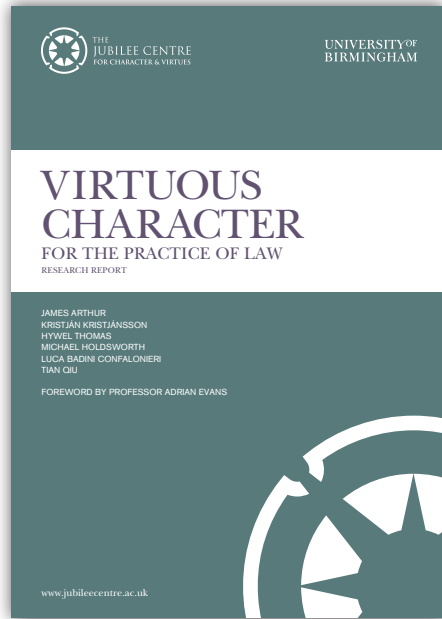
Journal of Moral Education contained no less than three major articles by members of the Centre – this is unprecedented for any research Centre. Our publications include academic articles in major research journals, books including textbooks, research reports and position papers which together have had an enormous influence in promoting character virtues in Britain and abroad.

High profile academics in the field of virtue ethics and character visit us as Distinguished Visiting Professors, including Julia Annas, Thomas Lickona, Robert C. Roberts, and Bill Damon. Many believe that our Centre has become, in a relatively short period, the world's leading Centre in the field. Our website attracts thousands of visitors each week and has been translated into Chinese with a Spanish version planned. The Centre has established strong links in many countries including Australia and China, and is advising government agencies and ministries in Japan, Saudi-Arabia, Slovenia, Poland and Montenegro. We have a stream of requests each week, from schools to governments, requesting our advice and counsel. The reach that the Centre has achieved over the past two and a half years is remarkable; from a conference at No 10 Downing Street to a policy workshop at Roosevelt House in New York, we have worked with major stakeholders in education policy in the UK and internationally. The Centre has fulfilled its initial purpose and achieved the changes in Britain that it sought – we now seek to embed these changes and sustain our transformative impact into the future.

JAMES ARTHUR
DIRECTOR

530
million
PEOPLE
REACHED
THROUGH
GRATITUDE
BRITAIN

FLAGSHIP REPORT LAUNCHES



Virtuous Character for the Practice of Law

Launched by Lord Neuberger, President of the Supreme Court of the United Kingdom

Tuesday 25 November 2014 at the Supreme Court of the United Kingdom

'THE RESEARCH REPORT WHICH WE ARE HERE TO LAUNCH IS AN INTERESTING, IMPORTANT AND IMPRESSIVE DOCUMENT, WHICH MAKES FASCINATING READING... IT IS AN INTRIGUING TITLE FOR A REPORT, WHICH FITS IN VERY WELL WITH THE JUBILEE CENTRE FOR CHARACTER AND VIRTUES OF BIRMINGHAM UNIVERSITY.'

Lord Neuberger

Virtuous Medical Practice

Launched by Professor David Haslam, Chairman of the National Institute of Health and Care Excellence

Wednesday 14 January 2015 at the Royal College of General Practitioners

'I WAS SO PLEASED TO READ IN THIS REPORT ABOUT THE IMPORTANCE OF ROLE MODELLING AND WORKPLACE CULTURE, AND THE IMPORTANCE OF CREATING OPPORTUNITIES FOR DISCUSSING ETHICS IN THE WORKPLACE... SO THE TIME IS ABSOLUTELY SPOT-ON FOR THIS REPORT. IT DESERVES TO HAVE A MAJOR IMPACT.'

Professor David Haslam

An Attitude for Gratitude

Launched by Dr Michael Mosley, British Television Journalist, Presenter and Producer

Wednesday 4 February 2015 at the British Academy

'I THINK THAT 'GRATITUDE' IS A SKILL THAT CAN BE TAUGHT. I WAS INTRIGUED BY THE REPORT'S USE OF GRATITUDE STORIES AS A WAY OF ENGAGING CHILDREN AT SCHOOL... I WAS A THANKLESS CHILD, AND THEN AN UNGRATEFUL ADOLESCENT. IN FACT IT WASN'T UNTIL I STARTED WORK AT THE BBC THAT I REALLY BEGAN TO APPRECIATE THE POWER OF GRATITUDE... I LOOK FORWARD TO FURTHER RESEARCH AND THE RECOMMENDATIONS IN THIS REPORT BEING PUT IN PRACTICE.'

Dr Michael Mosley

The Good Teacher: Understanding Virtues in Practice

Launched by The Rt. Hon. the Baroness Morris of Yardley

Friday 27 February 2015 at the City of Birmingham Council House

'AFTER 30 YEARS OF STATING EXAMS AS THE PRIORITY IN EDUCATION, THE VALUES SUCH AS HONESTY, KINDNESS, HUMILITY AND GRATITUDE HAVE BECOME LOST AND ALTHOUGH VALUES EDUCATION HAS STILL BEEN TAKING PLACE IN SCHOOLS, IT HASN'T BEEN RECOGNISED. THIS REPORT, HOWEVER, GIVES US THE STEPPING STONES AND PERMISSION TO RECOVER THE LANGUAGE OF MORAL VALUES IN TEACHING. WE HAVE ALREADY STARTED ON THIS JOURNEY BUT NEED TO GO BEYOND GRIT, RESILIENCE AND DETERMINATION.'

The Rt. Hon. the Baroness Morris of Yardley

Character Education in UK Schools

Launched by Professor Sir Anthony Seldon, Master of Wellington College

Friday 27 February 2015 at the City of Birmingham Council House

'THE REPORT SHOWS A HUGE DESIRE FROM TEACHERS AND STUDENTS TO ENGAGE IN CHARACTER EDUCATION - THIS IS FUNDAMENTAL TO EDUCATION. I WANT TO HIGHLIGHT THE RECOMMENDATION THAT EVERY SCHOOL SHOULD HAVE AN EXPERT IN CHARACTER EDUCATION AND ITS OWN ETHOS IN DELIVERING IT. THIS REPORT CONFIRMS THAT ANY TYPE OF SCHOOL CAN TEACH CHARACTER AND WITH THE RIGHT LEADERSHIP AND ETHOS CHARACTER EDUCATION CAN EASILY AFFECT ATTAINMENT.'

Professor Sir Anthony Seldon



Research Excellence

Through its robust and rigorous approach to research, the Centre has provided evidence-based findings and recommendations to inform policy and practice across different areas of character and virtues education, moral development and professional ethics. Research outputs in the Centre were deemed to be of international excellence in the 2014 Research Excellence Framework. Recognising the transformative power of its moral and ethical enquiry, the Centre has promoted the practical application of its empirical research throughout the UK and beyond. In addition to the major reports published, and across the wider work that the Centre is involved in, the major themes of the Centre's work and areas of excellence are highlighted below.

Character Education

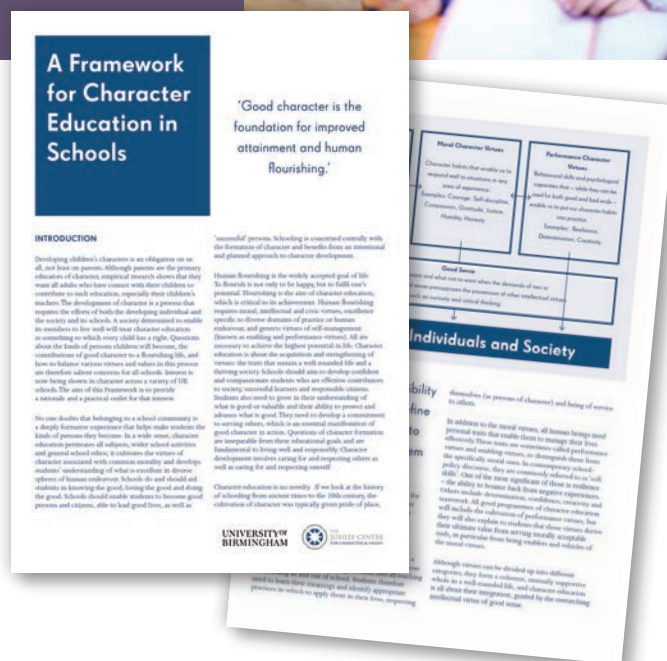
A major focus of the research has been on surveying, developing and investigating character education in schools. Combined active research participants total over 13,500 people, including the largest single study of its kind in the UK (*Character Education in UK Schools*). The Centre's work has used innovative methodologies, looking to triangulate data between self-reporting in surveys, completion of moral dilemmas, and interview and focus group discussions.

Discussions have been held with the Secretary of State for Education, the Department for Education, and key stakeholders and policy makers around implementing character education in the school curriculum.

The Centre has developed a *Framework for Character Education in Schools*, together with Primary and Secondary level Programmes of Study for guidance on teaching character education in schools. The *Framework* has been sent to MPs and over 5,000 schools across the UK. The *Schools of Character* publication, which showcased schools that make character education a conscious part of their day to day practice, has been a great success and has demonstrated that any type of school can be a 'school of character'. The document has been distributed to hundreds of schools around the UK. A number of the schools and organisations that we have worked with have been awarded Character Education grants by the Department for Education in 2015.

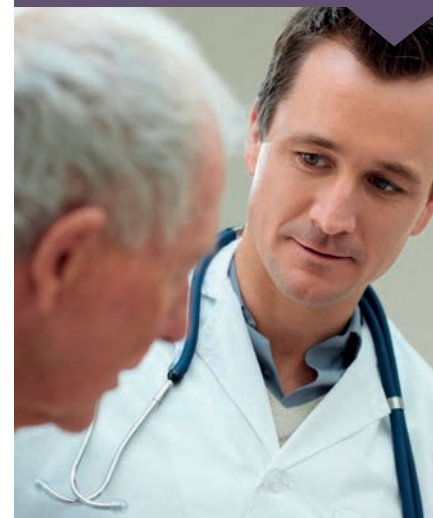


OVER 90,000 participants in our research



Professional Ethics

The Centre's work on professional ethics has focused on the ethical training of doctors, lawyers and teachers during their undergraduate degrees, as well as practising professionals in all three areas. Over 2,000 trainee and practising professionals have been surveyed, interviewed and encouraged to participate in research, and the Centre has worked with and received support from the major regulatory bodies in each profession. The research into the legal profession (*Virtuous Character for the Practice of Law*) has been cited as contributing to the demand for a major consultation on ethical values which will be carried out by the Solicitors Regulation Authority.



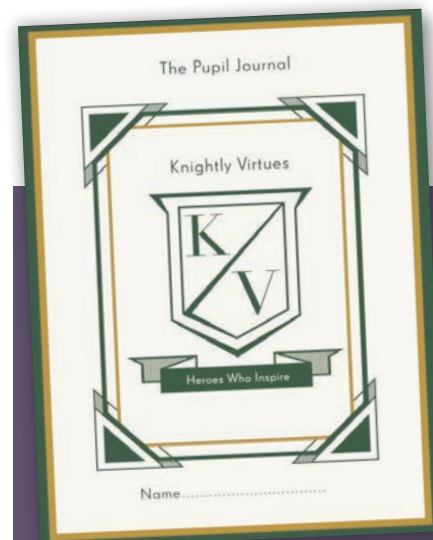
MORE THAN 35,000 young people involved in development work



Gratitude

The Centre has focused some of its major research and development work on the ways in which the British public understand, experience and value gratitude. The *Attitude for Gratitude* research project has become the largest project of its kind in the world, and employed a range of innovative methodologies to explore gratitude with over 10,000 participants.

In addition, more than 35,000 young people have been involved with the Centre's development work on gratitude, with over 20,400 young people being involved with the *Thank You Letter Awards* in 2014-15 alone.



Virtue Literacy

The *Knightly Virtues* research project sought to develop virtue literacy in 9-11 year olds in UK primary schools through well-known stories. An initial 1,089 pupils from faith and non-faith primary schools participated in a quasi-experimental trial seeking to enhance virtue literacy of participants through stories.

To date, over 25,000 pupils have had access to and used the teaching resources. The project has been an overwhelming success

25,000 pupils taken part in Knightly Virtues

and institutions in six countries outside the UK have been in touch to use the resources abroad (including USA, Australia and Peru).

Conversations have been held between Centre staff and UK education policy makers around the success and usefulness of quasi-experimental trials in education.

Policy

The Centre is beginning to significantly inform and help shape education policy in the UK, as well as internationally. The Centre has worked to ensure its research influences policy from the outset through continuous engagement with key policy makers.

Priestley Lecture

The Rt. Hon. Nicky Morgan MP, Secretary of State for Education, gave the 2014 Priestley Lecture at the University of Birmingham and emphasised the importance of character education in UK schooling:

'Central to that is ensuring that young people not only grow academically, but also build character, resilience and grit. We want pupils to revel in the achievement of victory, but honour the principles of fair play, to win with grace and to learn the lessons of defeat with acceptance and humility. And we want pupils to become honest citizens who contribute

to their communities, neighbourhoods and countries. Much of this work has been inspired by the work of the Jubilee Centre at Birmingham University and its innovative research on character education and its work with schools to build best practice in this area. Organisations like the Jubilee Centre have been pioneers in recognising that character can be taught....Like the Jubilee Centre we passionately believe that we owe it to today's young people to help them marry the highest standards of academic rigour with the character foundation needed to help them flourish.'



Professor James Arthur with the Rt. Hon. Nicky Morgan MP

Education Questions, House of Commons

ON CHARACTER BUILDING, I ENCOURAGE THE SECRETARY OF STATE TO LOOK AT THE WORK OF PROFESSOR JAMES ARTHUR AT BIRMINGHAM UNIVERSITY WHO IS DOING A LOT OF WORK ON HOW CHARACTER EDUCATION CAN BE BROUGHT INTO THE CURRICULUM AT EVERY LEVEL IN OUR SCHOOLS.

Ms Gisela Stuart MP

I HAVE MET PROFESSOR ARTHUR AND I THINK THAT HE IS DOING FANTASTIC WORK IN BIRMINGHAM AND I LOOK FORWARD TO HIM TAKING PART IN OUR WORK ON BUILDING THE PLANS FOR CHARACTER EDUCATION IN OUR SCHOOLS.

Secretary of State for Education, Nicky Morgan MP

Character education

Professor James Arthur attended a roundtable meeting with Nicky Morgan MP at the Department for Education (DfE) to explore activities within educational settings that help develop character. The Centre's *Knightly Virtues* programme was used as a case study of good character education provision. The DfE subsequently made character development of young people its 5th stated aim, and adopted the Centre's definition of character. Work with the DfE continues, and Professor Arthur formed part of the judging panel for the DfE's National Character Awards for schools in February 2015.

Statement on Youth Social Action and Character Development

Professor Arthur presented the Centre's *Statement on Youth Social Action and Character Development* at the first meeting of Step Up To Serve's Advisory Council, chaired by HRH The Prince of Wales at Clarence House. The Centre's *Framework for Character Education in Schools* has been presented to the APPG for Children at the House of Commons and disseminated to MPs, policy makers and thousands of schools around the UK and internationally.



Professor James Arthur meets His Royal Highness Prince Charles

Fruitful research

The work of the Centre has been endorsed by MPs and was praised by Nicky Morgan MP during *Education Questions* at the House of Commons. Shadow Secretary of State for Education, Tristram Hunt MP, has deemed the Centre's research a 'fruitful area of research and policy development'. In September 2014, Mr Hunt visited the Centre and met with Professor Saul Becker, Head of the College of Social Sciences at the University

of Birmingham, Michael Roden, Principal of the University of Birmingham School, and Centre Director Professor James Arthur. Following the release of the Centre's two major research reports in education in February 2015, Mr Hunt released a statement reinforcing the importance of equipping teachers with the necessary skills to enable them to teach young people values such as resilience and grit.



Professor Saul Becker, Tristram Hunt MP, Michael Roden and Professor James Arthur

Statement on Youth Social Action and Character Development

'Through a dedication to social action the character of young people and the communities they live in can be transformed.'

Youth social action is an effective and meaningful way to develop young people's character virtues.

Youth social action is practical action in the service of others to create positive change. It provides an important mechanism for young people to develop and express their character while benefiting others. It incorporates a range of activities – including volunteering for a charity, caring for someone in their community, providing peer support online, campaigning or fundraising for a specific cause – and can take place in both formal and informal settings. Social action should be challenging, youth-led (although often adult facilitated), socially impactful, progressive, embedded, and reflective. Young people's social action should not start from a deficit model; many young people are already active and engaged, and many more would be engaged if appropriate support and guidance were in place. Social action, therefore, should be celebrated for its **transformational possibilities** – both for young people and their communities – and should be acknowledged as a right of every young person.



Influence on policy

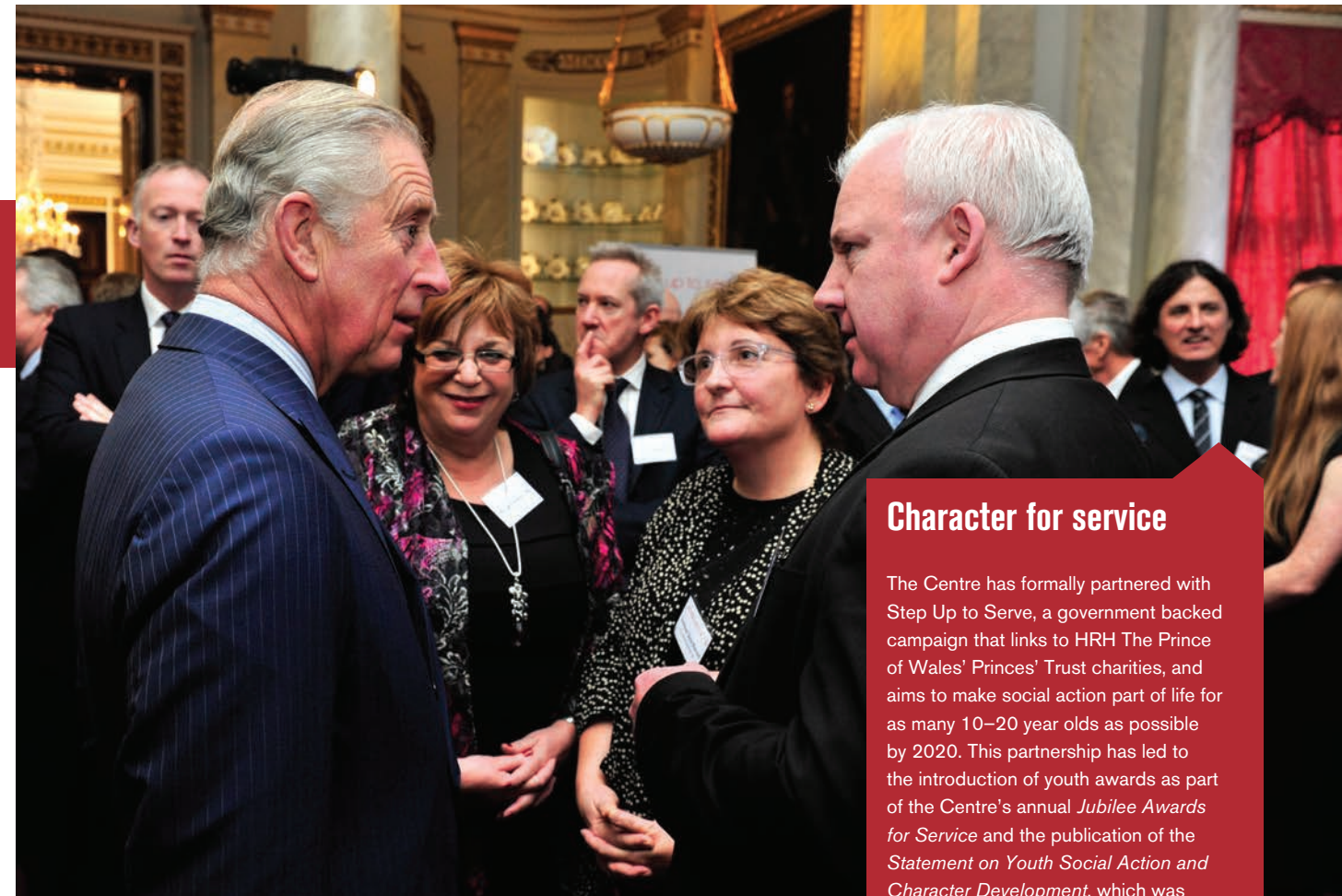
The Centre's influence on policy is not restricted to the Government. Tristram Hunt MP visited the Centre to discuss its work, and how this can help shape Labour Education policy. Meetings have also been held with Gisela Stuart MP, Rt. Hon. Liam Byrne MP, and Mary Macleod MP has been part of the Centre's Advisory Board. The Centre is working to establish a new All-Party Parliamentary Group (APPG) on Character and Service, in collaboration with Step Up To Serve. The Centre is also working with key UK policy think tanks, DEMOS and ResPublica, to produce two reports; one focusing on policy implications of the Centre's work on character education in schools, the other to pull together findings from the Centre's work in the medical, legal and teaching professions.

STRATEGIC PARTNERSHIPS

The Centre has established excellent strategic relationships with a variety of organisations including research centres, schools, professional bodies and Non-Governmental Organisations.

Partner Organisations

- Center for 4th and 5th R's
 - Center for Character and Citizenship
 - Center for Character and Social Responsibility
 - Center for Moral Science and Education
 - Centre for Ethics, Philosophy and Public Affairs
 - Character.org
 - Character Scotland
 - Floreat Education
 - Institute for Advanced Studies in Culture
 - National Liberty Museum
 - Stanford Center on Adolescence
 - Step Up to Serve
 - The Royal Institute of Philosophy
 - University of Birmingham School
 - Wellington College
- New York, N.Y., USA
 - Missouri-St. Louis, USA
 - Boston, MA, USA
 - Reitaku University, Japan
 - University of St Andrews, UK
 - Washington, D.C., USA
 - Scotland, UK
 - London, UK
 - University of Virginia, VA, USA
 - Philadelphia, PA, USA
 - Stanford, CA, USA
 - London, UK
 - London, UK
 - Birmingham, UK
 - Berkshire, UK



Character for service

The Centre has formally partnered with Step Up to Serve, a government backed campaign that links to HRH The Prince of Wales' Princes' Trust charities, and aims to make social action part of life for as many 10-20 year olds as possible by 2020. This partnership has led to the introduction of youth awards as part of the Centre's annual *Jubilee Awards for Service* and the publication of the *Statement on Youth Social Action and Character Development*, which was developed through consultations with youth organisations, academics and other stakeholders. The Centre also partnered with Step Up To Serve in producing a celebratory brochure showcasing 50 case studies of young people committed to social action, for which HRH The Prince of Wales provided the foreword. Linked to this, the Centre hosted the Step Up to Serve #iwill youth service awards in London in November 2014, and will continue this relationship for similar future events.



University of Birmingham School

The Centre is also playing a leading role in the development of the curriculum for the new University of Birmingham School, which will focus on character development. The Centre will continue to work with the school on embedding character into the curriculum. In addition to its extensive work with schools throughout the UK, the Centre has been approached by the Premier League and Arsenal Football Club with exciting collaborations on the horizon for the Centre's next phase of work.

Professional bodies

Through its research into virtues in the professions, the Centre quickly established relationships with professional bodies such as the Royal College of General Practitioners, the Bar Council, the Bar Standards Board, the Legal Services Board, the Solicitors Regulation Authority, and a number of Universities. The Centre has worked with

a number of NGOs and other organisations including City Year, Duke of Edinburgh Awards, East Africa Cricket Foundation, Envision, Free the Children, Generation Change, Help Trust, NCS Trust, Nishkam Trust, Reach Out, Scout Association, Skills for Birmingham, Switch Project, Teach First, University of the First Age and Worth Unlimited.

International Engagement

The Centre has enhanced its impact in global research networks through its strategic partnerships with international organisations. Opportunities for international collaboration continue, with work being pursued in Saudi Arabia, Japan, Montenegro, Poland, Slovenia, Australia and China, in addition to the Centre's existing partnerships across the USA and Europe.

The Centre's Distinguished Visiting Professors Programme has brought esteemed academics from around the world to the Centre to further explore its work and collaborate on various initiatives.



Professor Julia Annas



Professor Barry Schwartz



Professor Robert C. Roberts



Professor William Damon



Professor Thomas Lickona



Professor Marvin Berkowitz



Professor Anne Colby

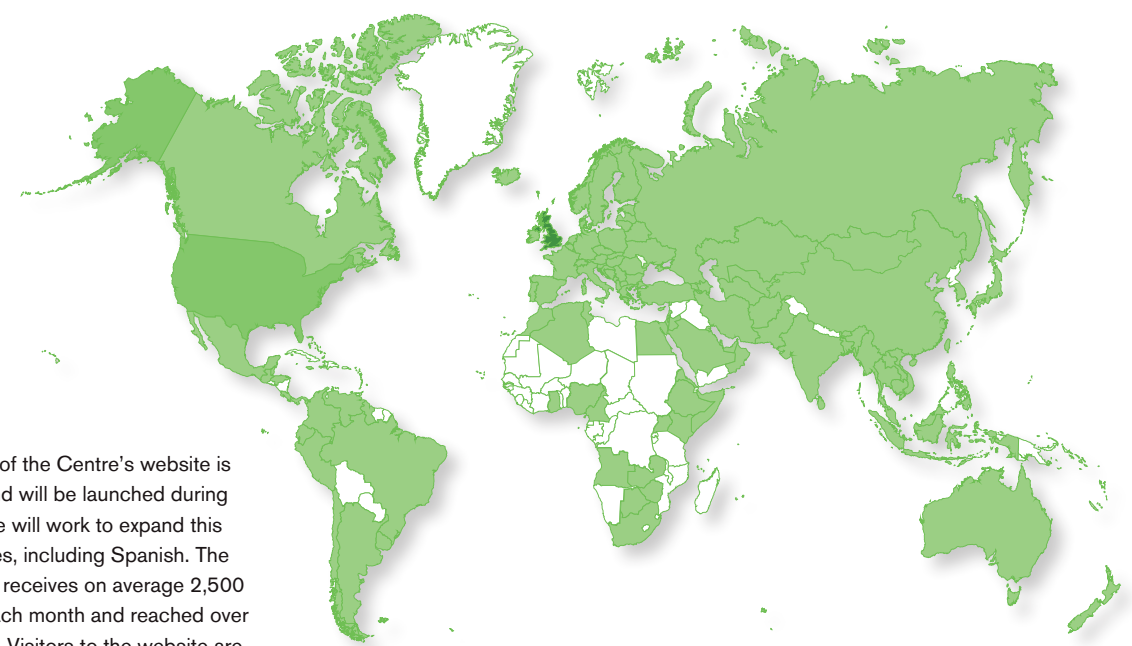


Dan Wright

The Centre will continue to collaborate with esteemed academics from around the world and has further visits planned as part of the 2015 and 2016 Distinguished Visiting Professors Programme. Where possible, the Centre pursues international collaboration in specific aspects of work; for example, Dr Karen E. Bohlin, Head of Montrose School and Senior Scholar and Director Emeritus at Boston University's Center for Character and Social Responsibility, has undertaken a fellowship at the Centre contributing greatly to developing character education interventions for schools. Dan Wright, Deputy Head at St. George's College, worked with the Centre to develop a taught course in character education.



Dr Karen E. Bohlin



Website

A Chinese clone of the Centre's website is being created, and will be launched during 2015. The Centre will work to expand this to other languages, including Spanish. The Centre's website receives on average 2,500 unique visitors each month and reached over 4,000 at its peak. Visitors to the website are located all around the world including Saudi Arabia, China, Japan, Romania and Indonesia. The Centre's monthly newsletter is distributed globally to 2,500 recipients.

Website visitors



International collaboration

Professor Kristján Kristjánsson accepted an invitation to present at the University of Oklahoma in November 2014 where he consulted on plans to launch a new centre on character. Professor David Carr has pursued links in Slovenia to develop character education. Professor James Arthur delivered a keynote address at the 2nd International Conference on Family and Society in Barcelona, and has developed links with the University of Navarra in Spain. Professor Arthur and Dr Tom Harrison visited the National Liberty Museum in Philadelphia to attend the launch of their 'Welcome to Liberty' gallery. The NLM also provided the Centre with a research grant to provide research expertise on the *Torchbearers*

of Liberty programme. The Centre has collaborated with a range of different international organisations, including the Alghad Foundation in Saudi Arabia, UNICEF in Montenegro and the Foundation for Quality Education and University of Warsaw in Poland.



Professor Kristján Kristjánsson with Professor Marvin Berkowitz

Collaborative opportunities

Dr Sandra Cooke, a Research Fellow in the Centre, visited the Center on Adolescence at Stanford University and Dr David Walker, also a Research Fellow, spent time at Harvard University and the Center for Character and Social Responsibility at Boston University. Both visits explored collaborative opportunities and enriched existing links with the Centre.

Innovative methodologies

The innovative methodologies used in the *Attitude for Gratitude* project are to be replicated in Australia, in collaboration with the Graduate School of Education at the University of Melbourne. Professor James Arthur, Dr Liz Gulliford and Dr Blaire Morgan have been inducted as Rex J Lipman Fellows at St Peter's College. The *Character Education in UK Schools* project has been replicated with over 700 pupils in Taiwan.



OVER 90,000 PARTICIPANTS
IN OUR RESEARCH



67 NEWSPAPER
ARTICLES

28 RADIO
INTERVIEWS

46 WEB ARTICLES

MORE THAN
35,000

YOUNG PEOPLE
INVOLVED IN
GRATITUDE
SCHOOLS
CONTESTS

OVER 20,400 YOUNG PEOPLE
INVOLVED IN THANK YOU
LETTER AWARDS

MORE THAN 13,000 YOUNG
PEOPLE INVOLVED IN THANK
YOU FILM AWARDS

2,500

NEWSLETTER
SUBSCRIBERS GLOBALLY

28

MONTHLY NEWSLETTERS
DISTRIBUTED

184,265 WEBPAGE VIEWS

OVER **18,000** VISITORS TO WEBSITE

2,390 CITIES AND **146** COUNTRIES
REACHED THROUGH WEBSITE

530 MILLION
PEOPLE
REACHED
THROUGH
GRATITUDE
BRITAIN

Source: Portland Communications 2015

7,000
SIGN UP TO ONLINE
COURSE, MORE THAN

11,000
COMMENTS POSTED
BY LEARNERS

50
FILMS MADE

MORE THAN
15,000
YOUTUBE VIEWS

OVER
100,000
SCHOOL PUPILS
AND **450** SCHOOLS
DIRECTLY INVOLVED
IN OUR WORK

5,000
SCHOOLS RECEIVED
OUR FRAMEWORK
FOR CHARACTER
EDUCATION

OVER **100** ACADEMIC
PUBLICATIONS,
ARTICLES AND BOOKS

77 PEER-REVIEWED
ARTICLES

16 CHAPTERS IN
EDITED VOLUMES

5 BOOKS

MORE THAN
24,000
PEOPLE SURVEYED

10,000
PARTICIPANTS
IN ATTITUDE FOR
GRATITUDE PROJECT

OVER
10,000
PARTICIPANTS
IN CHARACTER
EDUCATION IN UK
SCHOOLS PROJECT



1,000 SOCIAL
MEDIA FOLLOWERS

1,756 TWEETS

OVER **2,000**
PARTICIPANTS IN
PROFESSIONS PROJECTS

293
AWARDS GIVEN DURING
GRATITUDE BRITAIN

33
MEMBERS OF
STAFF EMPLOYED

Call for schools to have a more active role in teaching character and morality

Pupils lack morals due to emphasis on exams at school, study reveals

Exams 'squeezing out moral values'

More and more Britons have a casual attitude to gratitude

IN THE MEDIA...

Media coverage

Professor James Arthur has twice appeared on BBC Radio 4's Sunday Programme debating character education and Dr Tom Harrison spoke on BBC Radio 4's 'Bringing Up Britain' in April 2013, where he discussed character in young people. In June 2013, the Centre's flagship study of gratitude in Britain, *An Attitude for Gratitude*, attracted coverage from both local and national media, including BBC News and BBC Midlands Today. In September 2013, a Centre poll exploring parents' views on character education led to articles in BBC News, EdExec, and coverage on numerous local BBC radio stations across the UK (Sheffield, Shropshire, Bristol, Devon, BBC Three Counties Radio). In October 2014, Dr Sandra Cooke, spoke as an expert witness on BBC Radio 4's live debate show the *Moral Maze*, where she contributed to the debate on the teaching of moral values.

Blogs

Professor James Arthur and Professor Kristján Kristjánsson have written for the University of Birmingham's *Birmingham Brief*. A *Birmingham Brief* article, which discussed the findings of a poll exploring public attitudes towards morals in the professions, reached over 1,200 people through social media shortly after being published.

Professor James Arthur and Professor Kristján Kristjánsson have also published in *Big Questions Online*, a publication of the John Templeton Foundation, which explores the 'big questions' of human purpose. Readers engaged with an author-led discussion about the article debating the extent to which children learn virtues through instruction.

Polling

Polling carried out by Populus and ComRes on behalf of the Jubilee Centre has explored the views and attitudes of more than 3,000 members of the general public, parents and MPs. The polls gathered opinions on the importance of character education in schools, the priority people place on being a good person in professional occupation such as medicine, teaching and law, and the perspectives of MPs with regards to character education in schools and within the world of work.

Responding to the debate

The Centre has engaged with wider public debates through the media. Professor Kristján Kristjánsson has written for *The Conversation* in response to the increased interest in character education following the launch of a report by the APPG on Social Mobility and a speech by Tristram Hunt MP titled *Schooling for the Future*. Kristján wrote about the importance of character in the classroom and responded to a bold claim by the Chairman of the Independent Schools Association that state schools fail to provide pupils with a moral compass. Such articles generated further debate among the public and led to a lengthy discussion on social media around the Centre's *Framework for Character Education in Schools*.

The Guardian @guardian
Exam culture hinders pupils' character development – weekly news review
<http://trib.al/NY4FbHW>

Positive Education @PosEdNet
@JubileeCentre1 @unibirmingham study finds over 50% children failed to identify good judgments in moral dilemmas
<http://ow.ly/JP3Uj>

THE CENTRE CONTINUES TO ENGAGE WITH CURRENT THINKING, AND DEVELOPMENTS IN LOCAL AND NATIONAL POLICY, THROUGH THE MEDIA.

National and local reach

The launch of two major reports into character education and teaching, *Character Education in UK Schools* and *The Good Teacher*, sparked huge interest from the press with more than 25 articles written across national and local outlets, with estimated overall readership of more than 370 million people. The release of the Centre's flagship research reports have generated extensive interest from international, national, regional and trade press including

various articles in The Times, The Guardian, Independent, Times Educational Supplement, Daily Express, The Lawyer, and Medical News Today. Radio coverage has included an interview with Professor Kristján Kristjánsson for BBC Radio's morning broadcast, as well as multiple interviews for regional radio stations in Scotland, Wales and England. The *Attitude for Gratitude* project generated a great deal of local radio interest on the topic of gratitude.



The annual *Jubilee Awards for Service* project, which recognises and celebrates those workers in the public sector who dedicate their lives to service, has generated local press interest for regional winners and nominees. This has helped to promote the Centre, its work and its development programmes, within local communities across the UK.

50 FILMS MADE

2,500 NEWSLETTER SUBSCRIBERS

28 NEWSLETTERS DISTRIBUTED GLOBALLY

MORE THAN 15,000 YouTube views



MORE THAN 3,150 people surveyed in opinion polls

1,000 social media followers



67 newspaper articles



28 radio interviews



IN THE community

Community engagement activities have enabled the Centre to increase awareness and influence amongst the general public and create a platform for debates on character and its benefits.

7,000
sign up to online
course, more than
11,000
comments posted

Celebrating commitment

The *Jubilee Awards for Service* programme has worked with people from a range of communities across the UK, showcasing gratitude for the outstanding service provided by public sector workers. For the first time in 2014, in partnership with Step Up To Serve, the *Awards* also recognised young people who participate in social action and celebrated their commitments through a special boat trip, organised by the Jubilee Centre.

Special guest Paralympic gold medalist Liz Johnson spoke about the character traits that have contributed to her success.

In January 2015, the Centre launched its first online course, *What is Character? Virtue Ethics in Education*, delivered in partnership with the University of Birmingham and FutureLearn. 7,000 people from all over the world signed up and 11,000 comments were posted on discussion boards during the course.

Work in wider society

The Centre has hosted various events where members of the general public have engaged in its work. The Centre's activities at the University of Birmingham's Community Day 2013 and 2014, including a thank you film workshop and an all-day musical workshop focusing on Rudyard Kipling's *Just So* stories, have seen tens of thousands of people participate in the public debate about character.



World Gratitude Day

In September 2014, the Centre celebrated *World Gratitude Day* with an event in Birmingham City Centre, where interactive exhibits allowed members of the public and invited school children to display the things that they were grateful for. Hundreds of members of the public stopped to read and contribute to the thank you messages. The event was captured by Hark Pictures, a Birmingham-based film production company, and forms part of a wider film on gratitude commissioned by the Centre. Members of the public at the event feature in the film expressing thanks for the important things in their lives.

'be the best you can be'

In February 2015, Dame Kelly Holmes, David Blunkett, John Sergeant and Lord Robert Winston took to the stage at the University of Birmingham to talk about why character matters in professional and public life. Organised by the Jubilee Centre, the event was attended by over 300 University of Birmingham students. In her speech, Dame Kelly Holmes, double-Olympic champion, spoke about the influence a good role model can be in someone's life and the need to be resilient – to 'be the best you can be'. Former Home Office Minister, David Blunkett, encouraged students to embrace creativity. Students also had the opportunity to meet the speakers at a reception afterwards.



Nurturing a culture of gratitude

The *Good Neighbours in a Good Neighbourhood* project involved a partnership between local, faith-based organisations on an estate in East Birmingham, seeking to discover and nurture a culture of gratitude within their neighbourhood. The *Give Thanks-Give Back* project explored the relationship between gratitude (giving thanks) and service (giving back) in three schools in the cities of Birmingham and Coventry. The project looked specifically at case studies of organisations who express their gratitude in acts of service within the local community they serve.



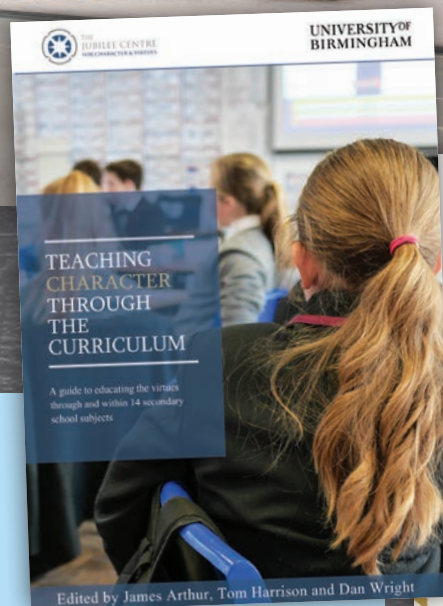
WORKING WITH SCHOOLS

THE CENTRE HAS ENGAGED WITH OVER 100,000 SCHOOL PUPILS ACROSS THE UK. THE CENTRE HAS ESTABLISHED STRONG LINKS WITH HUNDREDS OF SCHOOLS.



University of Birmingham School, dedicated to building character

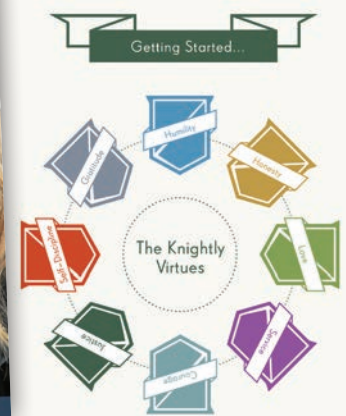
OVER 100,000 school pupils involved in our work



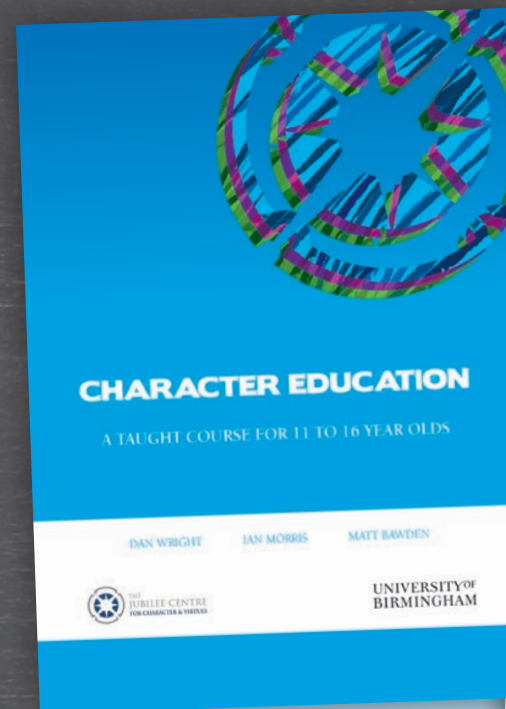
Outstanding teaching resources

The Centre has developed a wide range of outstanding teaching resources for schools. The resources are freely available and have proved to be extremely popular, with over 25,000 *Knightly Virtues* Pupil Journals having been sent out upon request. Over 5,000 copies of the Centre's *Framework for Character Education in Schools* have been distributed to schools

and teachers to date. The Centre has developed a unique *Programme of Study* – a taught course in character education – for use in secondary schools; a primary version of the programme is also being produced.

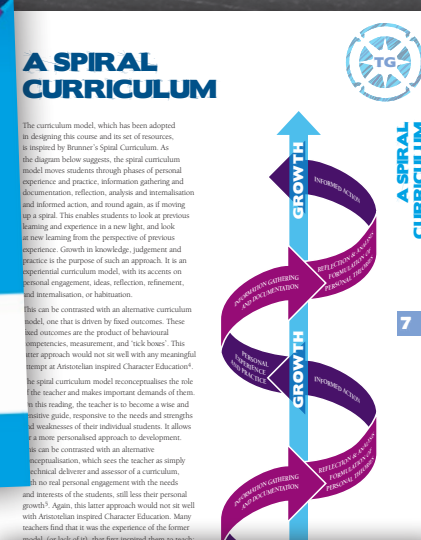


The Knightly Virtues Programme gives you the chance to explore some great stories and at the same time consider the set of character virtues above.



Character in the classroom

The Centre has run two successful professional development courses for practising secondary school teachers. The courses will be extended to include sessions for primary teachers. Through its *Teaching Character Through the Curriculum* project, the Centre has brought together teachers of different subjects to showcase the ways in which those subjects can be used to bring character into the classroom. The Centre has also provided funding to selected schools to support the implementation of character education interventions.



Greg Rutherford @GregJRutherford
Brilliant day with some equally brilliant kids, hearing some truly inspiring #ThankYou letters. Thanks for having me @JubileeCentre1!

OVER 20,400 young people involved in Thank You Letter Awards

MORE THAN 13,000 young people involved in Thank You Film Awards

Public engagement activities

More than 450 UK schools have been directly involved in the Centre's research and development projects and many more have worked with the Centre through wider public engagement activities. Large events such as the World Gratitude Day, the Thank You Film Awards ceremonies and a Thank You Letter Awards event have involved tens of thousands of school children.

THE IMPACT IT HAS MADE ON ME IS THAT I NOW TRY AND DO EVERY VIRTUE EVERY DAY SO I BECOME BETTER.
Knightly Virtues pupil

Conferences

In its aim to serve as a forum for intellectual debate, the Centre has organised and hosted international conferences, including consultations and summits, bringing together world-leading experts from a range of disciplines including philosophy, psychology, theology, sociology and more.

Annual conference

The Centre has held three annual conferences, which have provided a pivotal platform for further interdisciplinary collaboration addressing key themes around character and virtue ethics:

- **Character and Public Policy: Educating for an Ethical Life**
- **Can Virtue be Measured?**
- **Varieties of Virtue Ethics**

The Centre's 3rd annual conference *Varieties of Virtue Ethics*, held at Oriel College, Oxford, in January 2015, was attended by 100 delegates from all over the world, including the most distinguished authorities in the field. The 4th annual conference, to be held in January 2016, is titled *Cultivating Virtues: Interdisciplinary Approaches* and will bring together experts from a range of disciplines to explore the nuances of virtue cultivation, both within and across disciplinary boundaries.



Oriel College, Oxford

Conference attendance

Centre staff have collectively attended and presented at over 100 national and international conferences. In July 2014, Professor James Arthur was invited by the British Ambassador for Montenegro to give a keynote address at the UNICEF Quality Education for Better Schools, Results and Future conference held in Montenegro. In a speech, the British Ambassador Mr Ian Whitting OBE, spoke highly of Professor Arthur's work in character education. In December 2014, the Centre hosted a joint conference on character with Demos, Britain's leading cross-party think tank. In January 2015, Dr Tom Harrison delivered the opening keynote lecture at the International Symposium on Citizenship Education in Japan. In June 2015, the Centre will host a conference at Roosevelt House, in New York, with invited US and UK policy makers.

Summit on Positive Education

The Centre worked in partnership with Wellington College to hold a summit on Positive Education at 10 Downing Street in October 2013. The summit facilitated a discussion between 30 of the world-leading educators, academics and psychologists.

IN THE CENTURY AHEAD, THERE IS NO MORE IMPORTANT HUMAN QUEST THAN THE ONE THE JUBILEE CENTRE IS UNDERTAKING — TO GENERATE USEFUL KNOWLEDGE ABOUT HOW TO FOSTER GOOD CHARACTER IN EVERY AREA OF OUR PERSONAL AND PUBLIC LIVES.

Thomas Lickona

OVER
100
national and
international
conferences
attended and
presented at

International seminar

In November 2013, the Centre organised a major international seminar *Gratitude in Public Life*, which generated an important interdisciplinary dialogue crucial to the effective practical promotion of gratitude in public life. Following the success of this seminar and as part of the Centre's research and reflection on gratitude, a conference titled *Welcoming the Gift, Acknowledging the Giver: Theologies of Gratitude* was held in May 2014 to explore with theologians and people of all faiths the subject of gratitude to God and gratitude to others.

ACADEMIC PUBLICATIONS

Academics in the Centre have contributed to academic output by increasingly publishing in top academic journals with four members of the Centre being returned as part of the 2014 Research Excellence Framework.



OVER
100
academic
publications,
articles and books

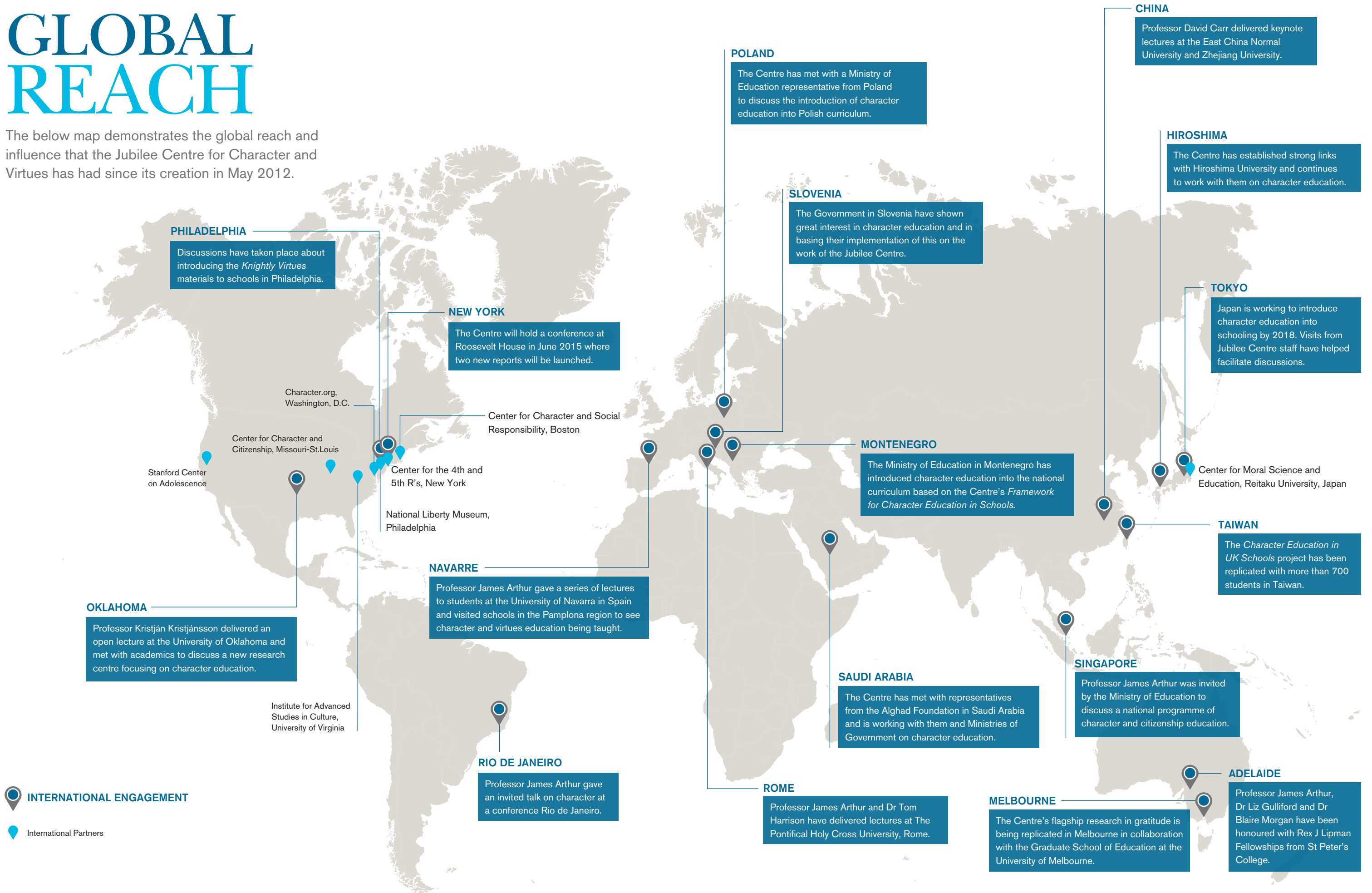
Collectively, Centre academics have published over 100 academic publications or reports since its launch in 2012. The December 2014 edition of the *Journal of Moral Education* featured three articles written by academics in the Jubilee Centre. Professor David Carr and Dr Tom Harrison have published a book titled *Educating Character Through Stories* which builds on the work of the *Knightly Virtues* project. The book has already been distributed to people around the world interested in this work.

Two books, one titled *Teaching Character and Virtues in Schools* co-authored by Professor James Arthur, Professor Kristján Kristjánsson,

Dr Wouter Sanderse and Dan Wright, and another titled *Gratitude: Interdisciplinary Approaches* edited by Professor David Carr will be published by Routledge in 2016. Articles have been published in the *Journal of Moral Education*, *Educational Theory*, *Journal of Philosophy of Education*, *British Journal of Educational Studies*, the *Journal of Positive Psychology*, the *Journal of Value Inquiry*, *Oxford Review of Education* and many more. Professor Kristján Kristjánsson's paper *Ten Myths About Character, Virtue and Virtue Education – Plus Three Well-Founded Misgivings* is the most read article in the *British Journal of Educational Studies* having been viewed more than 3,900 times.

GLOBAL REACH

The below map demonstrates the global reach and influence that the Jubilee Centre for Character and Virtues has had since its creation in May 2012.

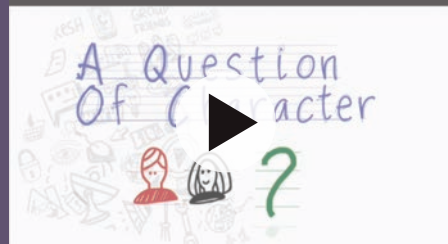


INTERNATIONAL ENGAGEMENT

International Partners

FILMS

A Question of Character?



A Question of Character? explores the place of character and virtues in the education of young people today, and in society at large. This documentary has been produced by the award-winning One Two Four Media and includes schools in both the UK and USA sharing their approaches to character education, and talking about how implementing character into the curriculum and school ethos has transformed their school and students. The film is presented by BBC newscaster Katie Derham.

Gratitude in Britain



The *Gratitude in Britain* film, produced by Hark Pictures showcases the importance of gratitude in different people's lives. Through interviews with academics from the Centre, Professor Kristján Kristjánsson, Dr Liz Gulliford and Dr Blaire Morgan, the film explores the various benefits of practising gratitude, as well as some of the more negative feelings associated with the virtue of gratitude. People for whom gratitude plays an important role in daily life also share their stories.

Give Thanks–Give Back



This short documentary captures the work of the *Give Thanks–Give Back* project which explored the relationship between gratitude and service in three schools in the Birmingham and Coventry area, and in particular, the ways in which people 'give back' to their community. The film showcases the role of gratitude in the lives of school pupils of various ages and the ways in which gratitude has motivated civic engagement and development within the community. The film was produced by Lee Rogerson MBE.

Opinion Polls

ComRes

In December 2014, a poll conducted by ComRes, on behalf of the Jubilee Centre, showed a broad and firm support across all three major political parties for character education. From the survey of 150 MPs, the vast majority (80%) agreed that developing a sense of moral values is as important for school children as good GCSE and A-Level results. In addition, 65% agreed that character education should be taught in schools, with 24% strongly agreeing.

Populus

Polling carried out by Populus, on behalf of the Jubilee Centre, has explored both parents' attitudes towards character education and public attitudes towards morals in the professions. More than 3,000 people were surveyed through two polls in September 2013 and June 2014. The parents surveyed showed overwhelming support for character education in schools and demonstrated a strong belief that schools should promote character development alongside academic attainment. Members of the general public surveyed about the role of morality in the professions felt it was most important for doctors, politicians and teachers to be morally good people, above other professions.

87% of parents felt that schools should focus on character development and academic study, not simply academic study alone

80% of MPs agree that developing a sense of moral values in young people is as important as attaining good exam results

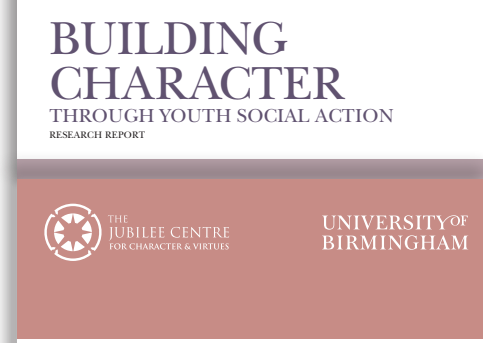
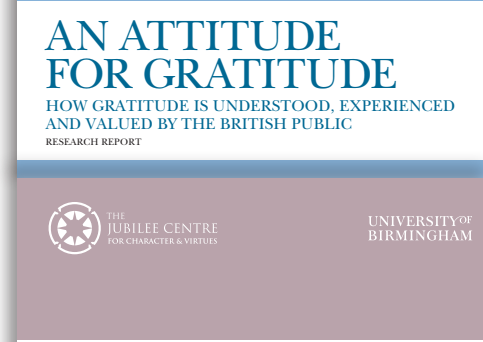
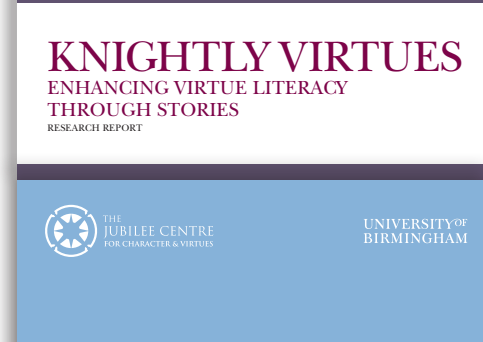
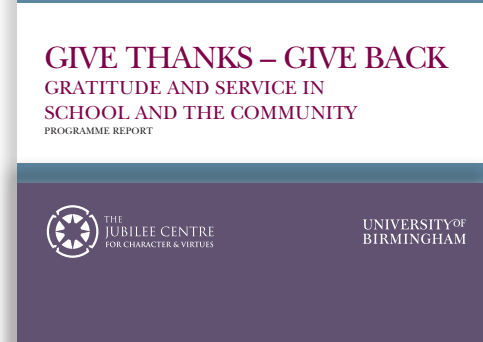
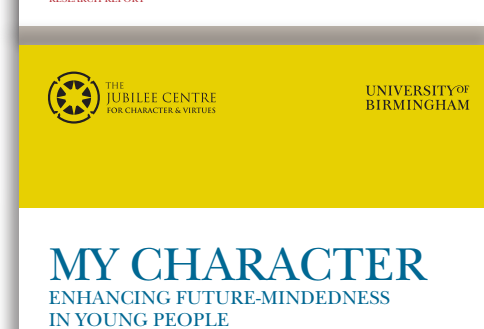
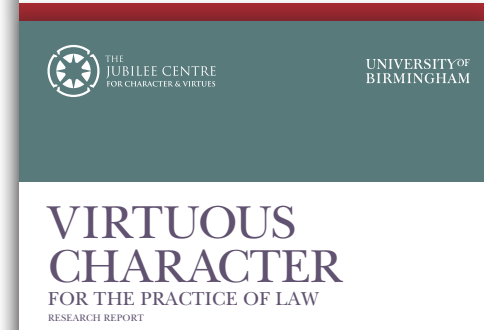
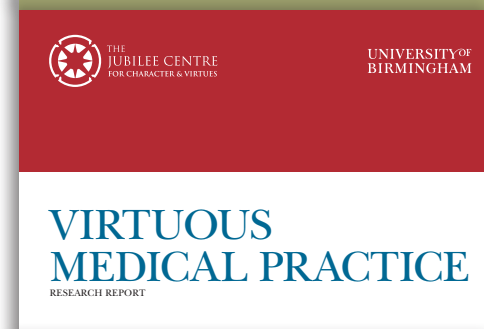
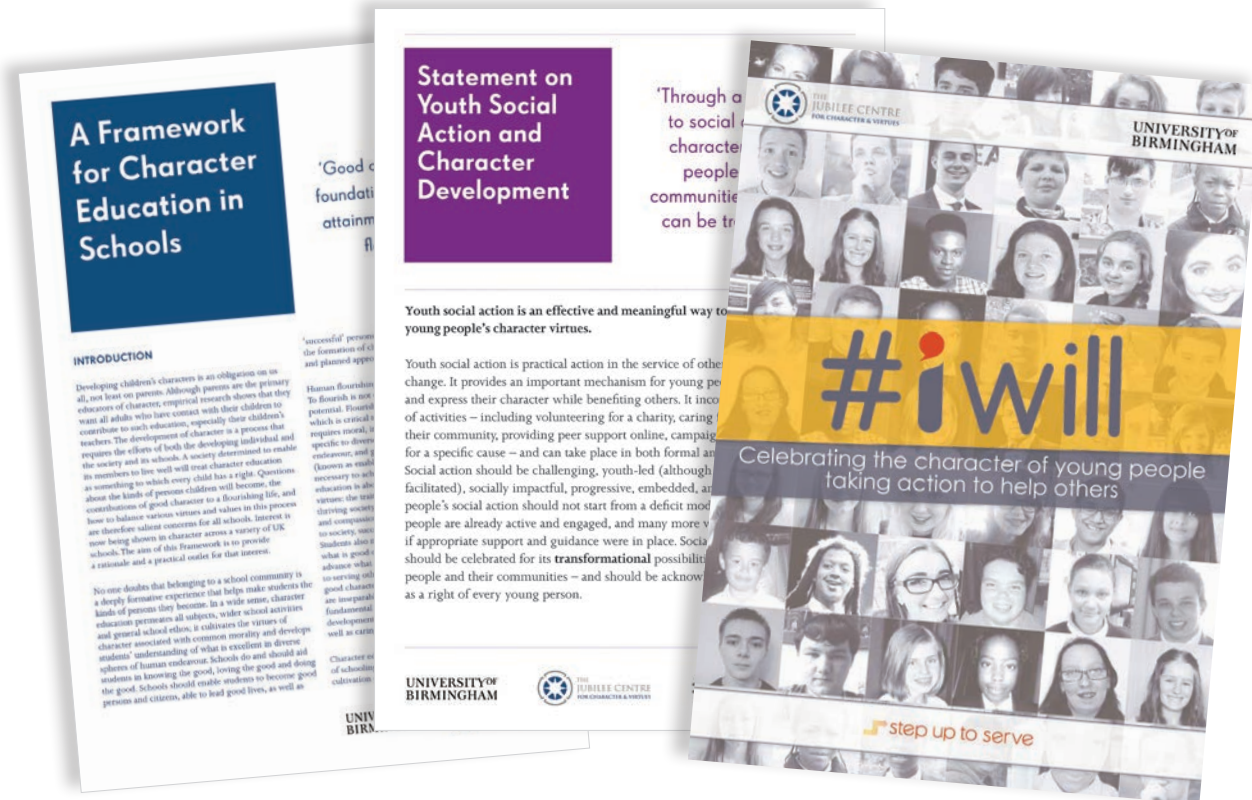
77% of the general public surveyed ranked doctors in their top 3 professions for which it is most important to be a morally good person

People

MEMBERS OF STAFF WHO HAVE MADE A CONTRIBUTION TO GRATITUDE BRITAIN:

Professor James Arthur, Director, June 2012 – Present
Dr Luca Badini Confalonieri, Research Associate, September 2012 – August 2014
Emma Brown, Research Associate, January 2014 – January 2015
Professor David Carr, September 2012 – Present
Ashley Cook, Research Administrator, December 2013 – Present
Dr Sandra Cooke, Research Fellow, October 2012 – Present
Rebecca Cudby, Research Officer, September 2012 – August 2013
Professor Randall Curren, May 2013 – February 2015
Dr Liz Gulliford, Research Fellow, September 2012 – Present
Professor Michael Hand, September 2012 – February 2015
Dr Tom Harrison, Director of Development, July 2012 – Present
Dan Hayes, Research Associate, October 2012 – February 2015
Jenny Higgins, Development Officer, September 2012 – Present
Victoria Hogan, Development Administrator, January 2014 – Present
Michael Holdsworth, Research Fellow, September 2013 – February 2015
Dr Agnieszka Ignatowicz, Research Fellow, November 2013 – September 2014
Dr Demelza Jones, Research Associate, September 2012 – August 2013
Chantel Jones, Research Associate, September 2013 – January 2015
Dr Ben Kotzee, Lecturer, January 2013 – February 2015
Professor Kristján Kristjánsson, Deputy Director, August 2012 – Present
Laura McKenzie, Awards and Schools Contests Administrator, November 2012 – November 2013
Edward Mears, Website and Portal Administrator, March 2013 – March 2014
Dr Blaire Morgan, Research Fellow, September 2012 – Present
Emma Nailer, Research Associate, March 2014 – Present
Dr Tian Qiu, Research Fellow, December 2013 – February 2015
Michael Roberts, Research Associate, September 2012 – September 2014
Dr Wouter Sanderse, Research Fellow, September 2013 – February 2015
Emma Taylor, Research Associate, March 2014 – Present
Professor Hwyl Thomas, September 2012 – February 2015
Aidan Thompson, Centre Manager, September 2012 – Present
Fiona Vittery, Conference Administrator, December 2013 – Present
Dr David Walker, Research Fellow, September 2012 – Present
Danielle Wartnaby, Research Officer, December 2013 – Present

CENTRE REPORTS



JOHN TEMPLETON
FOUNDATION

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