



London Careers Festival 2019: Brief Evaluation Report

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1. Overview

Open to pupils in Years 5 and 6, Years 8 and 9, and Years 10 to 13, the London Careers Festival (LCF) was a free programme of events that focused on skills, work experience and employability.

The event was first held in June 2019¹ with the ambition that it would become an annual and expanded Festival. The 2019 event featured Apprentice 19 and The Livery Schools Link Showcase.

The Festival involved three days of fringe events held at various workplace locations and two days of central events held at the Guildhall complex. The Fringe events included thematic days based on the Creative Industries, Digital, and Financial and Professional Services sector.

A total of 133 schools and sixth form colleges registered for London Careers Festival. These attending schools included:

- The City of London Family of Schools
- Partner schools of Apprentice 19 and LSL
- Schools from the London Boroughs of Islington, Camden, Southwark Councils and Hackney
- Schools through direct request

Almost 6000 tickets were booked for events that took place over 17-21 June. This number fell slightly to around 5800 on-the-day due to cancellations.

The Creative Arts day was the most popular in terms of both offers and take-up from schools. The Finance and Professional Services day was the least popular, although several businesses in this sector were happy to offer programmes on the creative day.

2. Guildhall events

The following is a summary of the main outcomes. There were over 4600 young people who attended events over the two days at the Guildhall.



2.1 Apprentice 19

- Tuesday 18 June – 984 bookings, 31 schools
- Wednesday 19 June – 1164 bookings, 32 schools
- 60 stalls

¹ Although previous, smaller scale careers events have been held at Guildhall or with partner organisations over a number of years

2.2 LSL Annual Careers Showcase

Primary Day – Tuesday 18 June

- 662 bookings, 14 schools
- 21 stalls (three stallholders withdrew due to illness)



Secondary Day – Wednesday 19 June

- 1331 bookings, 35 schools
- 40 stalls



Build the City of the Future LEGO event

- 228 bookings, 11 schools

Primary Futures 'What's my Line'

- 147 bookings, 6 schools

Inspiring the Future Speed Networking

- 82 bookings, 5 schools

3. Fringe days

- 72 participating companies

Creative Careers – Monday 17 June

- 35 companies
- 312 tickets booked for 19 sessions, hosted at 13 companies

Digital – Thursday 20 June

- 10 companies
- 76 tickets booked for 12 sessions, hosted by 9 companies

Finance & Professional Services – Friday 21 June

- 10 companies
- 60 tickets booked for 4 sessions, hosted by 4 companies

4. What worked well?

- The presence of hundreds of pupils at the Guildhall complex over the two-days of Corporation-hosted events was seen a positive sign that pupils were having an exciting experience.
- The Lord Mayor's lunch and presence was successful, and according to teachers, pupils and stall holders, the presence of the Sheriffs also added interest towards the end of Wednesday
- Through responses to the online survey, we learnt that some staff commented that they found the Festival to be comparable to a bonus INSET (CPD) day, picking up new information that would inform their advice to pupils.
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- The London Careers Festival Working Party had a positive influence on the strategic direction of the event, and improved once it had reduced to a manageable size
- Using City of London (CoL) Apprentices as ambassadors
- Branding and design
- Separate entry points
- Fringe events where pupils and teachers attended work spaces were interesting, well-planned and engaging and hosting businesses and organisations were generous in terms of planning and delivery.
- Curating a day for Primary schools was hugely well-received.
- Using the Guildhall as a location, and all events hosted therein: Apprentice 19, LSL Annual Careers Showcase, Build the City of the Future LEGO event, Primary Futures 'What's my Line' and Inspiring the Future Speed Networking
- Participating companies and stallholders said they were well managed in terms of support from the central teams

5. What could be improved?

- Start planning and communicating the event earlier
- More resource given to the school bookings for Fringe Days, maybe engaging Education Business Partnerships (EBPs) in the process and greater lead time for schools

- More tech and creative offers but suggest that ‘fringe’ events are not ‘themed’ just centred around the fusion skills e.g. activities which build communication, activities which involve problem solving and so on.
- More volunteers or employed porters for the carrying, moving, rubbish etc. at Guildhall
- Some Liveries realised that they may be better placed in with the Apprenticeships and were sorry to miss out on the older age group
- Work sooner with local area business/education link groups Involve more Higher Education Institutions (HEI’s) and Further Education providers (FE’s) in future offers – perhaps ‘zones’ of activities (primary, 14-16, post 16)
- Better signage
- Even clearer guidance needed for some teachers
- Consider changing session times to primary, under 16s and over-16 which will allow post 16 pupils to attend alone/unaccompanied by teachers

6. Attendee and participants’ feedback

- 455 pupils responded to surveys during Guildhall Events (9.9% of the total numbers)
- 12 pupils completed surveys online
- 26 school & education providers completed surveys online
- 41 companies and organisations completed surveys online

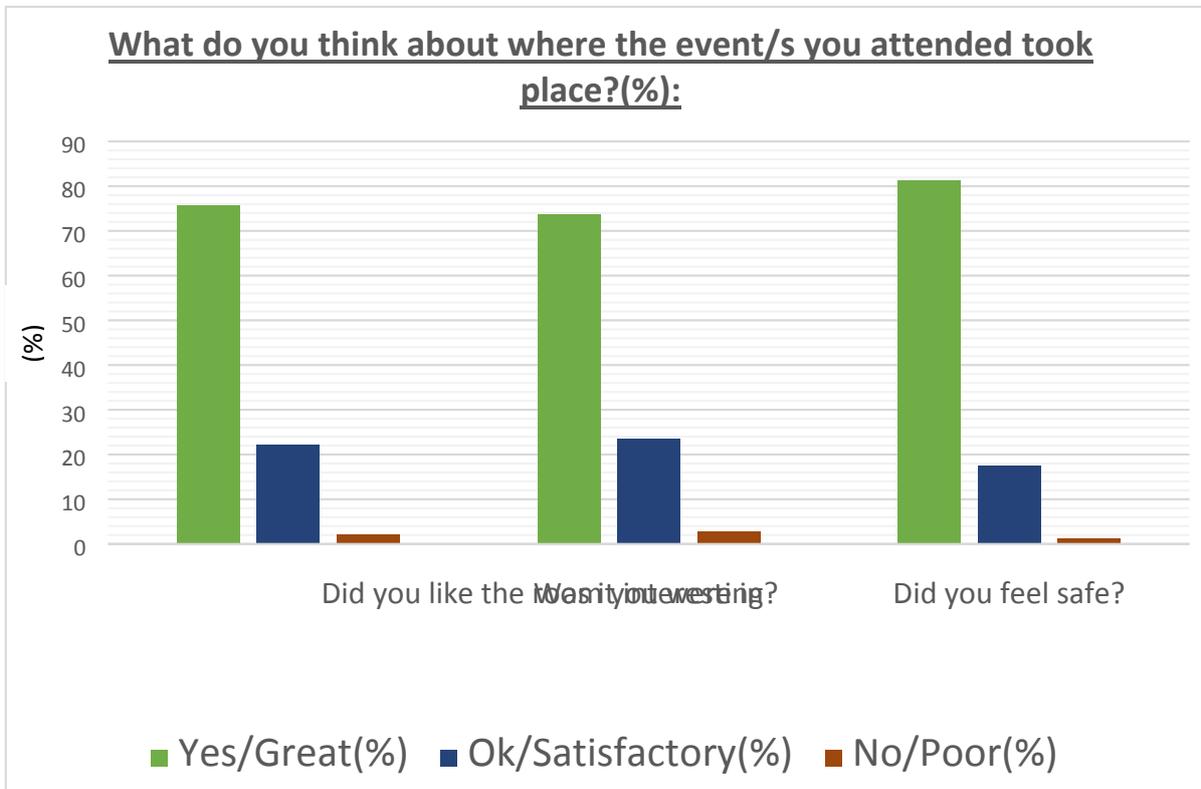
7.1 Key headlines

- 76.4% of pupil said they found LCF interesting
- 70.5% of pupils said they would like to come back to LCF again
- 71.2% of the pupils said they would recommend LCF to other young people

7.2 Pupils’ responses

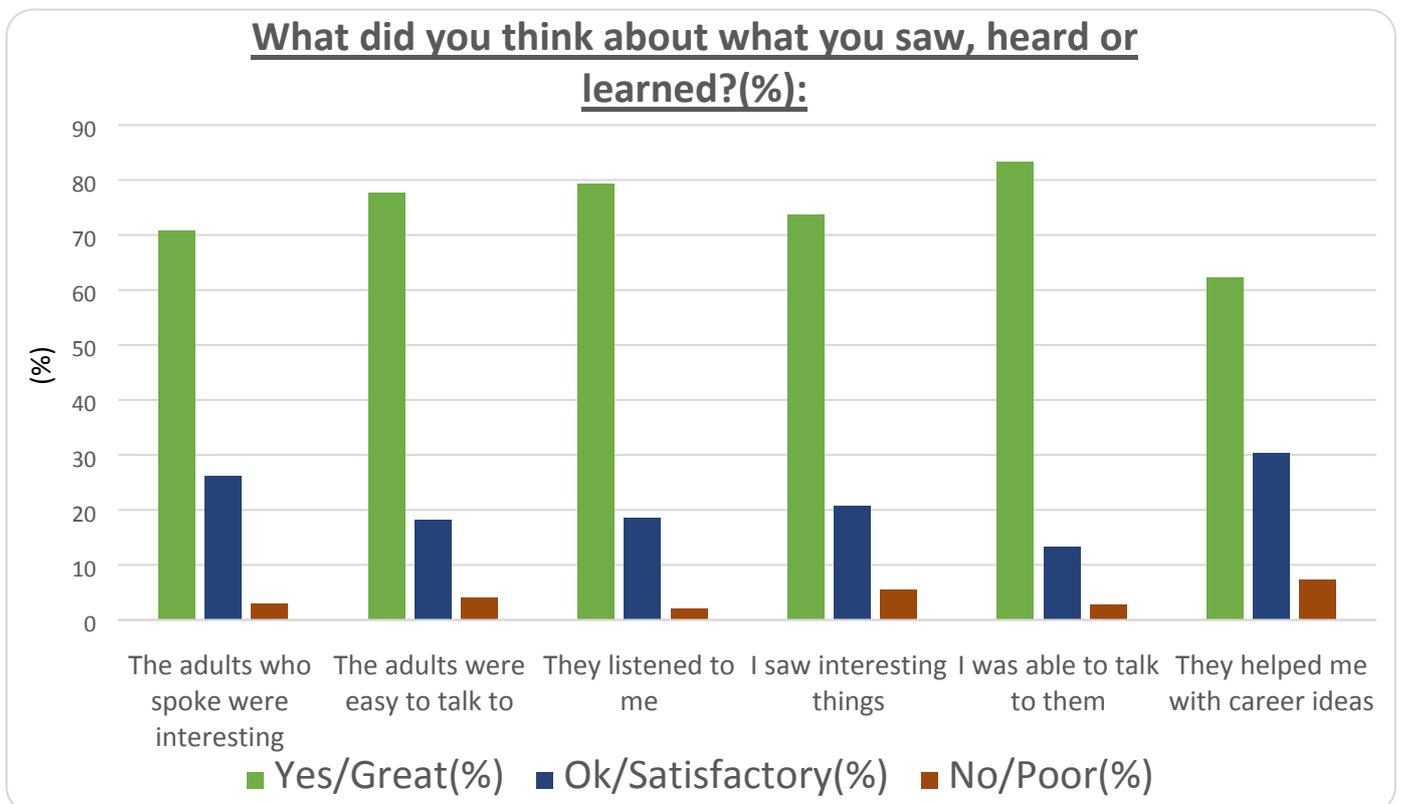
As can be seen in Figure 1, over 80% of the pupils felt safe and over 70% thought the venue was interesting and liked the venue/space they were in. This data is further complimented by less than 3% of the pupils stating that the venue they were in was ‘poor’. Note, all figure present data in percentages.

Figure 1: Atmosphere and safety:



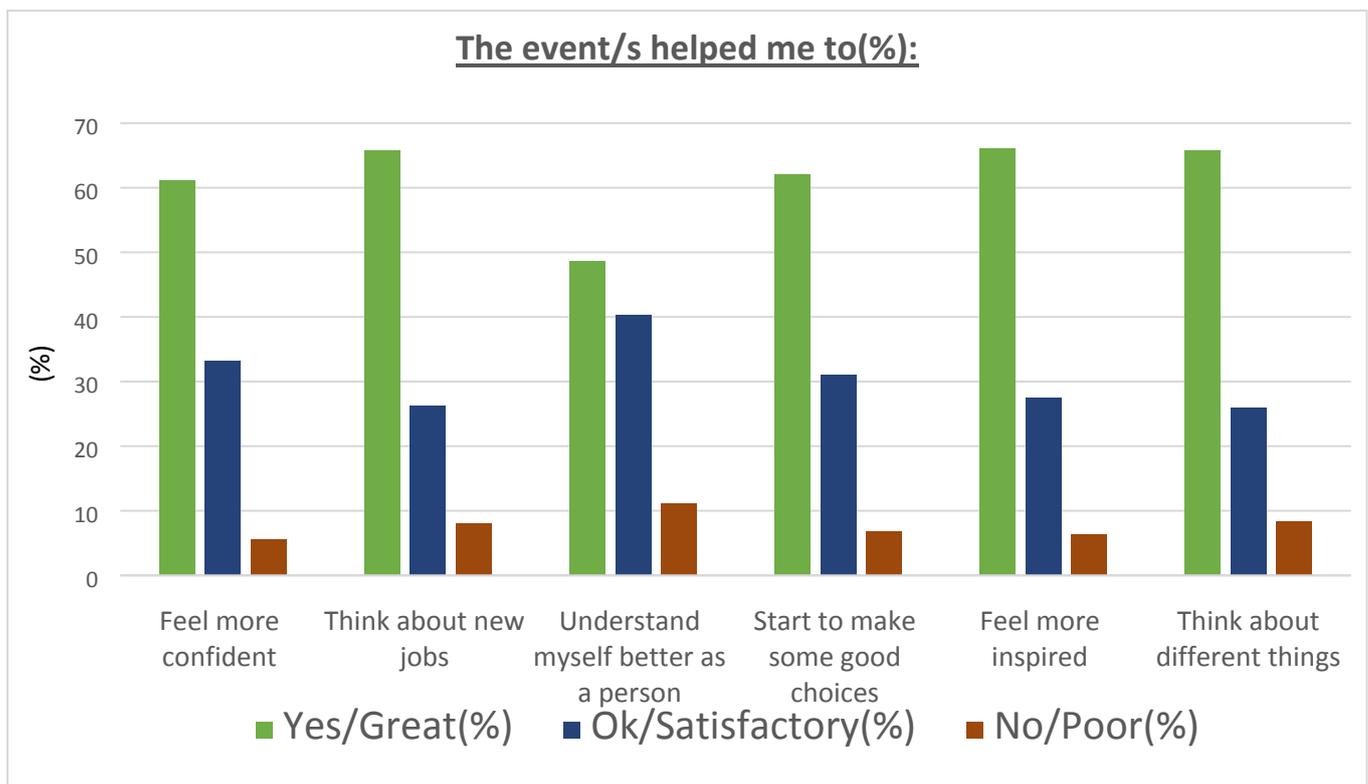
Over 70% of the pupils were enthusiastic about their learning at the event and found it helpful. About 62%-84% of the pupils particularly felt that adults listened to them and that they spoke and found what they heard to be interesting (see Figure 2)

Figure 2: Pupils value on what they engaged with:



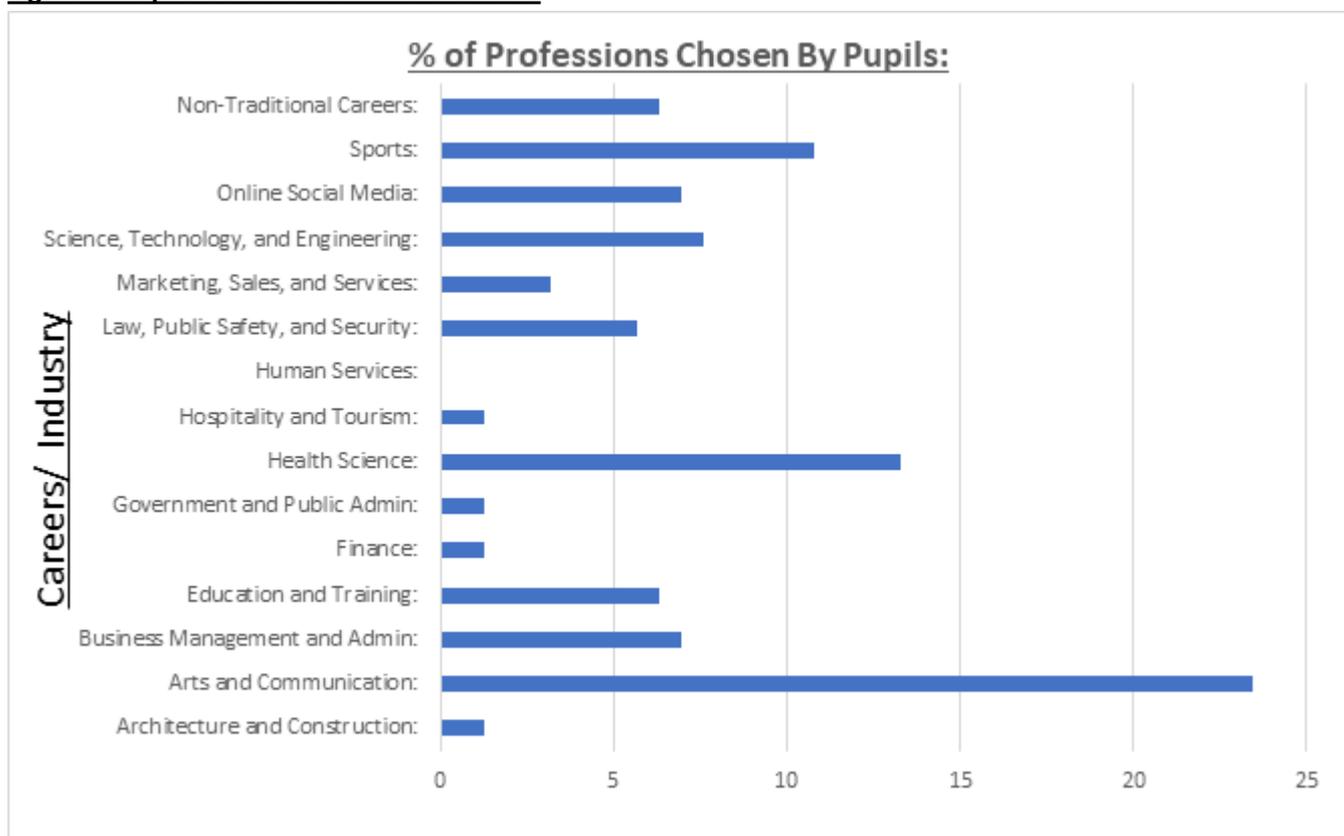
The pupils commented that they felt inspired and that the event made them think more about potential jobs(see Figure 3).

Figure 3: Pupils Self-reflection:



The most popular careers were in the arts and communication areas, health sciences, and sports. Tech careers and new and emerging jobs in social media, including roles such as, ‘vloggers’, ‘bloggers’, ‘You Tubers’ and ‘influencers’ were also popular (see Figure 4).

Figure 4: Pupils’ selections of future careers



- ‘Thanks again for the Livery showcase. Our year 9 students were saying on the way back, “that was actually quite good, I thought it was going to be dead, but it was good.” Consider this the highest form of accolade! In all seriousness it was fantastic, it was great to have an opportunity to interact with different careers.’

7.5 Sample Stallholders’ responses:

- ‘There were loads of support in the run up and on the day, in particular, the primary day which had a real buzz.’
- ‘Opportunity to spark interest in the wide range of careers in eye health, often insufficiently understood or promoted by schools themselves and (rare) careers teams.’
- ‘The participation of apprentices and graduate students on the various stands who can better related to younger age groups.’
- ‘Apprentice 19 was a fantastic event! Students were very engaged and interested in learning more about apprenticeships in professional service. It was great to see enthusiasm from all year groups.’
- ‘It was fantastic to be part of it – thank you so much for inviting us. A tremendous achievement – congratulations to all.’

7. Recommendations for London Careers Festival 2020

These recommendations resulted from emergent themes from the evaluations completed and the feedback received and in discussion with the London Careers Festival Working Group.

- Festival to take place over three consecutive days
- Integrate booking system into website
- 3:00pm finish for all events
- Plan events for Guildhall Yard first
- Better signage throughout
- Ensure better separation between events/ensure students for LSL do not gain access to Apprentice 19 and vice versa

8.1 Apprentice 19

- 500 per slot
- Companies must commit for two days and not change to one day at the last moment
- Question more deeply what each company is bringing to its stand to ensure it is engaging
- Ensure there are more exciting stands in the crypts and not just in the Great Hall

8.2 LSL Annual Careers Showcase

- Increase each day to 1700
- Better signage and reception/signing-in area
- Liveries to commit to both days

A full evaluation and impact report will be produced.