

Committee(s): Education Board	Dated: 07 December 2023
Subject: City of London Careers Festival – Apprentice Ambassador Support - Adult Skills Education and Apprenticeship Service	Public
Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?	1, 2, 3, 4
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain’s Department?	N/A
Report of: Strategic Director – Education and Skills.	For Information
Report author: Barbara Hamilton – Department of Community and Children’s Services	

Summary

This report summarises the contribution of City’s Apprentice Ambassadors to the City of London Careers Festival.

Central to many careers festivals is a job fair in which employers promote their organisation’s opportunities and interact with potential candidates. Job seekers, meanwhile, can explore potential careers and vacancies, submit CVs, and learn about different companies and industries.

While taking a similar approach, the City of London Careers Festival provides a far more comprehensive offer attended by a vast number of small, medium, and large City firms/business. Our Apprentice Ambassadors provide a warm welcome to all visitors, and guide individuals and groups of business visitors through the festival. Ambassadors also introduce school groups to relevant stalls and events, discussing potential careers and advising on job vacancies and apprenticeships.

We promote current employment opportunities and job vacancies throughout the festival. Potential school leavers are encouraged to introduce themselves to firm representatives, express their interest in job vacancies, internships, and career pathways, and apply for suitable roles.

Recommendation:

Members are asked to:

Note the report:

Main Report

Background:

Networking opportunities:

1. The City of London's Apprentice Ambassadors perform the key function of engaging visitors in the festival's many opportunities to network with professionals, industry experts, and representatives from various organisations. They encourage school visitors to network with stall holders, explaining how these connections often lead to valuable support and mentorship opportunities, while providing insights into specific industries.

Panel discussions:

2. Ambassadors learn the agenda for each day's activities so they can encourage and direct visitors to relevant discussion panels featuring professionals from different fields. Panellists discuss current trends, challenges, and opportunities within their industries, enabling individuals to explore career options.

Information booths:

3. Ambassadors are also responsible for guiding school groups to information booths. Set up by businesses, educational institutions, City of London departments, and careers service providers, information booths offer details about specific programs, courses, and services.

4. In previous years, our festivals have offered careers assessment tools or services to help individuals identify their strengths, skills and interests, and guide them toward suitable career paths. With the support of the Apprentice Ambassadors, we can and will continue this service.

Current position:

5. The City of London Careers Festival often includes interactive activities, simulations and demonstrations for specific industries or professions. The Animal Reception Centre, for instance, introduced potential animal care apprentices to a few of their many interesting reptile residents. Interactive Information Technology and Digital Skills/Artificial Intelligence activities have also proved very popular.

6. In the early stages of our Apprentice Ambassador programme, we worked with approximately 25 volunteers recruited from many different internal departments. As news of the Ambassador opportunities spread throughout the corporation, additional departments became involved too.

7. The aims and objectives of the festival were explored at our apprentice focus group, following which apprentices could express their interest in becoming Apprentice Ambassadors.

8. An email was then sent to each engaged apprentice's line manager to request permission for their support of the festival. Line managers were provided with information and background on the festival and the apprentice's respective duties and commitments. All line managers have thus far supported the event and welcomed their apprentices' involvement. Where possible, evidence was collected on the Ambassadors' duties in practice, enabling the assessment of Ambassador activities and how these contributed to their course credits.

9. All participating apprentices completed Customer Service training sessions to prepare them for Ambassador duties. The number of apprentices from Customer Service and Business Administration programs far exceeded those from any other City of London Corporation's apprentice training areas.

Corporate and strategic implications:

- Strategic implications – festival activities and the role of Apprentice Ambassador are aligned with and support the delivery of the Corporate Plan.
- Financial implications – none
- Resource implications – none
- Legal implications – none
- Risk implications – none
- Equalities implications – the festival and the role of Apprentice Ambassador comply with our Public Sector Equality Duty 2010. The project will not have any negative impact on people protected by existing equality legislation – age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership and pregnancy and maternity.
- Climate implications – none
- Security implications – none.

Conclusion:

10. The Apprentice Ambassadors are responsible for promoting the benefits of apprenticeships to both potential apprentices and employers. This has thus far involved meeting with specific employers to discuss their apprenticeship experience and demonstrate their skills and abilities.

11. Apprentice Ambassadors will continue to support a variety of festival objectives and activities. They play a key role in promoting festival events and providing work-related demonstrations for visitors. They also contribute to specialised workshops and seminars on topics such as CV building, interview skills, industry trends, professional

development, and adapting to employer need, providing valuable insights, and supporting school students to improve their career prospects.

12. Apprentice Ambassadors are also responsible for guiding visitors to information, stalls, workshop/seminars, and scheduled events within the Guildhall, ensuring visitors arrive at the correct venue on time.

13. Overall, our Apprentice Ambassadors benefit from building and maintaining relationships with new businesses, educational institutions and other stakeholders who may be interested in employing apprentices. They provide useful support and guidance to school students considering the apprenticeship programme, helping them understand and navigate the training arrangements, discussing the application process, connecting them with resources, and addressing any concerns or anxieties they may have. Where relevant, Apprentice Ambassadors also share information about current apprenticeship opportunities.

Appendix:

None:

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