

Committee	Dated:
Education Board	18/07/2019
Subject: London Careers Festival Initial Impact Report	Public
Report of: Director of Community and Children's Services	For Information
Report author: Anne Bamford, Strategic Director for Education, Culture and Skills	

Summary

The Skills Strategy 2019-23 commits to ensuring that there is high quality exposure to the world of work at all stages of education to enable learners to make informed career choices. The London Careers Festival 2019 was a pivotal mechanism for delivering on this goal by offering a full week of opportunities for pupils from Key Stage 2 through to Key Stage 5 to have experiences of the world of work at events, talks, stalls and exhibitions and within workplaces across London. The Festival was delivered in partnership with the Worshipful Company of Stationers and the Livery Schools Link (LSL). An initial summary report based on a range of evaluation methods including surveys completed by pupils on the day, surveys completed by participating employers, and an online survey completed by pupils and school staff is included in **Appendix 1**.

Recommendation

Members are asked to note that:

- The London Careers Festival 2019 occurred over 17-21 June 2019.
- An initial summary report of the Festival is included in **Appendix 1**.
- Members will receive a detailed impact report at the Education Board meeting in September 2019.

Main Report

1. Outputs summary

- The London Careers Festival (LCF) involved three days of fringe events held at various locations and two days of central events held at the Guildhall complex.
- In total, 133 different schools and sixth form colleges registered for the Festival. Schools came from the City of London Family of Schools, partner schools of Apprentice 19 and LSL, and schools from the London Boroughs of Islington, Camden, Southwark and Hackney through direct request.
- There were over 4600 young people who were booked onto the two-days of events at the Guildhall. This was broken down into:
 - 2,148 pupils were booked onto Apprentice19 with access to 60 stalls.
 - 1,993 pupils were booked onto Livery Careers Showcase with access to 61 stalls.
 - 457 pupils were booked onto aspiration and skilled based workshops.
- Additionally, 448 young people were booked onto events taking place on the three fringe days. These days were hosted by a total of 72 companies representing organisations from Creative Industries, Digital Industries and Financial and Professional Services.

2. Pupil feedback summary

- General feedback:
 - 76.4% of pupils 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.
- Venue:
 - Over 80% of the pupils felt safe.
 - 70% of pupils thought the venue was interesting and liked the venue/space they were in.
- Usefulness of event:
 - 61% of pupils agreed that LCF helped them to feel more confident.
 - 65% of pupils agreed that LCF helped them to think about new jobs.
 - 66% of pupils agreed that LCF helped them to feel more inspired.
- Popular professions:
 - The most popular career sectors where pupils aspired to work were in the Arts and Communication areas, Health Sciences, and Sports. Tech careers and new and emerging jobs were also popular.
- The full report included in **Appendix 1** includes visual representations of this data as well as sample comments from pupils and school staff.

3. Recommendations for London Careers Festival 2020 summary

- Evaluating the strengths and areas for improvement of the event from the event feedback and experiences of the event organisers, the London Careers Festival Working Party developed recommendations for LCF 2020. The initial recommendations are included in the report in Appendix 1. In summary they focus on the following areas.
 - The format of the festival (e.g. number of days, start and finish times)
 - Coordination and organisation of event (e.g. sequencing of events, scheduling).
 - Website and marketing (e.g. online booking system, signage).
 - Quality of exhibitions and workshops.
- The recommendations will be further refined and developed over the coming weeks and will be included in the Impact Report submitted to the Education Board meeting in September 2019.

Conclusion

4. This report provides a summary of the initial findings of the London Careers Festival 2019 which took place over 17-21 June 2019. Members are asked to note the report in **Appendix 1** and note that a more detailed impact report will be submitted to the Education Board in September 2019.

Appendices

- **Appendix 1** – London Careers Festival Initial Report.

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