

Committee	Dated:
Education Board	12/09/2019
Subject: London Careers Festival 2019 Evaluation Report	Public
Report of: Director of Community and Children's Services	For Decision
Report author: Anne Bamford Strategic Education and Skills Director	

Summary

At the meeting on 18 July 2019, Members of the Education Board received an initial summary evaluation report of the London Careers Festival 2019 (LCF) which took place over the week commencing 17 June 2019. The LCF was an integral mechanism for delivering the aims of the Education, Skills and Cultural and Creative Learning Strategies which commit to ensuring learners receive exposure to the world-of-work at all stages of education.

Recommendation

Members are asked to:

- Note the full evaluation report of LCF in **Appendix 1**.
- Approve that the Education Unit should seek to implement the recommendations for LCF 2020 which have been extracted and included in Section 2.

Main Report

LCF Evaluation Report

1. The LCF 2019 was the first week long careers festival, bringing together the successes of Apprentice 19 and Livery Showcase and adding 'Fringe Days' where pupils were hosted in workplaces, uniting previous initiatives and new approaches to careers education which meet the Gatsby Benchmarks under a shared ambition and with shared branding and central organisation. As this was the first event, it was important to conduct a detailed evaluation to provide baseline data for determining impact and as a tool for continued improvement for the partners and stakeholders including pupils, teachers, businesses, and Apprentice 19 and Livery Showcase

LCF Evaluation Recommendations for 2020

2. The recommendations from the report have been extracted and summarised below.

Event format

- I. To give schools optimal opportunity to travel pupils back to the school in reasonable time, events should finish by 3pm.
- II. To support schools who require transport and staff cover, Fringe Events should run on the same days as the Guildhall Events so that schools can take pupils from one to the other without the need for additional staff cover.
- III. To ensure consistent and manageable numbers spread across the days of LCF (avoiding very busy days and quieter days), LCF 2020 should run over three consecutive days with equal numbers of slots on each day, including both Fringe Events and Guildhall Events.

- a. Consider organising the three consecutive days according to age group: Years 5 and 6; Years 9 and 10; Years 11, 12 and 13.
- IV. LCF 2020 Fringe Days will not be themed by industry but by the Fusion Skills they prioritise. This will support pupils to identify which skills they would like use in the future and therefore broaden the opportunities which might be available to them.
 - a. The data collected on pupils' future career ambitions should be used to inform how job roles can be grouped under the skills they use (e.g. 'footballer' was a popular career ambition and could be linked with other roles which prioritise 'teamwork' and 'resilience').

Sign-up and cancellation

- V. To support schools where there may be issues with staff cover, schools should be invited to make bookings for a whole class of pupils, and crowd control should be used during the event to ensure there is a continuous flow through the events.
- VI. To prevent last minute cancellations due to travel and/or staff cover, schools should be asked to book events after these arrangements have been confirmed and not before. Since the biggest area for cancellations was the Fringe Events, running these on the same day at the Guildhall Events will allow schools to book travel and staff cover for a consolidated period of time.

Logistics and management

- VII. To continue to ensure the events are well organised and managed, LCF 2020 should have a designated Project Officer who is the central point of contact for schools and participating organisations.
- VIII. To ensure the safety of the pupils and prevent congestion during the Guildhall Events, there should be increased and augmented signage around the Guildhall Complex, and all people participating in the event should wear badges to clearly show which events they are participating in.
- IX. To prevent bottlenecks and increase the flow of traffic at the Guildhall Events, LCF 2020 should have designated areas for pupils to wait between events and eat their lunch.

Website and marketing

- X. To further increase the turnout from schools, LCF 2020 should be advertised in the Autumn Term and shared through social media platforms, schools' networks and local authorities well in advance.
- XI. To improve the website and booking system and minimise complications leading up to the event, preparations for LCF 2020 should prioritise commissioning a new website with an integrated booking system and calendar.

Exhibitions and workshops

- XII. To ensure that exhibitions and workshops are relevant and age-appropriate, participating organisations in LCF 2020 should be asked to complete a short brief of their stall/exhibition including the targeted age group. Running the event over three consecutive days themed on 'age group' should support us to ensure that the events are being accessed by the appropriate aged pupils and will support organisations to develop/modify their exhibitions as needed.

Evaluation and data collection

- XIII. To ensure effective data collection for the event, and so support proper evaluation and impact measurement, the new booking system for LCF 2020 should ensure effective measurement of: number of bookings, number of different schools (primary and secondary), number of different participating organisations, and number of cancellations.

Conclusion

3. Members are asked to note the report in **Appendix 1** and approve the recommendations for LCF 2020 extracted and included in Section 2.

Background papers

- Education Board 18 July 2019 – London Careers Festival Initial Impact Report

Appendices

- Appendix 1 – London Careers Festival 2019 Evaluation Report

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