

<b>Committee</b>	<b>Dated:</b>
Education Board	24/09/2020
<b>Subject:</b> London Careers Festival 2020 Evaluation Report	<b>Public</b>
<b>Report of:</b> Director of Community and Children's Services	<b>For Discussion</b>
<b>Report author:</b> Fatema Chowdhury, Skills Project Officer	

### Summary

This report updates Members on the outcomes of the London Careers Festival (LCF) 2020 which engaged primary, secondary and post 16 pupils across London and which was delivered as a virtual event for the first time. The report examines the achievements of the festival against its strategic aims, its reach and impact on young people and a close analysis of features to improve for the festival next year. A two-page summary of the main outcomes is included in **Appendix 1**, and the full evaluation report is included in **Appendix 2**.

### Recommendation

Members are asked to:

- Note the LCF 2020 evaluation report with key facts and achievements
- Note the recommendations for LCF 2021

### Main Report

#### Background

1. The City of London Corporation (COL) is committed to enabling pupils in its Family of Schools and beyond to make informed career choices and flourish in the rapidly changing world. The vision for the London Careers Festival 2020 (LCF) was to build on the successes of LCF 2019 and deliver this ambition by offering a week-long virtual festival where young people could meet and engage with employers and apprenticeship providers virtually across a range of jobs and industry sectors. The event was marketed at schools across London and young people in pivotal points of their education, from primary through to post-16. Organisations across London were asked to host webinars and online experiences with the aim to introduce pupils to the diverse array of opportunities offered across Greater London and beyond and fuel their imaginations to help shape their futures.
2. Due to school closures following the COVID19 outbreak, the decision was made in April 2020 to deliver the London Careers Festival virtually. The festival remained unchanged in its principle aim of bringing together employers and young people, offering a unique virtual experience of workplaces alongside a mix of information, advice, guidance and skills development. The festival was delivered online via applications such as Microsoft Teams, Zoom, and YouTube Live.

#### Key findings from LCF 2020

3. The following bullet points provide headlines from the full evaluation report in **Appendix 2**:
  - 2,834 bookings were made for LCF Webinars
  - LCF bookings came from 72 different schools
  - 92 organisations in total participated in LCF 2020

- 65 webinar style sessions were delivered across the week to pupils and teachers
- Over 140 different career and skills-related resources were shared with schools and pupils via the LCF website (<https://www.londoncareersfestival.org.uk/>)
- 353 individual registrations on the LCF website and over 40% of these registrations came directly from pupils
- 84% of young people expressed that they enjoyed joining the festival online and a total of 95% of pupils agreed that 'it was easy to join (LCF) session(s)'
- 88% of teachers said they would book pupils onto events next year and would recommend the festival to other teachers and schools
- Over 50% of schools who made bookings stated that they had not engaged with LCF in 2019
- LCF 2020 built and extended its partnership remit from last year, with over 45% of its partnerships being new for this year's festival

### **Recommendations for LCF 2021**

#### **4. LCF Website:**

Schools and partner organisations told us that an improvement to the functionalities of the LCF website would make it easier to locate and share relevant information. In 2021, the site will have improved functionalities in its 'booking' and 'resources' pages. It will aim to include simpler, clear language in all its content.

#### **5. Marketing and Web presence**

The LCF website will have improved search engine optimisation (SEO) and web presence to make it easier for schools and partners to find relevant information. Continuous improvements will also be made to market LCF more widely and earlier in the academic year.

#### **6. Communication**

To ensure that all relevant information reaches schools, pupils and partners in good time, we will ensure that joining instructions are shared with schools at least 1-2 weeks before the event. There will also be improved communication between the LCF team and partner organisations to provide greater support to partners around session delivery and accommodate 'rehearsals' where appropriate.

### **Appendices**

- **Appendix 1** – LCF 2020 Two-Page Summary
- **Appendix 2** – LCF 2020 Full Evaluation Report

### **Fatema Chowdhury**

Skills Project Officer

E: [Fatema.Chowdhury@cityoflondon.gov.uk](mailto:Fatema.Chowdhury@cityoflondon.gov.uk)

T: 07922383021