

London Careers Festival 2020

Summary Evaluation

The Vision

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. More broadly, COL has committed to supporting interconnectivity between industry and education across London and link learning to the world of work. The vision for the London Careers Festival 2020 (LCF) was to deliver this ambition by offering a week-long virtual festival where young people can meet and engage with employers and apprenticeship providers virtually across a range of jobs and industry sectors. The event would be marketed at schools across London and target learners in pivotal points of their education from primary through to post-16. Organisations across London would be asked to host webinars and online experiences for the mutual benefit of supporting today's learners and tomorrow's employers.

The Festival

LCF 2020 ran virtually from **Monday 29 June – Friday 3 July 2020**. The offers included:

Live Webinars: Over the course of the week, various 'live webinars' were delivered which included employer-led sessions exploring specific job roles, organisations and industries; those exploring different career access pathways e.g. apprenticeships, degrees, etc; workshops exploring entrepreneurship and entrepreneurial skills; virtual talks from employers and industry experts; online skills building workshops; Q&A's with experts, professionals and more.

Online Resources: To enable maximum flexibility for schools and pupils to interact with the festival, LCF also offered a range of 'online resources' which also focused on aspiration building, skills development and exploring a range of different careers and organisations. These included articles, videos, quizzes, word searches, pre-recorded lectures, activities and tasks to do at home and more.

Partnerships

LCF 2020 was delivered successfully following the development of strong partnerships with a number of different organisations who hosted webinars/workshops, virtual talks, curated online resources, etc. Whilst many existing partners continued to support the festival following their involvement last year, **48%** of participating organisations in 2020 were new.

COVID19

Due to school closures following the COVID19 outbreak, the decision was made in April 2020 to deliver the London Careers Festival virtually. This enabled the festival to continue to engage pupils in skills and career exploration, whilst the focus shifted to what pupils and young people could do online either at home or at school. 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.

Turnout



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

Press and Media Coverage

Press and media coverage for LCF included weekly tweets during May and June using [#LondonCareersFestival](https://twitter.com/LondonCareersFestival). Leading up to LCF, there was media coverage in [City AM](#), [City Matters](#), [FE Matters](#) and [London Loves Business](#).

Strengths

Pupils' Experience of the Virtual LCF

A total of **95%** of pupils agreed that 'it was easy to join the online sessions', **92%** agreed that 'they felt safe and supported', **85%** of pupils agreed that the 'video and sound worked well' and **84%** agreed that they 'enjoyed the festival online'. This indicates that an online delivery model is effective in engaging young people in skills and career related opportunities.

Pupils' Experience of LCF

Responses to the online surveys reveal that overall pupils had positive experiences of the festival and its offers. **71%** of young people said that LCF helped them to feel inspired, **77%** of young people said LCF helped them to think about their skills and **79%** of young people said that LCF helped them to think about new career pathways.

Pupils' Aspirations and Skills

A key aim for the LCF was to encourage pupils to think about their future careers. When pupils were asked to identify professions (categorised into their sector) which they were interested in for their future careers, **53.7%** chose 'Science, Technology and Engineering' making this the most popular choice. This was followed by Business Management and Administration **29.1%**, Law Public Safety and Security **23.1%**, Finance **22.4%**, Arts and Communication **21.1%**, Architecture and Construction at **20.1%**, Marketing, Sales and Services **20.1%**, Online Social Media **18.7%**, Sports **15.7%**. These responses demonstrate that participating pupils reflected and thought about their careers as they were engaging with festival experience. LCF offers were in line with the sectors pupils are interested in with STEM, Entrepreneurship and Law being the leading theme of many offerings.

Teachers' Experience

100% of teachers responded positively to: the overall event, the quality of presentations from session facilitators, the interactive sessions, relevance to young people, relevance to the careers and skills curriculum, relevance to their school's or college's priorities.

100% of teachers also agreed that the festival supported their institution's aims for social mobility.



87% of young people said LCF helped them to think about their future



84% of young people said they enjoyed joining the festival online



84% of young people said LCF helped them to learn about jobs and careers

"(We liked) the choice of sessions from different career sectors and HE. Timings (of sessions) were the right length and spread throughout the day. Adviser and teacher access meant safeguarding and student interaction was supported."

Participating secondary school Careers Leader

Recommendations for LCF 2021

LCF Website functionalities:

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 linguistics in all its content.

Marketing and Web presence

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.

Communications

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 10 days 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.