

Appendix 5 – Impact Summary Report: Employability Pathways

Impact summary report: Employability Pathways - London Careers Festival and Online Mentoring

Cultural and Creative Learning Goals, Aims and Outcomes

Goal 4: ‘Cultural and creative experiences develop and enhance the fusion skills needed for employability in the 21st Century’

Goal 5: ‘Learners at all stages have exposure to professionals working in the creative and cultural industries including dancers, musicians, writers, designers, makers and the range of production and postproduction entrepreneurs and creatives’

Goal 5: ‘Young Londoners in the Family of Schools and beyond have access to the information, advice and experiences to progress into fulfilling careers, including in the creative industries and City sectors requiring the development of fusion skills’

Summary of the project including significant changes from the original action plan

We have continued to develop our Employability Pathways this year, supporting partner participation in the London Careers Festival (LCF) and transitioning our Work Experience Programme into an Online Mentoring Programme.

Nine CML partners ran sessions for the Virtual LCF this year, and the CML core team designed and delivered two original sessions: a photography masterclass and a session exploring apprenticeships in the cultural sector. Over 90 young people engaged with the live sessions as part of the event, with two of our partners receiving the highest attendance numbers. Pre-recorded skills and careers-based content and activities were disseminated to 240 schools.

The 2019 Work Experience Programme outcomes were extremely positive, and we were satisfied that our targeted recruitment, trauma-informed delivery, and cross-partner hosting model, was a successful one. In response to the pandemic and in consultation with several of our expert contacts, including social workers and teachers in Pupil Referral Units, we decided not to try to replicate the work experience model online. Instead, we replaced it with an Online Mentoring Programme. Our first mentoring cohort consisted of young people from Islington, who were either about to leave the care system or came from New River College, a secondary Pupil Referral Unit. We worked with teachers and care workers to explore and understand the group’s interests and career goals, targeting young people who have shown a strong interest in working in the cultural or creative sectors.

The programme has been going well and will continue with rolling recruitment. It is the intention to run an in-person Work Experience Programme again next year (pandemic allowing) as, though similar, the impacts of the mentoring and work experience are slightly different and benefit slightly different age groups.

Proposed cost	Online Mentoring and LCF participation predicted to cost £5k annually
Actual cost (include breakdown)	To date £1,150 <ul style="list-style-type: none">• £750 - mentor guidance video• £400 commission for photography workshop as part of LCF

Delivery period	Year-round, rolling mentoring programme
What outputs/activities were delivered?	
<p>Online Mentoring - Rolling programme, 8 mentees engaged so far - 20 is the annual target</p> <p>London Careers Festival - 90 young people engaged via CML partner sessions. 240 schools received recorded content and activities. CML partners contributed virtual 14 sessions – target was 7.</p>	

Outcome	Measurement/Evidence (e.g. results, pupil survey responses, etc.)	What has been the impact?
Online Mentoring		
Participants have gained confidence and insight into careers, sectors and employability skills	Impact Statement Shamuna Rahman, social worker for The House Project for care leavers	<i>'This provided the young people with a sense of ownership and empowerment by being involved in their own learning and work produced. Some mentees have gone onto doing work experience with the mentor beyond the virtual realm and plan to remain in contact. The young people were able to experience successful completion of a project which builds self-confidence and motivation to continue to develop and learn. The majority of the young people who participated were not in education, employment or training (NEET) and this pilot highlights the importance of providing young people with a variety of positive learning experiences outside of the more traditional pathways'</i>
Target of 75% of young people complete the three mentoring sessions was met	Mentee Survey Responses	Completing the programme builds confidence and reduces the fear of engaging in further education, training, or employment
Target of 75% of young people say that they now have more understanding of the sector that they are interested in was exceeded at 100%	Mentee Survey Responses	Demystifying their chosen sector and introducing them to a relatable contact working within it, are the first steps to entering employment
Target of 75% of young people say they feel more prepared for and confident about entering the world of work was exceeded at 100%	Mentee Survey Responses	Understanding the skills needed to work in a sector provides the outline of a pathway into work

Target of 75% of mentors reporting a rewarding experience was exceeded at 100%	<i>Mentor Survey Responses</i>	Mentors found the experience satisfying and a mutual learning experience
Target of 75% of mentors would participate in something similar in future was exceeded at 100%	<i>Mentor Survey Responses</i>	Ensuring that the experience is enjoyable helps us to build a cohort of experienced mentors and supports recommendations to colleagues etc
London Careers Festival		
87% of young people said LCF helped them to think about their future	<i>Attendee survey</i>	Demystifying careers and informing young people of their options will assist them in making decisions around further education, employment, and extra-curricular activities
84% of young people said LCF helped them to learn about jobs and careers	<i>Attendee survey</i>	Each step of information will help London's least advantaged young people not to be left behind due to lack of insight
92% agreed that 'they felt safe and supported'	<i>Attendee survey</i>	A positive experience will make them more likely to participate in something similar in the future
71% of young people said that LCF helped them to feel inspired	<i>Attendee survey</i>	Engaging with inspirational facilitators and activities will help spark interests and also leave young people believing they have a range of career options
77% of young people said LCF helped them to think about their skills	<i>Attendee survey</i>	Approaching employment with an understanding of how your personal skill-set and attributes prepare you for different sectors is a logical approach for finding a career that suits
79% of young people said that LCF helped them to think about new career pathways	<i>Attendee survey</i>	Understanding pathways is the first step to beginning to actually navigate them

Wider educational outcomes:

Online Mentoring:

Social impact :

"I realise that there are people in the industry who are willing to help and support. I have learnt that I am charismatic which is needed in the buying and selling side of things" Mentee

"I learnt that some qualities I have are gonna be useful in the career I want to take" Mentee

Personal impact:

"It rekindled my motivation and gives me something more to look forward to" Mentee

"I believe I can make my dream happen. It can be my reality" Mentee

"To never give up" Mentee

Innovation impact:

"[The new pedagogical model] works from the young person at the centre- focusing on their interests and moving at their pace by asking them to specify exactly they are interested in and which sector they want to break into. From there, connecting each young person with a carefully matched mentor that would not only be able to provide a rich learning experience but also connect well with their mentee' - Shamuna Rahman, The House Project

Fusion skills impact:

Initiative and aspiration – through inspirational and relatable mentors who act as supportive role-models can demystify their sector and role

Problem-solving – through being set a work-based task to complete independently and then receive feedback

Organisational skills – through managing time to complete a work-based task independently, book in and attend mentoring sessions

Resilience – through receiving feedback in a constructive way and making changes

Creativity – through honing the creative skills required for each role/sector, from printing t-shirts to making a pair of grills in the jewellery workshop

Were there any unexpected benefits?

We designed the programme to benefit our young participants, but the benefits reported by our mentors were overwhelming and add another dimension to the project, especially in the COVID age.

"I realised that I enjoy teaching and mentoring, and that slowing down to look backwards, and help others, makes you appreciate how far you've come. It stops you from taking what you have and your surroundings for granted. I also realised that I hadn't chatted to someone in their teens for a long time, which in and of itself was rewarding." Mentor

Will the outputs/activities continue?

The programme will continue on a rolling basis. The aim is that the final mentoring session takes place in the workplace wherever possible.