

<b>Committee(s)</b>	<b>Dated:</b>
Education Board	09/09/21
<b>Subject:</b> London Careers Festival 2021 Evaluation Report	Public
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	3, 5, 8 & 10
<b>Does this proposal require extra revenue and/or capital spending?</b>	N
<b>If so, how much?</b>	N/A
<b>What is the source of Funding?</b>	N/A
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	N/A
<b>Report of:</b> Director of Community and Children's Services	For Information
<b>Report author:</b> Fatema Chowdhury, Skills Project Officer	

### Summary

This report updates Members on the outcomes of the London Careers Festival (LCF) 2021 which engaged primary, secondary and post 16 pupils across London in work-related and skill development activity and was delivered virtually. The full report in **Appendix 2** examines the achievements of the festival against its strategic aims, its reach and impact on young people, evaluations of a number of new delivery methods and outputs piloted this year, and recommendations for improvements for future years. A two-page summary of the main outcomes is included in **Appendix 1**, and the full evaluation report is included in **Appendix 2**.

### Recommendation(s)

Members are asked to:

- Note the LCF 2021 evaluation report with key outcomes and achievements.
- Note the recommendations for LCF 2022 and onwards.

### Main Report

#### Background

1. The City of London Corporation (COL) is committed to enabling pupils in its Family of Schools to make informed career choices and flourish in the rapidly changing world.
2. The vision for the London Careers Festival 2021 (LCF) was to build on the successes of previous years and deliver this ambition by offering a week-long virtual festival where young people could meet and engage with employers and apprenticeship providers across a range of jobs and industry sectors. The event was marketed at schools across London and the wider UK and towards 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 to introduce them to the diverse array of opportunities and fuel their imaginations.
3. Due to continued circumstances around the COVID19 outbreak, the festival was delivered virtually for a second year. The goal of bringing together employers and young people remained unchanged from previous years, with a view to replicating many of the experiences in a unique virtual experience, such as experience of

workplaces, a mix of information, advice and guidance, and skills development opportunities. The festival was delivered online via applications such as Microsoft Teams and Zoom.

## **Current Position**

4. London Careers Festival 2021 was delivered between 28 June – 2 July 2021. The week-long event included 'live webinars' delivered by employers, workshops which enabled pupils to explore one of the 12 Fusion skills, and 'online resources' which schools, pupils and families could explore beyond the dates of the live events.
5. The festival offered 55 webinars across the week for primary, secondary, post 16 pupils and SEND schools. The webinars explored a range of industry sectors including, arts, law, business, STEM, Fusion Skills and more. Additionally, one of these webinars was organised to help parents explore career options for their child. Finally, the festival also offered over 160 resources which are accessible throughout the year to support schools and pupils with their ongoing career exploration journey.
6. Key findings from LCF 2021: The following bullet points provide headlines from the full evaluation report in Appendix 2.
  - 20,365 bookings were made for LCF Webinars (resulting in a 619% increase compared to booking numbers in 2020).
  - LCF bookings came from 181 different schools.
  - 50 organisations in total participated in the delivery of LCF 2021 webinars.
  - 55 webinar style sessions were delivered across the week to pupils and teachers.
  - Over 160 different career and skills-related resources were shared with schools and pupils via the LCF website (<https://www.londoncareersfestival.org.uk/>).
  - 71% of young people expressed that they enjoyed joining the festival online and a total of 59% of pupils agreed that 'it was easy to join (LCF) session(s)'.
  - 85% of teachers said they would book pupils onto events next year and 92% would recommend the festival to other teachers and schools.
  - Over 80% of schools and pupils who made bookings stated that they had not engaged with LCF in 2021.
  - LCF 2021 built and extended its partnership remit from last year, with over 60% of its partnerships being completely new for this year's festival.

## **Proposals**

7. Following review of survey responses and data gathered regarding the impact of the festival to schools/pupils, the following recommendations have been proposed for LCF 2022.
8. Hybrid delivery model  
Consider a hybrid delivery model where offers include both physical and online experiences, utilising the strengths of each method (e.g. reach of online events and interactivity of face-to-face).
9. Resources  
Explore and curate resources for schools and pupils to explore even more industry sectors, including, Healthcare, Creative Industries and provide more resources for SEND schools.
10. SEND Offer  
One of the key strengths of the festival this year was the piloting of a bespoke SEND offers i.e. the three sessions delivered for SEND pupils. A key recommendation is to continue to deliver these sessions, with a possibility of extending to a larger number of sessions.
11. Partnerships

Continue to work strategically with external organisations to support with the festival's logistical and operational needs to ensure a smooth delivery and a high success rate in terms of outreach.

## Options

12. N/A. Item for information only

## Key Data

13. The data relevant to the report is included in **Appendix 2**.

## Corporate & Strategic Implications

### 14. Strategic implications

LCF aligns directly with outcome 3, 5, 8 & 10 of The Corporate Plan, as well as with the Education Board's tripartite of strategies: Education, Cultural and Creative Learning and Skills Strategies. As outlined in these strategies, The City aims to ensure that everyone has equal opportunities to enrich their lives and reach their full potential as well as to ensure that the City and London has access to the skills and talent it needs. LCF provides young people with opportunities to explore their own skills and interests and to support them make informed choices about their working lives. LCF targets young people who may be facing educational disadvantage such as pupils who are eligible for Pupil Premium and pupils with SEND.

### 15. Financial implications

The festival continues to be good value-for-money and have impact on its core audiences: businesses, schools and young people. Furthermore, the festival piloted new offers and delivery models whilst remaining within its original budget. One of the key recommendations for the festival next year is around ensuring that the City continues to work closely with external partners to support its marketing and operational activities which this year boosted its reach and impact significantly. This will mean that the festival will continue to need financial support to ensure that it can be delivered successfully with lasting impact for its intended audience.

### 16. Resource implications

As recommended in the full report, the festival will continue to need operational support from external contractors and continued strategic oversight by officers within the Education Strategy Unit.

### 17. Equalities implications

18. There are no Legal, Risk, Security or Climate implications identified.

## Conclusion

London Careers Festival continues to deliver against its aim to connect schools and young people across London and beyond with the world of work. This year the festival impacted **over 20,000 pupils** and connected with at least **181 schools** to explore a wide range of industry sectors from Law, Arts, Finance, STEM roles, Fusion Skills and more. This was done through the delivery of **over 50 webinars** across the week. As a long-term objective, the festival also connects schools and pupils with **over 160 resources** to support them

with their career exploration journey throughout the year. Over the last 3 years the festival has met its aims successfully, facing significant challenges in the last two years due to the COVID-19 pandemic. The festival also continues to explore innovative ways to meet its aims and expand on its offers, implementing pilot programmes (e.g. session for SEND schools) to ensure that it continues to deliver against the City's Corporate Plan and the Education Board's three strategies.

## **Appendices**

- **Appendix 1** – LCF 2021 Two-Page Summary
- **Appendix 2** – LCF 2021 Full Evaluation Report

## **Report author**

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