

London Careers Festival 2021

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 supports interconnectivity between industry and education across London and links learning to the world of work. Over the last three years, the City has been delivering the London Careers Festival with an ambition to offer young people the chance to meet and engage with employers and apprenticeship providers across a range of jobs and industry sectors. The event is marketed to schools across London and targets learners in pivotal points of their education from primary through to post-16. Given COVID-19, organisations across London were asked to host webinars and online experiences for the benefit of supporting learners experience the world of work.

The Festival

LCF 2021 ran virtually from **Monday 28 June – Friday 2 July 2021**. 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; sessions exploring different career access pathways e.g. apprenticeships, degrees, workshops exploring entrepreneurship and entrepreneurial skills; virtual talks from employers and industry experts; online skills building workshops; Q&As with 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 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 many more.

Partnerships

LCF 2021 was delivered successfully following the development of strong partnerships with a number of different organisations who hosted webinars/workshops, virtual talks, and curated online resources. Whilst many existing partners continued to support the festival following their involvement last year, **69%** of participating organisations in 2021 were new.

Improvements from LCF 2020

Each year, LCF is evaluated and the recommendations for improvement are incorporated into the design and delivery of future festivals. In LCF 2021, there was more bookings than ever before, with 20,365 bookings in 2021 compared with 2,834 in 2020. The festival engaged **181 schools** this year compared to **72 schools** last year. A comprehensive marketing strategy including working with key strategic partners played a significant role in increasing the festival outreach goals. Finally, a number of pilot offers were tested, including sessions for SEND schools and for parents, improving the reach and impact of LCF.

Attendance



20,365 bookings were made for LCF Webinars



LCF bookings came from 181 different schools



50 organisations in total participated in LCF webinar delivery



55 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**. Leading up to LCF, there was media coverage in **FE News, Young Ealing** and **Youth Employment UK**.

Strengths

Pupils' Experience of online offers

A total of **71%** of pupils agreed that 'it was easy to join the online sessions', **64%** agreed that 'they felt safe and supported', **62%** of pupils agreed that the 'video and sound worked well' and **59%** agreed that they 'enjoyed the festival online'. This indicates that an online delivery model continues to be 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. **51% of young people** said LCF helped them to think about their skills, (**30%** were 'unsure'), and **56% of young people** said that LCF helped them to think about new things (**24%** were 'unsure'). Survey responses also demonstrate that participating pupils reflected about their careers as they were engaging with festival experience as they told us about what they would want to do when they leave school. Responses included '**Doctor**', '**Scientist**', '**Lawyer**' and '**Artist**'.

Partnerships

When asked to provide feedback, partner organisations largely had a very positive response. **92%** of the respondents being '**very likely**' to offer experiences for young people in the London Careers Festival next year. Similarly, when partners were asked if they are likely to recommend participating in the festival to other organisations, **83% of partners** said that would be '**very likely**' to recommend LCF to others. It is also worth noting here that working with key strategic organisations to support with the delivery of the festival including supporting the festival marketing and operational activities has been imperative to the festival's success.

Teachers' Experiences

100% of teachers responded positively to the overall event, presentations from session facilitators, relevance to young people and relevance to your school's/college's priorities.

92% of teachers said they would recommend LCF to other teachers and schools

Recommendations for LCF 2022

Hybrid delivery model

For LCF 2022, a hybrid delivery model should be considered where LCF offers include both in real life and online experiences. While online offers continue to be effective in engaging young people in careers education, there is a desire to deliver some sessions as physical events when circumstances allow.

Resources

While LCF offers a wide variety of resources for schools and pupils to explore a wide range of roles and industry sectors, feedback was given around how this could be improved further to explore other industries including Healthcare, creative industries, and resources for SEND schools and pupils.



57% of young people said LCF helped them to think about their future



59% of young people said they enjoyed joining the festival online



52% of young people said LCF helped them to learn about jobs and careers

"It was good that the children were able to ask lots of questions and all were responded to"

A Teacher



Partnerships

A key recommendation for the festival in 2022 is to 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.

SEND Offer

SEND sessions offered at the festival this year were highly successful in terms of signup numbers and feedback from schools. Therefore, this is an area which should grow in LCF 2022.