



LONDON CAREERS FESTIVAL 2021

EVALUATION REPORT



Contents

1.	Background	4
2.	The Festival	4
2.1	London Careers Festival 2021	4
2.1.1	Live Webinars	4
2.1.2	Online Resources	5
3.	Festival preparation	5
3.1	Event Management and Support	5
3.2	Finance	5
3.3	Promotion	6
3.3.1	Press and Media Coverage	6
3.3.2	Marketing and Communication	6
	Figure 1: Did you attend the LCF event in 2020?	6
	Figure 2: Where did you hear about LCF 2021?	8
3.4	Booking and Onboarding Process	9
3.5	New for LCF 2021	9
3.5.1	Partnerships	9
3.5.2	SEND offers	10
3.5.3	Apprenticeships	11
3.5.4	Parent offer	11
4.	Key Event Data	11
4.1	Schools and Pupils	11
4.1.1	LCF Bookings	11
	Table 1: Number of bookings for LCF webinars in 2021	12
	Figure 3: What is the percentage of pupils who are eligible for pupil premium in your school	12
4.1.2	Attendance	12
	Table 2: LCF webinars with highest attendance numbers	13
4.2	Organisations	13
5.	Evaluation	14
5.1	Pupils' Experiences	14
	Figure 4: Pupils response to the different aspects of the virtual festival	14
5.2	Pupil Aspirations and Skills	15
	Figure 5: Pupils' responses to what they want to be when they leave school (Word cluster)	15
5.3	Online delivery model	16
5.4	Variety of offer	16
5.5	Cancellations	16
5.6	Teachers' experiences	17

5.7 LCF Website	17
5.8 Employer organisations	17
6. Recommendations for LCF 2022	18
6.1 Hybrid delivery model.....	18
6.2 Online Resources	18
6.3 SEND Offer	18
6.4 Partnerships	18
6.5 Booking process	19
6.6 Quality of LCF webinars	19
6.7 Technical support and data	19
Appendices	20
Appendix 1: LCF 2021 Webinars offered to pupils and schools	20
Appendix 2: LCF 2021 Costs Breakdown.....	22
Appendix 3: LCF 2020 Survey Questions	23
Appendix 4: LCF 2021 Changes made to the website.....	29
Appendix 5: LCF 2021 Partners	30

1. Background

The City of London Corporation (City Corporation) is committed to ensuring that **learning is linked to the world of work at all stages to enable learners to make informed career choices**, working particularly towards the following outcomes:

- All pupils in the Family of Schools will hear from and be inspired by employers and apprenticeship providers
- Apprenticeship opportunities are promoted, and all pupils can receive well-informed and impartial advice about apprenticeship options
- There are clear progression routes through technical and professional education (including apprenticeships) into skilled employment
- Good quality work experience placements are open to all pupils in the Family of Schools, regardless of their age, background or personal connections
- Pupils are exposed to professionals in the cultural and creative industries, and self-employment and entrepreneurship are reflected in the offer

In its commitment to achieve these outcomes, the City of London Corporation entered into a collaboration with The Stationers' Company and the Livery Schools Link to deliver a festival focused on linking learners to professionals, employers and apprenticeship providers across a range of jobs and sectors. Schools across London, including the City Family of Schools and schools associated with Livery Companies, were invited to participate in a choice of events and workshops delivered across a designated week.

2. The Festival

2.1 London Careers Festival 2021

The London Careers Festival 2021 (LCF) was delivered for the third time between **28 June – 2 July 2021**. To accommodate the ever-changing landscape of COVID 19 and following the success of the virtual festival in 2020, the decision was made to deliver the 2021 festival virtually. The weeklong event included both 'live webinars' delivered online 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.



2.1.1 Live Webinars

The Corporation partnered with various organisations to host a range of 'live webinars' which focused on aspiration building, skills development and exploring a range of different careers and employment pathways. The full list of webinars offered is included in **Appendix 1** and includes the following:

- Employer-led webinars exploring specific job roles, organisations and industries
- Webinars exploring different career access pathways e.g. apprenticeships, degrees and more
- Workshops exploring entrepreneurship and entrepreneurial skills
- Virtual talks from employers
- Online skills building workshops
- Exciting challenges e.g. 'Design your own Welfare Facilities'
- Q&A's with experts and professionals



55 webinar style sessions were organised and delivered across the week



1 session was delivered to parents to help them explore career opportunities for their children



3 webinar sessions were organised specifically for pupils with SEND



50 different organisations were involved in the delivery of sessions

2.1.2 Online Resources

The City Corporation partnered with various organisations to curate a range of 'online resources' which also focused on aspiration building, skills development and exploring a range of different careers and organisations. These included:

- Resources exploring specific careers
- Online skills building resources
- Information on a wide range of roles, industries and sectors
- Career quizzes
- Online courses
- Word search
- Pre-recorded videos/interviews from employers
- Pre-recorded lectures/classes
- Online articles/blogs
- Reading materials exploring career journeys of professionals from a range of different backgrounds
- Podcasts
- Links to memberships, jobs and other relevant opportunities
- CV advice
- Activities to do at home
- Useful links



Over 160 skills and career related resources were curated and posted on the LCF website



Resources were received from over 60 different skills and employer organisations

3. Festival preparation

3.1 Event Management and Support

The design and coordination of LCF 2021 aimed to build on the strengths and areas for improvement identified from the evaluation of LCF 2021. This required particular attention to the way the event planning was managed. Additional technical and communication support was required to successfully deliver the event, working in partnership with a number of external organisations to support this, and recruiting temporary event support personnel to deliver key logistical tasks in the lead up to the week of the festival.

3.2 Finance

A breakdown of the costs associated with LCF 2021 can be found in **Appendix 2**. As in previous years, participating organisations were not charged by the City Corporation to take part in the festival and the main costs incurred were for central staffing to administer and organise the festival, web development costs, and

working closely with external organisations to procure specific operational support for the festival. Many of the deliverables have had long-term impact which continues to have an impact on our strategies beyond the week of the festival. In addition, the festival continuously proves to be good value-for-money and provide strategic impact for businesses, schools and young people. The total costs for the festival this year came to £58,195 while the festival engaged at least 20,365 pupils. A simple cost benefit analysis reveals that the cost for engaging in the festival this year was less than £2.86 per pupil.

3.3 Promotion

3.3.1 Press and Media Coverage

Press and media coverage for LCF 2021 was led by the City Corporation's Media Team. The coverage included Tweets and LinkedIn posts every Thursday between May and June, using the hashtag **#LondonCareersFestival**. Leading up to LCF, there was media coverage in **FE News, Young Ealing** and **Youth Employment UK**. The purpose of the press and media coverage was primarily to promote the event to schools and further education providers in London to encourage them to sign-up for events over the week. The LCF website provided a key platform to encourage sign-ups from schools, pupils and other interested parties which was highlighted in the media coverage.

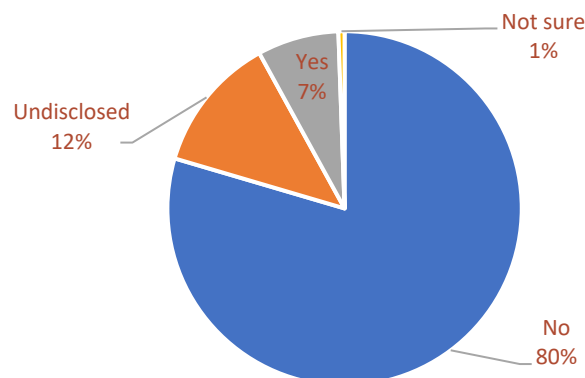
The London Careers Festival team also worked closely with a number of partner organisations to further promote the festival across a wider network of schools and young people. This was done through a variety of different channels including promoting the festival via partners' websites, social media channels, newsletters and other communication channels. Key partners involved in promoting the festival included **LEAN, Into University, Islington Council, Culture Mile Learning, Education and Employers, Innovate Finance, Access HE** and others.



3.3.2 Marketing and Communication

Overall, marketing for LCF 2021 proved effective in widening its reach to new schools and pupils. **80% of individuals booking onto events** confirmed that they had not engaged with LCF previously and so the media coverage extended the reach of who attended this year's events. See **Figure 1** for a quantitative breakdown.

Figure 1: Did you attend the LCF event in 2020?



Total number of responses = 538

Booking and attendance numbers for LCF 2021 also dramatically increased in comparison to previous years. A detailed breakdown of this is outlined further sections. Key factors which contributed to increased reach to schools and young people included:

- Following a comprehensive marketing and communications plan to engage with schools from January
- Opening bookings for LCF webinars much earlier in the academic year i.e. from March 2021
- Working with key strategic partners to promote the festival. These partners include Pathway CTM, Education and Employers and other employer partners who delivered webinars. The LCF team also worked closely with other partners who have close links with schools and young people. These partners include Into University, Ark Academy, Career Ready, Dallaglio Rugby Works, Square Mile Families, Livery Education Network, and Education Commission of the Archdiocese of Southwark.

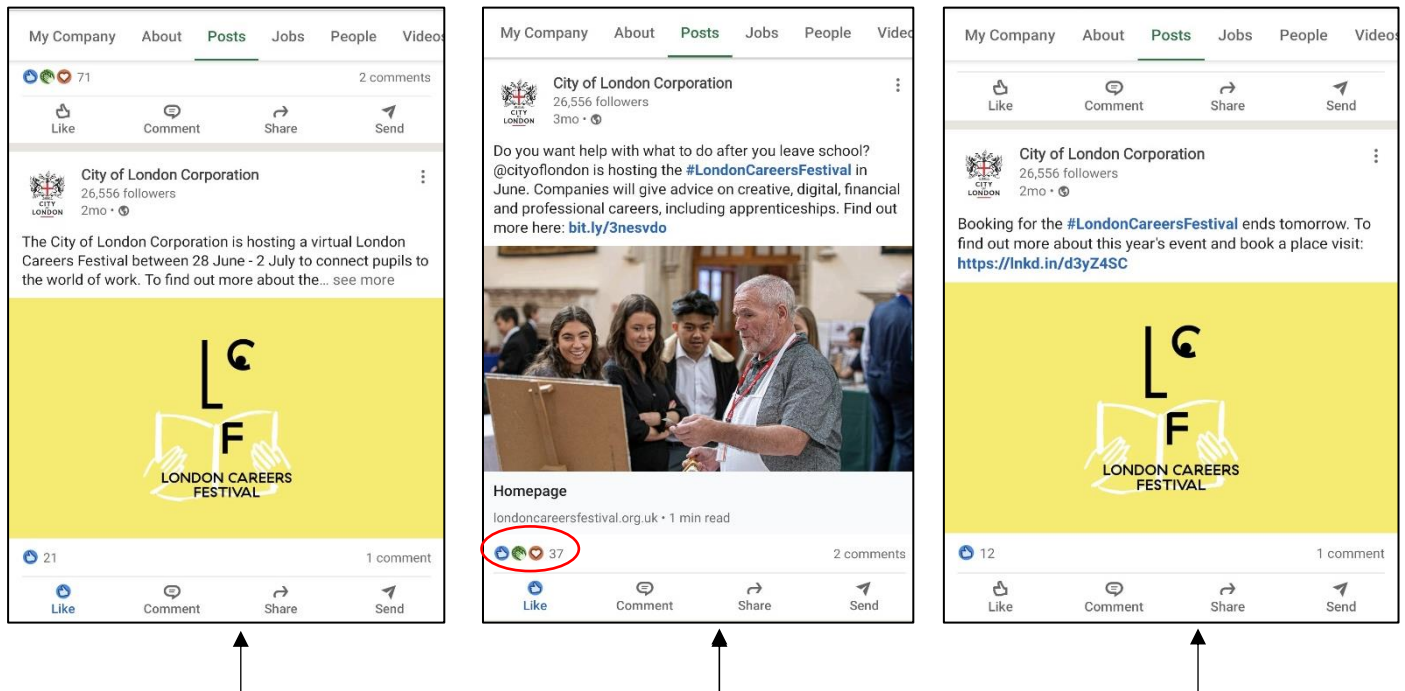


- Extensive outreach work was also carried out with local authority networks, Multi-Academy Trusts, London Enterprise Advisory Network (LEAN) and the wider schools' network across London and UK.
- Ongoing marketing activity were also carried out on various The City's social media platforms including **LinkedIn**, **Twitter** and **the City of London Website**. Promotional activities on Twitter started in March and followed weekly tweets to encourage schools and pupils to sign up. Similar approach was followed on LinkedIn. See some snapshots of these activities **below**.

Twitter Activity



LinkedIn Activity

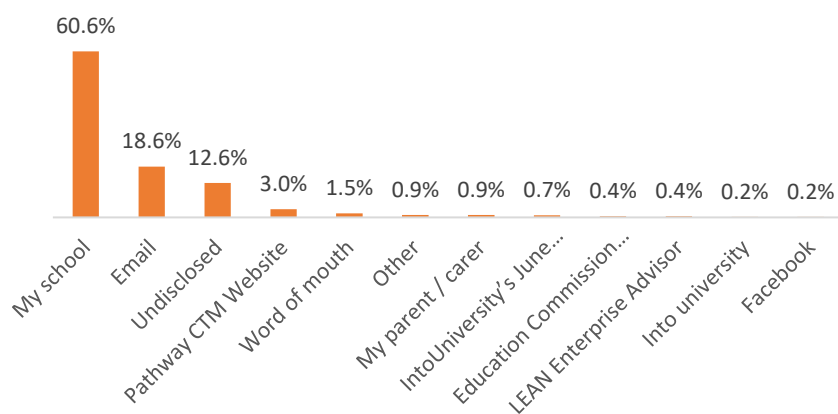


Final summary points to consider regarding the marketing activity in 2021:

- In 2021, there were **20,365 bookings** for LCF webinars in comparison to **2,834 bookings** for LCF webinars in 2020.
- In 2020, all bookings came through channels and marketing activities managed by the LCF team.
- In 2021, **14,631 of these bookings** came from key partners we worked with (mainly Education and Employers).
- **Remaining 6,734 bookings** came via channels and promotional activities managed by the LCF team.
- Number of bookings secured by the LCF team were **doubled** in 2021 compared to previous year.
- Posts made on the City's social media accounts about the festival did well in terms of 'Likes' and Re-Tweets' received, in comparison to other posts made at the time.

When making bookings, schools and pupils were asked to tell us about how they heard about LCF and 'schools' accounted for **60%** of the responses (see **Figure 2**). In other words, there is a strong indication that outreach and marketing activities were effective in ensuring schools were made aware of LCF offers in 2021.

Figure 2: Where did you hear about LCF 2021?



Total number of responses = 538

3.4 Booking and Onboarding Process

The booking process for all webinars was managed by Pathway CTM. They managed the set-up of the booking form, automated onboarding communications sent 2 weeks, one week and 1 day before a webinar is due to take place. This proved to be effective in ensuring that the LCF team were able to spend more time strategically analysing booking numbers and take relevant steps as appropriate. For example, in the lead up to the week of the festival, the LCF team carefully looked at booking numbers to ensure the following:

- There were bookings from at least three or more schools at any given session
- Confirm attendance with schools and booked attendees beforehand to minimise last minute cancellations of webinars
- Contact and do additional promotional work to boost booking numbers for targeted sessions

As a result of these steps, all webinars delivered at the festival this year had attendees and therefore did not need to be cancelled at the last minute. Moreover, attendance numbers across the board were much higher for all webinars this year in comparison to LCF 2020.

Some suggestions made by schools directly around the booking process include:

- Considering the possibility of having a booking system which collates joining instructions/links for all webinars booked in one place/email. The current system sends joining links separately for each individual webinar booked.
- Being able to easily see and track all booked webinars in one place e.g. an account.

3.5 New for LCF 2021

Following feedback from the 2020 festival, the LCF team piloted new programmes and ways of working to ensure that the festival targeted groups of young people who are at risk of facing barriers to the working world, as well as broadening the methods of engaging young people to ensure maximum impact. The key initiatives implemented at the festival for the first this year are outlined below.

3.5.1 Partnerships

LCF 2021 was a success largely due to the many partners involved in its design and delivery. The LCF team continued the model of working with partners to deliver high quality webinars to pupils, but, for the first time this year, the LCF team worked closely with a select numbers of partners to support with logistical and operational activities and utilising their existing connections with schools to expand LCF's reach to a greater number of schools and pupils.

There were three key partners deployed to boost the capacity and to achieve specific objectives for the festival this year. These partners included **Pathway CTM**, **Education and Employers** and **ELSA Education**. The main characteristics of these partnerships are outlined below.



LCF team worked closely with **Pathway CTM**:

- to setup and oversee the booking process for all LCF webinars
- to provide a host/facilitator for all LCF webinars and support with safeguarding policies

- to ensure tech support is available throughout the week of the festival
- to support the onboarding process for partners
- to set up zoom for all LCF webinars
- to send joining instructions to both schools and partners
- to ensure attendees complete surveys
- to support with school cancellations for LCF webinars
- to deliver a session for parents to explore career options for their child

LCF team worked closely with **Education and Employers**:

- to deliver 8 high quality career sessions for primary and secondary pupils
- to generate and oversee the booking process for all of these sessions
- to manage cancellation process for all 8 sessions
- to confirm inspiring role models from key employer partners for all 8 sessions
- to carry out a survey during session
- to promote and engage these and other LCF offers to their schools' network
- to manage on boarding comms to partners and schools

LCF team worked closely with **ELSA Education**:

- to deliver 3 high quality career sessions for primary and secondary SEND pupils
- to set up the logistics of the webinars including confirming employer partners, reviewing pupils needs, and setting up the sessions on an appropriate online platform (Microsoft Teams)

These partnerships were successful in achieving the planned targets to increase reach to schools and pupils, to deliver high quality experiences for pupils, and to the logistics and delivery of the festival. This enabled the LCF team to work strategically across the festival.

3.5.2 SEND offers

While the aim is to make all sessions at LCF as accessible as possible, based on feedback from previous years, LCF 2021 **offered three specialist sessions** to primary and secondary pupils who may need additional support to engage with employers and actively engage in planning their career journeys. The sessions enabled pupils to ask questions and learn about the world of work in a safe and supportive environment. To ensure that the sessions were engaging and met a wide range of physical and neurological needs, the LCF team worked in close partnership with **ELSA Education** (an organisation who have extensive experience of engaging pupils with severe physical and learning needs into the world of work).

The team ensured that they worked closely with SEND schools, PRU's and other relevant networks to engage pupils and identify their needs in advance to ensure that they are able to engage in the session effectively. In addition to ensuring that prior preparation is in place, the team also paid particular attention to ensure that these LCF sessions adopt specific techniques including giving pupils additional time to ask questions, sufficient time to respond to tasks/activities, use 'closed' instead of 'open' questions (which particularly suit those who may be dyslexic, for example) and sharing a session overview in advance so pupils can prepare in advance.

The SEND sessions were highly popular amongst schools and the general SEND network. Initially the plan was to deliver two SEND sessions (one for primary and one for secondary pupils), however, due to high demand, a third session was organised and delivered two weeks before the main week of the festival. The success of this bespoke SEND stream offer means that more of these types of sessions will be offered in next year's event.

3.5.3 Apprenticeships

London Careers Festival team have worked closely with **Apprentice Futures** (which is an initiative of the Stationers' Company) this year to **offer 11 employer-led webinars which explore apprenticeships** as a career opportunity for secondary and post 16 pupils. These sessions enabled pupils to explore apprenticeships in a wide variety of industry sectors including engineering, publishing, marketing, business, finance and more.

Additionally, **City of London Apprentices** also delivered two sessions during the week of the festival giving pupils the opportunity to learn more about what an apprenticeship looks like from the perspective of current apprentices as well as provide the opportunity to learn about pathways that are available at the City of London Corporation directly. Feedback for these sessions was positive both from session facilitators and attendees.

3.5.4 Parent offer

For the first time, LCF 2021 also delivered **a session for parents** to explore and think about their child's career options. The session was organised and delivered by partner Pathway CTM and gave parents of young people who are in Years 9-13 a chance to delve into the world of work and the steps their children can take after school/college. Employers and apprentices who are just starting out in their career were involved in the session and gave their advice on how to best support your child.

While the session was received positively by those who attended, a key learning point for the future would be to ensure that the offer is promoted more widely across different networks where you can connect with parents. Due to tight timelines, LCF team were unable to connect with identified networks for parents and this was reflected in the low attendance rate for the session which had 5 attendees. In future, the LCF team could work more closely with the City's networks of local residents, adults and parents' network to ensure that they are aware of the offer.

4. Key Event Data

4.1 Schools and Pupils

Below is a detailed look at school and pupil bookings for the festival offers this year.

4.1.1 LCF Bookings



20,365 bookings were made for LCF Webinars



LCF bookings came from 181 different schools



75% of these schools were based in Greater London

It is to be noted that many schools engaged with LCF for more than one webinar. After removing all duplicate cases where schools attended more than one event over the week, **181 different schools attended events at LCF 2020**. Schools who engaged with LCF webinars included:

- The City of London Family of Schools
- Education and Employers Schools' network
- Pathway CTM's Schools' network

- Partner schools of Livery Schools Link
- Partner schools of The Stationer's Company
- A range of schools from across Greater London and the UK
- Several schools engaged through social media, word-of-mouth, advertising with Multi-Academy Trusts and other partnering organisations

The summary of bookings for LCF webinars over the course of the week is detailed in **Table 1** below.

<u>Table 1: Number of bookings for LCF webinars in 2021</u>	
Booking numbers	Tickets booked
*LCF webinars	4213
**LSL webinars	1040
Education and Employers – 8 sessions delivered to primary and secondary pupils	13631
Role Models – 2 Creative and Problem-Solving sessions delivered to primary pupils	653
Apprentice Futures – 11 webinars delivered to help pupils explore apprenticeships	828
Total	20365 tickets booked across the week

*LCF webinars – Webinars delivered for pupils across the week, excluding events delivered by LSL, Education and Employers, Apprentice Futures and Role Models.

**LSL – Livery Schools Link Showcase. These refer to the 8 webinars Livery Schools Link delivered across the week for primary pupils, secondary pupils and a session for SEND pupils in secondary.

When looking at LCF webinar bookings across the week, it was found that there were more bookings made for sessions taking place on Monday, followed by Wednesday and Tuesday, indicating sessions at the start of the week are more desirable to schools and pupils than on days later in the week.

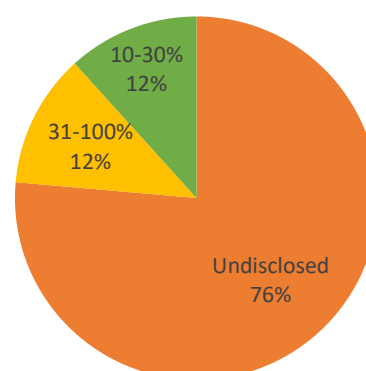
4.1.1.1 Pupil Premium Levels

Concerted effort was made to ensure that schools with high pupil premium levels were engaged in the festival and its offers. It can be confirmed that at least **12%** of all LCF bookings came from schools with pupil premium levels at 30% or higher. For over 75% of bookings, attendees did not disclose Pupil Premium level information for their schools. On the other hand, 75% of bookings were made from schools in Greater London and from boroughs which have high pupil premium levels.

4.1.2 Attendance

Due to the virtual nature of LCF Webinars, recording pupils' attendance anonymously proved to be difficult. No young people were asked to leave their personal details to confirm attendance and so LCF team members collected attendance data in the sessions based on observation. In a number of cases, multiple pupils attended a session as a group from one device. Therefore, although it appeared from observation that there was just one device which joined the session,

Figure 3: What is the percentage of pupils who are eligible for pupil premium in your school



Total number of responses = 538

in reality there were multiple pupils attending the webinar which was being broadcast to a whole class of pupils. This means that the number of actual attendees was in all cases much higher than the booking figures.

While noting the above caveats, a breakdown of LCF webinars with highest attendance rates is listed in **Table 2** below.

Table 2: LCF webinars with highest attendance numbers					
Date	Session Name	Organisation	Attendance Numbers	Age Group	Who made the bookings?
All week	Education and Employers (all 8 sessions across the week)	Education and Employers	10245	Primary and secondary	Teachers
29/06/2021	Role Models 29 June	Role Models	570	Primary	Teachers
30/06/2021	Role Models 30 June	Role Models	210	Primary	Teachers
29/06/2021	Livery showcase	Livery Schools Link	185	Secondary	Teachers
30/06/2021	Livery showcase	Livery Schools Link	122	Primary	Teachers
30/06/2021	A career in engineering	Apprentice Futures	100	Secondary & Post 16	Students and Teachers

On average at least 47% of those who booked tickets for LCF webinars attended their chosen event(s).

4.2 Organisations



50 Organisations in total participated in LCF 2021



69% of these partners were newly formed for 2021

The festival enabled The City to form partnerships with a range of employers across two key streams: promoting LCF and delivering LCF webinars. **69% of all organisations** who participated in LCF 2021 were partners who had **not been involved with LCF in 2020**, indicative of the fact that the festival managed to attract and build new relationships with businesses. **Over 30%** of LCF partners are organisations we have collaborated with in the past and continue to work in partnership with The City on an ongoing basis. As with previous years, many partners agreed to be very flexible and forthcoming with what they were able to offer:

- **50 organisations** delivered 'live webinars' during the week of the festival
- A **total of 55 webinars** were delivered across the week
- **Over 30%** of our partners were sustained from previous years

Employers who were directly involved in facilitating webinars and sessions this year included: **Natwest, BT, Evening Standard, CISI Financial Services Professional Body, Role Models, London Mithraeum Bloomberg Space** to name a few. Many other partners contributed online resources which schools and pupils are able to access throughout the year to further enhance their career exploration journey. In addition, the festival offers over **165 online resources** ranging from pre-recorded lectures, videos exploring 'a day in the life of.....', career quizzes, podcasts and more.

Regarding improvements for future years, partners converged around a few key themes:

- “A secure booking system that allows maximum student numbers to be monitored”
- “Sending (joining) links out earlier”
- Being able to see and speak with students directly to generate meaningful conversations.

The decision to use their camera and audio to engage was entirely up to schools and pupils. Some employer organisations agreed that interactivity with the pupils through use of cameras and microphones was preferable over streaming without audience participation. Other organisations made use of online interactivity tools (such as polls, Q&A platforms, etc.) instead of interacting through direct conversation with the young people. Some careful consideration should be given to the type of session, the mode of interactivity preferred to have the most impact for young people, and the platforms which be used to be best facilitate this (e.g. difference between meeting style and webinar style).

5. Evaluation

The evaluation of LCF is based on a combination of administrative data on participation and attendance, quantitative survey data on individuals’ ratings and experiences, and qualitative data on the experiences of pupils, teachers, organisations, the Working Party and event organisers. Further information on how the data was collected can be seen in **Appendix 3**.

5.1 Pupils’ Experiences



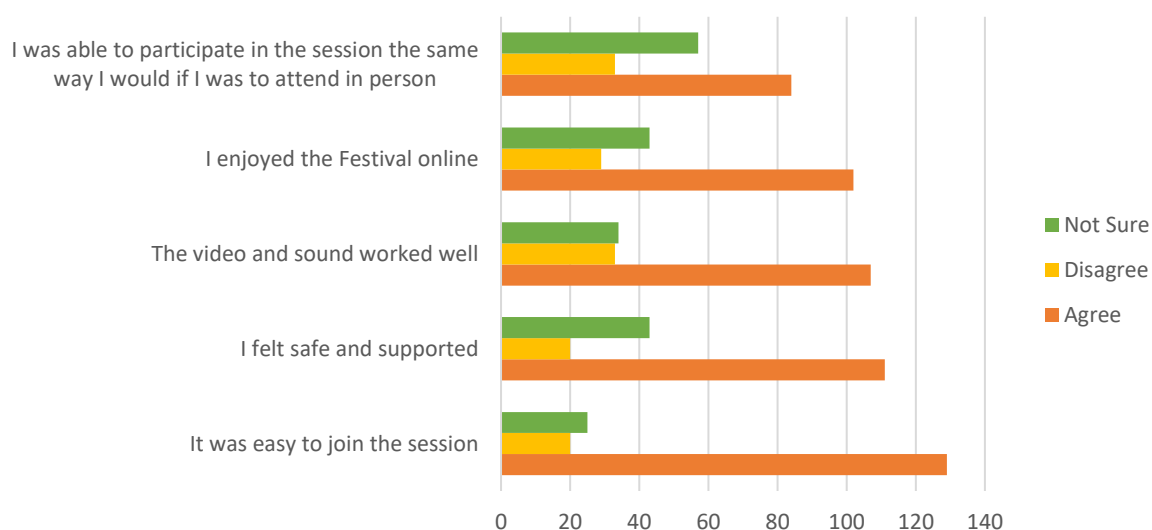
57% of young people said LCF helped them to think about their future



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

The responses to the online surveys reveal that overall pupils had positive and enjoyable experiences of the festival and its offers. **51% of young people** agreed that LCF helped them to feel inspired (**30%** were ‘unsure’), **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’) . When asked to evaluate different aspects of their experience, most pupils responded positively as indicated in **Figure 4** below.

Figure 4: Pupils response to the different aspects of the virtual festival



Total number of pupil responses = 172

"I thought it was very insightful and allowed me to see my options more clearly."

"I loved it because it told us about what we wanna be in our future and gave loads of details"

5.2 Pupil Aspirations and Skills

A key aim for LCF was to encourage pupils to think about their future careers, both in terms of the general skills and lifestyles attached to various roles (e.g. traveling as part of a job; being in a job which is customer facing) and the specific routes and pathways to particular roles and sectors. From the survey responses, we learnt that **53% of pupils** felt that LCF helped them to think about jobs and careers which is further strengthened by the data collected from pupils on their preferred future job roles and sectors.

After attending an LCF webinar/event were also asked to additionally describe ‘what they want to be when they leave schools’ in one or two words. In response, **10%** of pupils said ‘Not sure/Not sure yet’. Where responses were given, **STEM related careers** proved to be popular amongst a larger proportion of pupils with responses being **Doctor, Scientist and Engineer** amongst other roles. This is followed by **Lawyer, Starting a Business and Artist** being particularly popular too. A word cluster of all responses is available in **Figure 5** below.

Figure 5: Pupils' responses to what they want to be when they leave school (Word cluster)



Pupils were also asked to additionally to identify professions (categorised into their sector) which they were interested in for their future careers. **19%** chose 'Science, Technology and Engineering' making this the most popular choice. This was followed by Arts and Communication and Health at **9%**, Law, Public Safety and Security and Finance at **8%**, Marketing Sales and Services and Business Management and Administration at

7%, Online Social Media and Architecture and Construction at 6% followed by Government and Public Administration and Education at 4%.

A positive outcome to note here is that these responses demonstrate that participating pupils reflected and thought about their careers as they were engaging with LCF. These responses came from primary, secondary and post 16 pupils and provide interesting intelligence into the career aspirations of young people which can be used to inform future events to ensure that there is a strong presence from organisations in the most popular roles and industries.

5.3 Online delivery model

Pupils were also asked about their experience of joining the festival online. A total of 71% of pupils agreed that 'it was easy to join the session', 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'. Overall, this was indicative that an online delivery model can be effective in engaging young people in skills and career related provisions. In fact, both teachers and pupils' comments on the ease of joining LCF webinars online and the sessions being enjoyable and useful. While there is a desire to return some provision of face-to-face events, the main stakeholders were positive about online careers experiences.



71% of young people agreed that it was easy to join LCF sessions online

5.4 Variety of offer

The festival had a variety of offers for primary, secondary and post 16 pupils. Schools and pupils had the opportunity to explore roles and careers from the following sectors: **Law, Art/Creative sector, Business and Finance, Tech/STEM, Construction, Government and Public Service** and **Media and Journalism** across the 55 webinars delivered for the festival this year. To compliment this further, a number of webinars enabled schools and pupils to develop their **Fusion skills** including oral communication, problem solving, and creativity.

Additionally, schools and pupils could explore skills and career related resources for the following sectors, on top of the sectors outlined above: **Healthcare, Music, Photography, Sports and a wide variety of general careers advice and tips** with a total of **over 160 resources** for teachers and pupils to explore.

"The breadth of choice for young people to engage (was something we liked about LCF)"

LCF Partner



"(LCF) Offered a wide variety of workshops for young people, across a range of careers."

LCF Partner



5.5 Cancellations

A positive outcome for the festival this year is that no webinars were cancelled due to low attendance or low bookings from schools/pupils, despite this being a common factor for events of this scale. A key factor for this is the work that was carried out in the lead up to the week of the festival around carefully scrutinising booking numbers for each webinar to ensure that there were sufficient bookings for each webinar. Additionally, it also means that there was sufficient interest from schools and pupils for all webinars delivered this year. Not having to cancel webinars/events meant that the team were also able to sustain positive relationships with employer partners who responded positively and enthusiastically to engaging pupils in their events.

5.6 Teachers' experiences



85% of teachers said they would book pupils onto events next year



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

London Careers Festival has a strong focus on working closely with schools/teachers. Teachers were asked to complete an online survey at the end of the festival to provide an opportunity for them to give feedback. Overall teachers indicated that LCF provided valuable experiences for their pupils.

100% of the responses from teachers were positive (Excellent/Satisfactory) for the following aspects of the festival – **overall event, presentations from session facilitators, relevance to young people and relevance to your school's/college's priorities.**

When evaluating **practical aspects** of joining the festival, teachers again highlighted that 'communication during the event, online platforms used, sound and video quality and event staff' were **(Excellent/Satisfactory)**. However, some areas were highlighted by teachers as things that **(Need Improvement)** when it comes to looking at practical aspects of the festival. Analysis of feedback provided in the free-text comment gives specific details around this. The key areas of improvement highlighted include: session interactivity, video quality, more opportunity to ask questions, the booking system to be less admin-heavy and nationwide marketing.

"Images in presentations. Different people presenting along with clips and questions. Very informative."

A Teacher



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

A Teacher



5.7 LCF Website

LCF has a distinct brand and identity, with a logo, colour themes, website and bespoke marketing materials including images, GIFs and animations for social media distribution – all of which continue to be a strength in promoting the festival and creating a visual identity that is recognisable to schools, partners and other key stakeholders. Overall, the look and feel of the branding continue to be a core strength of LCF and was consistently used in promotional materials, general communications and pupil resources.

To ensure continual improvement to the site and to reflect the everchanging landscape of delivering events online the LCF Website was further updated from last year to reflect feedback from previous year. A breakdown of the changes made to the website can be seen in **Appendix 4.**

5.8 Employer organisations

Similar to 2020, there was an overwhelmingly positive response from businesses who were keen to be involved with the festival. A **total of 55 webinars were delivered** as part of LCF 2021 and many more expressed an interest to be involved. List of all partner organisations who supported with promoting the festival can be seen in **Appendix 5.**

To evaluate the way in which we work with partners, we requested feedback from our employer partners to ensure that we are capturing key learning points and using any feedback submitted to make improvements to the festival for future years. We received responses from **24% of our employers** and below is some key information from their feedback.

- **100%** of partners are ‘**very likely**’ or ‘**somewhat likely**’ to recommend participating in LCF to other businesses or organisations.
- **92% of partners** commented that they are ‘**very likely**’ to offer experiences for young people in the London Careers Festival next year (June 2022).
- **All partners** also commented positively on “**the breadth of choice for young people to engage**” and being able to “**work with a number of young people from various schools**”

“I enjoyed being able to deliver a session with other creative partners. It worked so well because we all shared similar skills need for the creative industries and it showed the synergy.”

LCF Partner

“ I enjoy being part of a bigger festival, where a community of organisations are working together to educate children and young people about the world of work.”

LCF Partner

6. Recommendations for LCF 2022

The following recommendations are made:

6.1 Hybrid delivery model

- Adopt a hybrid delivery model where LCF offers include both physical and online experiences for LCF 2022. Following an evaluation session with the London Careers Festival Working Group, it is evident that some sessions, like the Livery Schools Link Showcase, would benefit from being delivered as a face-to-face event. Careful consideration will need to be made regarding the resources needed to deliver an event which is both online and offline. A more realistic solution to a hybrid delivery format could be to dedicate certain day(s) of the week to physical events and online events.
- It should be noted that some LCF webinars worked particularly well when delivered as an online event, some of which included sessions delivered by the Livery Schools Link. When delivering an online event or webinar, careful consideration should be made to:
 - Quality of the session and its content
 - Including a fusion skills approach where appropriate
 - Having experienced and engaging speakers
 - Using ‘storytelling’ as a tool
 - Utilising the use of alumni or relevant personnel as appropriate

6.2 Online Resources

- While LCF offers a wide variety of online 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 so that there is a greater amount of resources which explore sectors which reflect the demands of the current labour market. Sectors which were specifically recommended to explore further include: healthcare, retail and tourism, and resources for SEND schools and pupils.

6.3 SEND Offer

- Continue to deliver SEND bespoke sessions, with a possibility of extending to a larger number of sessions.

6.4 Partnerships

- Continue to work with a few key strategic partners to support with webinar organisation, booking setup, technical set-up, and marketing. This will help the team to ensure that they are able to strategically plan and improve key areas of the festival delivery.

6.5 Booking process

- Improve booking process, to keep the administration as minimal for those who make bookings (especially when bookings are made for multiple events). Teachers still commented that the booking process remains “admin-heavy”.
- Explore ways to consolidate booking confirmations for multiple events avoiding sending separate emails about different bookings – again to minimise administrative burdens.
- Continue to ensure booking for LCF offers open early to give schools and pupils plenty of time to explore and book.

6.6 Quality of LCF webinars

- Based on feedback from pupils, teachers, LCF hosts around the quality of LCF Webinars LCF 2022 will aim to improve on the following for each LCF webinar:
 - “Interactivity” of the session(s)
 - Giving schools and pupils the opportunity to “ask questions”
 - Some pupils commented that sessions were “boring” so it is key that for LCF 2022, presentation delivery and interactivity of each session is carefully scrutinised when planning each session
 - Have “inspiring role models” in sessions/webinars

6.7 Technical support and data

- Improve the way in which joining links are shared with partners ensuring that they are sent at least a week before the session is due as some partners commented that there were issues around receiving joining links for sessions
- Some partners also commented that not being able to see pupils through the use of camera had an effect on the quality of the session and its delivery style. Therefore, a key recommendation for LCF 2022 would be to carefully scrutinise what delivery style is most appropriate for each LCF webinar e.g. a zoom webinar vs a zoom meeting. The latter enables schools and pupils to use their audio and camera where they wish to do so.
- Ensure all videos being used for LCF webinars are of high quality as teachers commented that some videos used in some LCF webinars did not work so well.

“I enjoy being part of a bigger festival, where a community of organisations are working together to educate children and young people about the world of work”

LCF Partner



“It was good that the children were able to ask lots of questions and all were responded to”
A Teacher



“It was really nice to know about my future choices and it helped me choose a path that suits me”

Appendices

Appendix 1: LCF 2021 Webinars offered to pupils and schools

Bloomberg How do you choose what to study next... with Bloomberg [Thursday, July 01, 2021] [Secondary]	Planet Organic A day in the life of a Marketing Manager.... [Thursday, July 01, 2021] [Secondary/College/Sixth Form]	London Mithraeum Bloomberg Space London Mithraeum Bloomberg Space: Skills Workshop [Thursday, July 01, 2021] [Primary]
BPIF Job opportunities and the wide range of roles available in the printing industry [Thursday, July 01, 2021] [Secondary]	PwC Careers with PwC [Wednesday, June 30, 2021] [Secondary/College/Sixth Form]	The Creative Dimension Trust Forging a career using your hands [Tuesday, June 29, 2021] [Secondary]
BT BT EARLY CAREERS HUB [Thursday, July 01, 2021] [Secondary/College/Sixth Form]	Royal Air Force NO ORDINARY EMPLOYER [Wednesday, June 30, 2021] [Secondary/College/Sixth Form]	Livery Schools Link Livery Showcase (Primary) [Wednesday, June 30, 2021] [Primary/ Year 5-6]
Evening Standard So you want to work in the media [Wednesday, June 30, 2021] [Secondary/College/Sixth Form]	Troup Bywaters + Anders A Career in Engineering [Wednesday, June 30, 2021] [Secondary/College/Sixth Form]	Livery Schools Link Livery Showcase (Secondary) [Tuesday, June 29, 2021] [Secondary/ Year 8-10]
Hobs Going from Great to Greater [Thursday, July 01, 2021] [Secondary/College/Sixth Form]	Worshipful Company of Stationers & Newspaper Makers History and future of apprenticeships in the printing and publishing sector [Thursday, July 01, 2021] [Secondary/College/Sixth Form]	Livery Schools Link Livery Showcase (Primary) [Wednesday, June 30, 2021] [Primary/Year 5-6]
Pearson Plc Pearson Apprenticeships [Wednesday, June 30, 2021] [Secondary/College/Sixth Form]	Education and Employers Primary KS1/Lower KS2 workshop: Smashing Stereotypes [Wednesday, June 30, 2021] [Primary]	Livery Schools Link Livery Showcase (Send) [Wednesday, June 30, 2021] [Primary/ Year 5-6]

Education and Employers Secondary KS4 workshop: ‘Pathways into Law’ [Wednesday, June 30, 2021] [Secondary]	Access HE The Secret Skills of Career Success! Critical Thinking Workshop – Lesson Three, Remembering [Wednesday, June 30, 2021] [Secondary and Post 18]	CISI Thinking About A Career In Investments [Thursday, July 01, 2021] [Secondary]
Education and Employers Secondary workshop: ‘Becoming an Influencer (Marketing & Social Media)’ [Wednesday, June 30, 2021] [Secondary]	Access HE The Secret Skills of Career Success! Critical Thinking Workshop – Lesson One, Questioning [Monday, June 28, 2021] [Secondary and post 16]	City Business Library Running your own business {Thursday, July 01, 2021} [16-19 year olds]
Education and Employers Primary KS2 workshop: ‘Broaden horizons into the world of work’ [Friday, July 02, 2021] [Primary]	Access HE The Secret Skills of Career Success! Critical Thinking Workshop – Lesson Two, Understanding [Tuesday, June 29, 2021] [Secondary and post 16]	City Business Library Running your own business {Friday, July 02, 2021} [Secondary]
Education and Employers Primary KS2 workshop: ‘Putting the A in STEAM’ [Tuesday, June 29, 2021] [Primary]	Access HE The Secret Skills of Career Success! Critical Thinking Workshop – Lesson Four, Collaborating [Thursday, July 01, 2021] [Secondary and post 19]	City of London Meet City of London Apprentices [Monday, June 28, 2021] [Post 16’s]
Education and Employers Primary workshop: ‘STEM in everyday life’ [Thursday, July 01, 2021] [Primary]	Access HE Student Stories [Friday, July 02, 2021] [Secondary and post 20]	City of London Meet City of London Apprentices [Friday, July 02, 2021] [Secondary]
Education and Employers Secondary KS3 workshop: ‘Tech jobs of the future’ [Tuesday, June 29, 2021] [Secondary]	CISI Thinking About A Career In Investments [Tuesday, June 29, 2021] [16-19 year olds]	City of London Succeeding in Interviews {Friday, July 02, 2021} [16-19 year olds]
Education and Employers Secondary Post-16 workshop: ‘Enterprising Minds (Business Management)’ [Thursday, July 01, 2021] [Secondary]	City of London Corporation Your career in Law – a role for everyone [Monday, 28 June, 2021] [Year 10-13]	The London Symphony Orchestra, The Barbican Centre & London Screen Academy Careers and Skills in the Creative Industries [Monday, June 28, 2021] [Secondary]

ELSA EDUCATION Artificial Intelligence – PETS FOR ALL (FOR SEND PUPILS) [Thursday, July 01, 2021] [Primary]	NatWest (Dream Bigger) NatWest Dream Bigger: Developing an Entrepreneurial Mindset [Tuesday, June 29, 2021] [16-19 year olds]	The London Symphony Orchestra, The Barbican Centre & London Screen Academy Careers and Skills in the Creative Industries [Friday, July 02, 2021] [Post 16's]
ELSA EDUCATION Artificial Intelligence – PETS FOR ALL (FOR SEND PUPILS) [Monday, June 28, 2021] [Secondary]	Pathway CTM Your Next Steps – Onwards and Upwards! [Friday, July 02, 2021] [Post 16's]	Livery Schools Link Livery Showcase (Secondary) [Tuesday, June 29, 2021] [Secondary/Year 8-10]
ELSA EDUCATION Artificial Intelligence – PETS FOR ALL (FOR SEND PUPILS) [Thursday, July 01, 2021] [Secondary]	Pathway CTM Parent Event – Your Child's Next Step [Thursday, July 01, 2021] [Parents]	Livery Schools Link Livery Showcase (Primary) [Wednesday, June 30, 2021] [Primary/Year 5-6]
English Speaking Union Talk the talk: express yourself with confidence [Monday, June 28, 2021] [Post 16's]	Role Models Role Models: Creativity and Problem-Solving Skills Workshop [Wednesday, June 30, 2021] [Year 5,6]	Livery Schools Link Livery Showcase (Secondary) [Tuesday, June 29, 2021] [Secondary/Year 8-10]
English Speaking Union Talk the talk: express yourself with confidence [Monday, June 28, 2021] [Secondary]	Role Models Role Models: Creativity and Problem-Solving Skills Workshop [Tuesday, June 29, 2021] [Year 5,6]	Livery Schools Link Livery Showcase (Secondary) [Tuesday, June 29, 2021] [Secondary/ Year 8-10]
English Speaking Union Talk the talk: express yourself with confidence [Monday, June 28, 2021] [Primary]	SIR ROBERT MCALPINE SIR ROBERT MCALPINE: CONSTRUCTION CHALLENGE – DESIGN YOUR OWN WELFARE FACILITIES [Monday, June 28, 2021] [Year 5,6]	

Appendix 2: LCF 2021 Costs Breakdown

Activity	Year 3 Budget	Spending
London Careers Festival Project Staff	£35,000	£35,000
Branding and promotional materials	£5,000	N/A
Event hospitality	£8,000	N/A
Workshops	£2,000	£10,100
Logistics	N/A	£5,925
Website development	£5,000	£4,450.02
Working party and planning meetings	£500	N/A

Signage	£3,000	N/A
Event assistants	£3,500	N/A
AV equipment and technology	£3,000	£2,720
Total	£65,000	£58,195

Appendix 3: LCF 2020 Survey Questions

The evaluation of LCF is based on a combination of administrative data on participation and attendance, quantitative survey data on individuals' ratings and experiences, and qualitative data on the experiences of pupils, teachers, organisations, the Working Party and event organisers. The feedback was collected in the following ways and is used to carefully analyse what went well and what did not go so well with the festival to ensure that we improve things for the festival in future year(s).

- **Surveys** were given to pupils after they had completed their LCF webinar/event
- Schools and education providers were sent a link to an **online school survey**
- Participating organisations were sent a link to an **online organisation survey**
- The **Working Party** had a reflection session in July 2021 to identify strengths, areas for improvement, and recommendations for LCF 2022
- **Feedback via emails** from teachers and partner organisations was collected and analysed

The survey questions are all included below.

Survey – Sent to Employer Partners				
1. What type of experience did you or your organisation offer for the Virtual London Careers Festival? (Select all that apply)				
<ul style="list-style-type: none"> • Live webinar • Links to online content, e.g. careers resources 				
2. What age group of young people was your offer for?				
<ul style="list-style-type: none"> • Primary • Secondary • Post-16 				
3. Did you participate in the London Careers Festival last year (in 2020)?				
<ul style="list-style-type: none"> • Yes • No • Not sure 				
4. If you hosted a live session, which online platform did you use?				
<ul style="list-style-type: none"> • Microsoft Teams • GoToWebinar • Zoom • Google Hangouts • Skype • Other <please specify> 				
5. How would you rate the following?				
	Excellent	Satisfactory	Needs improvement	Poor
London Careers Festival Website				
Process of participating in the event				

Communication leading up to the event				
Communication and support during the event				
Communication after the event				
The online platform you used				
Contribution to your organisation's priorities				
Contribution to your organisation's values				
Contribution to social mobility				
Value for time				
Access to young people				
Diversity of the young pupil attending				
Overall event				
Overall impact for your organisation				

6. How would you rate the following aspects of participating in an online event?

	Strongly agree	Agree	Disagree	Strongly disagree
I was able to engage young people effectively				
The video and sound worked well				
I enjoyed participating in the Festival online				
I would provide online skills and careers sessions again				

7. What did you like about the London Careers Festival?

8. What could be improved about the London Careers Festival?

9. What value do you think is offered back to your organisation by participating in the London Careers Festival?

10. How likely is your organisation to offer experiences for young people in the London Careers Festival next year (June 2022)?

- Very likely
- Somewhat likely

- Not likely

11. How likely are you to recommend participating in the London Careers Festival to other businesses/organisations?

- Very likely
- Somewhat likely
- Not likely

12. Can we contact you to find out more about your comments and to find out about the longer-term impact of the Virtual London Careers Festival?

- Yes
- No

13. What is your email address? (Optional)

Survey – Sent to Teachers

1. What is your school type?

- Primary
- Secondary
- Secondary and Sixth Form
- Sixth Form / College
- Other <please specify>

2. Which types of activities across the Festival week did pupils from your school engage in? (Select all that apply)

- Live webinars hosted by employers
- Accessing links and resources on the London Careers Festival Website

3. How would you rate the following practical aspects of joining the London Careers Festival?

	Excellent	Satisfactory	Needs Improvement	Poor
London Careers Festival website				
Finding the sessions most relevant to your pupils				
Booking process				
Joining instructions and pre-event information				
Online platforms used during the session (e.g. Microsoft Teams, Zoom, etc.)				
Sound and video quality				
Accessibility (ease of you and your pupils joining the event)				
Length of sessions				

4. How would you rate the quality of the following?

	Excellent	Satisfactory	Needs Improvement	Poor
Overall event				
Presentations from session facilitators				
Interactivity of the session(s)				

Relevance to young people				
Relevance to disadvantaged young people				
Relevance to the careers and skills curriculum				
Relevance to your school's/college's priorities				
Contribution to social mobility				
Long-term impact				

5. Thinking of your pupils who joined the event, please answer the following in relation to their experiences:

	Strongly agree	Agree	Disagree	Strongly disagree
It was useful				
It was informative				
It was inspirational				
There were opportunities to ask employers questions				
The session was engaging and there were interactive elements				
It helped me develop my skills				
It helped me think about my future				
It helped me feel more confident				
It helped me understand myself better				
It helped me to think about new things				

6. Thinking of your pupils' skills development, please answer in relation to their experiences:

	Strongly agree	Agree	Disagree	Strongly disagree
They had opportunity to listen to others and learn from what they said				
They had the opportunity to speak and share their own perspective				
They had the opportunity to work with others				
They had the opportunity to self-reflect on what skills and careers interest them				
They had the opportunity to consider solutions to a problem				
They had the opportunity to change or adapt their approach to a task or an idea				
They had the opportunity to generate new ideas or create something new				

7. To what extent do you think the London Careers Festival supports your school to meet the Eight Gatsby Benchmarks of careers advice and guidance?

	To a great extent	To some extent	Not much	Not at all
1 – Develop a stable Careers Programme				
2 – Learn from career and labour market information				
3 – Address the needs of each pupil				
4 – Link curriculum learning to careers				
5 – Provide encounters with employers and employees				
6 – Provide experiences of workplaces				

7 – Provide encounters with further and higher education providers				
8 – Provide personal guidance and advice				

8. What did you think about the online nature of the London Careers Festival?

	Strongly agree	Agree	Disagree	Strongly disagree
It was easy for pupils to join the session				
Pupils felt safe and supported				
The video and sound worked well				
Pupils enjoyed joining the Festival online				
There were benefits to having sessions online rather than face-to-face				

9. Tell us about the things you liked

10. Tell us about the things you think could be improved

11. Will you book pupils onto the festival next year?

- Yes
- No
- Not sure

12. Would you recommend the London Careers Festival to other teachers and schools?

- Yes
- No
- Not sure

13. Virtual reality would be a valuable way to learn about careers (We want to know if this is something you may be interested in for the festival in the future)

- Agree
- Disagree
- Don't know

14. Can we contact you to find out more about your comments and to find out about the longer-term impact of the Virtual London Careers Festival?

- Yes
- No

15. What is your email address? (Optional)

1. Please can you select the Apprentice Futures Employer Session that you attended (from the drop-down list)

- 30 June 2021, 10.00 to 10.30 session with Pearson
- 30 June 2021, 11.00 to 11.30 session with Troup Bywaters + Anders
- 30 June 2021, 13.00 to 13.30 session with Evening Standard
- 30 June 2021, 14.00 to 14.30 session with Royal Air Force
- 30 June 2021, 15.00 to 15.30 session with PwC
- 1 July 2021, 10.00 to 10.30 session with Stationers' Company
- 1 July 2021, 11.00 to 11.30 session with Bloomberg
- 1 July 2021, 13.30 to 14.00 session with BT
- 1 July 2021, 14.00 to 14.30 session with Hobs
- 1 July 2021, 15.00 to 15.30 session with BPIF

2. Would you now consider an apprenticeship as a career choice development opportunity as a result of attending this session?

- Yes
- No
- Not sure

3. Which school year are you currently in?

- Year 1
- Year 2
- Year 3
- Year 4
- Year 5
- Year 6
- Year 7
- Year 8
- Year 9
- Year 10
- Year 11
- Year 12
- Other <please specify>

4. Did you attend the London Careers Festival last year?

- Yes
- No
- Not sure

5. Would you say that the London Careers Festival has helped you to...?

	Yes	No	Not sure
Feel inspired			
Think about your future			
Feel more confident			
Understand yourself better			
Think about new things			
Learn about jobs and careers			

Think about your skills			
-------------------------	--	--	--

6. What did you think about joining the session online?

	Agree	Disagree	Not sure
It was easy to join the session			
I felt safe and supported			
The video and sound worked well			
I enjoyed the Festival online			
I was able to participate in the session the same way I would in person			

7. What careers are you interested in?

Architecture and Construction
Arts and Communication
Business Management and Administration
Education and Training
Finance
Government and Public Administration
Health
Hospitality and Tourism
Human Services
Law, Public Safety, and Security
Marketing, Sales, and Services
Science, Technology, and Engineering
Online Social Media
Sports
Other <please specify>

8. In one or two words, tell us what you want to be when you leave school.

9. How would you like to join the festival in the future?

- Online
- In person
- Hybrid (access to both online and in-person experiences)
- Not sure

10. Please tell us if there is anything else you would like to say about your experience of the London Careers Festival.

Appendix 4: LCF 2021 Changes made to the website

Key changes made to the LCF website include:

- 1. Book** – a number of improvements were made to this page to provide an improved user journey for schools and pupils. These included

<ul style="list-style-type: none"> ○ Including separate URL for each event so that they can easily be shared and linked to by schools, partners, etc ○ Include partners logo to help distinguish between different events as well as improve relationships with partners as we had more capacity to promote their branding ○ Improve the filtering system further to only show events which a user selects to explore ○ Redesign the layout of different webinars so they are clear and easy to explore
<p>2. Resources – a number of improvements were made to this page to provide an improved user journey for schools and pupils. These included</p> <ul style="list-style-type: none"> ○ Including separate URL for each resource so that they can easily be shared and linked to by schools, partners and more importantly the LCF team! This helped to highlight relevant resources with targeted audiences ○ Include partners logo to help distinguish between different events as well as improve relationships with partners as we had more capacity to promote their branding ○ Improve the filtering system further to only show events which a user selects to explore ○ Include tags within the visual layout to further help users decide whether a resource is useful for them. These tags helped user to quickly see the age appropriateness of the resource, which sectors(s) the resource explored and what type of resource it is ○ Redesign the layout of different resources so they are clear and easy to explore
<p>3. LCF Live – an additional page was added dedicated to helping audiences connect with LCF in a more interactive way. This was achieved through a partnership formed with Access HE who delivered workshops to get pupils to think about the role ‘Critical Thinking’ plays in their personal and professional lives.</p>

Appendix 5: LCF 2021 Partners

LCF Partner Organizations List	
Access HE	HONOURABLE COMPANY OF AIR PILOTS
Apprentice Futures	WORSHIPFUL COMPANY OF ACTUARIES
Bloomberg	WORSHIPFUL COMPANY OF BAKERS
BPIF	WORSHIPFUL COMPANY OF BARBERS
BT	WORSHIPFUL COMPANY OF BUILDERS MERCHANTS
CISI	WORSHIPFUL COMPANY OF CHARTERED SURVEYORS
City of London Corporation (Legal, HR and Apprentices)	WORSHIPFUL COMPANY OF CLOCKMAKERS
Education and Employers	WORSHIPFUL COMPANY OF COACHMAKERS
ELSA EDUCATION	WORSHIPFUL COMPANY OF CORDWAINERS
English Speaking Union	WORSHIPFUL COMPANY OF EDUCATORS
Evening Standard	WORSHIPFUL COMPANY OF FISHMONGERS
Hobs	WORSHIPFUL COMPANY OF GARDENERS
Livery Schools Link	WORSHIPFUL COMPANY OF GOLDSMITHS
LONDON MITHRAEUM BLOOMBERG SPACE	WORSHIPFUL COMPANY OF HORNERS
LONDON SCREEN ACADEMY	WORSHIPFUL COMPANY OF INFORMATION TECHNOLOGISTS
Natwest (Dream Bigger)	WORSHIPFUL COMPANY OF INNHOLDERS
Pearson Plc	WORSHIPFUL COMPANY OF JOINERS AND CEILERS
Planet Organic	WORSHIPFUL COMPANY OF MANAGEMENT CONSULTANTS
PwC	WORSHIPFUL COMPANY OF MARKETORS

Role Models	WORSHIPFUL COMPANY OF PAVIORS
Royal Air Force	WORSHIPFUL COMPANY OF SALTERS
SIR ROBERT MCALPINE	WORSHIPFUL COMPANY OF STATIONERS AND NEWSPAPER MAKERS
Small Business Research & Enterprise Centre	
THE BARBICAN CENTRE	
The Creative Dimension Trust	
THE LONDON SYMPHONY ORCHESTRA	
Troup Bywaters + Anders	
Worshipful Company of Stationers & Newspaper Makers	