

Committee(s): Education Board	Dated: 20/10/2022
Subject: London Careers Festival 2022 Evaluation Report	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	3, 5, 8 & 10
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	n/a
What is the source of Funding?	n/a
Has this Funding Source been agreed with the Chamberlain's Department?	n/a
Report of: Director of Community and Children's Services	For Information
Report author: Caitlin McMillan, Lead Partnerships and Programmes Officer, Education Strategy Unit	

Summary

This report updates Members on the outcomes of the London Careers Festival (LCF) 2022 which engaged primary, secondary and post-16 pupils across London in work-related and skills development activities. The London Careers Festival was delivered in a blended fashion (with virtual and in-person activities). The full report in **Appendix 1** examines the achievements of LCF against the strategic aims, reach, and impact on young people. Several new delivery methods and outputs were piloted this year, and recommendations have been made for continued improvements for future years.

Recommendation(s)

Members are asked to:

- Note the LCF 2022 evaluation report with key outcomes and achievements.
- Note the recommendations for LCF 2023 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 world of work.
2. The vision for the London Careers Festival 2022 (LCF) was to build on the success of previous years, delivering a blended (both virtual and in-person) two-week festival where young people could meet and engage with employers and apprenticeship providers across a range of jobs and industry sectors.

3. The event was marketed to young people and educators across London and the UK. The programme of events was aimed at young people from primary through to post-16.

Current Position

4. The London Careers Festival 2022 was delivered between 20 June – 1 July 2022. The virtual week (20 June – 24 June) included:
 - Employer-led webinars exploring specific job roles, organisations and industries
 - Webinars exploring different career access pathways
 - Workshops exploring entrepreneurship and entrepreneurial skills
 - Virtual talks from employers
 - Online skills building workshops
 - Q&As with experts and professionals
5. The in-person week (27 June – 1 July) was structured as follows:
 - Monday June 27 – Post 16 (*with Apprentice Futures*)
 - Tuesday June 28 – Secondary (*with Apprentice Futures and Livery Showcase*)
 - Wednesday June 29 – Primary (*with Livery Showcase*)
 - Thursday June 30 – Creative Careers (*with Culture Mile Learning*)
 - Friday July 1 – Big Apprentice Meet Up (*with the Association of Apprentices*)
6. The Monday, Tuesday and Wednesday sessions all took place at the Guildhall. Careers and skills workshops occurred alongside the Apprentice Futures and Livery Showcase. The Thursday programme occurred in a range of cultural venues. The Friday Big Apprentice Meet-up was hosted at the Guildhall.

Key findings from LCF 2022:

7. The following points provide headline summaries from the full evaluation report contained in Appendix One:
 - In excess of 6,140 young people attended LCF 2022. Of these, 4,279 attended the virtual festival and 1,861 attended in-person. Over 141 businesses, arts organisations training providers and livery companies participated in the delivery of LCF 2022.
 - Over 70% of young people felt more confident about their career choices after attending LCF with 80% indicating that the festival has helped them think about new career options.
 - 100% of teachers felt that the sessions were relevant to pupils from all backgrounds and rated LCF as 'excellent' with regards to careers awareness and the skills curriculum.
 - 100% of facilitators felt there was a 'good' representation of diverse young people in attendance at LCF and that the event's contribution to social mobility was either good or excellent.
8. Key insights:
 - 8.1 Young people value dialogue and are far more engaged by experiences that involve two-way communication.

- 8.2 When considering careers, many young people do not realise just how broad the spectrum of professions and pathways is.
- 8.3 We can super-charge the outcomes and value of the LCF experience by better acknowledging the *expectations* of young people, teachers and facilitator partners.
- 8.4 Young people find a speaker's lived experience particularly compelling, and inspiring.
- 8.5 All attendees find our unique venues a captivating part of the LCF experience.
- 8.6 The complex framing of the festival with its multiple component parts makes branding confusing.

Options

Item for information only.

Proposals

- 9. After analysing the insights and the quantitative data from the London Careers Festival, the LCF team would make the following recommendations for 2023:

9.1 Re-structure the days: Move to a model of two timeslots nearer the middle of the day (e.g. 10:30 – 12:00, 12:30 – 14:00) for the in-person LCF 2023 as this would make the most of the school day. It was also suggested that it be considered to move the festival earlier in the year (around March) for LCF 2024.

9.2 Keep the blended mode of delivery but streamline the virtual offer: LCF 2022 was the first blended festival (part virtual, part in-person) and the structure worked well, allowing a broad range of young people to engage with LCF content whilst maintaining and building upon the impact of the Guildhall as a venue. We would suggest continuing with the blended structure into 2023 with the following adaptations to the virtual programme:

- a. A streamlined virtual offer for primary and secondary, with post-16 focused on the in-person event.
- b. Greater partnership engagement to manage some of the administrative activities and ensure quality of offer.

9.3 Get everyone on the same page: Generating unified terms of engagement for core partners would lead to greater clarity for schools and other attendees about how the various components of LCF interact to form a cohesive whole. An audit of all partnerships would ensure continuity of expectation and alignment around the LCF's core objectives.

9.4 Cover more careers: Whilst LCF 2022 covered a wide variety of career opportunities, there were some areas of interest identified by young people that were not represented (such as the sports and beauty industries). This could be addressed by:

- a. Having an area within the in-person festival for LCF invitees who are not part of Apprentice Futures or the Livery Showcase, allowing for a broader and more comprehensive career sectors spread of industries

- b. Including the creative careers workshops into the festival as a whole (rather than holding it on a separate day) to ensure representation of the creative industries
- c. Engaging on-site careers advisors to help the young people to navigate the broad spectrum of pathways and professions available to them

9.5 Keep it interactive: Young people consistently reported that the sessions that were the most engaging and effective were those that were interactive and allowed the space for two-way dialogue. It is important to ensure that this is a component of all LCF sessions, both virtual and in-person, and should be a priority for 2023.

9.6 Find opportunities for co-creation: Youth voice is a vital component to ensuring that LCF 2023 is engaging, relevant and useful. Encourage co-creation of programmes and events, and perhaps turning the tables to allow employers to learn from young people, would enhance the design and impact of the London Careers Festivals in the future.

9.7 Leverage the networks: The pilot model that was successfully employed in the LCF 2022 of collaborating with the Association of Apprentices should be further embedded in future festivals. Embedding further opportunities for discussion and networking into the post-16 and secondary parts of the festival should be encouraged. This would provide pupils with more focused opportunities to directly engage with inspiring professionals, and encourage them to begin forming a professional network whilst enhancing their Fusion skills.

Key Data

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

Corporate and Strategic Implications –

Strategic implications

10. LCF aligns directly with outcome 3, 5, 8 and 10 of the Corporate Plan, as well as with the Education Board's tripartite of strategies: Education, Cultural and Creative Learning and Skills. As outlined in these strategies, the City of London Corporation 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 more widely, have access to the skills and talent they need. LCF provides young people with opportunities to explore their own skills and interests and to support them to make informed choices about their working lives. LCF also supports young people who may be facing educational disadvantage such as pupils who are eligible for Pupil Premium and pupils with SEND.

Financial implications

11. The festival continues to be good value-for-money and have impact on its core audiences: pupils, schools, businesses and livery companies. Furthermore, the festival has delivered a blended delivery model and the expanded two-week event while remaining within its original budget. Key to running the 2023 festival

will be the expansion of successful partnerships to support marketing and operational activities. This, combined with the inflation of costs for in-person events, 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.

Resource implications

12. 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.

Equalities implications

13. A majority of the schools who booked for LCF 2022 had a pupil premium rate of 31% or higher. Four sessions were run specifically for children with SEND, with quiet space being set aside during the festival itself to ensure an inclusive environment. Whilst data was not specifically collected around race or gender identity, 100% of surveyed facilitators felt there was a 'good' representation of diverse young people in attendance at LCF and that the event's contribution to social mobility was either good or excellent.

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

Conclusion

The London Careers Festival continues to deliver against its aim to connect schools and young people across London and beyond with the world of work. The blended approach to the festival worked well, meaningfully reaching over **6,000** young people.

The festival continues to explore innovative ways to meet its aims and shape its offers to ensure that it delivers against the City's Corporate Plan and the Education Board's three strategies.

Appendices

- **Appendix One - London Careers Festival 2022 evaluation report**
- **Appendix Two - Summary report on London Careers Festival 2022**

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