

LONDON CAREERS FESTIVAL 2022

SUMMARY EVALUATION

Virtual Festival June 20 – June 24

In-person Festival June 27 – July 1



What is the London Careers Festival?

The London Careers Festival (LCF) is an annual event that has been run since 2019.

The festival was born of the City of London Corporation's commitment to ensuring that 'learning is linked to the world of work at all stages to enable learners to make informed career choices.'

LCF 2022 adopted a blended delivery model, building on the success of previous in-person (2019) and virtual (2020 and 2021) festivals.

Virtual week

The Corporation partnered with a range of organisations to host **48** live virtual events, with a full programme on offer for primary, secondary and post-16 pupils.

In-person week

The in-person week at LCF 2022 was arranged as follows:

- **Monday June 27** – Post
- **Tuesday June 28** – Secondary
- **Wednesday June 29** – Primary
- **Thursday June 30** – Creative Careers
- **Friday July 1** – Big Apprentices Meet Up

Core LCF 2022 partners



Festival Feedback

"It's fun and enjoyable and I was able to learn new things about different careers" (Attendee)

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 skills curriculum.

Over **80%** of young people said that LCF has helped them think about new career options.

"Standing in front of everyone and saying your thoughts and careers helps to take it off our own shoulders and express ourselves as human beings." (Attendee)



"Way too much fun to be a school day." (Attendee)

Over **70%** of young people felt more confident about their career choices after attending LCF.

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.

"It was great to see students with the confidence to approach our stand and start the conversation. It's good that students as young as Year 10 are wanting to know more about apprenticeships and are already thinking about this as a potential route after they leave school/college" (Facilitator)

LCF 2022 in numbers

- | | |
|---|--|
| <ul style="list-style-type: none">• 10 days | <ul style="list-style-type: none">• 141 business/training providers |
| <ul style="list-style-type: none">• 80 sessions/events | <ul style="list-style-type: none">• 6,140 young people |

Recommendations

1. **Re-structure the days** - by moving to a model of two time slots nearer the middle of the day (e.g. 10:30 – 12:00, 12:30 – 14:00) for the in-person LCF 2023. Look at a March date for LCF 2024.
2. **Keep the blend and shake-up virtual** – streamline the virtual offer for primary and secondary, with post-16 focused on the in-person event. Engage further with partners to ensure quality of offer.
3. **Get everyone on the same page** – generate unified term of engagement. Audit partnerships to ensure continuity of expectation and alignment around the LCF's core objectives.
4. **Cover more careers** – broaden the offer to include areas of interest to young people (e.g. sport and beauty). Fold the creative careers workshops into the festival as a whole (rather than holding on a separate day).
5. **Keep it interactive** – ensure that two-way dialogue is a key component of all LCF sessions, both virtual and in-person.
6. **Find opportunities for co-creation** – look for opportunities to co-create programmes and events, and perhaps turning the tables to allow employers to learn from young people.
7. **Leverage the networks** – embed opportunities for discussion and networking (like those seen in the *Big Apprentice Meet Up*) into the post-16 and secondary parts of the festival.