

Committee(s): Education Board	Dated: 06/02/2022
Subject: London Careers Festival 2023 Update	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/a
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 Discussion
Report author: Caitlin McMillan, Lead Partnerships and Programmes Officer	

Summary

This report updates Members on the work being done to plan and prepare for the 2023 London Careers Festival (LCF).

Recommendation(s)

Members are asked to:

- Note the report.
- Note the actions being undertaken in preparation for the 2023 festival.

Main Report

Background

1. The London Careers Festival is an annual festival which introduces young people from Primary to Post-16 to the world of work.
2. The evaluation of the 2022 festival was brought to the Education Board Meeting in October 2022 and recommendations were agreed.
3. Following the evaluation, a verbal update on the progress for the 2023 festival was given to Education Board at its meeting in December 2022.

Current Position

4. Working group membership has been reviewed and a new group convened for the 2023 festival.
5. The LCF 2023 working group met for the first time in December 2022. The group reviewed feedback from the 2022 festival and agreed to a unified terms

of engagement document outlining the partnership structure for the 2023 festival.

6. The dates for the 2023 festival have been agreed as follows:
 - Primary – Monday July 3
 - Secondary – Tuesday July 4
 - Post-16 – Wednesday July 5
7. Discussions are under way with the Association of Apprentices to hold an event on Friday July 7, 2023, following last year's successful Big Apprentice Meet Up.
8. Procurement processes have begun for a core virtual festival delivery partner (Education & Employers) and will hopefully be complete by the end of February.
9. The virtual festival will take place over 3 days in the week beginning June 26, 2023.
10. Discussions with several businesses and cultural partners are underway and will be confirmed in the coming weeks.

Options

N/A. Item for discussion only.

Proposals

11. Regular meetings of the working group scheduled between now and LCF 2023. Provisional dates for these meetings (held roughly every 6 weeks) have been sent to the group.
12. Initial marketing is currently underway with a 'save the date' to be sent to schools in February 2023 with a full marketing plan to be drawn up by the end of February
13. A pack being created for prospective partners to outline what participation in LCF entails and will include options for engaging and participating.
14. Confirmation of partner organisations and schedule of opportunities drawn up.

Corporate & Strategic Implications

15. Strategic implications

LCF aligns directly with outcome 3, 5, 8 and 10 of The Corporate Plan, as well as with the Education Board's tripartite strategies: Education, Cultural and Creative Learning and Skills. 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 City employers and other organisations, 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 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.

16. Financial implications

The festival continues to be good value-for-money and has impact on its core audiences: young people, schools, businesses and livery companies. Furthermore, the festival has delivered a blended delivery model through 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 participation, 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 audiences.

17. 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.

18. Equalities implications

There are no legal, risk, security or climate implications identified.

Conclusion

Preparations for the 2023 London Careers Festival are currently underway. Taking into account feedback from the 2022 festival, the 2023 festival structure is being updated and a number of new partners engaged. The work surrounding marketing to schools and potential attendees will begin in February 2023 with booking opening in April 2023.

Appendices

None

Lead Partnerships and Programmes Officer
Education Strategy Unit

T: 07935 514464

E: caitlin.mcmillan@cityoflondon.gov.uk