

Appendix 4: CML Impact summary report: Employability pathways

Cultural and Creative Learning Goals, Aims and Outcomes:

Goal 2: 'Empowering children and young people to realise their full potential'

Goal 4: 'Cultural and creative experiences develop and enhance the fusion skills needed for employability in the 21st Century'

Goal 5: 'Learners at all stages have exposure to professionals working in the creative and cultural industries including dancers, musicians, writers, designers, makers and the range of production and post production entrepreneurs and creatives'

Goal 5: 'Young Londoners in the Family of Schools and beyond have access to the information, advice and experiences to progress into fulfilling careers, including in the creative industries and City sectors requiring the development of fusion skills'

Summary of the project including highlighting any significant changes from the original Action Plan

This element of our programme has this year focussed largely on work experience. This year has also seen us develop a strong partnership with CoLAT's Apprenticeship Academy through providing weekly half-termly placements for several of their students. This has been time intensive but extremely rewarding work as the boost it has provided to their confidence and skills has been noted by them, their teachers and our team.

We have also run a music skills development project, contributed to the London Careers Festival, and responded to specific requests from the City Family of Schools.

In response to the wishes of the Education Board we have phased out our work with 18-25 year olds including our mentoring programme.

Summer work experience 2022

In summer 2022, we ran our cross-CML partnership Work Experience Programme which included on-site visits across Museum of London, Museum of London Docklands, Tower Bridge and Barbican departments. We partnered with two schools, City of London Academy Highbury Grove (CoLAHG) and City of London Academy Islington (CoLAI) to provide 29 students with a rich week-long programme which also included workshops designed to develop fusion skills.

All host departments were offered training to support them to embed a young person-centred approach into their placements for the students. This was made up of CML's tailor-made Creating Connections and Safeguarding in Reality two-day training programme delivered by a qualified social worker.

The programme was run over two consecutive weeks with CoLAHG taking part in week one and CoLAI in week two. The programme for each week was as follows:

Day 1: run by CML

- Orientation and expectation setting
- Creative skills workshops using collage and poetry to support students to reflect on their passions, build confidence, and to think about what they wanted to learn from the programme

Days 2, 3 and 4: run by host departments across the partnership

- Day-in-the-life experiences for students in pairs or groups of three through which they had the opportunity to work in different departments, including front-of-house and back-of-house roles, providing a well-rounded insight into how cultural institutions operate. Experiences included supporting the facilitation of school visits and workshops at Tower Bridge, learning what to do if there's a leak at the Museum of London and welcoming the audience to a show at Barbican

Day 5: run by CML in partnership with Museum of London HR team

- Workshop on CV and interview techniques
- Mock job interviews
- Reflection on learnings through revisiting their collages from Day 1

Summer work experience 2023

This year's summer work experience programme will develop previous methodology to further improve young people's skills by focusing the offer by host departments purposefully to match their needs and ambitions. We've also introduced an application form so that students can highlight their skills and everyday inspirations so that we gain a better understanding of them prior to them joining us.

The Museum of the Order of St John and the Goldsmiths' Centre are joining the Museum of London and Museum of London Docklands to deliver the programme this year. This not only means students are offered a richer experience, but also that new CML partners are further skilled up to work in an impactful way with young people.

When producing the application form our priority was its accessibility to students and for it to support their first steps into the world of work. As such, it acknowledges the skills they already have and how work experience is a place to develop them outside of the school environment. It also focuses on their individual aspirations, asking them to identify the skills they want to develop as well as the kinds of placements they're most interested in. To increase accessibility and fully engage the students, we facilitated two school outreach sessions – the first to introduce the placement offer and answer questions, and the second to support with completing the application form, which included discussion activities about skills.

We've also been working with host departments to help them develop a project-based placement day which responds to what we've learned about students' needs and wishes from their application forms. All host departments are taking part in a training programme which includes both last year's training modules plus a session on creating meaningful work experience activities.

Half-termly work experience placements at Museum of London Docklands with CoLAT Apprenticeship Academy

This project has enabled us to build on the learning we've gained in previous years supporting young people up to the age of 25 who face barriers to accessing employment, and to apply this to a younger cohort who are finding school difficult. As with all our programmes, the offer is both skills led, whilst simultaneously incorporating, in this case, museum practice to showcase the potential of learning in creative and cultural environments. We also prioritised confidence building to create a sense of belonging within the museum sector. The placements centred on the role of Visitor Experience Hosts at the Museum of London Docklands and the transferable skills that can be gained in a customer services role.

To maximise accessibility, we began the placement offer by visiting the school for an informal meeting with potential students and the staff who support them, and to answer questions and learn about specific needs. The next step was a skills workshop using games and delivered in the school to clarify what the placement was about, including which areas we would work and build on together. It was also designed to challenge students' misconceptions about what a museum is and the jobs available there.

The six placement days in the museum were built around the Skills Builder framework with each day exploring a different skill and including a mix of knowledge sharing, for example on accessibility in museums and practical tasks including observing and shadowing Host activities, guiding school groups, practising object handling and giving visitor tours. In November and December we hosted a group of six students and in April and May a pair. With the latter we responded to their enthusiasm by giving them more responsibility through more independent tasks. Placements were concluded with activities such as a scrap booking or photography session using a social media layout to represent and consolidate skills learned, as well as a celebratory meal.

Mu-School

The Museum of London's temporary exhibition, 'Grime Stories: From the corner to the mainstream', provided a really exciting opportunity to respond to young people's interest in music and to partner with youth music organisation, Ruff Sqwad Arts Foundation (RSAF) to deliver a week-long music and skills project for 14 young people (10 who were 18 or under and 4 youth mentors aged 18-25) in August 2022. The project, Mu-School, was designed and delivered by RSAF who wanted to support emerging creatives through a musical school, a new found form of education where young people have the opportunity to explore the skills involved in making music and the music industry, including insight into various job roles. A week of workshops, masterclasses, recording sessions and talks culminated with a showcase for family and friends in the exhibition space at the museum.

Skills development workshops and 'meet the professionals' visits

In November 2023, CoLA Highgate Hill asked for creative input into their PHSCE curriculum through their whole year group mental health days. We devised a collage workshop entitled 'My Five Ways to Wellbeing' focusing on an outline of a hand with each finger standing for: identity, passion, ways I give support to others, my self-belief and affirmations. Students were guided through the activity and provided with resource packs including magazines for inspiration. The workshop was delivered by two of our team in four back-to-back sessions to 120 Year 8 students.

Several creative industry professionals were provided to take part in the Meet the Professional session at the Year 7 CoLA Highgate Hill careers day in March.

Careers-orientated 'meet the professional sessions' are also being organised to support The Aldgate School's whole-school summer Fashion Show. The costume department from the Guildhall School of Music and Drama will be talking to Year 6, Year 2 is visiting the Goldsmiths' Centre and Year 5 will be having a session with a branding start up to support the bags they're making.

London Careers Festival (LCF) 2022 and 2023

For the 2022 LCF eight organisations in the CML partnership put together a programme of tours, talks and workshops for the Creative Industries Day on 30 June. This included:

- a session exploring the roles and skills involved in an orchestra, led by London Symphony Orchestra
- a panel discussion with professionals from across the creative industries, including apprentices, led by Barbican
- a Passions to Purpose workshop which enabled students to take part in activities to unearth their passions and find out how to get paid for doing what they are good at and love led by CML and Barbican

For the 2023 LCF we have focussed on sessions to build the skills needed to be freelancer, and to expose students to the work available in the creative tech industry. We will also be repeating our 2022 Passions to Purpose workshop as it was so well received. Our offer is made up of:

- Passions to Purpose by Georgia Dodsworth and Olivia Twist: This workshop builds on the aspirations and ambitions of young people in a creative way. It is a visual journey that can be used as a calling card to represent who each student is and also enables free discussion about what creativity is and how it can manifest itself in different sectors.
- Personal Branding by Stooki: Addressing the need to create a professional identity to build your CV and creative portfolio, Stooki are facilitating a workshop that talks through the journey of self-branding and ways to promote yourself and your work that can be applicable to various jobs.
- Tech is More than Coding! By Identity 2.0: An interactive session to expose young people to the unlimited potential in the tech industry. It will focus on the unique experiences of women in tech and the ways the industry has space for a diverse range of people.

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| Proposed cost | <p>£5,000 – work experience</p> <p>£20,000 – employability and skills development projects</p> |
| Actual cost (include breakdown) | <p>Summer work experience 2022</p> <p>£1,900 Training programme</p> <p>£900 Workshop facilitator fees</p> <p>£385 Student travel and lunch expenses</p> <p>TOTAL: £3,185</p> <p>Weekly work experience placements for CoLAT Apprenticeship Academy</p> <p>Visitor Experience (VE) host fees - £372</p> <p>Travel and refreshments for young people - £213</p> <p>Considerable in-kind support from VE Training and Development Coordinator</p> <p>TOTAL: £585</p> <p>Summer work experience 2023 – pending (estimated)</p> <p>Training - £1,200</p> <p>Facilitator fees - £1,100</p> <p>Travel and refreshments for young people - £580</p> <p>TOTAL: 2,880</p> <p>Skills development workshops and ‘meet the professionals’ visit fees</p> <p>London Careers Festival 2022 artists/creatives fee – some fees covered by Fusion Futures budget - £870</p> <p>London Careers Festival 2023 artists/creatives fee - some fees covered by Fusion Futures budget - £750</p> <p>Creative mental health workshop facilitator fees - £750</p> <p>TOTAL: 2,370</p> <p>Mu-School</p> <p>Facilitator and artist fees - £4,500</p> <p>Youth mentor fees - £960</p> <p>Travel and lunch for young people - £980</p> <p>Venue hire includes recording studio - £3,150</p> <p>Filmmaker and videographer - £4,000</p> <p>£2,715 – GSMD musician fees (£1,357 contributed by GSMD)</p> <p>Total - £14,947</p> <p>Overall total: £23,967</p> |
| Delivery period | April 2022-July 2023 |
| What outputs/activities were delivered? | |

Summer 2022 week-long work experience programme

Placements for 29 Year 10 and 12 students from CoLA Highbury Grove and CoLA Islington – July 2022

Half-termly work experience placements with CoLAT Apprenticeship Academy

Weekly half-termly placements provided for 7 students, including school outreach sessions and an induction visit to the Museum of London Docklands – November – December 2022 and April to May 2023.

Mu-School

10 young people under the age of 18 and 4 youth mentors benefitted from an intensive week-long workshop project including access to a professional recording studio and a showcase at the Museum of London – August 2022

Skills development workshops and ‘meet the professionals’ visits

Creative mental health enrichment workshop delivered to 120 Year 8 pupils at CoLA Highgate Hill – November 2022

Three creative industry professionals were provided to take part in the ‘meet the professionals’ session at the Year 7 CoLA Highgate Hill careers day – March 2023

Three careers orientated ‘meet the professionals’ sessions organised to support The Aldgate School’s whole school summer Fashion Show – May-July 2023

London Careers Festival (LCF) 2022 and 2023

2022 - eight CML partner organisations offered a programme of 13 sessions for primary to post-16 pupils

2023 – three workshops designed and will be offered twice each

Planned:

Up to 15 Year 12 students from CoLA Highbury Grove will take part in a multi-partner work experience programme in the first week of July. Two advice and application sessions already delivered

Have the target outcomes been met, and how have they been measured?

| Target | Target achieved | What has been the impact? |
|------------------------------------|---|---|
| Work experience summer 2022 | | |
| 20 young people benefit | 29 | Pupils have access to world of work experiences |
| N.A | 93% of pupils rated their work experience week as good or excellent | Pupils enjoyed their work experience placements |
| N.A | 71% of staff said they felt very equipped in hosting the work experience pupils | Staff felt they had adequate training and resources |

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| 75% of pupils complete their work experience placements | 93% completed (2 students did not complete the week due to sickness) | Students and host organisations have a sense of satisfaction and achievement |
| 100% of participants who complete report that they have developed two or more fusion skills | 100% | Pupils' employability enhanced – see quotations below for details |
| 85% reported that they felt more confident about entering the world of work as a result of the work experience | 85% | Pupils' employability and overall confidence enhanced |
| Other employability and skills development project | | |
| 30 young people benefit | <p>8 students benefit from weekly half-termly work experience placements</p> <p>10 young people benefitted from week-long intensive music skills project</p> <p>12-15 pupils set to benefit from summer 2023 work experience</p> <p>120 Year 8s benefitted from creative mental health workshop</p> <p>60 Year 7s benefitted from a 'meet the professionals' session</p> <p>180 primary school students will benefit from careers sessions linked to their whole-school Fashion Show</p> | Pupils have access to world of work experiences |
| 75% complete their placements | <p>40% attendance rate for November/December 2022 weekly placements</p> <p>100% attendance rate for April/May 2023 weekly placements</p> <p>90% attendance rate for Mu-School</p> | Students and host organisations have a sense of satisfaction and achievement |

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|---|--|---|
| 100% of participants who complete feel more prepared for and confident about entering the world of work and are more aware of the importance of fusion skills for their employability | 100% for weekly work experience placements | Pupils' employability and overall confidence enhanced |
| How has the project improved wider educational outcomes, e.g. wellbeing, confidence, aspiration, etc.? | | |

Summer 2022 work experience:**Induction Day feedback from young people aged 15 - 16:**

'Today I learnt how to communicate better and be more confident.'

'A new experience to develop myself to allow me to know my positives and negatives. It was great!'

'Today I learnt how to get out of my comfort zone. Speaking out aloud and expressing my thoughts.'

'Today was very fun and engaging. I am looking forward to further learning new skills which will help me for my future CV's, and job applications and experience.'

On Day 1 students were introduced to the list and concept of fusion skills so they could reflect on the skills throughout the week. The following quotes are taken from the evaluation forms from Day 5:

'I learnt oral communication throughout the week through being encouraged to ask questions from early on. This allowed me to ask questions with confidence, and I found out very interesting information.'

'I built on my problem solving skills, as I learnt what happens when the museum has to buy new lights that are within a budget that are cost effective.'

'I developed my critical thinking when I did mock interviews at the end of the week and by analysing my skills and hobbies.'

'I learnt analysis and evaluation through doing a SWOT analysis at the museum.'

'I learnt collaboration and teamwork skills through organising packs for volunteers with my partner, along with learning how to take stock in the museum shop.'

'I developed creativity, as I developed a mood board for the soundtrack of the suffragette area in the New Museum.'

'I developed my oral communication skills over at the Docklands site. Through the management of others, I was able to create a working timetable which improved my own skills in the management of a team.'

'A skill I used throughout the week was verbal communication, where I constantly had to speak and give presentations which is something I don't really like doing. I learnt resilience, as I overcame my setbacks of fear when asked to introduce myself or present something I am passionate about.'

Half-termly work experience placements with CoLAT Apprenticeship Academy

'x has led on the pair's ability to talk through their thoughts and feelings about what is around them. She is very confident in expressing her critical voice and interested in several of the historical stories and information available to her. She has also encouraged y to use her voice and given her space to explore her own thoughts. X actively steps back to give y the space to develop and it is a key skill that should be celebrated and commended.'

y has been very good and following instructions as well as guiding us through the galleries in a formal and welcoming manner. We can see her confidence grow in the surroundings and when prompted has shown her listening and reflective skills.

Both have shown us their ability to quickly process information and present in unique ways. They are emotionally invested in showing us what they have learned and it is wonderful to observe their progress.’ From CML report to Deputy Centre Lead

‘We began with a walkthrough of the schools area at the museum so x felt comfortable when directing school groups if required. We then moved on to welcoming visitors at the front desk. We initially worked together to greet visitors in order to boost his confidence. He was very focused and shadowed a Host, taking note of how she communicated with a family who needed guidance on how to access the museum. He was then able to guide a large group of year 11’s into the second floor gallery space. He was both personable and professional. Whilst he originally felt nervous about helping a group of students who are the same age as him, he communicated that after taking this group to the gallery he felt a new sense of confidence and was proud of himself.’ From CML report to Deputy Centre Lead

Mu-School - personal and social impact

Quotes from the participating young people after visiting the Grime Stories exhibition:

‘People that I know through my Dad grew up in the area where grime started, and there are so many more people I’m seeing in the gallery who I didn’t even know made music!’

‘It’s sick and inspiring. Being here is really insightful, to see who’s behind us in the industry and seeing the future of what is to come. It gives me drive and ambition.’

‘Seeing my mentors who brought us here and seeing what they’ve come from which is now displayed is amazing! The USA has more history displayed, but seeing London culture and youth is sick! One day hopefully we will be displayed here. This shows everyone where music can take you.’

Other outcomes reported by Mu-School participants:

- Industry insight
- Improving my song writing
- Production skills
- How to start and progress in the music industry
- Technical skills

Will the outputs/activities continue?

The Museum of London is keen to continue to offer a work experience programme but needs to work out how to resource this without a central CML team.