

<b>Committee(s):</b> Education Board	<b>Dated:</b> 17/10/2023
<b>Subject:</b> London Careers Festival 2023 Evaluation Report	Public
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	3,5,8 & 10
<b>Does this proposal require extra revenue and/or capital spending?</b>	N
<b>If so, how much?</b>	n/a
<b>What is the source of Funding?</b>	n/a
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	n/a
<b>Report of:</b> Director of Community and Children's Services	For Information
<b>Report author:</b> Alice Rogers, Projects Officer	

### Summary

This report updates Members on the outcomes of the London Careers Festival (LCF) 2023 which engaged primary, secondary and post-16 pupils across London in work-related and skills development activities. This year, LCF continued to be delivered as a blended model (with virtual and in-person activities). The full report in **Appendix One** examines the impact LCF had on its participants this year and the extent to which its delivery fulfilled the festival's strategic aims, whilst outlining key recommendations for future delivery.

### Recommendations

Members are asked to:

- Note the LCF 2023 evaluation report with key outcomes and achievements; and
- Note the recommendations for LCF 2024 and onwards.

### Main Report

#### Background

1. The City of London Corporation (CoLC) is committed to enabling pupils in its City Family of Schools to make informed career choices and flourish in the world of work.
2. LCF 2023 sought to increase engagement at the festival based on the success of previous years' blended delivery model.

3. The event introduced young people to employers and apprenticeship providers across a variety of different industries.
4. The programme of events was aimed at young people from primary schools through to post-16.
5. The event was predominantly marketed to educators in London, with additional publicity aimed at young Londoners at the post-16 phase.

## Current Position

6. LCF 2023 used a blended delivery model (a mix of online and in-person activities) and was delivered between 26 June and 7 July 2023.
7. 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
8. The in-person week (3 July – 7 July) was structured as follows:
  - Monday 3 July – Primary (*with Livery Showcase*)
  - Tuesday 4 July – Secondary (*with Livery Showcase*)
  - Wednesday 5 July – Post-16 (*with Apprentice Futures*)
  - Thursday 6 July – Off-site opportunities for Secondary and Post-16 (*with Culture Mile Learning*)
  - Friday 7 July – The 'Big Apprentice Meet Up' (*with the Association of Apprentices*)
9. The Monday, Tuesday and Wednesday in-person sessions all took place at the Guildhall. Careers and skills workshops occurred alongside the Apprentice Futures and the Livery Showcase. The Thursday programme occurred in a range of cultural and corporate venues. The Friday Big Apprentice Meet-up was hosted at the Guildhall.
10. The following points provide headline summaries from the full evaluation report contained in **Appendix One**:
  - In excess of 12,000 young people attended LCF 2023. Of these, 9,831 attended the virtual festival and 2,993 attended in-person. Over 77 businesses, arts organisations training providers and livery companies participated in the delivery of LCF 2022.

- 90% of young people agreed that LCF 2023 helped them to think about their future.
- 83% of participants said LCF 2023 supported them to learn about a range of jobs and careers.
- 100% of teachers agreed that pupils learned about new job opportunities. Likewise, 100% of teachers also agreed that it was highly relevant to careers and skills curriculum and school/college priorities.

11. The key insights developed were:

- LCF still provides valuable exposure to a variety of career and training paths for young Londoners.
- LCF raised aspirations for its participants and opened their eyes to opportunities they would not have previously considered.
- LCF helped young people build transferrable skills such as networking, initiative, collaboration and communication.
- Learner attendees were most responsive to interactive workshops which encouraged teamwork and greater levels of participation.
- There are some sectors that are currently underrepresented in London Careers Festival's delivery which young people are interested in. This is principally in the fields of architecture and construction, business management and administration and health care.
- In a small number of cases, participants' additional needs were not sufficiently met by delivery partners. For more information, please see **Appendix One**.

## Options

12. N/A

## Proposals

13. After analysing the insights and the quantitative data from the London Careers Festival, the LCF team would make the following recommendations for 2024:

- i) **Develop more effective channels of communication between delivery partners and schools regarding pupil's needs.** The Education Strategy Unit (ESU) must ensure that the booking process easily identifies any additional needs of pupils and communicates these as soon as possible to the delivery partners. The suggestion would be to set clear expectations with all delivery partners that a briefing call should be organised between

themselves and their participating school leads around 2-4 weeks prior to the event to allow for adjustments to be made to session plans.

- ii) **Take a harder line on no-shows and last-minute cancellations.** The ESU should consider a range of different scenarios, such as imposing small fines for last-minute non-attendance, and declining those who did not attend sessions in previous years to book onto sessions in future years. The ESU might also consider imposing booking limitations to minimise the disruption caused by large school cohorts dropping out of booked sessions without prior warning. Should a bigger cohort wish to book on than the booking system allows manually, the ESU could consider putting a formal booking agreement in place to further prevent potential disruption caused by dropouts.
- iii) **Better utilise the City's connections to businesses to increase variety of sectors that appeal to pupils.** It is clear from attendee feedback that there are some key career sectors that need an increased level of presence in future years to better acknowledge the needs and interests of pupils. These are principally in the fields of architecture and construction, business management and administration and health care. The ESU must continue to capitalise on City's corporate connections to help bridge this gap. One way the ESU might be able to achieve this is through working with procurement and Innovation and Growth to understand if there are potential tie-ins with LCF delivery and environmental, social and governance (ESG) commitments proposed as part of the tender processes, and the Green Skills agenda.
- iv) **Collaborate more effectively with workshop partners to ensure workshops are consistently interactive and contain at least one fusion skill that pupils can develop in session.** The ESU might consider holding briefing sessions and creating a brief delivery guidance document that informs delivery partners of these expectations.

## Key Data

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

## Strategic Implications

- 15. 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 young people across London have access to the skills requisite for the workplaces of the future. LCF provides young Londoners with opportunities to explore possible career options and better understand the skills needed to succeed in different sectors. It also helps them to develop key fusion skills through

workshop delivery such as teamwork, creative thinking, public speaking and problem solving. It also provides them opportunities to develop their networking skills. Through gaining an understanding of different routes into careers, it also raises participant's aspirations.

### **Financial implications**

16. The full breakdown of costs is available in **Appendix One** of this report.
17. The festival continues to be a cost-effective event that has significant impact on the participating pupils. The 2023 festival spent approximately £13,000 less on delivery than the spend in FY 2021/22. Despite the decrease in expenditure this year, owing largely to the broad reach that virtual delivery enables and through streamlining the pipeline of paid delivery partners, this year's festival managed to deliver to a record number of young people.
18. Key to running the 2024 festival will be the continuation of contracting out delivery partners to carry out our operations online and in-person. It is also important to note that due to the rising levels of inflation and its implications on the costs to host in-person events at Guildhall, the festival will continue to require financial support to ensure that it can be delivered successfully with meaningful impact for the participating pupils.

### **Resource implications**

19. The festival will continue to need operational delivery contracted to external partners and continued strategic oversight by officers within the Education Strategy Unit.

### **Equalities implications**

20. Four sessions were run specifically for children with SEND, with quiet space being set aside during the festival itself to ensure an inclusive environment. The 2023 LCF delivered to seven alternative provisions that ranged from SEND specialist schools to Pupil Referral Units. Whilst data was not specifically collected around race or gender identity, 75% of surveyed facilitators felt there was strong representation of diverse young people in attendance at LCF 100% agreed that the event's contribution to social mobility was either good or excellent.
21. There are no Legal, Risk, Security or Climate implications identified.

## **Conclusion**

22. The London Careers Festival continues to fulfil its principal objective of connecting schools and young people across London and beyond with the world of work. The blended approach to the festival is significantly and efficiently increasing the scale of the festival, meaningfully reaching over **12,000** young people in 2023. The festival team are responsive to feedback and continues to focus on improving delivery year on year, exploring innovative approaches to ensure it continues to deliver against the Corporate Plan and the Education Board's three strategies.

## **Appendices**

23. Appendix One - London Careers Festival 2023 evaluation report

**Alice Rogers**  
Projects Officer

T: 07706991120

E: [alice.rogers@cityoflondon.gov.uk](mailto:alice.rogers@cityoflondon.gov.uk)