

# London Careers Festival 2023

Evaluation Report



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## 1. What is the London Careers Festival?

The London Careers Festival (LCF) is an annual event that started in 2019.

The festival was created to serve the City of London Corporation's commitment to ensuring **learning is linked to the world of work at all stages to enable learners to make informed career choices**. It particularly is designed to meet the following outcomes:

- All pupils in the Family of Schools will hear from and be inspired by employers and apprenticeship providers.
- Apprenticeship opportunities are promoted, and all pupils can receive well-informed and impartial advice about apprenticeship options.
- There are clear progression routes through technical and professional education (including apprenticeships) into skilled employment.
- Good quality work experience placements are open to all pupils in the Family of Schools, regardless of their age, background or personal connections.
- Pupils are exposed to professionals in the cultural and creative industries, and self-employment and entrepreneurship are reflected in the offer.

In its commitment to achieve these outcomes, the City of London Corporation entered into a collaboration with The Stationers' Company (Apprentice Futures) and the Livery Schools Link (Livery Showcase) to deliver a festival for learners from Primary to Post-16.

## 2. What was the offer at LCF 2023?

LCF 2023 adopted a blended delivery model<sup>1</sup>, building on the success of last year's event.

**Virtual Festival** 26-30 June 2023.

**In-person Festival** 3-7 July 2023.

**A full list of the events can be found in Appendix 1.**

### 2.1 Events

#### 2.1.1 Virtual Events

The Corporation partnered with 3 organisations to host 8 live virtual events between 27 and 29 June, with a full programme available for students across Key Stages 1-4. These sessions 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 professional

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<sup>1</sup> 'blended delivery' is defined as the practice of using both online and in-person learning experiences.

### 2.1.2 In-Person Events

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

- **Monday July 3** – Primary (*with Livery Showcase*)
- **Tuesday July 4**– Secondary and Post-16 (*with Livery Showcase*)
- **Wednesday July 5** – Post-16 (*with Apprentice Futures*)
- **Thursday July 6** – Secondary and Post-16 (*with Culture Mile Learning and corporate partners*)
- **Friday July 7** –Big Apprentice Meet-up (*with the Association of Apprentices*)

The Monday, Tuesday, Wednesday and Friday sessions all took place at the Guildhall. Alongside the Apprentice Futures and Livery Showcase events were a full range of careers and skills workshops hosted by a range of delivery partners.

**A full list of the events can be found in Appendix 1.**

### 2.1.3. Resources

The LCF team continued to offer businesses the opportunity to share resources/opportunities via the resource page on the LCF website ([Resources – London Careers Festival](#)). The number of resources now available to the LCF audience is now at 175.



### 3. How did we prepare for LCF 2023?

#### 3.1 Corporation Event Management

From the success of the two-week blended delivery approach adopted at LCF 2022, LCF 2023 was project managed by the ESU's Lead Partnerships & Programmes Officer with support from the Projects Officer. In-event data gathering was led by the ESU's Lead Strategy and Impact Manager with the support of the Lead Policy Officer. A temporary contract support officer was also employed to work across the different aspects of festival preparation, delivery and evaluation.

#### 3.2 Partnerships

This year's LCF continued to build on the established partnership work that was critical to the success of the festival in 2022.

##### 3.2.1 Delivery Partners

Core delivery partners for LCF 2023 were:

- Education & Employers
- The Stationers' Company
- Livery Schools Link
- Association of Apprentices

**Education & Employers** have been a delivery partner for the festival since 2021. This year we re-engaged them to:

- Deliver 11 live careers sessions (7 virtual, 4 in-person) for primary and secondary pupils
- Oversee the management of these sessions
- Confirm inspiring role models from key employer partners.
- Carry out post-session surveys.
- Promote and engage these and other LCF offers to their schools' network.

**The Stationers' Company** and their **Apprentice Futures** event have been a core component of the LCF since its conception. This year the ESU partnered with them to:

- Manage the employers, providers, colleges and universities involved in Apprentice Futures
- Manage communications with participating organisations
- Generate floor plans for the Great Hall including tech requirements
- Provide Stationer apprentices to act as festival guides
- Promote the festival to school contacts

**Livery Schools Link** and their **Livery Showcase** have also been a core part of the LCF since conception. This year the ESU partnered with them to:

- Manage the livery companies involved in the Livery Showcase
- Manage communications with participating livery companies

- Generate floor plans for the Livery Hall, Print Room and Old Library including tech requirements
- Promote the festival to school contacts

Following on from the success of last year’s pilot event, the LCF 2023 team partnered with the **Association of Apprentices** to:

- Manage and deliver a networking, training and social event for current apprentices
- Book speakers/workshop leaders
- Manage bookings for the *Big Apprentice Meet Up*
- Organise food, drinks, and entertainment for the social part of the *Meet Up*.

The Association of Apprentices themselves partnered with **Investors in People** to manage and fund the event.



### 3.2.2 Participating organisations

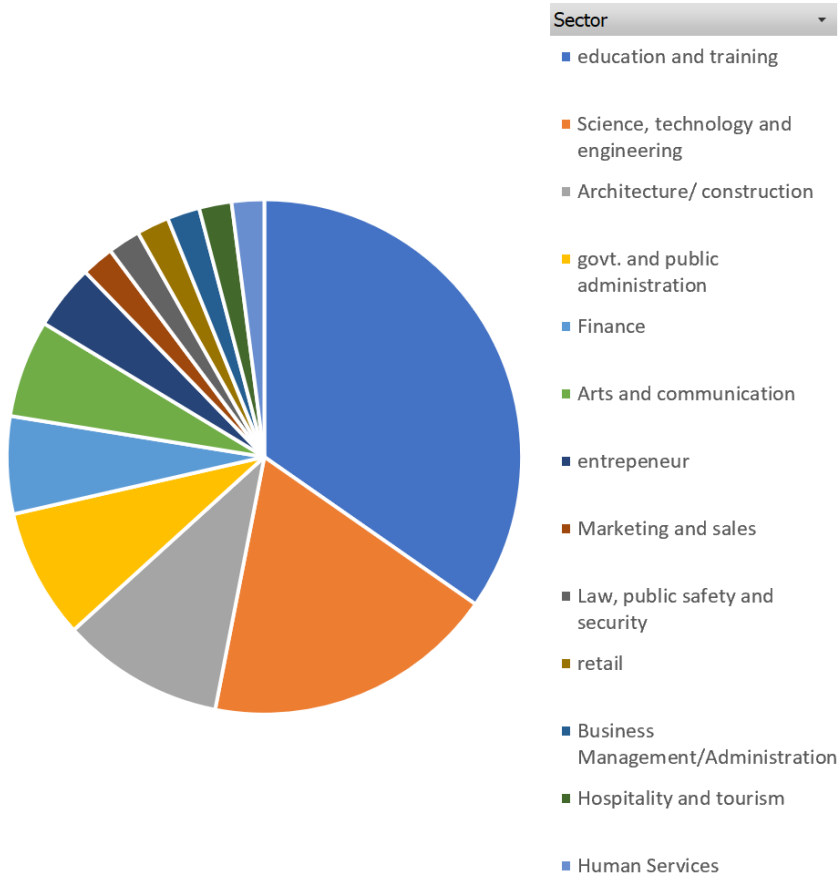
Across the festival, the LCF team worked with a total of **77** businesses, arts organisations, training providers and livery companies.

Of these organisations, **28** were livery companies participating as part of the Livery Showcase, and **33** were business and training providers participating through Apprentice Futures. The remaining were engaged through contacts held by the City Corporation and the LCF team.

The partners came from **14** different industry sectors with the most partners coming from Education and Training, Arts and Communications and Science, Technology and Engineering, as can be seen in Figure 3.2.2.

Figure 3.2.2 Distribution of LCF Partner Companies by Sector

## LCF 2023 Partners by Sector



*N= 49 participating organisations and excludes livery companies*

As has been the case historically, organisations were all asked to fill in a form outlining their festival offer and sharing their promotional materials. They were also sent marketing copy and resources that could be used to promote their sessions.

### 3.3 Marketing & Communications

The LCF team generated a marketing plan for direct mailouts to schools, local authorities and other education partners. Weekly emails were sent to those registered for LCF updates via Mailchimp.

The City Corporation’s media team shared the festival on the main corporation Twitter and LinkedIn feeds, with approximately one post per week in the run-up to the festival.

The LCF team also worked closely with a number of partner organisations to further promote the festival across a wider network of schools and young people. This was done through a variety of different channels including promoting the festival via partners' websites, social media channels and newsletters.

### 3.4 Media coverage

Press and media coverage for LCF 2023 was led by the City Corporation's media team. An article covering the LCF was placed in City Matters (June 27).

The copy of this article can be found in Appendix 3.

### 3.5 Booking and Onboarding Process

The booking process for all LCF events except the *Big Apprentice Meet Up* was managed internally by the ESU. Attendees for both virtual and in-person sessions registered via Eventbrite. Pupils over the age of 16 could book individually for post-16 sessions; all other sessions were booked by school staff.

The LCF team also stayed closely engaged with booking numbers, particularly for the in-person events where capacity for some sessions was limited and where extra promotion was needed for events where numbers were low.

The LCF team also called schools and emailed individuals one week prior to their sessions to confirm attendance.

Bookings for *The Big Apprentice Meet Up* and for the *Young Professionals* event were managed by the Association of Apprentices and Investors in People respectively. Furthermore, Education & Employers managed their own online bookings.

## 4. How was LCF 2023 evaluated?

This year's LCF used similar evaluation methodology that had been used in LCF 2022. The design was predominantly young person centred and used a mix of quantitative and qualitative evaluation methods that provided a holistic overview of the pupil's experience at London Careers Festival. The LCF also captured the feedback of delivery partners in surveys and feedback meetings. Inspiring the Future collected the experiences of teachers and workshop facilitators they had worked with across the festival.

### 4.1 Data collection

The data in this evaluation provides feedback from two main sources: The City of London Corporation and Education & Employers. The methodology for this evaluation was designed based on the data collected by the Education Strategy Unit (ESU) at the City of London Corporation. This was largely down to the ESU having access to all areas of the festival (both virtually and in-person) which in-turn provided the opportunity to ensure the evaluation aligned with the objectives and aims.



## 4.2 Methods

A 'mixed-methods' approach was used which consisted of both surveys and semi-structured interviews. The survey questions included 'closed-ended' and 'open-ended' questions and were sent to attendees. All attendees were asked a range of questions which were centred around their experiences and the impact they feel LCF had on their career trajectories. The semi-structured interviews provided rich qualitative data which allowed the evaluation to 'dig deeper' into the attendees' experiences. For delivery partners, the ESU Project Officer, Alice Rogers, collected feedback through conducting a series of feedback meetings.

## 4.3 Sampling

For in-house data, participants were recruited through both 'probability' and 'non-probability sampling'. Probability sampling was used for the surveys to ensure all participants had an equal probability of being selected to provide feedback. The LCF team achieved this through ensuring all those who signed up for the event (attendees, teachers and workshop facilitators) were given the opportunity to provide feedback via the surveys. For the interviews, non-probability sampling was used to ensure that key portions of the broader population of young people were included within the final sample. To do this, interviewers recruited interviewees based on their school age whilst also making conscious efforts to recruit from a diverse and broad range of backgrounds. The final sample size for both the surveys and interviews was large enough to provide a reliable insight on the impact of the London Careers Festival for attendees.

# 5. So what happened?

## 5.1 Turnout

### 5.1.1 Virtual Festival Turnout

Approximately 9,831 young people attended the virtual week of LCF, which is a substantial increase of 129.75% from the previous year's delivery. This significant increase is largely due to the LCF's established partnership work with Education & Employers, who engaged a total of 9,683 young people in their sessions.

This broke down by age group as follows:

Primary	7450
Secondary/ Post-16	2381

*N.B. Due to the nature of online sessions, this total is an approximation. These numbers are based on the observations of the LCF in collaboration with Education & Employers alongside information provided by participating teachers.*

### 5.1.2 In-Person Festival Turnout

Attendance at the in-person LCF was measured at 2,993 people, a considerable increase of 60.8% from LCF in 2022.

This number is broken down as follows:

Primary	969
Secondary/Post-16	1,053
Post-16	521
Young Professionals event	200
Apprentices (AoA event)	250

*N.B. With large school groups on the Primary and Secondary and Post-16 events, numbers of pupils are based on information given by participating teachers.*

Responding to recommendations set out in 2022, LCF 2023's core delivery at Guildhall from 3-5 July was timetabled around two time slots (10:00 – 12:00, 12:30 – 14:30) to help even out the spread of bookings and better accommodate timings of the school day. Feedback from delivery partners has suggested that this timing is a more manageable system and allowed for smoother delivery. However, in the case of the Apprentice Futures event, due to the nature of their offer, there is a recommendation to further split the morning and afternoon sessions into 2 time slots to better manage a continual flow of students in the hall.

Due largely to industrial action, this year LCF delivery was considerably impacted by non-attendance with no prior communication from teachers. In total across the festival, there were a total of 557 young people who were absent from their booked sessions. Addressing the issue of 'no-shows' for next year's LCF will be a priority in the planning stages LCF 2024.



## 5.2 Finance

The total cost of LCF 2023 is £44130.80. A breakdown of the costs associated with LCF 2023 can be found in Appendix 2.

*N.B. The ESU are still awaiting final confirmation of overhead costs relating to the events held at Guildhall. Where the ESU have not had finalised costs through, a projected cost has been provided and these have been highlighted in yellow.*

## 6. How did the LCF experience affect attendees?

### 6.1 A Focus on Impact:

For the 2023 event, the LCF team continued to focus on feedback centred around enriched dialogue with attendees. This was so the LCF team could better understand the event from the young participants perspective and to understand the scope of impact LCF has on its participants career choices and future decisions. By consolidating feedback from in-person surveys and voice recordings, the LCF team was able to get an accurate picture of the impact LCF had on its diverse audience, which has allowed the team to identify key recommendations that will inform next year's planning and delivery.

### 6.2 Impact for Attendees: Youth perspective

The ESU collected data from 246 participants across London Careers Festival in-person delivery.

The data suggests that the majority of LCF 2023 participants found the experience highly positive, valuable, informative and conducive to them making informed career decisions.

Figure 6.2.1 below shows that the vast majority (83%) of young people rated their experience at London Careers Festival as "excellent" or "good".

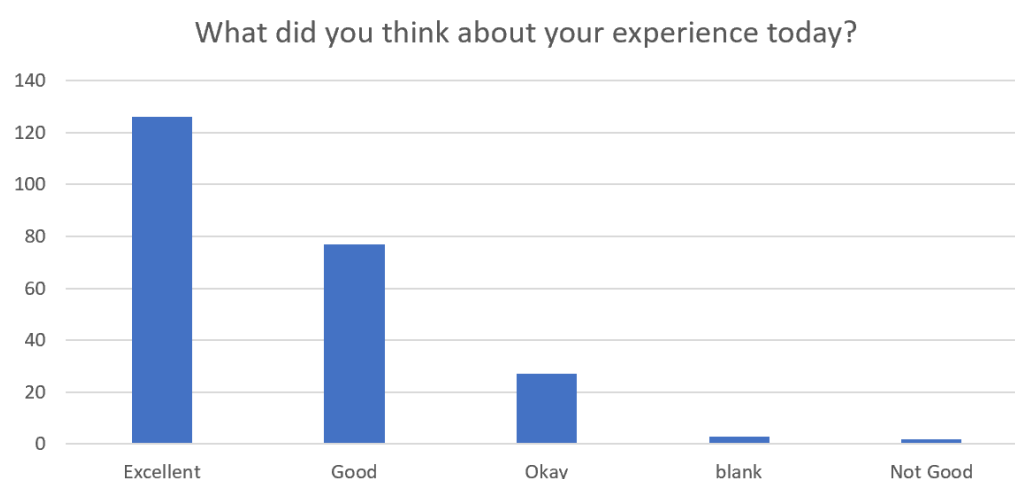


Figure 6.2.1 Responses to survey question: what did you think about your experience today?

Figure 6.2.2 below shows the words that students primarily used to describe London Careers Festival were fun, information, interesting, inspiring, good and amazing.



Figure 6.2.2 Word cloud showing responses from pupils of all ages who attended the in-person festival

Of those young people interviewed, 90% of young people agreed that LCF 2023 helped them to think about their future, with 83% stating that it helped them learn about a range of jobs and careers.

Delivery encouraged them to adopt an aspirational mindset both with their current studies and with their future careers:

*“Always put your hand up even if you don't think it will work as it can lead you somewhere you never thought of”* Attendee, Primary day at Guildhall

*“I don't have to limit my A-level options to get into a certain career”* Attendee, Secondary day at Guildhall

Many young people praised the variety of different career paths that were available to them:

*“There were a variety of places you could go speak to, and each of them had their own opinion of what you should do, and were open to like suggestions and were very helpful in finding out what career we wanted to do”.* Attendee, Post-16 day at Guildhall

*“[I enjoyed] the range and variations of different opportunities that were provided to us...”.* Attendee, secondary day at Guildhall

*“I liked how there was a variety of jobs and see what they do as that job. I liked how everything is in one and it's so organised and we can just try whatever job we would like to try”* Attendee, Primary day at Guildhall

The data also suggests that the Careers Festival invited students to consider alternative career paths that they previously had either not considered or had not known had existed:

*Originally when I came in here I wanted something to do engineering[...] but now I'll do something like accountancy* Attendee, Post-16 day at Guildhall (Apprentice Futures)

*There are some careers [...] I didn't know it was a possibility, such as printing, no one ever thinks about that* Attendee, Post-16 day at Guildhall (Apprentice Futures)

*I always wanted to be a doctor and when I came here it changed my mind to be a graphic designer because I love art* Attendee, Post-16 at Natalik session

*It was very interesting to hear about careers that I never knew existed. I feel thoughtful about new career or job opportunities* Attendee, Secondary day at Guildhall

In particular, this was prominent in the post-16 phase, where students were persuaded to consider less traditional, non-academic training routes into the workplace:

*Originally I thought I wanted to go to uni, but now I might focus a bit on apprenticeships* Attendee, Post-16 day at Guildhall (Apprentice Futures)

*It definitely opened my mind to the apprenticeship route and what degree apprenticeships can give to you* Attendee, Post-16 day at Guildhall (Apprentice Futures)

*I was looking at university but now an apprenticeship might be an option for me* Attendee, Post-16 day at Guildhall (Apprentice Futures)

*I was originally wanting to go through to university however talking to the people there they've changed my opinion on it, they've sort of moved me, a bit more inclined to do an apprenticeship* Attendee, Post-16 day at Guildhall (Apprentice Futures)

Furthermore, networking opportunities were popular with attendees, which helped them develop their skills in oral communication and initiative. When asked what they liked the most about LCF 2023 participants at The Big Apprentice Meetup frequently referred to networking. One participant answered: *networking with other apprentices*, whilst another commented: *It was good to get together with other apprentices*. This was also the case with attendees in the Secondary phase who attended the Livery Schools Link. When asked the same question, one participant at the event answered: *Talking to people with experience*. Similarly, another participant wrote: *talking to adults about their professions*. Another pupil from the same session thought the best thing about LCF was that they *met people in different walks of life*. On the Post-16 day, one attendee stated that they *enjoyed socialising with the people they were helping me with the future*.

Not only did networking allow participants to build their communication skills with a wide range of audiences, but it also delivered a benefit to them choosing a career path. Below is a case study created by Education and Employers which demonstrates the benefits pupils felt networking brought them in terms of their career choices.

### **Inspiring the Future case study: Speed Networking at the Guildhall**

Inspiring the Futures ran two in-person activities in a Speed Networking format, allowing each student to speak to 6 volunteers who represented a variety of jobs and sectors. They had 15 volunteers in each session who were able to network with the students. Not only were students able

to learn more about the different volunteer's experience, but the networking format also helped to develop key listening and communication skills. Some volunteers were able to bring 'props' from their jobs and we saw that this particularly engaged students.

The activity also involved interactive quiz questions which challenged students' perceptions of first impressions and highlighted the importance of networking skills. Volunteers were also able to talk about how networking had impacted their careers and advice on how to foster professional working relationships. Students fed back some of their learnings at the end of the session:

*"There are lots of jobs in film and TV that aren't just being an actor."*

*"Hospitality applies to every sector not just hotels"*

*"You don't have to study the thing you're going to work in because you'll keep learning on the job"*

*"I loved meeting the AXA investment manager because they get to travel and they are in charge of a lot and they make good money"*

*"You need to stay true to yourself"*



*Pictured: Students from La Retraite and Mulberry schools Speed Networking activity*

Throughout the evaluation piece, it became clear that students' experiences were significantly more positive when they attended sessions that were more interactive.

*I learnt a lot of fun things to do. I saw a lot of really interactive things... it was great [...] when you think of jobs, you think of how you see them, you think maybe I could do that one day* Attendee, Primary Day at Guildhall (Livery Schools Link)

*[I enjoyed] walking round, meeting new people and new connections* Attendee, secondary day at Guildhall

*I enjoyed the socialising part of it* Attendee, secondary day at Guildhall

Across Primary and Secondary in-person delivery, the most common theme of constructive feedback was to keep presentations short and to enhance interactivity in workshops.

When asked what the worst part about London Careers Festival was, students provided the following feedback:

*people getting skipped out at question time* primary student, Primary Futures event

*long introduction* attendee, Secondary in-person day, Guildhall

*lots of talking* attendee, Secondary in-person day, Guildhall

*little too much talking (got sleepy)* Secondary in-person day, Guildhall

*not doing fun and interactive stuff* Secondary in-person day, Guildhall

*sitting down for too long* Secondary in-person day, Guildhall

Moreover, in certain circumstances, pupils' appetite for certain sectors such as law, banking and finance and healthcare were not met by LCF.

This was a prominent theme of feedback on the Post-16 day with a particular emphasis on the lack of presence of healthcare professionals. Below are some of the responses received from the questionnaire when asked what the worst thing was about LCF 2023:

*No health care professions* participant, post-16 day, Guildhall

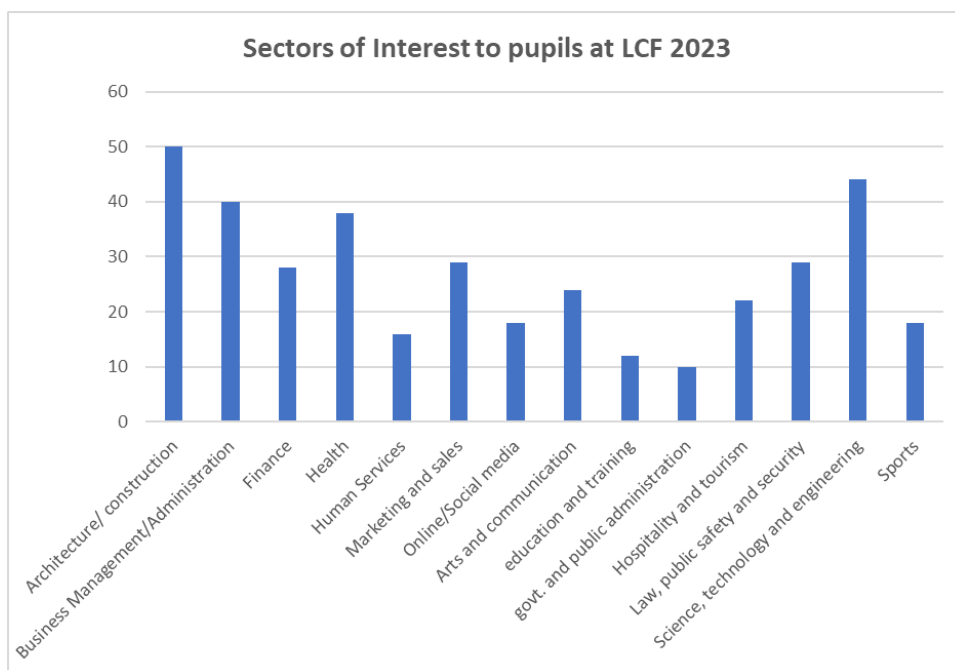
*There was not much related to medicine* participant, post-16 day, Guildhall

*The NHS was not available as expected* participant, post-16 day, Guildhall

*Not a lot of employers in the healthcare sector, would be nice to have the NHS there* participant, participant, post-16 day, Guildhall

Figure 6.2.2 below presents data collected from 155 young people in the Secondary and Post-16 phase asking which sectors they were most interested in. The most common sectors that emerged were architecture and construction, business management and administration, health and science technology and engineering. When compared with the data in 3.2.1, it is evident that London Careers Festival could better acknowledge sectors that are considered the most attractive to its audience.

*Figure 6.2.2 Sectors of interest of pupils at LCF 2023*



## 6.2 Impact for Teachers

Teacher feedback was generally positive regarding the range and quality of events available to students:

*You opened your spaces to allow your careers festival to be an integral part of our industry week for our year 10 students. Myself and my colleagues were extremely impressed with the range of employers and the activities that our students were able to be a part of especially Brand Me, the networking event and Disney theatre production. The students particularly enjoyed the livery stalls and speaking to the horticultural guests. Your theme matched our objectives to really showcase non-traditional careers* Mulberry Schools Trust

The following feedback has been collected on behalf of the ESU by Education & Employers regarding the quality of the workshops hosted.

10 primary school teachers from 8 different schools completed the surveys.

When asked about the quality of facilitation, 100% of respondents rated them as either excellent or good, and 100% agreed or strongly agreed that pupils learned about a new job. Teachers also agreed or strongly agreed that pupils felt that they learned there are lots of jobs for them when they grow up.

When asked to comment on one thing that had worked well, the teachers said:

- *Volunteers and hosts were very well spoken, happy to answer questions and delivered well to a young audience* – Warren Road Primary School



- *The inclusiveness where women were encouraged to apply for roles that they were not doing at the moment.* - Coston Primary

In accordance with the feedback received from pupils, teachers recommended adjustments to workshops that would open up discussion in the sessions to make them more interactive:

*Maybe invite children to say what they feel would be a good future job for them* – Coston Primary

*A smaller group so children can get their questions answered*- Carterhatch Junior School

### 6.2.1 Online Teacher Feedback

A small sample size of 3 secondary teachers representing 3 different schools completed the survey sent out for online delivery. These teachers/careers leaders attended either the 'Jobs in Sports' panel discussion or 'Pathways into Healthcare'.

100% of teachers said the overall event was excellent or good and 100% indicated that there was high relevance to careers and skills curriculum and relevance to schools/college priorities.

When asked, '*What worked well with the event?*', teachers said:

*Good variety of speakers in different job roles/routes in*- Whitmore High School

*Helped us meet Gatsby Benchmarks*- Riddlesdown Collegiate

*The quizzes and questions were really good.* - Saint George's C of E School

When asked about something that could be improved, teachers told us:

*Provide worksheets for students to complete during it to keep them engaged/on track*- Riddlesdown Collegiate

*Seemed to be a little samey on the topic of diversity. It's critical but ensure that all students are engaged*- Saint George's C of E School

In order to optimise future attendance, teachers were asked which year groups to target for these activities. Teachers said Year 7-10 or Year 12, as the non-exam year groups.

### 6.2.2 Teacher in-person feedback

11 teachers across two in-person activities completed the feedback for Guildhall events. 100% of teachers said the overall event was excellent or good with 73% saying the interactivity of the session was excellent. 100% of teachers also thought the relevance to careers and skills curriculum was excellent or good.

Similarly to the participants, teachers felt that students benefitted from the opportunity to meet a broad range of people with different professional backgrounds. When asked about something that worked well in the event, teachers responded:

*The variety of the different volunteers who spoke to the students. It was fantastic to see such a range of different careers.* - Mullberry School

*The opportunity to meet with various people-* La Retraite RC Girls' School

When asked what could be improved, teachers said:

*More differentiated literature: table handouts with key words or copies of the questions-* Mulberry school

*Opportunity to mix with other schools-* Mulberry school

Overall, teachers thought the format of activities suited the needs of their students and contributed to the career curriculum. In future, more wrap-around activities to break up the session, in addition to more differentiation of resources and content will help to make activities in LCF 2024's programme more accessible and inclusive.

### 6.3 Impact for Partners and Facilitators

Evaluating the impact London Careers has on its numerous delivery partners is a critical component of its wrap-up so the ESU can gain insight into how and to what extent its partnership work is effective in supporting organisations to meet their own objectives. Although the team only received few responses to the questionnaire sent out to all delivery partners, there were some key insights that were constructive to future planning of LCF.

Facilitators praised how participating in LCF 2023 allowed their organisations to tap into a variety of City of London's established business and education networks to fulfil their respective organisation's core aims:

*[LCF 2023] provides great network with other organisations* Facilitator, LCF 2023

*The Stationers raises its profile with London based employers and education organisations. Stationers is linked to apprenticeships which is a strong pillar of our education strategy.* Livery Schools Link, 2023

*We value having a mix of schools taking part from our existing programmes, as well as having new audiences from City of London Corporation's school contacts.* Facilitator, LCF 2023

*We met some excellent school contacts. Some of these have already led to us delivering sessions in their schools.* Facilitator, LCF 2023

Partners equally valued the opportunity to connect with a diverse pool of young people from a range of backgrounds which allowed both facilitators and young people to mutually derive benefits from the event:

*[It gives us the] opportunity to meet a diverse group of young individuals and new schools in London.* Facilitator, LCF 2023

*Personally, we as an exhibitor were able to share our apprentice vacancies with many and talk about our organisation.* Facilitator, LCF 2023

*Really good experience for young people to come to the Guildhall and talk to adults they do not know.* Facilitator, LCF, 2023

The partners and facilitators engaged also commended the organisation and customer service of the event. When asked what they felt was a key strength of LCF 2023, delivery partners responded:

*We love working with the wonderful education team that are flawless event planners* Delivery partner, Facilitator, LCF 2023

*The staff support and organisation* Facilitator, LCF, 2023

*Staff were amazing [...] Even on the day when a school went to the wrong location, [the team was] quick to sort this out and we started our workshop shortly after.* Facilitator, LCF 2023

Delivery partners also identified some key areas for improvement. During feedback meetings the ESU held with various delivery partners involved in LCF 2023, it was observed that in a handful of instances, workshops did not receive adequate communication regarding the participants' additional needs. In 2 instances, pupils were from Pupil Referral Units and the facilitators were not made aware of this prior to the session. This consequently led to both challenges in the delivery of sessions for the facilitators and pupils not being able to fully access what was being delivered. Ensuring that all young people's needs are met in LCF delivery is feedback the team is taking seriously and will be a key priority for them to address in the planning stages of 2024's festival.

Another frequent theme in feedback was regarding the level of marketing that targeted young people for the Post-16 events. When asked what could be improved, delivery partners responded:

*More social media presence to draw more younger students to join.* Delivery partner, LCF 2023

*Better marketing to the broader post-16 candidate pool to increase numbers.* Delivery partner, LCF 2023

Alongside this, partners also made comment on the impact of no-shows, which led to some workshops having a drastic drop on participation numbers, and in 4 cases, sessions having to be cancelled last minute. From the delivery partners perspectives, a consensus emerged that in the planning of LCF 2024 delivery, the ESU team must consider different strategies that will prevent no-shows from impeding delivery.

## 7 Key Insights & Recommendations

Using the quantitative and qualitative feedback received the LCF team has developed a set of key insights. These valuable, participant-informed observations are:

1. London Careers Festival still provides valuable exposure to a variety of career and training paths for young Londoners.
2. London Careers Festival raised aspirations for its participants and opened their eyes to opportunities they would not have previously considered.

3. London Careers Festival helped young people build transferrable skills such as networking, initiative, collaboration and communication.
4. Learner attendees were most responsive to interactive workshops which encourage teamwork and greater levels of participation.
5. 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.
6. In a small number of cases, participants' additional needs were not sufficiently met by delivery partners.

## 7.2 Key recommendations


After analysing the key insights as well as the quantitative data from the festival, the LCF team would make the following key recommendations for 2024:

1. **Develop more effective channels of communication between delivery partners and schools regarding pupils' needs.** The 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 weeks prior to the event to allow for adjustments to be made to session plans.
2. **Take a harder line on no-shows and last-minute cancellations.** The ESU should consider a range of different scenarios, such as imposing possible fines for last-minute non-attendance and refusing those who did not attend sessions in previous years to book onto sessions in future years. The ESU should also consider imposing booking limitations to minimise the disruption caused by large cohorts dropping out of delivery without warning. Should a bigger cohort wish to book on than what the booking system allows manually, the ESU could consider putting a formal delivery agreement in place.
3. **Better utilise the City's connections to businesses to increase variety of sectors that appeal to pupils.** It is clear from analysing the sector landscape for delivery that there are some key sectors that need an increased level of presence in future years to meet the needs and ambitions of pupils. These are principally in the fields of architecture and construction, business management and administration and health care. The ESU will strengthen this for future LCFs by working with Innovation and Growth colleagues. The ESU must continue to capitalise on the City of London's corporate connections to help bridge this gap. One way the ESU might be able to achieve this is through working with procurement to understand if there are potential tie-ins with LCF delivery environmental, social and governance (ESG) commitments proposed as part of the tender processes.
4. **Collaborate more effectively with workshop partners to ensure workshops are consistently interactive and contain at least one fusion skill that students can develop in session.** The ESU might consider holding briefing sessions and creating a brief delivery guidance one-pager that informs delivery partners of these expectations.

## Appendices

### Appendix 1

#### Virtual Festival Programme

 <b>London Careers Festival Programme</b>		
<b>Virtual Events</b>		
<b>27</b> June	<u>Primary Futures: What's My Line?</u>	9:30-10:30 Suitable for Primary
<b>27</b> June	<u>Inspiring the Future: Jobs in Sports Sector- Panel Discussion</u>	9:30-10:30 Suitable for Secondary/Post-16
<b>27</b> June	<u>Inspiring the Future: Working towards Sustainability</u>	13:30-14:30 Suitable for Secondary/Post-16
<b>28</b> June	<u>Primary Futures: Green Futures - Jobs in Sustainability</u>	9:30-10:30 Suitable for Primary
<b>28</b> June	<u>Pets for All- Design a Robot Pet</u>	13:30-15:00 Suitable for Primary
<b>28</b> June	<u>Inspiring the Future: Pathways into Healthcare</u>	9:30-10:30 Suitable for Secondary/Post-16
<b>28</b> June	<u>Careers in Broadcast Journalism</u>	13:30-14:15 Suitable for Secondary/Post-16
<b>29</b> June	<u>Primary Futures: Everyday heroes - People Who Help Us</u>	9:30-10:30 Suitable for Primary



# London Careers Festival Programme: Primary

## In-person events

<b>3</b> July	<u>Livery Showcase</u>	10:00 – 12:00 Old Library/Livery Hall
<b>3</b> July	<u>Livery Showcase</u>	12:30–14:30 Old Library/Livery Hall
<b>3</b> July	<u>Primary Futures: Drawing the Future</u>	10:00–12:00 Great Hall
<b>3</b> July	<u>Primary Futures: Drawing the Future</u>	12:30–14:30 Great Hall
<b>3</b> July	<u>Pets for All – design a robot pet</u>	10:00–12:00 Basinghall Suite
<b>3</b> July	<u>Pets for All – design a robot pet</u>	12:30–14:30 Basinghall Suite



# London Careers Festival Programme: Secondary

## In-person events

4 July	<u>Livery Showcase</u>	10:00 – 12:00 Old Library/Livery Hall
4 July	<u>Livery Showcase</u>	12:30–14:30 Old Library/Livery Hall
4 July	<u>Inspiring the Future: Speed Networking</u>	10:00–12:00 Great Hall
4 July	<u>Inspiring the Future: Speed Networking</u>	12:30–14:30 Great Hall
4 July	<u>Brand Me</u>	10:00–12:00 SBREC
4 July	<u>Brand Me</u>	12:30–14:30 SBREC
4 July	<u>Careers in Theatre with Disney</u>	10:00–12:00 Basinghall Suite
4 July	<u>Careers in Theatre with Disney</u>	12:30–14:30 Basinghall Suite
4 July	<u>Speed Mentoring: Built Environment Careers</u>	12:30–14:30 NLA



# London Careers Festival Programme: Post-16

## In-person events

<b>5</b> July	<u>Apprentice Futures Showcase</u>	10:00 – 12:00 Great Hall
<b>5</b> July	<u>Apprentice Futures Showcase</u>	12:30–15:30 Great Hall
<b>5</b> July	<u>Careers in Construction</u>	10:00–12:00 Basinghall Suite
<b>5</b> July	<u>How to Start Your own Business</u>	10:00–12:00 SBREC
<b>5</b> July	<u>Speed mentoring with professionals</u>	12:30–14:30 Basinghall Suite
<b>5</b> July	<u>Networking event</u>	17:00–20:00 Crypts
<b>5</b> July	<u>Speed Mentoring: Built Environmen t Careers</u>	12:30–14:30 NLA





# London Careers Festival Programme: Post-16

## In-person events

<b>5</b> July	<u>Apprentice Futures Showcase</u>	10:00 – 12:00 Great Hall
<b>5</b> July	<u>Apprentice Futures Showcase</u>	12:30–15:30 Great Hall
<b>5</b> July	<u>Careers in Construction</u>	10:00–12:00 Basinghall Suite
<b>5</b> July	<u>How to Start Your own Business</u>	10:00–12:00 SBREC
<b>5</b> July	<u>Speed mentoring with professionals</u>	12:30–14:30 Basinghall Suite
<b>5</b> July	<u>Networking event</u>	17:00–20:00 Crypts



## In-person events

<b>6</b> July	<u>Introduction to Construction</u>	10:00 – 12:30 Salisbury Square
<b>6</b> July	<u>Law Insight</u>	10:00–15:00 Paul Hastings, 100 Bishopsgate, London EC2N 4AG
<b>6</b> July	<u>Personal Branding &amp; Identity with Stööki</u>	10:00–11:30 London Museum of Docklands West India Quay London E14 4AL
<b>6</b> July	<u>Personal Branding &amp; Identity with Stööki</u>	12:30–14:00 London Museum of Docklands West India Quay London E14 4AL
<b>6</b> July	<u>Tech is more than coding! with Identity 2.0</u>	10:00–11:30 London Museum of Docklands West India Quay London E14 4AL
<b>6</b> July	<u>Tech is more than coding! with Identity 2.0</u>	12:30–14:00 London Museum of Docklands West India Quay London E14 4AL
<b>6</b> July	<u>How to use your Passions for Purpose</u>	10:30–12:00 London Museum of Docklands West India Quay London E14 4AL
<b>6</b> July	<u>How to use your Passions for Purpose</u>	13:00–14:30 London Museum of Docklands West India Quay London E14 4AL

## Appendix 2

### *Costs associated with LCF 2022*

<b>Item</b>	<b>Cost (£)</b>
<b>Delivery Partners</b>	22,424.00
<b>Security</b>	<b>7,000.00</b>
<b>Catering</b>	5,614.80
<b>Sound</b>	1,362.00
<b>AV/screens</b>	5138.00
<b>Photography</b>	1,145.00
<b>AoA Sound</b>	<b>1000.00</b>
<b>AoA Tech</b>	447.50
<b>Total</b>	<b>44130.80</b>

NB the total cost of the London Careers Festival is pending confirmation of costs awaited from the Remembrances team

## Appendix 3

### *Copy of City Matters article*

*Over 5,000 young Londoners will link up with a range of major companies at the London Careers Festival.*

*The event is run by the City of London Corporation and aims to inspire the capital's pupils and guide them into successful careers. They will also be offered employment advice, apprenticeships and work experience.*

*Some of the companies that young Londoners will have a chance of meeting include, the BBC, Amazon, and Disney.*

*The free festival connects students from the capital's primary and secondary schools with the world of work and will take place over two weeks, starting with a 'virtual' festival this week, 27 to 29 June.*

*Next week's in-person events, 3 to 7 July at the City of London's Guildhall, and other Square Mile venues, will feature Disney, Amazon, Prince's Trust, and KPMG. The City Corporation is also partnering again with ApprenticeFutures and Livery Schools Link.*

*Chair of the City Corporation's Education Board, Caroline Haines, said:  
"Young people are our future. That's why the London Careers Festival is so important. We want to fuel young Londoners' imaginations, and shape their futures, helping the capital's firms access the large untapped talent pool that is critical for future growth.*

*"London needs a diverse and resilient future workforce, with job opportunities available to people of all backgrounds, so its businesses can compete globally and create lasting value for people across the UK."*

