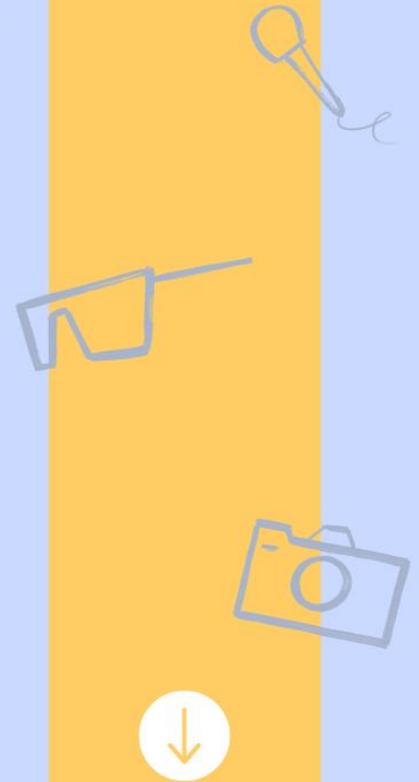




# LONDON CAREERS FESTIVAL

# 2024 Summary Report

- Headlines
- Recommendations



## The London Careers Festival

The London Careers Festival (LCF) is an annual event open to primary and secondary schools, sixth forms and colleges, and those aged up to 25. Since its inception in 2019, it has grown into a flagship educational event, bringing young people from across London and neighbouring counties to the City of London Guildhall for industry insight sessions, careers workshops, and expositions that showcase London businesses, learning providers, and Livery Companies and their connected industries. Since 2020, the festival has also included an online virtual festival that sees career-themed workshops streamed live into primary and secondary school classrooms, and from 2022 has continued in a hybrid way with both an in-person week and an online week.

The festival was created to serve the City of London Corporation's Education Strategy (2019-2023) commitment to ensuring *learning is linked to the world of work at all stages to enable learners to make informed career choices*.

The list of strategy outcomes from the 2019-2023 policies the festival was designed to meet are listed in the appendices.

Going forward, the London Careers Festival will be aligned with the new Education Strategy, 2024-2029, contributing to its goals and long-term impact under the Improving Employability strand and Supporting Education Excellence strand (see next page).

## Gatsby Benchmarks

The festival will continue to support teachers from participating schools to deliver on five of the eight recommended Gatsby Benchmarks for careers provision. The festival supports directly with the following benchmarks in the ways noted:

#4	<b>Linking curriculum learning to careers</b>	Exhibitors and workshop providers are encouraged to link careers to what pupils are learning in school.
#5	<b>Encounters with employers and employees</b>	At exhibition stalls and in insight sessions.
#6	<b>Experiences of workplaces</b>	Available at on-location sessions.
#7	<b>Encounters with further and higher education</b>	At exhibitor stalls.
#8	<b>Personal guidance</b>	At exhibitor stalls and some sessions, for example, speed mentoring.

Future festivals might also be able increase the level of information about careers connected to the Square Mile, additionally supporting with:

### #2 - Learning from career and labour market information

## Draft Education Strategy 2024-2029

The London Careers Festival best aligns with Outcomes 1-3 of the Improving Employability priority, and Outcome 4 of the Supporting Educational Excellence priority in the Draft Education Strategy 2024-2029.

<b>Priority Theme: Improving Employability</b>
[1] Learners facing the most challenge have a strong grasp of careers options, are aware of high-quality City-based development opportunities including mentoring and apprenticeships, and build connections with professionals and practitioners.
[2] Learners [...] who are aspiring entrepreneurs are aware of and motivated to engage with the business support services available to them via the City Corporation.
[3] Learners of all ages are more compelled by and inspired to develop green employability skills and are connected with Green Careers pathways.
<b>Priority Theme: Supporting Educational Excellence</b>
[4] More learners engage with the City Corporation's places and spaces through unique enrichment opportunities which offer the chance to build their skills and knowledge, as well as their social and cultural capital.

The aims of the London Careers Festival are based on the above impact statements.

### Festival Aims

The following aims will allow the festival to have clear and communicable motifs – Inspire, Support, Mobilise - that festival stakeholders and delivery partners can adopt as shared success factors while ensuring activities contribute to the City Corporation Education Strategy and Corporate Plan.

The London Careers Festival aims to:

<b>London Careers Festival Aims 2025 to 2029</b>	
<b>Inspire</b>	Inspire young Londoners to consider a career connected to the Square Mile by creating interactions and connections with the variety of job roles available in organisations operating there.
<b>Support</b>	Support festival attendees aspiring to a Square Mile connected career to know and explore the skills required, especially those facing the most challenge because of their different ability or barriers to opportunity.
<b>Mobilise</b>	Mobilise organisations operating in the Square Mile or connected to City Corporation to be advocates for Square Mile connected careers, including apprenticeship routes and entrepreneurship.

## Corporate Plan 2024-2029

By mobilising Square Mile businesses to inspire and support young Londoners with skills and knowledge around Square Mile connected careers, LCF is promoting participation and enabling social mobility and learning. The Corporate Plan actions that LCF aligns with are listed below.

<b>Outcome: Providing Excellent Services</b>
Action 1 - Support others to provide outstanding education, lifelong learning, and skills.
Action 5 - Promote the health, wellbeing, and quality of life of people of all ages.
Action 6 - Focus on equality, diversity, and inclusion to improve social mobility and reduce inequalities, including health inequalities.
<b>Outcome: Diverse Engaged Communities</b>
Action 1 - Engage with all our communities across the City, working to increase participation in co-creating and delivering services.

## Case Study:

# AECOM

## Opportunities in the Square Mile and filling the skills gap

“ AECOM is keen to encourage more young people into our sector and we embrace every opportunity to demystify careers and provide guidance.

**The design, engineering and construction sector has a significant skills gap. The London Careers Festival is an impactful way to promote the opportunities.**

- 30 students from Leyton Sixth Form
- 1 of 5 on-location sessions from Square Mile connected businesses
- AECOM summer internships and routes into careers demystified
- “It was interesting to see how many different people are required for a project” -pupil

## LCF removes barriers between schools and business

“ The festival’s support simplified the process and removed some of the logistical barriers that can make school engagement more difficult.



On-location insight session at the AECOM offices in the Square Mile





## LONDON CAREERS FESTIVAL



# 2024 Festival Headlines



**134**  
partner  
organisations



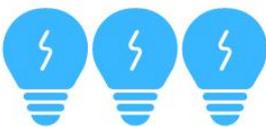
**59**  
schools in-person  
11 primary schools.  
36 secondary schools  
12 post-16 organisations



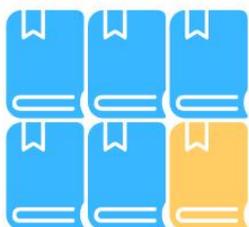
**60**  
stalls each day at  
showcase/expo



**39**  
new to the festival  
schools  
(in-person)



**29**  
insight sessions  
or workshops



**6** specialist sessions  
5 for special educational  
needs /disabilities and  
education health care plan  
1 for care experienced.



**162**  
schools online  
133 primary schools.  
29 secondary schools





# Data Summary

Total Learners 34%



STEM, Finance and Law



## Top 6 industries well matched to learner interests

- Science, Tech & Eng.
- Finance
- Architecture & Construction
- Law
- Arts & Communication
- Business



Young people agreed that "It made me think about..."



increase on 2023





# Testimonials

A marvellous opportunity not to be found anywhere else

## Teachers want to return year after year



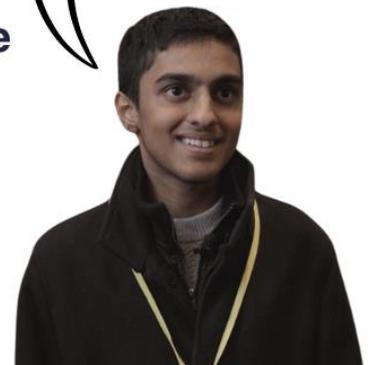
“It is the third or fourth year we’ve brought our Year 9s. I’ll be bringing a lot more year 10s next year - absolutely - on the calendar again! [...] as much as we can speak to them in school - and we’ll have outside speakers in - to bring them to an environment like this, which in itself, the Guildhall is absolutely fabulous... to speak to the trades people [...] and then try out the different skills [...] it’s a marvellous opportunity not to be found anywhere else. Well, I’ve not found it anywhere else, anyway.

**Caroline Brown, Careers Lead  
Gladesmore Community School,  
Tottenham**

There are many different roles in finance I didn’t know about

## Learners get information they can’t find elsewhere

“I came here to find out more about degree apprenticeships, especially in the banking and finance industry. What surprised me the most was that within the finance sector there are many different roles that I didn't know about and that there are many ways you can apply. Currently I aspire to be an investment banker because I spoke to someone today and they gave me a wider insight into what they do, especially being a degree apprenticeship student.



**Devam Sharma,  
Attendee, Post-16 Expo**

**Savita Sharma,  
Parent of Attendee,  
Post-16 Expo**

[...] here you got more information.  
[...] if we didn't come today, [Devam] would have [thought] most of the apprenticeships [start] in September. We would have missed it. So we now we know where to look - know how to apply - when they’re going to be [accepting applications].





See what [young] people are actually interested in



**Dayne Reynolds,**  
**Student Recruitment,**  
**St Mary's University**

### Highly valued by organisations

“ I think it's great for exhibitors to come to the London Careers Festival, it gives you a chance to see what people are actually interested in ...your organisation and what you're offering and what people want out of it.

“ I'd really recommend for schools and the students to come next year because there were so many things that even I, as someone already a few years into my career, had seen that I didn't even know were career paths or ways of getting into different careers.

“ It's really, really great that we can bring our younger children. We've currently brought 60 Year 5s to show them, look, there's a whole wide world of different careers ...it's been a real eye opener of what's available to them ...and because they are so young, they've got the next seven years, eight years before university to figure it out.

Even I didn't know that was a career path



**Saskia Burke,**  
**Nuclear Scientist,**  
**National Physical Laboratory**

Companies get to see your personality not just an application form

An eye opener for our younger children



**Oasis Academy Hadley**  
**Primary Phase**

**Post-16**  
**Attendees**



### Young people learn more about their chosen industry

“ It showed a lot of careers that I could go into other than the ones that I thought... I was originally interested in looking for a job in architecture, specifically. But I've seen that there's also opportunities in planning and development.

## Conclusion and Recommendations

The London Careers Festival has grown into a respected leader among careers initiatives, trusted by teachers and praised by the young participants. The offer is varied, covering a wide selection of industries through in-person workshops, online insight session, on-location taster days, and walkthrough expositions, while also celebrating its unique offer as a place to explore Square Mile careers with interactive encounters provided by the Livery Companies.

### LCF and its Unique Propositions

#### 1. Livery Companies

The involvement of the Livery Companies and their interactive way of exploring key industry skills. Their approach is very popular with primary-aged and secondary-aged pupils.

#### 2. Careers connected to the Square Mile

The City Corporation and its connected networks of partners, contractors, departments, and Members as industry professional are uniquely placed to mobilise and galvanise representatives from the wide variety of careers connected to the Square Mile.

The following are recommendations that could advance the position of the festival as a leading careers initiative that mobilises organisations to support and inspire young people.

### Headline Recommendations

- A. Continue to enhance the festival each year by:
  - i. Further incorporating youth voice, for example, by continuing to increase representation of industries identified as being of interest to participants while acting on opportunities for co-creation.
  - ii. Communicate the festival aims and provide clear expectations to session providers and exhibitors to ensure sessions are interactive appropriate for the participants.
  - iii. Adopting initiatives to reduce the impact of no-shows.
  - iv. Reflecting the wide variety of careers connected to the Square Mile.
- B. Publicising the festival through retaining a pre-booking activity, celebrating festival partners on City of London social media channels, and increasing mailing list subscribers.
- C. Increase attendance in-person by engaging with more schools from boroughs underrepresented in previous years, for example, Enfield, Lambeth, and the outer West London boroughs.
- D. Review briefs for workshops and insights sessions to ensure they are serving the participants well, in particular, secondary-aged pupils, care experienced, and those who are differently abled, neurodiverse, or have special educational needs.
- E. Revise and enhance the ways in which participant outcomes are evaluated to better measure value and aid future enhancements.

### A – Recommendations Brought Forward

- **Co-creation and Youth Voice**  
Enhancing co-creation involving young people and incorporating youth voice initiatives should be considered for 2025.
- **Networking Opportunities and Interactive Sessions**  
Provide clear guidance for session providers, giving session objectives alongside the overall festival vision, mission, and aims. Guidance should include the importance of linking what pupils learn in school to jobs and careers. This helps to increase LCF actions towards Gatsby Benchmark 4.
- **School No-shows**  
It is suggested that the sessions be over-booked incorporating a predicted level of attrition.
- **City Careers and Variety of Careers**  
A renewed mission that accounts for the variety of careers available through businesses operating in the Square Mile or connected. Improving the representation of popular sectors, particularly those underrepresented in 2024 (see full Evaluation Report for further detail).

## **B – Marketing and Communications**

- **Pre-booking Activity**  
Use a pre-booking activity to generate a surge in bookings in the run up to the official launch. Pre-booking activity could also be a good way of getting the festival into school calendars much earlier than the official programme launch.
- **Mailing List Signups**  
Continue to encourage mailing list sign ups. Many bookings come after an e-mail newsletter.
- **Social Media**  
Social Media posts are good for general publicity and can be an excellent way for City Corporation and festival partners to celebrate their involvement.

## **C – Engaging Schools**

- Engaging with Livery-connected schools via Livery Schools Link successfully attracts schools from outer London boroughs and London-adjacent boroughs.
- Engagement with schools in the outer West London boroughs is needed, alongside generally bolstering engagement with outer London boroughs.
- Communicating the nearest stations to The Guildhall and recommended routes could attract schools from underrepresented areas, for example, promoting the Elizabeth Line as a route in from the outer West London boroughs.
- To align with the City Corporation target boroughs, attention should be given to engaging schools in the boroughs of Lambeth and Enfield.
- Promoting in-person sessions to schools that previously attended online could increase the amount attending in-person as there are few schools that attend both (see Map F).

## **D – Responding to Workshop Feedback**

- With workshop providers, fully explore the feedback and consider amending workshop briefs for 2025.
- Consider a different approach or workshop provision for secondary-aged learners.
- Ensure all partner experience or stall providers have all the information – including reiterating festival timings and expectations - and space provision they need to deliver their experience in a way that is focus on outcomes for the young people.

#### **E – Evaluating the Way We Evaluate**

- Retain the use of questionnaires but review the desired indicators and adjust the questions and the way in which they are asked. (See full Evaluation Report for more detail).
- Retain and enhance the use of interviews and discussions as data collection methods so that rich qualitative feedback can continue to be considered and acted upon.
- Consider new ways of data collection that develop how impact and outcomes are measured.
- Review evaluation processes through desk research or consultancy.

#### **Measuring Impact and Outcomes.**

There is opportunity to develop and enhance the ways in which the impacts of the festival are measured and what the long-term outcomes are.

Outcomes should be considered for:

Principal audience

- Young people who attend either in-person or online.

Additional audiences

- Teachers or other school staff and youth leaders.
- Festival partners and Square Mile connected businesses that take part.

As stated in Recommendations, advice and guidance should be sourced from programme evaluation experts either through desk research or consultancy.

# The Future of LCF

## Vision and Mission

**Vision** – An inclusive Square Mile with career opportunities for those from underrepresented groups, from areas of deprivation, and those who are neurodiverse, have special educational needs, or are differently abled.

**Mission** - To hold space for companies and organisations to connect with young Londoners to explore the variety of careers in or connected to the Square Mile.

## Aims of the Festival

The London Careers Festival aims to:

London Careers Festival Aims 2025 to 2029	
<b>Inspire</b>	Inspire young Londoners to consider a career connected to the Square Mile by creating interactions and connections with the variety of job roles available in organisations operating there.
<b>Support</b>	Support festival attendees aspiring to a Square Mile connected career to know and explore the skills required, especially those facing the most challenge because of their different ability or barriers to opportunity.
<b>Mobilise</b>	Mobilise organisations operating in the Square Mile or connected to City Corporation to be advocates for Square Mile connected careers, including apprenticeship routes and entrepreneurship.

## Evaluation Report in Full

The full evaluation report can be referred to for more detailed analysis and information, including:

- Programme and planning information.
- Data analysis and maps.
- Feedback and testimonial.
- Recommendations.