



# LONDON CAREERS FESTIVAL

# 2025 Evaluation Report

A full report that includes

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



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# The London Careers Festival

***The London Careers Festival is a free annual event convened by the City of London Corporation. By inspiring young Londoners, supporting those who face barriers, and mobilising businesses, the festival showcases an inclusive Square Mile with career opportunities for all.***

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.

In 2019 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 festival now supports the Education Strategy (2024-2029) themes of ***Improving Employability and Supporting Educational Excellence*** (see next page).

## Gatsby Benchmarks

The festival continues 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:

#2	<b>Learning from career and labour market information</b>	At exhibitor stalls and some sessions
#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.

## 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 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.

## 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>
Action1 - Engage with all our communities across the City, working to increase participation in co-creating and delivering services.

## Destination City

The London Careers Festival is a key contributor to Destination City outcomes.

<b>Outcome:</b>
<b>An inclusive and welcoming destination which attracts the next generation of talent.</b>
Measure – Number of people attending the London Careers Festival.



## Vision, Mission, and Aims

**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 mobilise Square Mile connected businesses to inspire and support young Londoners with their career prospects.

### Aims of the Festival

The London Careers Festival aims to:

London Careers Festival Aims 2025 to 2029	
<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.
<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.

## Case Study: E.On



### Raising awareness of their business with primary, secondary, and post-16

E.On's Citigen team are keen to develop their programme for young people, introducing them to careers at E.On and showing that there are roles for all interests - "it's not just about heating and hot water". This is their first year as an LCF business partner.

#### LCF supported E.On to connect with a variety of ages:

- Activity stall at the Livery Showcase for Primary
- Activity stall at the Careers & Apprenticeships Expo
- 14 Year 12 pupils visit the Citigen site



On-location at the Citigen site

“What we found is that young people don't know a lot about us. For them to become aware of what we do and the range of careers that we offer was really important to us. ...but also for [young people] finding out how they might make their GCSE choices and who they can work for in the future. LCF is an excellent opportunity to promote careers to young people.

-Social Value and Skills Lead, E.On



# Case Study: SEND - Welcoming those with additional needs

Those with additional needs joined sessions that were inclusive or specifically designed for those with additional needs.

- 10 workshops
- 4 included experiences of a workplace
- 161 attended 1 of 6 specialist sessions
- 302 attended 1 of 4 inclusive sessions

*You Can Build This City,*  
Co-delivered by  
Keltbray Engineering  
and Animate Arts



*Content Creation Masterclass,*  
representing Online and Social Media sector

“The SEND workshop really opened our eyes to possibilities we hadn't thought of and really raised our aspirations.

-Lead Teacher, Marjorie McClure School  
*Careers at City of London Corporation*  
(Specialist session)

*Visual Storytelling in Media and Marketing*



## LCF Programme 2025

The 2025 LCF took place from Monday 3 February to Friday 14 March 2024. The first week was in-person at the City of London Guildhall Complex and on-location at partner businesses. The online festival took place across the two weeks with sessions streamed live into classrooms.

Key	Business partner	Organisation with industry expertise volunteering to take part.
	Delivery partner	Organisation contracted by the LCF team to deliver the session.

### In-person Festival Week

Fri 31 Jan	10:30 – 14:00	<i>Careers at the City of London (SEND)</i> AFK Charity & City of London. 1 of 2.	CP Rooms
Mon 3 Feb	3 sessions of 90 min each	<i>Content Creation Masterclass</i> Mango Studios LDN, delivery partner	Print Room
	AM & PM	<i>Livery Showcase (Primary)</i>	Great Hall



	Multiple slots	Livery Schools Link, LCF stakeholder	Old Library
	10:00 – 12:00	<i>You Can Build This City</i>	Livery Hall
	12:30 – 14:30	Animate Arts & Keltbray, business partner	
	10:00 – 12:00	<i>Visual Storytelling: Creativity in Media &amp; Advertising</i>	Crypts
	12:30 – 14:30	Reflections of the Lord Mayor, business partner	
	10:00 – 12:00	<i>Diverse Careers in Sport</i>	Basinghall Suite
Tue 4 Feb	12:30 – 14:30	Careers in Sport, delivery partner	
	10:00 – 12:00	<i>Tech Consultant Taster Session,</i>	SBREC
	12:30 – 14:30	SkillStruct, delivery partner	
	3 sessions of 90 min each	<i>Content Creation Masterclass</i> Mango Studios LDN, delivery partner	Print Room
	AM & PM Multiple slots	<i>Livery Showcase (Secondary)</i> Livery Schools Link, LCF stakeholder	Great Hall Old Library
	AM & PM Multiple slots	<i>Careers and Apprenticeships Expo (KS4 upwards)</i> City Corporation ESU / ASES / Apprenticeships and New London Architecture, business partner	Livery Hall East Crypt
	10:00 – 12:00	<i>Architectural Careers and Model Making</i> New London Architecture, business partner	The London Centre
	10:00 – 12:00	Speed Mentoring Generation Success with various business volunteers from the wider festival.	Basinghall Suite
	12:30 – 14:30	<i>Mega Project Skills</i> Project Skills Alliance, business partner	Basinghall Suite
	10:15 – 12:00 12:45 – 14:30	<i>Master Your Money: Save, Invest, Thrive</i> LifeSmart Sessions, business partner	West Crypt
	10:00 – 12:00	<i>Running Your Own Business</i> SBREC, business partner	SBREC
	2 sessions 10:00 &	<i>Young Professionals Conference (6<sup>th</sup> formers)</i> Young Professionals Each sessions involved: <ul style="list-style-type: none"> <li>○ Arrival and networking with businesses</li> <li>○ Plenary – over 600 6<sup>th</sup> formers in the Great Hall</li> <li>○ Break outs - insight panels with professionals <ul style="list-style-type: none"> <li>▪ AM Session – Business / Professional Services</li> <li>▪ PM Session – Law</li> </ul> </li> </ul> Career routes inc. apprenticeships were explored.	Great Hall Old Library Crypts
	10:00 – 12:00 12:30 – 14:30	<i>Inspiring the Future: Skills for the World of Work</i> (inclusive of <b>SEND / EHCP</b> ) Education & Employers, delivery partner.	Livery Hall
	10:00 – 12:00 12:30 – 14:30	<i>Discover, Believe, Become – Work Readiness for SEND / EHCP.</i> (designed for <b>SEND / EHCP</b> ) ELSA, delivery partner.	East Crypt
Wed 5 Feb	10:00 – 15:00	<i>Entrepreneurial Business Course</i> Mango Studios, delivery partner	Basinghall Suite

	10:00 – 12:00	<i>Running Your Own Business</i> SBREC, business partner	SBREC
Thu 6 Feb	10:00 – 12:00	<i>Environment and Outdoors</i> Natural Environment, City Corporation	Hampstead Heath
	10:00 – 13:00	<i>Live Event Careers</i> Creative Collaborations, Barbican Centre	Barbican Centre
	10:00 – 15:00	<i>Law and Legal Insight Session</i> Paul Hastings Law LLP, business partner	Company's office
	10:30 – 12:30	<i>E.On Citigen Tour – Green Energy</i> E.On, business partner	Citigen site, Smithfield
	10:30 – 13:00	<i>Introduction to Construction</i> Mace, business partner	Salisbury Square site
	11:00 – 12:30	<i>Careers in Construction</i> Keltbray, business partner	King William Street site
	11:00 – 12:30	<i>Careers at AECOM Engineering</i> AECOM, business partner	Company's office
	10:00 – 15:00	<i>Creative Careers Day</i> Curated by ESU (Cultural and Creative Learning) and presented by various delivery partners. A rotation of workshops from: <ul style="list-style-type: none"> <li>- Backstage Careers with National Youth Theatre</li> <li>- Writing and Acting with Lilly Driscoll</li> <li>- Immersive Experiences with Jury Games</li> <li>- 'Squiggly Careers' panel discussion with various professionals.</li> </ul>	Theatre Deli 107 Leadenhall Street
Fri 7 Mar	10:00 – 15:00	<i>Green Skills Day</i> Community Coworking, business partner Two full day sessions <ul style="list-style-type: none"> <li>- Design, Engineer, Construct (for post-16)</li> <li>- Green Skills Action Day (for Secondary)</li> </ul>	Green Skills Hub, Fleet Street Quarter
	10:00 – 15:00	<i>Sushi at the Museum</i> OCS Facilities Services Group, business partner	IWM Museum
	09:30 – 12:30	<i>Business is in Fashion</i> Fashion Retail Academy, business partner	Company's campus
Tue 11 Feb	10:30 – 14:00	<i>Careers at the City of London (SEND)</i> AFK Charity & City of London. 2 of 2.	CP Rooms

### Online Festival Sessions

Sessions are provided by the LCF online delivery partner, Education and Employers.

Thu 06 Feb	09:30 – 10:30	Primary Futures – KS2 Everyday Heroes: People Who Help Us.	online
Fri 07 Feb	09:30 – 10:30	Primary Futures – KS2 Skills for the World of Work	online
Tue 11 Feb	09:30 – 10:30	Primary Futures – KS2 Science Works: Careers that Shape Our Future	online
	09:30 – 10:30	Inspiring the Future – KS4 Exploring Careers in Social Media and IT	online
Wed 12 Feb	09:30 – 10:30	Primary Futures – KS2 Building the Future	online
	09:30 – 10:30	Inspiring the Future – KS3 Crafting the Future: Trades and Craftmanship	online
Thu 13 Feb	09:30 – 10:30	Primary Futures – KS2 Redraw the Balance	online

## Case Study: Follow-on Impact

These are two examples of how the London Careers Festival connected young people to opportunities beyond the festival.

### Job coach for SEN

**John is a home-schooled learner with additional needs.**

- Attended one of the specialist SEND sessions 'Careers at City of London Corporation'
- Connected with the workshop provider, AFK Charity.
- John is now registered with AFK and benefits from regular meetings with one of their job coaches.

### Follow-on school visit

**Miss Cheuk is Deputy Head of a North London secondary school.**

- Brought Year 10s to the Careers & Apprenticeships Expo and Livery Showcase (Secondary).
- Connected with many of the businesses and Liveries.
- Secured an in-school visit from one of stallholders, delivering an industry talk to their Year 9s.



## Stakeholders and Partnerships

### Livery Companies

The Livery Companies offer one of the unique propositions for schools and young people. Their work-related activities and focus on skills acquisition alongside helping pupils to consider related subject choices is very popular with school groups from Primary through to Year 9.

The involvement of Livery Companies is managed by one of our primary stakeholders.

- **Livery Schools Link** is the fundamental connection between the LCF team at the Corporation and the Livery Companies. Volunteers at Livery Schools Link coordinate each of the stalls and volunteers from the Livery Companies.

The Livery Showcases span two days. One day is for primary school groups, and the other for secondary school groups up to Year 9.

Many schools return to the Livery Showcases each year. The showcases also provide a good first event for new-to-festival schools, for example, in 2025 all of the new-to-festival primary schools in Lambeth signed up for the Livery Showcase.

Teacher comments:

***“[What I like the most was] the range of stalls [and] the hands-on activities available to the students”***

-Primary, Theydon Bois School

***“All of the stalls were very engaging and worked well to engage students”***

-Secondary, Royal Docks Academy





## Referrals from Responsible Procurement or DCCS Commissioning

Each year the LCF team works with the Responsible Procurement team to link with City Corporation supply chain partners able to offer something to the festival. For the 2025 festival:

- **Phoenix Software** returned for the second year in a row to engage students at the Expo with a hands-on HoloLens experience, inspiring exploration of technology.
- **OCS** were a new business partner for 2025. They provided:
  - Stall at the expo.
  - On-location *Sushi at the Museum* session with the company's Head Chef.
- **MACE** is a regular feature at LCF. This year they enhanced their offer with:
  - One of four companies that keenly offered a stall and activity on the Primary day as well as the Secondary day.
  - Interactive stall at the Expo.
  - On-location site visit *Introduction to Construction*.
  - On-location activity and site visit as part of *Green Skills Day*



## Referrals from Skills for a Sustainable Skyline

The Corporation's Innovation and Growth team connected members of their Skills for a Sustainable Skyline initiative to the LCF team. They were:

- **Keltbray** continue their relationship with the LCF team. In 2024 they took part in the *You Can Build This City* workshop for primary school groups and SEND inclusive. For the 2025 festival, Keltbray enhanced their involvement with:
  - Returned to support the *You Can Build This City* workshop.
  - Returned to provide a stall at the expo.
  - Additional on-location activity and site visit *Careers in Construction*.

## Nurturing partnerships and encouraging enhancements

The above are examples of utilising the City Corporation's connections to businesses operating in the Square Mile. The LCF team nurtures the relationships with the business partners across the year. Businesses are encouraged to enhance and adapt their offer each year in consultation with the LCF team.

**Other returning business partners:** AECOM, Paul Hastings Law, United in Design, Transport for London, AWE, Carrier HVAC, Computercenter, Janus Henderson and Marston Holdings.

A total of **167 organisations** partnered either directly with the LCF team or through session providers, for example, Young Professionals who utilised their own network of partners to bring companies from the law and professional services industries to the festival.

## Marketing and Communications

### New sessions opened for booking each week

Each Wednesday throughout the autumn term, three or four new sessions were released. This approach worked well in 2024 and provides regular newsletter content and regular reminders to the mailing list about the festival.

### Mailing List

The mailing list is continuously growing, and most bookings came from those on the mailing list who had received an email update.

### Engaging New Schools

The 2024 evaluation report identified some ‘cold spots’ – areas and boroughs of London that were underrepresented at the festival. For the 2025 festival:

- Primary schools in Lambeth were emailed directly to raise awareness of the festival.
- The West London Careers Hub was engaged to enlist more schools from the outer West London boroughs. This involved sharing details of the festival at online careers meetings, through newsletters, and at one in-person meeting of school careers leads.

### Social Media

The City of London media team assisted the LCF team in publicising the festival. Visual assets and text were created by the LCF team, liaising with the media team to identify key days or weeks to post those on Facebook, Twitter (X), and LinkedIn.

### Social Media – Thanks and Recruitment of New Partners

Social media posts were also used to promote the festival to prospective business partners while celebrating the involvement of this year’s business partners. A reception of thanks was hosted at The Mansion House, and some of the business partners were recognised with awards to reflect their involvement.



***“Really proud to have received an award from the City of London Corporation for our work on the London Careers Festival over the past two years... We look forward to continuing our involvement in the future.”***

– Tom Schilling, AECOM (LinkedIn post)

## Media Coverage

The LCF team worked with the media team to invite media organisations. Although there was some interest in attending, other news items are assumed to have taken precedent.

## Evaluation Methods

### Data Collectors

Data is used from two main sources:

- London Careers Festival team members at the City of London Corporation.
- Education and Employers, the LCF online delivery partner.

### Methods

A mixed-methods approach was used which consisted of

- Booking, attendance, Pupil Premium, and location data.
- Questionnaires that included both open questions to collect qualitative data, and closed questions – for example, tick boxes and Likert scales – to be converted into quantitative data.

### Sampling

For in-house data, participants were recruited through both ‘probability’ and ‘non-probability sampling’.

- Teacher feedback. Probability sampling was used for the teacher surveys and the data collection was conducted through an online questionnaire after the festival. All the teachers or careers leads who had made a booking were sent the survey and had an equal probability of electing to provide feedback.
- Learner feedback. Non-probability sampling was used for the learner surveys and the data collection was conducted in-person on the day. To ensure the sample included feedback from a range of ages and from a range of those attending different sessions, the LCF team curated the recruitment of survey respondents.





## LONDON CAREERS FESTIVAL

# 2025 Festival Headlines



**167**  **25%**  
**partner organisations**

Either directly or through a delivery partner



**111**  **88%**  
**schools in-person**

29 primary  **163%**  
70 secondary  **94%**  
12 post-16 only



**109**  
**stalls across the showcase and expo**



**63**  **62%**  
**new to the festival schools (in-person)**




**48**  **29%**  
**insight sessions or workshops**



**33**  **-79%\***  
**schools online**  
23 primary schools  
10 secondary schools

\*See Turnout on page 16



**10**  **67%**  
**specialist sessions**  
6 designed specifically for those with additional needs.  
4 inclusive of those with additional needs.

 **increase on 2024**



**ESU**



## Turnout

A total of **10,367** learners attended the London Careers Festival either in-person or online.

### In-person Sessions

Attendance at in-person sessions was 5,657 people, an increase of 96% from LCF 2024, and the highest in-person attendance since LCF began (5,046 attended in-person in 2019).

This number is broken down as follows:

Mon	Primary	<b>1655</b>	Of which 1,226 attended the Livery Showcase
Tue	Secondary	<b>2041</b>	Of which 1,148 attended the Livery Showcase, and 699 attended the Careers Expo
Wed	Young Professional & workshops	<b>1380</b>	Of which 1,134 attended Young Professionals
Thu	On-location (inc. Creative Careers)	<b>337</b>	
Fri	On-location (inc. Green Skills Day)	<b>135</b>	
	SEND careers sessions on-location	<b>109</b>	City Corporation, Hays Recruitment
	<b>TOTAL</b>	<b>5,657</b>	

*N.B. These are estimates based on information given by attending teachers or school staff.*

### Online Sessions

Approximately 4,710 young people attended online sessions as part of the London Careers Festival.

Online attendance broke down by age group as follows:

Primary	<b>4,539</b>
Secondary	<b>171</b>
<b>TOTAL</b>	<b>4,710</b>

*N.B. These are estimates based on teacher records and observations by Education & Employers staff.*

### Observations:

The online attendance is lower than in previous years and may be because of:

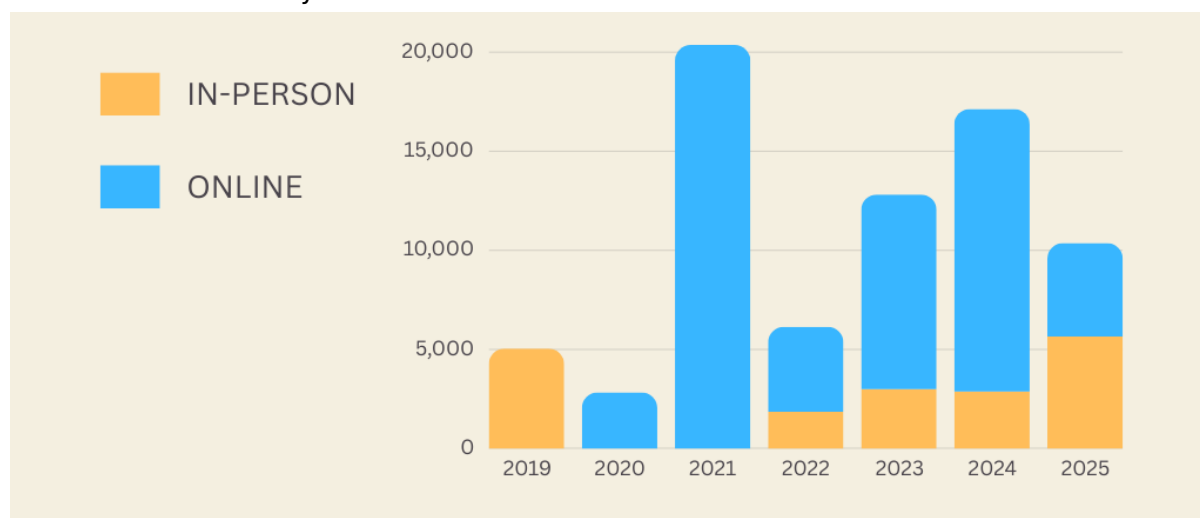
- Shorter lead-in time after the Christmas break due to the Guildhall events schedule for 2025. Education & Employers, the online delivery partner, commented that communications 'in the run up to Christmas ...get very little engagement and response'.
- Some schools choosing to attend in-person after attending online in 2024 (See Page 23). This demonstrates the attractive offer of the in-person sessions and how awareness of the festival can be enhanced through a delivery partner collaboration.

### Enhancements:

- Ensure that schools wishing to join online have sufficient planning time in the first part of the spring term by scheduling LCF for after February half term going forward. (Dates to suit this have already been confirmed or reserved for 2026 and 2027.)

### Attendance each year 2019 to 2025

There has been a steady increase in attendance 2022-24.



See page 16 above for more information on attendance in 2025.

## Case Study: Project Skills Alliance

Creating opportunities for business  
to connect with young people.



The Project Skills Alliance is a collection of industry professionals who are championing project skills.

**“Project skills can be the key to any young person’s career because they are so ubiquitously needed across so many industries... and highly paid roles, too.**

- 30 students from two secondary schools
- An afternoon workshop
- Project skills challenges
- Insights from industry professionals
- A stall at the Careers & Apprenticeships Expo

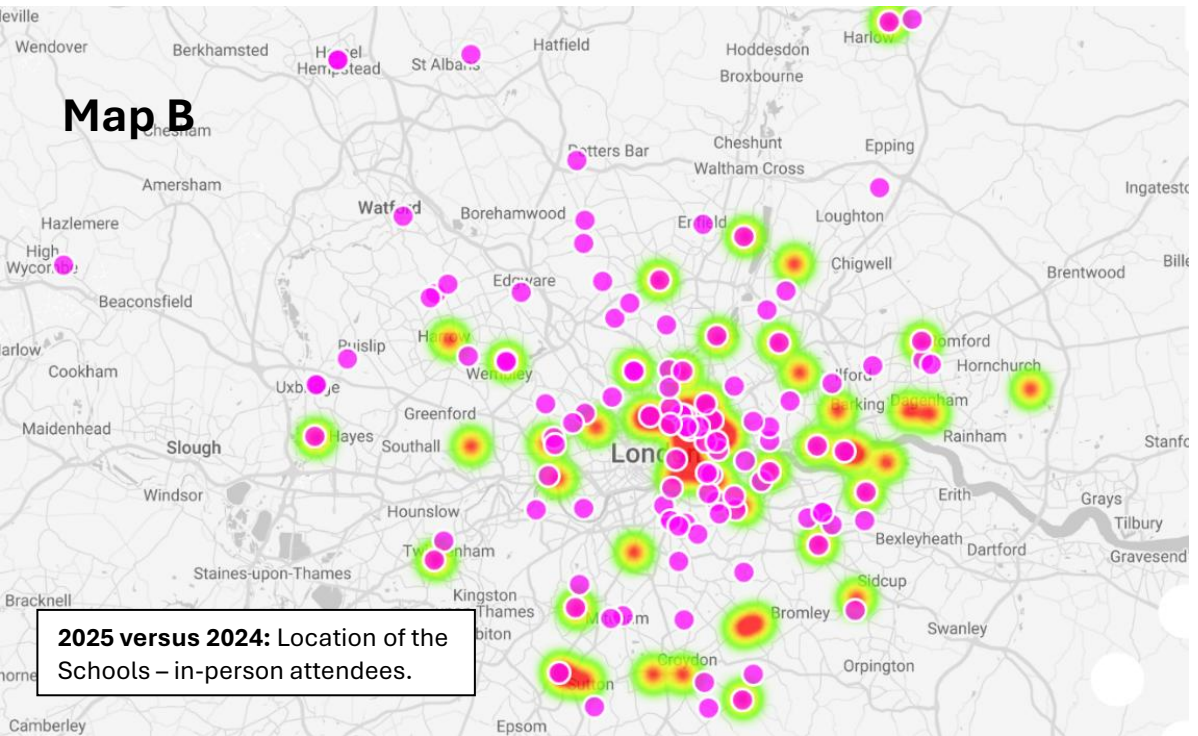
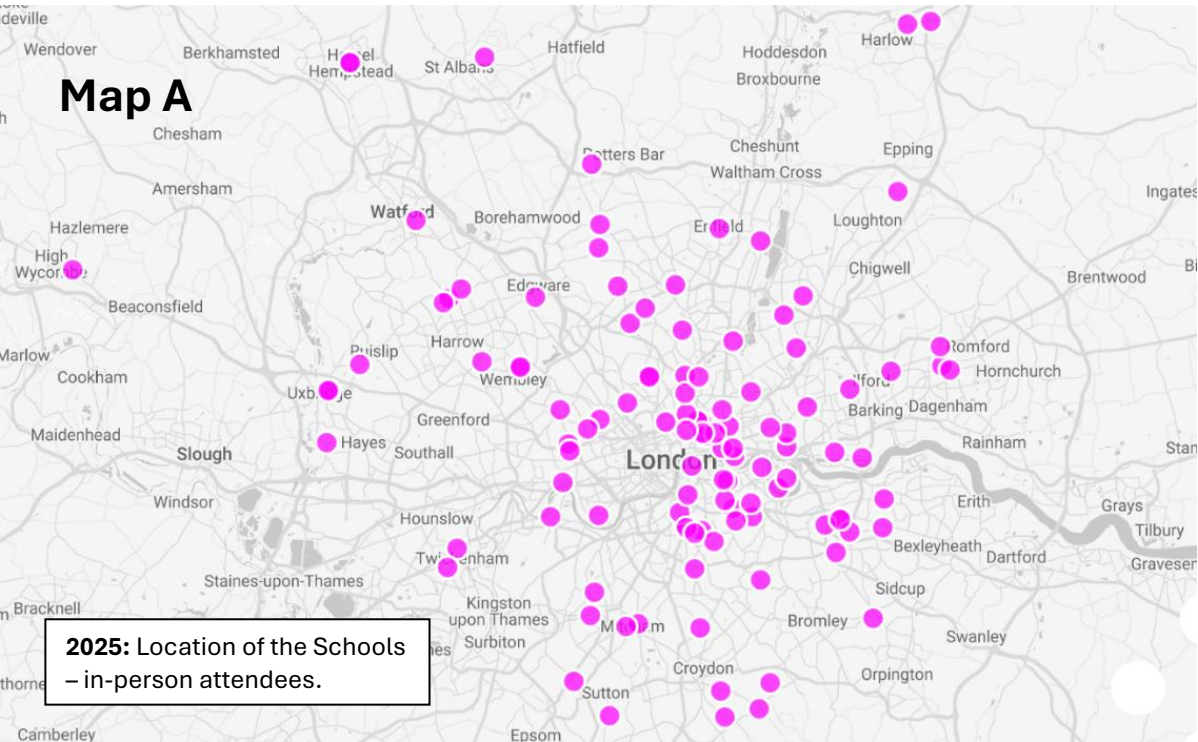
**“Without [LCF] we wouldn’t have been able to connect with school pupils in the way we did ...[there was] lots of energy and positivity from the students. [they had] a lot of fun coming up with the next big music festival - some great insights from the groups as well as some really funny moments.**



Secondary school learners at the Guildhall project planning their own music festival

Locale of Schools

Location Data for Attendee Schools - In-person Week

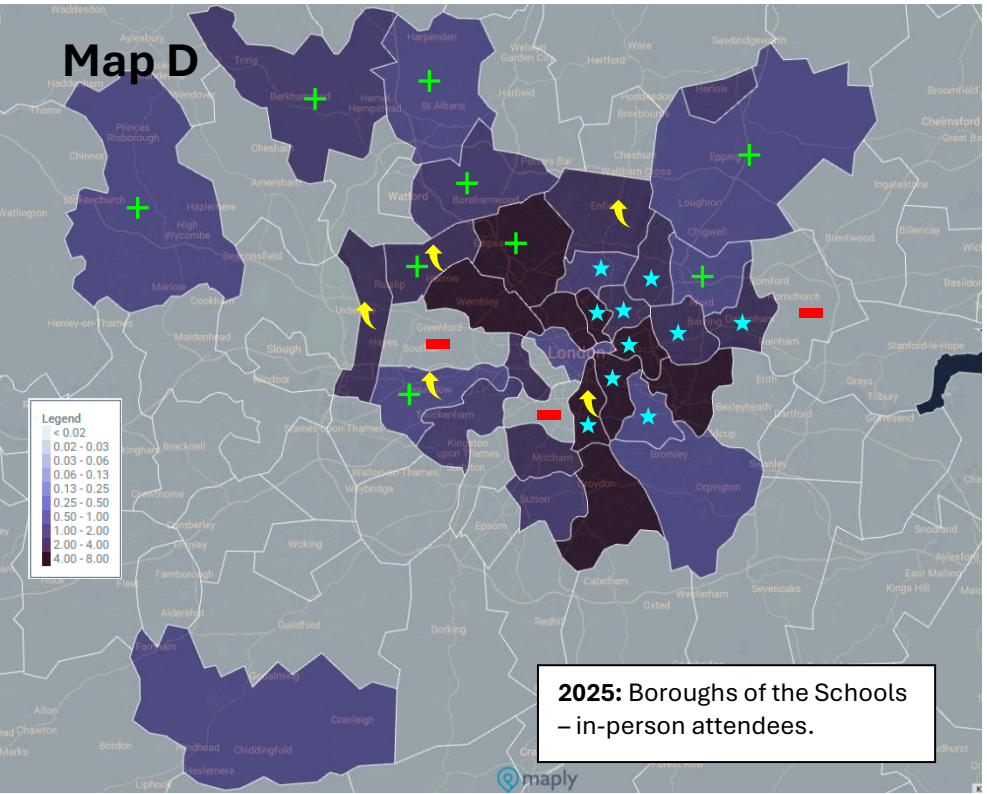
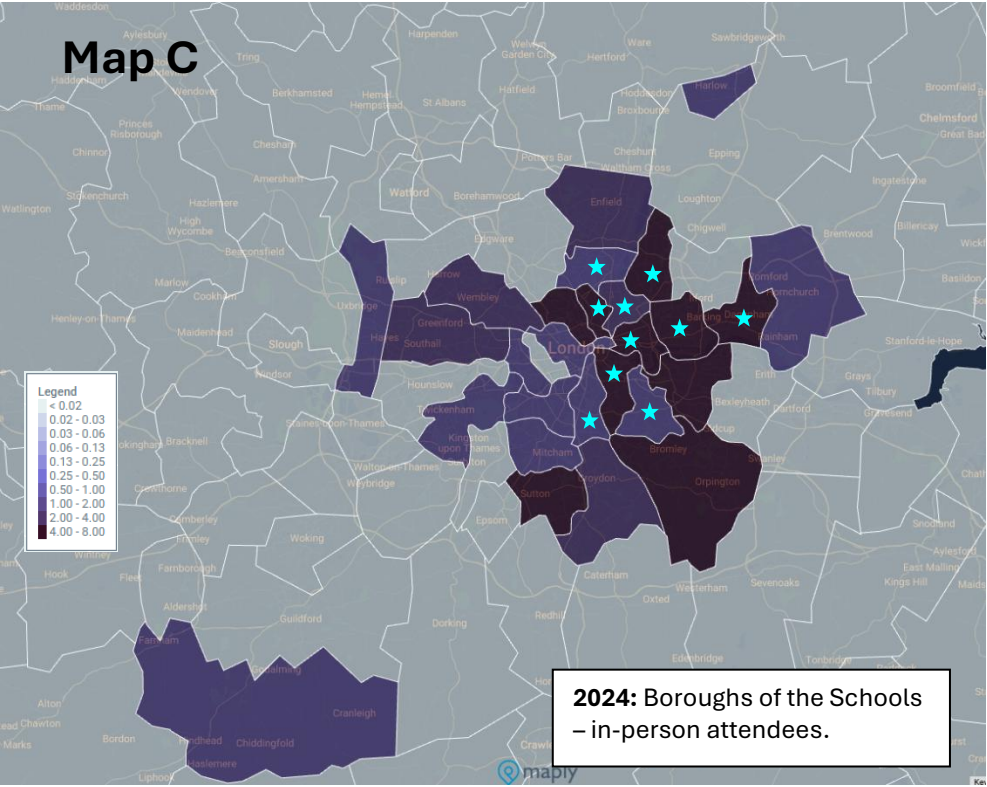


**KEY:**

- School that attended in 2025 (pink dot)
- School that attended in 2024 (green halo)
- School that attended in both 2024 and 2025 (pink dot and green halo)



LCF in-person attendee schools – boroughs (2024 and 2025 comparison)



**KEY:**

- ★ Target boroughs of City of London Corporation (responsible procurement)
- + New boroughs for LCF 2025.
- Boroughs identified for increased engagement (LCF24 evaluation target).
- Boroughs in 2024, but not 2025.



## Maps A to D

### Note on the dataset

The location data was collected from schools that booked for any in-person session booked through the LCF booking system. The Young Professionals Conference is not represented in the data because attendees signed up as individuals and not through their school and are not required to declare their location.

### **Map A – Location of the Schools 2025**

#### **Observations:**

- Schools attending from beyond London are mainly North and Northwest. This may be because of the increased promotion through the West London Careers Hub
- Burnt Mill Academy Harlow is a livery-connected school that also attended in 2024.
- The five schools attending from outside Greater London were all signed up to the LCF mailing list, apart from one that heard about LCF from a colleague.

### **Map B – Location of the Schools, 2024 compared with 2025**

#### **Observations:**

- One Ark Academy attended in 2024, but five Ark Academy locations attended in 2025. This suggests that LCF is being recommended by teaching or careers colleagues across multi-academy trusts. A similar pattern was observed for Harris Federation and Mulberry Trust schools from Bermondsey, Sutton, Peckham, and Wood Green.
- An almost two-fold (91%) increase in schools attending in 2025 compared to 2024.
- 1 in 3 schools that attended in 2025 had also attended in 2024.

### **Maps C & D – Boroughs 2024 and 2025 comparison**

#### **Observations:**

- The LCF2024 evaluation recommended that further engagement should be sought with schools in Enfield and Lambeth because they are City Corporation target boroughs, and West London like Harrow, Hounslow, Hillingdon, because they were unrepresented in 2024. This has been successfully achieved in the case of Lambeth through direct contact with primary schools in the borough, and in the case of West London boroughs through increased engagement with the West London careers hub.

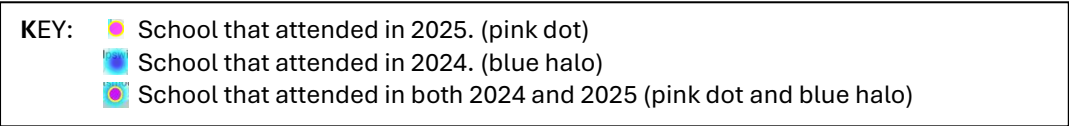
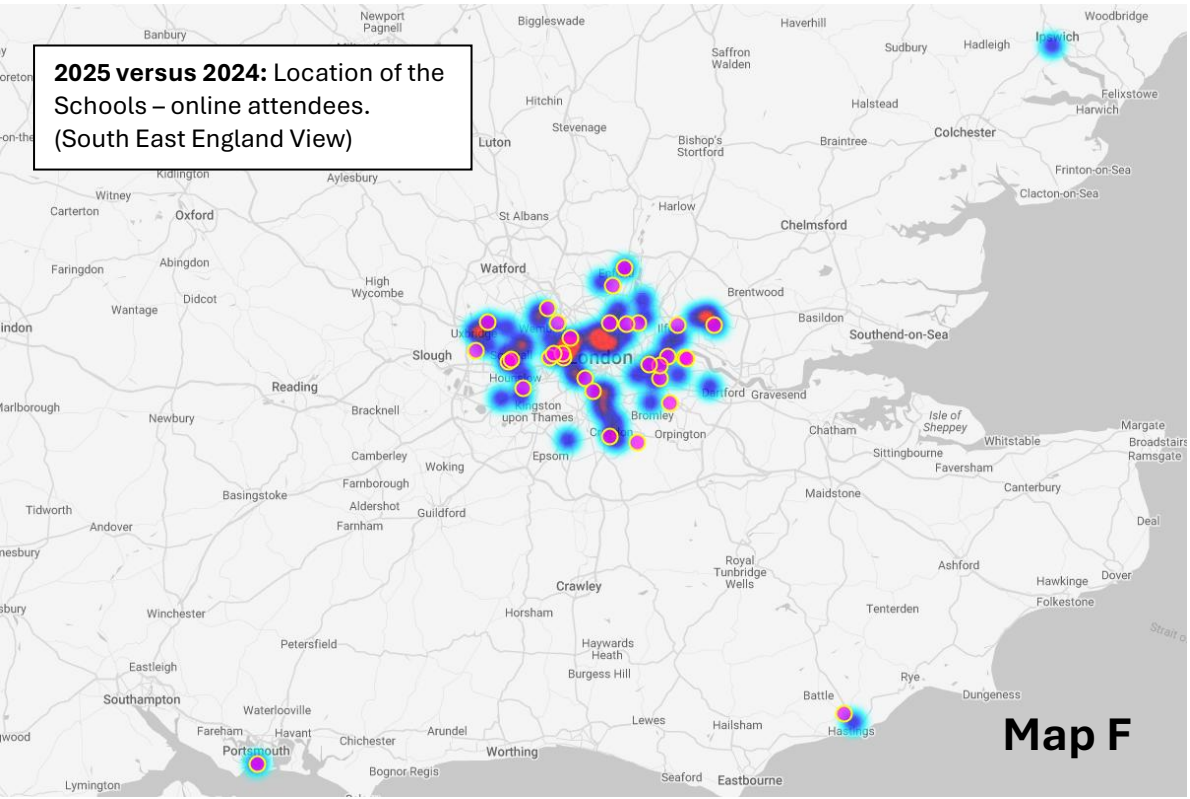
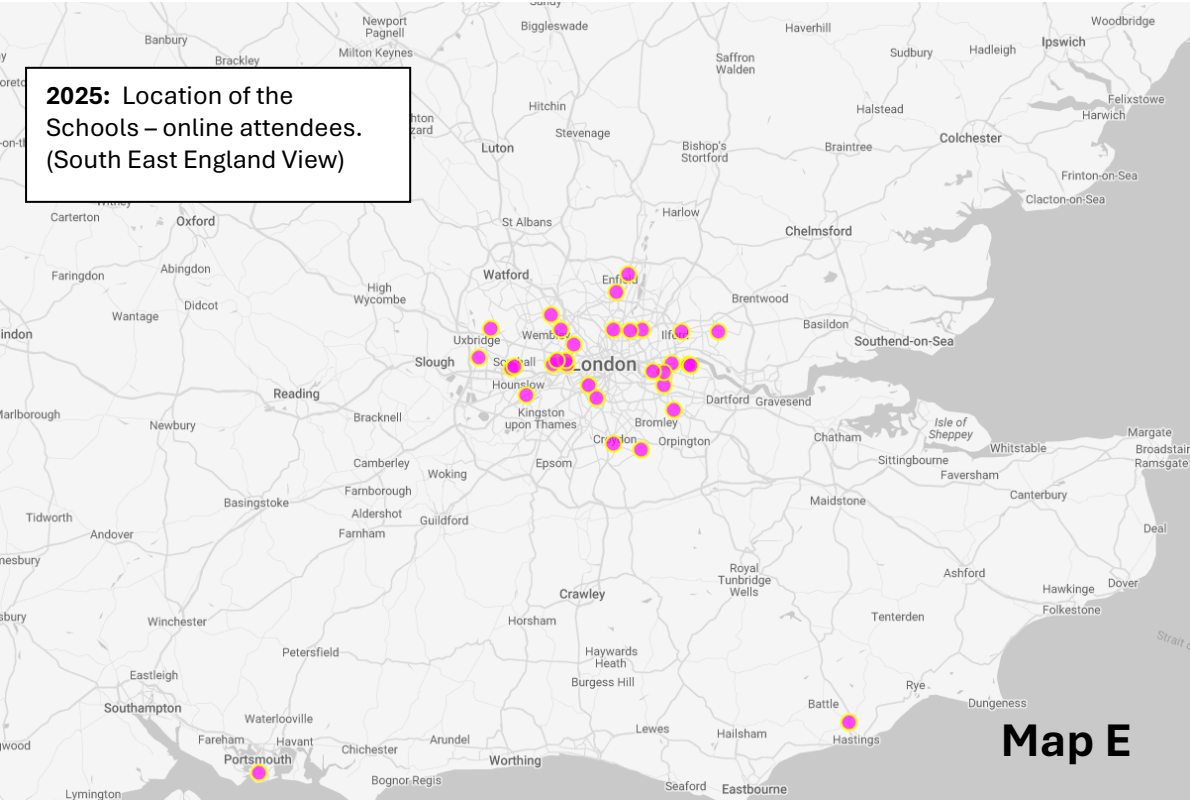
### **Note on ‘target boroughs’**

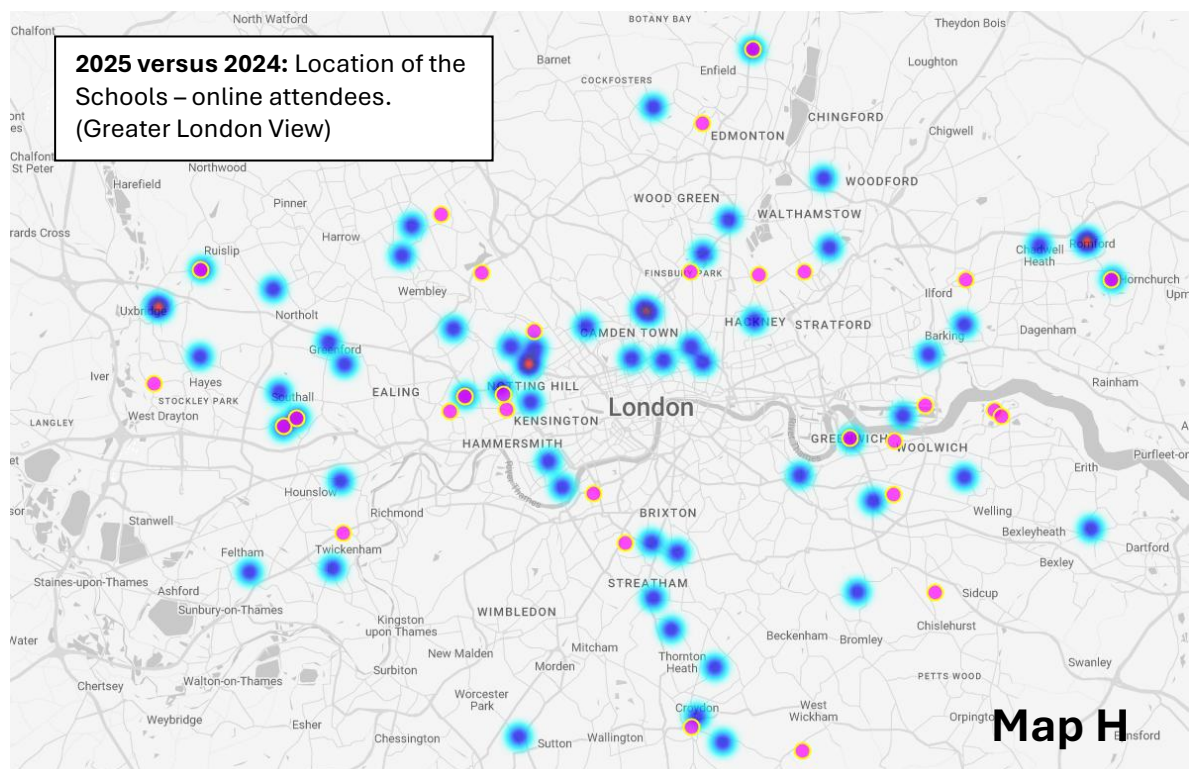
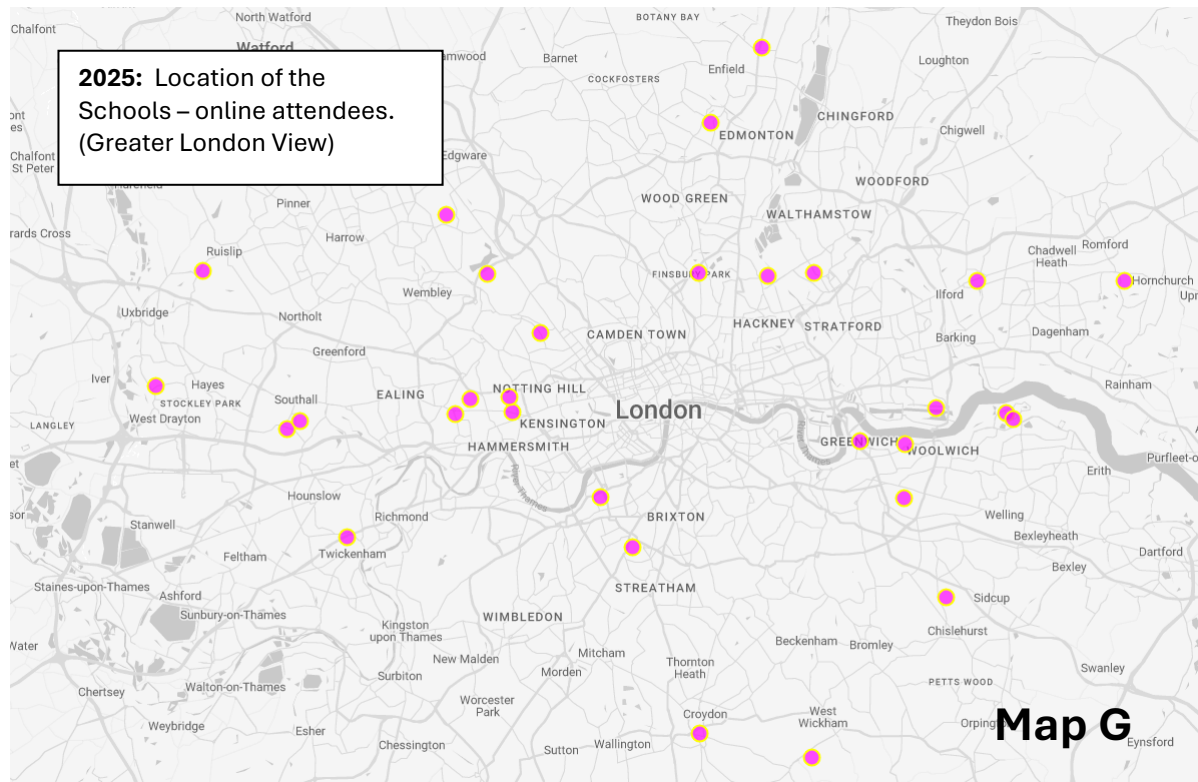
City Corporation Local Procurement (LP) target boroughs were identified by the responsible procurement team because of the levels of deprivation. This report uses this as an additional measure – in addition to Pupil Premium (see Page 25) – to show LCF reach to those facing high barriers to opportunity.




### **City of London Family of Schools (and extended) that attended LCF2025:**

- The Aldgate School
- Redriff Primary, City of London Academy
- City of London Primary Academy Islington
- The City Academy Hackney
- City of London School for Girls
- City of London Virtual School
- King Edward’s School Witley

Location Data for Online Week





**KEY:**  School that attended in 2025. (pink dot)  
 School that attended in 2024. (blue halo)  
 School that attended in both 2024 and 2025 (pink dot and blue halo)

## Maps E & F – South East England maps of schools that joined online.

### Observations:

Each year there are some schools from the wider South East area that join online. This year, in 2025 these were:

- Ark Ayrton Primary Academy, Portsmouth. (Joined online in both 2024 and 2025)
- Ark Little Ridge Primary Academy, Hastings.

## Maps G & H – London maps of schools that joined online.

### Observations:

In both 2024 and 2025, the online festival sessions successfully engaged schools from the inner West London boroughs, whereas the in-person festival sessions were most successful at engaging the inner Eastern half of London (see **Map A**).

Other schools attending online are in mainly outer London boroughs.



## Map I – Online in 2024, in-person in 2025.

### Observations:

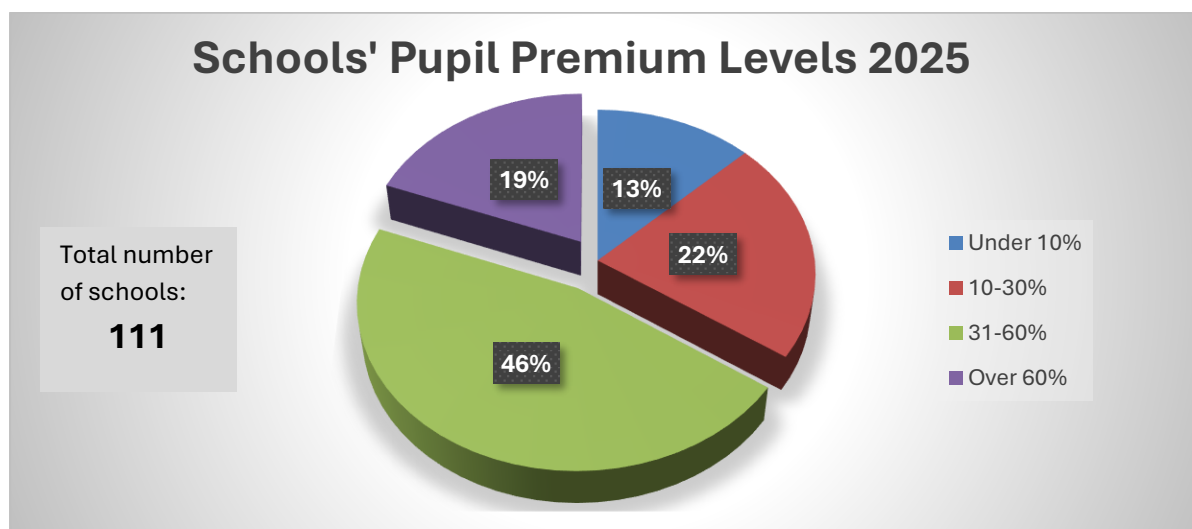
Four schools that joined online sessions in 2024, attended in-person sessions in 2025.

Promotion of the online festival is done jointly by the LCF Team and the online delivery partner, Education & Employers. It is likely that these four schools became aware of LCF through the promotion of the online session in 2024, and then subsequently booked to come in-person in 2025.



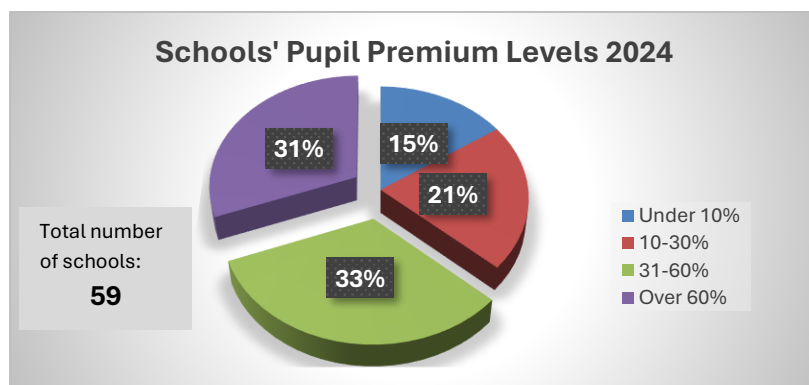
## Pupil Premium (in-person)

LCF continues to be an inclusive festival that attracts a good range of schools from across London and adjacent counties. These include a mixture of faith schools, multi-academy trust schools, and independent schools. It also continues to attract those schools with pupils in need of support as measured by levels of Pupil Premium (PP).



- More than two thirds of schools declared a PP level of 31% or more
- Around 1 in 5 schools record a PP level of over 60%.

The PP levels for the 2024 festival are shown below for comparison. It indicates that most new schools for 2025 (the total in-person attendance increased almost 2-fold), were in the category of 31-60% PP.



Number of schools	Under 10%	10-30%	31-60%	Over 60%
2024	8	11	17	16
2025	14	24	51	21

#### Note on Pupil Premium data.

The Pupil Premium (PP) data is collected during the booking process and relies on the teacher or careers lead to indicate the school's PP level. Therefore, the data is indicative only.



# Learner Summary

Total Learners **10,367**

5,657 in-person 96%

4,710 online -66%



**1,984**

pupils at a workshop or insight session

(Stable - 2024 was 1,890)



**1,380**

6th formers at the Young Professionals Conference  
STEM, Finance and Law

38%

**Top 3 industries**  
matched learner interests



Architecture & Construction



Science, Tech & Engineering



Creative, Design & Perf. Arts

**Boost 3 industries**  
to match learner interests



Business & Entrepreneurship



Online & Social Media



Sports & Sports Management

Young people agreed that  
"London Careers Festival has helped me to..."

**Top 3...**



**1<sup>st</sup> Think about new careers options**



**2<sup>nd</sup> Discover new careers that I didn't know about**



**3<sup>rd</sup> Understand how I can gain new skills**



rated the experience as excellent or good

2pp on 2023 -3pp on 2024  
(remaining within a stable range)

## Insight...

Contrary to the Top 3 listed on the left, this item received the second lowest votes for the statement: "London Careers Festival has helped me to..."



**34%**

**Feel that I could work in central London**

This suggests that there is more to do to demonstrate a welcoming City with achievable and accessible opportunities.

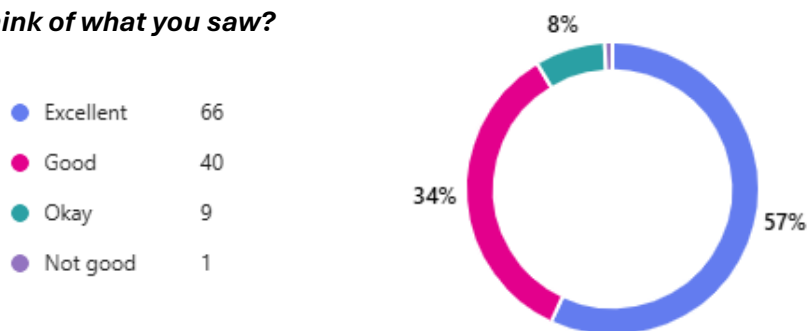
*New data for 2025. See page 27 for details.*



## Primary

Attendees were asked:

**What did you think of what you saw?**



**In one or two words, tell us what you want to be when you finish your education?**

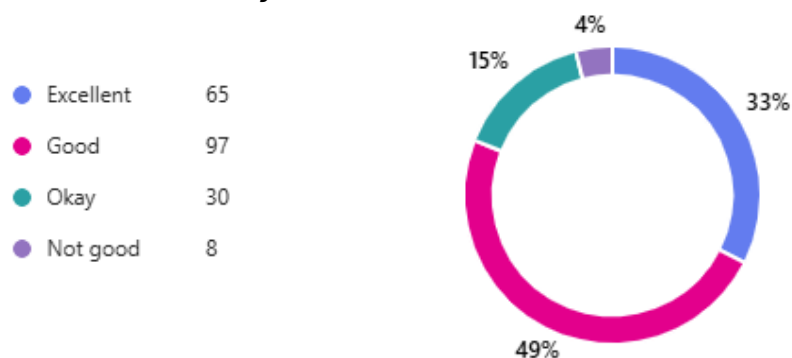
9 respondents (8%) answered Pilot for this question.



## Secondary and Post-16

Attendees were asked:

**Overall, what did you think of the event you attended?**



**In one or two words, tell us what you want to be when you finish your education?**

14 respondents (8%) answered engineer for this question.



Secondary and post-16 learners were also asked to select which industries they are interested in (See Sectors Represented versus Sectors of Interest on page 29)

### Observations:

- Aspirations to be a footballer have decreased compared to 2024. The high interest in sports careers in 2024 could have been due to how the festival coincided with high profile sports competitions.
- Pilot, doctor, and artist have all been popular in previous years and remain popular.
- Engineer was somewhat popular in 2024 and has increased to the top aspiration.

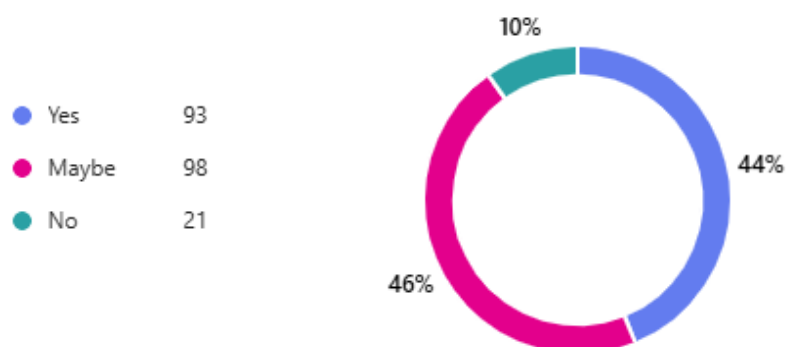
Attendees were asked to tick any of the statements they agreed with, which may be multiple.

### ***London Careers Festival helped me to...***



Attendees were asked this new question in the 2025 survey:

### ***Did the experience help you feel more confident about connecting with the world of work?***



### Observations:

- LCF is supporting attendees to think about careers that they did not know about.
- Attendees also expanded their understanding of how they can gain new skills and somewhat felt like they can pursue a career they want.
- Attendees feeling like they could work in central London scored the lowest, alongside having opportunities to connect with other young people.



## Sectors Represented versus Sectors of Interest

Sectors represented at LCF 2025*		Sectors of interest from 2025 survey**	
1	Architecture and Construction	Business and Entrepreneurship	1
2	Creative, Design, and Performing Arts	Architecture and Construction	2
3	Science, Technology, and Engineering	Online and Social Media	3
4	Finance	Science, Technology, and Engineering	4
5	Government and Public Administration	Creative, Design, and Performing Arts	5
6	Hospitality and Tourism	Finance	6
7	Teaching and Education	Law	7
8	Law	Sports and Sports Management	8
9	Business and Entrepreneurship	Marketing and Communications	9
10	Marketing and Communications	Health and Medical Science	10
11	Health and Medical Science	Teaching and Education	11
12	Online and Social Media	Hospitality and Tourism	12
13	Sports and Sports Management	Government and Public Administration	13

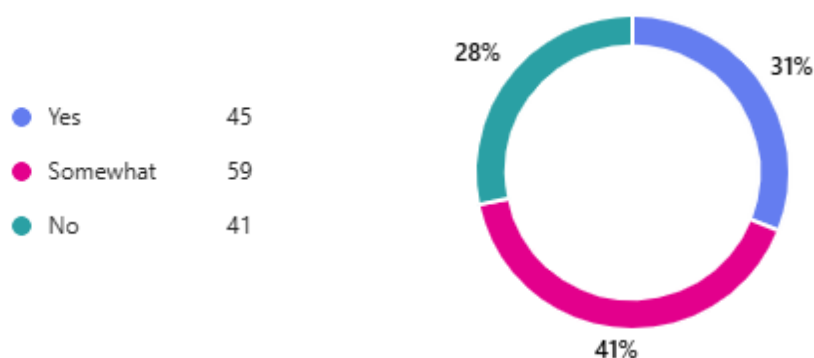
\*Measured across the festival including online sessions, on-location session, Careers & Apprenticeships Expo, Young Professionals Conference, and approximate industries from the Livery Showcase.

\*\*Survey question appears on the questionnaire for secondary-aged and post-16.

Top 3 sectors matched with learner interests		3 sectors for continued increased representation	
1	Architecture and Construction	1	Business and Entrepreneurship
2	Creative, Design, and Performing Arts	2	Online and Social Media
3	Science, Technology, and Engineering	3	Sports and Sports Management

Secondary and post-16 learners were asked:

***Did you hear from, or get information about companies that you would like to work for?***



### Observations:

- Business and Entrepreneurship – this sector increases in popularity each year. Sessions cover this sector were **increased from 3 in 2024 to 5 in 2025**.
- Online and Social Media – Similarly, representation of this sector was enhanced for 2025 with **4 sessions or exhibitors** (there were none in 2024).
- Sports and Sport Management – representation of this sector was enhanced for 2025 with **3 sessions or exhibitors** (there were none in 2024).
- To help attendees find the companies they want to work for, ways of offering careers guidance and signposting to particular stalls and sessions should be considered.

## Attendee Comments (in-person)

A sample of in-person attendees were given a questionnaire that asked about their experience.

### **Livery Showcase (Secondary) and the Careers and Apprenticeships Expo**

Attendees said the best things about the event was:

- “
  - Meeting new people.
  - Aircraft simulation.
  - I learnt a lot about other careers.
  - The variety of opportunities.
  - The visualisation head gear.
  - Talking to all the lovely people.

### **Workshops either at the Guildhall or on-location with a partner business:**

Attendees said the best things about the event was:

- “
  - Careers about the real world of finance.
  - The part where we had to make our own character.
  - The fact that you can express your ideas to others is the best thing.
  - How they started their business and how to finance money [sic].
  - We went to the construction site.

### **Livery Showcase (Primary)**

Attendees said the best things about the event was:

- “
  - All the different professions we got to see.
  - I could test a lot of things.
  - Building the bridge.
  - I liked it when I made a fish out of plaster.
  - The bakery was so fun.

### **Constructive Feedback**

- “
  - Not a lot of science stalls.
  - Opened my view to more interesting fields involving science. (Contrary to the above)
  - Some things like guess the logo weren't really career related.

### **Observations:**

- Attendees at the same event made conflicting comments about science-related encounters. Enhancing how the festival provides guidance on which stalls might match a young person's interests and how to find them could be useful.
- The comment in relation to the guess the logo game suggests that the stallholder didn't structure it in a way that explained why they were playing the game and how it related to their area of work. Considering guidance or support for stallholders could be useful.
- Session facilitators need to include activities for those with a variety of interests.



# Teacher Summary

**Teachers agreed that...**  
(top three from ten answer options)



**Of those surveyed\*...**



**Only this amount of respondents\* agreed that**



**Pupils had the opportunity to speak and share their own perspective**

See Constructive Feedback section for further comment

\*26% of schools responded to the survey

## Case Study: Barbican Centre

**Skills learned in school are applied in the workplace**

The Barbican Creative Collaborations team curated this morning session to take place on-location at the Barbican Centre and to include a tour, Q&A, and a group challenge.

- 50 Year 10 pupils
- Theatre, Concert Hall and Cinema tour
- Insights from venue staff and freelancers
- Group task: plan your own event

# barbican



Group challenge - live event producing

“**Students had the opportunity to use skills they develop in school at the workplace ...and students got to see workers in their working environment at several stages.** The pace of the session was spot on. Students were kept engaged throughout with carefully implemented activities.

**-Lead Teacher, Coombe Wood School**

A post-festival online questionnaire was sent to the teacher or careers lead that made the booking. The questionnaire requested information on a variety of aspects including:

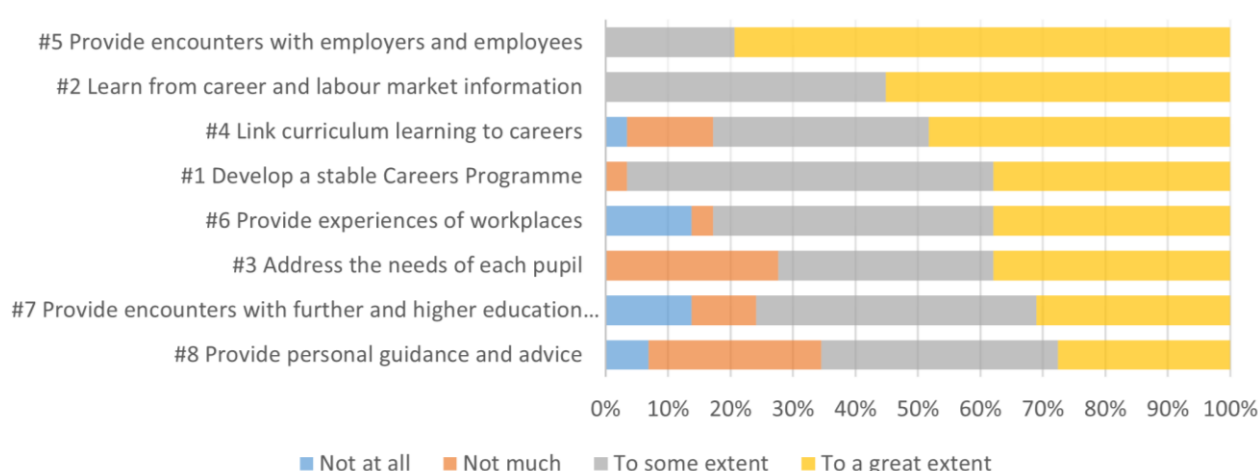
- Support of Gatsby benchmarks.
- Perceived impact for learners.
- General practicalities and feedback.

### Gatsby Benchmarks

LCF supports schools and teachers to achieve their Gatsby Benchmarks.

The teacher survey asked: *'To what extent do you think the London Careers Festival supports your school to meet the eight Gatsby Benchmarks of careers advice and guidance?'*

## Supporting Gatsby Benchmarks



### Observations:

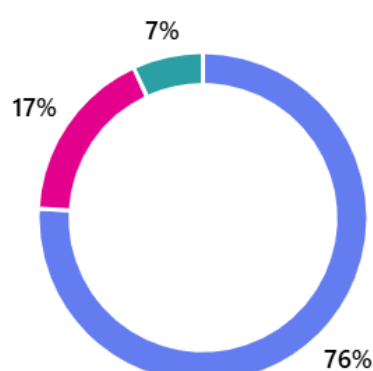
- Benchmarks 2, 4, 5, and 6 score highly above. Supporting these is an explicit LCF aim.
- Although it is not an explicit aim of LCF to support the development of a stable careers programme, Benchmark 1 ranking 4<sup>th</sup> suggests that the range of sessions on offer to schools is supporting teachers in the pursuit of a stable careers programme.
- Providing experiences of workplaces was achieved for those attending sessions on-location at a partner business, but not for those attending the showcase or expo.
- Encounters with education providers were available at the expo and one on-location session.

### Impact for Learners

Respondents were asked: *Do you feel like attending the London Careers Festival has helped enhance the education experience of your learners - especially those in need of extra support?*

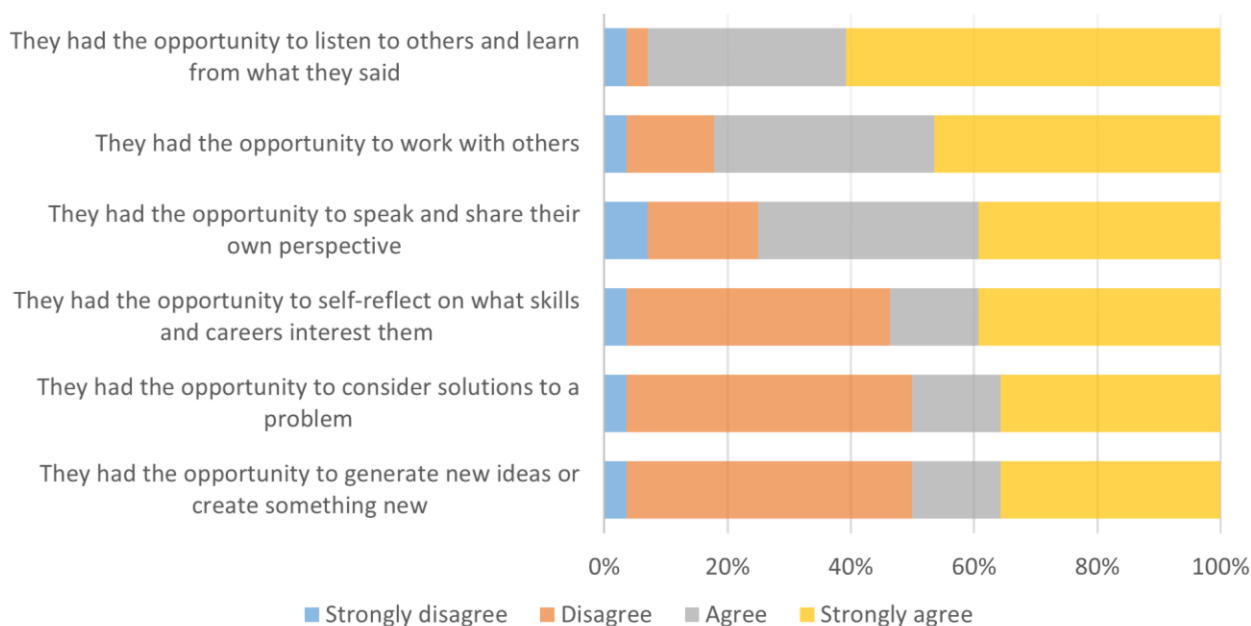
- 76% of respondents said 'yes'
- 93% of respondents said 'yes' or 'somewhat'

Yes	22
Somewhat	5
No	2





## Skills Development During Sessions



*Thinking of your pupils' skills development, please answer in relation to their experiences.*

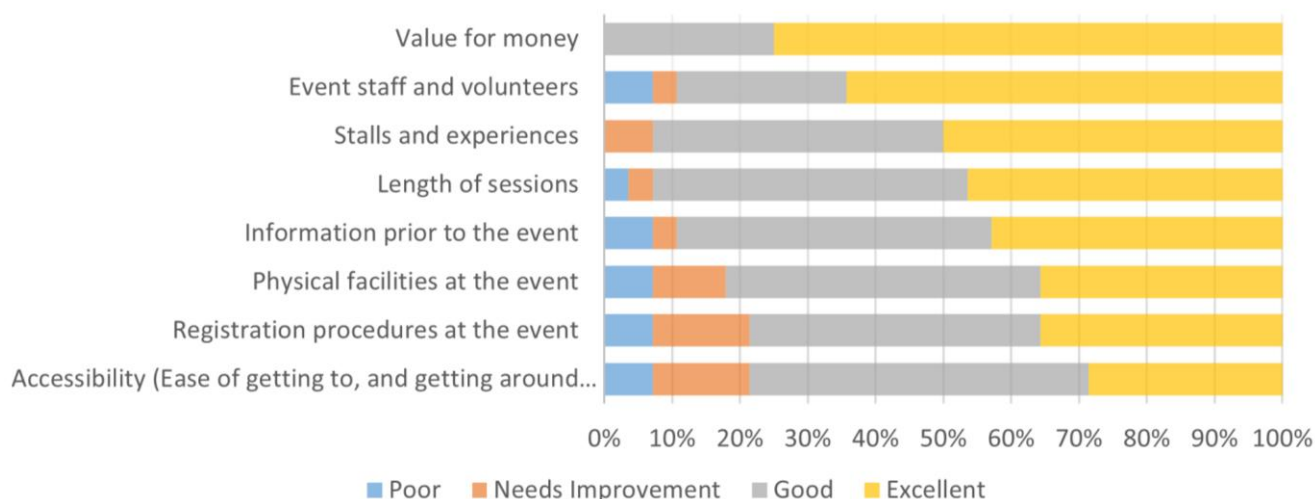
### Observations:

- Attendees were able to listen, learn, and work with others, but they were less likely to share their own perspectives, self-reflect, or problem solve.
- The Livery Showcase supported some skills development, but most skills exploration happened in workshops with experienced facilitators, e.g. *You Can Build This City*.

### General Feedback - Practicalities

Respondents were asked: *Please share your thoughts on the in-person aspects of the event.*

## General Feedback for In-person Sessions



### Observations:

- The most highly rated were the value of the sessions, the event staff and volunteers and the stalls and experiences.
- Some respondents highlighted facilities, the registration process, and accessibility as needing improvement. These were affected by the popularity of this year's festival. Further comments on next page.

### **Teacher Praise**

Sessions that were available for those with special educational needs and disabilities were highly appreciated by the teachers.

“The SEND workshop really opened our eyes to possibilities we hadn't thought of and really raised our aspirations.”

Workshop sessions that were co-delivered between industry representatives and a workshop facilitator received high praise:

“The spaces were excellent, and students got to see workers in their working environment at several stages. Students also had the opportunity to use skills developed at school at the workplace.”

Impact was greater when session content related to what students were studying:

“They liked the fact that they worked in small groups and had lots of practical activities to take part in that related to their creative courses studied in college.”

The Livery Showcase continues to be impactful for the younger ages (KS2-3):

“[They liked] the range of stalls and the hands-on activities.”

### **Constructive Feedback**

A minority of sessions were not as impactful as others:

“I think 30 minutes for the speakers to speak was a long time.”

“If employers could be briefed to keep the talk to a minimum and find a way to provide an activity to deliver their message in an interactive way that would have much more impact.”

Not all workshop sessions achieved a good range of diversity and representation:

“...it would be good to have people from a working-class background who hadn't gone the university route...”

Operational enhancements could support the festival's growing popularity:

“Registration at the event takes a long time.”

“We were lucky with the weather that children could eat outside - had it been raining this would have been a problem.”

### **Observations:**

- Employer-led sessions that are co-delivered by both workers and workshop facilitators were able to explore careers and industries in more impactful ways.



## Testimonials

...others were doing the research  
...with Big Ben, they had to fly  
drones at the building to find  
areas that need to be fixed.



**Charlie,**  
**Attendee 2024 & 25**

### Young people want to return for the connections and workshops

“ I attended the festival last year ...and I picked up loads of people's details, different apprenticeships, different contacts. It was arranged for me to come again...

### In-person is better for older pupils...

You can't meet people online. You can never really get that full connection. You don't really get a proper understanding of the business or the industry.

Today [at AECOM offices] was an insider to the business - we met project managers, engineers, surveyors... some of them were doing the building, but others were doing the research. For example, with Big Ben, they had to fly the drones at the building to find areas where they need to be fixed or the structural sort of support.

## Experience industries in the City

“ So much careers guidance nowadays is designed around STEM or medicine or business, and actually we'd want to ensure that we provide pathways for creative industries as well for our children. ...not a lot of children know what they're interested in... If we don't ensure that there are meaningful encounters like this [at Barbican Centre], then children may just follow the path that perhaps their immediate surroundings would drive them into.

An opportunity to explore  
their world beyond Croydon



**Janet, United in Design**

City of London Guildhall -  
what an amazing careers expo



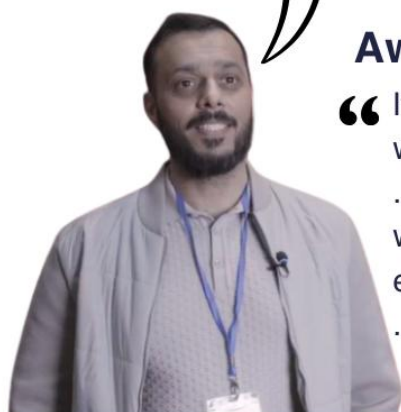
**Ms C Knox,**  
**Coombe Wood School**

We've had some really interesting conversations today from young people that really are not sure what to do. A lot of the stands had real hands on activities they could really get stuck in, and I know that they've all walked away from here with heads buzzing with all the possibilities.





Some young people seemed to not know a lot about us



**Hasham,**  
**Site Manager, E.On**

### Awareness raising for companies

“ It was nice to inspire those minds today and let them know that whatever they choose, there's a job within E.On. ...whether they're computer skilled, whether they're into engineering, whether they're into product design, whether they're into literature, everything that they think wouldn't apply, would apply at E.On. ...it isn't just about delivering heating and hot water.

### Support is available

People see a career in aviation as unobtainable, but that doesn't have to be the case...



**Roland,**  
**Hon. Co. Air Pilots**

“ ...We provide gliding scholarships, private flying scholarships and then also promote the commercial side of the industry... We've engaged over the last two days with children at the end of primary school all the way through to GCSE level. You don't necessarily need to be a pilot to be involved in an aviation career ...[we're] making sure that these children realise that they can be an engineer, they can work in check in, they can work as cabin crew and they can be pilots.

[Through LCF] you really do reach students from across London...

### Connecting the Square Mile to learners from across London

“ ...we're here to show that law can be diverse and we want to encourage people to think about law as a career option. It's not just about solicitors or barristers, it's about the business support as well. We have finance and document management teams.

**Not only is London Careers Festival very well organised - such a brilliant event - you really do reach students from across London - different backgrounds who are really at the beginning of their career journey.**



**Laura,**  
**City Solicitors**



## Conclusion and Recommendations

The London Careers Festival continues to be a respected leader among careers initiatives. Many schools book year after year, and demand is high for all sessions, especially those offered for young people with additional needs.

The festival retains its two unique elements.

### 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 early 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 Square Mile connected careers.

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

### 1. Empowering young people to feel like they could work in central London

The data said:

- Attendees feeling like they could work in central London (a term that doesn't assume knowledge of what the Square Mile is) received the second lowest rating.

So far:

- Each year more business partners offer on-location sessions at their offices or other site location, creating a feeling of accessibility.

Further Enhancements:

- Increasing the number of workplace experiences in the Square Mile could support young people to feel like they want to work there.
- Reinforcing the LCF approach of diverse representation and challenging stereotypes.

### 2. Increasing representation of sectors of interest to the attendees:

The data said:

- Representation of three sectors were not well-matched with sectors of interest:
  1. Business & Entrepreneurship
  2. Online and Social Media
  3. Sports and Sports Management

So far:

- Representation of Business & Entrepreneurship continues to grow each year in collaboration with delivery partners and Corporation departments like the Small Business Research and Enterprise Centre.
- 4 sessions or exhibitors were added for Online and Social Media.
- 3 sessions or exhibitors were added for Sports and Sport Management.

Further Enhancements:

- Continue to grow representation of the above sectors.

### **3. Young people sharing their own perspective and interacting with other young people**

The data said:

- Attendees didn't have many opportunities to connect with other young people.
- Attendees were given few chances to share their own perspective.

So far:

- Engineering students took part as mentors alongside industry professionals in the speed mentoring session, offering connections with young people only a few years older than the workshop participants.
- Most workshop sessions involved group work, and some sessions involved opportunities for participants to present and share with their peers.

Further Enhancements:

- Consider introducing more peer-to-peer elements, young people supporting other young people. This could involve young workers from City businesses.
- Consider providing desired learning outcomes to workshop leaders around young people sharing their own perspective.

### **4. Linking curriculum learning to careers (Gatsby Benchmark)**

The data said:

- The festival is somewhat successful at supporting this Gatsby Benchmark.
- Teachers said that the most impactful sessions were those in which pupils put into practice knowledge and skills they had learned in the classroom.

So far:

- Some workshop sessions are successfully achieving this.

Further Enhancements:

- Consider consulting teachers about what areas of the curriculum they think could be amplified through an industry-led workshop.
- Liaise with business partners and workshop providers to adapt sessions towards curriculum learning.

## **5. Continue to ensure sessions are engaging and impactful**

The data said:

- Some sessions were given a low rating in this area.

So far:

- The LCF team continues to advise business partners on their session content.
- Sessions co-delivered between a business partner and a session facilitator have been brokered by the LCF team.

Further Enhancements:

- Continue to offer support to business partners alongside brokering new co-delivery partnerships.

## **6. Timing the festival with the school calendar**

The data said:

- Placing the festival before the February half term adversely affected signups for the online sessions.

So far:

- The Guildhall has been reserved for dates after the February half term 2026 and 2027.

Further Enhancements:

- The festival should continue to be in the spring term, after February half term

## **7. Accommodating the increased popularity for the Livery Showcase**

The data said:

- The festival achieved its highest number of in-person attendees, but some attendees had to wait to interact with the company or stallholders they were interested in.

So far:

- In 2024 and 2025, the Livery Showcase was given the largest hall spaces.
- The amount of livery companies and business partners taking part in the showcase also increased.

Further Enhancements:

- To consider spreading the showcase across all three hall spaces to allow more space around each stall.

## **8. Enhancing on-the-day festival operations**

The data said:

- Existing festival operations are less suitable for the increased popularity of the festival.

So far:

- Over 2024 and 2025 a more advanced booking and check-in platform was introduced and a one way system between venue spaces.

Further Enhancements:

- Consider working with a delivery partner support festival operations.

# Appendices

## 2024 Data – Sector Represented versus Sectors of Interest

Sectors Represented at LCF 2024*		Sectors of interest from 2024 survey**	
1	Education and training	Science, technology, and engineering	1
2	Science, technology, and engineering	Online/Social media	2
3	Finance	Business management and admin	3
4	Architecture/Construction	Sports	4
5	Arts and communication	Architecture/Construction	5
6	Law, public safety, and security	Arts and communication	6
7	Business management and admin	Marketing and sales	7
8	Marketing and sales	Finance	8
9	Human services	Law, public safety and security	9
10	Government and public administration	Health	10
11	Health	Human services	11
12	Hospitality and tourism	Hospitality and tourism	12
13	Online/Social media	Education and training	13
14	Sports	Government and public administration	14

\*Measured across the festival including online sessions, on-location session, Pathway CTM Careers Expo, Young Professionals Conference, and approximate industries from the Livery Showcase.

\*\*Survey question appears on the questionnaire for secondary-aged and post-16.

Top 3 sectors matched with learner interests		Further 3 well-represented sectors	
1	Science, technology, and engineering	1	Finance
2	Architecture/Construction	2	Law, public safety, and security
3	Arts and communication	3	Business management and admin

2 sectors of interest but not well represented at LCF 2024			
Online/Social media	2 <sup>nd</sup> most popular	Sports	4 <sup>th</sup> most popular



## Email Newsletter Examples

The LCF email newsletter was the primary way to publicise LCF sessions to schools.

### “Skills and Jobs at London Careers Festival”

[View this email in your browser](#)



**LONDON CAREERS FESTIVAL**  
**3 to 14 Feb 2025**

**CROSS-SECTOR**  
**Skills for the World of Work**  
For Years 10 & 11, KS4  
Tue 4 Feb AM & PM  
Skills stations and industry professionals exploring the skills needed for careers.

**CROSS-SECTOR**  
**You Can Build This City**  
Primary **SEND inclusive**  
Mon 3 Feb AM & PM  
Roads, hospitals, offices, and cinemas, get creative and explore all the jobs in a city with Keltbray engineers and City Surveyors.

**TECHNOLOGY**  
**Tech Consultant Taster**  
For Years 10+, KS4-5  
Mon AM & PM  
An interactive workshop from SkillStruct with mini hakathon and tech professionals.

**New sessions every Wednesday**

[See all available sessions](#)

[londoncareersfestival.org.uk](https://londoncareersfestival.org.uk)

### “We've gone green at London Careers Festival”

[View this email in your browser](#)



**LONDON CAREERS FESTIVAL**  
**3 to 14 Feb 2025**

**GREEN SKILLS**  
**Design Engineer Construct**  
For Years 10+, KS4-5  
Fri 5 Feb, Green Skills Hub  
Apply maths, design, and engineering into a real-life design scenario in the DEC challenge - and all in one day!

**SPORTS INDUSTRIES**  
**Careers in Sport**  
For Secondary & Post-16, KS3-5  
Mon 3 Feb  
Activities that explore the different careers in sport. Coaches, journalists, physiotherapists, match officials, nutritionists, marketers, and many more.

**GREEN SKILLS**  
**Green Skills Action Day**  
For secondary, KS3-4  
Fri 7 Feb, Green Skills Hub  
A mix of interactive activities designed to bring the to life the skills needed for jobs supporting green and climate action.

**New sessions released every Wednesday**

[See all available sessions](#)

[londoncareersfestival.org.uk](https://londoncareersfestival.org.uk)

## Social Media Post Examples

Social Media posts that could be reposted and amplified by City of London Members and LCF partners were used to both recruit new business partners and speed mentors, plus publicly thank those businesses and volunteers that took part.

### Recruiting and mobilising City businesses and volunteers

Young people want to know the options, how to connect, be seen, and how to make a good impression.

How did you do it?

Simply by sharing how it started for you or why you made that pivot gives valuable insight.

You can do it - register your interest here  
[bit.ly/supportLCF](https://bit.ly/supportLCF)

London Careers Festival



### Celebrating businesses that took part

Can you support young Londoners with a glimpse of your industry?  
Contact [lcf@cityoflondon.gov.uk](mailto:lcf@cityoflondon.gov.uk)



**The Rt Hon. the Lord Mayor Alastair King** • Follo...  
Lord Mayor of London | Financial Services Chair | Business Leade...  
3w • 🌐

A real pleasure to attend the London Careers Festival Volunteers Awards yesterday, celebrating the fantastic work being undertaken by businesses, large and small, across the Square Mile to inspire and support the City's next crop of talent.

We're keen to hear from other businesses in the City of London that can help young Londoners access different experiences of the workplace, as well as take part in the next London Careers Festival. Please contact [lcf@cityoflondon.gov.uk](mailto:lcf@cityoflondon.gov.uk) if you can help.

#LondonCareersFestival



END