

Committee:	Date:
Policy and Resources	08/05/2014
Education Board	11/09/2014
Subject: Careers Fairs and Work Related-Learning support for London's young people	Public
Report of: Director of Economic Development	For Information
<p>Summary</p> <ol style="list-style-type: none"> 1. In January 2014 your committee agreed an annual budget of up to £35k for 3 years (2013/14-2015/16) to fund appropriate activities, such as careers fairs, which help to bridge the gap between education and employment, for students from neighbouring boroughs. 2. This report aims to update your committee on funded activities. Two careers fairs have been held, and videos are available on the City Corporation's YouTube channel, one of which will be played at your committee meeting. Two further events are planned for 2014. 3. This activity complements the City Corporation employee volunteering programme's increased focus on work-related learning within the sponsored academies, and a variety of other employability focused activities, detailed at Appendix 1 of the report titled '<i>Update on Education Strategy action to enhance co-ordination and focus of employer-facing employability programmes</i>', which also features on the May 2014 committee meeting agenda. <p>Recommendation(s)</p> <p>Members are asked to note the report.</p>	

Main Report

Background

1. In January 2014 your committee agreed an annual budget of up to £35k for 3 years (2013/14-2015/16) to fund appropriate activities, such as careers fairs, which help to bridge the gap between education and employment, for students from neighbouring boroughs.
2. The funding allocation was in response to the City Corporation's Education Strategy, which was approved by the Court of Common Council in October 2013. Alongside academic achievement, the strategy focuses on enrichment activities e.g. access the City Corporation's culture and heritage provision and its open spaces, and bridging the gap between education and employment e.g. access to employability support via City employers.

3. By supporting events such as careers fairs, as well as other work-related learning activities e.g. supporting students with interview practice; the City Corporation aims to increase the employment chances of London's young people, and in particular those attending our sponsored academies. Research has found that young adults who recall four or more contacts with employers e.g. work experience, career talks, while at school were five times less likely to be NEET (Not in Education, Employment and Training). In addition, such activity also has a demonstrable impact on educational attainment.
4. Ofsted requirements now place a greater focus on schools preparing their students to enter the world of work; and schools are asked to collate a range of metrics showing the post-school destination of students.

Current Position

5. This report aims to update your committee on activities since the funding was approved in January 2014. Two careers fairs have been held and videos of both events are available on the City of London YouTube channel. The video of the Bridging the Gap event will be played at your committee meeting.

Bridging the Gap – 10th March 2014

6. 150 young people (from 30 London schools), all at risk of becoming disengaged, met with 80 business volunteers at the Guildhall. The event aimed to break down the barriers between vulnerable young people and the world of work, by examining the qualities and life skills necessary to achieve qualifications and success.
7. Working with business volunteers, the young people articulated an idea for a social enterprise that could benefit their schools and local communities, and learned how to transform these ideas into business plans. They also had the opportunity to pitch their ideas as part of a competition, with three runners up and the winner each receiving £200 to help them make their plans into reality. All three of the City Corporation sponsored academies brought students along and evaluation has been positive:

“The girls and I felt uplifted and inspired. Opportunities like that may or can have a huge impact on how a person can change. The most moving moment the girls and I discussed, was the moment a student talked about his dream to be a chef and by the end of the day a member of staff from the guildhall catering team had offered to make his dream come true. The girls were stunned as to how quick and easy it is to pursue your dreams and how willing people are to support”.

Teacher, Elizabeth Garret Anderson School

Southwark Employability Skills Fair – 3rd April 2014

8. This event brought together 600 students (aged 14 and 16) from 9 Southwark secondary schools and 30 employee volunteers from a diverse range of organisations e.g. ITV, RBS, Sir Robert McAlpine, King's College Hospital. The students each accessed six 20-minute interactive workshops across a

range of sectors. The City of London Academy Southwark invited over 150 students and feedback has been positive.

"It was set perfectly for Yr9 students and it has really excited our students into thinking about the future" Teacher, Bacons College.

Employee Volunteering

9. In addition to careers fairs, and in accordance with the new Education Strategy, the Economic Development Office is working to increase the City Corporation's engagement with its sponsored academies.
10. Each City Corporation employee has two days off to volunteer each year, subject to line manager approval. In order to align this with the Education Strategy, there has been a focused effort to increase the number of staff engaging with the City Corporation's sponsored academies. Participation increased from 31 volunteers in 2012/13 to 66 in 2013/14. This is in addition to volunteering which takes place within other schools and charities in the City's neighbouring boroughs.
11. Activities included supervising work experience students, mentoring and giving career talks. For example, in March 2014 an 'Events Management Workplace Visit' was arranged at the Mansion House for students at the City Academy Hackney. Volunteers with event management experience worked with the students, providing them with an insight into their roles and offering advice for running the academy's own student-run conferencing business. 100% of students agreed or strongly agreed that the visit had given them a better understanding of what is involved in event management jobs.

Employer-facing employability programmes

12. The activities referred to above sit alongside a vast range of aspiration raising and employability programmes offered throughout the City Corporation. Employers are provided with a range of opportunities to connect with individuals who are in education, those who are unemployed or young people who are 'NEET'.
13. The range of programmes underway is detailed at Appendix 1 of the report titled '*Update on Education Strategy action to enhance co-ordination and focus of employer-facing employability programmes*', which also features on the May 2014 committee meeting agenda.
14. There are a further two careers fairs planned for 2014:

Science Engineering, Technology and Maths (STEM) Careers Fair – 27th June

15. In February 2014 your Committee agreed a budget for an event to address the serious skills shortage in STEM areas, to be organised by the Science Council. The event will encourage 500 students (aged 14) from schools in the

City's fringe boroughs (including City Corporation academies) to study these subjects post 16 and to consider STEM-related careers.

16. The proposed focus will be on careers options arising from various science-based qualifications, rather than on the subjects themselves. In order to promote STEM-subject careers to girls and all diversity audiences, the activities and inspirational (and in some cases celebrity) speakers will be carefully selected to appeal to this audience. There will be an opportunity for relevant livery companies to be involved.

Careers in the City 15th July

17. The Hackney Learning Trust has asked the City Corporation to host a careers event organised by Inspire, the Education Business Partnership for Hackney. This event is intended to allow students (aged 16) who are considering careers in Business, Finance and Law to learn about alternative progression routes into their chosen fields in City type businesses e.g. apprenticeships. A recent CBI study highlighted that 51% of businesses are not confident of finding enough recruits for high-skilled roles, so this event could prove to be highly valuable.
18. 60 Hackney based students will have the opportunity to meet 12 employers on three separate occasions, the first will be activity based, the second will focus on networking, the third will be an opportunity to distribute CVs. As the City Academy Hackney does not yet have a 6th form, their students will not be involved, however the new Head of 6th form will be invited to observe the event.

Employee volunteering

19. Utilizing our unique (and spacious) venues has and continues to be highly valuable to London's young people. The City Corporation must however manage requests wisely, given the management time can vary between 10 working days and 20, depending on the scale of the event. Feedback from our academies also suggests the importance of complementing large one-off events with on-going activities such as work experience and mentoring, hence the need to engage one of our most valuable assets, our employees.
20. In addition to these two events, the Economic Development Office will continue to engage City Corporation employee volunteers in the 'in-school work-related learning' agenda. Further information is included in Appendix 1. As the sole sponsor of the City of London Academy (Southwark), efforts will be prioritised on developing a programme of volunteering opportunities at this academy. The existing relationship with City Academy (Hackney) will continue and the Employee Volunteering Programme will endeavour to develop a relationship with City of London Academy (Islington) over the course of this year.

Corporate & Strategic Implications

21. The above activity supports:

- a. the **EDO Business Plan**, specifically Objective 4 'Working with businesses and City Corporation departments (including City Bridge Trust), to realise the economic and social potential of London, but especially the City and the neighbouring boroughs';
- b. the **Corporate Plan**, through Key Policy Priority 4 'Maximise the opportunities and benefits afforded by our role in supporting London's communities and specifically to work with our partners and neighbours to promote employability and provide jobs and growth'; and
- c. the **Community Strategy**, through the themes '...supports its communities' and '...is competitive and promotes opportunity'.

Conclusion

22. In January 2014 your committee agreed an annual budget of up to £35k for 3 years (2013/14-2015/16) to fund appropriate activities, such as careers fairs, which help to bridge the gap between education and employment, for students from neighbouring boroughs. This focus comes in response to the City Corporation's new Education Strategy, and aims to support schools with new Ofsted requirements; which place a greater focus on schools preparing their students to enter the world of work. This report aims to update your committee on activities since the funding was approved. Two careers fairs have been held and two more are planned for 2014, alongside a variety of other employability focused activities.

Appendices

23. Appendix 1 - Strengthening the employability of students through Employee Volunteering

Background Papers:

24. Previous reports to your Committee on this subject:

Funding request for a series of careers fairs to enhance employability of young people in neighbouring communities (23rd January 2014)

Proposal to stage a science, technology, engineering and mathematics (STEM) careers event in partnership with the Science Council (20th February 2014)

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Appendix 1

Strengthening the employability of students through Employee Volunteering

The City of London's academies will become the key focus for the City of London's employee volunteering programme for 2014/15 (financial year), with a particular focus on enhancing the employability of students. Alongside this focus, opportunities to support Sir John Cass, Prior Weston and schools in the City's neighbouring boroughs will continue to be promoted.

The above focus complements existing and long standing education-related activity. This includes support of schools in the City e.g. Sir John Cass and schools in our neighbouring boroughs. Activities include reading and number partners, student mentoring, careers talks and departmental visits.

In 2013/14, 59% (157) of City of London Corporation employee volunteers (267) were involved in education-related activity.

Of the 157 employees engaging in education related volunteering, 66 (42%) were involved with our academies, this increased from 31 in 2012/13.

Details of previous activity at the City of London's academies can be found below.

Prior to 2014/15, City of London employee volunteers supported the City of London Academy (Southwark) as follows:

- Hosted 3 stands at the 2013 careers fair
 - Hosted 5 stands at the 2014 careers fair
 - Hosted annual work experience placements (approx. 30 students since 2011)
 - Interview skills workshop attended by 69 students (2013)
 - A careers insight tour of finance department attended by 8 students (2013)
 - Hosted an aspiration raising event (March 2014) x8 pupils attended from academy
- 2012/13 - 105 volunteers involved in education, 17 supporting the academy*
2013/14 - 157 volunteers involved in education, 41 supporting the academy

Prior to 2014/15, City of London employee volunteers supported the City Academy (Hackney) as follows:

- 7 personal advisors (student mentors) since 2011 - 20 students
 - x3 careers tours to Mansion House and Smithfield Market (2012/3) – 40 students
 - European Economics talk with 30 Business Studies students (Spring 2014)
 - Hosted work experience placements (approx. 4 students in total since 2013)
 - Hosted Careers Fair for Hackney schools (Nov 2012) - c90 academy students
 - Hosted an aspiration raising event (March 2014) x4 pupils attended from academy
- 2012/13 - 105 volunteers involved in education, 14 supporting the academy*
2013/14 - 157 volunteers involved in education, 24 supporting the academy

Prior to 2014/15, City of London employee volunteers supported the City of London Academy (Islington) as follows:

- Hosted an aspiration raising event (March 2014) x6 pupils attended from academy
- 2012/13 - 105 volunteers involved in education, 0 supporting the academy*

2013/14 - 157 volunteers involved in education, 1 supporting the academy

Working with the City of London Academies

In 2014/15, the employee volunteering programme will work to increase the number of volunteers supporting our academies to 80 volunteers (from 66 in 2013/14), in addition to continuing our existing work with other local schools (including Sir John Cass and Prior Weston). Measurement of **outputs and outcomes** will also be undertaken e.g. numbers of students receiving work experience and increasing employability skills.

As the sole sponsor of the City of London Academy (Southwark), efforts will be prioritised on developing a programme of volunteering opportunities at this academy. The existing relationship with City Academy (Hackney) will continue and the Employee Volunteering Programme will endeavour to develop a relationship with City of London Academy (Islington) over the course of this year. Details of planned activity at the City of London's academies can be found below.

The programme of volunteering opportunities at the City of London's academies will be launched via the intranet, staff event (8th May 12-2pm, City Marketing Suite), posters and newsletters under the name 'Aspiration Academy'.

City of London Academy (Southwark) - Future activities for 2014/15 include:

- Partner Southwark Council to host a careers fair in April 2014 (now taken place)
- Increase number of work experience placements to 15 per year
- Organise a work experience preparation day with a carousel of activities for students including CV advice and mock interviews
- Participate in Careers week and an afterschool speaker programme throughout the academic year (April 2014) – recruit volunteers for career talks
- Organise student visits (insight tours) to at least 1 department
- 'Sculpture in the City' – architecture challenge

City Academy (Hackney) - Future activities include:

- The Academy is conducting an audit of existing work-related learning activities, the resultant work-related learning strategy is due for completion Spring/Summer 2014.
- A potential gap has been identified for the middle ability group of students, particularly in learning about creative, media sectors.
- Development of a volunteering offer to meet the identified needs, rolled out for 2015
- 1 Careers Carousel available for students each year, as part of a 3 year funding agreement between CoL and 'Inspire' (Hackney's Education Business Partnership) to run careers fairs for schools in Hackney – the Academy declined offer for 2014.
- Funding for 'Inspire' to run 'work week' careers awareness programme for primary schools, targeting Academy feeder schools.
- Host at least 5 work experience placements in July
- Host a Careers Fair for 6th form students from 10 Hackney schools in July 2014 (Academy does not yet have a 6th form, although new Head of 6th Form to be invited)

City Academy (Islington) - Future activities include:

- 'Engage and Unleash Your Talents' programme – Enterprise challenge
- 'Sculpture in the City' – architecture challenge