



IMPACT REVIEW

2022-23



Reed in Partnership

THE CAREERS &
ENTERPRISE
COMPANY

SUPPORTED BY
MAYOR OF LONDON

INTRODUCTION

This year the Central London Careers Hub has focused on **growth: growing the number of schools and colleges in the Hub to over 230, increasing the size of our team, and strengthening the impact we have on young people in our 11 Central London Boroughs.**

The 2022-23 academic year was the second year of the Careers Hub, and I am immensely proud of the work of the whole team. This includes our Enterprise Advisers, 'Give an Hour' volunteers, and our partners who work hard to ensure every young person in Central London receives the best available support and opportunities to find their best next step.

Collaborative work within Central London, as well as with the other three sub-regional London Hubs, means we have provided a cohesive service that aligns with both Central London priorities and the Mayor's Growth Sectors for London.

We have innovated this year, focusing on new ways to bring together schools, colleges and businesses and improving careers education opportunities available to young people.

I'm delighted to share with you this insight into the work of the Central London Careers Hub this year.

Best wishes,



Michelle Sporle
Strategic Hub Lead



**"I AM
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BACKGROUND

The Central London Careers Hub supports schools, colleges, Pupil Referral Units, Alternative Provision settings and SEND schools within Central London to provide excellent careers education for young people from age 11.

Our Enterprise Coordinators and Employer Engagement teams support schools and colleges to provide high quality careers provision to their students. Using their experience, knowledge and skills from the world of work, Enterprise Coordinators provide bespoke support and coaching to Careers Leaders and connect schools to expert Enterprise Advisers.

Enterprise Advisers are business professionals who come from any industry sector or professional background. They volunteer their time to achieve positive change in local schools and colleges by supporting their students with impactful and relevant careers education.

Careers Hubs are a national initiative funded in London for the 2022-23 academic year by the Careers & Enterprise Company, Greater London Authority and European Social Fund.

Reed in Partnership delivers the Careers Hub in Central London.

Alongside the support from our teams, the 2022-23 academic year saw us launch a new Labour Market Information platform with U-Explore, Start in London.

Start in London includes helpful information for students about jobs and career opportunities in Central London as well as information about local education and training provision.

Since its launch in September 2022, Start in London has had over 562,000 individual page views and 7,000 learners using the platform. The highest growth in users has been in Year 7 students which encourages us that careers education is increasingly being accessed by younger age groups.

We measure progress in a school's careers programme through the Gatsby Benchmarks (GBMs). These are eight standards of good careers education that all schools work towards.

THE EIGHT GBMS ARE:

-  **1 A stable careers programme**
-  **2 Learning from career and labour market information**
-  **3 Addressing the needs of each pupil**
-  **4 Linking curriculum learning to careers**
-  **5 Encounters with employers and employees**
-  **6 Experiences of workplaces**
-  **7 Encounters with further and higher education**
-  **8 Careers guidance**

THE STORY SO FAR

In the 2022-23 academic year, the Central London Careers Hub network has:

- Supported **223** institutions, a **16%** growth in the size of the Central London Hub compared to 2021-22. These were made up of:
 - 38 SEND schools** • **16 Alternate Provision**
 - 27 Colleges** • **143 Mainstream Schools**
- Expanded to include over **200** Enterprise Advisers, **12** Enterprise Coordinators, **1** Employer Engagement Manager, **1** Employer Engagement Enterprise Coordinator, **3** Operational Hub Leads, **1** Strategic Hub Lead
- Worked with over **190** employers by connecting them to schools and colleges
- Facilitated over **300** events bringing schools and employers together, a more than **300%** increase on 2021-22
- Met with Careers Leaders **1,145** times, with an Enterprise Adviser present at **400** of those meetings
- Connected our **'Give an Hour'** volunteers to schools and colleges **56** times to support with events and activities



EMPLOYER RELATIONSHIPS

One of our primary areas of focus for the 2022-23 academic year was to increase and strengthen our employer relationships and further support schools to facilitate employer encounters and workplace experiences (GBM 5 and 6).

Our Employer Engagement team reaches out to businesses and also responds to queries from employers who are looking to engage with local schools. The team then works to understand the need of the employer to help them build long-term sustainable, mutually beneficial partnerships with schools and colleges.

In the 2022-23 academic year, the Hub worked with 190 employers to support 257 GBM 5 events and 45 GMB 6 events, with almost 5,000 students impacted by these opportunities. A particular focus was placed on supporting small and medium-sized enterprises (SMEs) to engage with students, with 38 SMEs working on GBM 5 activities throughout the year.

Amy Packer, Social Value Manager from Arc Group London Ltd said:

“I think the biggest benefit of the Careers Hub is that they provide an opportunity for students to see different careers across all sectors. Within construction there’s a massive skills shortage ... I have the opportunity to promote different careers across the industry. Seeing students say, ‘I could actually do that career one day’ is really rewarding.”

LONDON GROWTH SECTORS

Another focus for 2022-23 was connecting careers provision to the local economy by focusing activity on key growth sectors for London. We did this by building relationships with growth sector employers and facilitating events focused on areas of interest. We identified our top growth sectors for 2022-23 as:

- Green Economy
- Art, Entertainment and Recreation
- Information & Communication
- Human Health & Social Work
- Wholesale & Retail Trade
- Accommodation & Food Service Activities

Over the year, **92 GBM 5 and 6** events were held with employers from these selected growth sectors.

GREEN SKILLS EVENT

In November 2022, schools from across Central London gathered for an event we hosted with the Royal Institution which highlighted the various avenues of employment open to young people which could support with reaching net zero carbon emissions by 2030.

The event included speeches and presentations from Amanda Smyth of Oxford University, Insiya Jafferjee, CEO of Shellworks, and the Royal Institution school’s presenter, Gareth Baston. Students were invited to explore a variety of hands-on exhibitions from a wide range of organisations working across the green sector, from sustainable fashion companies to green energy. One student said, “It was really inspiring to learn about jobs that I never had knowledge about.”

The event rounded off with a panel discussion from industry leaders who gave an insight into how they came into the sector and gave advice to anyone considering a ‘Green Career’, with one student sharing that they “enjoyed learning about the personal journeys of each individual about how they got to where they are in their jobs”.

In addition to this, the Mayor of London in association with Bloomberg awarded five London schools with a grant of £10,000 each to pursue various projects that will help fight against negative climate impact on a local level. For any schools who missed out on these opportunities, a Green Skills Toolkit was created, developed by U-Explore. This toolkit allows teachers to bring this industry to life in their classrooms and can be found on the Start in London platform.

SUSTAINABLE TRADING PARTNERSHIP

In May 2023 we partnered with Sustainable Trading, a non-profit membership network supporting the financial markets trading industry as it seeks to improve Environmental, Social and Governance (ESG) business practices.

Sustainable Trading provided 11 employers to Kingsdale Foundation School in Southwark for a series of careers talks to Year 10 classes. Students received three presentations from different employers who had been selected for their various in roles within the finance sector.

Students had the opportunity to pre-prepare questions for the industry professionals and further resources were provided so that the students could continue researching any job roles that were interesting to them.

Some of the students gave feedback, saying:

“They talked about topics that will be useful to us straight after GCSEs – very informative.”

“I enjoyed learning about first-hand experience in finance.”

“Good advice for future careers and helpful guidance.”

One of the visiting employers added,

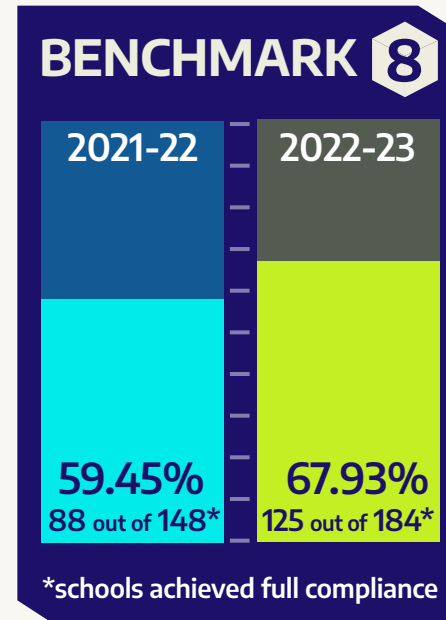
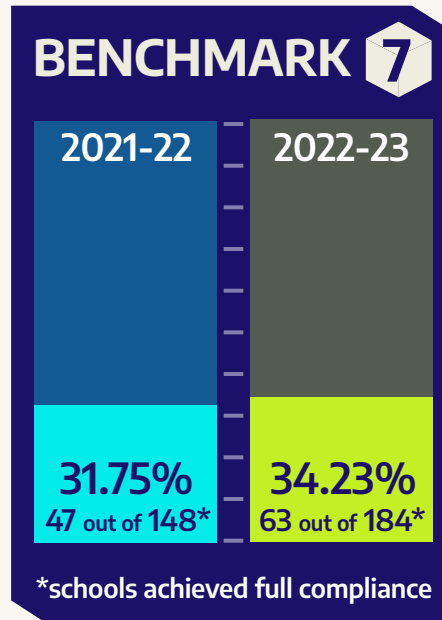
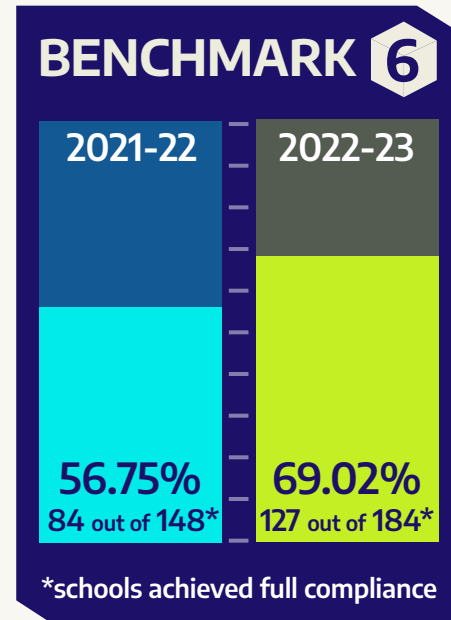
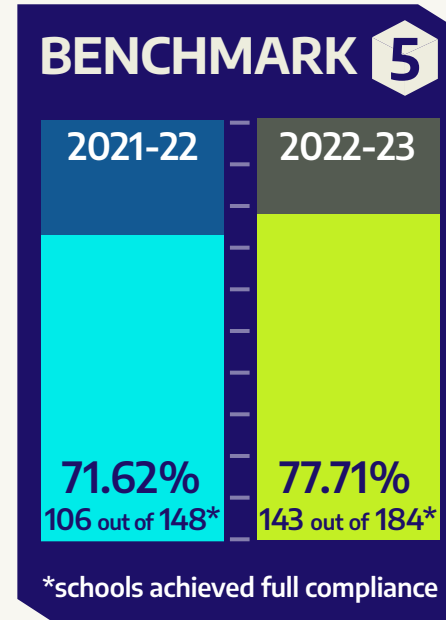
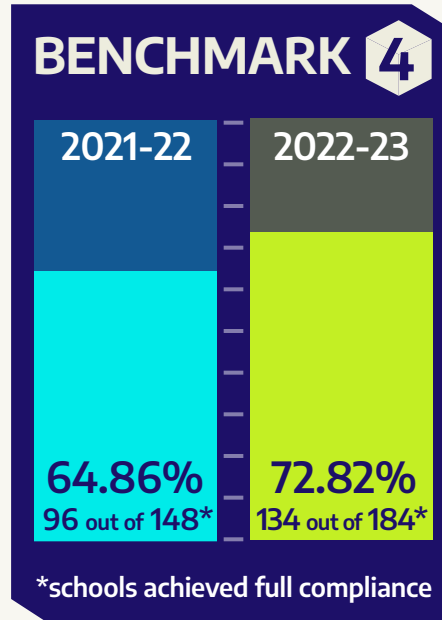
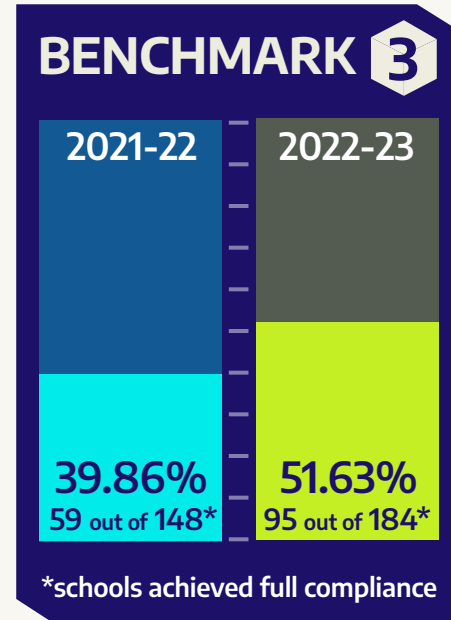
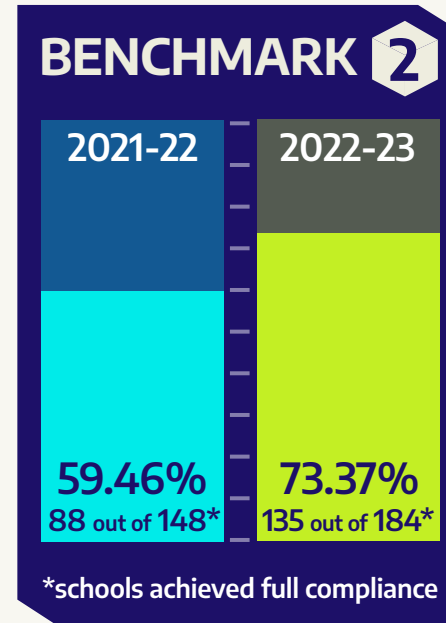
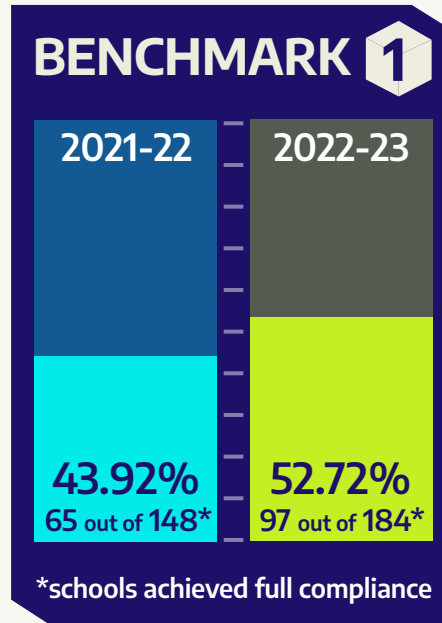
“I thoroughly enjoyed speaking and helping to educate the students, giving real life examples of experience and resilience is key to any student’s growth. Cementing business and college relationships is key to sourcing and finding talent!”



SCHOOLS AND STUDENTS

2022-2023 GATSBY BENCHMARK PROGRESS AND ACHIEVEMENTS

We are pleased to share that the 2022-23 academic year saw an increase in the number of schools and colleges achieving full compliance across all eight Gatsby Benchmarks compared to 2021-22.



FOCUS ON DISADVANTAGED GROUPS

PAL LIVE

In June 2023 we hosted 'Discover Your Future - PAL Live London' as part of our support for the new provider access legislation (PAL) which was introduced by the Department for Education in January 2023. The legislation requires all schools to provide opportunities for a range of education and training providers to access all Year 8 to 13 pupils to inform them about apprenticeships and approved technical education qualifications such as T-levels.

PAL Live was an online event designed to connect students and teachers with a variety of learning providers, such as colleges, universities, training centres and employers. Providers could give information and guidance to help

individuals make informed choices about their future career pathways, and viewers could use the live chat function to ask questions directly to the speakers.

The event benefited from contributions from some of our cornerstone employers and many other providers including ASK apprenticeships, Investment 20/20, wagamama, Access Creative, Spiral Skills, South Thames College Group and more.

PAL Live secured:

- 3,934 live views
- 102 on-demand views
- 27,338 total minutes watched

A representative from La Retraite RC Girls' School said,

"I was surprised by the reach of PAL Live. It surpassed my expectations – I even got requests from abroad about the great work we were doing around T-Levels."



CASE STUDY:

THE GENTLEMEN BARISTAS

The Gentlemen Baristas have completed eight bespoke events with Central London schools since they began working with us. They are an SME in the Hospitality industry, which is one of Central London's key growth sectors, and have a chain of coffee houses and a roastery in London.

The Gentlemen Baristas have been exceptionally supportive with schools whose students may have special educational needs or disabilities (SEND) such as Queen Elizabeth II Jubilee School. SEND students can find it difficult to access opportunities and different workplace settings so it was very valuable to them to have an opportunity with The Gentlemen Baristas.

Students were able to engage in a coffee workshop with careful adaptation and planning by the school's Careers Lead which allowed all students to access this activity. Work stations were set up with visual aids to support the students to take part. Roles included weighing and packing coffee beans, labelling packages, and a roleplay activity to practice making and serving coffee.

It was crucial to have support from the school in helping to plan and deliver this session and show to the employer it can be possible with the right adaptations, considerations and planning. This positive experience has inspired the employer to continue to work with the school.

Andreatte Balle, Head of People for The Gentlemen Baristas said,

“[The Central London Careers Hub] is massively positive because it's drawing youth into our industry, and if there's one part of the market that is less interested in Hospitality, it's the youth.

“The most rewarding part was definitely getting involved with the SEND schools. It was quite a different way of approaching things. The young person will always walk away with something positive from the experience.”

WHAT'S NEXT...

We look forward to continuing our vital work in year three of the Central London Careers Hub, 2023-2024. Having now established our reach, working with over 230 schools and colleges in Central London, our focus will be on growing our impact.

In line with the Careers and Enterprise Company strategic priorities we will focus on:

- Amplifying vocational and technical routes: Ensuring that every young person is aware of and has meaningful encounters with a range of providers to ensure they're able to choose their best next step. We will also continue supporting schools and colleges to implement the Provider Access Legislation requirements into their Careers Plans.
- Disadvantaged groups: We will identify the needs of cohorts who face the most barriers and support those groups with specific interventions to ensure that all young people receive the opportunities they need to be successful.
- Connecting careers provision to local economies: We will continue to prioritise our local networks and borough-level connections to ensure that schools, colleges and businesses have access to their local economies.

If you're an employer and would like to work with us to engage and support young people in Central London, or a school who would like to be a part of the network, visit our website at

londoncareerscentral.co.uk

**WORK
WITH
US**



londoncareerscentral.co.uk