

IMPACT REPORT

2023-24





INTRODUCTION BY MICHELLE SPORLE STRATEGIC HUB LEAD

For the last year, the Central London Careers Hub has focused on embedding our work locally and creating long-lasting, sustainable relationships within our network.

We are delighted to enter our fourth year with a continued focus on inclusion and social mobility, building on the solid foundations laid in the first three years of the Careers Hub.

I am incredibly proud of our team and the work we have accomplished across Central London and beyond this academic year. This includes our partnership work with employers and providers who have journeyed with us, continually striving for impactful and innovative solutions to the challenges and opportunities within the career education space..

There has been a continued emphasis on collaborative working approaches across Central London, as well as with the other three sub-regional London hubs. This has resulted in a cohesive and unified approach across the capital.

We remain committed to our mission of ensuring every young person receives the best available careers support and access to opportunities to find their best next step.

Our ability to identify and address the gaps and needs within the region is a real strength of our work. I look forward to another exciting year of innovation and progress. I am delighted to share insights into our work at the Central London Careers Hub from this year.

Michelle Sporle
Strategic Hub Lead



INTRODUCTION

The Central London Careers Hub works to bring local stakeholders from industry and education together to meet a shared aim of high-quality careers provision.

Careers Hubs are a national initiative funded in London by the Careers & Enterprise Company and Greater London Authority. Reed in Partnership delivers the Careers Hub in Central London. The Hub's work is underpinned by the Careers & Enterprise Company's (CEC's) strategic priorities:

- 1 Improve Careers Provision
- 2 High-Quality Employer Experiences
- 3 Amplify Vocational Routes
- 4 Challenge Disadvantage
- 5 Connect Careers to Local Economies

GATSBY BENCHMARKS

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.

Data is gathered on a termly basis through consultation with careers leaders in each of the 234 institutions within the Central London Careers Hub network.

Using the detailed questionnaire for each Benchmark contained in the CEC's Compass+

platform, Enterprise Coordinators are able to work with Careers Leaders to pinpoint areas of high-quality provision, while also ensuring that areas for development are discussed and planned for, utilising the partners and resources of the Hub.

- 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

YEAR IN NUMBERS

Supported 234 education institutions, a 5 percentage point (ppt) increase in the size of the Hub compared to 2022-23. These are made up of:

- 46 SEND schools
- 16 Alternate Provision
- 27 FE colleges
- 145 Mainstream schools

The Hub has also benefitted from working with over 170 Enterprise Advisers. Volunteer industry professionals who work directly with schools and colleges to increase quality of provision.

131 industry volunteers were connected to careers activities through the Give an Hour service, a 134ppt increase from 2022-23.

Average Gatsby Benchmark achievement has risen across Hub network institutions in each of the last three years, up by 16ppts since 2022.





EXECUTIVE SUMMARY

Over 87% of Central London education institutions are now part of the Central London Careers Hub. This accounts for over 142,000 11 to 18 year-olds. London’s distinctly varied labour markets and socioeconomic statuses, makes the case for the ongoing prioritisation and development of innovative and appropriate careers guidance and interventions.

Through our work in 2023/24, we have been able to identify the following areas of importance:

1

The quality and relevance of careers provision is improving in London’s schools.

On average schools in Central London are achieving 5.3 of the 8 Benchmarks, up 0.5 on the previous year. The CEC’s research shows improved student outcomes related to destinations and decreased NEET numbers directly correlating to higher Gatsby Benchmark performance.

2

Awareness of apprenticeships and technical education is increasing.

More than 80% of post-16 learners are reporting confidence in their understanding of apprenticeships, compared to 37% in key stage 3.



We can report a 30ppt increase in apprenticeship awareness for students finishing key stage 5 since 2022. 66% of key stage 3 students are receiving activities compliant with PAL, up from 45% in 2023.

3

Students have a greater understanding of essential skills for the workplace

Two thirds of students in key stage 3 state they are confident of the skills employers are looking for, rising to over 80% of students in post-16 study. This is an increase of over 15ppts from 2022.

4

More employers than ever are valuing education outreach as a way of meeting recruitment challenges.

Over 230 employers engaged with Careers Hub services in 2022/23, through the Give an Hour service, as Enterprise Advisers, as part of our Cornerstone Employer group or by completing the Employer Standards tool.

5

There is more to do to ensure students are confident in their next steps

Despite clear progress being made in recent years, only 57% students are reporting confidence in their next steps beyond post 16 learning. With just 43% of students reporting having contacted employers in sectors that are of most interest to them, industry connections will be central to future development of provision.

6

Improving Careers Provision

The CEC find that young people in institutions with high quality careers provision, as defined by the Gatsby Benchmarks, are 8% less likely to be NEET (not in education, employment, training). Students in these institutions also report career

readiness at 3.5% above the average, supporting transitions into employment. The Central London Careers Hub has worked with senior leadership teams and careers leaders in all schools and colleges to drive growth in the benchmarks, driving more robust provision across every benchmark since 2022.

Year	GB1	GB2	GB3	GB4	GB5	GB6	GB7	GB8	AVE
2022	42%	55%	38%	58%	62%	54%	30%	52%	49%
2023	49%	65%	50%	63%	71%	66%	41%	59%	58%
2024	56%	73%	56%	75%	81%	72%	45%	61%	65%

The most significant growth in careers provision as measured by the Gatsby Benchmark framework was found in Tower Hamlets. The numbers of schools in the

borough fully achieving Benchmark 1 rose by 35ppts in the year, with Benchmark 3 also rising by 30ppts.

SEND EDUCATORS CONFERENCE 2023

“Every session was useful. I came away feeling that 2.5 hours of my time out of school had been very well spent. Thank you!” - La Sainte Union

For many students with SEND, the world of work can feel out of reach. Just 55% of young people attending special schools surveyed through the Future Skills Questionnaire reported feeling positive about their future steps.

The Central London Careers Hub responded to this in 2023/24 by bringing together 150 educators and employers in an inaugural conference, designed to stimulate conversations around best practice, and spotlight employers leading the way in inclusive education outreach.

“All speakers delivered informative and insightful information. However, the most enjoyed aspect was hearing from St Mary Magdalene Academy - it’s always good to hear the experiences of young people who have gone through the process and can relay how the world of work has supported them and their successes.” - Queen Elizabeth II Jubilee School



HIGH QUALITY EMPLOYER EXPERIENCES

The number of schools fully delivering the requirements to meet Gatsby Benchmark 5 (Experiences of Employers and Employees) and Gatsby Benchmark 6 (Experiences of Workplaces) are now the highest it has ever been in Central London.

Islington schools are now 100% compliant with the requirements of GB5, the first borough in Central London to achieve this. Schools based in the borough of Hackney saw the largest increase in their provision of GB5 activities, with a 21ppt increase of schools fully achieving the benchmark in the last year.

- 1

Provide meaningful opportunities
- 2

Be inclusive
- 3

Evaluate and improve
- 4

Build essential skills and explain their relevance
- 5

Prepare young people for application processes

Employer Standards:
The introduction of the CEC’s Employer Standards framework has allowed for greater support to employers seeking to engage in education outreach to bolster long-term talent pipelines and in the creation of social value.
In 2023/24 employers working with the Central London Careers Hub have been marked as ‘achieving’ in five of the nine standards, with all Cornerstone Employers having completed the assessment.

- 6

Raise awareness of pathways into work
- 7

Engage over the long term
- 8

Partner with others
- 9

Value the engagement

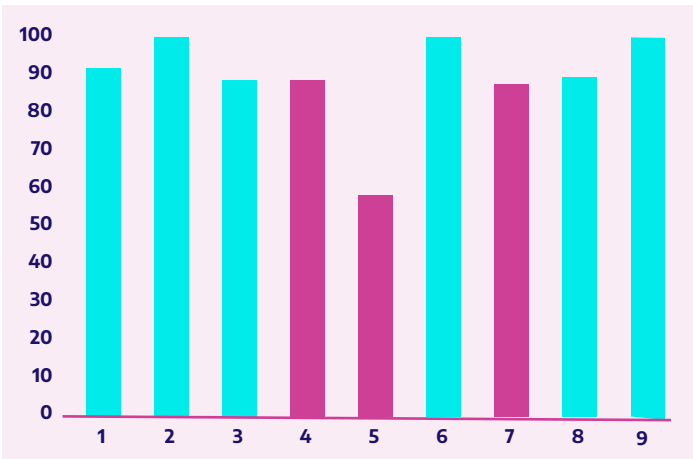


IN FOCUS: LLOYDS BANKING GROUP

Lloyds joined the Cornerstone Employer group in 2023 and have been highly active in their education outreach activity, supporting Hub institutions with a range of interventions.

Their participation has included delivering the Teacher Encounters pilot, supporting educators to better understand routes into the sector, and working on the ATE Framework group. They have also supported with work experience placements, delivered sector insight activity and worked with fellow Cornerstone Employers to shape the strategic direction of Hub activity.

Lloyds have achieved ■ ‘Exceeding’ status on six of the nine standards, with the remainder marked as ■ ‘Achieving’.



COWI: CREATING SUSTAINABLE INDUSTRY-EDUCATION PARTNERSHIPS

The Central London Careers Hub established a partnership between three secondary schools and engineering firm COWI in 2023/24, with the company supporting the careers provision through the introduction of three Enterprise Advisers.

Floss Wilcocks, Maya Stimson and David Pink completed the CLCH induction in November and have been supporting Careers Lead Jonathan Howard ever since.

“We care is one of our values. Our commitment to care extends beyond our customers, planet, and people. We also hold a special place for the younger generation, and we want to empower them to fulfil their dreams and reach their fullest potential.” Julie McCormack, Social Value Lead.

In February, COWI arranged for a group of students to attend the All-Party Parliamentary Engineering Group in the House of Lords. Students had the opportunity to engage in open discussions with stakeholders and hear from guest speakers addressing crucial topics related to biomedical engineering.

“We had a wonderful time at the APPEG, surrounded by passionate engineers. The friendly and helpful atmosphere added to

the experience and reinforced our ambitions to work in engineering. The talks provided interesting insights into the power and potential of engineering, and we enjoyed engaging with like-minded individuals at our table. Being part of an event dedicated solely to engineering was fantastic, even though our interests span different engineering fields.” – Mayan, Endirit and Brian.

COWI has also provided career insight activities in the schools in addition to the provision of new work experience placements.



AMPLIFYING VOCATIONAL ROUTES

The updated provider access legislation (PAL) has now been enacted. It specifies schools must provide at least six encounters with approved providers of apprenticeships and technical education for all their students:

- Two encounters for pupils during the 'first key phase' (year 8 or 9) that are mandatory for all pupils to attend
- Two encounters for pupils during the 'second key phase' (year 10 or 11) that are mandatory for all pupils to attend
- Two encounters for pupils during the 'third key phase' (year 12 or 13) that are mandatory for the school to put on but optional for pupils to attend

More schools are compliant with PAL for key stage 3 (Year 8 & 9) than in 2023, with 21ppts more institutions reporting that at least most of their students were receiving the required two encounters with providers.

Over 50% of schools are now compliant with PAL for key stage 4, with 85% of institutions providing the required encounters to at least most of their students.

Student understanding of apprenticeships as a viable option is rising.

Using data from the Future Skills Questionnaire, students in key stage 5 are over twice as likely to report understanding of apprenticeships than those in the youngest year groups.

Gatsby Benchmark 7 (encounters with further and higher education) is improving. 15ppts more institutions are fully compliant with the Benchmark's requirements than in 2022.

NEXT STEPS IN LONDON GUIDE

In December 2023 the London Careers Hubs commissioned a 16-page guide detailing information on the pathways and routes available as students move through education and training into employment.

The guide was launched at Skills London, an annual event at London's Excel Centre – the largest of its kind in Europe – and was subsequently shared with all network Careers Leaders.

Next Steps in London provided detailed information on T-Levels, apprenticeships, vocational courses, skills bootcamps and other technical routes.

next steps in london

What are your options?

The options shared in this Directory offer information for everybody, whatever you want to do and whatever your starting point.

- Supported Internships
- T Levels
- Apprenticeships
- Inclusive Apprenticeships
- A Levels
- Foundation Courses
- Vocational Courses
- Skills Bootcamp

There are a variety of progression pathways you can take to build your career. Different pathways suit different people and what is great is that you can choose the best route to achieve your goals. An example of this is that you can take BTECs, T Levels and/or A Levels to progress to University to get a degree or you can take the apprenticeship route which allows you to work and study at the same time.

Next steps

Training & Qualifications Guide for young people, careers professionals, teachers and parents/carers.

T Levels

A new range of qualifications, Technical Levels (T Levels) are a practical, employer-led alternative to A Levels, designed to get students work ready.

Structure of a T Level

- A technical qualification, which provides: An opportunity to go directly into skilled employment
- Core theory, concepts and skills for a specific area of industry
- Specialist skills and knowledge for an occupation within a certain sector i.e. construction and the built environment
- An industry placement with an employer

Get work ready

80% Study
20% Work

24 courses by 2023

Level 2 maths and English

1 T-Level = 3 A-Levels

Designed by employers

45 day industry placement

Progression options

CAREERS HUB. LONDON

local london
Careers Hub East

South London Careers Hub

WEST LONDON CAREERS HUB

CAREERS & ENTERPRISE COMPANY

MAYOR

CHALLENGING DISADVANTAGE

For institutions in the highest quartile of student populations eligible for free school meals, careers provision has improved against seven of the eight Gatsby Benchmarks. Significant improvements have been made in those pertaining most closely to employer interactions.

The average number of Gatsby Benchmarks achieved by SEND institutions increase by two additional benchmarks over the past year. Ensuring that students with additional needs, and increased barriers to the labour market are receiving a robust and broad.

MILLENIUM HOTELS:

In July the Millennium Hotels Team hosted a Teacher Encounter Day at the Copthorne Tara Hotel in Kensington for five staff members from Orchard Hill College Academy Trust. These educators, who support post-16 SEND students, represent the careers educators across the college group.

The Millennium Team commenced the day with an insightful presentation on the Hospitality sector, highlighting Customer Service and the diverse roles within the industry. The presentation also covered the skills necessary for a successful career, from post-16 options to established career paths inclusive of students with SEND to access.

Orchard Hill staff were given a very warm welcome with lunch a guided hotel tour and a 'mocktail master class', which invited educators to engage with the hotel staff, to discuss individual pathways into their roles and what a typical day entails. Throughout this process, college staff began to correlate the skills on demonstration and that of their



own specific students. This opportunity further highlighted how the practical skills, customer service techniques, and problem-solving abilities on display could be directly related to the skills they are working on in the classroom to prepare students for the world of work.

Once back in the boardroom, educators received an in-depth presentation from HR and the Hotel Management Team on their personal career journeys and insights into the Hospitality sector. During this panel discussion, teachers discussed the threads of commonality in each of the roles, and shared ideas on how these skills can be transferred practically into the classroom through workshops and lesson plans. Ideas were expanded by discussing how these skills can be applied and differentiated to the various levels of individual student need and interest.

The day concluded with an inspiring presentation on apprenticeship opportunities and detailed the application process. The college shared success stories of students who completed apprenticeship programmes previously and secured future employment for those individuals. Both educators and the Hotel provided guidance on how these experiences can challenge industry stereotypes, highlighting apprenticeships as an exciting and viable pathway for everyone, inclusive of those with SEND.

We were delighted to host an event dedicated to celebrating neurodiversity in the creative sector in collaboration with BAFTA this term. Through an inspiring career panel, we explored different routes into the industry, and skills that can help burgeoning creatives find their place there too.

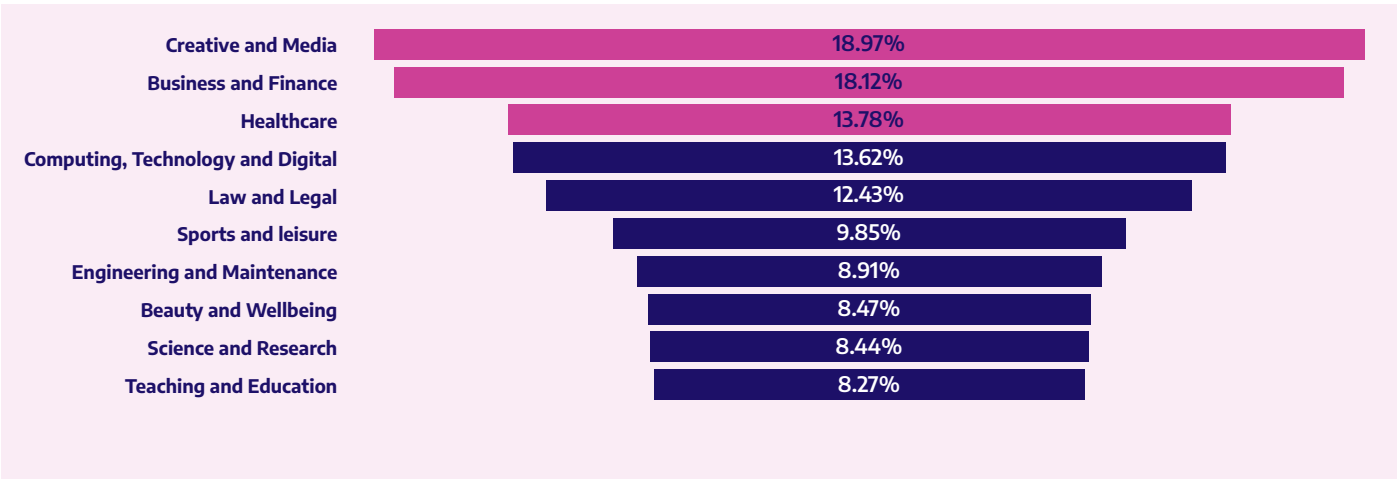
We were joined by 50 students at Addey & Stanhope school in Lewisham and broadcasted live to 25,820 viewers.

"I am delighted to have worked in collaboration with Bafta to get a valuable message to young people around the opportunities in the creative sector. It was great to work with role models who shared their career journeys. I hope this event is a springboard to inspire young people and to spark more conversations around this topic"

Michelle Sporle, Strategic Hub Lead, Careers Hub

CONNECTING CAREERS TO LOCAL ECONOMIES

With the rollout of the Future Skills Questionnaire, we are learning more about students’ interests in terms of work intention. When asked which sector year 11 students are most interested in, the top three are Creative and Media, Business and Finance, and Healthcare.



CREATIVE CAREERS 2024: LEARNING FROM THE BEST

In May, the Central London Careers Hub hosted a Creative Careers Event at the prestigious British Library in London. This event provided young people with the chance to engage with professionals from the creative industry. The event welcomed 200 students from 12 Central London schools.

London’s creative sector has emerged as a significant growth area, with recent data showing that one in five jobs is now within the creative economy. Following the pandemic, the sector has experienced higher-than-average growth, with over 1.1 million jobs currently and projections suggesting an additional 200,000 jobs in the next five years. Recognising this, the Central London Careers Hub saw the importance of connecting young Londoners with the creative industries to raise aspirations and understanding.

To address disadvantage and inequality, the event was first offered to schools with a higher-than-average percentage of students receiving free school meals and lower GBM 5 and 6 percentages. This initiative aimed to provide opportunities for students who might not have previously been exposed to creative career paths, thereby raising their aspirations.



WHAT’S NEXT...

We are currently delivering the careers hubs for 2024/25 and actively shaping our initiatives for future years. Our goal is to expand the reach of the Central London Careers Hub, welcoming more schools to benefit from our support and drive positive outcomes for young people.

Looking ahead, we are committed to supporting both educators and industry partners in preparing for the evolving work experience landscape. This includes ensuring that access to opportunities is equitable and aligned with the national strategy for young people.

Building on the success of our Teacher Encounters pilot, we aim to offer 100 educators the opportunity to gain valuable insights into various sectors by taking part in 2024/25. By facilitating direct interactions between teachers and industry professionals, we can enhance educators’ understanding of the skills and knowledge required in the workforce, which can then be embedded into the curriculum. We are also focused on improving the careers education system by ensuring we support each borough to evaluate careers provision through the careers impact system. By integrating this framework, we aim to support educators to measure and enhance the effectiveness of careers programmes through peer exploration days and tailored support. Our work will continue to support schools and colleges in developing their careers programmes and improving Gatsby Benchmark outcomes.

We take a collaborative approach with educators, industry, stakeholders, and partners to address skills gaps and help students gain the skills needed for future job markets. By bringing together schools, employers, industry leaders, and community organisations, we can create a collaborative network that ensures cohesive and comprehensive support. By continuing to connect industry and education in this way, we hope to see a range of diverse and meaningful opportunities for young people, allowing them to gain practical insights and hands-on experiences that will help inform their next steps.

If you would like to know more or get involved, please contact

LondonCareers.Central@reed.com

WORK WITH US



