



# IMPACT REVIEW

SEPTEMBER 2021- AUGUST 2022



# INTRODUCTION

The Central London Careers Hub aims to support schools, colleges, Pupil Referral Units, Alternative Provision settings and SEND schools across the 11 Central London Boroughs to provide excellent careers education to young people aged 11 to 19, and ensure all young people are able to find their best next step.

I am so proud of the work of the Hub this year, to embed the Careers Hub offer into the local fabric of our school communities, working in partnership with the Greater London Authority, Central London Forward, local authorities, employers, and provider partners.

This collaborative work within Central London, as well as with the other three sub-regional London Hubs, has meant we could ensure the provision of a cohesive service that aligns with both Central London priorities and the Mayor's Growth Sectors for London.

The launch of Careers Hubs in London has included some familiar work, continuing to support schools to work towards Gatsby Benchmark achievement and work in collaboration with their Enterprise Advisers to provide positive next steps for young people.


However, the launch of the Hub has also brought innovation, investment and increased support to the region. We're delighted that all schools will be invited to join the Hub from September, allowing us to provide that vital link between the world of work and education.

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



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# BACKGROUND

A Careers Hub is a centre of excellence, helping schools and colleges to develop a cohesive, connected and progressive careers programme.

It does this by ensuring that education and training provision is responsive to the needs of the economy and that employers' skills needs are more quickly and effectively met.

The Careers Hub also aims to improve social mobility and access to opportunity for young people when progressing from education to work.

Careers Hubs are a national initiative funded in London by the Careers & Enterprise Company, Greater London Authority and European Social Fund.

They contain local secondary schools/colleges, SEND and Alternative Provision settings, Local Enterprise Partnerships, businesses, Cornerstone Employers

and careers providers. We bring them together to help young people connect closely to local skills and economic needs through responsive careers education.

**Reed in Partnership delivers the Careers Hub in Central London.**

This year we have had 80 schools and colleges in the Hub structure and 113 in the London Enterprise Adviser Network (LEAN) structure. In the Careers Hub, schools and colleges receive more in-depth and bespoke support compared to the LEAN structure. Each Careers Hub Enterprise Coordinator works with fewer schools so they can provide more support.

# SCHOOL JOURNEY

**Enterprise Coordinators help schools to achieve high quality careers provision, using their experience, knowledge and skills from the world of work to provide bespoke support and coaching to Careers Leaders**

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.

**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

When joining a Careers Hub, institutions go through the following process:

## SIGN-UP

All non-independent schools, colleges, SEND schools, Pupil Referral Units (PRUs) and Alternative Provision setting (APs) are welcome to join the Careers Hub. Careers Leaders will receive an induction to the Hub and will be assigned an Enterprise Coordinator. This is a dedicated contact who supports schools to connect with an Enterprise Adviser and work towards their GBMs.

## INITIAL NEEDS ASSESSMENT

At the first meeting with a school, a needs analysis is completed which gives the Enterprise Coordinator an insight into the existing provision at the school, and where the Careers Hub and Enterprise Adviser can support to make the most impact.

Each school is matched with an Enterprise Adviser specifically to meet the needs of both parties. Schools and Enterprise Advisers can specify who they would like to work with and what they want to achieve by being part of the Careers Hub.

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 them with high quality, impactful and relevant careers education. We have over 200 Enterprise Advisers from a range of different businesses and sectors.

## PERSONALISED SUPPORT

Enterprise Coordinators help schools to create a bespoke Employability Activity Support Plan based on the school's current priorities, existing provision and needs. The plan sets out a range of employability activities designed to help improve performance against the Gatsby Benchmarks. These include workplace visits for students, careers talks, mock application and interview sessions, work placements, and skills training and insight.

Enterprise Coordinators meet with schools and Enterprise Advisers regularly to provide resources, and support with planning and influencing strategic change in the school. Enterprise Coordinators also support schools to take up employer opportunities provided by the Hub and support sourcing volunteers for careers events.

## CONTINUED SUPPORT

Our mission is to help every young person identify their best next step. Once they are signed up, schools are part of the Hub for as long as the Hub is running. Support is offered each year to promote continued development of careers education.



# THE STORY SO FAR

In the 2021-22 academic year, the Central London Careers Hub network has:



- Supported **193 institutions**
  - 26 SEND schools • 14 Alternate Provision
  - 20 Colleges • 133 Mainstream Schools
- Worked with **206 Enterprise Advisers**, 10 Enterprise Coordinators, 1 Employment Engagement Manager, 2 Operational Hub Leads, 1 Strategic Hub Lead
- Worked with **67 employers** by connecting them to schools to deliver careers activities
- Facilitated **95 events** bringing schools and employers together
- Held **743 meetings** with Careers Leaders

# EMPLOYERS

The Careers Hub supports employers to engage with their local communities and future workforce; to strengthen talent pipelines for growth sectors such as Health and Social Care, Digital and Green Skills; and to challenge sector stereotypes and promote opportunities for students.

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

Engaging employers from varying sectors has contributed to breaking down barriers for students wanting to access different jobs and sectors. It has also allowed employers to promote their industry to a more diverse potential future workforce and amplify the opportunities presented by technical and vocational routes. One year 12 student who attended a Careers Fair event said:

**“I’m interested in the finance sector, and this morning I learnt a lot more about the industry. I thought the session was really inspirational. Seeing a Black woman in a position of power was very inspiring to me.”**



In the 2021-22 academic year, the Hub worked with 67 employers to support GBM 5 and 6 events. The Hub also aided 210 Enterprise Advisers from over 140 different employers to take part in employability activities – 51 of those were SMEs. The largest sectors represented were Construction, Finance

and Insurance Activities, Information and Communication, Public Administration and Defence.

Cornerstone Employers support the Hub to strive for world class careers education across all of Central London. Our Cornerstone Employers include:



WILLMOTT DIXON  
INTERIORS



BNP PARIBAS



# ENTERPRISE ADVISERS

Enterprise Advisers sign up to be volunteers with the Careers Hub. Safeguarding and GBM awareness training is provided to support Enterprise Advisers to understand the frameworks schools are working in and how they can make an impact.

Each Enterprise Adviser is assigned to an Enterprise Coordinator who is their main point of contact and support throughout their time in the Hub. The Enterprise Coordinator matches the Enterprise Adviser to a school based on their preferences, skillset and what they'd like to get from the experience.

The Enterprise Adviser role is mainly strategic, being a critical friend or coach to the Careers Leader and supporting them to set strategic goals for the school's careers programme.

Enterprise Adviser Andrew Okell was assigned to a school in Haringey to support them as they had low Gatsby Benchmark scores, including achieving only 11% compliance with GBM 1. Andrew engaged the school's Careers Leader and Senior Leadership Team to help inform staff and support them with putting together a careers provision budget.

Following multiple visits by Andrew, a Careers Programme was created and the school website was updated with the relevant information to achieve GBM 1 with a 100% score. As a result, the school was

able to apply for the Careers Booster Fund, enabling them to take 40 disadvantaged and SEND students to a Work Insight Day at KidZania, introducing them to different roles in the workplace.

Enterprise Advisers may also choose to open up their professional networks to provide students with work experience placements, employer insight visits, careers talks, or mock interview sessions.

A good example of this is where an Enterprise Adviser provided a week-long Work Experience placement at her organisation to some Year 13 students. The students were able to specify their areas of interest so that they could be rotated between departments which suited their preferences.

**One student said:**  
"[The experience] really helped me stay busy and build confidence on the way. I met nice people and was treated with respect."

**Another said:**  
"I really enjoyed my time here; I would like to join this company in the future."



# SCHOOLS AND STUDENTS

- Schools in year one of the Hub achieved compliance with an average of 4.61 GBMs in July 2022 compared with 3 GBMs in December 2021.
- In December 2021 46% of schools in the Hub weren't compliant with a minimum of 3 GBMs, by July 2022 this had dropped to 18% of schools.
- 58% of schools in year one of the Hub were fully achieving compliance with GBM 1 in July 2022 compared to 16% in December 2021.

## THE SEND PROJECT

Careers Hub funded 15 employability workshops to be delivered at 11 SEND schools during the 2022 Summer Term.

This project was run to recognise that our students with SEND and additional needs often face additional barriers to employment, which was evidenced in a study by Mencap. Feedback from the schools following the workshops was very positive:



"Fantastic workshop! Our neurodivergent students were very engaged and found the workshop 'Passion into Profit' very inspiring. Thank you!"

- Elena Vidal, St Mary Magdalene Academy: the Courtyard

"It was brilliant. Staff and students found it both thoroughly enjoyable and educational. We will 100% be booking more workshops in the future!"

- Katie Hurley, The Grove School

"The Divergent Thinking workshop was really interesting and engaging for our pupils. We are very much looking forward to having him back soon to help our pupils to make their own video CVs!"

- Graeme Mills, Treehouse School

"What a fantastic offer for our students. It was a professional and entertaining workshop on interview skills. Really impressed and thank you all so much."

- Jane Daly, Blanche Nevile School for Deaf Children

# CASE STUDY:

## MULBERRY ACADEMY SHOREDITCH – INTRODUCTION TO APPRENTICESHIPS

Ipsos Mori held a number of events at Mulberry Academy Shoreditch in the 2022 Summer Term including a personal branding workshop, work experience and mock interview workshop.

This Introduction to Apprenticeships workshop was designed to provide the Year 10 students with an understanding of the benefits of apprenticeships; demystify some of the misconceptions around the apprenticeship route; give students insight into the journey to applying,

securing and completing an apprenticeship; and to promote apprenticeships with Ipsos.

The workshop included a quiz to test students' knowledge of apprenticeships; a 'day in the life' insight session outlining the key benefits of apprenticeships; and a talk by an individual about her personal journey as an apprentice, the different aspects of her role, and how to find and apply for apprenticeships.

- **100% of students** agreed they learnt something useful.
- **93% of students** agreed the activity made them think about different types of skills and qualifications people have.
- **86% of students** agreed that the activity made them think about different types of work that people do.

Students gave some very positive comments including:

“It made me realise university isn't the only option.”

“It gave me very useful insights into how apprenticeships work and how to get into it.”

“This session was helpful to explain what life is like as an apprentice.”

“Opened up new opportunities I didn't know about.”

“Has made me consider the option of an apprenticeship much more.”

**Alexandra Earle, Careers Leader at Mulberry Academy Shoreditch, said:**

“The speakers were very engaging and worked really well with the students. The speakers were very good at anticipating students not understanding terminology like pension, placement year, foundation course, and filling in the gaps.”

# BOOSTER FUND PROJECT

The Careers Booster Fund was designed to support specific schools who are part of the Central London Careers Hub to deliver careers activities which meet the requirements for Gatsby Benchmarks 5 and 6 in the 2021-22 academic year. Eligible schools were identified for the fund based on need to ensure that students who may be unable to access GBM 5 and 6 opportunities this year could do so through the Booster Fund.

12 schools in total, four of which were SEND, were able to access GBM 5 and 6 opportunities in the 2022 Summer Term. Some of the activities included a visit to the Royal Courts of Justice to learn about careers in the Justice System, an employability skills workshop for Key Stage 3 students, Work Experience programmes, and webcams and microphones to allow students to access virtual careers experiences such as online mock interviews and Work Insight Visits to London Zoo.

## WHAT'S NEXT...

From September 2022, all schools/colleges will be in the Careers Hub model. We are aiming to grow to 233 schools/colleges in the next academic year and our team will be growing to meet this need.

Our new **Labour Market Information platform** launches in September, which will provide in-depth information with borough individualisation, displaying available apprenticeships and also providing free lesson plans to schools. A webinar series will be running throughout the year to support schools to use this platform.

We aim to deliver over 400 employer engagement events where students will either engage with an employer on school site or visit a workplace for an insight day. We're also looking to **engage more SMEs from across our region** in the next year, both to be Enterprise Advisers and deliver GBM 5 and 6 opportunities to schools in their communities.

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'd like to be a part of the network, please contact

[LondonCareers.Central@reed.com](mailto:LondonCareers.Central@reed.com)

**WORK  
WITH  
US**



