

executive summary

London Ambitions: Shaping a successful careers offer for all young Londoners



Executive Summary

London is a truly global city. That opens up huge opportunities for young Londoners but also big challenges. Young Londoners are competing for jobs and career openings not just with each other but with people from across the UK and much of the rest of the world. To succeed in London and/or beyond, they need to be well prepared – and they are entitled to expect that support. All young people in London must be given the chance to gain experiences of the world of work and be inspired through their schooling to see possibilities and goals that are worthwhile and relevant to them.

Imagine every young person in London thinking about routes to a successful working life from an early age, confident they are gaining valuable experience and exposure to the world of work. Also imagine every young person feeling sure they can access reliable careers, enterprise and employability support from a wide range of sources. Along the way, they will meet people who inspire them, experience places that energise and motivate them to connect day-to-day learning to future work possibilities, and undertake projects that stretch and challenge them to achieve more and aim higher.

The distinctive features of London mean there is a compelling case for London to have its own unique careers offer for young people. While London as a whole has a dynamic and successful economy, many young Londoners come from workless households and deprived backgrounds. Too many are experiencing prolonged delay in taking that essential first step into a job or career. This can seriously damage a young person's confidence and self-esteem. It can have a lasting scarring effect and represents a tragic waste of a young Londoner's talents and potential.

London's youthful, expanding and entrepreneurial population needs to know where there will be work opportunities and they must be equipped with relevant experiences, skills and qualifications to take advantage of them from an early age. Action is required at every level. Parents, employers, schools, colleges, training providers, universities and career development specialists - all will need to work together to keep up-to-date with and communicate effectively on fast changing education and labour markets.

London schools have much to celebrate in their rapid academic improvement over the past decade, with primary and secondary schools out-performing the rest of the country at Key Stages 2 and 4 respectively. We must now look to achieve an equivalent improvement in careers education, guidance and outcomes for all young Londoners. It is time to turn aspirations into practical action.

‘London Ambitions: Shaping a successful careers offer for all young Londoners’ sets out the rationale for a distinctive London careers offer. It needs to tackle the challenges of diversity and fragmentation, and be applicable to a wide variety of schools, colleges and other education provision. It also has to be relevant to – and readily understood by – a range of different audiences.

The London Enterprise Panel (LEP), London Councils and the Greater London Authority (GLA) are bringing together business leaders and local authorities to develop skills and employment strategies to be embedded in local growth plans. Building better careers provision at a local level must be a key consideration. During the next 12 months (and beyond), the LEP, GLA and London Councils will find effective ways of working with their partners to deliver improved services for young people, including careers provision, through the European Social Fund (ESF) £750million investment for London.

London Ambitions proposes seven key elements for the Careers Offer to transform the landscape of careers and employment support for young people across London.

The seven elements are designed to establish a coherent framework to apply to young people regardless of the particular school or college they attend:

1. Every young Londoner should have access to **impartial, independent and personalised careers education, information, advice and face-to-face guidance in their local community.**
2. Every young Londoner should have completed **at least 100 hours experience of the world of work**, in some form, by the time they reach the age of 16. This may include career insights from industry experts, work tasters, coaching, mentoring, enterprise activities, part-time work, participation in Skills London and The Big Bang Event, work shadowing, work experience/ supported work experience and other relevant activities. Lessons from this and other elements of a young Londoners' employability journey should be captured in a personalised digital portfolio.
3. Every secondary school and college should have in place an **explicit publicised careers policy and Careers Curriculum on young people's experiences of the world of work, links with business, careers provision and destination outcomes.**
4. Every good institution will have a **governor with oversight for ensuring the organisation supports all students to relate their learning to careers and the world of work** from an early age.
5. Every secondary school and college should have **up-to-date, user-friendly labour market intelligence/information (LMI) readily accessible** by young people, teachers and parents/ carers drawing upon the Skills Match London, UKCES 'LMI for All', National Careers Service local LMI data and other reliable sources of information.
6. The quality of careers provision should be strengthened by **developing 'careers clusters' to share resources in improving awareness of London's labour market and supporting school and college leaders in a whole-school approach to plan and deliver careers provision.**
7. The **London Ambitions Portal** should enable more schools and colleges to easily find high-quality careers provision designed to support the career development of all young Londoners.

For a copy of the full report go to **londoncouncils.gov.uk/londonambitionscareers**

cover image: Photofusion
publication date: June 2015

London Councils
59½ Southwark Street
London SE1 0AL
www.londoncouncils.gov.uk
020 7934 9730