A successful careers offer

One headteacher described the value of external input: “The visitors are great. Whenever we can get real-life people that do various things is wonderful because children are actually so fascinated.”

Meanwhile, a student told researchers: “It kind of felt exciting learning about jobs, because some of them I didn’t really know about.”

Furthermore, the successful schools and college recognised the importance of developing students’ employability skills, including team-work, problem-solving and communications. They ran workshops on aspects such as CV-writing, getting into university and learning about Apprenticeships. Students took part in a “speed-dating” event where they were able to spend short sessions with employers to question them on their business. In the primary school, meanwhile, staff organised a Families Career Day, which was attended by parents and saw external speakers from a variety of sectors came into school to talk about their work.

The report recommended that if CEIAG is to become successfully implemented in a school, then it has to be delivered through a whole-school approach supported by senior leaders, with everyone in the school fully understanding its importance. It suggested teachers would benefit from CPD on the importance of CEIAG, and that it should be prioritised across the school into a structured approach across all year groups.

Schools also needed to ensure that the learning experiences given to students were meaningful, so that they are able to make informed choices about what lies ahead.

“Many young people do not realise what a job involves, so enhancing business partnerships will help young people make the right choices regarding their education and employment opportunities.”

“With youth unemployment in the capital at nine per cent, NFER’s report reinforces the importance of London schools, colleges and businesses working together to deliver a successful careers offer for all young Londoners.”

“Many young people are already starting to reap the rewards of schools and colleges working more closely with businesses. They can do no better by signing up to the London Ambitions Portal, a website that links schools and colleges with local businesses, as well as getting further inspiration from the London Ambitions Careers Curriculum.”

Tami McCrone, one of the authors of the report and senior research manager at NFER, added: “The schools and college we spoke to have already made significant steps in providing a high-quality CEIAG programme for their students. This report emphasises that giving CEIAG a priority in schools and colleges is important in raising aspirations and motivation in young people to succeed in the world of work.”

“Many young people do not realise what a job involves, so enhancing business partnerships will help young people make the right choices regarding their education and employment opportunities.”

Peter John, deputy chair of London Councils and executive member for business, skills and Brexit, said: “With youth unemployment in the capital at nine per cent, NFER’s report reinforces the importance of London schools, colleges and businesses working together to deliver a successful careers offer for all young Londoners.”

To support school leaders and teachers, NFER and London Councils have released an accessible Powerpoint guide, which provides evidence-based illustrations of delivery of careers education and guidance within some London schools and colleges. The free guide can be found at www.nfer.ac.uk/publications/LAMBOU/.

The NFER and London Councils report, London Ambitions Research: Shaping a successful careers offer for all young Londoners, can also be found at www.nfer.ac.uk/publications/LAMBOU/.

More on London Ambitions can be found at https://londonambitionsportal.london.gov.uk.

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