

# skillsLondon 2016

BROUGHT TO YOU BY



## EVALUATION REPORT

### London's biggest jobs and careers event

DELIVERED WITH  
**prospects**

Date: Jan 2017

**Bursting with careers**

**From tech to manufacturing**



Sponsored by  
**BARCLAYS**



**LONDON COUNCILS**

**Heathrow**



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NEEDS YOU

**AC** Association of Colleges  
London

**Royal Bank of Scotland**

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**Apprenticeships**

**Traineeships**

[www.skillslondon.co.uk](http://www.skillslondon.co.uk)

[@SkillsLondon](https://twitter.com/SkillsLondon) [f SkillsLondon](https://www.facebook.com/SkillsLondon) [the careersevents](https://www.instagram.com/thecareersevents)

## THE KEY FACTS

**VISITOR  
SATISFACTION**

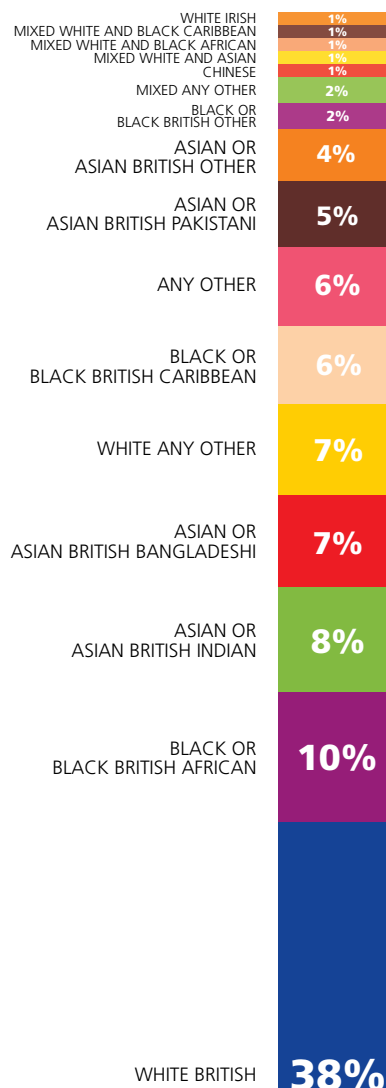
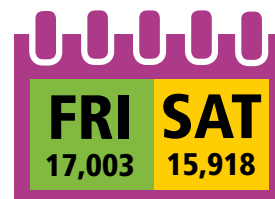
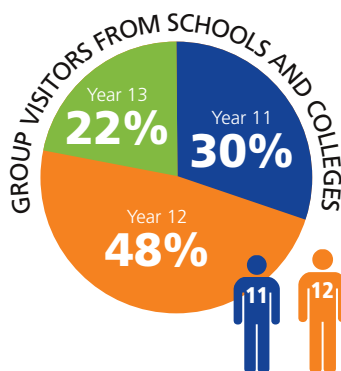
**98%**



**EVERY BOROUGH IN  
LONDON  
WAS REPRESENTED**



**32,921 PEOPLE VISITED**



**OVER 45,000 JOBS INCLUDING APPRENTICESHIPS**

**45k Jobs**



**97% EXHIBITOR SATISFACTION**

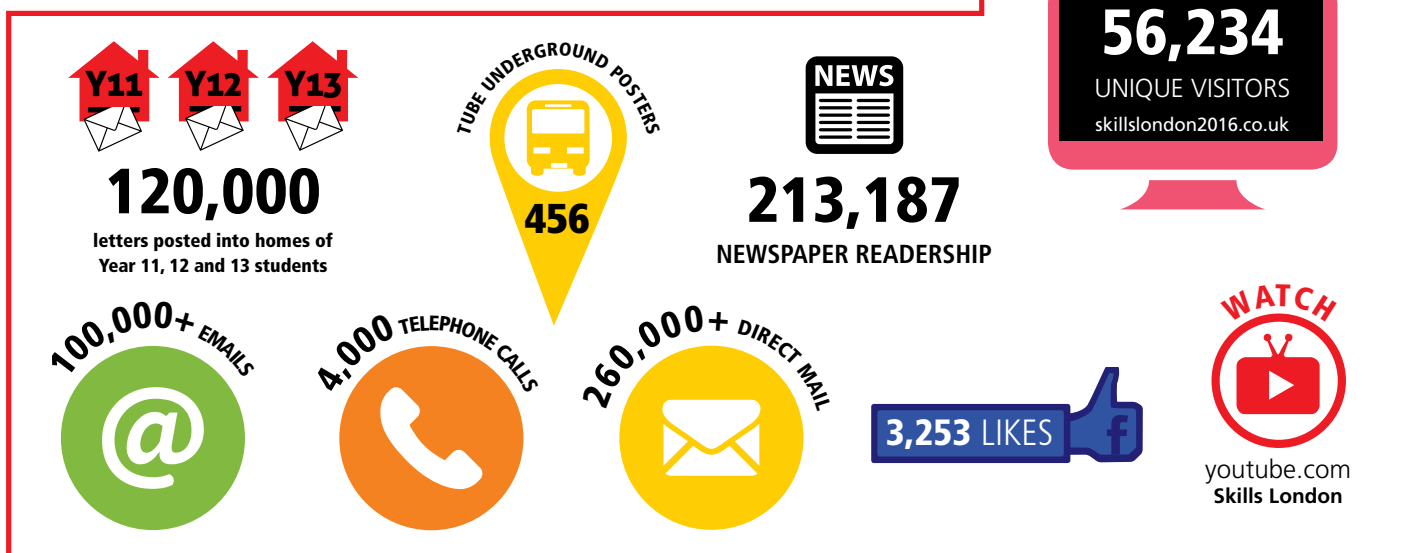
**EXCEL**

**7%**

**INCREASE IN THE NO. OF EXHIBITORS FROM 2015**

**222 ORGANISATIONS EXHIBITED**

**54% WERE EMPLOYERS**



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**MAYOR OF LONDON**

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**LONDON FIRST**

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**prospects**

**National Careers Service**

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**Apprenticeships**

**Traineeships**

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## INTRODUCTION

### 1.1 PURPOSE OF THE DOCUMENT

The purpose of the document is to evaluate the Skills London 2016 event and look for learning points and recommendations for 2017.

### 1.2 BACKGROUND

Skills London is a two day interactive and inspiring jobs and careers event that has been running since 2005. Organised by London First and Prospects, the 2016 event was supported by: The Mayor of London, National Apprenticeship Service, National Careers Service and Traineeships. Support Partners included: Barclays, Heathrow Airport, Property Needs You, Tideway, Lambeth College, London Councils, The Association of Colleges London, The Royal Bank of Scotland and NatWest, McDonald's and Premier Inn.

Aimed at 15-24 year olds, their parents, carers and families, plus teachers, tutors and careers advisers. The event was marketed to individuals, all secondary schools and colleges across London (targeting year groups from 11 and above) as well as careers advisers looking to keep up-to-date with vital industry knowledge.

Following the successful format of previous years, a Saturday opening was held to attract individual young people and their parents, carers and families; with the knowledge that parents and carers are an important influence on young people's career decisions.

The Deputy Mayor of London gave a speech at the Breakfast Debate, followed by a short tour. Meeting employers and apprentices, before getting involved in the interactive activities taking place and participating in Lambeth College's Get Skilled in Construction activity.

The event was attended by 32,921 people, exceeding the target of 30,000.

There were 222 different companies involved in Skills London 2016, this was a 7% year on year (YOY) increase compared to 2015.

For 2016, there was an increased focus on employers and jobs

with a target of at least 50% of exhibitors being employers. This was surpassed by 4% with 54% of exhibitors being employers. The event had more than 45,000 live jobs and apprenticeships on offer maintaining its aim to be London's biggest jobs and careers event.

## EXHIBITORS

Skills London 2016 was split into four industry zones and three advice zones, with exhibitors grouped by discipline.

BUSINESS & FINANCE ZONE

CAMPUS, EDUCATION & TRAINING ZONE

CAREERS & ENTERPRISE HUB

CREATIVE, HOSPITALITY, RETAIL & LEISURE ZONE

PUBLIC SERVICES, HEALTH & CARE ZONE

SCIENCE, TECHNOLOGY, ENGINEERING & MANUFACTURING ZONE

UNI STREET

With 222 separate organisations involved this year, compared to 207 in 2015, we welcomed many first time Skills London exhibitors, many were looking to promote apprenticeship vacancies due to the imminent introduction of the apprenticeship levy. 27% of exhibitors were new to the event in 2016 and 73% were existing exhibitors. A number of exhibitors have exhibited since Skills London was launched in 2005.

### 2.1 EXHIBITOR MARKETING AND ATTRACTION

Skills London is marketed to a comprehensive database of London based companies, national employers and London First members. Targeting a range of industry sectors we worked with key partners the National Apprenticeship Service, the National Careers Service, Mayor of London, London Councils, Association of Colleges and others including key current exhibitors and support partners. Working together we reach out to a wide range of potential exhibitors through a variety of methods including newsletters, sales brochure distribution, partner newsletters, client meetings, exhibitor masterclasses and having a presence at other London and national events.





## 3 ZONES

### 3.1 CAREERS AND ENTERPRISE HUB

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Out of 36 exhibitors (16% of the total), only two exhibitors were employers due to the nature of this zone. In 2015 19 exhibitors took part in this zone.

The Careers and Enterprise Hub offered careers advice on further and higher education routes, employment options, digital skills, volunteering, online job searching and business start-up. CV clinics were offered by The Write Stuff. The National Careers Service and the National Apprenticeship Service had prominent locations within this zone and National Careers Service advisers had 1,593 interventions where they spoke with individual young people for five minutes or more giving careers information, advice and guidance. London Councils, the zone sponsor, was able to offer careers advisers and teachers advice on London Ambitions and speak to all visitors about borough career opportunities. London Councils was the most proactive and prolific exhibitor in terms of social media coverage and won an award at the event.

#### The Staffroom

This year we introduced a new feature within this zone called the Staffroom. This offered teachers, tutors and careers advisers visiting a free tea or coffee and the opportunity to network with a range of organisations. These organisations shared up to date industry knowledge of business sectors and their services to support careers guidance work. The feature attracted ten organisations ranging from sector skills councils and trade bodies to the National Careers Service and National Apprenticeship Service. The feature was utilised mainly by parents on Saturday with the National Apprenticeship Service offering one to one apprenticeship advice to families.

<b>Aspire - international</b>	<a href="http://www.aspire-igen.com/aspire-international">www.aspire-igen.com/aspire-international</a>
<b>Builders Merchants Federation Ltd</b>	<a href="http://www.bmf.org.uk">www.bmf.org.uk</a>
<b>Chartered Institute of Building</b>	<a href="http://www.ciob.org">www.ciob.org</a>
<b>Creative &amp; Cultural Skills</b>	<a href="http://www.ccskills.org.uk/network">www.ccskills.org.uk/network</a>
<b>CSW Group Limited</b>	<a href="http://www.cswgroup.co.uk">www.cswgroup.co.uk</a>
<b>Inspiring Futures</b>	<a href="http://www.inspiringfutures.org.uk">www.inspiringfutures.org.uk</a>
<b>London Councils</b>	<a href="http://londonambitionsportal.london.gov.uk">londonambitionsportal.london.gov.uk</a>
<b>National Apprenticeship Service</b>	<a href="http://www.gov.uk/topic/further-education-skills/apprenticeships">www.gov.uk/topic/further-education-skills/apprenticeships</a>
<b>Transport for London</b>	<a href="http://www.tfl.gov.uk">www.tfl.gov.uk</a>
<b>Prospects Education Resources</b>	<a href="http://www.prospectseducationresources.co.uk">www.prospectseducationresources.co.uk</a>

### Interview Skills Dome

Another new feature within this zone was the Interview Skills Dome hosted by Smart Works. Visitors could drop in and receive one-to-one interview skills advice and practice their skills in a mock interview situation with volunteers from businesses exhibiting at Skills London. This feature aimed to help young visitors feel confident, comfortable and learn how to dress to impress to get their dream job. This was a very popular feature and we will continue to develop this for Skills London 2017.

### Industry Insight area

Working with London Councils various speakers had the chance to host 15 minute industry talks to teachers, tutors, careers advisers and parents. The programme worked well and most sessions were over subscribed. The most popular session was the Apprentice Panel Spotlight, where apprentices were interviewed about their current placements with Skills London exhibitors and sponsors and discussed their apprenticeship experience. These sessions were well received with teachers, parents and young people alike. Other speakers included EY, Tideway, Transport for London, Premier Inn and the National Theatre.

<b>AllAboutSchoolLeavers</b>	<a href="http://www.allaboutschoollleavers.co.uk">www.allaboutschoollleavers.co.uk</a>
<b>Ambitious about Autism</b>	<a href="http://www.ambitiousaboutautism.org">www.ambitiousaboutautism.org</a>
<b>Bright Ideas Trust</b>	<a href="http://www.brightideatrust.com">www.brightideatrust.com</a>
<b>Digital Skills Solutions</b>	<a href="http://www.digitalskillsuk.com">www.digitalskillsuk.com</a>
<b>GetMyFirstJob</b>	<a href="http://www.getmyfirstjob.co.uk">www.getmyfirstjob.co.uk</a>
<b>Havering College of Further and Higher Education</b>	<a href="http://www.havering-college.ac.uk">www.havering-college.ac.uk</a>
<b>Jobandtalent</b>	<a href="http://www.jobandtalent.com">www.jobandtalent.com</a>
<b>London Councils</b>	<a href="http://www.londoncouncils.gov.uk">www.londoncouncils.gov.uk</a>
<b>Milkround</b>	<a href="http://schoollleavers.milkround.com">schoollleavers.milkround.com</a>
<b>Montessori Centre International</b>	<a href="http://www.montessori.org.uk">www.montessori.org.uk</a>
<b>National Schools Employability Challenge (NSEC)</b>	<a href="http://www.nsechallenge.co.uk">www.nsechallenge.co.uk</a>
<b>notgoingtouni.co.uk</b>	<a href="http://www.notgoingtouni.co.uk">www.notgoingtouni.co.uk</a>
<b>Raleigh International</b>	<a href="http://www.raleighinternational.org">www.raleighinternational.org</a>
<b>RateMyApprenticeship</b>	<a href="http://www.RateMyApprenticeship.co.uk">www.RateMyApprenticeship.co.uk</a>
<b>Shaw Trust</b>	<a href="http://www.shaw-trust.org.uk">www.shaw-trust.org.uk</a>
<b>Smart Works</b>	<a href="http://www.smartworks.org.uk">www.smartworks.org.uk</a>
<b>Talent Match London</b>	<a href="http://www.talentmatchlondon.org">www.talentmatchlondon.org</a>
<b>TARGETcareers</b>	<a href="http://www.targetcareers.co.uk">www.targetcareers.co.uk</a>
<b>The Apprenticeship Guide</b>	<a href="http://www.apprenticeshipguide.co.uk">www.apprenticeshipguide.co.uk</a>
<b>The Challenge</b>	<a href="http://www.the-challenge.org">www.the-challenge.org</a>
<b>The National Apprenticeship Service</b>	<a href="http://www.gov.uk/topic/further-education-skills/apprenticeships">www.gov.uk/topic/further-education-skills/apprenticeships</a>
<b>The National Careers Service</b>	<a href="http://nationalcareersservice.direct.gov.uk">nationalcareersservice.direct.gov.uk</a>
<b>the1stjob.com</b>	<a href="http://www.the1stjob.com">www.the1stjob.com</a>
<b>The Big Choice</b>	<a href="http://www.thebigchoice.com">www.thebigchoice.com</a>
<b>UK National Europass Centre</b>	<a href="http://www.europass.org.uk">www.europass.org.uk</a>
<b>V.Inspired</b>	<a href="http://www.vinspired.com">www.vinspired.com</a>

*"Skills London 2016 was a great success for London Councils. We've supported this event since 2013 because attending enables us to speak with a lot of young Londoners about the great apprenticeship opportunities our boroughs offer. We also talk with teachers, careers advisers and parents about what we're doing to improve careers work in schools and colleges through London Ambitions. Supporting the Industry Insight Talks is also a fantastic way for our boroughs to showcase many of our current apprentices and explain much more about the vast range of career pathways local government has to offer."*

#### London Councils

### 3.2 CAMPUS, EDUCATION AND TRAINING ZONE

#### SPONSORED BY



31 exhibitors (14% of the total).  
In 2015 32 exhibitors took part in this zone.

A range of 22 colleges and nine training companies highlighted a large mix of opportunities and interactive and inspirational skills demonstrations bringing the world of further education to life. This year's event featured a large number of top London colleges, all competing to showcase the many courses from further education and higher education on offer across London. This zone is always highly interactive. Highlights include ELAM's green screen technology (best small stand award winner) and the Capel Manor College's climbing tower attracted a lot of eager climbers interested in learning how climbing skills are required for an arboriculture career. Capel Manor College also hosted a stand offering a range of land based courses from floristry, saddlery and animal care with visitors getting the chance to handle a variety of reptiles. Exhibitors within this zone rely heavily on support from their students and teaching teams, their commitment gave visiting students a really welcoming, educational experience. There were great themed stands and a lot of thought went into preparing to exhibit. South Essex College embraced the seasonal Christmas theme which clearly drew visitors onto their stand.

*"There are some really exciting exhibitors at Skills London that cover a whole range of careers which is great to see and be part of."*

#### Ealing, Hammersmith and West London College

*"Great show, lovely students and great diversity."*

#### Kingston College

*"We were delighted to sponsor Skills London for the second year running. Skills London provides us with a prime opportunity to promote the college, meet face to face with young people, showcase our college offering through hands-on activities, build relationships and capture new leads. We were very pleased to receive 150 applications and 400 new leads throughout the two day event."*

*Our students also had the opportunity to take part in the event including a tailored work experience programme and an industry insight apprentice panel debate. This not only provided the students with great experience, but it also allowed visitors to speak with our students directly and get a real feel for life at Lambeth College."*

#### Lambeth College – The Careers College



Barking & Dagenham College	<a href="http://www.bdc.ac.uk">www.bdc.ac.uk</a>
Barnet and Southgate College	<a href="http://www.barnetsouthgate.ac.uk">www.barnetsouthgate.ac.uk</a>
BSix Sixth Form College	<a href="http://www.bsix.ac.uk">www.bsix.ac.uk</a>
Capel Manor College	<a href="http://www.capel.ac.uk">www.capel.ac.uk</a>
Choice Training Ltd	<a href="http://www.choicetrainingltd.co.uk">www.choicetrainingltd.co.uk</a>
City and Islington College	<a href="http://www.candi.ac.uk">www.candi.ac.uk</a>
City of Westminster College	<a href="http://www.cwc.ac.uk">www.cwc.ac.uk</a>
Ealing, Hammersmith & West London College	<a href="http://www.wlc.ac.uk">www.wlc.ac.uk</a>
ELAM - East London Arts and Music	<a href="http://www.elam.co.uk">www.elam.co.uk</a>
East London Advanced Technology Training	<a href="http://www.elatt.org.uk">www.elatt.org.uk</a>
future-talent.com	<a href="http://www.future-talent.com">www.future-talent.com</a>
Harrow College	<a href="http://www.harrow.ac.uk">www.harrow.ac.uk</a>
Havering College of Further & Higher Education	<a href="http://www.havering-college.ac.uk">www.havering-college.ac.uk</a>
Kensington and Chelsea College	<a href="http://www.kcc.ac.uk">www.kcc.ac.uk</a>
Kingston College	<a href="http://www.kingston-college.ac.uk">www.kingston-college.ac.uk</a>
Lambeth College - The Careers College	<a href="http://www.lambethcollege.ac.uk">www.lambethcollege.ac.uk</a>
Lewisham Southwark College	<a href="http://www.lesoco.ac.uk">www.lesoco.ac.uk</a>

Newham College	<a href="http://www.newham.ac.uk">www.newham.ac.uk</a>
North Kent College	<a href="http://www.northkent.ac.uk">www.northkent.ac.uk</a>
Parenta	<a href="http://www.parenta.com">www.parenta.com</a>
Positive Outcomes - Paid To Learn	<a href="http://www.paidtolearn.co.uk">www.paidtolearn.co.uk</a>
Remit Training	<a href="http://www.remit.co.uk">www.remit.co.uk</a>
Seetec Skills	<a href="http://www.seetecskills.co.uk">www.seetecskills.co.uk</a>
South Essex College of Further & Higher Education	<a href="http://www.southessex.ac.uk">www.southessex.ac.uk</a>
South Thames College	<a href="http://www.south-thames.ac.uk">www.south-thames.ac.uk</a>
Space Studio West London	<a href="http://www.spacestudiowestlondon.org">www.spacestudiowestlondon.org</a>
Tech City College	<a href="http://www.techcity-aspirations.org">www.techcity-aspirations.org</a>
The College of Haringey, Enfield and North East London	<a href="http://www.conel.ac.uk">www.conel.ac.uk</a>
Uxbridge College	<a href="http://www.uxbridgecollege.ac.uk">www.uxbridgecollege.ac.uk</a>
Westminster Kingsway College	<a href="http://www.westking.ac.uk">www.westking.ac.uk</a>
Writtle University College	<a href="http://www.writtle.ac.uk">www.writtle.ac.uk</a>

### 3.3 BUSINESS, IT AND FINANCE ZONE

SPONSORED BY



25 exhibitors (11% of the total), 17 were employers. In 2015 16 exhibitors took part in this zone.

This year saw a good mix of professional bodies, employers and trainers, with first time exhibitors Aon, Fidelity International, Mercer and Legal & General Group. Employers were offering a huge range of career opportunities and many commented the students they met were polite, interested, asking some great questions and many had a clear idea about what they wanted to do in the future. There were some really interactive stands within this zone which created a great atmosphere including PwC's money box game and NatWest's Money Sense Get Skilled activity where visitors took a personality test to assess the best business they would be suited to.

AAT (Association of Accounting Technicians)	<a href="http://www.aat.org.uk">www.aat.org.uk</a>
Aon	<a href="http://www.aonearlycareers.co.uk">www.aonearlycareers.co.uk</a>
Bank of America, Merrill Lynch	<a href="http://campus.bankofamerica.com">campus.bankofamerica.com</a>
Barclays Bank PLC	<a href="http://www.barclays.co.uk">www.barclays.co.uk</a>
BPP Professional Apprenticeships	<a href="http://www.bpp.com/apprenticeships">www.bpp.com/apprenticeships</a>
Catch 22	<a href="http://www.catch-22.org.uk">www.catch-22.org.uk</a>
CLC	<a href="http://www.conveyancer.org.uk">www.conveyancer.org.uk</a>
Crowe Horwath	<a href="http://www.crowehorwath.com">www.crowehorwath.com</a>
EY	<a href="http://www.ukcareers.ey.com/schools">www.ukcareers.ey.com/schools</a>
Fidelity International	<a href="http://www.fidelityrecruitment.com">www.fidelityrecruitment.com</a>
Hymans Robertson	<a href="http://www.hymans.co.uk">www.hymans.co.uk</a>
ICAEW	<a href="http://www.icaew.com/careers">www.icaew.com/careers</a>
Inside Careers	<a href="http://www.insidecareers.co.uk">www.insidecareers.co.uk</a>

Institute and Faculty of Actuaries (IFoA)	<a href="http://www.actuaries.org.uk/become-actuary">www.actuaries.org.uk/become-actuary</a>
Kaplan	<a href="http://www.kaplanapprentices.co.uk">www.kaplanapprentices.co.uk</a>
KPMG	<a href="http://www.kpmgcareers.co.uk/schoolleavers">www.kpmgcareers.co.uk/schoolleavers</a>
Legal & General Group Plc	<a href="http://www.legalandgeneralgroup.com">www.legalandgeneralgroup.com</a>
Lloyd's of London	<a href="http://www.lloyds.com">www.lloyds.com</a>
Lloyds Banking Group	<a href="http://www.lloydsbankinggroup.talent.com">www.lloydsbankinggroup.talent.com</a>
Mercer	<a href="http://www.uk.mercer.com">www.uk.mercer.com</a>
National Audit Office	<a href="http://www.nao.org.uk/school-leavers">www.nao.org.uk/school-leavers</a>
PwC	<a href="http://www.pwc.com/uk/schools">www.pwc.com/uk/schools</a>
RBS	<a href="http://www.yourpassionyourpotential.rbs.com">www.yourpassionyourpotential.rbs.com</a>
Reliance Mutual	<a href="http://www.reliance mutual.co.uk">www.reliance mutual.co.uk</a>
The Chartered Institute of Legal Executives (CILEX)	<a href="http://www.cilex.org.uk">www.cilex.org.uk</a>

*"Well worth the investment in time and money."*

RBS

*"We really enjoyed the event. Well managed, great exposure and a fantastic opportunity to engage with bright, interested, young people and to meet the apprentices of the future."*

Fidelity International

*"It was a really valuable event and we gained lots of interest to our stand and managed to collect lots of really useful data from the students who made enquiries which we shall follow up with direct communications."*

The Chartered Institute of Legal Executives

### 3.4 CREATIVE, HOSPITALITY, RETAIL AND LEISURE

SPONSORED BY



42 exhibitors (19% of the total), 15 were employers. In 2015 42 exhibitors took part in this zone.

This zone was a hub of creativity and inspirational, engaging activity offering a huge range of catering, hair and beauty, fitness training, timed bed-making, photography, special effects, silver service, front of house, visual effects, green screen technology, visual merchandising demonstrations and challenges. The amazing variety of skills demonstrated by employers and training organisations created a buzz within this zone. First time exhibitors The Royal Household, ITV and some of London's top theatres including the Royal Opera



House, National Theatre, Sadlers Wells and the Southbank Centre really embraced the challenge of being interactive with some superb demonstrations on offer for visitors to try. ITV won the best innovative stand award for their 'I'm a Celebrity' themed stand. Premier Inn won The Most Engaging Team award for their lively bed making squad who raced against the clock with visitors to make the perfect bed! Their enthusiasm remained strong over the two days. More exhibitors from the creative industries including The Academy of Contemporary Music, UK Music, Whitelight, the National College for Creative and Ambassador Theatre Group exhibited for the first time. Access to Music hosted a lively Buskers Corner giving visitors the chance to show off their performing skills.

We were pleased with the increased number of creative sector employers this year, however, previous events have included a larger number of employers from the hospitality sector exhibiting. This was due to Skills London taking place in December. As Skills London 2017 will take place in November, we hope more employers will attend.



### New for 2016 Skills Showcase

Students and employees from exhibiting companies were offered the chance to showcase their work within the new Skills Showcase, in a gallery setting. Work ranged from sculptures, dresses to a piece of music written by an award winning student. This worked well and will be developed further for future events.

Access to Music - the creative college	<a href="http://www.accesstomusic.ac.uk">www.accesstomusic.ac.uk</a>
ALDI	<a href="http://www.aldirecruitment.co.uk">www.aldirecruitment.co.uk</a>
Ambassador Theatre Group	<a href="http://www.atgtickets.com">www.atgtickets.com</a>
Amersham & Wycombe College	<a href="http://www.amersham.ac.uk">www.amersham.ac.uk</a>
AoC Sport	<a href="http://www.aoc.co.uk">www.aoc.co.uk</a>
Backstage Academy	<a href="http://www.backstage-academy.co.uk">www.backstage-academy.co.uk</a>
Barking & Dagenham College	<a href="http://www.bdc.ac.uk">www.bdc.ac.uk</a>
Be a Better You	<a href="http://www.beabetteryoucourses.co.uk">www.beabetteryoucourses.co.uk</a>
Careersinracing	<a href="http://www.careersinracing.com">www.careersinracing.com</a>
Creative Media Skills	<a href="http://www.creative-media-skills.com">www.creative-media-skills.com</a>
Creative Pioneers Apprenticeships	<a href="http://www.creativepioneers.co.uk">www.creativepioneers.co.uk</a>
deliveroo	<a href="http://www.deliveroo.co.uk">www.deliveroo.co.uk</a>
Edge Hotel School	<a href="http://www.edgehotelschool.ac.uk">www.edgehotelschool.ac.uk</a>

### Escape Studios, part of Pearson College London

[www.pearsoncollegelondon.ac.uk/escapedegrees](http://www.pearsoncollegelondon.ac.uk/escapedegrees)

Fashion Enter Ltd	<a href="http://www.fashioncapital.co.uk">www.fashioncapital.co.uk</a>
Fashion Retail Academy	<a href="http://www.fashionretailacademy.ac.uk">www.fashionretailacademy.ac.uk</a>
HIT Training	<a href="http://www.hittraining.co.uk">www.hittraining.co.uk</a>
ITV	<a href="http://www.itv.plc">www.itv.plc</a>
KFC UK	<a href="http://www.kfccareers.co.uk">www.kfccareers.co.uk</a>
Lambeth College - The Careers College	<a href="http://www.lambethcollege.ac.uk">www.lambethcollege.ac.uk</a>
LCBT	<a href="http://www.Lcibt.co.uk">www.Lcibt.co.uk</a>
London Academy of Music and Drama - LAMDA	<a href="http://www.lamda.org.uk">www.lamda.org.uk</a>
London College of Contemporary Arts (LCCA)	<a href="http://www.lcca.org.uk">www.lcca.org.uk</a>
London Hairdressing Apprenticeship Academy	<a href="http://www.lhaa.co.uk">www.lhaa.co.uk</a>
National College Creative Industries	<a href="http://www.creativeindustries.ac.uk">www.creativeindustries.ac.uk</a>
Point Blank Music School	<a href="http://www.pointblankmusicschool.com">www.pointblankmusicschool.com</a>
Premier Inn	<a href="http://www.premierinn.com">www.premierinn.com</a>
Roundhouse	<a href="http://www.roundhouse.org.uk">www.roundhouse.org.uk</a>
Sadler's Wells Theatre	<a href="http://www.sadlerswells.com">www.sadlerswells.com</a>
SAE Institute	<a href="http://www.sae.edulgb">www.sae.edulgb</a>
Southbank Centre	<a href="http://www.southbankcentre.co.uk/workforus">www.southbankcentre.co.uk/workforus</a>
The Academy of Contemporary Music	<a href="http://www.acm.ac.uk">www.acm.ac.uk</a>
The National Theatre	<a href="http://www.nationaltheatre.org.uk">www.nationaltheatre.org.uk</a>
The PR Apprenticeship	<a href="http://www.prca.org.uk/pr-apprenticeships">www.prca.org.uk/pr-apprenticeships</a>
The Royal Household	<a href="http://www.everydayexceptional.royal.uk">www.everydayexceptional.royal.uk</a>
The Royal Opera House	<a href="http://www.roh.org.uk">www.roh.org.uk</a>
UK Music	<a href="http://www.ukmusic.org">www.ukmusic.org</a>
Vision Express	<a href="http://www.visionexpress.com">www.visionexpress.com</a>
Watford FC Community Sports & Education Trust	<a href="http://www.watfordfccsetrust.com">www.watfordfccsetrust.com</a>
Welcome Skills Ltd	<a href="http://www.welcomeskills.com">www.welcomeskills.com</a>
White Light Ltd	<a href="http://www.whitelight.ltd.uk">www.whitelight.ltd.uk</a>
YMCAfit	<a href="http://www.ymcafit.org.uk">www.ymcafit.org.uk</a>

*"It was great to engage with parents, teachers and young people who had perhaps not considered a career in the creative sector."*

### Royal Opera House



### 3.5 UNI STREET

20 exhibitors (9% of the total). In 2015 18 exhibitors took part in this zone.

Several new universities exhibited this year, as well as seasoned Skills London exhibitors demonstrating Skills London is more than Further Education provision and training routes. Some exhibiting universities promoted Higher Apprenticeships. Universities were offered a slightly different exhibiting package again this year similar to higher education fairs – this proved popular. In 2017 we would like more universities to offer interactive experiences. However, we were encouraged to see some offering engaging demos on their stand especially Ravensbourne who showcased a 3D printer and London Metropolitan University who offered a Snakes and Ladders style skill game.

Arden University	<a href="http://www.arden.ac.uk">www.arden.ac.uk</a>
Canterbury Christ Church University	<a href="http://www.canterbury.ac.uk">www.canterbury.ac.uk</a>
City, University of London	<a href="http://www.city.ac.uk">www.city.ac.uk</a>
CU London	<a href="http://www.coventry.ac.uk/cul">www.coventry.ac.uk/cul</a>
Department of Social Policy, London School of Economics and Political Science	<a href="http://www.lse.ac.uk/socialpolicy">www.lse.ac.uk/socialpolicy</a>
GSM London	<a href="http://www.gsmlondon.ac.uk">www.gsmlondon.ac.uk</a>
Kingston University	<a href="http://www.kingston.ac.uk">www.kingston.ac.uk</a>
London Metropolitan University	<a href="http://www.londonmet.ac.uk">www.londonmet.ac.uk</a>
Middlesex University	<a href="http://www.mdx.ac.uk">www.mdx.ac.uk</a>
Ravensbourne, London	<a href="http://ravensbourne.ac.uk">ravensbourne.ac.uk</a>
Teesside University	<a href="http://www.tees.ac.uk">www.tees.ac.uk</a>
UCFB	<a href="http://www.ucfb.com">www.ucfb.com</a>
University of Bedfordshire	<a href="http://www.beds.ac.uk">www.beds.ac.uk</a>
University of East London	<a href="http://www.uel.ac.uk">www.uel.ac.uk</a>
University of Greenwich	<a href="http://www.gre.ac.uk">www.gre.ac.uk</a>
University of Hertfordshire	<a href="http://www.herts.ac.uk">www.herts.ac.uk</a>
University of West London	<a href="http://www.uwl.ac.uk">www.uwl.ac.uk</a>
University of Westminster	<a href="http://Westminster.ac.uk">Westminster.ac.uk</a>
University of Winchester	<a href="http://www.winchester.ac.uk">www.winchester.ac.uk</a>
Whatuni	<a href="http://www.whatuni.com">www.whatuni.com</a>

*"We had a great time talking to people and getting them to think about the skills you can gain by going to university."*

**London Metropolitan University**



### 3.6 STEM ZONE

SPONSORED BY



**Heathrow**

58 exhibitors (26% of the total), 31 were employers. In 2015 43 exhibitors took part across the three zones that have now merged into one.

Sponsors and other key London employers gave this zone a vibrant feel with interactive stands from exhibitors large and small. Exhibitors ranged from big infrastructure projects like Tideway to transport service providers Transport for London, utilities companies UK Power Networks and National Grid alongside construction giants Barratt Homes, Laing O'Rourke and Canary Wharf. The world of property was showcased by sponsor Property Needs You which represents a range of top UK London based property development firms. We were pleased many first time exhibitors joined this zone including Best New Exhibitor Stand award winner, Telford Homes, as well as Dyson, Jaguar Land Rover and the Port of London Authority, all showcased a varied range of career pathways. A number of Get Skilled stands featured in this zone and visitors were spoilt for choice. It was great more employers hosted Get Skilled activities including the Property Needs You town-planning game and Heathrow's engineering challenge. Future plans for this zone include targeting a wider selection of construction employers to participate in a London Hub Village.

The central Tech Feature stand supported by the Mayor of London this year was a collaboration between Ada. National College for Digital Skills, their partner employers and four tech start-ups/SMEs. Ada worked with Google, IBM, Deloitte Digital, King and BBC hosting workshops and talks throughout the event, presentations took place every 30 minutes. This area was popular with visitors eager to meet key employers and investigate the latest cool tech. We would like to develop this content further in 2017. Two recommendations for this feature are to make closer links to the creative industries to further promote industry skill shortages; and tackle the issue of working with SMEs to host stands as many struggle to adequately staff the event for the duration.

Accenture	<a href="http://www.accenture.com/ukgrads">www.accenture.com/ukgrads</a>
Ada. National College for Digital Skills	<a href="http://www.adacollege.org.uk">www.adacollege.org.uk</a>
ARCADIS	<a href="http://www.arcadis.com">www.arcadis.com</a>
Barratt Developments	<a href="http://www.barratffuturetalent.co.uk">www.barratffuturetalent.co.uk</a>
BMB - West	<a href="http://www.tideway.london">www.tideway.london</a>
BNP Paribas	<a href="http://www.realestate.bnpparibas.co.uk">www.realestate.bnpparibas.co.uk</a>
BT	<a href="http://www.btplc.com/Careercentre">www.btplc.com/Careercentre</a>
BSix Sixth Form College	<a href="http://www.bsix.ac.uk">www.bsix.ac.uk</a>





Canary Wharf Group Plc	<a href="http://www.group.canarywharf.com">www.group.canarywharf.com</a>
CBRE	<a href="http://www.cbre.co.uk">www.cbre.co.uk</a>
Colliers	<a href="http://www.colliers.com">www.colliers.com</a>
Cushman & Wakefield	<a href="http://www.cushmanwakefield.co.uk">www.cushmanwakefield.co.uk</a>
CVB - East	<a href="http://www.tideway.london">www.tideway.london</a>
Deloitte	<a href="http://www2.deloitte.com">www2.deloitte.com</a>
Department of the Built Environment, University of Greenwich	<a href="http://www.gre.ac.uk/lach">www.gre.ac.uk/lach</a>
Digital Skills Solutions	<a href="http://www.digitalskillsuk.com">www.digitalskillsuk.com</a>
Dyson Institute of Technology	<a href="http://www.dyson.co.uk">www.dyson.co.uk</a>
Elutec - a school of design, engineering and technology	<a href="http://www.elutec.co.uk">www.elutec.co.uk</a>
FLO - Central	<a href="http://www.tideway.london">www.tideway.london</a>
Gamesys	<a href="http://www.gamesyscorporate.com">www.gamesyscorporate.com</a>
Gerald Eve	<a href="http://www.geraldeve.com">www.geraldeve.com</a>
Go Construct	<a href="http://www.goconstruct.org">www.goconstruct.org</a>
Google	<a href="http://careers.google.com">careers.google.com</a>
Heathrow Airport	<a href="http://www.heathrow.com">www.heathrow.com</a>
IBM UK	<a href="http://ibm.com/jobs/uk">ibm.com/jobs/uk</a>
Intraining	<a href="http://intraining.co.uk">intraining.co.uk</a>
Jaguar Land Rover	<a href="http://landroverretailerapprenticeships.co.uk">landroverretailerapprenticeships.co.uk</a>
JLL	<a href="http://www.jll.co.uk">www.jll.co.uk</a>
JTL	<a href="http://www.jtltraining.com">www.jtltraining.com</a>
Just IT	<a href="http://www.justit.co.uk">www.justit.co.uk</a>
KeolisAmey Docklands Ltd	<a href="http://keolisameydocklands.info">keolisameydocklands.info</a>
King Games	<a href="http://jobs.king.com">jobs.king.com</a>
Knight Frank	<a href="http://www.knightfrank.co.uk">www.knightfrank.co.uk</a>
Lambeth College - The Careers College	<a href="http://www.lambethcollege.ac.uk">www.lambethcollege.ac.uk</a>
Laing O'Rourke	<a href="http://www.laingorourke.com">www.laingorourke.com</a>
Logic Studio School	<a href="http://www.logicstudioschool.org/home">www.logicstudioschool.org/home</a>
London Design & Engineering UTC	<a href="http://www.ldeutc.co.uk">www.ldeutc.co.uk</a>
McDonald's Restaurants Ltd	<a href="http://www.mcdonalds.co.uk/ukhome.html">www.mcdonalds.co.uk/ukhome.html</a>
Mulberry UTC	<a href="http://www.mulberryutc.co.uk">www.mulberryutc.co.uk</a>
Port of London Authority	<a href="http://www.pla.co.uk">www.pla.co.uk</a>
Property Needs You	<a href="http://www.propertyneedsyou.com">www.propertyneedsyou.com</a>
QA Apprenticeships	<a href="http://www.apprenticeships.qa.com">www.apprenticeships.qa.com</a>
RICS	<a href="http://www.rics.org">www.rics.org</a>
RREF	<a href="http://www.henley.ac.uk/rref/rref-what-we-do/rref_pathways_to_property.aspx">www.henley.ac.uk/rref/rref-what-we-do/rref_pathways_to_property.aspx</a>
RTPI	<a href="http://www.rtpi.org.uk">www.rtpi.org.uk</a>

Savills	<a href="http://www.savills.co.uk">www.savills.co.uk</a>
Ship Safe Training Group Ltd	<a href="http://www.sstg.org">www.sstg.org</a>
Siemens Rail Systems	<a href="http://www.siemens.co.uk/careers">www.siemens.co.uk/careers</a>
Sir Simon Milton Westminster UTC	<a href="http://www.westminsterutc.co.uk">www.westminsterutc.co.uk</a>
South Bank Engineering UTC	<a href="http://www.southbank-utc.co.uk">www.southbank-utc.co.uk</a>
South Essex College of Further & Higher Education	<a href="http://www.southessex.ac.uk">www.southessex.ac.uk</a>
Strutt & Parker	<a href="http://www.struttandparker.com">www.struttandparker.com</a>
Tasty Careers	<a href="http://tastycareers.org.uk">tastycareers.org.uk</a>
Technicians Make it Happen	<a href="http://www.technicians.org.uk">www.technicians.org.uk</a>
Teesside University	<a href="http://www.tees.ac.uk">www.tees.ac.uk</a>
Telford Homes	<a href="http://www.telfordhomes.london">www.telfordhomes.london</a>
Thales	<a href="http://www.thalesgroup.com/UK">www.thalesgroup.com/UK</a>
Thames Skills Academy	<a href="http://www.thamesacademy.london">www.thamesacademy.london</a>
The Chartered Institute of Building	<a href="http://www.ciob.org">www.ciob.org</a>
Tideway	<a href="http://www.tideway.london">www.tideway.london</a>
Transport for London	<a href="http://www.tfl.gov.uk">www.tfl.gov.uk</a>
UK Power Networks	<a href="http://www.ukpowernetworks.co.uk">www.ukpowernetworks.co.uk</a>
UNFM	<a href="http://www.unisnotforme.com">www.unisnotforme.com</a>
Virgin Media	<a href="http://careers.virginmedia.com/early-careers">careers.virginmedia.com/early-careers</a>
Westminster Kingsway College	<a href="http://www.westking.ac.uk">www.westking.ac.uk</a>
WhiteHat	<a href="http://www.whitehat.org.uk">www.whitehat.org.uk</a>
Yourfeed	<a href="http://www.yourfeed.com">www.yourfeed.com</a>



"This was our fifth year at Skills London and we were overwhelmed by the enthusiasm of students, parents, and careers advisers. Its the best event in London to engage with students."

Property Needs You

*"Tideway have a requirement to employ local people and with the commitment we've made around offering apprenticeships Skills London offers us a great platform as it draws so many thousands of young people from across the capital. Our attendance really enables us to engage with young people, teachers and parents and our hope is we inspire them and get young Londoners into work on our projects."*

#### **Tideway**

*"Very well run event, this is our third year here, always delivers and a very worthwhile event to be part of."*

#### **Virgin Media**

*"Excellent event – as part of our talent attraction strategy Skills London continues to be one of our most enjoyable and effective careers events."*

#### **Siemens Rail**

### **3.6 PUBLIC SECTOR, HEALTH & CARE ZONE**

10 exhibitors (5% of the total), eight were employers. In 2015 eight exhibitors took part in this zone.

This zone had a good mix of employers including the Valuation Office Agency, NHS, and Armed Forces however this zone has the potential to grow in 2017. The Armed Forces presented highly interactive stands and the NHS featured the London Ambulance Service training ambulance with a range of healthcare professionals on hand to give careers advice. There were two Get Skilled stands for the first time within this zone, hosted by Barnet & Southgate College



and Canterbury Christ Church University, both showcased healthcare demonstrations including resuscitation techniques and nursery care. Plans for 2017 include working to increase the range of private sector employers within this zone to ensure the care sector is adequately represented. We hope the Metropolitan Police can also be involved next year, as they have been part of the event previously and visitors commented they were one of the companies they were hoping to meet.



<b>Barnet and Southgate College</b>	<a href="http://www.barnetsouthgate.ac.uk">www.barnetsouthgate.ac.uk</a>
<b>British Army</b>	<a href="http://www.army.mod.uk">www.army.mod.uk</a>
<b>Canterbury Christ Church University - Faculty of Health and Wellbeing</b>	<a href="http://www.canterbury.ac.uk/health">www.canterbury.ac.uk/health</a>
<b>Civil Service Fast Track</b>	<a href="http://www.gov.uk/government/organisations/civil-service-fast-track-apprenticeship">www.gov.uk/government/organisations/civil-service-fast-track-apprenticeship</a>
<b>NHS Health Education England</b>	<a href="http://www.healthcareers.nhs.uk">www.healthcareers.nhs.uk</a>
<b>Royal Air Force</b>	<a href="http://www.raf.mod.uk/recruitment">www.raf.mod.uk/recruitment</a>
<b>Royal Navy &amp; Royal Marines</b>	<a href="http://www.royalnavy.mod.uk/careers">www.royalnavy.mod.uk/careers</a>
<b>Teach First</b>	<a href="http://www.teachfirst.org.uk">www.teachfirst.org.uk</a>
<b>Valuation Office Agency</b>	<a href="http://Valuation Office Agency - gov.uk">Valuation Office Agency - gov.uk</a>

*"Skills London gives us the opportunity to reach high numbers of young people to promote the wide range of careers in the NHS. We're always delighted by the enthusiasm and passion of the people we meet who are excited to learn more about working in healthcare."*

#### **NHS Health Education England**





## 4 CONTENT OF THE EVENT

Interactive and engaging is the key to a great event and this year's Skills London proved no exception. Relevant and effective demonstrations were hosted on a variety of stands giving visitors bite-sized tasters of specific jobs and career sectors. To achieve this, we work with exhibitors in the lead up to the event and for new exhibitors or for those where staff have changed, we host an 'Exhibitor Masterclass'. At these exhibitors are tutored and encouraged of the benefits of making their stands 'hands-on'. The benefits of the five senses – taste, touch, smell, sight and sound – gives better return on investment and harnesses improved visitor engagement.

Stand demonstrations sit alongside Get Skilled and Feature stands. The event is divided into industry zones to help visitors navigate their way around. The zones are colour coded using carpet, nameboard fascia, suspended signage and round bus stop style signs on the corner of each stand block. This zone theme replicates throughout the website.

### 4.1 GET SKILLED STANDS

Four out of the seven zones at Skills London hosted hands-on, interactive Get Skilled stands. Each Get Skilled stand offered a bite-sized, practical demonstration enabling the visitor to try a range of skills across a variety of industries they may not have previously considered. In total there were 16 separate Get Skilled stands hosted by colleges, training providers and employers.

#### GET SKILLED IN SCIENCE, TECHNOLOGY, ENGINEERING & MANUFACTURING



**GET SKILLED 1:**  
WESTMINSTER KINGSWAY COLLEGE



**GET SKILLED 2:**  
LAMBETH COLLEGE – THE CAREERS COLLEGE



**GET SKILLED 3:**  
WESTMINSTER KINGSWAY COLLEGE



**GET SKILLED 4:**  
LAMBETH COLLEGE – THE CAREERS COLLEGE



**GET SKILLED 5:**  
PROPERTY NEEDS YOU



**GET SKILLED 6:**  
SOUTH ESSEX COLLEGE OF FURTHER  
AND HIGHER EDUCATION



**GET SKILLED 7:**  
HEATHROW AIRPORT



**GET SKILLED 8:**  
BSIX SIXTH FORM COLLEGE

#### GET SKILLED IN CREATIVE, HOSPITALITY, RETAIL & LEISURE



**GET SKILLED 9:**  
BARKING & DAGENHAM COLLEGE



**GET SKILLED 10:**  
LAMBETH COLLEGE – THE CAREERS COLLEGE



**GET SKILLED 11:**  
LAMBETH COLLEGE – THE CAREERS COLLEGE



**GET SKILLED 12:**  
ITV



**GET SKILLED 13:**  
LAMBETH COLLEGE – THE CAREERS COLLEGE

#### GET SKILLED IN BUSINESS & FINANCE



**GET SKILLED 14:**  
NATWEST

#### GET SKILLED IN PUBLIC SERVICES, HEALTH & CARE



**GET SKILLED 15:**  
BARNET SOUTHGATE COLLEGE



**GET SKILLED 16:**  
CANTERBURY CHRIST CHURCH UNIVERSITY –  
FACULTY OF HEALTH AND WELLBEING

Popular Get Skilled stands included Get Skilled 4 hosted by Lambeth College which gave visitors the opportunity to try bricklaying. Get Skilled 3 hosted by BSix Sixth Form College gave visitors the opportunity to have a go at mixing music and producing tracks and Get Skilled 7 hosted by Heathrow allowed visitors to have a go at security screening in true airport fashion.



## 4.2 FEATURE STANDS

This year London First and Prospects endeavoured to deliver more stand-out feature areas to add interest and excitement to the event. We mainly worked with current exhibitors to deliver these feature stands rather than approaching outside organisations who charge for their services.

In total there were six different feature areas.

### Tech Feature

The Tech Feature is one of Skills London's wow features and attracts prestigious recruiters from the world of digital technology, giving visitors the opportunity to learn about this fast growing industry. Visitors participated in mini technology demonstrations including coding and robotics. This feature was hosted by Ada. National College for Digital Skills and contributing exhibitors included: Google, Deloitte, UNFM, Yourfeed, WhiteHat and White Light. This area included a Tech Talks area which proved very popular and included talks by Ada, Google, Deloitte Digital and BBC.

### Industry Insight Talks

The Careers and Enterprise Hub hosted the Industry Insight Talks, sponsored by London Councils. Designed to provide group leaders and teachers with a preview into different industries, what working in these industries involves and how to gain entry. Speakers included: London Councils, Careers in the Creative Industries, Transport for London, Yourfeed, McDonald's Restaurants, Premier Inn, EY, Tideway, LAMDA and Property Needs You. This year saw the addition of an Apprenticeship Panel which gave visitors a chance to ask real life apprentices who currently work for some of the exhibitors at the show about their day to day working lives. As a note for next year we will consider moving this feature into the Staffroom as talks are relevant for teachers and group leaders. We will further investigate if these sessions can be linked to CPD accreditation.

### Live Jobs Board

Skills London 2016 saw the return of the Live Jobs Board where exhibitors could post vacancies on a physical 6m wall, which highlighted and promoted any opportunities available within their team or organisation. Organisations were encouraged to complete job forms online and we printed and displayed these on the Live Jobs Board.



### Interview Skills Dome

A new feature to 2016, Smart Works hosted a range of one-to-one mock interviews for visitors. Visitors had the chance to meet with interview experts and coaches in order to receive expert advice on how to prepare and what to wear to look great, feel comfortable and get that dream job. Smart Works linked with many of the current Skills London exhibitors who provided volunteers who were on hand to offer their expertise. Looking ahead to 2017 we will look to extend this feature by adding more one-to-one stations and also shorten the session times to allow more people to have the chance to experience this great feature.



### The Staffroom

Another new feature for 2016 was the Staffroom which gave teachers, tutors and careers advisers visiting Skills London the opportunity to network with a range of organisations all keen to share up-to-date information on business sectors and services to support careers guidance work. In order to attract teachers and group leaders to this feature, free tea and coffee vouchers were handed out at registration which were redeemable in the Staffroom. Sadler's Wells, Ambassador Theatre Group and White Light also offered theatre tickets and educational tour prizes as an incentive to encourage registrations. This catering element only ran on the Friday as a trial for 2016 but we will look to see if it is beneficial to extend this to the Saturday for 2017 as an incentive for parents to make use of this feature.

### Skills Showcase

We decided to trial the Skills Showcase at Skills London this year with great success. Seven students from various colleges agreed to showcase work they had recently created. Exhibits included four costumes displayed on mannequins, a short video shown on a TV screen with headphones and music alongside, pewter artwork, screen printing and graphic design.

### 4.3 INTERACTIVE EXHIBITORS

We worked closely with exhibitors to ensure a higher proportion of exhibitors offered hands-on activities this year. To encourage and support exhibitors we delivered an Exhibitor Masterclass at ExCeL London on Thursday 30 June and was well attended with 60 exhibitors booked. This session covered Top Tips with Nina Hurst-Jones, Prospects, Apprenticeship Recruitment by Skills Funding Agency and Social Media, Crowd Sourcing Both Pre and at Event by Julia Galbraith, Exhibition Marketing Manager at ExCeL. This event was opened by Mark Hilton, Executive Director of Policy at London First.

All delegates received an event guide to exhibiting. The Exhibitor Masterclass worked well and resulted in a very high percentage of exhibitors offering hands-on, engaging activities.

We recorded which stands were interactive and engaging using a traffic light system. Across the event, 56% of stands were very interactive or very engaging, 36% were interactive or engaging and 8% were not interactive nor engaging. Although we encourage all exhibitors to offer hands-on activities some zones were more interactive than others, related to the nature of the industry. The most interactive zones were STEM and Creative, Hospitality, Retail and Leisure. The least interactive zones were Business and Finance and Uni Street. In 2017 we will continue to work more closely with these exhibitors offering additional support to help develop their stand activities and demonstrations.

We recognise outstanding achievements with exhibitor stand awards. This encourages exhibitors to be interactive and engaging. The 2016 winners are:



**McDonalds**

**Best Interactive Large Stand**

**ITV**

**Most Unique/Innovative Stand**

**Premier Inn**

**Most Engaging Team**

**Elam**

**Best Interactive Small Stand**

**Lambeth College**

**Best Get Skilled Stand for Construction**

**London Councils**

**Best Social Media Activity**

**Telford Homes**

**Best New Exhibitor**



### 4.4 EXHIBITOR COMMUNICATION

Exhibitor communication is vital to ensure exhibitors have the information they need for a successful event. In return we need to have exhibitor information to facilitate the event.

Once an organisation has returned their booking form they are sent a confirmation email documenting their stand size, number, package and any upgrades booked. Following this each exhibitor is sent an email with their exhibitor manual and deadlines for booking electrics, furniture, audio visual and returning their risk assessment. This year all exhibitors were asked to complete and return an Exhibitor Information Form prior to the event which detailed their proposed stand activity and also gave the marketing team information on the company in order for us to promote their presence at Skills London.

General event updates are emailed to exhibitors in the six months leading up to Skills London highlighting new features they can participate in, such as the Live Jobs Board, Industry Insight Talks and Skills Theatre. Three weeks before the event each exhibitor is sent a last minute information email including a second copy of the exhibitor manual, information on stand services, event timetable, Wi-Fi and internet access, Get Skilled Demos, risk assessments, the floorplan, schools list, new features and social media updates. This email aims to provide the exhibitor with everything they need before they arrive to build and dress their stands.

In the weeks before the event the sales team courtesy called each exhibitor to check they were fully prepared for Skills London and they had received the last minute information email.



## 5 MARKETING AND PR

Marketing and PR is vital for attracting and retaining visitors and developing brand awareness of the event. In 2016 the marketing focused on promotion including advertising, direct marketing, partner and influencer marketing and social media.

The overall visitor target for the event was 30,000 visitors over two days, this target was exceeded by 2,921 people (32,921 people).

222 exhibitors attended in 2016 a 7% YOY increase. There was an increased target of 50% of all exhibitors being employer organisations in 2016, this was exceeded by 4% with 120 employers attending. For a breakdown of exhibitor marketing and attraction see section 2.1.

### 5.1 VISITOR ATTRACTION AND RETENTION

Visitors are encouraged to pre-book to attend Skills London 2016 with direct calls to action in all marketing communications. 18,850 people booked to attend as part of a group and a further 11,876 individuals booked.

The final figure for group attendance in 2016 was 12,082. This is down YOY from 12,937 in 2015 and 13,076 in 2014. A number of external factors contributed to this decrease including a significant traffic incident, staffing issues, sickness and decisions made by senior management teams.

The 12,082 visitors in groups attended from 214 education establishments over the two days with every borough represented in London apart from the City of London.

There was a good split of year groups and representation of Year 12 and 13. One of the key focuses for Skills London 2016 was to increase the number of further education students.

### 5.2 OVERALL VISITOR DEMOGRAPHIC

Groups attended from across London with all boroughs represented apart from the City of London. Year 12 students in groups aged 16-17 were the largest cohort with 48% of the overall group audience. This is an increase from 34% in 2015.

The percentage of groups attending from outside London decreased by 2.89% from 2015. Booking was weighted towards London schools and colleges, with the majority of marketing concentrated on the 33 boroughs.

20,839 individual visitors and groups with fewer than 10 attendees visited across the two open days. This is a slight increase compared to the 20,533 individual visitors in 2015. The largest number visited on the Saturday 15,918 which is a small increase compared to 15,721 in 2015.

Individuals that attended the event were split evenly on a gender basis similar to 2015. The majority of attendees were currently in education; 44% were at school; 49% at college; and 1% at university or higher education, the balance of 6% were no longer in education.

The majority of pre-registered candidates, 37%, were 15-16 years old; 35% were aged 17-18; 12% were aged 19-24; and 16% were aged 25 and over. There was an increase in the percentage of 15-16 year olds and a decrease in pre-registered visitors in the 19-24 age bracket.

## 5.3 MARKETING

### Advertising

#### Outdoor Advertising

Outdoor advertising was made available through the partnership with the Mayor of London and included 456 double royal posters on London Underground stations in Zone 1.

Partner organisations, schools, colleges, exhibitors displayed posters and leaflets. These included:

- Royal Bank of Scotland
- JobCentre Plus
- KeolisAmey Docklands
- Premier Inn
- National Careers Service

#### Paid-for Advertising

Display print advertising in local Archant Newspapers two weeks before the event.

- Ilford Recorder
- Barking & Dagenham Post
- Woodford Recorder
- The Docklands & East London Advertiser
- Newham Recorder
- Hackney Gazette
- Islington Gazette

This was supported by digital advertising with Archant aimed at students, parents and job seekers.

#### SEO and Online Advertising

The event website [www.skillslondon2016.co.uk](http://www.skillslondon2016.co.uk) is optimised for SEO providing audience specific static and video content. Dedicated Book Now landing pages encouraged ease of use.

Partner organisations were encouraged to add online content and coverage was achieved on the following sites: London.gov.uk, ExCeL, London First, Tayyibah Girls School, Harrow College, Notgoingtouni.co.uk, Property Needs You, Elutec.co.uk, Contracts IT, North Kent College, Sadiq Khan For London, My Student Events, Plumstead Manor School, Association of Colleges, Event Brite, St Justus School, Jobs24.co.uk, Prospects, Skills Cymru, South Thames College, Travel Stay, National Careers Service, Skills Scotland, NHS Health Education England, TCS North London, Creative Media Skills, South Bank UTC, Ealing, Hammersmith and West London College, Seetec, Burning2Learn, London Islamic School, Europass Events, CSW, Uxbridge High School, Islington Gazette, Westminster City Council, East Sussex





Employer and Skills Network, Ranelagh School, Bromley Education Business Partnership, Medway UTC, Moving On Magazine, Mulberry UTC, Sprinboard, Tech City College, Telegraph.co.uk, Westminster UTC, St Mary Magdalene Academy, Port Of London Authority, Goffs School, GSM London, Civil Service Fast Stream.

### Direct marketing

Direct marketing campaign incorporating telemarketing, email marketing and postal campaign to both visitors and exhibitors to promote awareness and bookings.

### Group visitor marketing

Groups make up the majority of pre-registered visitors to Skills London. Marketing is targeted at ensuring accurate numbers book into the event at timed intervals. In 2016 we contacted 3,204 named teacher contacts at 837 schools, colleges and other groups in the catchment area. 18,850 people booked to attend as part of an organised group.

### Group visitor direct marketing channels

Targeted HTML and text email marketing:

- All school and college leaders
- All careers advisers within schools (named contact)
- Previous attending group leaders
- Summer Graduate Fair registered visitors
- Telesales to named school, college and group contacts
- Printed visitor brochure

- Printed promotional materials

### Individual visitor marketing

Individuals are able to attend either open day with Saturday the preferred option. The principal method for individual visitors to hear about the event is by a letter home and word of mouth.

Targeted HTML and text email marketing to:

- Past pre-registered visitor database
- National Careers Service customers
- Pre-registered candidates
- G15 Housing Association residents across London
- Printed personalised letter to 120,000 addresses of Year 11, 12, 13 and those not in education, employment or training throughout East and South London and to specific boroughs in Central and North London.

### Influencer/partner marketing

Exhibitors and partner organisations are critical to the success of Skills London. We worked closely with stakeholders to promote the event through their existing marketing channels.

Key influencers included:

- Mayor of London: in addition to outdoor advertising the Mayor supported the event on social media and online
- Venue: social media support, inclusion on their website and spread the word through partnership database

- You London: communications to all youth organisations including: Air Training Corps, Army Cadet Force, Boys' Brigade, Fire Cadets, Girlguiding UK, Girls' Brigade, Scouts, Sea Cadet Corps, St John Ambulance, Volunteer Police Cadets
- Skills Funding Agency: email to all registered candidates on the apprenticeship matching service across London. Support on social media and e-newsletters
- National Careers Services: email to customers and social media support
- Local authorities: provided data for letter home and promoted group/individual attendance to residents in their boroughs
- Association of Colleges: social media and email marketing to colleges within their group
- G15 - Linked to the housing Associations: information to employer engagement offices within housing association across the G15 group
- Team London: social media support
- Exhibitors: provided marketing toolkit resource
- Schools and colleges outside of the letter home consent areas: additional hard copy and digital promotional materials and telesales support to promote to students and families

## 5.4 PR

A PR campaign based on a survey of young people's attitudes to Brexit and the impact on job prospects did not generate widespread coverage. We targeted the Evening Standard, City AM, Independent and others. The Mayor was not able to attend, limiting broadcast opportunities.

In 2017 we will re-visit media coverage for Skills London ensuring we make the most of London First and Prospects' PR resources. A campaign to raise the profile of Skills London will be implemented without having to (solely) rely on high profile visits or a survey story.

## 5.5 DIGITAL

### Website

For 2016, we continued to develop the website as a result of feedback from the high percentage of users that access the website through mobile or other handheld devices. Our website is intended to be mobile friendly and uses technology which allows us to manage the content, look and feel very easily.

Overall, the campaign for [www.skillslondon2016.co.uk](http://www.skillslondon2016.co.uk) saw 56,234 unique visitors compared to 54,765 unique visitors in 2015. This is an increase of 1,469. The bounce rate (the percentage of visitors who leave a website after viewing one page) has decreased from 35% to 32%. This is a good indication that the website is successful and visitors are finding the content relevant and useful.

Another element for the Skills London 2016 site is a live web chat which has proved useful, both pre-event and during

the event. This will continue to be utilised for 2017 and should help with visitor and exhibitor enquiries.



## Social media

Social media is an important awareness tool with 5% of visitors stating it was where they heard about the event. A social media campaign concentrating on organic growth was implemented. We used data from applications: Twitter, Facebook, Instagram and Twitonomy, analysing social media outreach.

The social media target audience included:

- Prospective attendees including schools, professionals working with young people, individual young people and families
- Current exhibitors
- Employers
- Local education and training providers
- Key stakeholders
- Sponsors

The social media campaign began in July, four months before the event. Exhibitors with large follower databases were approached to extend Skills London's social media reach. All partners and targeted exhibitors received social media resources to promote Skills London.

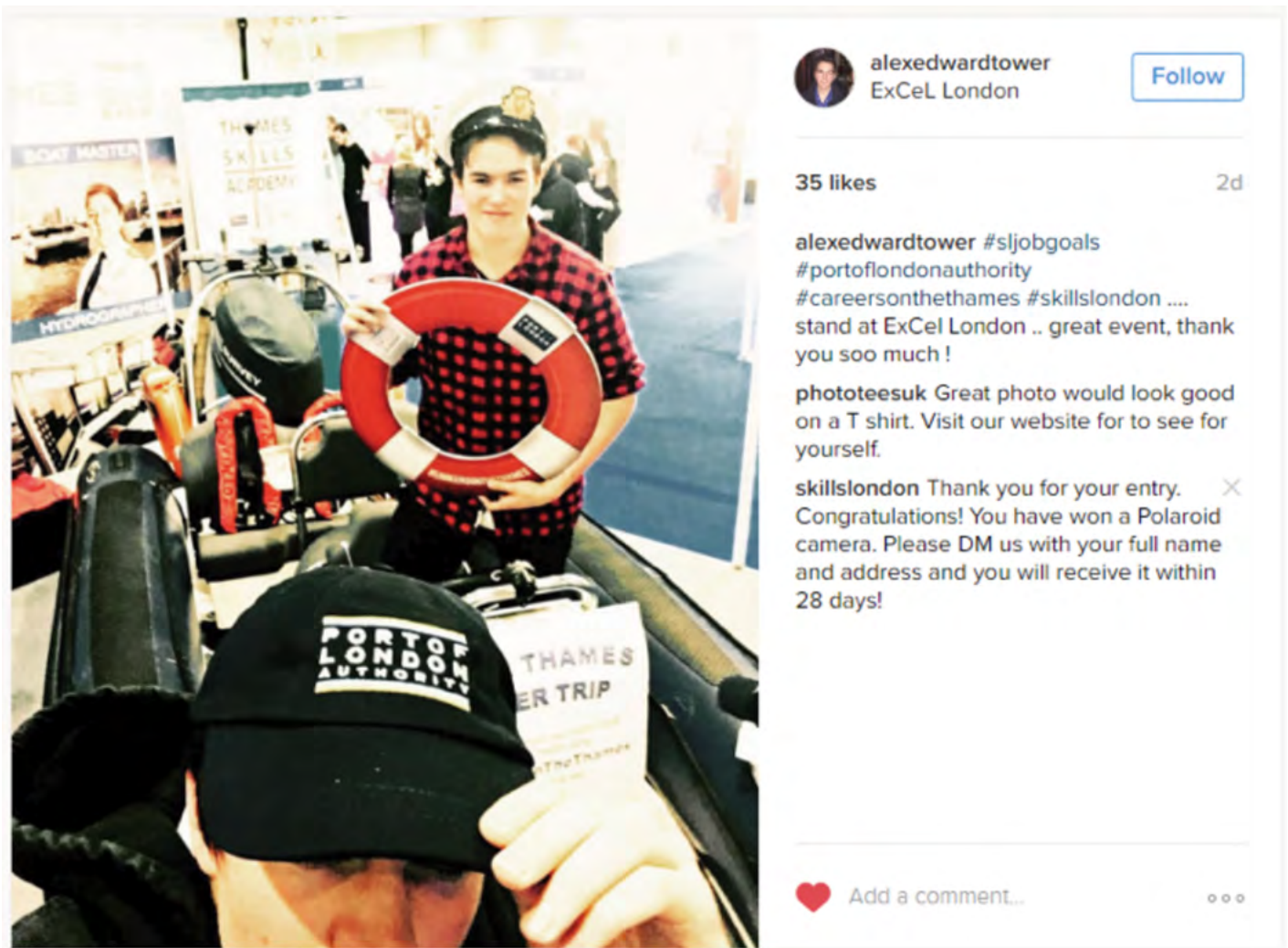
## 5.6 YOUNG PEOPLE ENGAGEMENT

A social media competition was developed to raise awareness. Entrants shared a picture of their dream job for the chance to win a Polaroid camera. There were 49 entries across Twitter, Instagram and Facebook, six were received on site. It is reported that teachers prohibited the use of mobile phones at the event. We will need to consider an alternative approach if young people are not able to access mobiles onsite.

## 5.7 REACH

We have revised the metrics used to measure potential reach. In 2016 potential reach is based on the total aggregate number of followers of the people who mentioned Skills





Above: Winner of the onsite social media competition

London and is taken from Twitonomy's online report. The total figure calculated is 3,998,971.

There were 10.8K profile visits in the 28 days leading up to and including the event, compared with last year's 10.2K profile visits. In 2015 we generated 131.6k tweet impressions with 25.6% generated from advertising in 2016 there were 135k tweet impressions with only 14.3% generated from advertising. This shows an encouraging increase in organic engagement.



**WIN A**

**POLAROID CAMERA**

**AT** skillsLondon 2016

For your chance to win **Tweet** or **post** a picture of your favourite stand with **#SLjobgoals**:

@SkillsLondon or f @SkillsLondon or @thecareersevents

The most creative post/tweet wins, and the winner will be announced via social media after the event.

**Good luck!**

Find out more at [www.skillslondon2016.co.uk](http://www.skillslondon2016.co.uk)

SUPPORTED BY MAYOR OF LONDON

BARCLAYS Tideway LC McDonald's LONDON COUNCIL London Assembly property London Association of Colleges NatWest Heathrow Premier Inn



### Top hashtags used during the event days

#getinspired  
#skillslondon  
#teamskillslondon  
#sljobgoals

The Facebook results, one week before and including the week of the event, show the organic reach in 2016 was 5,478 compared with 4,457 in 2015, an increase of 23% year on year.

### REACH ONE WEEK BEFORE THE EVENT



This year we used Instagram as a platform to run the pre-event competition. It proved successful, overtaking Facebook in competition entries. However, more needs to be done to make it a sustainable channel for maintaining long term communications with followers.

### Top Tweet earned 5,695 impressions

Preparations for London's biggest careers and jobs event are underway! Fri & Sat  
[@ExCeLLondon](#) Don't miss it!  
[skillslondon2016.co.uk](http://skillslondon2016.co.uk)



Don't miss Skills London next week - London's biggest careers & jobs event. FRIDAY 9 & SATURDAY 10 Dec 9.30am-3pm. Meet BIG brand names about apprenticeships & traineeships, universities and colleges! Find out more @ [www.skillslondon2016.co.uk](http://www.skillslondon2016.co.uk)





## 5.8 MARKETING EVALUATION SUMMARY

Overall the marketing strategy for the event worked well from a strategic and operational perspective and contributed to the visitor numbers in 2016. The target of 30,000 visitors was exceeded by 2,921 people.

The exhibitor, school and college groups and individual visitor satisfaction levels remained extremely high and significantly exceeded the target levels of 80%.

	2016	2015	2014	2013
GROUP	100%	100%	97%	98%
INDIVIDUALS	94%	96%	94%	91%
EXHIBITOR	97%	98%	98%	96%

A direct marketing approach using email, postal and telemarketing proved successful achieving a high volume of young people attending in groups. In 2016 the telemarketing strategy focused on priority boroughs, based on the percentage of young people who are not in employment, education or training (NEET) and promoting the 2pm to 4pm timeslot for further education students.



promote the Saturday opening through their marketing and communication channels to parents and students. In 2016 we prioritised working with schools and colleges where data permission was not granted by the local authority. The pre-registered data for 2016 noted 24% of visitors heard about the show from either school or college.

The Mayor of London marketing support enabled Skills London to be promoted in London Underground stations. In previous years the Mayor of London support included additional promotion including DLR cards, leaflets at underground stations and Metro display advertising.

Strategic partnerships worked very well encouraging individual attendance. Most effective partnerships included the Mayor of London, National Careers Service, ExCeL, Jobcentre Plus, RBS, Association of Colleges, You London, Keolisamey Docklands and individual local authorities.

Overall all elements worked well and delivered an attendance above the target of 30,000, and a busy two days.

From a group perspective, it was critical to work with the individual local authorities, London Councils, Academy Trusts and the Association of Colleges, as principal influencers for gaining schools and colleges buy-in.

From an individual perspective the main contributor to gaining individual attendance was the parent mailer to 118,000 parents and carers of young people in 11, 12 and 13, and word of mouth.

To maximise individual and group visitor numbers it is essential to work closely with schools and colleges. In 2016 we worked closely to influence schools and colleges to



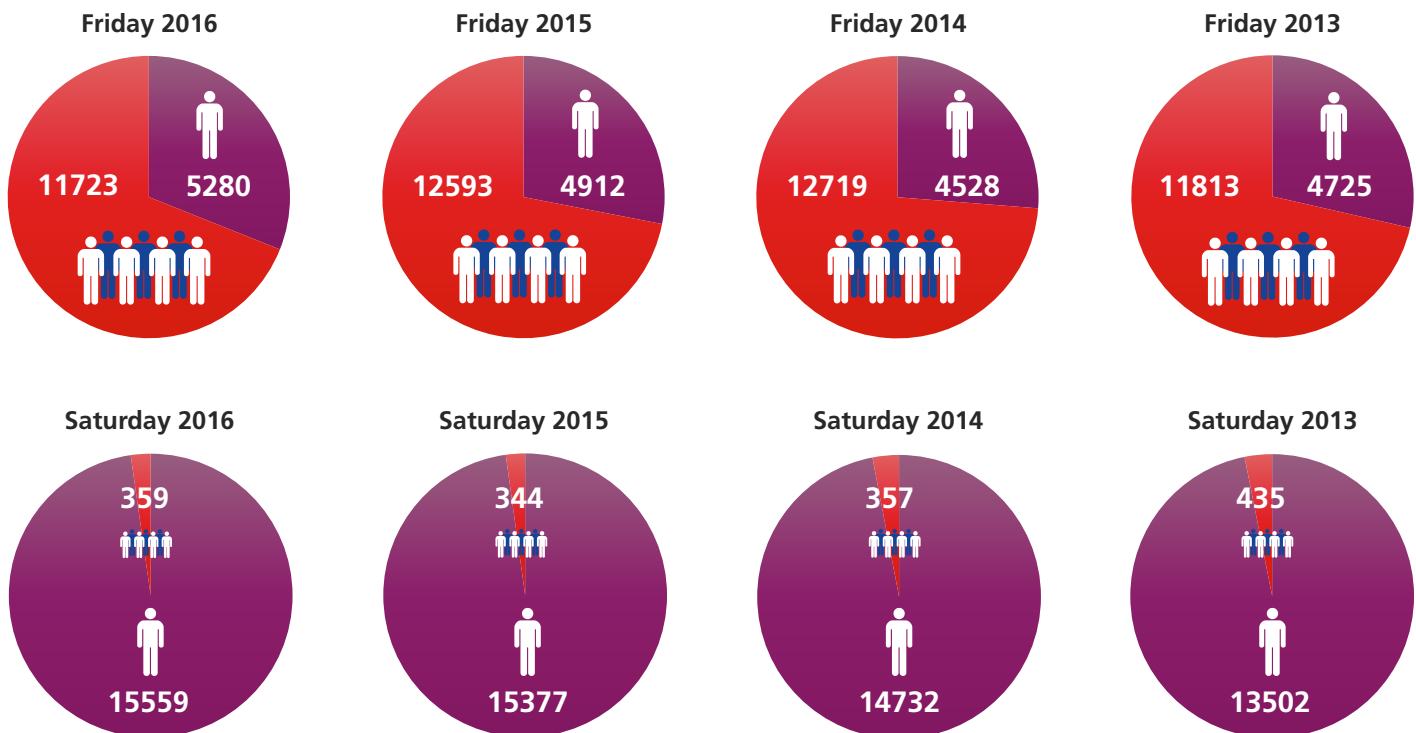
## 5.9 RECOMMENDATIONS

- Instigate early data sharing agreement to access third party data for the letter home direct mail
- Work with partners and key exhibitors to schedule influencer marketing activity
- Work closely with Academy Trusts to maximise group visit bookings
- To look at ways to overcome the challenges faced by an increased number of teachers prohibiting the use of mobile phones among their students during the two-day event to increase social media reach
- Launch new social media platforms including Snapchat and develop new strategy to maintain a year-long following on our Instagram channel

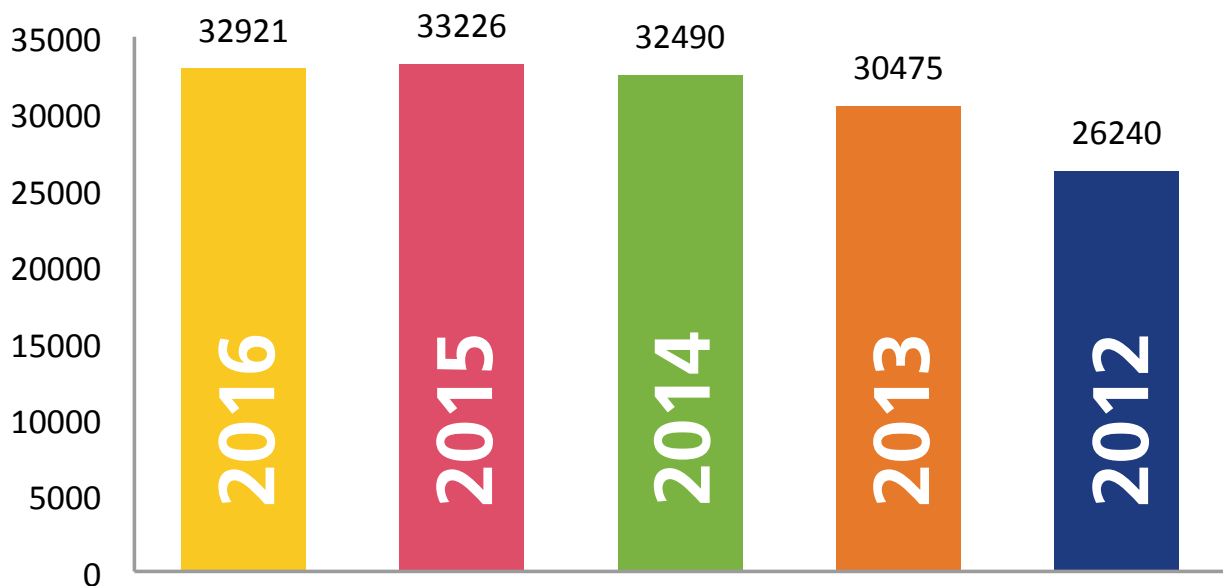


## 6 OVERALL VISITOR BREAKDOWN BY DAY

Groups	Groups of 10 and above from schools and colleges	Individuals	Groups of under 10 from schools and colleges and individual visitors
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Total over the two days



## 7 GROUPS AND INDIVIDUALS BY AREA AND OVERALL GROUPS ATTENDING

Every borough was represented at Skills London with either groups or individuals.

### 7.1 GROUPS BY AREA

Local Authority	Nos inc teachers 2016	% in 2016	% in 2015	Variance
Barking and Dagenham	411	3.40%	1.84%	1.56%
Barnet	242	2.00%	3.21%	-1.21%
Bexley	288	2.38%	5.23%	-2.85%
Brent	193	1.60%	1.15%	0.45%
Bromley	240	1.99%	1.91%	0.08%
Camden	75	0.62%	0.96%	-0.34%
City	0	0.00%	0.00%	0.00%
Croydon	466	3.86%	2.71%	1.15%
Ealing	95	0.79%	1.56%	-0.77%
Enfield	194	1.61%	0.33%	1.28%
Greenwich	752	6.22%	7.53%	-1.31%
Hackney	270	2.23%	3.20%	-0.97%
Hammersmith and Fulham	90	0.74%	1.39%	-0.65%
Haringey	184	1.52%	2.03%	-0.51%
Harrow	246	2.04%	0.36%	1.68%
Havering	640	5.30%	5.09%	0.21%
Hillingdon	349	2.89%	1.45%	1.44%
Hounslow	151	1.25%	1.07%	0.18%
Islington	219	1.81%	3.35%	-1.54%
Kensington and Chelsea	184	1.52%	0.77%	0.75%
Kingston upon Thames Council	303	2.51%	3.18%	-0.67%
Lambeth	433	3.58%	2.68%	0.90%
Lewisham	307	2.54%	3.48%	-0.94%
Merton	169	1.40%	2.12%	-0.72%
Newham	892	7.38%	3.46%	3.92%
Other	1537	12.72%	15.61%	-2.89%
Redbridge	596	4.93%	1.68%	3.25%
Richmond upon Thames	44	0.36%	0.33%	0.03%
Southwark	312	2.58%	2.20%	0.38%
Sutton	321	2.66%	4.64%	-1.98%
Tower Hamlets	470	3.89%	5.23%	-1.34%
Waltham Forest	489	4.05%	3.42%	0.63%
Wandsworth	627	5.19%	4.87%	0.32%
Westminster	293	2.43%	1.96%	0.47%
	<b>12082</b>	<b>100.00%</b>	<b>100.00%</b>	

	2016	2015	2014	2013
GROUPS OVER 10 ON FRIDAY	11723	12593	12719	11813
GROUPS OVER 10 ON SATURDAY	359	344	457	435
OVERALL GROUPS OVER 10	12082	12937	13176	12248



## 7.2 GROUPS ATTENDING BY LOCAL AUTHORITY

Group Name	Local Authority
Barking Abbey School a Specialist Sports and Humanities College	Barking and Dagenham
Barking and Dagenham College	Barking and Dagenham
Elutec - College of Design & Engineering	Barking and Dagenham
Lady Aisha Academy	Barking and Dagenham
Robert Clack School	Barking and Dagenham
The Warren School	Barking and Dagenham
Ayesha Community School	Barnet
Barnet Southgate College: Wood Street Campus	Barnet
JCoSS	Barnet
London Academy	Barnet
Mill Hill County High School	Barnet
Pavilion Study Centre	Barnet
Queen Elizabeth's Girls' School	Barnet
The Compton School	Barnet
Blackfen School for Girls	Bexley
Erith Secondary School	Bexley
Oakwood School	Bexley
Pathways Short Stay School	Bexley
The Business Academy Bexley	Bexley
Trinity CE School Belvedere	Bexley
Woodside School	Bexley
Ark Elvin Academy	Brent
Ashley College	Brent
Brondesbury College London	Brent
Newman Catholic College	Brent
The Crest Academies	Brent
Bromley College of Further and Higher Education (Orpington Campus)	Bromley
Bromley Trust Alternative Provision Academy	Bromley
Hayes School	Bromley
Langley Park School for Boys	Bromley
Langley Park School for Girls	Bromley
London South East Colleges	Bromley
Marjorie McClure School	Bromley
Parliament Hill School	Camden
Regent High School	Camden
Swiss Cottage School - Development & Research Centre	Camden
WAC Arts College	Camden
Archbishop Tenison's CE High School	Croydon
Coulsdon College	Croydon
Edenham High School	Croydon
John Ruskin College	Croydon
Springboard Tuition Croydon	Croydon
St Andrew's CE School & Sixth Form	Croydon
The Quest Academy	Croydon

Acton High School	Ealing
Alec Reed Academy	Ealing
Elthorne Park High School	Ealing
Featherstone High School	Ealing
Enfield Grammar School	Enfield
Oasis Academy Enfield	Enfield
Phoenix Academy	Enfield
Blackheath Academy	Greenwich
Greenwich Community College at Plumstead Centre	Greenwich
Harris Academy Greenwich	Greenwich
Moatbridge School	Greenwich
Newhaven Pupil Referral Unit	Greenwich
Plumstead Manor School	Greenwich
Riverston School	Greenwich
Schoolhouse Education	Greenwich
Shooters Hill Post-16 Campus	Greenwich
The John Roan School	Greenwich
Wize Up	Greenwich
Eltham Hill School	Greenwich
BSix Brooke House Sixth Form College	Hackney
Skinner's Academy	Hackney
Stormont House School	Hackney
Tawhid Boys School, Tawhid Educational Trust	Hackney
The Boxing Academy	Hackney
The Petchey Academy	Hackney
The Prince's Trust - Fairbridge Programme	Hackney
Ealing Hammersmith and West London College	Hammersmith and Fulham
The Moat School	Hammersmith and Fulham
Westside School	Hammersmith and Fulham
Haringey Sixth Form College	Haringey
The College of Haringey Enfield and North East London	Haringey
Harrow College	Harrow
Harrow High School	Harrow
Park High School	Harrow
Red Balloon Learner Centre - Northwest London	Harrow
Rooks Heath High School	Harrow
The Jubilee Academy	Harrow
Drapers' Academy	Havering
Havering Sixth Form College	Havering
Marshall's Park School	Havering
Redden Court School	Havering
Sanders School	Havering
The Royal Liberty School	Havering
Abbotsfield School	Hillingdon
Barnhill Community High School	Hillingdon
Heathrow Aviation Engineering UTC	Hillingdon

Northwood School	Hillingdon
Rosedale College - The Rosedale Hewens Academy Trust	Hillingdon
Uxbridge High School	Hillingdon
Brentford School for Girls	Hounslow
The Arts Educational London Schools	Hounslow
The Green School	Hounslow
West Thames College	Hounslow
City and Islington College	Islington
Highbury Fields School	Islington
New River College Secondary	Islington
Samuel Rhodes MLD School	Islington
St Mary Magdalene Academy	Islington
Mount Carmel Catholic College for Girls	Islington
Kensington Aldridge Academy	Kensington and Chelsea
St Charles Catholic Sixth Form College	Kensington and Chelsea
Kingston College	Kingston upon Thames
Richard Challoner School	Kingston upon Thames
The Hollyfield School	Kingston upon Thames
Archbishop Tenison's School	Lambeth
Evelyn Grace Academy	Lambeth
Lambeth College	Lambeth
Lilian Baylis Technology School	Lambeth
London Nautical School	Lambeth
Platanos College	Lambeth
Christ the King: St Mary's Sixth Form College	Lewisham
London Borough of Lewisham	Lewisham
Sydenham and Forest Hill Sixth Form	Lewisham
Blossom House School	Merton
FEZ Sports Limited	Merton
Jus'T'Learn	Merton
Raynes Park High School	Merton
The Norwegian School in London	Merton
Wimbledon College	Merton
Brampton Manor Academy	Newham
Education Links	Newham
Eleanor Smith School	Newham
Lister Community School	Newham
London Academy Of Excellence	Newham
New Directions	Newham
Newham College of Further Education	Newham
Newvic Plaistow	Newham
Bedford College	Other
College Hall PRU	Other
Greenfields School	Other
Sussex Downs College - Lewes Campus	Other
Cedar Hall School	Other



Chelmsford College	Other
New Rickstones Academy	Other
Park School for Girls	Other
Raphael School	Other
St Nicholas School	Other
The Billericay School	Other
The King John School	Other
West Hatch High School	Other
Adeyfield School	Other
Cheshunt School	Other
Marriotts School	Other
Presdales School	Other
The Nobel School	Other
West Herts College	Other
Talent Match	Other
The Folkestone Academy	Other
The Leigh UTC	Other
Wilmington Academy	Other
Ousedale School	Other
Framlingham College	Other
Warlingham School	Other
Farlington School	Other
Beal High School	Redbridge
Caterham High School	Redbridge
Forest Academy	Redbridge
Ilford County High School	Redbridge
Loxford School of Science and Technology	Redbridge
Redbridge College	Redbridge
The Constance Bridgeman Centre	Redbridge
The New Rush Hall School	Redbridge
Richmond Upon Thames College	Richmond upon Thames
2nd Chance	Southwark
Cavendish School	Southwark
Harris Girls' Academy East Dulwich	Southwark
The Charter School	Southwark
University Academy of Engineering South Bank	Southwark
Dulwich College	Southwark
Kingsdale Foundation School	Southwark
Sacred Heart Catholic School	Southwark
St Thomas the Apostle College	Southwark
The Bosco Centre	Southwark
Carshalton College	Sutton
Cheam High School	Sutton
Orchard Hill College of Further Education	Sutton
Overton Grange School	Sutton
Stanley Park High School	Sutton

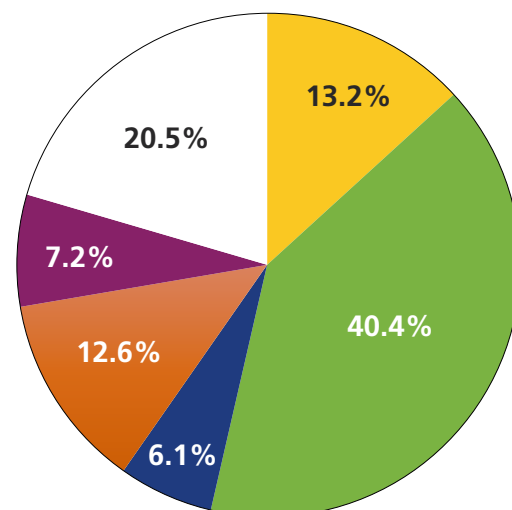
Central Foundation Girls' School	Tower Hamlets
City Gateway	Tower Hamlets
Ebrahim Academy	Tower Hamlets
Jamiatul Ummah School	Tower Hamlets
London Islamic School	Tower Hamlets
Madani Girls School	Tower Hamlets
Mazahirul Uloom School	Tower Hamlets
Tower Hamlets College	Tower Hamlets
Tower Hamlets Pru	Tower Hamlets
Oaklands School	Tower Hamlets
Sir John Cass Foundation and Redcoat Church of England Secondary School	Tower Hamlets
Belmont Park School	Waltham Forest
Burnside School PRU	Waltham Forest
Buxton School	Waltham Forest
Heathcote Secondary School & Science College	Waltham Forest
Holy Family Catholic School	Waltham Forest
Lantern of Knowledge Secondary School	Waltham Forest
Leyton Sixth Form College	Waltham Forest
Sir George Monoux College	Waltham Forest
Waltham Forest College	Waltham Forest
Ernest Bevin College	Wandsworth
Graveney School	Wandsworth
Nightingale School	Wandsworth
Oak Lodge School	Wandsworth
Saint Cecilia's Wandsworth Church of England School	Wandsworth
Southfields Academy	Wandsworth
St George's University Hospitals NHS Foundation Trust	Wandsworth
International Community School	Westminster
Southbank International School Westminster	Westminster
St Augustine's CE High School	Westminster
St George's Catholic School	Westminster
Westminster Kingsway College	Westminster



### 7.3 INDIVIDUALS BY AREA

As with groups, individuals were represented in the pre-registration data. The breakdown is below:

Region	%
London Central	13.2%
London East	40.4%
London North	6.1%
London South	12.6%
London West	7.2%
Other	20.5%
	100.0%



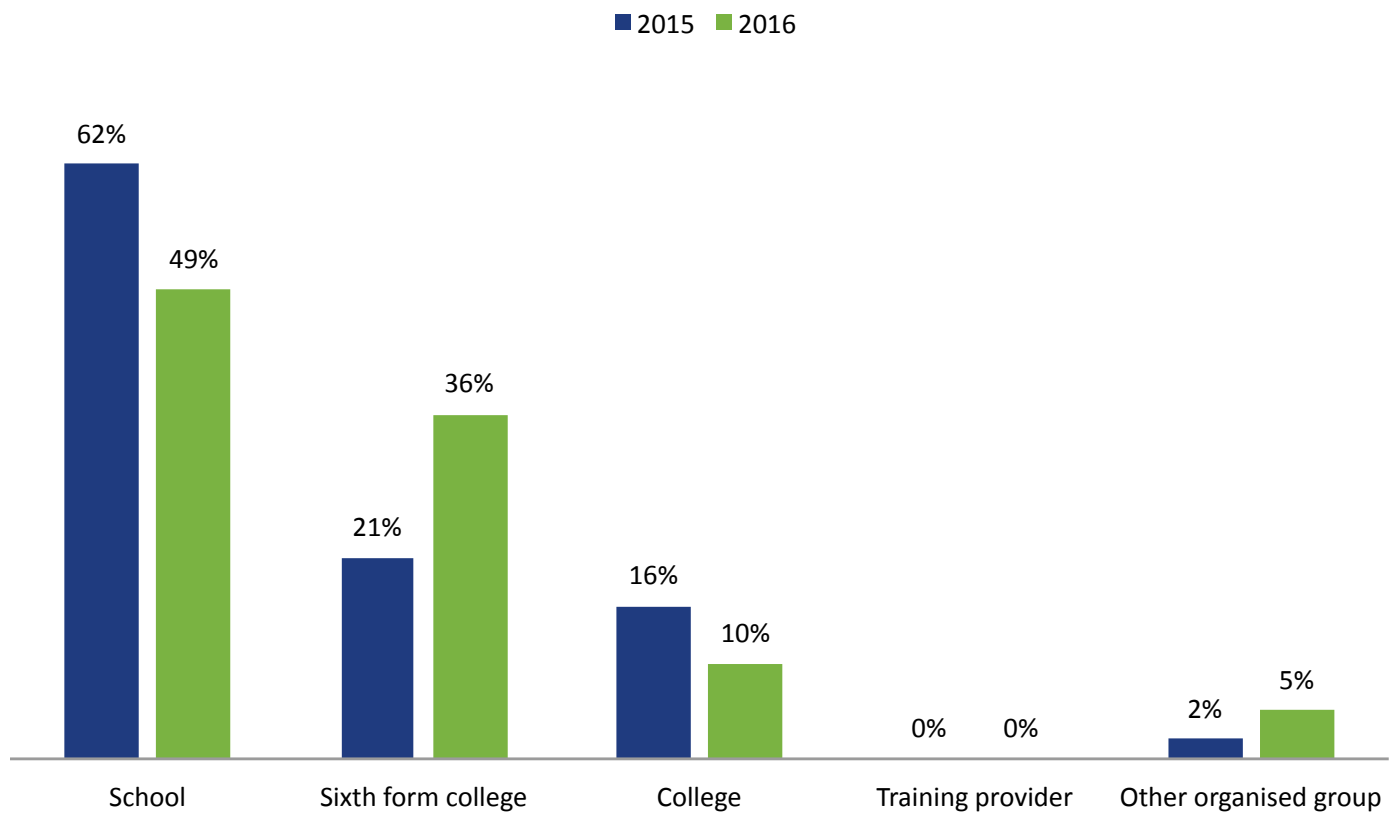
Local Authority	%
Birmingham City Council	0.1%
Buckinghamshire County Council	0.6%
Cambridgeshire County Council	0.1%
Central Bedfordshire Council	0.1%
Dorset County Council	0.1%
Dudley Metropolitan Borough Council	0.1%
East Sussex County Council	0.1%
Essex County Council	7.3%
Hampshire County Council	0.5%
Hertfordshire County Council	3.2%
Kent County Council	2.4%
Lincolnshire County Council	0.1%
London Borough of Barking and Dagenham	2.3%
London Borough of Barnet	2.2%
London Borough of Bexley	4.9%
London Borough of Brent	1.0%
London Borough of Bromley	5.1%
London Borough of Camden	0.6%
London Borough of Croydon	2.5%
London Borough of Ealing	1.4%
London Borough of Enfield	1.6%
London Borough of Hackney	2.8%
London Borough of Hammersmith and Fulham	0.7%
London Borough of Haringey	2.3%
London Borough of Harrow	1.4%
London Borough of Havering	4.4%
London Borough of Hillingdon	1.3%
London Borough of Hounslow	1.0%
London Borough of Islington	1.0%
London Borough of Lambeth	0.8%

London Borough of Lewisham	4.0%
London Borough of Merton	1.6%
London Borough of Newham	7.3%
London Borough of Redbridge	4.6%
London Borough of Richmond upon Thames	0.4%
London Borough of Southwark	5.6%
London Borough of Sutton	2.3%
London Borough of Tower Hamlets	5.0%
London Borough of Waltham Forest	2.7%
London Royal Borough of Greenwich	2.3%
Luton Borough Council	0.1%
Medway Council	0.2%
Milton Keynes Council	0.1%
Norfolk County Council	0.1%
Northamptonshire County Council	0.1%
Oxfordshire County Council	0.3%
Reading Borough Council	0.2%
Royal Borough of Kensington and Chelsea	0.1%
Royal Borough of Kingston upon Thames Council	1.1%
Slough Borough Council	0.3%
Somerset County Council	0.1%
Southampton City Council	0.1%
Southend-on-Sea Borough Council	0.4%
Suffolk County Council	0.2%
Surrey County Council	2.9%
Swindon Borough Council	0.1%
Thurrock Council	0.1%
West Sussex County Council	0.7%
Westminster City Council	5.0%
Wokingham Borough Council	0.1%
	100.0%

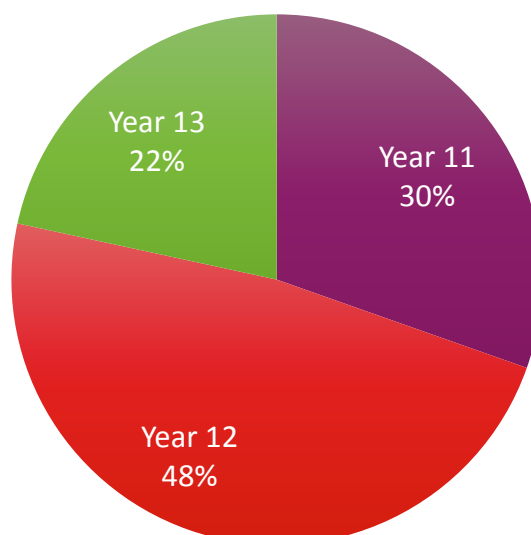


## 8 GROUP SURVEY RESULTS (61 RESPONSES IN TOTAL)

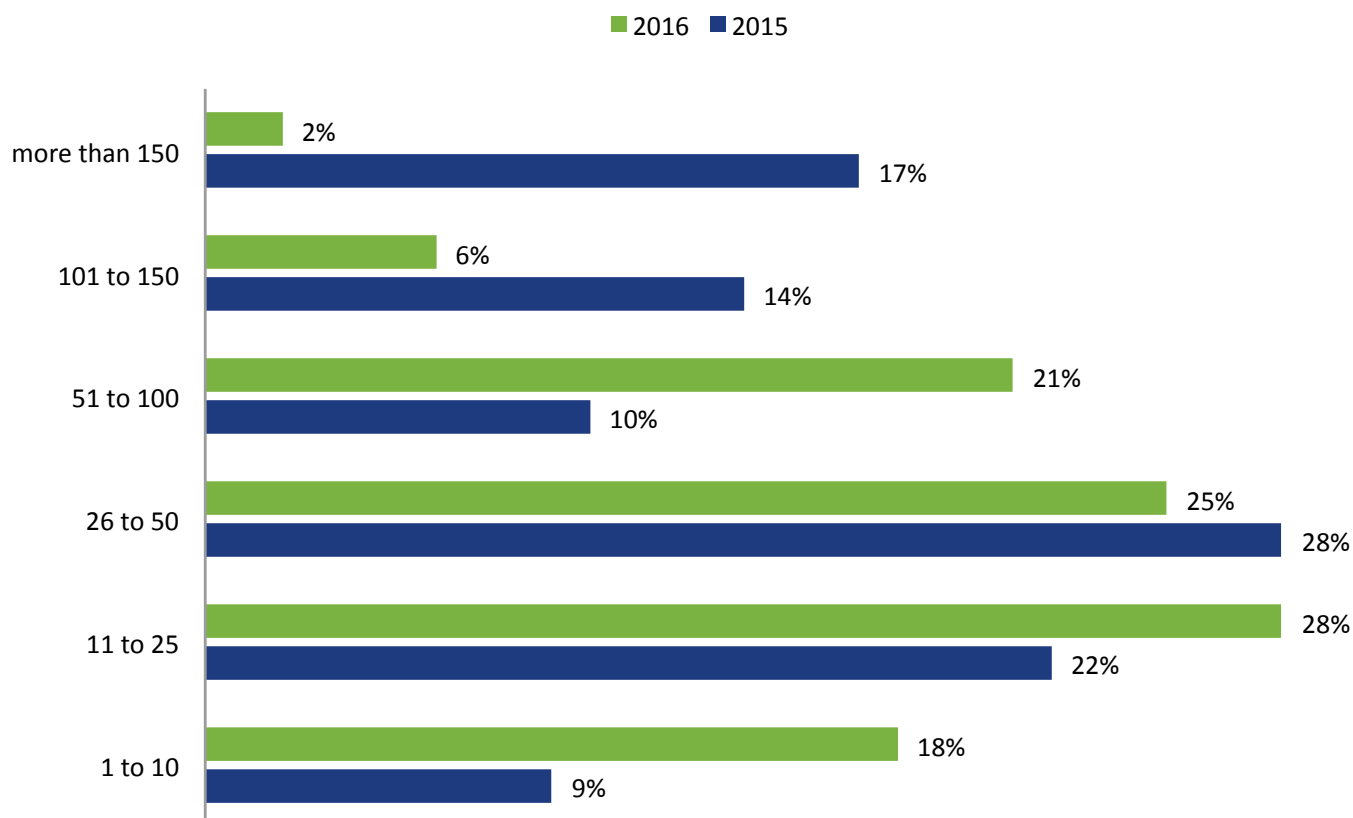
### Has your group attended as a...?



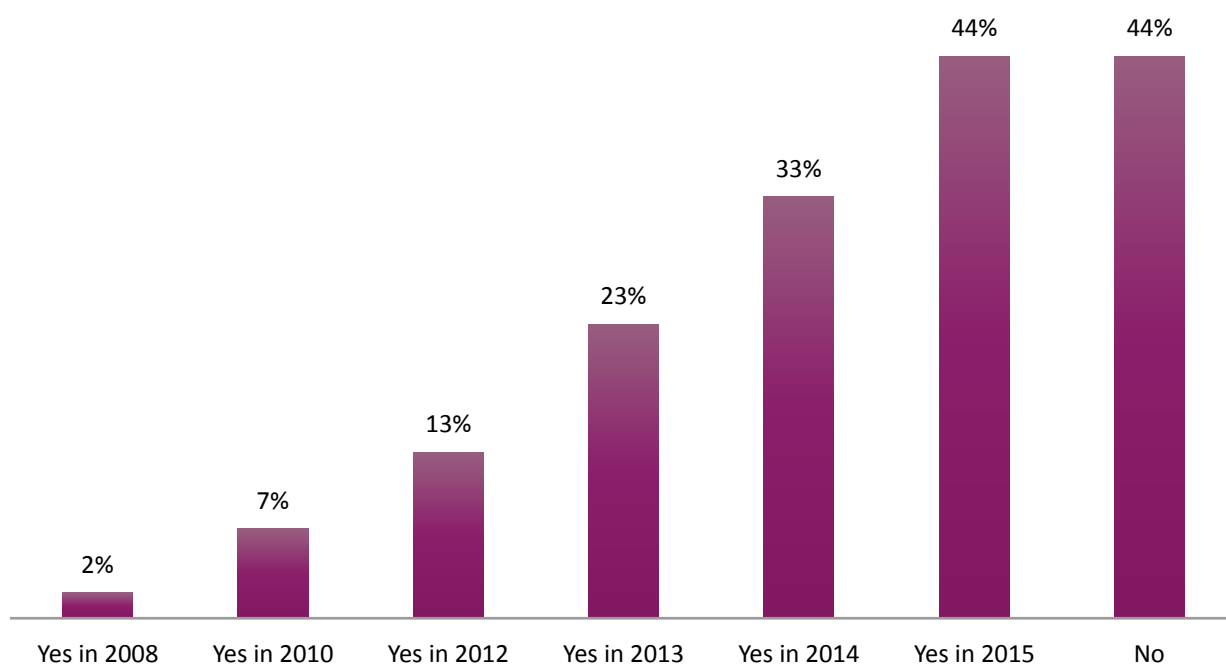
### What year group did you bring to Skills London?



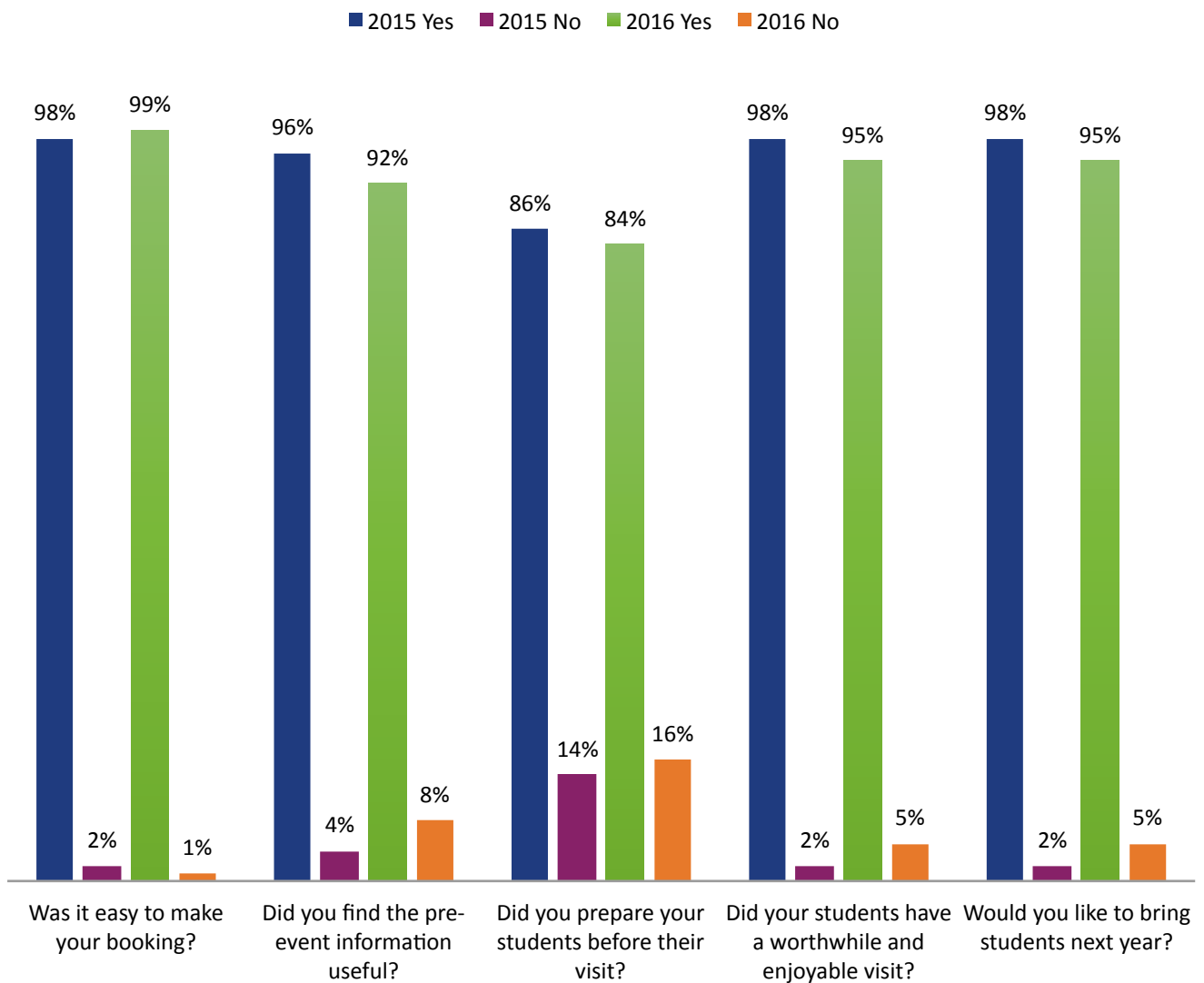
## Approximately how many young people did you bring to Skills London?



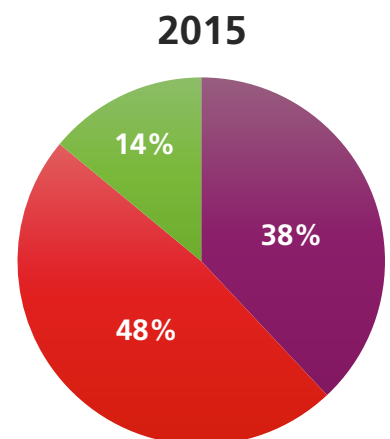
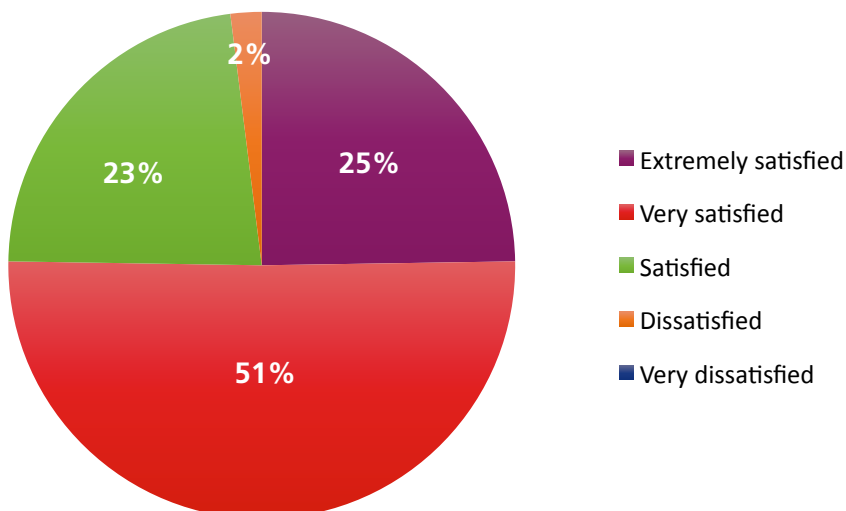
## Have you attended Skills London before?



## What did you think about the following?

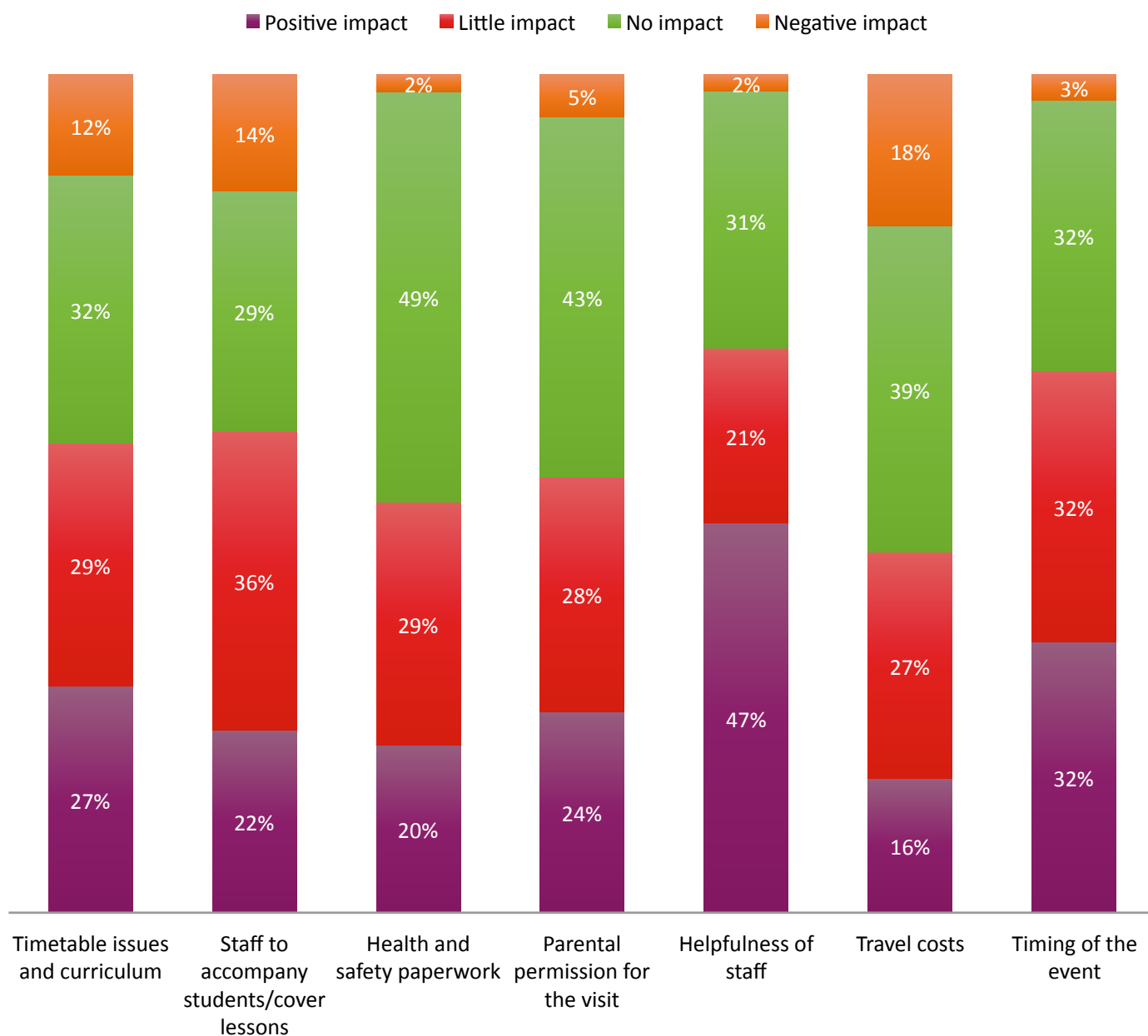


## How satisfied are you with your visit to Skills London 2016?

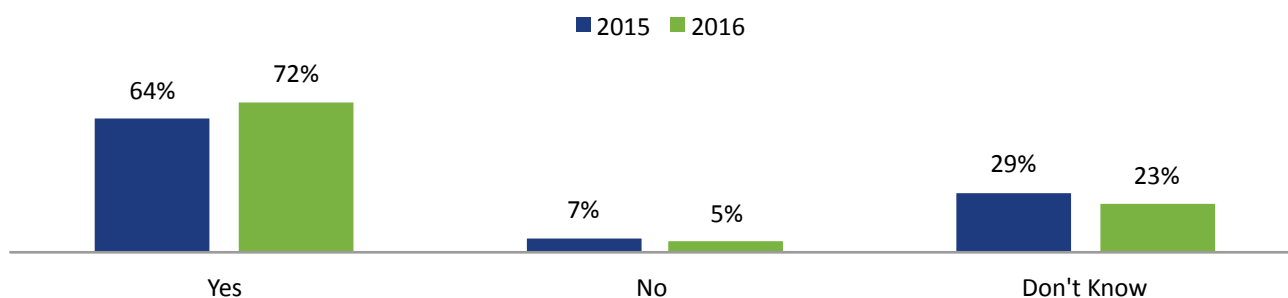




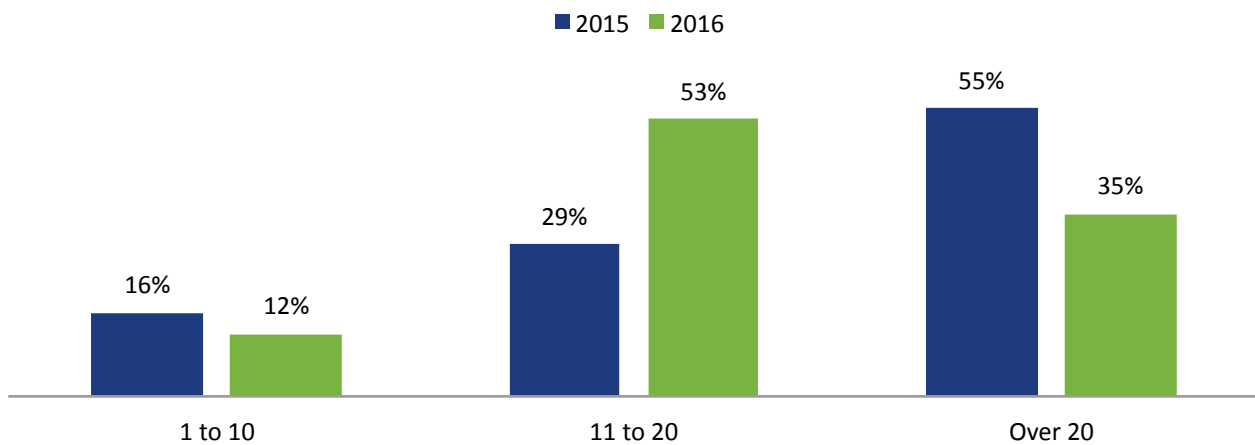
## Have the following factors impacted on your decision to attend?



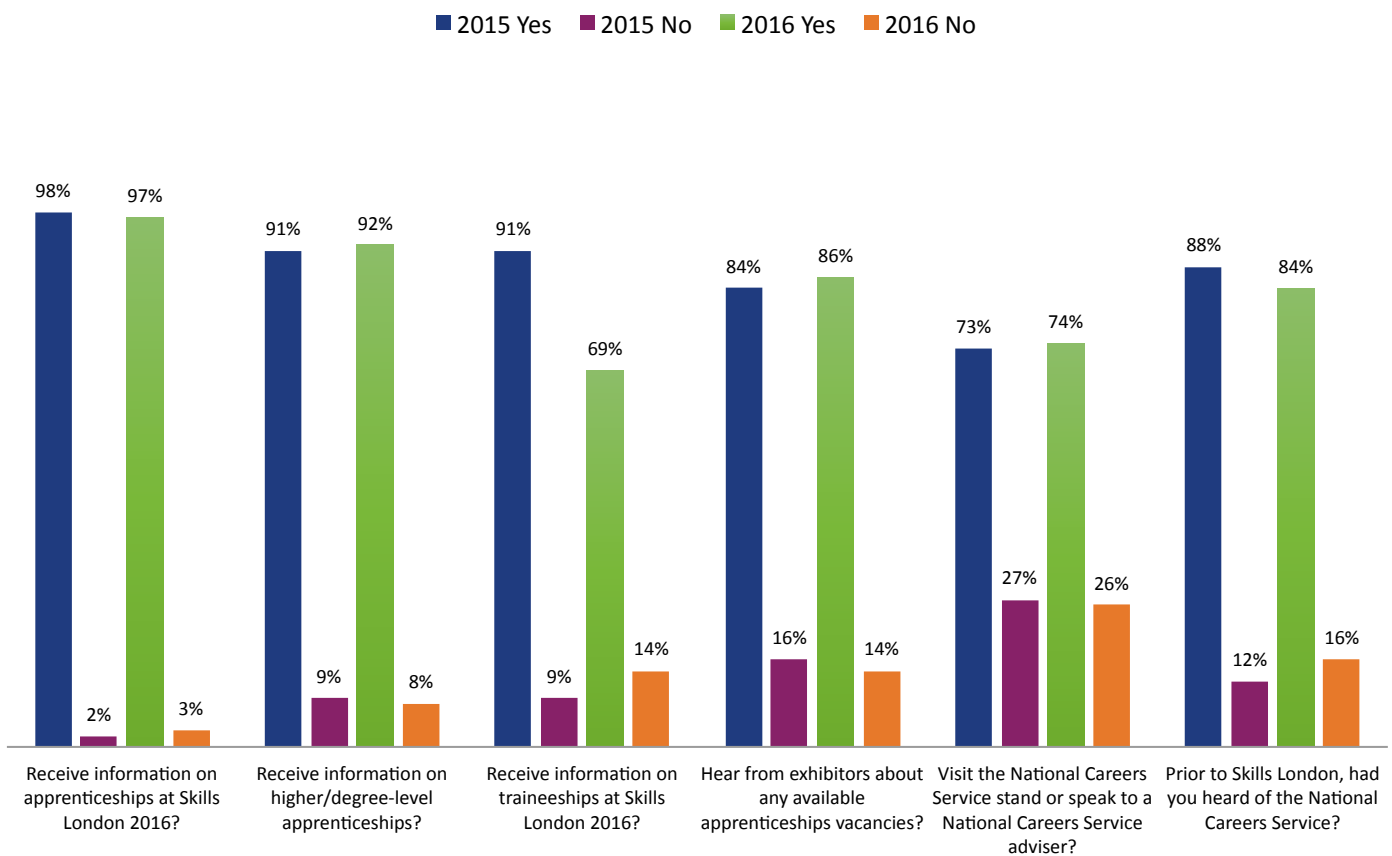
## Will you undertake some form of follow up with your group?



## How many stands did you visit?



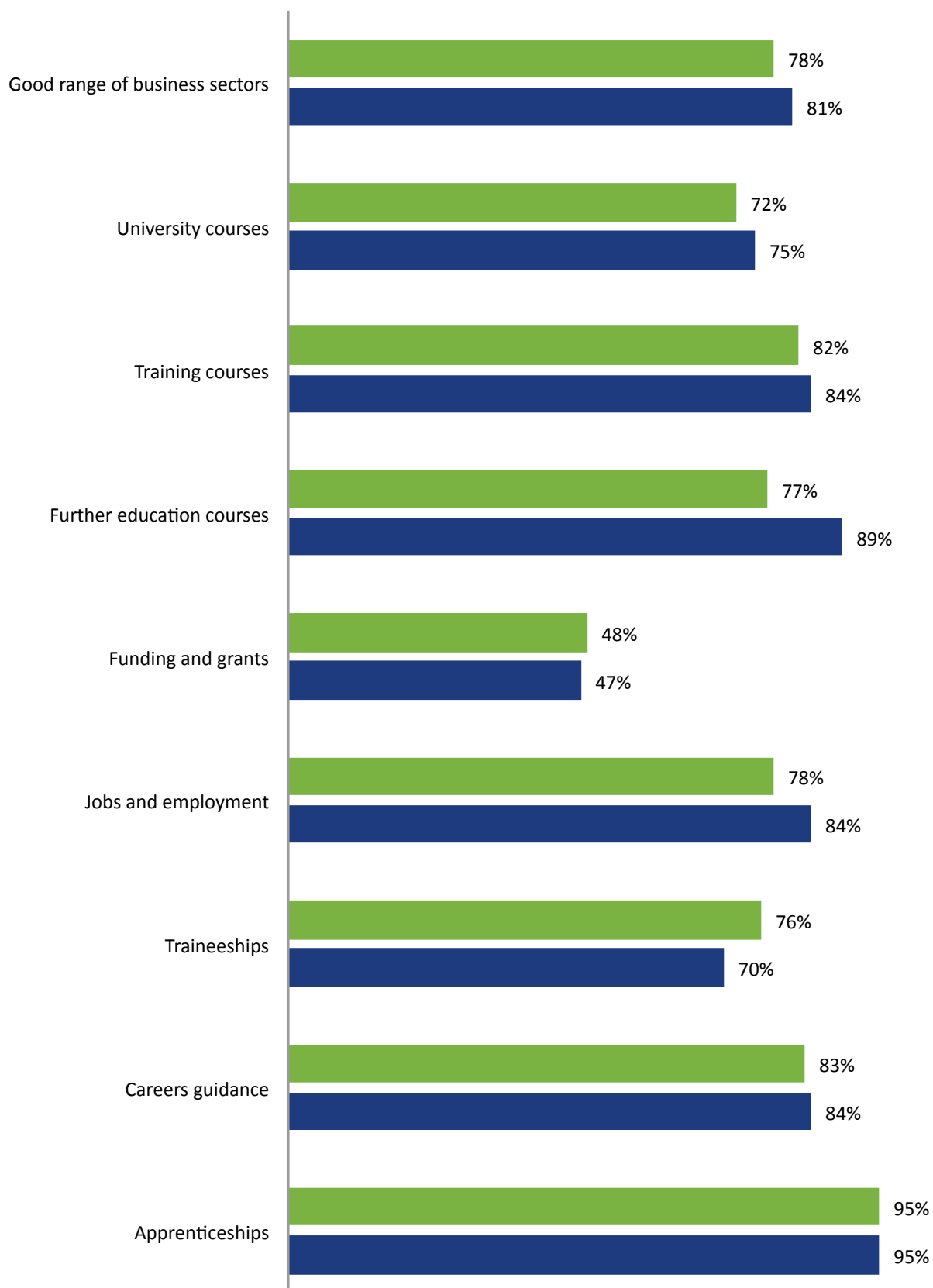
## Did your group...?



## At Skills London 2016 did you feel there was enough information about the following options?

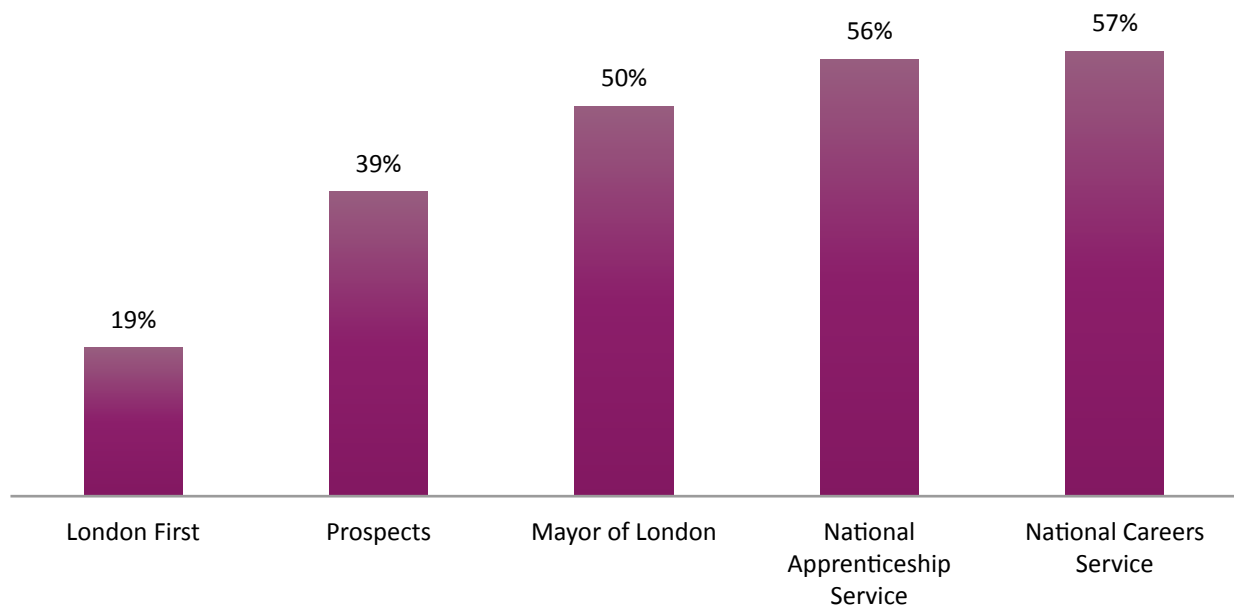
(Value = Yes)

■ 2016 ■ 2015

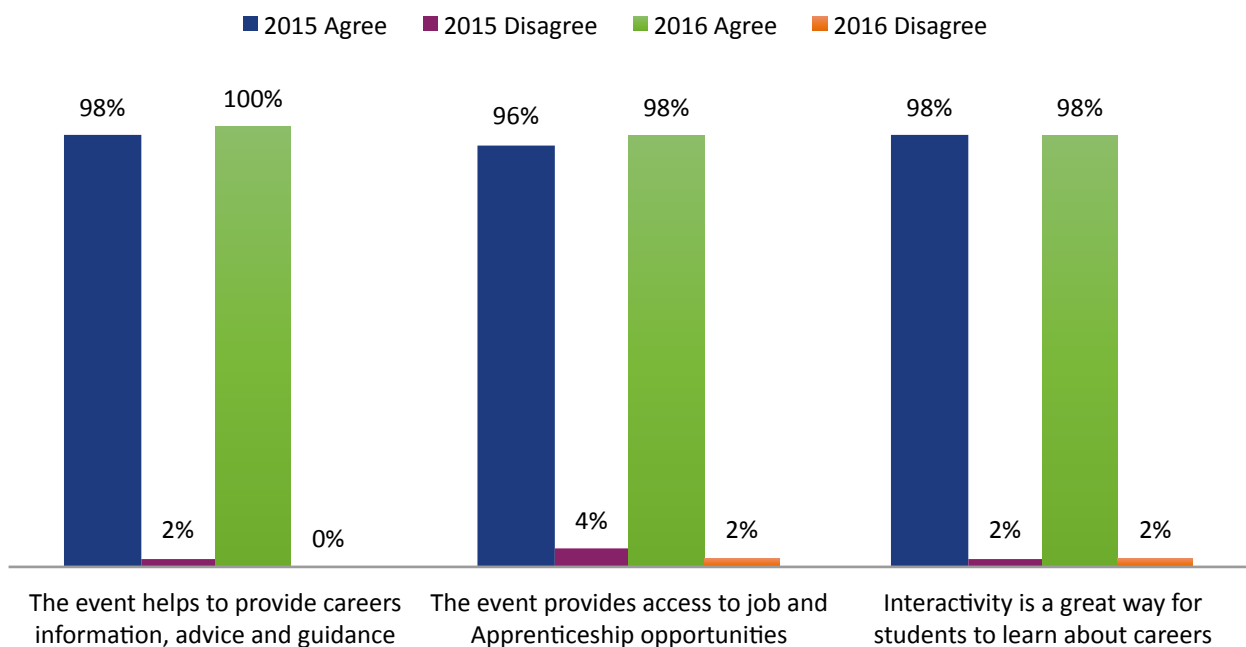




## Were you aware that this Skills London event has been organised/ supported by any of the following organisations?



## Do you agree or disagree with the following statements?





## 8.1 SUMMARY OF NARRATIVE GROUP LEADER QUESTIONS

### Preparation

The majority of the preparation takes place in assemblies, lessons or students would be referred to the Skills London website.

### What follow up will you take with your group?

The majority of the follow up will take place during tutorial sessions as well as in assemblies. Some schools are also sending out surveys asking for updated CV's from the students who attended Skills London 2016.

### What was the most important factor in your decision to attend?

In 2016 respondents noted the most important factor in their decision to attend was the opportunity for students to have access to a range of career pathways across different sectors.

Careers advisers reported that attending Skills London 2016 enabled them to further support students with placements, apprenticeships and learning.

Several respondents also reported having attended in 2015 they found it so useful they made the decision to attend again in 2016.

### The most popular stand

In 2016 the most popular stands were very similar to last year; the British Army and Lambeth College's Brick Laying. All the stands specifically mentioned included interactive and hands-on elements. The Staffroom was mentioned several times as being very informative.

Other exhibitors mentioned include: Just IT, InTraining, Virgin Media, LHAA Fashion Capital, NHS, National Apprenticeship Service, Montessori, Not Going to Uni, Jaguar Land Rover and Bright Ideas.

### How would you improve Skills London 2016

Comments on how busy the event was at times and suggestions were made that Skills London should be held over three days.

There were several suggestions of improvements for aspects out of our control such as the cost of food in the boulevard. Clear communication is required in 2017 to visitors clarifying food is supplied by the venue and prices are beyond our control.

Some group leaders have fed back that some stand holders were not particularly enthusiastic or interactive with students. This will be fed back to all exhibitors.

There were comments on the lack of water or staff walking around the hall. As both of these were available during the event we will improve event clothing and signage for water dispensers.

### Who else would you want to meet?

Suggestions such as: authors, police, fire service, a wider range of supermarkets, childcare services, retail stores, aerospace companies, Sky and more IT companies.

## 8.2 VISITOR QUOTES

*"Excellent event. Very important. Well run, well managed, well done."*

**Wimbledon College**

*"Our students enjoyed the event and found it useful - there was something for everyone, regardless of ability or aspirations."*

**St Andrew's C of E High School, Croydon**

*"Valuable, eye-opening, insightful, inspirational experience for year 13."*

**New Rickstones Academy**

*"Great opportunity to find a lot of information in a short time."*

**West Herts College**

*"Inspiring young people to achieve!"*

**Southbank International School**

*"Very informative and a great experience for our young people."*

**Cavendish School**

*"Skills London 2016 has educated, inspired and motivated our pupils to strive hard to achieve. All our pupils left better informed about further education, higher education and career paths they aspire to follow."*

**Platanos College**

*"It was very useful for the students to know of the alternatives to going to university. There was a lot of varied opportunities for them to discover."*

**Rooks Heath College**

*"If you're all about getting ahead of the rest, this is for you!"*

**BSix**

*"Great range of exhibitors."*

**Southend YMCA**

*"Well worth the journey across London. Great for supporting our Certificate of Personal Effectiveness."*

**The Green School**

*"A great opportunity to expose students to a range of career options including traineeships, apprenticeships further and higher education."*

**Acton High School**

*"Felt that the day was beneficial for both staff and students that attended and has helped us begin to close the gap for those not aspiring to go to university."*

**Marriotts**

*"It was a remarkable event, our students enjoyed it thoroughly and found it greatly beneficial."*

**Lister Community School**

*"Overall I felt the programme was well organised and my students enjoyed the day."*

**Nightingale Community Academy**

*"Skills London is a wonderful event for young people to get career advice, meet and talk to employers, get an idea of what a job could involve. Great day out!!!"*

**Tower Hamlets College**

*"It was a wonderful convention which engaged and inspired the students. Thank you for all your hard work!"*

**LPGS**

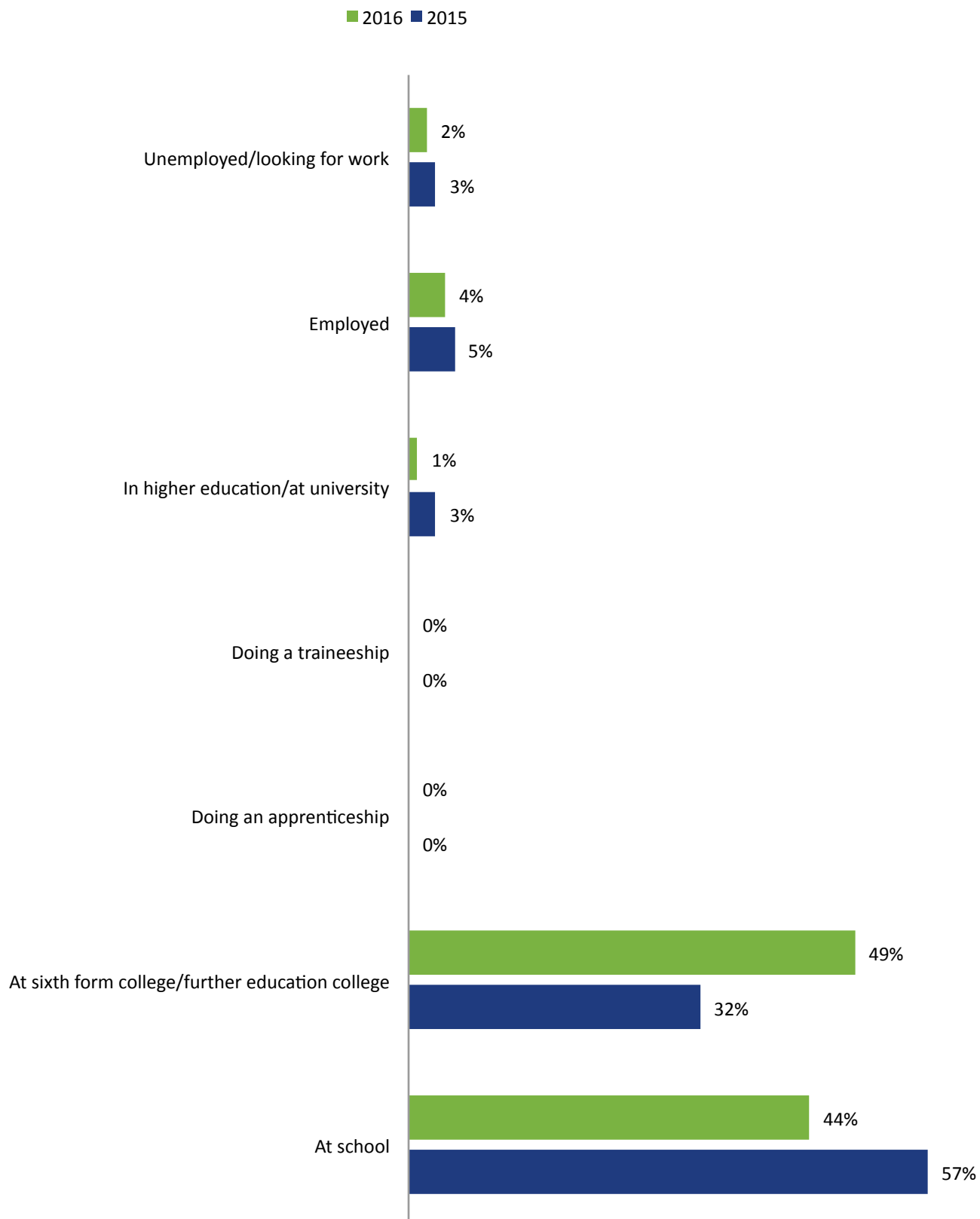
*"Enjoyable. Wish we had more time."*

**Newhaven school**

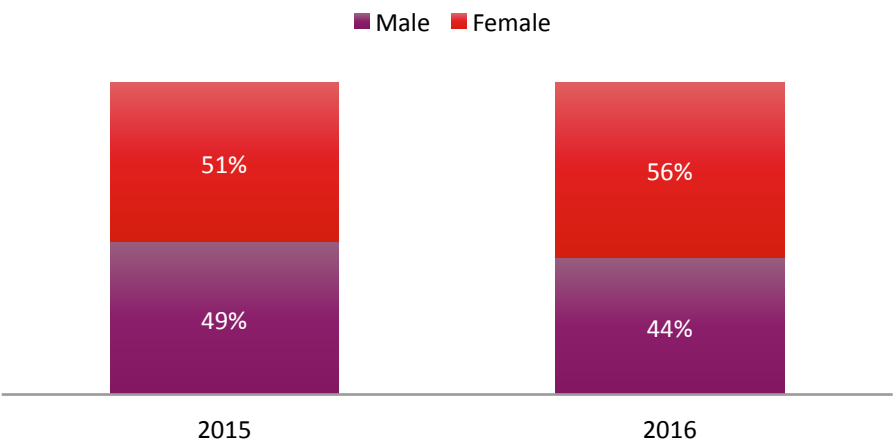


## 9 INDIVIDUALS SURVEY RESULTS (547 RESPONSES IN TOTAL)

### Are you currently?

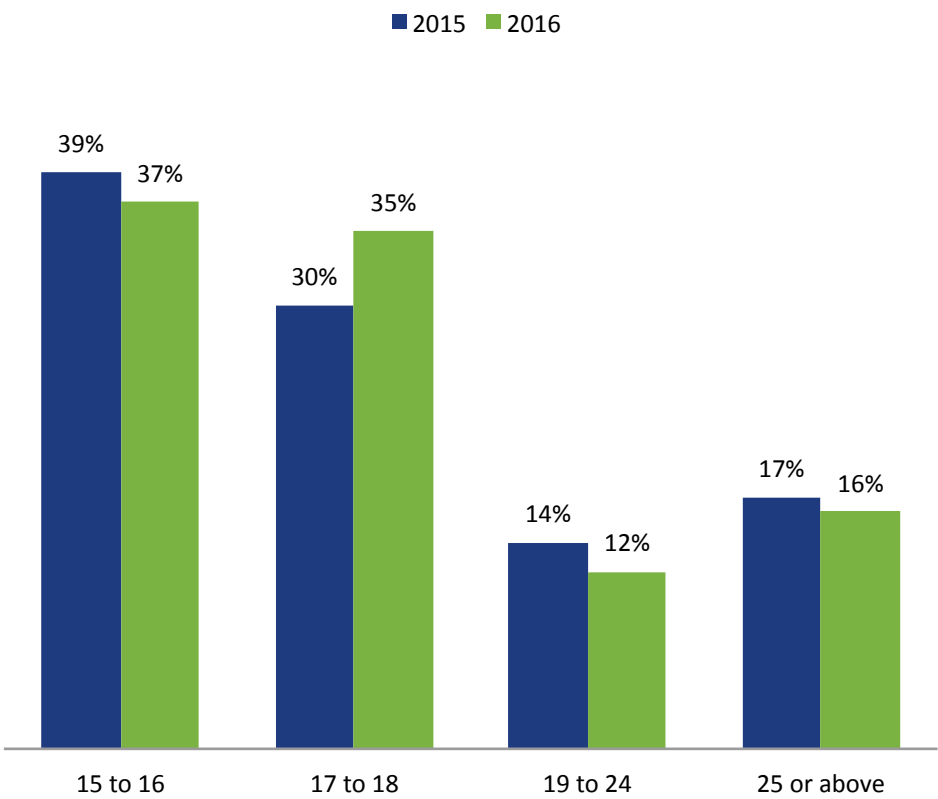


Gender



Analysis from individuals who pre-registered

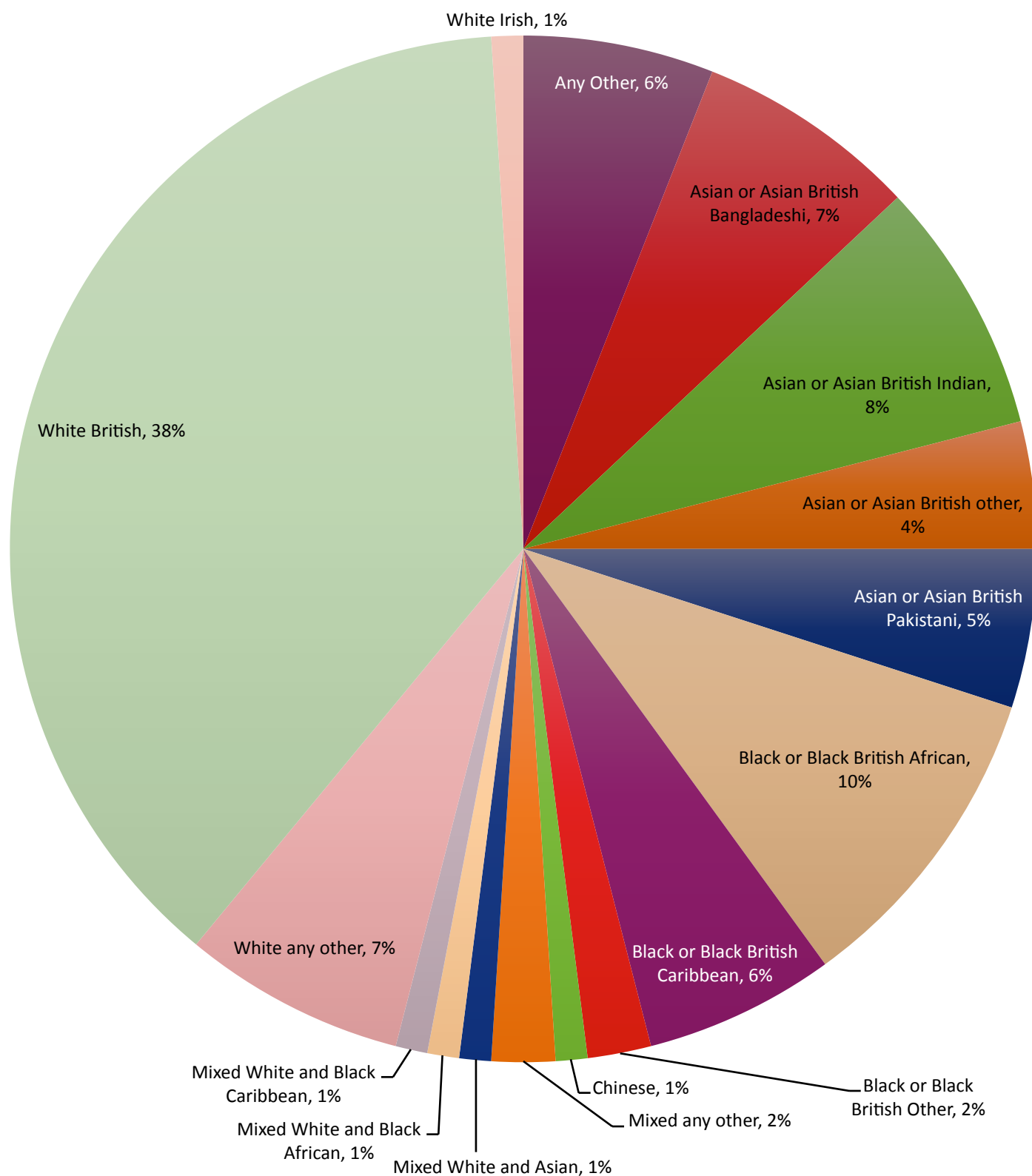
How old are you?



Analysis from individuals who pre-registered

## Which ethnic group are you from?

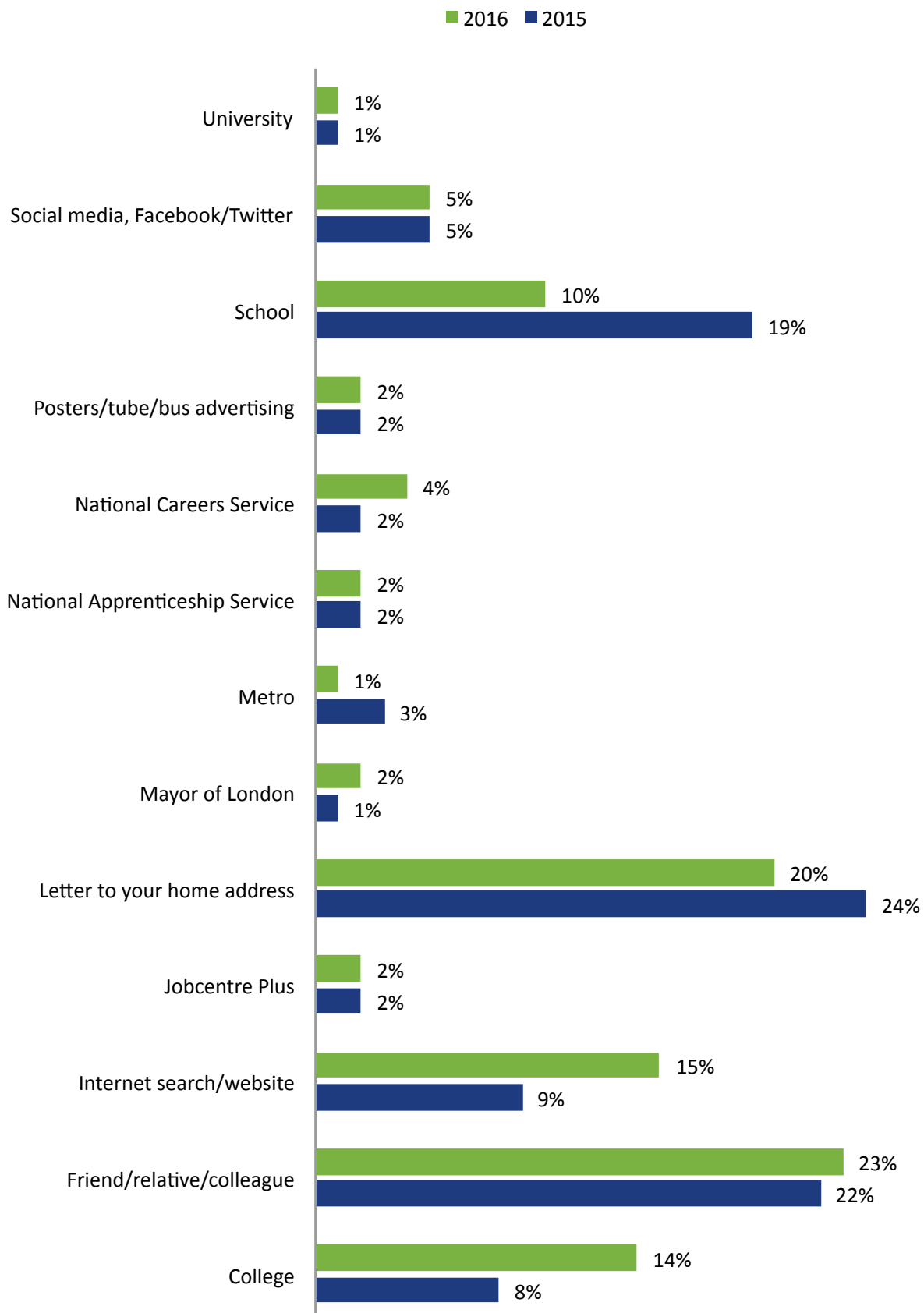
British white 38% BME 62%



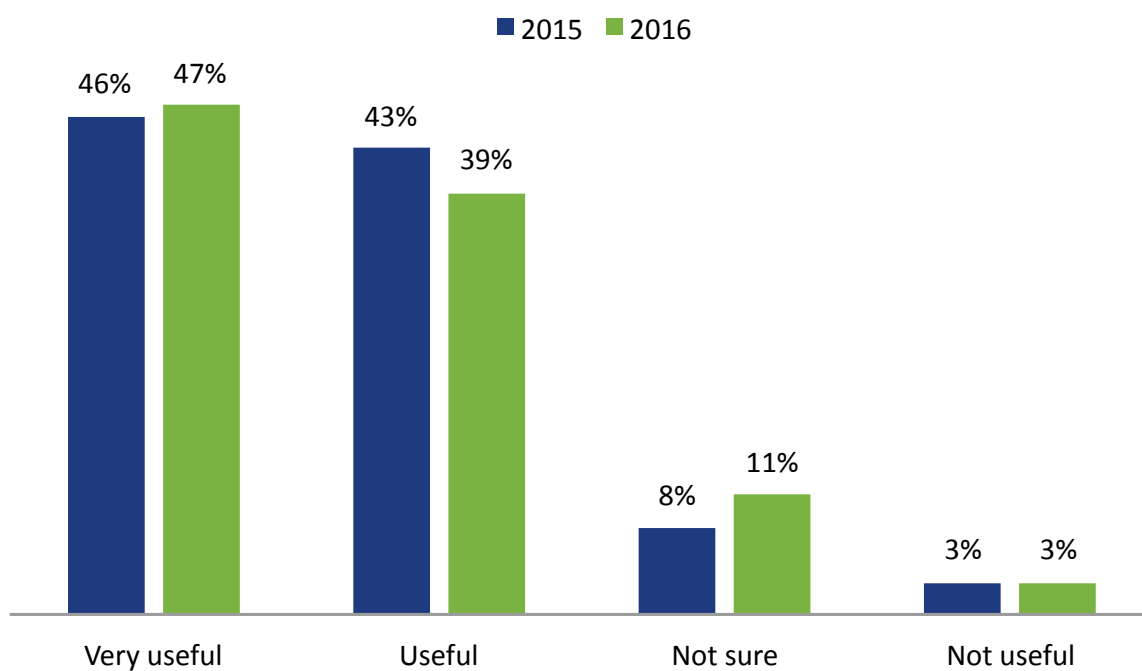


Analysis from individuals who pre-registered

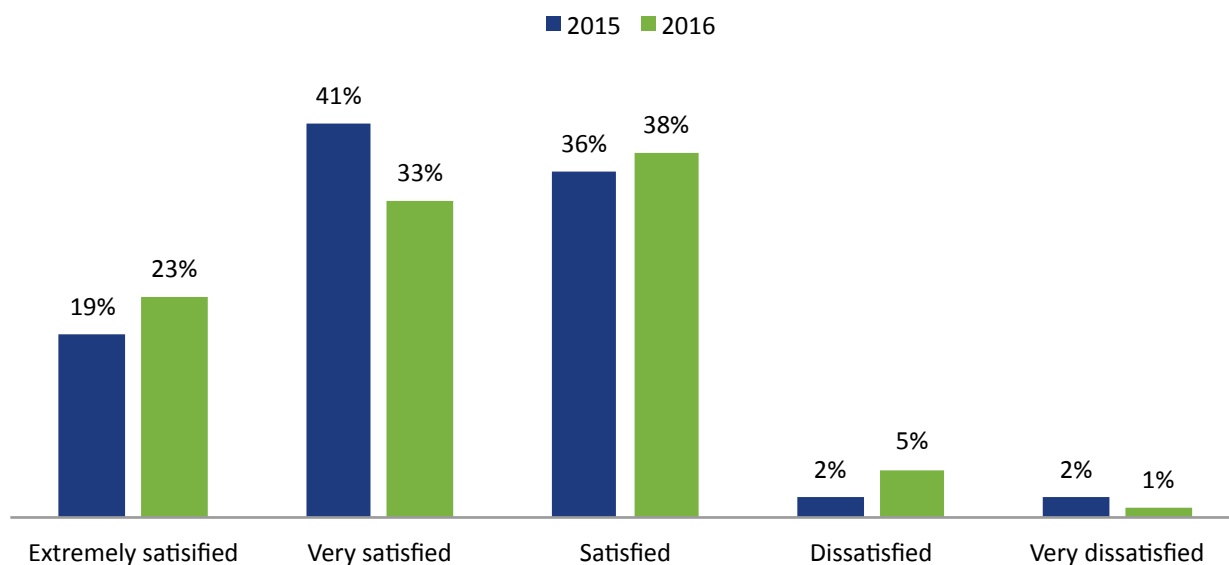
## How did you hear about Skills London?



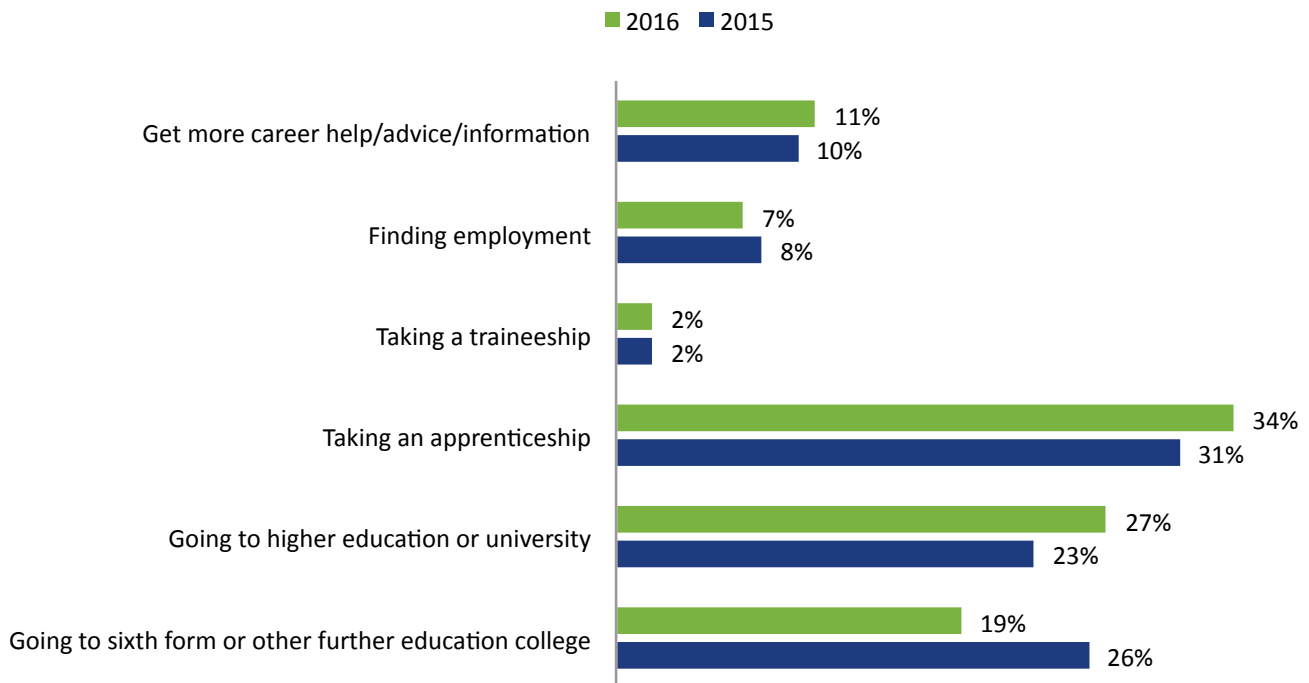
## Skills London 2016 was divided into zones was this useful?



## How would you rate your visit to Skills London?



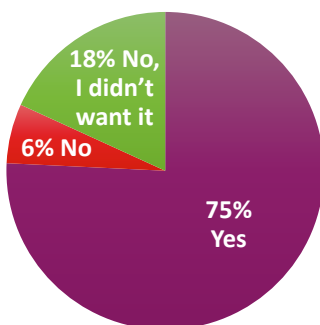
## Has visiting Skills London made you consider any of these options?



## If you wanted it, did you get information on the following at Skills London?

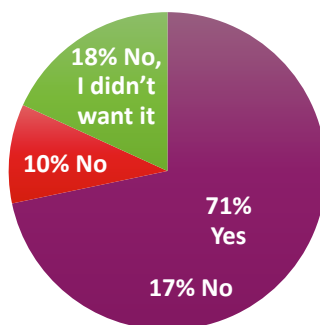
### Apprenticeships

2016



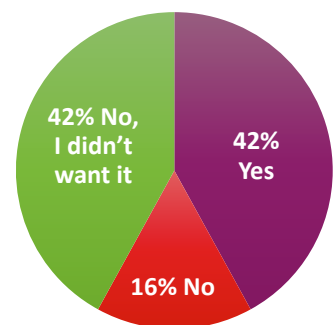
### Higher level/degree-level apprenticeships

2016



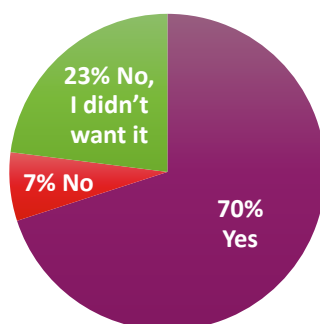
### Traineeships

2016



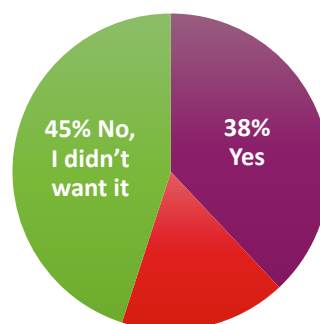
### Apprenticeships

2015



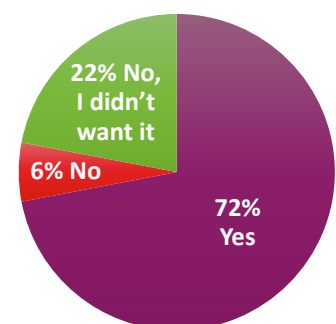
### Higher level/degree-level apprenticeships

2015



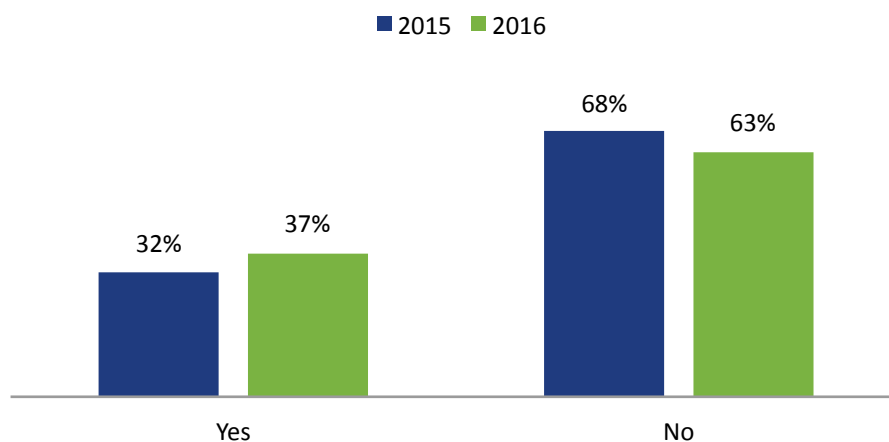
### Traineeships

2015

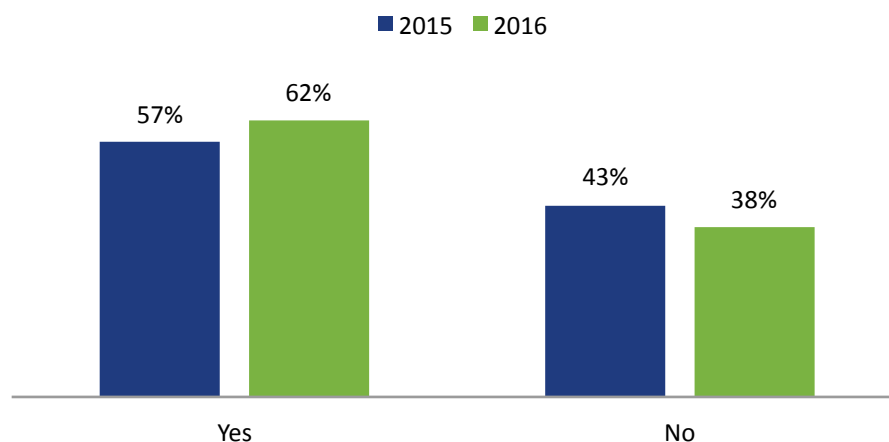




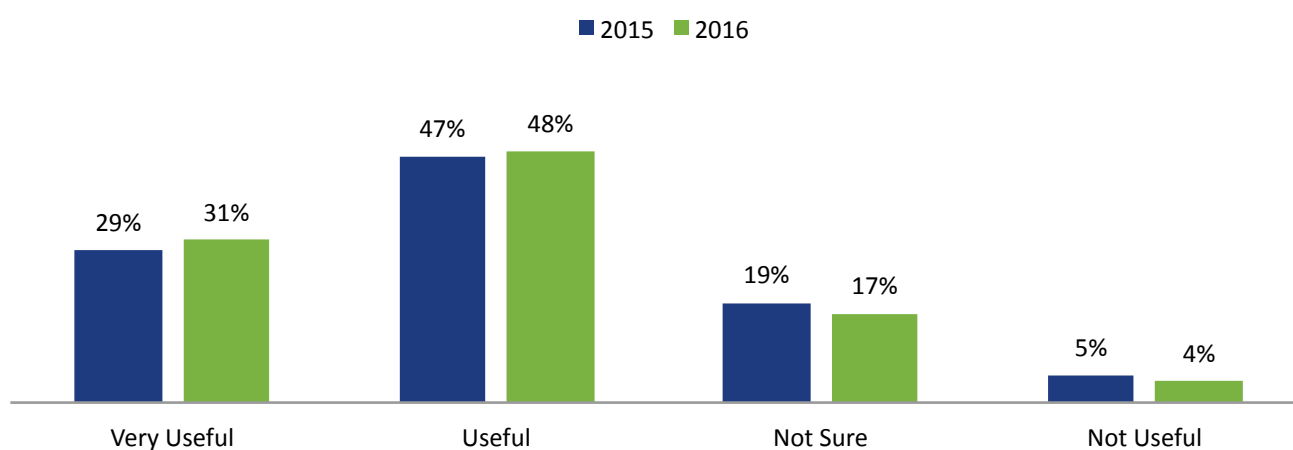
## Did you visit the National Careers Service stand or speak to a National Careers Service adviser?



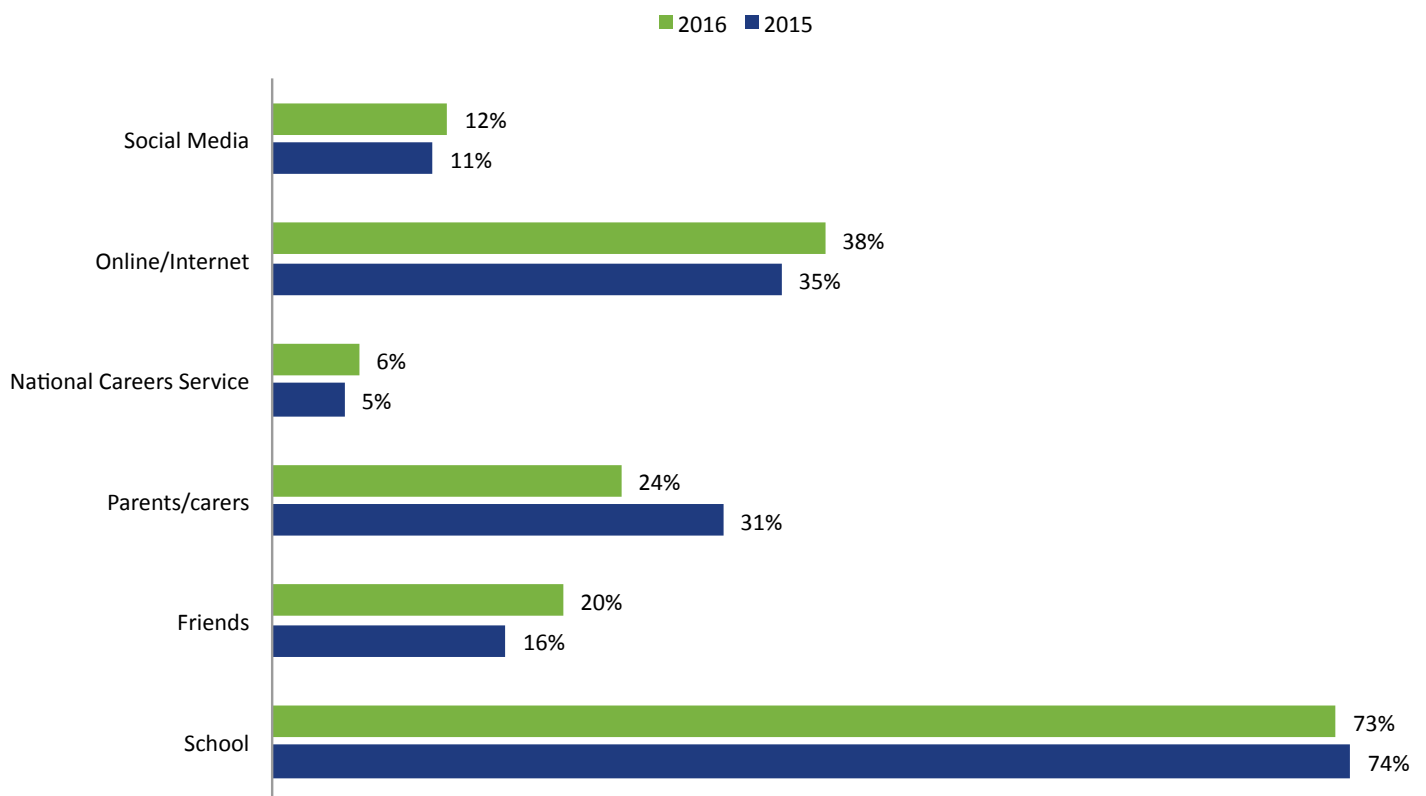
## Following Skills London will you use the National Careers Service to help you find out information and advice?



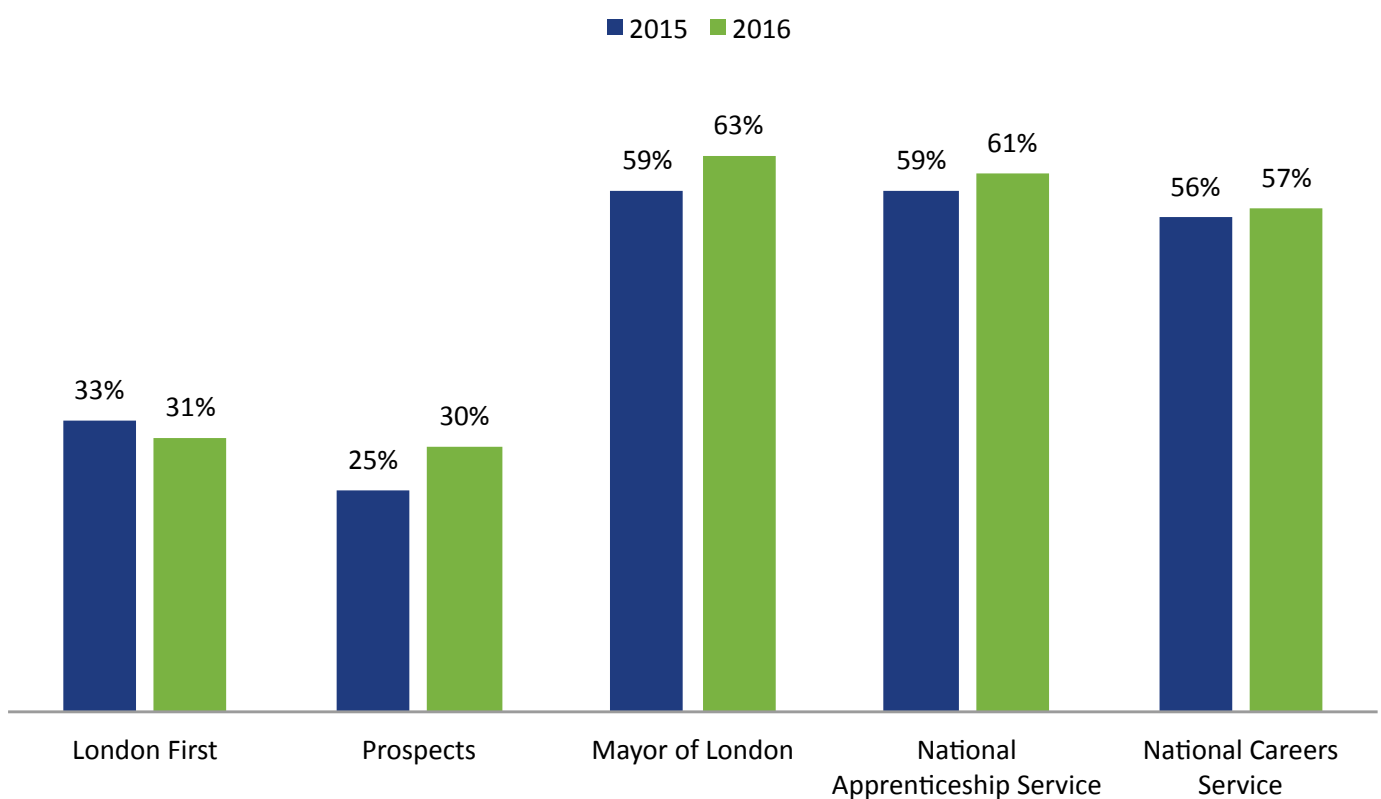
## How did you rate your experience with the career advisers?



## Where do you currently get information about your career choices?



## Did you know Skills London has been organised/supported by the following organisations?





## 9.1 SUMMARY OF NARRATIVE INDIVIDUALS QUESTIONS

**The most popular stands in 2016 were, in order of preference:**

1. NHS
2. ITV
3. British Army
4. BBC
5. National Careers Service
6. Barclays
7. Apprenticeships
8. McDonald's Restaurants
9. Heathrow
10. Royal Navy
11. Lambeth College
12. V Inspired
13. RBS and NatWest
14. EY
15. KPMG
16. Virgin Media
17. Capel Manor College
18. CIOB
19. Tideway
20. KFC

As in 2015 the most popular stands were those offering the best visitor experience either in terms of interactivity and hands-on features or live vacancies.

**What was your least preferred stand at Skills London 2016 and why?**

The majority of visitors have responded by saying that all stands were good or that their least popular stand was due to their own personal preference or it was not relevant to their future career goals.

The other criticisms were due to queues at the more popular stands or unapproachable or unengaging staff.

These views match the responses we received in 2015.

**What is one thing you remember about your visit to Skills London 2016?**

The range of companies, the approachable staff and the information on career paths were the main memories and comments on Skills London 2016.

**Over 2,500 companies were contacted about being part of Skills London 2016, which employers would you like to meet at future events?**

Below are a selection of companies that were specifically mentioned.

- Channel 4
- Science or bio-chemistry companies
- Estate agencies
- More about childcare
- Pilots/air hostesses
- Archaeology
- Russell Group universities
- More magazine/print companies
- Retail and more travel companies
- Police
- Eddie Stobart

These are similar to companies mentioned previous years.

**If you had to organise Skills London 2017 what would you do differently?**

Suggestions included more space, a variety of other industry sectors as well as more employers with immediate job opportunities. Some other comments include signage and maps both inside the hall and outside.

## 9.2 COMMENTS FROM INDIVIDUALS

### Individuals comments from the survey recipients when asked what they would remember about Skills London 2016 included:

*"I did not realise there were so many apprenticeships around."*

*"The information given by all the stands. Helpful and useful."*

*"Learning more about what I was interested in so I had more of an idea about it."*

*"It's better for me to do A-levels before an apprenticeship or going to university."*

*"Useful websites and places to look for apprenticeships."*

*"The Royal Marines and Royal Air Force members were extremely knowledgeable and helpful."*

*"How welcoming and kind staff were."*

*"Apprenticeships are widely available in the IT sector."*

*"The different pathways for going into different careers."*

*"I saw one of the managers from Wates who would be interviewing me in a couple of days."*

*"How nice it is. I found it really helpful and the people I spoke to were really kind and enthusiastic."*

*"The range of branches of engineering and construction and the many future opportunities that stem from this."*

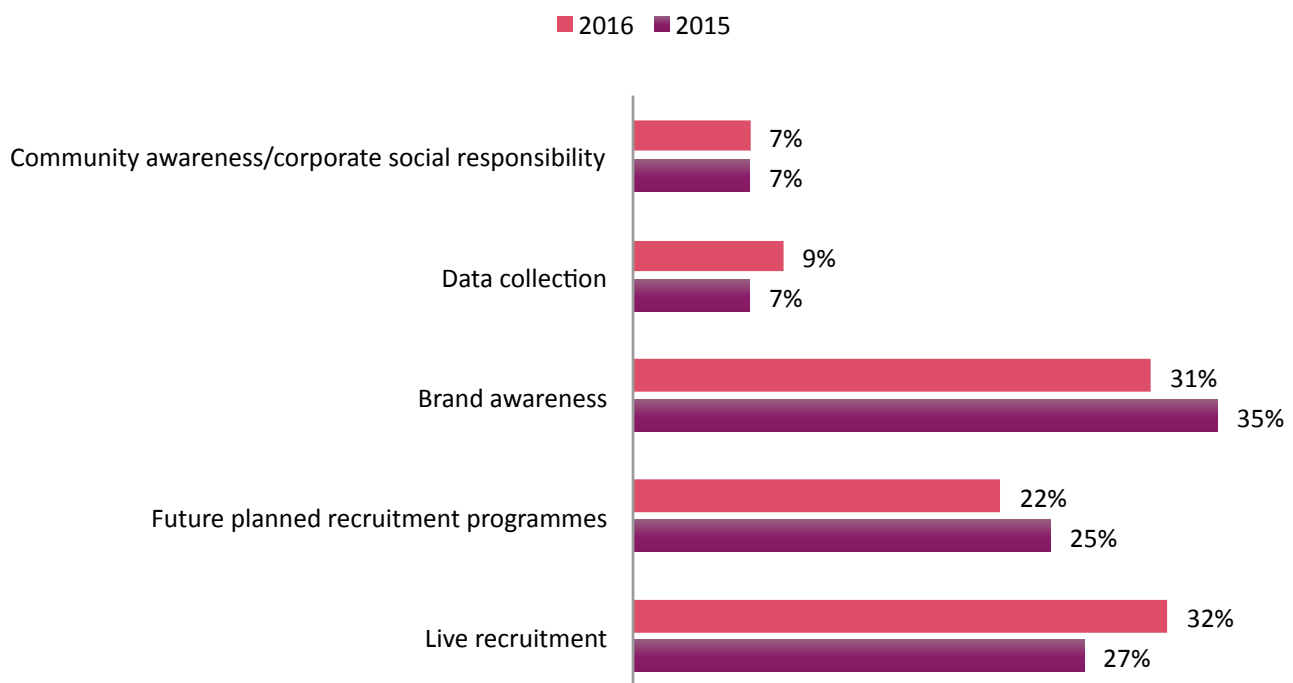
*"Getting advice on getting into the TV industry and work experience."*

*"NHS because they were very practical and demonstrated some of the simple yet life-saving skills!"*

*"The friendliness of the exhibitors and how they were not just plugging their stands, they were actually willing to point to alternatives when their options didn't quite fit."*

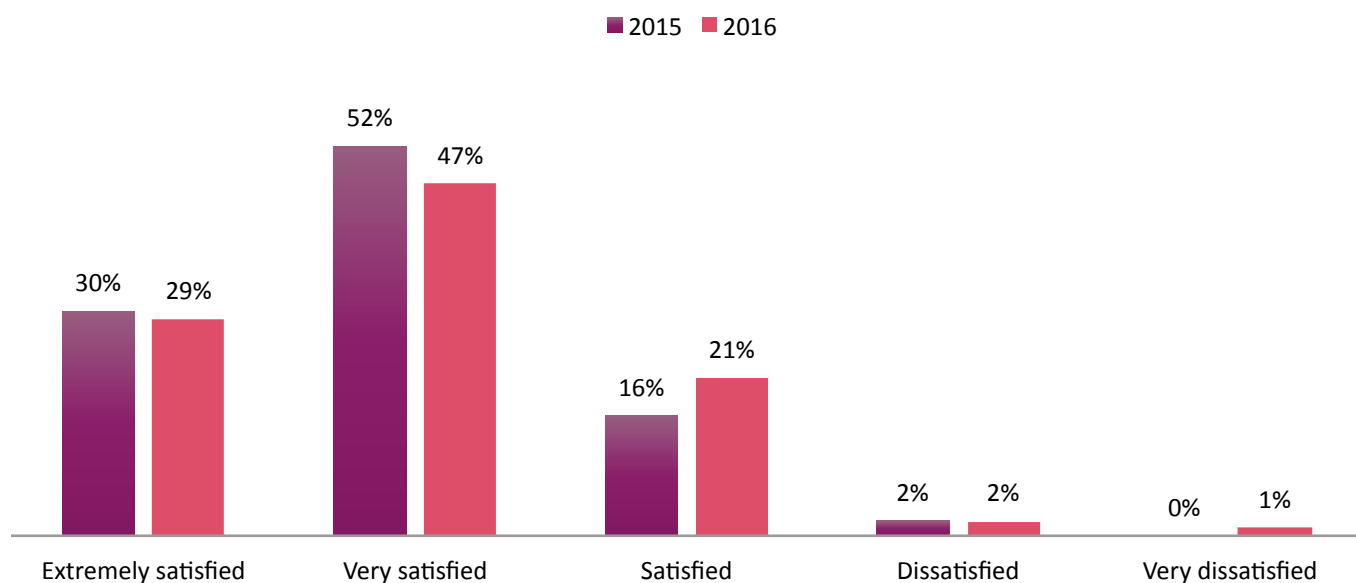
## 10 EXHIBITOR SURVEY RESULTS (136 RESPONSES IN TOTAL)

### What was the most important factor in your decision to exhibit?

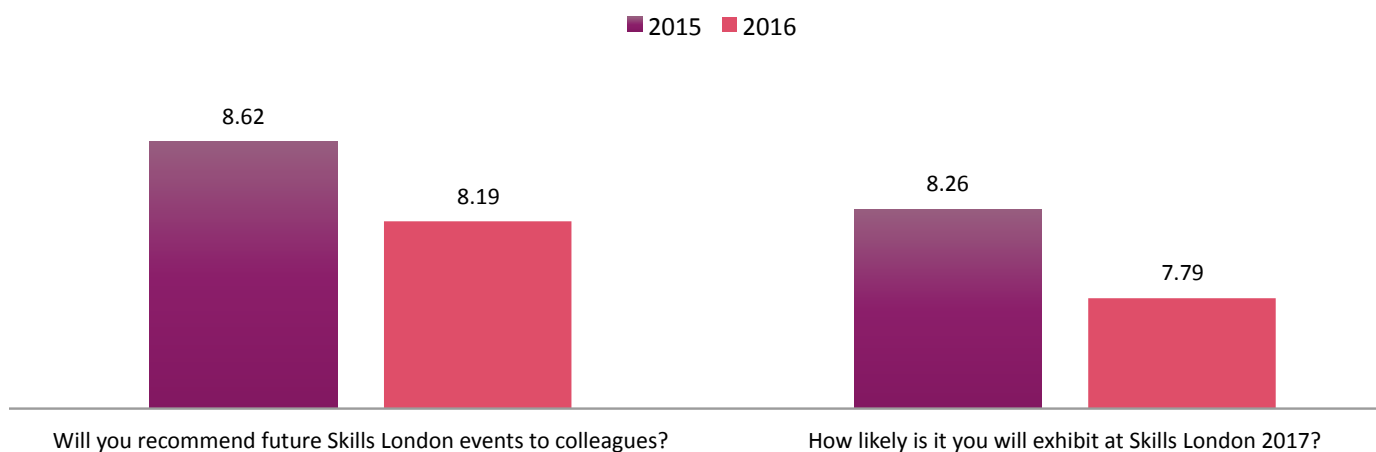




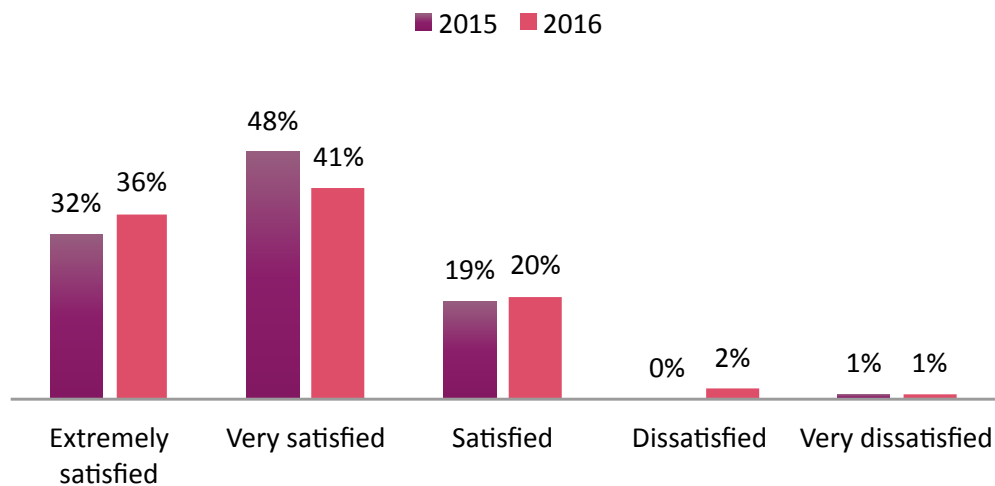
## How satisfied were you with Skills London overall?



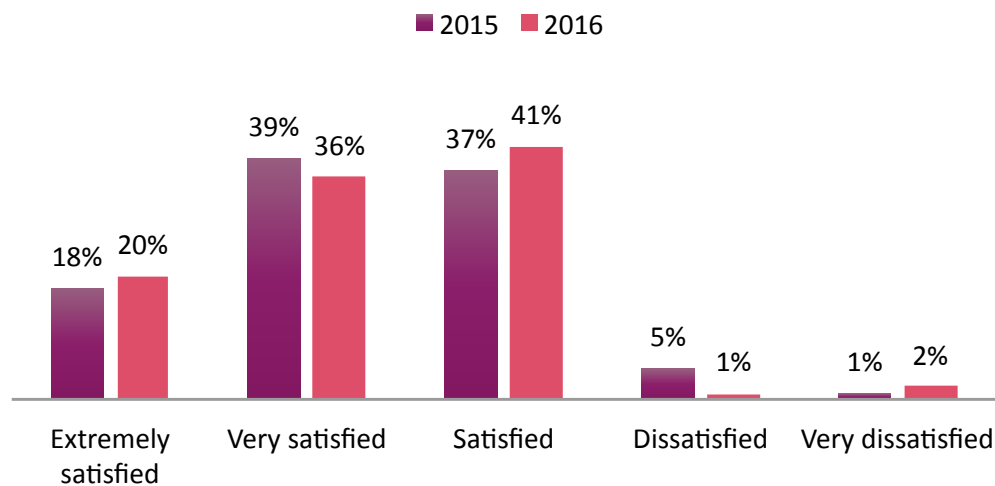
Please rate the following, where 1 is very unlikely and 10 is very likely  
(average rate)  
(net promotor score)



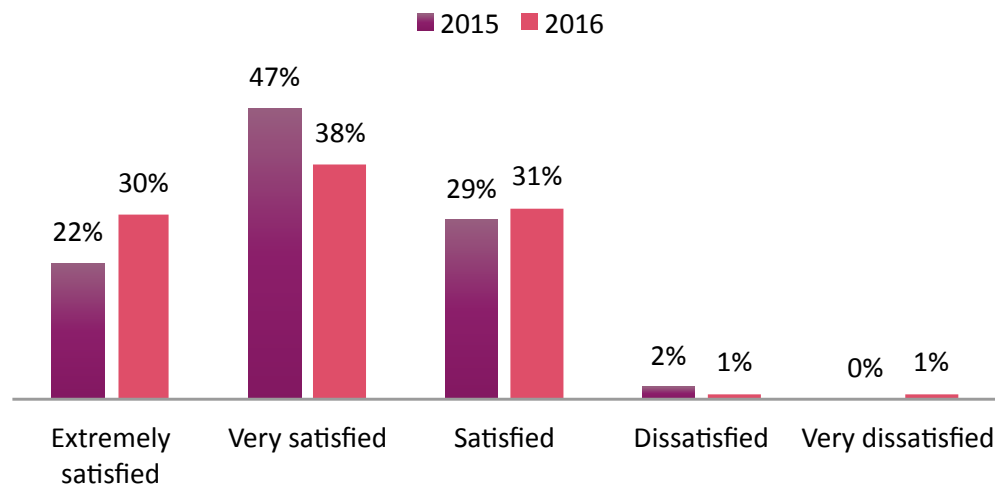
## How satisfied or dissatisfied were you with the engagement with young people?



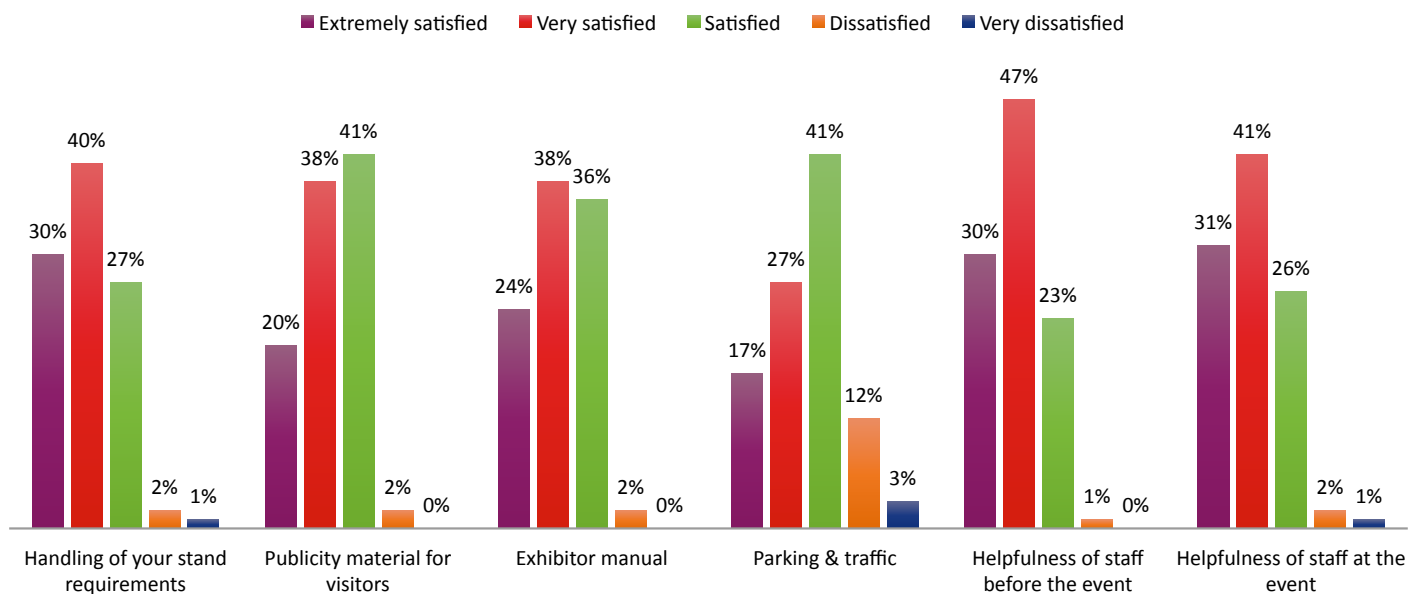
## How satisfied or dissatisfied were you with the engagement with teachers



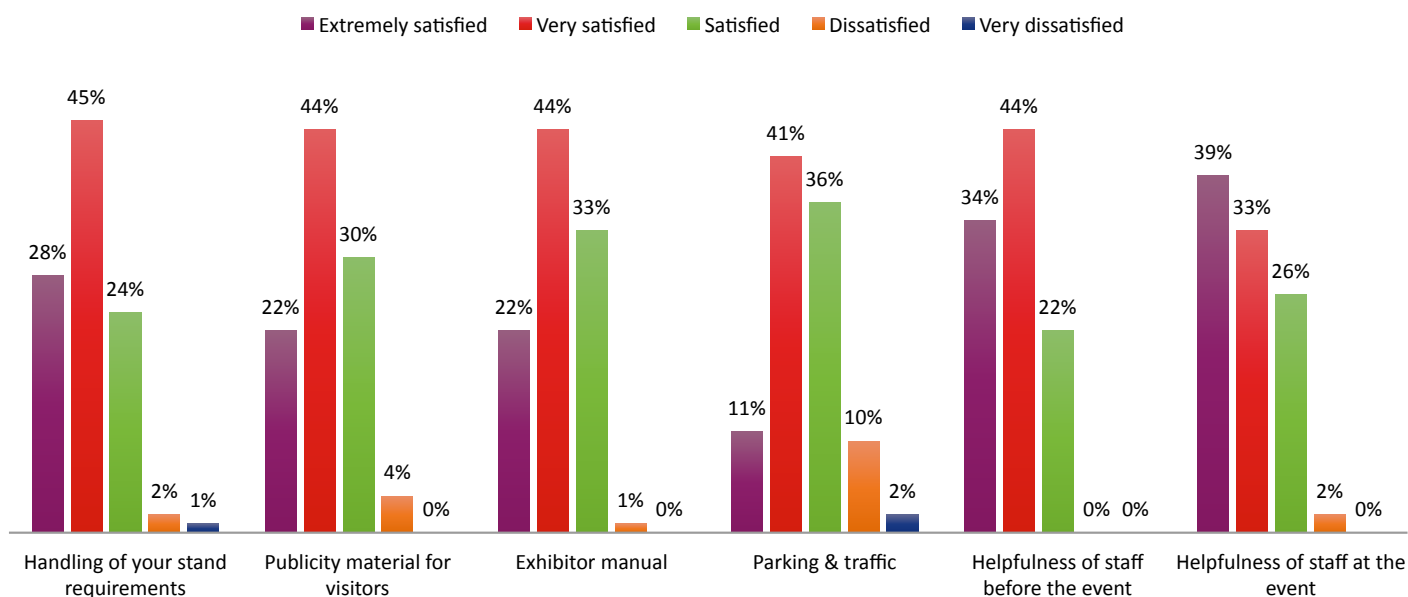
## How satisfied or dissatisfied were you with the engagement with parents and carers?



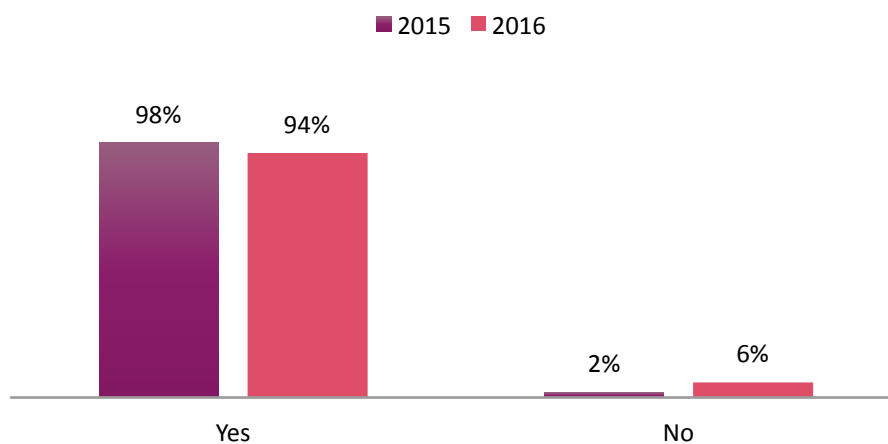
## How satisfied or dissatisfied were you with the following elements in 2016?



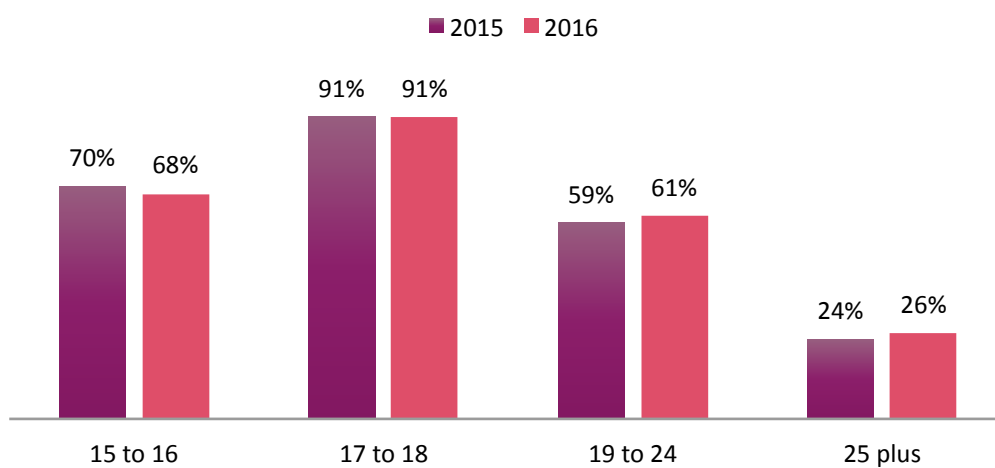
## How satisfied or dissatisfied were you with the following elements in 2015?



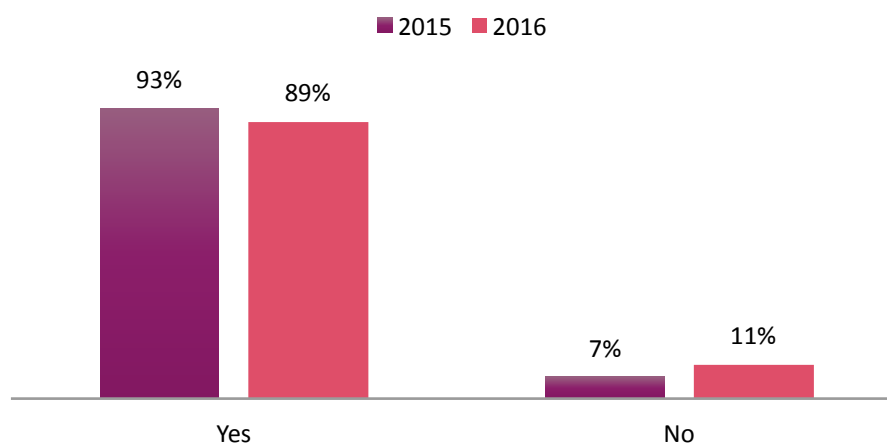
## Did Skills London attract the right age group for your organisation?



## What age group/s were you hoping to see?



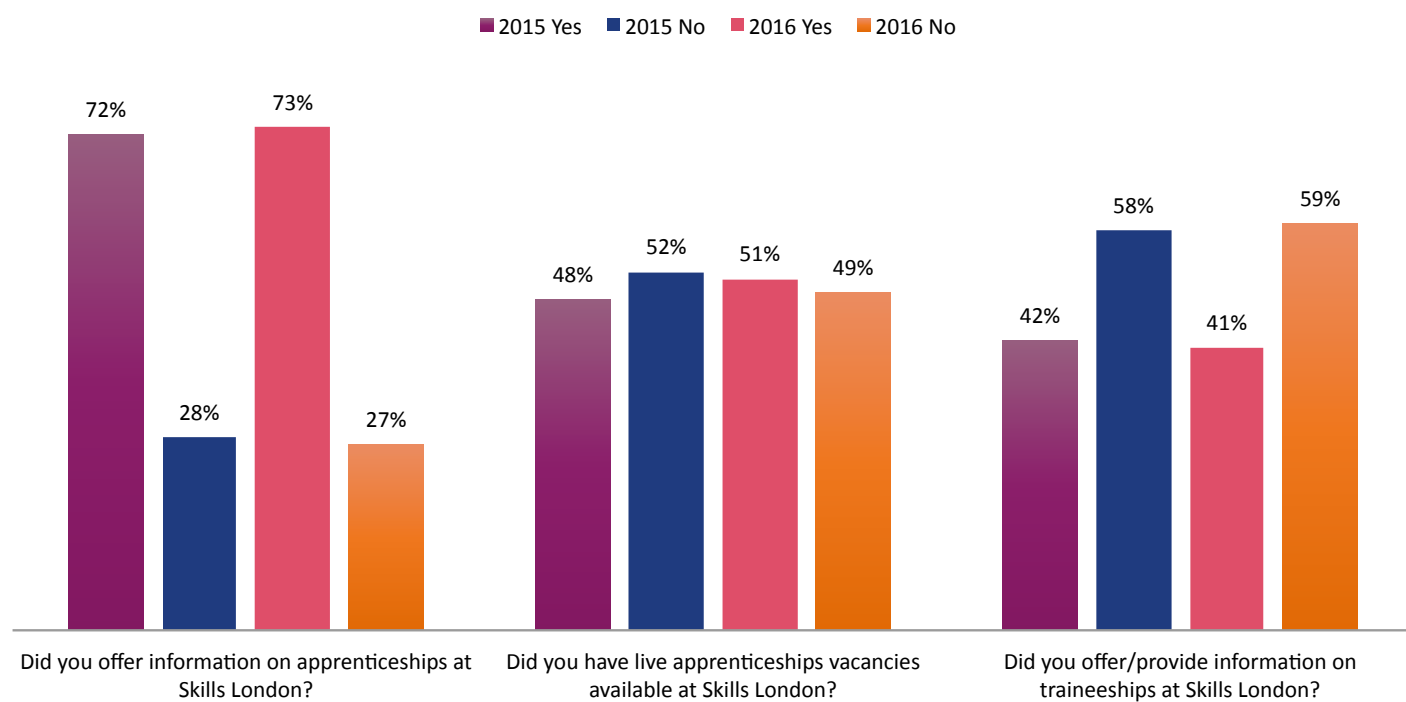
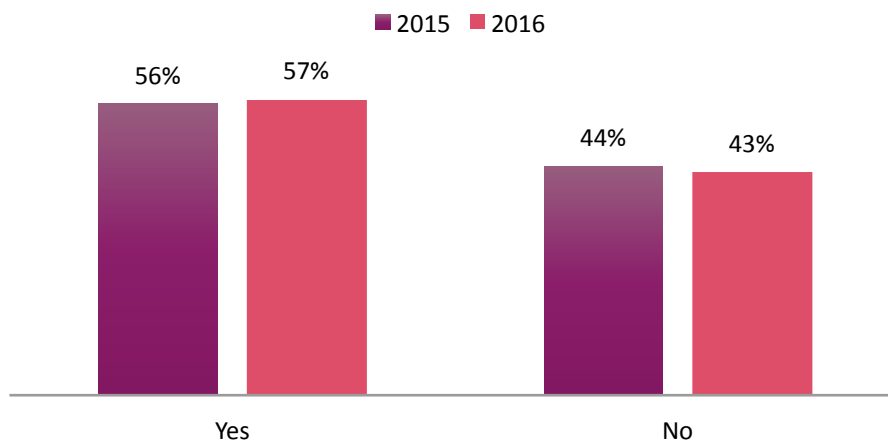
## Will you be engaging with visitors after the event?





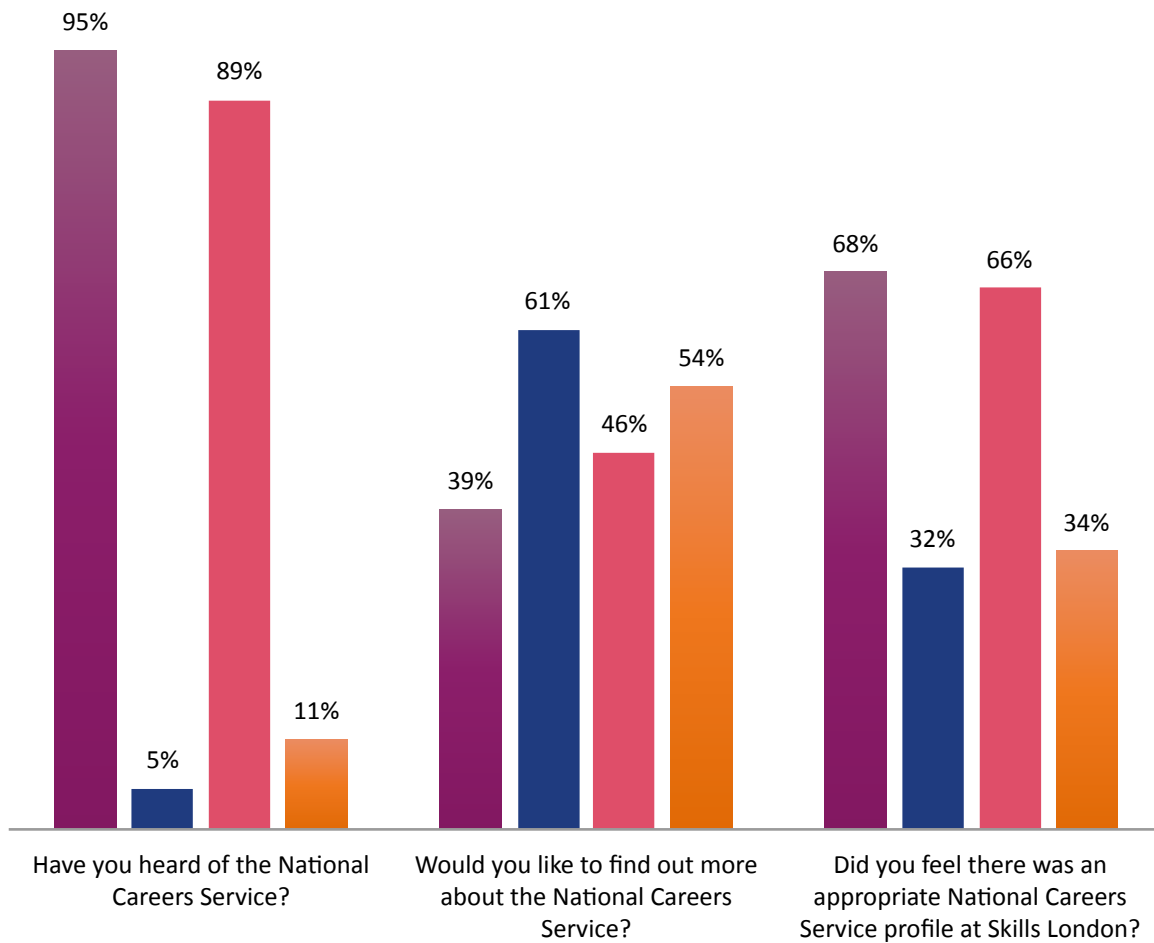
## Apprenticeships at Skills London 2016

### Did you offer information on higher level or degree-level apprenticeships at Skills London?



## National Careers Service at Skills London

■ 2015 Yes ■ 2015 No ■ 2016 Yes ■ 2016 No



## Were you aware Skills London has been organised and supported by any of the following organisations?

■ 2015 ■ 2016



## 10.1 SUMMARY OF NARRATIVE EXHIBITOR QUESTIONS

### What did you think was the best element of Skills London 2016?

Similar to 2015, some of the best elements mentioned were:

- Volume of and diversity of visitors
- The range of other exhibitors
- Meeting new contacts and networking
- The organisation and layout of the event
- The ability to talk to both young people and their parents
- The ability to inspire future apprentices
- The motivation of the students and young people that were met.

### What was the worst element of Skills London 2016?

In 2016 the worst elements mentioned were similar to those in 2015 and 2014

- Costs of parking
- Noise
- Free water not well signed
- Insight Talks attendance
- More staff on hand during the event
- Lack of ability to capture data.

### Exhibitors who expressed an interest for exhibiting in 2017 listed the following reasons for exhibiting again:

- Brand awareness
- Volume of people reached
- To promote social policy
- Good networking opportunities
- Fill job opportunities.

### What are your reasons for not exhibiting again?

- Cost
- The delegates are not target audience
- The students were outside of catchment area
- Budget cuts.

The reasons given are consistent with previous years.

### Will you be engaging with visitors post event?

The majority of engagement proposed will utilise data captured and will be followed up using email, social media, open days, events and visits to school. Of the exhibitors who responded, 12.7% had offered a work placement to someone they met through Skills London 2016.









# skillsLondon 2017

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