

CAMDEN GO FULL STEAM AHEAD...

Camden council has taken the notion of 'STEM' subjects one step further in its commitment to 'STEAM', where the A reflects its belief in the central role of the arts and creativity in the traditional 'STEM' subjects of science, technology, engineering and mathematics today.

To translate this commitment into reality the council set up a STEAM Commission that brought together business leaders, head teachers and young people to: highlight Camden's significance as a centre for the digital, creative and scientific industries; improve career opportunities for young people; and ensure businesses are able to benefit from the range of talent in the borough.

The Commission, chaired by Dinah Caine CBE of Creative Skillset, launched its report, '*Creating Camden's 21st Century Talent*' at Google UK's King's Cross headquarters in June 2017. The report set out eight recommendations for employers, schools and parents to help develop young people's skills and opportunities in the STEAM sector:

- Launching a STEAM Hub to bring schools and businesses together to design a more connected curriculum around creative, digital and science subjects.
- Launching a STEAM pledge for businesses to commit to concrete support for schools.
- Launching a network of STEAM Ambassadors drawn from business - we are working with STEM Learning to adapt their STEM Ambassador offer in Camden.
- Launching a parallel network of STEAM Youth Leaders, providing peer role models and raising aspirations
- Mobilising businesses to run 'Camden Challenges', supporting young people to develop their skills and targeting underrepresented groups.
- Providing training for Career Governors and supporting schools to recruit governors from industry
- Providing schools, young people and parents with actionable Labour Market Information
- Raising the quality and visibility of STEAM apprenticeships and technical education.



Above: Camden Council Leader Georgina Gould speaking at the launch of the STEAM Commission report, Google UK headquarters, June 2017

Speaking at the launch of the report, Camden leader Georgina Gould said:

“World-renowned institutions, including the British Library, the Francis Crick Institute and Central Saint Martins College of Art and Design, alongside companies such as Google UK and ASOS, have the potential to inspire and support our young people to aim high and forge exciting careers in the 21st century economy.

“Succeeding in this economy will increasingly require young people to have a fusion of skills - creativity blended with digital and science ability.

“The STEAM Commission’s ambition is to link businesses strongly with schools and further education colleges to help deliver the 21st century talent they need and, in so doing, to guarantee the best opportunities and futures for all our young people.”

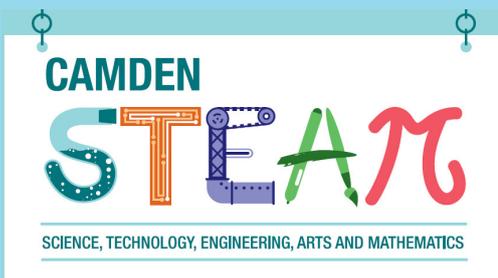
A STEAM Programme Manager was appointed in January 2018 to drive forward the recommendations and business engagement is supported by Camden Learning’s Schools Brokerage Manager, who leads on links between schools and businesses, helping to streamline and simplify the process of engagement.

The STEAM Hub is being led by two primary schools, two secondary schools and an FE College with the support of the council and its school improvement partner, Camden Learning. In its first year, the STEAM Hub will train a group of teachers as STEAM Leaders. Through a series of master classes and through working collaboratively with STEAM employers, organisations and curriculum experts, STEAM Leaders will develop curriculum approaches and resources to promote a more connected curriculum around the creative, digital and science subjects, which will be shared with schools across Camden.

This summer, global lifestyle brand Ted Baker, which has headquarters in King’s Cross, will host a week-long Camden Challenge for 13 to 15-year-olds. The young people will work in small groups on a sustainability and fashion business challenge, learning from teams across Ted Baker and current and former Ted Baker ‘Extras’ (apprentices), developing employability, creativity and critical thinking skills, and gaining an insight into how each element of STEAM comes to life in a business. Support for the young people taking part will extend beyond the week, with longer-term opportunities such as mentoring.

Camden hopes that this work will be both useful and scalable at a London-wide and national level, demonstrating the value of the STEAM Commission’s key principles and approach.

The council’s STEAM initiatives will be launched to schools and businesses at an event at the Francis Crick Institute in September.



You can download the full report from Camden’s STEAM Commission here:

www.camden.gov.uk/steamcommission

To find out more and discuss Camden’s STEAM Programme further, contact:

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