

London Ambitions

2020 Update



**LONDON
COUNCILS**

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The London Ambitions Call to Action

Give young people access to:

- ✓ Impartial, independent and personalised careers education, information, advice and guidance
- ✓ At least 100 hours of experience of the world of work for all young Londoners, recorded in a digital portfolio

Schools and colleges should provide:

- ✓ An explicit, publicised careers policy and careers curriculum in every secondary school and college
- ✓ A governor with responsibility for ensuring the institution supports all students to relate their learning to careers and the world of work from an early age

Support high-quality careers work with:

- ✓ Up-to-date, user-friendly labour market intelligence and information
- ✓ The formation and development of Careers Clusters to improve awareness of London's labour market
- ✓ Support for school and college leaders in a whole-school approach to plan and deliver careers provision
- ✓ A London Ambitions Portal – linking education to business and the careers community



How London Ambitions has developed

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

This statement from *London Ambitions: Shaping a successful careers offer for all young Londoners* reminds us of the reasons why a partnership (led by the then London Enterprise Panel and including London Councils, the Greater London Authority and representatives of schools and colleges in London) jointly developed the concept of a careers guidance offer for London’s children and young people in 2015.

London Ambitions was developed as a way to best enable young people to acquire the experiences that are sought after in the jobs market. It provides a framework for schools, colleges, employers and stakeholders to develop and deliver responses and solutions to the challenges of providing skills education and training.

London Ambitions is based on seven elements that together aim to transform the landscape of careers education, information, advice and guidance in London:

- Every young Londoner should have access to impartial, independent and personalised careers education, information, advice and face-to-face guidance in their local community.
- Every young Londoner should have completed at least 100 hours’ experience of the world of work by the age of 16 and the lessons from their employability journey should be captured in a personalised digital portfolio.
- Every secondary school and college should have in place an explicit publicised careers policy and careers curriculum.
- Every good institution should have a governor with oversight of young people’s education around skills, employment and the world of work.
- Every secondary school and college should have access to up-to-date, user-friendly labour market intelligence.
- The quality of careers provision should be strengthened through careers clusters.
- A London Ambitions portal should enable schools and colleges to source high-quality careers provision.

The landscape in careers guidance has changed since London Ambitions was published, as has the context in which careers guidance is provided to young people. Nonetheless, the core principles and drivers of London Ambitions remain relevant. The progress that has been made over the past few years is a cause for celebration, with many young people being supported towards their ambitions. But there is more to do.

London government's commitment to careers work

London government refers to the Mayor of London, the Greater London Authority (GLA) and London Councils (acting on behalf of the 32 boroughs and City of London).

Collectively, the organisations constituting London government have demonstrated their continued commitment to the ethos of London Ambitions:

- The Mayor of London has set out his aspiration for an all-age careers service, linked to the delivery of London's skills strategy, in the **Careers for Londoners Action Plan**.
- The Leaders of London's boroughs, working through London Councils, have published a series of **Pledges to Londoners** that, when delivered, will transform the lives of every Londoner. They have made a pledge to work towards a better start for young people through improved careers advice and work experience for every young Londoner and are building the case to extend skills devolution to include provision for 14-19 year olds.
- The **Call for Action**, published in September 2019, made the case for devolution of careers advice services to establish a Careers Service for Londoners of all ages that is fully integrated with London boroughs' local services and networks of support to schools and local residents.

London Councils and the London boroughs are continuing to implement the principles of London Ambitions as a significant contribution to the London careers strategy:

- London Councils supports partners who are taking a lead role in delivering the elements of London Ambitions. In particular, we will assist London's local authorities in taking forward London Ambitions with schools, colleges, other providers and employers in their area.
- London Councils will campaign on behalf of London's residents and businesses for the principles of London Ambitions to be delivered in full and for the resources to provide young Londoners with excellent careers advice. This will help them to cut through the barriers to achieving their goals in life and contribute to the success of London.

A framework for action



London Ambitions provided a framework for action, set out in a series of principles. The table below provides an update and on activity and future plans.

Every young Londoner should have access to impartial, independent and personalised careers education, information, advice and face-to-face guidance in their local community.	
Where are we now?	Where next?
<p>The London Ambitions Careers Curriculum, a resource for supporting approaches to careers work, was developed and is widely used.</p> <p>The Mayor of London has produced a Careers for Londoners Action Plan to enable all Londoners to access high-quality, relevant, properly-resourced careers support, equipping them with information, advice and guidance that empowers them to take informed decisions and make the most of the opportunities London has to offer.</p>	<p>Having assumed responsibility for the adult education budget in London, the Mayor proposes to procure projects to deliver the Careers for Londoners Action Plan.</p> <p>The National Careers Service has developed its ways of working to enable it to engage more directly with City Hall on several projects that support the Mayor’s plans (these projects are designed to embed the principles of effective careers advice).</p>

Every young Londoner should have completed at least 100 hours' experience of the world of work by the age of 16 and the lessons from their employability journey should be captured in a personalised digital portfolio.

Where are we now?	Where next?
<p>100 hours of experience of the world of work captured the attention and support of many careers professionals in London and inspired several imaginative initiatives, including work in primary schools. Experiencing the working world is acknowledged as a critical part of careers education for young people.</p> <p>The Mayor has published five World of Work Trails for primary children to support teachers and parents of primary school-aged children to engage with the world of work.</p> <p>Sector-specific careers campaigns and projects are being delivered to inspire young people into careers in the construction sector (through the Mayor's Construction Skills Academy); the digital sector (through the Digital Talent Programme and RE:CODE London); the STEM sector (through the Mayor's London Scientist programme); and the early years sector (through the GLA Early years programme).</p> <p>Many digital platforms have evolved over the past several years, with schools and colleges making their own decisions about what works best for their students.</p> <p>Data from 465 London schools and colleges who have used the Compass tool tells us that 37 per cent of schools and colleges in London offer students one experience of the world of work before 16 and one for 16-18-year olds.</p>	<p>Working through the London Economic Action Partnership and other business forums, alongside national initiatives, such as Inspiring the Future and Primary Futures, more employers will become part of the careers guidance infrastructure across the capital.</p> <p>Initiatives designed to support primary children to engage with the world of work, including through RE:CODE London and the London curriculum family explorer trails, will continue to be funded and further developed.</p> <p>£1 million from the Business Rates Retention Pilot will be invested into a London construction careers campaign, which will include engagement with young Londoners through annual Skills London events, as well as extending the work of the London Enterprise Advisor and Workforce Integration Networks.</p>

Every secondary school and college should have in place an explicit publicised careers policy and careers curriculum.

Where are we now?	Where next?
<p>Several boroughs designated staff as London Ambitions Ambassadors to promote the benefits of effective careers advice and guidance to schools and colleges.</p> <p>The London Ambitions Careers Curriculum is a practical resource to support the development and delivery of a careers strategy. It is designed to support teachers and governors, in schools and colleges, to feel confident and well-equipped to prepare a careers curriculum.</p> <p>Connecting schools and colleges to recognised effective practice, particularly through use of the Gatsby Career Benchmarks, has enabled many institutions to adopt policies and procedures that have embedded careers into their curriculum.</p> <p>The London Enterprise Adviser Network (LEAN) connects business with schools and colleges and is currently working with over 400 schools and colleges in London.</p> <p>This is a core part of the LEAN delivery and all schools and colleges in the network are offered resources to develop their careers policy, careers plan and curriculum.</p>	<p>The LEAN, delivered through Team London, will continue to grow across the capital and will utilise national resources and expertise through the Careers & Enterprise Company to support London schools and colleges.</p> <p>LEAN, which connects businesses with schools and colleges, will triple in size so that strategic advice and support from a senior business volunteer is available to all state secondary schools and colleges in the London Local Enterprise Partnership area by August 2020.</p>

Every good institution should have a governor with oversight of young people's education around skills, employment and the world of work.

Where are we now?	Where next?
Many schools and colleges have described the benefits of designating a governor to champion careers advice and guidance within their institution.	<p>The national initiatives Inspiring Governance and Inspiring FE Governance, delivered through education and employers, will continue to support and grow the leadership network of governors with oversight of careers work.</p> <p>Governors for Schools has developed a role description for a careers and employability link governor and the Careers & Enterprise Company has developed a Careers Strategy Guide for Governors. Both these documents are shared through the LEAN.</p>

Every secondary school and college should have access up-to-date, user-friendly labour market intelligence readily available.

Where are we now?	Where next?
Skills Match, an interactive tool which highlights the relationship between skills supply and employer demand, was developed.	<p>The London Data Store provides regular labour market intelligence updates for the capital.</p> <p>Many boroughs publish local labour market information and information about local employers and regeneration.</p> <p>Ten new European Social Funding Careers Clusters will support teachers in schools and colleges to understand and use London's labour market information. The clusters will help schools to understand labour market data and use the information to embed employability skills within their curriculums.</p>

The quality of careers provision should be developed through Careers Clusters.

Where are we now?	Where next?
<p>Twelve Careers Clusters, commissioned through the GLA and funded by the European Social Fund, trialled different employer-based activities for pupils, helped teachers to understand London's job opportunities, and supported pupils into work placements and internships.</p> <p>144 schools and colleges participated, benefitting almost 39,000 students. 20 higher education institutions and 550 employers worked with the Careers Clusters.</p>	<p>Learning from the Careers Clusters continues to be shared widely to support schools and colleges in developing and enhancing their careers work.</p> <p>Ten new Careers Clusters are being funded through the European Social Fund. New opportunities for further Careers Clusters, funded through the Shared Prosperity Fund, will be explored.</p>

A London Ambitions portal should enable schools and colleges to source high-quality careers provision.

Where are we now?	Where next?
<p>The London Ambitions Portal was developed to connect employers with schools and colleges across the capital.</p> <p>Employers and schools that previously registered on the London Ambitions Portal have been redirected to the Careers & Enterprise Company's Activity Provider.</p>	<p>The Careers & Enterprise Company, working closely with the GLA, has developed a website that facilitates links between schools, colleges and employers and enables them to source high-quality careers provision. The website will be maintained and enhanced over time.</p> <p>The Careers & Enterprise Company is developing a digital platform of primary school resources for careers-related learning. Amongst these resources is the London Curriculum World of Work Trails and 20 new career films, which have been match funded by the GLA. Once completed, these resources will be shared through the GLA network and LEAN.</p> <p>The GLA will be developing a primary careers education webpage that will be dedicated to the promotion of careers related learning in primary schools.</p>

DfE Careers Strategy and Gatsby Benchmarks

London Ambitions, published in the summer of 2015, is aligned with the good practice set out in the research report Good Careers Guidance and the [Gatsby Benchmarks](#). Key elements of London Ambitions have become the foundation for the national approach to careers, as set out in the Department for Education's (DfE) Careers Strategy.

The table below shows how key elements of London Ambitions relate to the DfE's Careers Strategy and the Gatsby Benchmarks.

London Ambitions	DfE Careers Strategy	Gatsby Benchmarks
Personalised information, advice and guidance	Tailored advice to meet individual needs	Addressing the needs of each pupil Personal guidance
Every secondary school and college should have in place an explicit, published careers policy and careers curriculum	All secondary schools to publish their careers strategy	Linking curriculum learning to careers
100 hours experiences of the world of work	Inspiring encounters with further and higher education, with employers and workplaces	Encounters with employers and employees Experiences of workplaces Encounters with further and higher education
Every good institution should have a governor with oversight of support given to young people's learning of careers and the world of work	Excellent advice and guidance programmes through effective leadership Demonstrating leadership and quality through the Gatsby Benchmarks	A stable careers programme
User-friendly labour market information, readily accessible	Better information about jobs and careers	Learning from career and labour market information

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