## CONTENTS

**Mayor’s Foreword** 2

1. **Introduction** 5

2. **Summary** 7

3. **The current state of careers provision in London** 12
   - Support for young people 12
   - Support for adults 14
   - Future demand for careers advice 16

4. **The action needed: what the Mayor will do** 17

5. **The action needed: what government should do** 26

6. **The action needed: what you can do** 28
   - What employers can do 28
   - What schools and colleges can do 29
   - What higher education institutions can do 30
Mayor’s Foreword

London is one of the best cities in the world to work and a place that is overflowing with opportunity. From our construction sector and world-class creative industries to our globally renowned financial services and blossoming tech scene, there is an amazing range of employment opportunities on offer here in London.

Yet, unfortunately, too many Londoners still do not know where or how to access the wide range of jobs, career paths and training courses that are out there. Nor are they equipped with the skills they need – and our businesses desperately want – to succeed. Remedying this situation is vital if we are to build a stronger economy and if we are to ensure that all Londoners have a fair shot at fulfilling their potential.

From personal and family experience, I know how important it is to make sure high-quality education, skills provision and apprenticeships are available to everyone. They are crucial to helping Londoners get on and make the most of their talents. But it is simply unacceptable these opportunities are too often out of reach and out of sight for people who come from BAME and working class backgrounds.

Whether making decisions about their education, finding a job for the first time, progressing in work, or pursuing a career change, all Londoners should be able to access accurate advice, information and guidance about their futures. With rapid shifts taking place in today’s jobs market – and growing numbers of people needing to upskill or reskill – a good-quality careers offer for Londoners is essential and needed now more than ever.

To ensure that Londoners and London’s businesses have the skills they need to flourish and thrive – now and in the future – we need to create a pipeline of talent. One way we can help do this is by raising awareness among Londoners of the exciting opportunities that exist in our city. But first this demands a real step change in the availability of high-quality careers support.

This action plan, which has been developed in partnership with London employers, education experts and other stakeholders, sets out my vision for the future of careers provision in London. It details what I will do to help bring about change on the scale required.

As Mayor, I’m putting City Hall’s backing behind the careers sector through a new London careers campaign, a major expansion of the London Enterprise Advisers Network, new funding for our innovative careers clusters programme and by using London’s European Social Fund allocation more strategically.

But the truth is, we cannot do this alone. Giving Londoners the careers support they need will require a collective effort in which the Government steps up, and London’s employers, universities, schools and colleges all play their part.
So this action plan also sets out what you can do – because by joining me and pledging to take action, I know we can transform the career prospects and the lives of countless Londoners across our city.

Sadiq Khan
Mayor of London
1. Introduction

Careers provision in England is fragmented and under-resourced.¹ In London, children and young people face a complex jigsaw of careers support, which is confusing for schools, colleges and young Londoners themselves to navigate. The national careers strategy puts schools and colleges at the heart of careers provision, but it is clear that they will need more support to meet their new obligations. Among adults, the careers support currently available is limited, with too few adults aware of what is on offer.

This has left too many Londoners in danger of falling through the gaps – unable to access the high-quality support they need to make the most of the opportunities the capital has to offer. With new challenges on the horizon for London, including Brexit and automation displacing and changing jobs, we need a fit for purpose careers system now more than ever.

The Mayor wants to make sure that all Londoners – from primary-school children through to adults who are starting out or looking to ‘reskill’ – get good advice. All Londoners should be able to understand the opportunities generated by the global businesses on their doorstep, the jobs of the future and the pathways to get there.

So, London will now look to create a step change in careers provision through the provision of a new ‘all age careers offer’.

This action plan sets out how the ‘all age careers offer’ will be implemented. Developed in collaboration with schools, colleges and training providers, employers, unions, universities and London boroughs, it sets out:

- The Mayor’s vision for careers provision in London
- What City Hall will do to help realise this vision
- The vital role that other organisations – including employers, schools, colleges and universities, but also the government – must play

The Mayor’s vision

In ‘Skills for Londoners’, the Mayor set out a plan for creating the most prosperous and inclusive skills system in the world – a system tailored to the diverse needs of London’s businesses and its population.²

¹ In recent years many organisations, including Ofsted, the Education and Business, Innovation and Skills Select Committees, and the Confederation of British Industry have highlighted the poor state of careers advice in England.
High-quality careers provision will play a central role in achieving this ambition – giving every Londoner, regardless of their background or circumstances, the chance to fulfil their career aspirations and share in London’s prosperity and economic development.

The Mayor’s vision is for all Londoners to be able to access high quality, relevant, properly-resourced careers support, equipping them with information, advice and guidance that empowers them to be able to take informed decisions, and make the most of the opportunities London has to offer.

For young people, this means gaining first-hand experiences of the world of work, being inspired to see possibilities and goals that are worthwhile and relevant to them, and being equipped to make successful transitions to further or higher education, training or employment.

For adults, it means being able to access information, advice and guidance at key transition points in their career, such as if they lose their job or are seeking a career change or promotion. It also means being able to review their career options at other key moments, such as when their children begin nursery or school, or when they are starting preparations and planning for retirement.

To achieve the vision, careers services require sufficient levels of investment. City Hall is making new investment into careers provision. This level of ambition needs to be matched by government – starting with the reversal of the recent reductions to the budget for adult careers services. Overall levels of investment into careers advice need to be increased, recognising the significant economic, social and other benefits of enabling Londoners to take ownership of their careers and futures.
2. Summary

The Mayor will call on government to:
- reverse the recent cuts to the National Careers Service budget and restore funding for adult careers support in London back to 2013/14 levels.
- devolve funding for adult careers to London government, starting with the budget for the area-based National Careers Service contract for London
- come forward immediately with plans for the replacement of in-custody careers provision to replace the National Careers Service provision that was not renewed in early 2018

The Mayor will call on employers in London to:
- work with schools and colleges to provide insights into the world of work
- offer work experience and/or taster days
- offer career planning and management support to their own employees

Employers wanting to do more in this area should also consider:
- encouraging senior staff to support schools and colleges to improve their careers provision and employer engagement by volunteering as Enterprise Advisers or as governors of schools and colleges
- offering supported internships for young people with special educational needs and disabilities
- offering extended work placements to young people in London undertaking T-Levels

The Mayor will call on London higher education institutions to:
- offer their alumni ongoing access to university careers services
- offer targeted careers support on departure students who drop out of higher education (8.3 per cent in 2015/16)

The Mayor will call on schools and colleges to:
- work towards meeting the 8 Gatsby Benchmarks by 2020
- sign up to receive support from the London Enterprise Adviser Network
- ensure that they have a governor with oversight of how the organisation is supporting students to relate their learning to careers and the world of work
- ensure careers advice and guidance is given its due importance and priority – including in the messages given to staff and the amount of time and resource they make available to meet the new careers requirements
The Mayor’s own efforts to improve careers advice in London will focus on the following areas:

<table>
<thead>
<tr>
<th>Enhancing the careers support available to London schools and colleges</th>
<th>Addressing gaps in careers provision</th>
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<tbody>
<tr>
<td>• tripling the size of the London Enterprise Adviser Network so that strategic advice and support from a senior business volunteer is available to all state secondary schools and colleges in the London LEP area</td>
<td>• delivering sector-specific careers campaigns and projects 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)</td>
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<tr>
<td>• providing enhanced support for schools and pupil groups with the highest levels of need through investing £4m of ESF funds to support more Careers Clusters, which bring groups of schools and colleges together with businesses to develop employer focused activities</td>
<td>• integrating careers advice, guidance and coaching into the adult skills programmes City Hall is currently commissioning as part of London’s European Social Fund (ESF) allocation. This will include career guidance and support for:</td>
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<td>• continuing to fund, and further develop, initiatives designed to support teachers and parents of primary school-aged children to engage with the world of work and their future careers, including through RE:CODE London, and the London Curriculum Family Explorer trails</td>
<td>o low paid and disadvantaged adults, earning below the London Living Wage</td>
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<td>• looking to enhance the training and continuing professional development available to Careers Leads and Careers Advisers in London schools</td>
<td>o workless and low paid parents - including lone parents and those returning from maternity leave</td>
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<td></td>
<td>o unemployed adults (including those recently made redundant) and young people who are NEET aged 16+</td>
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<td></td>
<td>o people with complex barriers to access employment focusing on ex-offenders and homeless people</td>
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<td></td>
<td>• procuring a new ESF-funded sector skills programme, which supports unemployed adults and young people into work and self-employment in priority sectors (health &amp; social care, infrastructure and construction, early years, creative and STEM sectors) through provision of specialist</td>
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<tr>
<td>Enhancing careers provision for young people with special educational needs</td>
<td>Improving access to, and awareness of, adult careers provision in London</td>
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<td>looking in detail at the careers support needed by SEND learners following publication of London’s SEND review</td>
<td>investing £1m from the Business Rates Retention Pilot into a London careers campaign. This will promote careers to Londoners, and will include a special focus on the construction industry, in order to meet London’s homebuilding needs and the wider construction pipeline</td>
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<tr>
<td>funding at least one careers cluster focused on special educational needs provision</td>
<td>working initially with London’s Institutes of Adult Learning, pilot new ways of joining up adult careers provision in London (particularly those provided by the National Careers Service), and the education and training funded through the devolved adult education budget</td>
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<tr>
<td>commissioning a programme through ESF to support young people with SEND who are currently NEET into employment, education and training</td>
<td>working to improve awareness of adult careers provision in London including through developing a “Careers for Londoners” web presence, which clearly signposts Londoners to available provision</td>
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<tr>
<th>Taking action to better co-ordinate careers provision in London</th>
<th>Lobbying for devolution of adult careers funding to London government</th>
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<tbody>
<tr>
<td>supporting schools, colleges, employers and Higher Education Institutions to fulfil their roles in the careers system through signposting, guidance and support</td>
<td>lobbying government to devolve funding for the area based National Careers Service contract for London</td>
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<tr>
<td>producing a menu of options for London employers looking to engage in careers activities</td>
<td>trialling embedded models for adult careers advice, particularly for in-work groups, using some of London’s European Social Fund (ESF) allocation</td>
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<tr>
<td>improving the links between City Hall, the Careers &amp; Enterprise Company, and the National Careers Service –</td>
<td>making the case for future funding for Careers in London via the UK Shared Prosperity Fund.</td>
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including exploring opportunities for co-investment for careers IAG in London, and working towards a more seamless, integrated careers IAG service

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<th>Improving access to accurate, timely Labour Market Information</th>
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<tr>
<td>• enhancing access to Labour Market Information through establishing a Skills and Employment Knowledge Hub for London</td>
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3. The current state of careers provision in London

Support for young people
There is a range of sources of careers advice for young people available in London. However, provision is fragmented and difficult to navigate for schools, colleges, employers and young Londoners alike.

Figure 1: Examples of career support programmes available in London

<table>
<thead>
<tr>
<th>National provision</th>
<th>School-facing support</th>
<th>Young person-facing support</th>
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</thead>
<tbody>
<tr>
<td>Careers and Enterprise Company (CEC): Online tools and guidance on what works; signposting to quality providers; free or paid-for training</td>
<td>Access to the National Careers Service website and helpline (age 13+)</td>
<td></td>
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<tr>
<td>JobcentrePlus Work Coaches in schools programme</td>
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<tr>
<th>London-wide provision</th>
<th>London Enterprise Advisers Network – matching senior business volunteers with school careers leaders (co-funded by City Hall and CEC)</th>
<th>Programmes which raise awareness of specific sectors or occupations – including City Hall’s Digital Talent Programme, and the Mayor’s Construction Academy.</th>
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<tbody>
<tr>
<td></td>
<td>Careers clusters – London schools working together with employers to develop a business-informed careers guidance and curriculum offering. (City Hall designed ESF programme)</td>
<td></td>
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</tbody>
</table>

| Local provision | Several London Boroughs provide additional services to their own family of schools – either on a free or paid-for basis. | Careers support from third sector organisations such as youth organisations. |
Careers advice in schools and colleges

Schools and colleges are now the principal actors in the provision of careers advice to young people – with statutory duties to provide independent careers guidance to the relevant age groups, and a requirement to provide learners with employer encounters each year. They are expected to have appointed a named careers leader, to have published details of their careers programme, and to be working towards meeting the 8 Gatsby benchmarks for quality careers provision by the end of 2020.

**Figure 2: Gatsby Benchmarks achieved, partially achieved, and not achieved**

![Gatsby Benchmarks graph]

On average London schools have achieved 2.0 of the 8 Gatsby benchmarks – compared to 2.1 benchmarks nationally. London schools are particularly struggling to meet the benchmarks on use of labour market information; the integration of careers content into the curriculum; work experience; and the provision of personal guidance.

The organisation of high-quality work experience placements for young people has been highlighted as a particularly difficult element of provision for both schools and employers to deliver. The scale of the work placement challenge is likely to grow ahead of the roll-out of new T-Level qualifications, which will require students to undertake 45-60 days of work experience.

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3 Based on returns to the Careers and Enterprise Company ‘Compass’ tool. Sample size of 262 schools.
4 Ofsted has observed that, meaningful work-related learning at Key Stage 4 is “limited”, whilst an evaluation of the City Hall’s Careers Clusters initiative has highlighted the difficulties faced in co-ordinating school and employer timetables.
5 T-Levels are new 2 year technical programmes, designed to give 16-18 year olds a technical alternative to A-Levels.
Schools and colleges are balancing their careers-related duties and requirements with other priorities. Many teachers from 16-18 institutions taking part in City Hall focus groups said that their institution did not prioritise careers advice, and indeed had cut back on its funding. These teachers also said that they found it difficult to help students, and felt they did not have the time or expertise to be able to help students, especially with apprenticeships that require students to choose a career path.

### What young Londoners think

In December 2017, City Hall carried out a series of focus groups and interviews to find out what 16-to-19-year-olds, and their teachers, thought about careers advice. The research found that many of them felt unsupported, and are worried about making the wrong careers decision. There is widespread dissatisfaction with current careers provision. Many young people thought that careers advice and guidance provided in schools and colleges was too focused on getting them onto the next stage of education, and provided too little exposure to the labour market and future career trajectories.

All 16-to-19-year-olds taking part in the research said they felt that their school or colleges pushed university as the best option, and that other options were presented as inferior. Their teachers felt that there were incentives for schools and colleges to push.

“I feel so unprepared. You don’t know what the future holds. I don’t feel like I am coming from a place where I am like ‘oh this I what I am going to do and this is how I am going to get there” - 16-19, Female, C2DE.

“In my school I only saw a careers advisor twice and the only thing they could offer me was college leaflets. They never told me about careers and stuff” - 16-19, Male, C2DE.

“I had a student who wanted to do an apprenticeship and was asking me about it. He wanted to know what he should do it in but I didn’t know what to tell him” - Teacher.

The research supports the widespread view that careers advice is “patchy”, with the quality of what is offered varying significantly. Many participants were highly critical of the careers advice they had received, complaining of being pointed to a website with no further guidance, or being given generic advice that did not help them. Conversely, others reported having received high quality careers support – including mandatory 1:1 guidance, tailored follow-up emails, and access to specialist advice.

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Support for adults

The National Careers Service
Currently, the main source of careers support for adults is through the National Careers Service. This consists of a nationally-run website and telephone contact centre, and an “area based service”. However, the amount of funding available for the ‘area-based service’ has been reduced by 18 per cent, with the new contract for the London service being worth £7.6 million per year compared to £9.3 million last year (and down around 30 percent in cash terms and around 34 percent in real terms from the almost £11m spent in 2013/14). Within the contract, providers are financially incentivised to focus on those who fall into one of six priority groups, but the composition of these groups have recently changed, in line with the reduction in the value of the contract. It is estimated that 1 in 4 adults currently included in a priority group will no longer be considered a priority under the new contract.8

The service delivered in London is high quality – and was judged to be ‘Good’ by Ofsted at its last inspection in 2017. But for some groups of Londoners, particularly those people who are already in work and need support to progress, different interventions may be required. The most recent evaluation of the national service found that it had not positively impacted employment outcomes, or reduced benefit dependency, though it had had a “relatively strong positive effect” on participation in education and training amongst those receiving advice. It also found that the service was heavily focussed on unemployed groups, who made up 72 per cent of service users.9 The Mayor’s view is that the service should focus on

Main sources of careers provision for adults

Support available to adults in London includes:

- The National Careers Service, through a website, telephone helpline, and – for priority groups - individual and group support through face-to-face sessions, over the telephone

- Universities, to current students and alumni

- Colleges and other providers of adult education, to prospective and current students

- Trade unions, to adults in work, through Union Learning Reps

- Some employers, through career development support

- Private sector career advice/management services, on a free or paid-for basis, through, for example, recruitment consultancies, careers consultants and coaches

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8 A summary of the priority groups in the new contract can be found at Appendix 1.
supporting both unemployed people and those in insecure, low-paid, and/or low-skilled jobs, who need re-skilling.\textsuperscript{10}

**Careers advice provided by higher education institutions**

Higher education institutions (HEIs) are involved in providing careers advice to several groups with distinct needs. Through outreach activities they engage with prospective students – providing them with information and advice on higher education in general, and the experience of studying at their institution specifically. Much of this outreach activity, often carried out as part of required access and participation activity, supports schools to meet four of the eight Gatsby Benchmarks.\textsuperscript{11} HEIs also provide careers services to current students and to alumni – often including specialist advice and guidance based on common graduate career paths, job boards, electronic resources, practice interviews and careers events. Many HEIs also provide mechanisms through which alumni provide careers mentoring to current students.

**Future demand for careers advice**

Research by the Learning and Work Institute has identified a “hidden demand” for careers advice, finding that people wanted to access careers support when offered the opportunity.\textsuperscript{12} Here in the capital we expect to see demand for careers advice amongst adults to increase.

We expect to see increasing demand for careers advice from:

- **Londoners reacting to changes in the labour markets.** The Centre for London estimates that around one in three of London’s jobs could be automated, with new jobs being created in their place.\textsuperscript{13} Those effected will need to access advice and guidance to make informed decisions on how to navigate this transition.

- **Londoners searching for progression.** Just 20 per cent of working Londoners say that their employer offers opportunities for progression or continuing professional development (CPD) in the workplace. 39 per cent say that it is difficult to progress in their current workplace.\textsuperscript{14} High numbers of Londoners are also employed in low-paid, precarious work. For these Londoners, the increasing use of income-contingent advanced learner loans to fund reskilling and higher-level progression at Level 3 and above makes careers advice increasingly important.

- **Londoners preparing for a longer working life.** With the state pension age set to increase, adults will need to access high-quality, age-relevant guidance to help plan the final parts of their career. John Cridland, the former CBI Director General, has recommended that older adults should be able to access advice through a “Midlife MOT” to support them to make realistic choices about work, health and retirement.


\textsuperscript{11} University of Greenwich (2018) \textit{Careers Strategy: Working together to meet the Gatsby Benchmarks}.

\textsuperscript{12} NIACE (2015) \textit{Mid Life Career Review: Final report to the Department for Business, Innovation and Skills}.


Provision of effective careers advice is essential for the successful delivery of other skills policies, particularly the proposed National Retraining Scheme\textsuperscript{15} and the Mayor’s extension of free training to workers earning less than the London Living Wage following devolution of the Adult Education Budget. The uptake of training through both initiatives is likely to be dependent on potential learners being made aware of its existence and potential career benefits through high quality careers advice.

\textbf{What Londoners think}

Many of the adults (aged 25-40) interviewed by City Hall felt ill-equipped to make career decisions. Many were disappointed with their current careers, which offered little chance of progression, and said, unprompted, they wished they could speak to a careers advisor to understand what paths might now be open to them.\textsuperscript{16}

Around half of Londoners surveyed said they knew at least a little bit about the learning and training opportunities available to them, while 27 per cent say they don’t know anything.\textsuperscript{17} 18 per cent of Londoners surveyed did not know where to go for information, rising to 24 per cent amongst C2DE groups (the lowest three social and economic groups).

There is therefore a lot of scope to increase awareness of the availability of careers guidance services – and consider how best to empower Londoners to seek out, find and access the careers information they need.

\textsuperscript{15} Announced as part of the 2017 industrial strategy, the National Retraining Scheme will support people to reskill. The scheme is currently in development.


\textsuperscript{17} GLA (2018) Skills Consultation Qualitative Research Programme: All age careers offer.
4. The action needed: what the Mayor will do

The Mayor will focus his careers interventions on the following areas:

1. Enhancing the careers support available to London schools and colleges
2. Improving careers provision for young people with special educational needs
3. Addressing gaps in careers provision
4. Improving awareness of adult careers provision in London
5. Improving access to accurate, timely Labour Market Information
6. Taking action to better co-ordinate careers provision in London
7. Lobbying for devolution of adult careers funding to London government

Through these interventions, more Londoners will be able to access high quality, relevant, properly-resourced careers support, equipping them to take informed career decisions, and make the most of the opportunities London has to offer.

1. Enhance the careers support available to London schools and colleges – so that every school and college is equipped to achieve the 8 Gatsby benchmarks of high quality careers provision

Schools and colleges will play a central role in providing access to careers guidance to the young people they are educating. However, it is clear that they require further support and resource.

Primary schools
Children’s career aspirations are shaped at an early age, with aspirations only changing marginally between the age of 7 and 17. It is important to engage children at a young age to raise aspirations, and challenge gender, class and other types of careers stereotyping.

The Mayor will therefore:
- continue to fund, and further develop, initiatives designed to support teachers and parents of primary school-aged children to engage with the world of work and their future careers. This will include new careers-focussed Family Explorer Trails and continuing to develop the careers elements of the London Curriculum
- continue to run RE:CODE London, our award-winning partnership with LEGO and the Institute of Imagination which in 2018 alone has delivered career inspiration coding activity to 3,000 Key Stage 2 pupils.

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Secondary schools and colleges
To support secondary schools and colleges to improve their careers provision, the Mayor will:

- triple the size of the London Enterprise Adviser Network so that it is available to all state secondary schools and colleges in the London LEP area. This will provide all participating organisations with strategic advice and support from a senior business volunteer.
- provide enhanced support for schools with the highest levels of need through investing a further £4m of ESF funds to support more Careers Clusters, which will bring groups of schools and colleges together with businesses to develop employer focused activities. This will provide resource and support to at least 100 schools, and will be more targeted than the current clusters. The programme, which will be worth £4m over three years, will be focussed on areas with low progression rates, high rates of pupils at risk of becoming NEET, and a high level of need in terms of careers provision.
- looking to enhance the training and continuing professional development available to careers leads and careers advisers in London schools – giving them access to the skills and knowledge they need to drive and deliver improvements in careers provision for young people. This will likely include sector-specific CPD relating to priority sectors for London including construction and digital; as well as training to familiarise staff on the Labour Market Information data available from the Skills & Employment Knowledge Hub.

A clear need to improve the understanding of apprenticeship opportunities by staff in London schools has also been identified – we will work with the National Apprenticeship Service and other partners to look to address this.

Recognising the particular difficulty school face in embedding careers into the curriculum, we will also refresh City Hall’s London Curriculum resources to more explicitly link to careers.

The Mayor will also encourage Ofsted to consider in its forthcoming inspection framework consultation to consider how the inspection framework could better reflect the importance of schools giving due time, attention and resources to provision of careers support to pupils.

2. Improve careers provision for young people with special educational needs – so that more young people are supported to plan a pathway into work and independent living

There is a particular need to improve careers support for children and young people with special educational needs and disability (SEND), for whom, good careers advice and guidance can be pivotal to making the transition people into work. In London, only 46.5 percent of disabled people are in work, compared to 85 percent of the non-disabled population. Only 6 per cent of working age adults with learning disabilities known to social

20 Around 370,000 disabled Londoners are out of work. All figures taken from Social Market Foundation (2018) Supporting disabled people into work.
services are engaged in any paid work. Yet, analysis from the London SEND review shows that only 54 per cent of Education and Health Care Plans\textsuperscript{21} had outcomes clearly specified in terms of preparation for adulthood.\textsuperscript{22} Without these, it will be difficult to support young people with SEND to consider and realise their aspirations.

We will look more closely at the careers support needed by SEND young people, as part of our follow up the London SEND review. This will include scoping out potential work to improve progression pathways for learners with SEND, such as supported internships, traineeships, and employment.

In the interim however, to improve the provision of careers advice for children and young people with SEND, the Mayor will:

\begin{itemize}
  \item fund at least one careers cluster focused on special educational needs provision as part of London’s careers clusters programme
  \item commission a programme through ESF to support young people with physical disabilities or learning disabilities who are currently not in education, employment or training.
\end{itemize}

3. Address gaps in careers provision

The Mayor will take further action to address some of the gaps in existing services.

Recognising that the support currently offered through the universal National Careers Service may not be sufficiently intensive to guide high need adult groups to career progression, City Hall will enhance the support available to these groups through integrating careers advice, guidance and coaching into the skills programmes it is currently commissioning as part of London’s European Social Fund (ESF) allocation. This will include career guidance and support for:

\begin{itemize}
  \item low paid and disadvantaged adults, earning below the London Living Wage
  \item workless and low paid parents - including lone parents and those returning from maternity leave
  \item unemployed adults (including those recently made redundant) and young people who are NEET aged 16+
  \item people with complex barriers to access employment focusing on ex-offenders and homeless people
\end{itemize}

There are several key sectors in London where there are identified skilling needs – and where there will be job growth over the next ten years. To inspire and support young people and adults into careers in these sectors, City Hall will:

\begin{itemize}
  \item deliver sector-specific careers campaigns in the construction sector (through the Mayor’s Construction Academy), the digital sector (through the Digital Talent Programme and
\end{itemize}

\textsuperscript{21} EHCPs are for children and young people aged up to 25 and identify their educational, health and social needs and set out the additional support to meet those needs.

\textsuperscript{22} Provisional analysis from the forthcoming London Post-16 SEND Review, to be published by City Hall in 2019.
**RECODE:London** and the STEM sector (through the Mayor’s London Scientist programme)

- procure a new ESF-funded occupational skills programme, which supports unemployed adults and young people into work in the health & social care, infrastructure and construction, early years, creative and STEM sectors, through provision of careers advice and support, industry-relevant and pre-apprenticeship skills provision, and in-work support

Through the £45m Young Londoners Fund, the Mayor is helping children and young people to fulfil their potential, particularly those at risk of getting caught up in crime. The Young Londoners Fund supports community-led projects with a focus on careers, employment, skills development and experience of the world of work.

Through its “Boys on Track” initiative City Hall is looking at options for improving educational support for black Caribbean and Free School Meals-eligible white boys in London. It is anticipated that this will include a focus on enhancing access to work experience opportunities, careers guidance, and support into employment, for these groups.

City Hall is also working to provide Londoners of all ages with opportunities to develop employability skills and gain experience by taking part in social action activities such as volunteering. This includes volunteering opportunities from over 3,500 charities on the Team London volunteering website. Alongside this, there are programmes including HeadStart London which has provided 6,000 16-18 year olds in education with volunteering opportunities, employability workshops, and guaranteed interviews for paid work with partner businesses.

**4. Improve access to Labour Market Information for skills providers, employers and individual Londoners – so that by 2020/21, Londoners are empowered to make informed decisions about their future careers**

There is currently a lack of available, easy-to-understand data on labour market needs, how to gain new skills, and what type of skills are in demand. This is a barrier to schools and colleges offering data-informed, relevant careers advice – with only 28 per cent of London schools having met Gatsby Benchmark 2 on learning from career and labour market information. It’s also a barrier to Londoners themselves being able to make informed careers decisions, based on the actual availability of work – the OECD recently found that a third of them expected to work in one of just 10 occupations.23

To tackle this, the Mayor will:

- enhance access to Labour Market Information through establishing a Skills and Employment Knowledge Hub for London. The Hub will be an online tool that will bring together a range of information about skills and employment in London.

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The Knowledge Hub will include data on learning opportunities, informing prospective learners’ decisions about what to learn, and including information about providers in London (including courses offered, measures of quality and learner satisfaction, and entry requirements). The Knowledge Hub will be user-centred – and accessible by individual Londoners and by careers advice professionals. City Hall will shortly launch a consultation with user groups to inform the design and user interface of the Hub. We envisage launching the Hub in 2020/21.

5. Improve access to, and awareness of, adult careers provision in London

With a quarter of Londoners from the three lowest social and economic groups not knowing where to go for information about learning and training opportunities, it is clear that more needs to be done to improve awareness of careers provision amongst adults.

To empower Londoners to seek out, find and access the careers information they need, City Hall will be:

- investing £1m from the Business Rates Retention Pilot into a London careers campaign. This will promote careers to Londoners, and will include a special focus on the construction industry, in order to meet London’s homebuilding needs and the wider construction pipeline
- work with London’s Institutes of Adult Learning to pilot new ways of joining up adult careers provision in London (particularly those provided by the National Careers Service), and the education and training funded through the devolved adult education budget to improve awareness of adult careers provision in London including through developing a “Careers for Londoners” web presence, which clearly signposts Londoners to available provision
- working with the National Careers Service to explore other ways of raising awareness of the availability of careers provision in London

6. Taking action to better co-ordinate careers provision in London – so that Londoners gets the most out of existing investments in careers support

Careers advice in London is fragmented with a multiplicity of providers, funding streams and initiatives. This means there is simultaneously duplication of provision and gaps in provision. It is difficult for anyone encountering it – including schools, colleges, employers or individuals - to quickly and effectively navigate their way around the system. City Hall will therefore, going forward, seek to play a strategic co-ordinating role and reduce the fragmentation of careers support in the capital.

City Hall will work with schools, colleges, employers and Higher Education Institutions (HEIs) to fulfil their roles in the careers system through providing clear asks, signposting, guidance and support. Through the “Careers for Londoners” web presence and the newly expanded London Enterprise Adviser Network we will guide schools, colleges, employers and HEIs through the menu of options available to them.
City Hall is also actively working to improve links, investment and co-ordination with the Careers and Enterprise Company, and the National Careers Service – including exploring opportunities for co-investment for careers IAG in London, and working towards a more seamless, integrated careers IAG service.

7. Lobby for devolution of adult careers funding to London government – so that the capital has a fit for purpose, integrated adult careers service, more closely tailored to the needs of its residents

As detailed further in the next section, there is a strong case for adult careers funding to now be devolved to London government.

To further make the case for devolution of these funds, City Hall will model how a London Careers Offer for adults will work, including target groups and outcomes. Through our ESF programmes, we will also look at alternative models for provision of careers advice, particularly for in-work groups, who fall outside of the National Careers Service priority groups. This might include, for example, provision of follow-up sessions of career coaching to ensure the benefits of skill acquisition and participation in training are realised; as well as wrap-around provision to remove other barriers to progression such as childcare, housing and benefits.

The Mayor will:
- lobby Government to reverse recent cuts to the National Careers Service budget, and restore funding for adult careers support in London back to 2013/14 levels.
- lobby for devolution of funding for adult careers to London government, starting with the budget for the area based National Careers Service contract
- use some of London’s European Social Fund (ESF) allocation to trial embedded models for effective adult careers advice, particularly for in-work groups.
- produce more detailed proposals for a London Careers Service, setting out how this would deliver better outcomes for Londoners over and above the national model.
5. The action needed: what government should do

Central government must also now do more to strengthen the availability of high quality careers advice if a step-change in provision is to be achieved.

Firstly, the cuts to the National Careers Service must be reversed – with funding levels restored back to 2013/14 levels. There is a strong economic and social case for investing in careers advice, with likely benefits including:24

- Improvements to productivity, through better skills utilisation – even a 0.1% improvement in London’s productivity would see a return of over £400m
- Reduction in spend on social exclusion, welfare, and more indirectly health and crime
- Increased tax receipts

Secondly, funding for adult careers advice should now be devolved to London government, starting with the budget for the National Careers Service area-based contract. Whilst the service provided through the National Careers Service is high quality, for some groups of Londoners, such as those who are already in work and seeking progression, a different approach is needed. Indeed, for many Londoners, the recent service reductions, driven by reductions in budget, mean that they will no longer have access to face-to-face advice.

Several organisations, including the Local Government Association25, Learning and Work Institute26, and Joseph Rowntree Foundation27, have previously called for reform of the National Careers Service. They propose further localisation with stronger roles for councils or combined authorities, and also call for an enhanced focus on individual advancement.

Devolution would allow for the creation of a London Careers Service, more tailored to the distinct needs of Londoners and London’s labour market, rather than simply applying a national model. It would also offer an opportunity to combine the National Careers Service budget line with other sources of funding – allowing London to provide an enhanced offer.

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To further make the case for devolution of these funds, City Hall will model how the London Careers Offer for adults will work, including target groups and outcomes. We will also look at alternative models for provision of careers advice, particularly for in-work groups, who fall outside of the National Careers Service priority groups.

Finally, recent changes to careers provision for adults in custody and ex-offenders are also a matter of concern, with a gap left by the Government’s decision not to extend the National Careers Service in-custody contracts. Similarly, the removal of ex-offenders from the list of National Careers Service priority groups also potentially restricts priority access to provision by a high need group.

Supporting these groups into education and employment has been demonstrated to reduce re-offending, so plans should therefore be brought forward immediately for the replacement of these services.

**Government should:**
- reverse the recent cuts to the National Careers Service budget, and restore funding for adult careers support in London back to 2013/14 levels.
- devolve funding for adult careers to London government, starting with the budget for the area-based National Careers Service contract for London
- come forward immediately with plans for the replacement of in-custody careers provision to replace the National Careers Service provision that was not renewed in early 2018
6. The action needed: what you can do

The Mayor has set out the actions he will take to play his role in achieving a better offer for careers advice in London. However, the step change required in our careers system cannot be achieved by regional and national government alone. It requires employers, schools and colleges, and universities to each play their part.

What employers can do

Employers have a key role to play in careers education. Research shows that a young person who has at least 4 encounters with an employer is 86% less likely to be unemployed\textsuperscript{28} - yet in London, only 35% of schools are providing these encounters to all students.

All employers in London can support this through:
- Working with schools and colleges to provide insights into the world of work and engage with future talent.
- Offering short work experience placements for young people
- Offering career planning and management support to their own employees.

Employers looking to make a bigger impact in this area should also:
- Encourage senior staff to volunteer as an enterprise adviser to support schools and colleges to improve their careers provision and employer engagement
- Offer extended work placements to young people undertaking T-Levels. These new qualifications require a 45 to 60 day structured placement to allow students to put what they’ve learned into practice.

Careers and Enterprise Company analysis of workforce data and current school enrolment suggests that this could be achieved if:\textsuperscript{29}
- Each employer takes part in at least one engagement activity with schools and colleges each year for every 7 employees they have
- Each employer provides at least one work experience opportunity each year, for every 25 employees they have

\textsuperscript{29} Careers & Enterprise Company (2018) Closing the gap: The level of employer engagement in England’s schools and colleges.
Supporting employer engagement in schools and colleges

The Mayor will make it easier for employers to engage with schools and colleges, through:
- producing a menu of options for employers looking to engage in careers activities
- signposting employers to resources, guidance and next steps through the refreshed “Careers for Londoners” web presence and through the expanded London Enterprise Adviser Network.

The Mayor will also promote and recognise the key role employers play in careers education through the Good Work Standard, a new compact with London businesses, which aims to help make London the best place in the world to work and a fairer place to live.

What schools and colleges can do

Schools and colleges are at the centre of the government’s strategy for careers provision for young people. They have a vital responsibility to ensure that young people receive advice and guidance that they use to set themselves up for the future.

Research has shown that careers provision has a positive impact on young people – improving their self-confidence, decision-making skills, career competencies, social capital, and future earnings. It can also boost their motivation and attainment by giving pupils a better understanding of how their educational efforts might translate into job and career outcomes.

The new statutory guidance published earlier in 2018, requires schools to:
- ensure that pupils are provided with independent careers guidance from year 8 to year 13
- provide an opportunity for education and training providers to access pupils to inform them about technical education qualifications or apprenticeships
- begin using the Gatsby Benchmarks to improve careers provision, and meet all eight benchmarks by the end of 2020
- appoint a named person to the role of Careers Leader to lead the careers programme
- publish details of their careers programme for young people and their parents

In addition, we recommend that schools and colleges:

- Ensure that they have a governor with oversight of how the organisation is supporting students to relate their learning to careers and the world of work
- Ensure that careers advice and guidance is given its due importance and priority – including in the messages given to staff and the amount of time and resource they make available to meet the new careers requirements

What higher education institutions can do

The length of time alumni are able to access university careers services varies enormously; at some institutions it is available for two years; at others it is offered on a lifelong basis. This is a valuable addition to London's careers ecosystem – as the specialist advice and services universities provide cannot be easily replicated by other national provision. Higher education institutions should therefore consider the potential for making services available to alumni on an ongoing basis.

The decision to enter higher education is not always successful. London has the second highest non-continuation rate in the country – with 8.3 percent of students dropping out in 2015/16. We hope to see this number fall, and retention increase, however there is a need for HEIs to further consider how they can support these students – helping them to plan out their next steps, and make the transition smoother.

Higher education institutions should therefore:

- Consider offering their alumni ongoing access to university careers services
- Offer specific targeted careers planning support to non-continuing students
## Appendix 1: Changes to the National Careers Service area contract priority groups

<table>
<thead>
<tr>
<th>Existing contract</th>
<th>New contract</th>
<th>Summary of change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low skilled adults without level 3 qualification</td>
<td>Low skilled adults without a level 2 qualification</td>
<td>Fewer low skilled adults to be considered a priority.</td>
</tr>
<tr>
<td>Young adults 18-24 not in education, employment or training</td>
<td>Adults aged 18-24 not in education, employment or training</td>
<td>No change</td>
</tr>
<tr>
<td>JCP customers on JSA; ESA, Universal credit and at least 18</td>
<td>Adults unemployed for over 12 months</td>
<td>An unemployed adult is now not considered to be priority until they are unemployed for over 12 months</td>
</tr>
<tr>
<td>Adults facing redundancy, newly redundant or distant from the labour market</td>
<td>Adults aged 50 and over who are unemployed or at demonstrable risk of redundancy</td>
<td>Adults now have to be 50+ to be considered a priority.</td>
</tr>
<tr>
<td>Adults in custody 18 or over, or an ex-offender</td>
<td>Completely removed</td>
<td>Adults in custody 18 or over, or an ex-offender, are no longer considered a priority</td>
</tr>
<tr>
<td>Adults with learning difficulty and/or disability</td>
<td>People with special educational needs or disabilities</td>
<td>No change</td>
</tr>
<tr>
<td>Single parents (for parents with children in the household)</td>
<td></td>
<td>Single parents with children living with them will now be considered a priority</td>
</tr>
</tbody>
</table>
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