

**MAYOR OF LONDON**

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# **Impact Report**

**LONDON ENTERPRISE ADVISER NETWORK**

**November 2020**



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## Summary of Key Findings

1. **The LEAN has scaled rapidly.** In less than two years, the network has tripled in size to build strategic relationships between London's businesses and the majority of schools and colleges.
2. **The achievement of the Gatsby Benchmarks has improved,** demonstrating an increase in the coherence of careers plans and rise in employer engagement for schools and colleges.
3. **However, London lags behind the national average** for the achievement of the Gatsby Benchmarks and the size of the network. This is largely due to the delayed expansion of the network in London.
4. **Covid-19 has meant that schools and colleges are facing unprecedented challenges** in ensuring young people have access to a broad and impactful careers education.
5. **Being part of a national network during this time has been invaluable.** The LEAN has adapted rapidly to ensure that key resources, training and information was cascaded quickly through the London network.
6. **Co-ordination and partnership working are vital** to support schools and colleges for the upcoming year. This will ensure that no child will leave education without the support they need to make an informed decision about their future.



## Background

### **What problem are we trying to address?**

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.

### **How does the London Enterprise Adviser Network fit in?**

The LEAN is part of the Government's national programme to deliver careers information and guidance, led by The Careers & Enterprise Company. We match senior business volunteers (Enterprise Advisers) with a Careers Leader in a school or college. They work in partnership over at least a year to increase employer engagement and develop a whole school or college careers plan so that more young people are meeting employers and having experiences of the workplace. This means that all students get the information and experiences they need to make informed decisions about their futures, regardless of their background.

### **What does the London Enterprise Adviser Network do?**

At the core of the programme is the volunteer Enterprise Adviser role. The volunteer acts as a critical friend to the Careers Leader to help them address challenges in delivering a comprehensive careers curriculum. This involves supporting the Careers Leader to build powerful, lasting relationships with employers and existing careers provision in London. Supporting the relationship between the volunteer and the Careers Leader is a team of coordinators, who offer a programme of training and professional development sessions, a suite of resources for schools, colleges and young people and access to a network of schools, colleges and business volunteers not only in London but across the country.

# LEAN in Context

## National Network

The national Enterprise Adviser Network was established in 2015 by The Careers & Enterprise Company. The Careers and Enterprise Company exists to facilitate a world-class careers education, inspiring and preparing young people for the world of work. Since 2015, they have established the foundations of a new approach to long-standing issues affecting the quality and availability of careers education for young people across England. Today, they lead a network of almost 4,000 schools and colleges and 3,600 Enterprise Advisers (EAs). This network supports schools and colleges to deliver world-class careers education that is well-resourced, nationally coordinated, and locally tailored, with active employer involvement. The network is underpinned by the internationally recognised Gatsby Career Benchmarks.

## Changes to Careers

In December 2017, the Government published its Careers Strategy, “Making the Most of Everyone’s Skills and Talents”. This strategy set the Gatsby Benchmarks as the gold standard for school and college careers provision. The Careers & Enterprise Company established Compass as an online tool so that schools and colleges could measure their progress against the Gatsby Benchmarks. To date, over 4,600 schools and colleges have used Compass to assess their provision and identify areas for development.

The eight Gatsby Benchmarks for Good Career Guidance:

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

## LEAN 2018-2020

### Growing the LEAN

The Mayor expanded the LEAN in 2018 to offer support for up to 80% of London's mainstream secondary schools, FE colleges and alternative provision institutions. Work to expand the Network began in earnest in 2019 with the appointment of delivery partners and recruitment of a team of coordinators.

This phase of the LEAN has focused on growth. Since September 2018, over 350 schools and colleges have joined the network and almost 500 Enterprise Advisers have been recruited to support them. Currently, there are 465 schools and colleges and 544 EAs in the LEAN.

Significant time has been spent on streamlining effective onboarding and training processes. As a result, London takes half the amount of time to induct and match EAs with schools and colleges when compared to the rest of the country<sup>1</sup> and 81% of EAs report that they are satisfied with the support they receive from the LEAN. The result of this is a truly pan-London network of business volunteers building lasting partnerships with the majority of London's secondary schools and colleges.

### Support offered through the LEAN

Through regular, strategic sessions, EAs have given over 3,500 hours of their time to support schools and colleges in the LEAN to transform and improve their careers provision. But this is only one way the LEAN supports London's schools and colleges.

To build capacity in London's schools and colleges, training and professional development sessions have been delivered to over 1,200 attendees. Themes covered include leading change management in an education setting, best practice employer engagement, using labour market information effectively and monitoring and tracking student-level data to improve provision. Additionally, the LEAN has supported 170 teachers to take up accredited and non-accredited bursaries for Careers Leader training (total value £170k) provided by The Careers & Enterprise Company.

To ensure all young people receive the support they need, the work of the LEAN has been underpinned by the introduction of Compass+, a careers planning and tracking system that provides teachers with student level data on careers interventions and the take up of provision so that young people most at risk of becoming NEET can be identified and targeted support provided. The LEAN has helped 200 schools and colleges sign up to Compass+.

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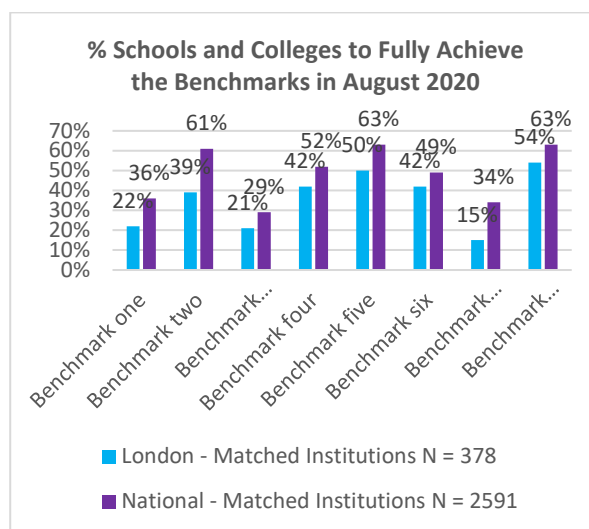
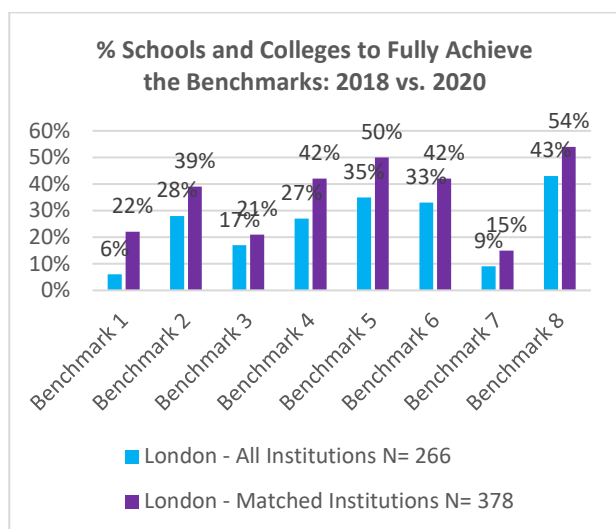
<sup>1</sup> Information provided by The Careers & Enterprise Company

## Impact of the LEAN

A key measure of success for the LEAN is the number of schools and colleges fully achieving Gatsby Benchmark 1 (having a stable careers plan), Benchmark 5 (providing encounters with employers) and Benchmark 6 (offering experiences of workplaces).

Schools and colleges in London have made substantial progress in engaging with employers. Graph 1 shows that achievement of all of the Gatsby Benchmarks has increased dramatically in London since 2018. Due to the significant growth of the network since September 2018, this means the number of schools and colleges achieving Benchmark 5 has more than doubled and there is an 80% increase in the actual number achieving Benchmark 6.

It's clear however, that London still lags behind the national average in terms of the percentage of schools and colleges matched with an Enterprise Adviser and achieving the Gatsby Benchmarks. This demonstrates that although great progress has been made in the last two years, time is still needed to ensure London schools and colleges have the opportunity to catch up with the rest of the country.



### Value Added through the National Network

A key role of the LEAN has been to provide a coordination function for careers activity. Being part of the national network means we have regularly updated data on careers provision for over 500 schools and colleges in London, which allows us to target provision and opportunities where it's most needed.

The national network, led by The Careers & Enterprise Company, works on economies of scale to develop and disseminate best practice, Ofsted guidance, high quality CPD and student and teacher resources. This is at a pace and scale that we couldn't replicate in London without the national network.



## LEAN in Numbers

### Careers Leader Bursaries

Through national funding the LEAN has secured **£170,000 of bursaries** for accredited Careers Leader training so that they have the information and skills they need to lead careers in their school or college. This is in addition to **1,200 attendees** at our training sessions.

### Explore Your Horizons

In 2019, we held our fifth Careers Speed Networking Event at Lord's Cricket Ground. These events have introduced **1,750 students** to over **1,000 business** volunteers so that students can find out more about the wealth of opportunities available to them.

### Creative Industries

The creative and cultural sector is vital to London's economy. In 2019, the LEAN team recruited 100 schools and colleges to provide **1,000 students** in London with a work insight day as part of Discover Creative Careers Week.

### Virtual Wallets

Through the Careers & Enterprise Company, 35 schools and colleges in some of London's most deprived boroughs received a total of **£145,000** in funding to select careers activities for their students.

### Building Capacity

The national network has introduced Compass+ so that schools and colleges can connect careers activities to student-level data. This means young people get the support they need. The LEAN has onboarded **200 schools** and colleges to this national system.

### Delivering Employability

The role of the LEAN is strategic but often the team and volunteer Enterprise Advisers get involved in the delivery of employability sessions. Since September 2018, the team has delivered employability sessions to over **24,000 young people**.

### My Week of Work

With most work experience weeks cancelled due to school and college closures, the LEAN team supported London schools and colleges to take part in the Careers & Enterprise Company's virtual work experience week, "My Week of Work" with over **120,000 participants** taking part across the country.

## Creating Change

### Careers Leader of the Year

In a short period of time Addey and Stanhope School have moved from a blank piece of paper to delivering a comprehensive career programme that successfully raises students' aspirations, meets 7 Gatsby Benchmarks and is firmly embedded across the school. This could not have been achieved without Jake Armstrong, their Careers Leader.

Jake Armstrong joined the LEAN in 2016 and was matched with an Enterprise Adviser to help him develop a comprehensive careers programme for the whole school. Jake devised a "killer doc" to identify exactly what the school needed to be doing to achieve all of the Gatsby Benchmarks and provide an outstanding experience for their students.

Jake is solutions focused, and relentless in his pursuit of opportunities for his students, most of whom live in one of the most deprived boroughs in London. He has taken advantage of the support offered by the LEAN and his Enterprise Adviser and has graduated from Careers Leader training with Teach First. Jake is an outstanding Careers Leader who has been recognised nationally through receiving the runner up for The Careers & Enterprise Company's Careers Leader of the Year Award in 2019.

# 2,000

meetings have taken place between Careers Leaders and Enterprise Advisers since September 2018

# 81%

of EAs are satisfied with the support they receive from the LEAN

# 67%

of schools and colleges say their EA has helped improve their careers provision

# 67%

of schools and colleges report that pupils have better employability skills because of the support of the LEAN

## Covid-19 and the LEAN

### **LEAN in Lockdown**

In March 2020, when schools and colleges closed their buildings around the city, many education programmes came to a stop and were unable to deliver their outcomes or adapt at short notice. The LEAN continued as normal during lockdown conditions, providing appropriate, timely and relevant support in this new environment.

During lockdown, the LEAN delivered professional development sessions to over 450 EAs and Careers Leaders so that students' careers education could continue throughout lockdown. Almost 500 meetings then took place between Careers Leaders, EAs and Enterprise Coordinators to embed this training into their own schools and colleges. This vital work wouldn't have happened without the LEAN.

The summer term is often when many schools and colleges deliver a significant amount of their careers provision and work experience offers. The Careers & Enterprise Company partnered with Oak National Academy to deliver a week of virtual work experience and insight involving employer-led sessions. This was promoted and supported by the LEAN to ensure that young Londoners didn't miss out on this experience and nationally, over 120,000 users registered for sessions.

The LEAN and The Careers & Enterprise Company developed guidance and resources to support schools and employers in delivering fully safeguarded virtual careers activities. In doing so, young people were still able to learn about the world of work and receive meaningful experiences and encounters with employers despite the changed environment.

Alongside virtual delivery of careers activities, the LEAN focused on improving Gatsby Benchmark 1: A Stable Careers Plan. This ensures that careers information is available for students, teachers and parents and puts in place a cohesive careers plan for the school or college. This work resulted in an increase of seven percentage points in the achievement of Gatsby Benchmark 1 during the summer term, meaning more schools had robust careers plans to address the needs of all students.

There has been wide concern about young people transitioning from school to college or sixth form. Colleges were receiving fewer applicants and students most at risk of becoming NEET weren't getting the support they needed to make a successful transition into further education or employment. The LEAN worked with admissions teams across London to create an Admissions Guide for Careers Leaders and students so that they were equipped with the information they needed to make these transitions easier.



## Central London

The LEAN in Central London works in Haringey, Camden, Islington, Hackney, Tower Hamlets, Westminster, Kensington and Chelsea, Wandsworth, Lambeth, Southwark and Lewisham.

## LEAN in Central London

### Progress

In the London Boroughs covered by Central London Forward, the GLA has been working with Reed in Partnership to deliver the London Enterprise Adviser Network.

In central London, we have 184 Enterprise Advisers actively volunteering from over 140 different businesses. This represents well the variety of businesses, careers and sectors active in the sub-region. 97% of EAs are already matched with one of the 150 schools or colleges in the LEAN. This far exceeds the national average match rate.

The LEAN in central London has grown enormously since 2018. A team of eight Enterprise Co-ordinators now work in partnership with local authorities across these 12 boroughs to build strong local careers networks for schools and colleges.

As a result, 117 schools and colleges now have in place a whole school/college careers plan ensuring the careers provision addresses the needs of every child in the school or college. This is a significant increase compared to 12 months ago when this was just 29 careers plans were in place.

In June 2020, the LEAN team supported the City of London Corporation to deliver their first ever virtual London Careers Festival. The LEAN team provided guidance throughout the planning of the event, promoted and coordinated school sign ups and delivered CPD sessions for teachers and Careers Leaders. This resulted in 72 schools taking part leading to 2,000 bookings for virtual sessions.



**155 schools and colleges  
in the LEAN**



**740+ strategic meetings  
between Enterprise  
Advisers and Careers  
Leaders**



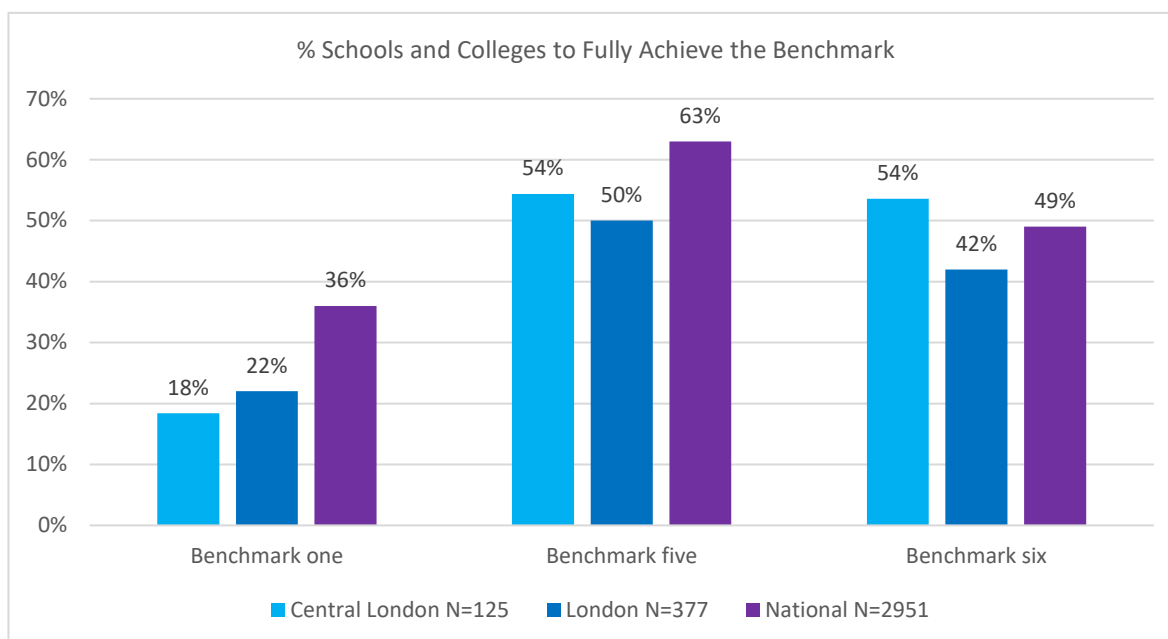
**353 attendees for  
professional development  
and training sessions**

## Gatsby Benchmarks

Far more schools and colleges in central London fully achieve Gatsby Benchmarks 5 and 6 when compared to the London average, meaning young people are getting encounters with employers throughout their education and at least one experience of work before they're 16 and one afterwards.

Over half of schools and colleges offer students employer encounters every year they are in education. This has increased from 35% of schools and colleges in London in 2018. Achievement of Benchmark 6 for these boroughs is now 54% compared to 33% for London in 2018. Central London schools and colleges also provide more encounters with employers and experiences of the world of work than the London average. However, achievement of Gatsby Benchmark 1 is lower in central London than the national average and London average. This means a continued focus on creating stable, cohesive careers plans for all schools remains important.

Currently, almost a third of all schools and colleges in the LEAN in central London are fully achieving at least 4 Gatsby Benchmarks.



**“Our EC and EA were essential and integral to the success of the Careers Fair. We have a tremendous working partnership and know that they are both always on hand to support me and the school.”**

**Adrian Clarke**, Careers Leader, Ernest Bevin College

## LEAN in Central London

### **City Heights, E-ACT Academy, Lambeth**

Faced with lockdown, Sasha, Careers Leader at City Heights swiftly moved to thinking how the planned 'Careers Day' could be delivered virtually instead. Fortunately, this coincided with the school being matched with an Enterprise Adviser, Laurence Parkes, the CEO of a digital experience agency. From the very first meeting Sasha, Laurence and Enterprise Coordinator, Jamie Fox, created a plan for how to make the 'Virtual Careers Day' a success. Sasha asked students to submit questions they had about the world of work. Laurence and his professional network answered these questions in a series of short videos, in which they also described their own personal education and careers journeys. According to Sasha: "the success of the 'Virtual Careers Day' was a demonstration of good teamwork. Working with Jamie, my Enterprise Coordinator and Laurence, my Enterprise Adviser, feels like a team. Their support has been invaluable, and we would not have achieved such a successful Careers Day, especially during lockdown, as we have through their support".

### **Harris St John's Wood Academy, Westminster**

Zoltan volunteers as the Enterprise Adviser for Harris Academy St John's Wood. He chose the role because he is a firm believer in the link between good quality careers support early on in a student's journey and raised levels of aspiration on their part. When lockdown happened, Zoltan used his digital working expertise to support even more schools within the network. He devised a questionnaire for schools to share their experiences of delivering careers education to students during lockdown and to pinpoint the support needed to overcome the challenges. The LEAN then used this information to bring Careers Leaders from alternative provision institutions in London together to collectively discuss these issues and potential solutions. Zoltan had kick-started this conversation that then benefited so many schools across the city. He says that with so many activities now moving to the online space, he is keen to see how the "fourth industrial revolution" will play out in schools and how he can continue using his professional expertise to support students. What Zoltan represents is the best of the business world using their skills and expertise to support London's schools and colleges prepare young people for the quickly changing world of work.



## South London

The LEAN in South London works in Croydon, Sutton, Merton, Kingston upon Thames and Richmond upon Thames.



## LEAN in South London

### Progress

In the London Boroughs covered by South London Partnership, the GLA has been working with Reed in Partnership to deliver the London Enterprise Adviser Network.

In September 2018 the LEAN wasn't working with any schools in South London Partnership boroughs. As well as beginning outreach in 2019, Croydon schools and colleges joined the LEAN in April, but Gatsby Benchmark results were much lower across the borough when compared with the national and London figures.

In south London we now have 82 Enterprise Advisers actively volunteering from 60 different businesses. The network has gone from strength to strength, building sustainable partnerships between schools and colleges and their local careers providers, businesses and local authorities.

CPD and dissemination of resources has been a focus for the network in south London boroughs. This has allowed the team to help schools and colleges develop a cohesive vision for careers across the sub-region. This has resulted in 61 of the 74 schools and colleges now having a whole school or college careers plan that addresses the needs of their students.

During lockdown, the LEAN team has worked even more closely with providers to develop relevant, impactful virtual careers sessions. In June 2020 LEAN in South London collaborated with the local delivery partner for Amazing Apprenticeships, EDT, to deliver a series of virtual events aimed at raising the profile and increasing awareness of apprenticeships to a mix of year 9 – 11 students. This is a key element of Benchmark 7.



**74 schools and colleges  
in the LEAN**



**180+ strategic meetings  
between Enterprise  
Advisers and Careers  
Leaders**



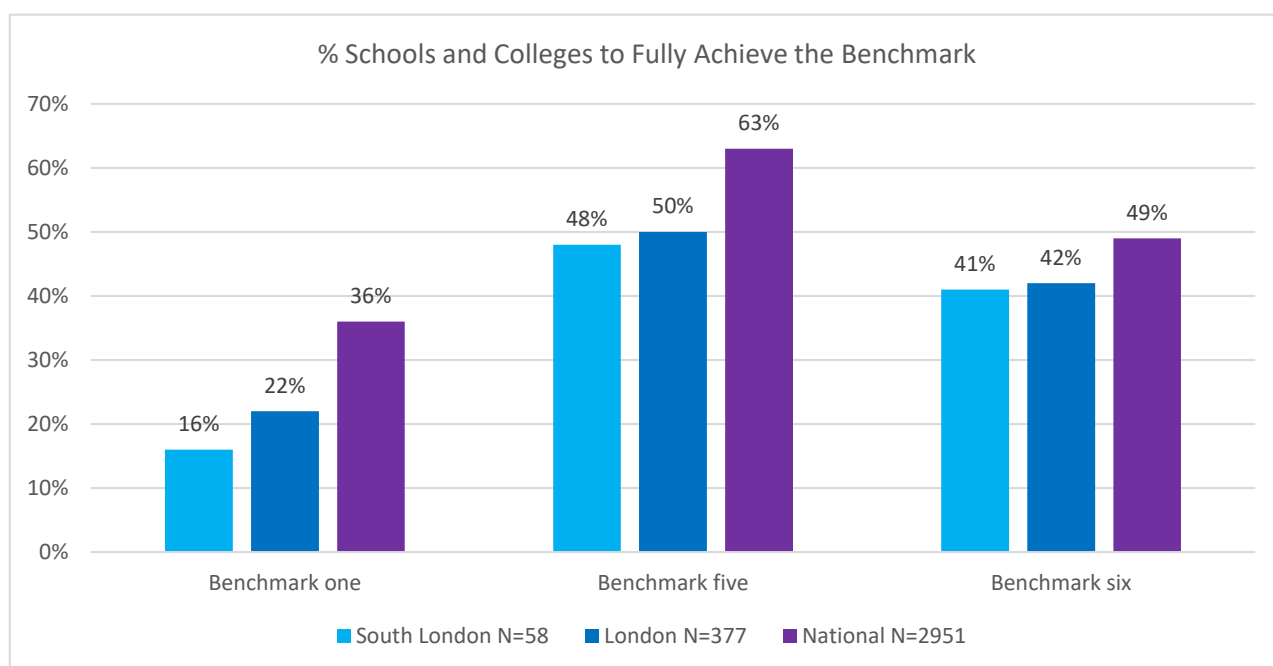
**115 attendees for  
professional development  
and training sessions**

## Gatsby Benchmarks

Achievement of the Gatsby Benchmarks in south London schools and colleges has progressed over the last 12 months. However, with over half of all south London schools and colleges currently in the Network joining the LEAN in the last year, the focus has been on matching institutions with EAs and setting up the foundations for their careers plans.

This is evident in the results for Benchmarks 1, 5 and 6 - below - where south London is marginally behind the London average and considerably behind the national average for the percentage of schools and colleges fully achieving these Benchmarks. However, almost a quarter of all schools and colleges in the LEAN in south London are fully achieving at least four Gatsby Benchmarks.

To instigate rapid improvement of Gatsby Benchmark 5 in south London, ECs have spent much of their first months with schools and colleges supporting and creating careers events for students. Since summer 2019, over 5,000 students have attended events supported or developed by the LEAN. These events will now be embedded as part of annual careers programmes.



**“I want to feedback how fantastic the support from my Enterprise Coordinator has been. He has been brokering relationships with our employer link to ensure we can continue to offer virtual career sessions. He has understood our limitations during this time but also given new ideas to assist with the changing nature of careers. I have found this support invaluable this year.”**

**Bernie Corrigan**, Head of Careers, Grey Court School

## LEAN in South London

### **Working with South London Partnership**

For the LEAN to support systemic change it needs to embed careers education in the existing infrastructures. An example of this is how the strong relationship between the LEAN and South London Partnership (SLP) enabled a rapid response to challenges arising as a result of Covid-19. In May 2020, the Principal of South Thames College raised concerns about the impact of Covid-19 on college admissions. He feared that students trying to make effective transitions at 16 wouldn't have access to the right information and guidance they needed. SLP alerted the LEAN to these concerns and connected us up to the college's admissions team to develop a solution. It quickly became apparent that many colleges were experiencing similar issues.

The LEAN team used the pan-London Network to contact admissions teams in FE colleges and sixth form colleges across London to get up-to-date information on their admissions processes and deadlines. Through the LEAN, we were able to gather the information, develop an FE Admissions Booklet for teachers and students and then disseminate this to all of our partners and over 450 schools and colleges in London in time for the GCSE results day. The unique role of the LEAN made this rapid work possible and due to the popularity of the booklet; it will remain on the Mayor of London's website for teachers and students to access as they need.

### **Directed Funding in Croydon**

The LEAN has been working in Croydon since April 2019. On joining the LEAN, Croydon's Benchmark results were low compared with the national and London average with just 24% of schools and colleges fully achieving Benchmark 5. To help address this, The Careers & Enterprise Company offered up to £5,000 of "virtual wallet" funding to local schools in the LEAN to pay for the delivery of careers activity. This process put the purchasing decision in the hands of those closest to the need. Schools and colleges worked with their local Enterprise Coordinator to select services that were most relevant to their students and address gaps in their existing careers and enterprise provision. To date, over £20,000 has been spent on careers programmes resulting in 2,554 employer encounters to over 670 young people in the borough. In less than 18 months, achievement of Gatsby Benchmark 5 has risen from 24% to 44% in the borough.

A close-up photograph of two young boys in school uniforms. The boy on the left is a Black boy with short dark hair, looking towards the right. The boy on the right is a white boy with light brown hair, looking down at a book or paper he is holding. They are both wearing dark blue school jackets with white piping. The background is blurred, showing other students and a pink wall.

## West London

The LEAN in West London works in Barnet, Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon and Hounslow.

## LEAN in West London

### Progress

In the London Boroughs covered by West London Alliance, the GLA has been working with Reed in Partnership to deliver the London Enterprise Adviser Network.

In west London we have 117 Enterprise Advisers actively volunteering from 89 different businesses. By building partnerships between these EAs and local schools and colleges, Careers Leaders are broadening young people's access to a variety of sectors and career pathways.

The LEAN in west London has worked to build strong relationships with existing providers of careers activities and education in the area and each Local Authority so that the LEAN supports and enhances the local priorities.

The LEAN and national Network is working closely with Heathrow Airport to recruit and train volunteers for West London schools and colleges. Currently, 10 schools have partnered with a Heathrow Enterprise Adviser and more employees have volunteered their time to support careers events throughout the sub-region.

Across the sub-region the LEAN has developed or supported careers events for over 7,000 students since September 2018.



**108 schools and colleges  
in the LEAN**



**410+ strategic meetings  
between Enterprise  
Advisers and Careers  
Leaders**



**169 attendees for  
professional development  
and training sessions**

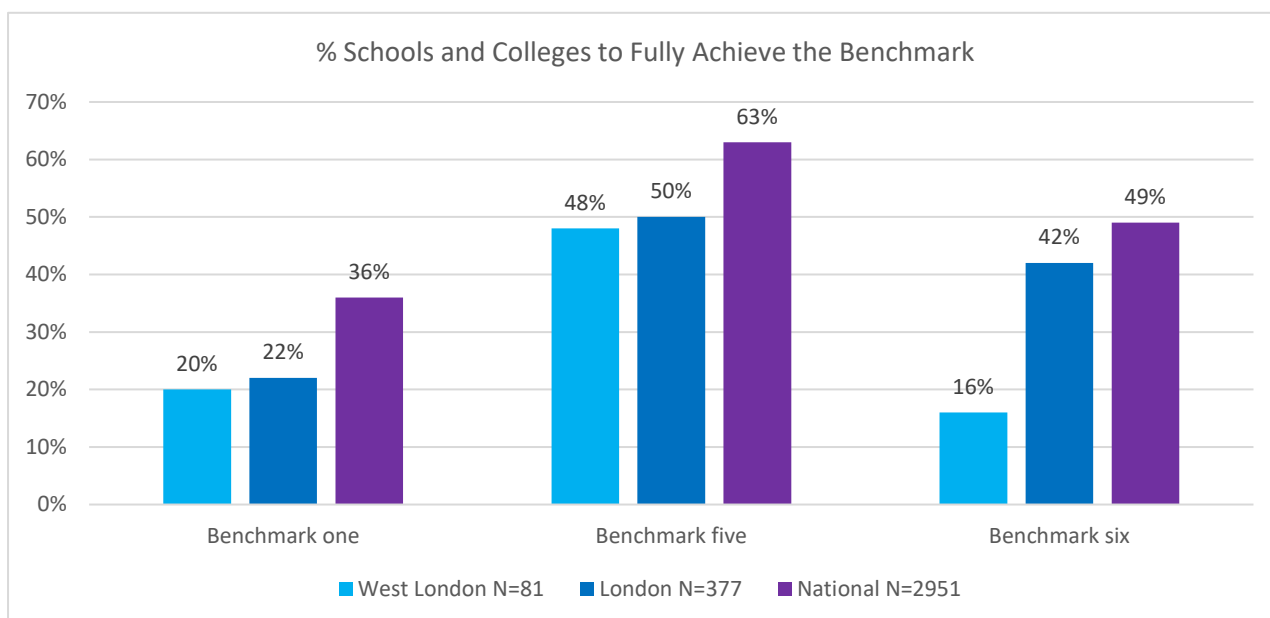
## Gatsby Benchmarks

A third of the network in West London is now fully achieving at least 3 Gatsby Benchmarks, which is in line with the London average. However, results vary greatly from borough to borough, which could be a result of a more coordinated careers approach and practice sharing through local peer networks for Careers Leaders in some areas.

The percentage of schools and colleges fully achieving Benchmark 1 and 5 in West London is largely in line with the average achievement across London. However, progress with Benchmark 6 is substantially behind the rest of London and the country.

Benchmark 6 requires all students to have one experience of the world of work before they are 16 and one after they are 16. Further analysis of responses to Compass for Benchmark 6 questions show that there is a relatively even split between schools and colleges who aren't offering a workplace experience to all students either pre- or post-16 (where applicable).

In recent years, there has been a change in emphasis from one week's work experience to shorter experiences of the workplace, such as work insight trips. Although there are a variety of reasons behind why work experience opportunities aren't been offered to all students, the focus of the LEAN has been on developing and promoting these shorter work insight trips with schools, colleges and local employers.



**“Having good support and someone with knowledge of local business and opportunities out there is fantastic to have. There have been a lot of opportunities that have been shared and we have taken advantage of all these recommendations. Having that constructive friend whose there to support and share their connections makes the role easier.”**

**Morgan Browne**, Assistant Head teacher, Fulham Boys School

## LEAN in West London

### **Raising Awareness about Cyber Security**

Yogesh Ghandi, Security Awareness and Campaigns Manager at Vodafone, joined the LEAN after taking part in Explore Your Horizons, our annual Careers Speed Networking event. Although Yogesh is matched to a school, he has developed a series of webinars on the cyber security industry for schools across the sub-region. As well as raising awareness about the sector and current challenges of online security he has shared tips for choosing the right platforms to help us navigate a virtual world.

“It’s great to see the wider impact of the work we do. I have enjoyed my stint as an EA and it feels personally rewarding when you can see that your work leads to better lives and livelihoods. I am looking forward to continue to work with the LEAN and am excited about the results we can produce for this wonderful city and its young citizens.”

### **Global Academy**

One in every six jobs in London is in the creative economy and this generates £47bn per year. Providing young people with information about jobs in the creative industries is vital to our economy. This has never been more apparent than at Global Academy in Hillingdon. In 2019 the LEAN joined forces with Global Academy, a UTC, to offer students across West London the chance to find out more about careers in the creative industries at West London’s first Creative Industries Festival. Over 300 year 11-13 students from neighbouring schools joined the day and met industry experts from the BBC, Apple and Global Radio. The students also had the opportunity to try out the Academy’s radio and TV studios. By working in partnership, the LEAN was able to extend and coordinate the expertise available at Global Academy so that students across the sub-region could learn more about careers in the creative industries.

First job :: Current job

1. Jeans folder
2. Enterprise Coordinator

LEAD Consultant  
FOR TUCROSS

## East London

The LEAN in East London works in Enfield, Waltham Forest, Redbridge, Newham, Barking and Dagenham, Havering and Bexley.



## LEAN in East London

### Progress

In the London Boroughs covered by Local London, the GLA has been working with Local London and ELBA to deliver the London Enterprise Adviser Network.

After a gap in delivery, the LEAN began expanding in East London in April 2019. The focus of the network has been to grow and offer support to all schools and colleges in the area. In just over 12 months, incredible progress has been made.

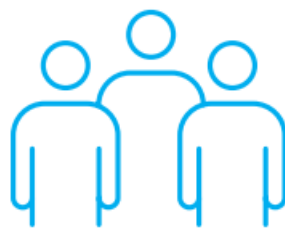
We now have 160 Enterprise Advisers volunteering from 118 different businesses. The network has worked in partnership with each Local Authority to build a network that is strongly embedded in local relationships and priorities as well as representing the needs of the local economy.

Enterprise Coordinators have worked with Careers Leaders to develop their careers provision with over 75% of schools and colleges in the LEAN in East London now having a published careers plan.

To activate these careers plans, EAs have worked with Careers Leaders to support or host careers sessions for over 5,300 students across East London since September 2018.



**145 schools and colleges  
in the LEAN**



**730+ strategic meetings  
between Enterprise  
Advisers and Careers  
Leaders**



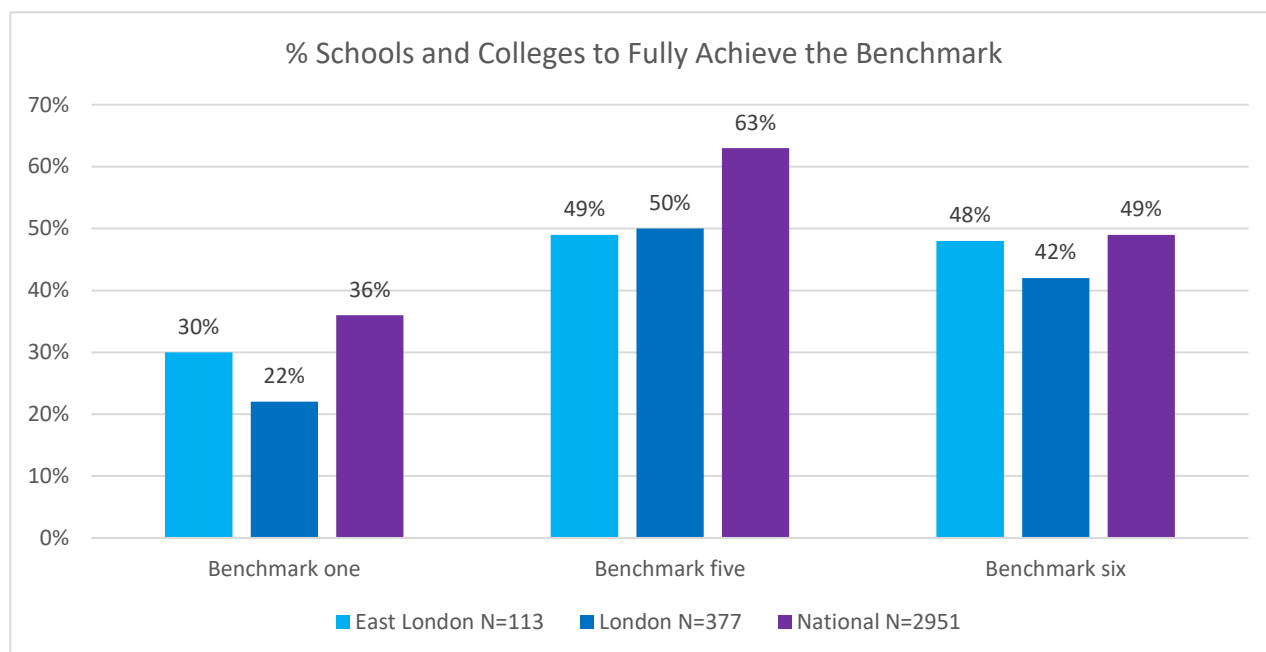
**550 attendees for  
professional development  
and training sessions**

## Gatsby Benchmarks

In a challenging year we have managed to make significant progress in East London in terms of the average number of Gatsby Benchmarks achieved by schools and colleges matched with an Enterprise Adviser. Between August 2019 and September 2020, the average number of Benchmarks achieved by East London schools and colleges matched with an Enterprise Adviser (113) increased from 2.5 to 3.2.

By refocusing on Gatsby Benchmark 1 during Covid-19 schools and college closures, matched schools and colleges in East London increased achievement of GB1 from 12% (August 2019) to 30% (September 2020). This was achieved by focusing on each sub Benchmark with targeted support/resources for each institution. This represents 26 more schools and colleges in East London who have a stable, structured careers programme in place that meets the best practice requirements.

Despite a very challenging year, East London schools were also able to make progress against Gatsby Benchmark 5 (increasing from 41% to 49%) and Benchmark 6 (increasing from 42% to 48%). A third of schools and colleges in East London are now fully achieving at least four Gatsby Benchmarks with 18 fully achieving six.



**“I like that I can support such a passionate teacher who really wants to make a difference to the pupils and support the schools’ objectives and that my knowledge of the area and my life experience can really help. I like the idea of giving back into the community and making that difference.”**

**Zoe Brown, Enterprise Adviser**

## LEAN in East London

### **Achieving 8 Gatsby Benchmarks**

In June 2020, Waltham Forest College's Careers Leader Ali Yusuf celebrated achieving all 8 Gatsby Benchmarks for the first time after joining the LEAN just one year before. Since the college joined the LEAN, their Enterprise Coordinator, Chrisoulla, has worked closely with Ali to help him develop a more strategic approach towards the college's careers provision. This started with a complete review of their careers education programme, utilising the Careers & Enterprise Company's Compass tool to identify gaps in their provision. Ali and Chrisoulla then worked together with their Enterprise Advisers to address these gaps. For example, Gatsby Benchmark 5 requires every student to receive an encounter with an employer each year. This was a challenge for the college given their large number of students. To address this, Ali and Chrisoulla involved curriculum leads in the delivery of the careers programme, asking them to invite employers to come in and speak to students on their courses. LEAN East also helped the college achieve Gatsby Benchmark 7 – Encounters with Further and Higher Education.

Together, Ali and Chrisoulla created a series of breakfast apprenticeships events for learners. LEAN East also brokered a relationship between Waltham Forest College and Whitehat Apprenticeships, who provided inclusive work placements and insight day opportunities to their students. Since achieving the Gatsby Benchmarks Ali, Chrisoulla and their Enterprise Advisers have worked together to address the challenges posed by Covid-19 by adapting their careers plan for the next academic year to include more virtual activities such as virtual Q&A sessions with employers.

### **Marty The Robot**

In 2019, the LEAN partnered with CGI, a Canadian technology company, to bring female students from nine East London secondary schools into their offices to find out more about a career at a STEM employer. Having identified that East London schools were finding it difficult to find opportunities for younger year groups, the LEAN team advised CGI to target the opportunity at Year 7 & 8 students. The team also used Compass data to target the opportunity at schools that needed to provide more 'experiences of the workplace' to meet Gatsby Benchmark 6. The students taking part received a tour of CGI's offices in the famous Walkie Talkie building. They then worked with CGI staff on 4 STEM challenges. Across the day students created structures using Jelly Babies and spaghetti, designed and built bridges and created a functional motor-powered car. They finished the day by programming the star of the show, Marty the Robot.

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