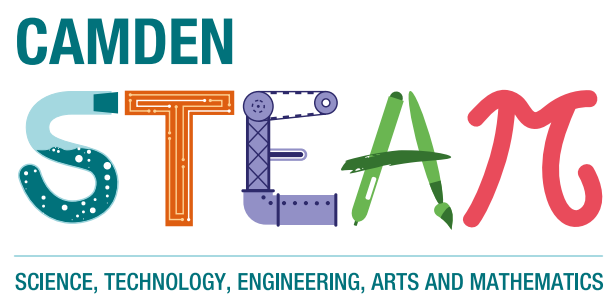




## Building the Talent Pipeline





## Building the Talent Pipeline

**Camden is a unique place at the heart of London's thriving economy - a place of innovation, where creativity, technology and science meet. We want to work with employers to ensure we are an emblem of inclusive growth. We want all our young people, regardless of background, to have access to the very best opportunities that this borough has to offer. We believe a fusion of creative, digital and scientific skills is needed.**

World-renowned institutions and companies here in Camden are helping to inspire and support our young people to aim high and forge exciting careers. Our STEAM programme's ambition is to link businesses strongly with schools and further education colleges to help deliver the 21st century talent they need and, in so doing, to guarantee the best opportunities and futures for all our young people.

### The Camden STEAM Commission was established to:

- Highlight Camden's unique STEAM economy and the skills needed for the roles of the future
- Encourage greater fusion in creative, digital and scientific education
- Mobilise business resources to drive skills and careers education
- Tackle underrepresentation and provide all Camden young people with access to the opportunities available locally.

We call on our exciting, dynamic and innovative business community to sign up to the 21st Century Talent Pledge.



**Councillor Georgia Gould,  
Leader of Camden Council**



**Dinah Caine CBE, Chair of the Camden STEAM Commission**

“ Our STEAM programme aims to promote Camden’s successful creative and knowledge economy and to ensure our businesses continue to succeed by having access to diverse, young, local talent. For this to happen, it’s vital that today’s local young people and subsequent generations have STEAM embedded into their education, their out of school activities, their careers advice and work placement opportunities, working in close partnership with business, education, young people and the council. ”



**Lindsley Ruth, CEO of RS Components and STEAM Commission Business Lead**

“ As businesses, we have the power to change young people’s lives by inspiring and educating them. Whether a small enterprise or a large multinational, I call on all Camden employers to make our 21st century economy accessible to local young people, whilst developing a diverse talent pipeline and addressing the skills shortage. The 21st Century Talent Pledge enables businesses to focus our efforts in a coherent and impactful way. ”



## VOLUNTEER AND INSPIRE

|                        | Pledge commitment  | What's involved?  | Why?  | Next steps  |
|------------------------|--|---|---|---|
| Core Pledge commitment | <p><b>STEAM Ambassadors</b></p> <p>4 to 18-year-olds</p> | <p>STEAM Ambassadors are at the heart of the 21<sup>st</sup> Century Talent Pledge, with all organisations signing the Pledge committing at least one employee as a STEAM Ambassador</p> <p>STEAM Ambassadors support schools with one or more activity each year from a wide selection of opportunities, such as: delivering activities in lessons or after-school clubs; giving career talks; supporting teachers to develop the curriculum in your organisation's area of expertise; supporting young people with mock interviews and CV writing; providing industry insight to headteachers, governors and senior leaders; and a range of other activities depending on STEAM Ambassadors' interests and schools' needs</p> | <ul style="list-style-type: none"> <li>• Bring STEAM skills, knowledge and careers to life for young people from diverse backgrounds</li> <li>• Access a wide range of structured activities to suit your employees' skills, interests and availability – from a one-off, one-hour careers talk to a regular after-school club</li> <li>• Being an Ambassador has been shown to increase employees' confidence, presentation skills, satisfaction with their work, and sense of achievement (STEM Learning research)</li> </ul> | <ul style="list-style-type: none"> <li>• Attend a two-hour STEAM Ambassador training session delivered by our partner, STEM Learning</li> <li>• Training takes place in a local venue or online, or in your office if a number of employees become STEAM Ambassadors</li> <li>• Existing STEM Ambassadors will attend a short top-up training session to become STEAM Ambassadors</li> <li>• STEM Learning will carry out a free DBS check</li> </ul> |



# WELCOME

Choose two or more of the Pledge commitments here and on pages 6 to 7

| Pledge commitment                             | What's involved?   | Why?   | Next steps   |
|---|--|--|--|
| <b>Workplace visits</b><br>4 to 18-year-olds  | Welcome a class or smaller group of young people from a Camden school to your workplace twice a year<br><br>A workplace visit could involve a tour, a taster activity, meeting employees, or observing work in progress  | <ul style="list-style-type: none"> <li>• Workplace visits give young people the opportunity to gain an insight into a range of industries and workplaces</li> <li>• Workplace visits are a good way for younger children to gain an insight into the workplace</li> </ul>  | <ul style="list-style-type: none"> <li>• We will match you with a school available on a mutually convenient date</li> </ul>  |
| <b>Work experience</b><br>14 to 18-year-olds  | Offer a work experience placement to at least one Camden state school student each year<br><br>A work experience placement is usually one or two weeks in duration   | <ul style="list-style-type: none"> <li>• Work experience provides young people with a valuable insight into the working world and boosts their career prospects, giving them experience to discuss in applications – however, it is often difficult for young people without personal connections to secure a placement</li> </ul>           | <ul style="list-style-type: none"> <li>• We will provide you with a calendar of school work experience dates to choose from</li> <li>• We will match you with a suitable school who will organise the placement</li> <li>• We can offer you advice on planning a successful placement</li> </ul>             |
| <b>Mentoring</b><br>15 to 18-year-olds        | At least one employee to volunteer as a mentor for one year  | <ul style="list-style-type: none"> <li>• Mentoring gives students valuable support by offering them the opportunity to explore career possibilities and define career goals with the help of a role model</li> <li>• Mentoring can be one-to-one or with a small group of two to three students, based on the mentor's preference</li> </ul> | <ul style="list-style-type: none"> <li>• We will match you with an interested school</li> <li>• The new mentor will attend a free two-hour training session</li> <li>• Typically, mentors meet students once a month for a one-hour meeting at the mentor's workplace</li> </ul>                             |
| <b>Camden Challenge</b><br>11 to 18-year-olds | Design and deliver an innovative business challenge to a group of young people<br><br>The Camden Challenge takes place during the summer as part of Camden Summer University<br><br>Can be between one and five days long<br><br>Can be delivered in collaboration with other businesses, if preferred | <ul style="list-style-type: none"> <li>• Enables young people to develop skills and knowledge in a sustained and meaningful way by working on a real business challenge</li> <li>• Gives young people an opportunity to flourish outside the school environment</li> <li>• An excellent development opportunity for employees</li> </ul>     | <ul style="list-style-type: none"> <li>• We can support you with all stages of design and delivery of the Camden Challenge</li> <li>• You will be supported by the existing infrastructure of Camden Summer University, including the application process for young people and publicity channels</li> </ul> |

# EMPLOY

Choose two or more of the Pledge commitments on pages 5 to 7

## Pledge commitment

## What's involved?

## Why?

## Next steps

### **Paid internships**

16 to 18-year-olds

Offer a paid internship to at least one Camden state school student each year

Internships usually last four to six weeks and are often carried out in the summer holidays

- Paid internships offer students the chance to gain relevant skills and experience in a particular field and are often a vital stepping stone to progressing into a career
- As an employer you get the benefit of a fresh, new perspective, development of your own staff and the prospect of finding a future employee from a diverse talent pool

- We will work with schools and colleges to identify suitable candidates for you to shortlist

### **Apprenticeships**

16 years and above

Employ a Camden resident as an apprentice

- Employers can use apprenticeships to bring local knowledge and fresh STEAM perspectives into their organisations, and create opportunities for young people to kick-start their careers
- Apprenticeships help employers to tackle skills gaps and to grow diverse talent
- Retention rates for apprentices are often higher than for other members of staff

- The Camden Apprenticeships team provide free advice to help your organisation plan an apprenticeships programme, including deciding on the right qualifications and finding a training provider
- They also provide a free recruitment service and ongoing support to help you get the right apprentice and help them complete their training successfully



## OTHER

Choose two or more of the Pledge commitments on pages 5 to 7

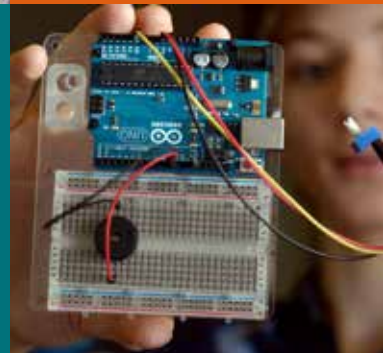
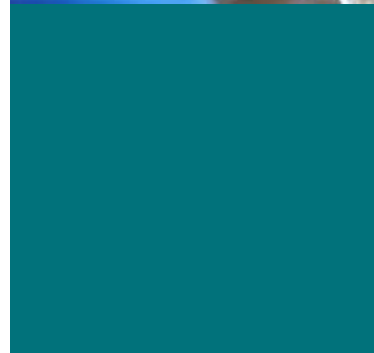
| Pledge commitment      | What's involved?  | Why?   | Next steps  |
|------------------------|---|--|---|
| <b>Bespoke project</b> | <p>Devise an opportunity that supports young people to develop their skills, knowledge and experience of the workplace</p> <p>This could be a project your organisation already runs, or a new initiative which we can support you to develop</p> | <ul style="list-style-type: none"> <li>• Take an innovative approach, drawing on your organisation's expertise and business needs</li> <li>• Develop a talent pipeline for your organisation/ industry</li> <li>• An opportunity to make your mark as a bold and innovative Camden STEAM employer</li> </ul> | <ul style="list-style-type: none"> <li>• Contact us with your proposal</li> <li>• Once your idea is approved, we can support you as needed e.g. promoting to schools</li> </ul> |



# What support will I get?



- Briefings and advice for all activities, plus free induction training for STEAM Ambassadors and mentors
- You will be matched with the Camden schools and colleges that will most benefit from your support
- You will build relationships with the schools taking part in the STEAM Hub – a network of Camden schools highly committed to developing STEAM opportunities for their young people and building meaningful connections with industry
- A calendar of activities to choose from at least six weeks in advance to help you plan
- Support from the Camden Schools Brokerage Manager
- Signposting to a wealth of useful resources.





# Next steps

Email [steampledge@camden.gov.uk](mailto:steampledge@camden.gov.uk) to sign the Pledge. We will be in touch to support you through the next steps – from choosing the Pledge commitments best-suited to your organisation, to getting you set up and ready to start supporting Camden’s young talent.



“ I was so impressed with what the young people who visited us achieved in such a short space of time. What they did in five days was remarkable. ”

**Donald Browne**, Ted Baker Production Director



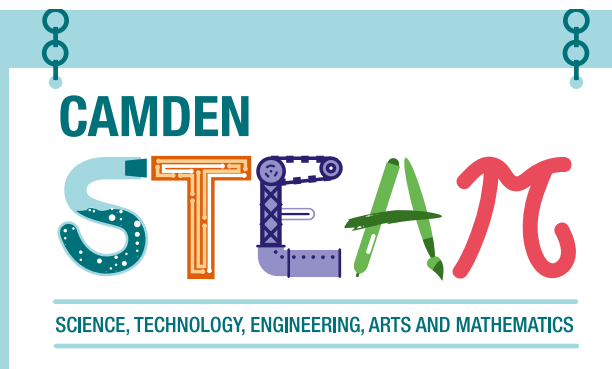
“ I liked going to the Ted Baker office and seeing what it was like. It was such a cool office, all open plan. It seemed like a nice place to work. ”

“ It went a lot more in detail than I was expecting it to be. And I wasn’t expecting to be presenting to people high up in Ted Baker. A bit intimidating, but it was great. ”

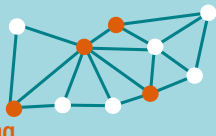



“ Doing the research about which countries to sell in and all the political stuff was really interesting. ”

Comments from young people aged 13 to 15 who took part in the Ted Baker Camden Challenge, organised by the Camden STEAM programme and Urban Partners with Ted Baker UK, Camden Summer University and the UCL Centre for Innovation and Enterprise.

# STEAM Commission recommendations



## THE RECOMMENDATIONS

- 1 Every Camden school and college governing body should include a governor ensuring regular and consistent access to careers advice and guidance
- 2 STEAM Ambassadors drawn from business should work with schools and FE to inspire young people to progress and achieve through creative, digital and science learning 
- 3 Camden Council should work with education institutions to develop a network of youth STEAM champions, providing inspiring role models and raising ambitions
- 4 Camden Council should commission a STEAM hub as part of Camden Learning, linking schools and businesses and supporting a more connected curriculum 
- 5 Businesses should contribute to a range of activities to improve the equality of opportunities for career insights, including the Camden Summer University and a Camden STEAM week
- 6 Businesses, schools and FE should work together to improve the quality and visibility of STEAM apprenticeships and technical education 
- 7 Businesses should collaborate with the Young Camden Foundation to facilitate Camden Challenge events – engaging young people in the skills for the future and targeting unrepresented groups
- 8 Camden Council should provide schools, parents and young people with actionable intelligence on 21st century jobs 

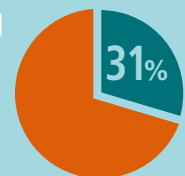
65% OF PRIMARY SCHOOL CHILDREN WILL BE EMPLOYED IN JOBS THAT CURRENTLY DON'T EXIST



87% OF JOBS IN CREATIVE EMPLOYMENT ARE AT LOW OR NO RISK OF AUTOMATION. IN COMPARISON, 45% OF JOBS IN THE WIDER UK ECONOMY ARE ESTIMATED TO BE AT RISK

CREATIVITY, PROBLEM SOLVING, COMMUNICATION AND COLLABORATION ARE AMONGST THE TOP 10 SKILLS MOST SOUGHT AFTER BY EMPLOYERS IN LONDON JOB ADVERTS

EMPLOYMENT IN CREATIVE, SCIENCE AND DIGITAL INDUSTRIES IN CAMDEN HAS GROWN 34% IN FIVE YEARS AND NOW REPRESENTS 31% OF THE WORKFORCE



48% OF LOCAL EMPLOYERS REPORT THAT 17 AND 18 YEAR OLDS STARTING THEIR FIRST JOBS ARE POORLY PREPARED FOR WORK

ONLY 13% OF THOSE WORKING IN CAREERS CLASSED AS STEM ARE WOMEN



IN THE UK CREATIVE ECONOMY, WOMEN MAKE UP ONLY 36% OF EMPLOYEES, BME 11% OF EMPLOYEES, AND THOSE FROM DISADVANTAGED BACKGROUNDS 8% OF EMPLOYEES

All references can be found at: [www.camden.gov.uk/steamcommission](http://www.camden.gov.uk/steamcommission)





## Contact us

Dance workshop at The Place. Photo by Nadine Brandt.

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