



Career Inspiration 2016 Evaluation Summary Report





Introduction

This report provides an evaluation of the *Greater Manchester Talent Match* Career Inspiration event which took place on 20 May 2016.

The purpose of this evaluation is to review the performance of the event from a process perspective to identify areas for learning, in terms of what went well and what needs reviewing.

The evaluation also seeks to identify whether the aims of the event were achieved, by identifying the immediate and longer term impact experienced by those in attendance. This will further develop our understanding of the use and impact of an event such as this to support the aims of *Greater Manchester Talent Match*.

Context

The Career Inspiration event 2016, organised and delivered by Business in The Community (**BiTC**), took place on 20 May 2016 at the BBC in MediaCityUK. 89 people attended the event, including 37 young people, 26 Talent Coaches, and 26 employer representatives (from 16 different companies).

The aims of the event were:

- ❖ To support young people from Greater Manchester Talent Match to understand the range of jobs available, in particular, industries where there are opportunities
- ❖ For young people to receive employment advice and support from employers
- ❖ To encourage networking between Employers, young people and Talent Coaches.

The event included a mixture of activities, as follows:

- A marketplace style layout where employers hosted interactive stands, with information and opportunities to engage with
- Two workshops which aimed to provide young people with employment support and advice, and information regarding entrepreneurialism
- An interactive session in the BBC Blue Room looking at the latest technology
- Further networking opportunities over an informal lunch



Methodology

The evaluation framework included a range of different elements, aiming to capture a mixture of both qualitative and quantitative data.

- + Semi-structured interviews with young people
- + Open questions for young people as part of a 'photobooth' activity
- + Closed questions for young people pre- and post-event
- + Qualitative feedback from young people about the workshops
- + Follow-up questionnaire emailed to employers in the week after the event
- + Follow-up questionnaire emailed to Talent Coaches three months after the event.

The data collected was analysed thematically, and the findings are presented within two sections in the report: process evaluation and impact evaluation.

Process Evaluation

Feedback from young people, Talent Coaches, employers and the project team all indicates that the event has been organized and delivered very successfully.

Many of the attendees felt that the location of the event at the BBC worked particularly well. It was also highlighted by members of the project team that the successful delivery of the event benefitted from effective team work between the project team, the Youth Panel, and other delivery partners

Some small issues were identified regarding the delivery of activities at the event, particularly with regard to workshops, however, the main issue highlighted by many different respondents was low attendance of young people at the event, which many felt was a shame considering the event was otherwise delivered very well.

Many of the young people who provided feedback also felt that a greater variety of employers could have been represented at the event.



Impact Evaluation

On the whole, the Career Inspiration event has successfully met its three aims, as follows:

To support young people from *Greater Manchester Talent Match* to understand the range of jobs available

Just under half of young people interviewed following the event said that they learned about new jobs or careers that they would now consider, nearly 60% said that they now have a better idea of what they would like to do for a career, and two-thirds said that they now have a better idea of what their next steps should be towards employment.

However, some young people said that more employers/industries could have been represented.

Talent Coaches consulted three months after the event felt that the event has only had a moderate impact on their young people's career plans.

For young people to receive employment advice and support from employers

Nearly all of the young people interviewed said that they had received employment advice and support from employers, and rated the usefulness of the advice they received very positively (with an average score of 4.2 out of 5).

Young people also found the 'Let's Get You Hired' workshop very useful, with 77% saying that it had given them a better idea of how to make a good impression to employers.

In the follow-up survey, Talent Coaches also highlighted that young people had benefitted from the advice given in the workshops.

To provide the opportunity for young people and Talent Coaches to network with employers

Many of the employers surveyed said that they really enjoyed speaking to the young people, and nearly all said that they had arranged follow up meetings, contact or opportunities with some of the young people or Talent Coaches they met.

Young people also enjoyed the opportunity to speak with employers – 70% said that they now feel more confident speaking with employers, and 50% said that they had arranged follow-up contact with employers.

Talent Coaches also highlighted the impact of networking on young people's confidence, and reported a range of follow-up activity building on the connections made at the event.

Conclusion and recommendations

Career Inspiration has been a very successful event that was enjoyed by all those who attended.

For future iterations, the event would benefit from more young people attending, and a greater variety of employers being represented at the event.

On the whole, the aims of the event have been successfully achieved, based on the generally very positive feedback from young people, employers and Talent Coaches.

Young people's satisfaction with what they have gained from the event was very high on the day of the event, demonstrating strong immediate to short-term impacts.

However, based on the findings of the follow-up survey three months after the event, it could be suggested that the event had limited long-term impact on young people's employment prospects.

