

Camden STEAM

Strategy 2022-2025



CONTENTS

INTRODUCTION	3
FOREWORD	4
Cllr Georgia Gould Dinah Caine CBE	
CAMDEN STEAM BOARD	7
CONTEXT	8
A New Strategy for Camden STEAM	
CAMDEN STEAM PARTNERSHIP	12
Strategic Objective 1 Case Study 1: Bennetts Associates	
Strategic Objective 2 Case Study 2: Google	
Strategic Objective 3 Case Study 3: Central Saint Martins, UAL	
Strategic Objective 4 Case Study 4: University College London (UCL) Case Study 5: Lendlease	
OUR IMPACT	19
Impact Strategy Case Study 6: Ted Baker	

INTRODUCTION

Our Vision

We will work together building a future where Camden is a beacon of inclusive opportunity and innovation. Young people, regardless of background, will be inspired by STEAM opportunities and they will be ready for the world of work in Camden's STEAM industries. STEAM employers will have access to a local diverse talent pipeline to meet their recruitment needs and help them to innovate and flourish.

Strategic Objectives

- 1 Build young people's awareness of STEAM industries, and support them to develop the skills, knowledge and attributes STEAM employers need.
- 2 Engage young people from underrepresented backgrounds in STEAM and support a diverse talent pipeline.
- 3 Provide pathways and opportunities for young people to enter and succeed in STEAM careers.
- 4 Create an innovative and inclusive STEAM community for Camden that influences policy and supports growth.

What is STEAM?

STEAM is an acronym for Science, Technology, Engineering, Arts and Mathematics. The A stands for Creativity. It captures the belief that addressing STEM and Creativity together delivers greater value to individuals, employers, the local community and economy.

Why is STEAM important for Camden?

Creative, digital and scientific employers are at the heart of Camden's economy. Employers frequently describe the need for a talent pipeline where young people have both strong subject knowledge and skills such as collaboration, creativity and problem solving, as well as digital skills.

What is Camden's approach to STEAM?

Camden's approach to STEAM is characterised by:

- Young people accessing career opportunities in the creative, digital and scientific industries
- An interdisciplinary approach that enables young people to connect their learning in order to problem solve and create solutions to STEAM challenges
- Employers and educators co-designing curriculum projects that embed career insights and authentic place-based challenges

Cllr Georgia Gould

Leader of Camden Council and Chair of London Councils



I am proud to lead a borough at the heart of London's thriving economy. Camden is the home of innovation, where we host a range of world-leading organisations across the creative, scientific and digital industries. All industries in the borough need a continuous and growing supply of creative, scientific and digital talent to ensure that they can continue to flourish and innovate.

"Camden has high levels of wealth next to high levels of poverty. The COVID-19 pandemic brought huge challenges and changes to people's lives, and it shone a spotlight on the inequalities that exist in Camden."

These challenges have been particularly acute for young people. As we come out of the pandemic and build back stronger, we are even more determined that all the young people growing up in Camden, regardless of background, have access to the very best opportunities that this borough has to offer. We want to work with Camden's employers to ensure we are an emblem of inclusive growth at the heart of London. We believe our

STEAM approach is an important part of our borough's future.

Since publishing our STEAM Commission report in 2017, Camden Council has invested in making this vision a reality, and we have piloted a movement for STEAM that has had a huge impact for schools, young people and employers. With the success of the pilot and to support this new strategy, we have committed to invest for another three years in our Camden STEAM team, whose role will help galvanise and support the Camden STEAM Partnership.

I would like to thank Dinah Caine CBE, for her exceptional work in driving forward this vision as Chair of our Camden STEAM Board. I am also grateful to the members of the STEAM Board, and all the many employers, educators, young people and many others that have worked with us to develop a dynamic STEAM ecosystem. Working together we will make sure our young people have the opportunities they deserve, that employers can successfully recruit diverse talent locally, and that the local economy continues to thrive.

Dinah Caine CBE

Chair of Camden STEAM Board and Chair of Council, Goldsmiths



This is a pivotal moment for Camden STEAM. It was borne from a conviction that young people growing up in Camden, regardless of background, should have access to the very best opportunities in the world-leading sectors on their doorstep and that these employers and institutions have a pipeline of diverse local talent. We brought together the STEAM Commission in 2017, launched the Camden STEAM pilot in 2018, and have made significant progress since then. The Commission's recommendations have become embedded across Camden, STEAM partnerships have flourished across businesses, institutions and schools, and numerous programmes and opportunities have been delivered, creating meaningful impact for our young people. But much has changed since then – in the world and its climate, in the health of our global and local society, and in the very nature of the world of work. Our ambitions and principles remain steadfast and are needed now more than ever. Now is the time to double down on the progress we have made and scale our collective impact in the years ahead. In challenging times it is critical that we maintain and build our momentum – to continue to innovate is essential to our mutual success.

This new strategy sets out our vision for close partnerships between employers, educators and young people, working together for a future where our scientific, creative and digital industries continue

to innovate and flourish, providing opportunities for Camden's young people to have fulfilling careers. We invite you to join us in building that future.

Camden STEAM can only have meaningful impact by working closely with you – businesses, institutions, schools, young people – and we want to set out clearly our ambitions and how we can best work together to achieve this shared mission in this next chapter, 2022-2025.

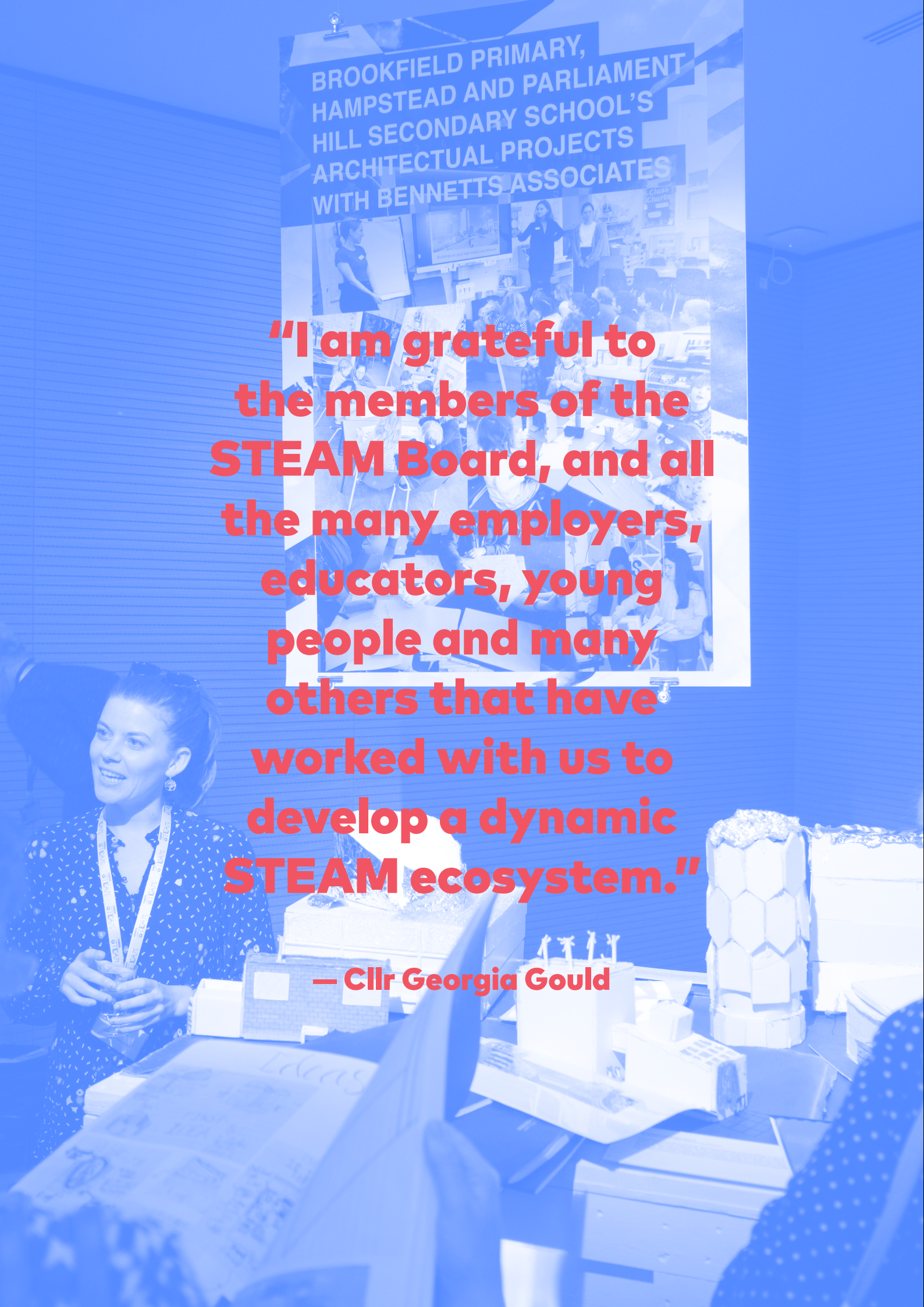
My heartfelt thanks goes to the STEAM Board – a remarkable group of changemakers from across leading STEAM institutions in Camden – for their huge commitment to shaping this strategy. Our work took place during the pandemic, and to take the time to contribute so fully is hugely appreciated. We look forward to their ongoing support and partnership in delivering this strategy and guiding our work in the future.

Thanks too must go to Camden Council and the terrific trio of their Leader, Cllr Georgia Gould, and Cllr Danny Beales and Cllr Marcus Boyland (and formerly Cllr Angela Mason), for their vision and steadfast support for our work in these straitened times.

Finally, the STEAM team: Danielle Tobin, now Director of STEAM & Partnerships, joined Camden STEAM to manage a small innovative project in 2018. Together with the committed team she has recruited – Lorraine Lawson, Richard Donnelly, Kate Barry and a network of supporters and advocates – they have turned that small project into a movement, and they deserve all our thanks, recognition and respect for doing so.

Please join our partnership to grow that movement. And together, let's build back stronger and forge that successful future we all want to see.

CAMDEN STEAM BOARD



"I am grateful to the members of the STEAM Board, and all the many employers, educators, young people and many others that have worked with us to develop a dynamic STEAM ecosystem."

— Cllr Georgia Gould

Dinah Caine CBE (Chair)

Chair of Governing Council, Goldsmiths, University of London & Member of the Creative Industries Council

Cllr Danny Beales

Cabinet Member for Investing in Communities, Culture and an Inclusive Economy, Camden Council

Helen Bruckdorfer

Executive Headteacher of Torriano Primary School & Brecknock Primary School

Simon Cane

Chair of the Knowledge Quarter/Executive Director of UCL Culture

Jade Chau

Associate/Architect, Bennetts Associates

Sarah Creasey

Headteacher, Parliament Hill School

Julia Hawkins

General Partner, LocalGlobe

Dr Elpida Makrygianni

Engineering Education Developer and Coordinator, UCL

Cllr Marcus Boyland

Cabinet Member for Best Start in Life, Camden Council (post May 2022; Cllr Angela Mason pre May 2022)

Phil McCormack

Director of Participation, Donmar Warehouse

Peter McDonough

Ted's Historian, Ted Baker

Samuel Mitchell

Strategic Partnerships Manager, Central Saint Martins

Shaparak Rahimi

Socio-Economic Development Manager, Euston Project, Lendlease

Michael Richardson

Project Director, Urban Partners

Jasbir Sondhi

Assistant Principal, Westminster Kingsway College

Zoe Stern

Head of Community Engagement, Google

Rosie Waldron

Head of Public Engagement, Francis Crick Institute

A New Strategy for Camden STEAM

A borough of creative, digital and scientific opportunity.

Camden is a borough of opportunity: a place where science, technology and creativity meet and innovation thrives. Camden has one of the most dynamic economies in the UK and is home to the UK's leading innovation district as well as world leading universities and cultural institutions. Camden has a strong history of growth and economic success: ONS estimates show that Camden added £35.5bn to the national economy in 2019, an increase of 92% on 2008 – growing faster than Central London (60%), Greater London (51%) or the UK (38%). It is a thriving hub of the life sciences, and the Knowledge Quarter contains “arguably the most dense concentration of scientific and knowledge-based organisations anywhere in the world”¹, from the Francis Crick Institute and the Wellcome Collection to the British Library and Central Saint Martins. Camden has recently been named the most entrepreneurial part of London², with more new small businesses per capita than anywhere else in London, in contrast to a national decline in SME start-ups across the UK. Camden is renowned for its creativity and a plethora of world-leading creative and cultural institutions are based here, from the Donmar Warehouse and the Roundhouse to the British Museum and The Place. Camden has an impressive educational sector, with a community of schools that perform well, embrace collaboration, and foster creativity.

Despite the opportunity, the benefits are not being felt by all young people in Camden.

There is, however, a long way to go before these benefits are felt by all. Camden is a borough with high levels of wealth next to high levels of poverty, home to some of the most deprived wards in the UK. 42% of all school pupils are eligible for free school meals³ and 43%⁴ of all children in Camden

live in poverty once housing costs are accounted for. We are concerned about young people from all backgrounds securing their successful futures through access to the most relevant skills, education experiences, careers advice and work experience to enable them to achieve that. 74.1% of pupils in Camden schools are from Black, Asian and Other Ethnic backgrounds, compared to 34.5% nationally⁵, and progression into high-quality STEAM opportunities should reflect this diversity.

Camden schools perform well, measured against the public accountability framework, and their results are above national averages. However, as is the case nationally, children from poorer families continue to perform less well. In 2019, 56% of Camden's Key Stage 4 GCSE cohort were classified as disadvantaged. Too many of these young people go on to become part of what's described nationally as the ‘forgotten third’⁶ - the percentage of the post-16 cohort who fail to achieve at least a grade 4 standard pass in GCSE English and maths. Too many of these young people do not progress in education or work.

STEAM industries need diverse talent in order to thrive.

Nationwide, our creative, digital and scientific industries do not reflect the population as a whole, with people from the following backgrounds being underrepresented. For example:

- Economic disadvantage – in the UK creative economy as a whole, only 18% of the workforce is of working class origin compared to 35% of the population as a whole (O'Brien 2016/Nesta 2019)
- Black, Asian and other ethnic communities – the green economy is an area of growth and opportunity overall, but industry sectors with the highest growth of low carbon and

renewable energy jobs also have the highest share of employees who identify as white – for example this is 94% in construction jobs (Green Jobs Taskforce report 2021)

- Women – the IT workforce is only 21% female in software and computer services, and 34% in data architecture (DCMS 2019), and women in tech figures have barely moved in the last ten years. Figures for women in STEM apprenticeships are even lower, ranging from 2% to 12% across STEM industries.

The GLA highlights that this gap in representation in STEAM industries “is both an economic and a social problem. Lack of diversity makes us less able to ask the right questions and deliver effective services... We need to make sure all young people have the information, opportunities and support they need to pursue education and careers in STEM and the arts and creative industries (together STEAM).”⁷ Research by McKinsey (2015) supports this, indicating that companies that are in the top quartile for gender and ethnic diversity are more likely to have financial returns above their national industry medians. Workforce diversity has been highlighted by STEAM employers in Camden as an important priority.

Our young people need the right skills to succeed.

The world of work is changing. Whilst employers value qualifications as indicators of achievement and ability, they identify attitudes, behaviours and skills as the biggest drivers of success in the workplace

(CBI/Pearson, 2018). In addition, the ability of individuals, firms and economies to reap the benefits of the changing world of work will depend critically on the ability of individuals to maintain and acquire new skills throughout their working lives. (OECD ‘Getting Skills Right’ report, 2019). The World Economic Forum reports that the workforce is automating faster than expected, displacing 85 million jobs in the next five years (WEF, 2020). Alongside this reduction in low-skilled jobs there will be a surge in demand for workers who can fill green economy jobs, roles at the forefront of the data and artificial intelligence economy, as well as new roles in engineering, cloud computing and product development (WEF, 2020). As the workforce shifts from a balance of low-, medium- and high-skilled jobs to a greater concentration of medium- and high-skilled roles, there is an ever-greater need for all young people to leave education equipped with the necessary skills to succeed. As Camden's new Education Strategy states:

“to narrow the [disadvantage] gap, alongside a relentless focus on improving academic performance, we also need a stronger approach to the development of broader skills. Evidence shows us employers value qualifications as indicators of achievement and ability, but they identify attitudes, behaviours and skills as the biggest drivers

¹ Knowledge Quarter Science and Innovation Audit, 2019

² Entrepreneurship: Camden named startup capital of London | Evening Standard

³ October 2020

⁴ 22% of children in Camden live in poverty before housing costs are accounted for; 43% once housing costs are accounted for.

⁵ Department for Education, Schools, Pupils and their Characteristics, June 2022

⁶ [https://www.ascl.org.uk/ASCL/media/ASCL/Our view/Campaigns/The-Forgotten-Third_full-report.pdf](https://www.ascl.org.uk/ASCL/media/ASCL/Our%20view/Campaigns/The-Forgotten-Third_full-report.pdf)

⁷ GLA, New Deal for Young People, STEAM Mentoring Request for Proposals, December 2021

of success in work. Employers prize creativity, originality, team-working, problem-solving and the ability to learn – skills that no machine can replicate. Employers want 'character' and broader skills to be embedded in the school timetable. There is also growing evidence that it is too often our most disadvantaged young people who do not develop the broader skills that employers need."

The STEAM industries will feel these trends acutely. Evidence from large-scale employer research as well as input from STEAM partners highlights the importance of skills such as creativity, collaboration and digital fluency. Nesta's study of 41 million job adverts revealed that digital skills will be increasingly valuable in the future – particularly digital skills that incorporate creativity (Nesta, 2018). Creativity alongside STEM subjects is at the heart of STEAM, as well as a recognition that innovation and problem solving will require multidisciplinary approaches. A recent Google report on 'Life Skills and the Workforce' highlights crucial skills and attributes including intellectual curiosity, collaboration, ability to navigate ambiguity, resilience and inclusivity. LinkedIn's Most In-demand Skills 2021 report also recognises resilience and digital fluency, citing them as the number one and two most important skills across every country they surveyed. These are skills that must be included in young people's education and wider experience in order to prepare them for STEAM careers.

The Durham Commission highlights the impact of inequality on young people's readiness for this future world of work. Their 2019 report comments on the lack of creativity currently in education and the underdevelopment of skills in young people.

They found it was notably among young people from disadvantaged backgrounds and those at risk of being culturally marginalised where opportunities for creativity are now most limited. This finding is supported by research found in the SkillsBuilder 'Better Prepared: Essential Skills and Employment Outcomes for Young People' report (2021) which found that higher levels of essential skills are correlated with higher social advantage and greater levels of parental engagement. These are further reminders that Camden STEAM must challenge underrepresentation and disadvantage by ensuring inclusive, equitable access to opportunities to all Camden's young people.

STEAM-Ready Young Person

At the heart of delivering this vision, is a shared understanding of the 'STEAM-Ready Young Person'. We have identified the knowledge, skills and attributes that young people will need to develop alongside their qualifications in order to flourish in STEAM careers, and which will support Camden's digital, creative and scientific sectors to thrive with local, diverse talent. This provides a tool for Camden STEAM and all our partners to use in designing experiences and opportunities for young people.

Attributes of a STEAM-Ready Young Person

- Strong academic disciplinary expertise in chosen STEAM subjects at Level 3 (A level, BTEC, T Level etc), so that they can draw on a robust base of knowledge
- Competence in technology, which provides the young person with tools to be used within, between and across disciplines
- Creativity, whereby people apply their knowledge, skills and intuition to imagine, conceive and express something that wasn't there before
- Problem solving skills including curiosity, critical thinking and comfort operating in the "struggle zone"
- Interpersonal skills including communication, empathy, team-working, and open-mindedness towards others

- Interest in the world around them including globalisation, environment and sustainability, society and community.
- Awareness of STEAM careers including open-mindedness towards opportunities, an understanding of what qualifications, skills and experiences are required for success, understanding of STEAM's interdisciplinarity and connectedness, and meaningful experience of the workplace
- Entrepreneurial skills including being curious about the world around them and asking themselves how they can have a positive impact, noticing problems and seeking to provide the change, as well as learning the practical foundations to be successful in business and valuable contributors to their communities
- Resilience in being able to tolerate the discomfort of struggling and viewing setbacks and disappointments as valuable parts of learning – and thereby feeling able to ask questions, make mistakes and revise their understanding

A new strategy for Camden STEAM

It is only by working together we can tackle these challenges. Camden Council, the STEAM Board and many of the borough's employers, institutions and educators have been working together since the launch of the STEAM Commission and its report in 2016-17 to build an inclusive STEAM partnership. Camden Council recognises the vital importance of this work and has committed to funding the programme in this next chapter, 2022-2025. We now want to build on that success and bring together the collective creativity of Camden's institutions and citizens to ensure everyone can access and take advantage of the wealth and opportunity they bring to the borough. We are determined that all the young people growing up here, regardless of background, have access to the very best opportunities that this borough has to offer.

Building the post-COVID-19 future is a time of huge challenge and opportunity for us all. Camden Council is using recovery as a catalyst for reimagining the borough's future – with building a fair future for our young people a core pillar. We have worked closely with colleagues across Camden Council and Camden Learning on other key emerging strategies focused on young people's futures and the borough's inclusive economy, to ensure the principles and ambitions of Camden STEAM are embedded across Camden's work, and to determine where Camden STEAM adds the most value.

The new Camden Council and Camden Learning 2030 Education Strategy sets out a bold and ambitious vision for what schools and the wider ecosystem of partners will deliver for Camden's young people in the coming decade – and Camden STEAM will play an important role in delivering these ambitions, as a critical interface with employers and partners. Alongside this, the borough's Renewal Commission aims to promote a place-based recovery using a missions-based approach and has a Youth Mission with an ambition that "by 2025, every young person has access to economic opportunity that enables them to be safe and secure", including a focus on the opportunities created through Camden STEAM.

CAMDEN STEAM PARTNERSHIP

Strategic Objective 1

Build young people's awareness of STEAM industries, and support them to develop the skills, knowledge and attributes STEAM employers need.

We want all young people in Camden to be aware of Camden's vibrant STEAM economy and equipped to succeed in the opportunities on their doorstep.

We call on Camden STEAM Partners to:

- Commit to the Camden STEAM Pledge.
- Deliver career activities across Camden schools, working together to reach every school and young person, every year.
- Use the "STEAM-Ready Student Profile" as a guide when designing outreach activities.

The Camden STEAM team will:


- Broker relationships between STEAM Pledge employers and every Camden primary and secondary school.
- Deliver training for teachers across Camden to raise awareness of STEAM opportunities.
- Support employers and schools to co-design STEAM curriculum projects.
- Work together across the Camden STEAM Partnership to build young people's awareness of pathways and opportunities.

Case Study 1 BENNETTS ASSOCIATES

Bennetts Associates has been involved with Camden STEAM since 2018 when we signed the Pledge, committed ourselves as Camden STEAM Ambassadors...and the rest is history. It has been a fortuitous honour for us at Bennetts to work locally with the Camden STEAM team and more so to create fantastic links with nearby primary and secondary schools in the Camden borough. We have been able to give workshops, provide work experience, conduct projects, give career talks about architecture and the construction to both students and teachers at a variety of schools in Camden.

We thoroughly enjoy connecting with local students and communities, as we see the future architects and designers amongst them – and we are excited by the prospect of inspiring and opening the minds of such young creatives so early on in their educational journey. Architecture and construction are an industry open for everyone – and we, at Bennetts, hope to help break down those barriers and ensure local kids know that.

Since 2020, our Associate Jade Chau has sat on the Camden STEAM Board, meeting others in round table discussions to establish the strategy for the future of this fantastic programme. We are also proud to have 18 Bennetts STEAM Ambassadors and to have worked with teachers in the STEAM Hub to design an ecocity curriculum project. Long may it continue...we have only touched the surface of what is possible.



We want all young people in Camden to be aware of Camden's vibrant STEAM economy and equipped to succeed in the opportunities on their doorstep.

Strategic Objective 2

Provide pathways and opportunities for young people to enter and succeed in STEAM careers.

We need to create more pathways for young people into STEAM education, training and jobs in Camden and beyond. Employers will have an increased pipeline of local, diverse talent with the right knowledge, skills and attributes to help their businesses and the sector as a whole to thrive.

We call on Camden STEAM Partners to:

- Work together to create STEAM jobs, opportunities and pathways for local young people.
- Provide a range of appropriate courses and industry placements to meet the needs of all young people to further their STEAM education, including A Levels, B-Tecs, T Levels, apprenticeships and degrees.
- Create work experience placements so every post-16 young person in Camden can access a STEAM placement.

The Camden STEAM team will:

- Facilitate a Camden-wide work experience programme which provides every post-16 student that wishes to access it with a STEAM work experience placement (virtual/hybrid/in-person).
- Create a Camden STEAM Apprenticeship programme that brings together schools and employers to develop pathways for young people into apprenticeships.
- Work with partners to develop extra-curricular activities that support the develop of the STEAM-Ready Student Attributes, such as short courses and summer schools.

Case Study 2

Google x Camden
WORK
EXPERIENCE
2022

In 2022, Google hosted its third scaled work experience for Key Stage 5 Camden students - a week-long programme of skills training and practical experience, with an emphasis on opening the doors to underrepresented groups. This year's 110 local students experienced a hybrid working format, reflecting the new realities of the work places and providing an opportunity to experience Google in-person.

The benefits of this STEAM partnership have been felt by our team at Google: not just in the feedback from our mentors, but in the tangible ways that these young people have helped shape our plans for the local area. The programme's real-life projects were designed by our Marketing and Real Estate teams to learn from our neighbours and use their unique insights to inform our approach to the ground floor of our new building.

Strategic Objective 3

Engage young people from underrepresented backgrounds in STEAM and support a diverse talent pipeline.

We are committed to creating equitable opportunities for all young people in Camden and achieving the Camden Renewal Commission mission that "By 2030, those holding positions of power in Camden are as diverse as our community – and the next generation are ready to follow."

We call on Camden STEAM Partners to:

- Design opportunities and programmes that develop a diverse and representative talent pipeline.
- Provide a diverse range of role models (e.g. STEAM Ambassadors) to inspire young people.
- Set ambitious targets to increase diversity in STEAM opportunities (such as jobs, degrees, apprenticeships, paid internships, work experience, training programmes).
- Share the steps they are taking to recruit underrepresented local young people to STEAM opportunities and report on progress.

The Camden STEAM team will:

- Design programmes to encourage participation from underrepresented young people (e.g. females, young people from Black, Asian and other ethnic communities, young people eligible for free school meals).
- Embed ambitious targets in all programmes (e.g. work experience) for numbers of underrepresented young people participating.
- Work with stakeholders across the borough to challenge stereotypes in our programming and communications.
- Use our expertise and influence to shape employer activities and programmes that embed good practice.

Case Study 3 ual: central saint martins

Involvement in Camden STEAM forms an important part of our Outreach activities which help to widen access to young people from under-represented groups, some of whom might be interested in studying at art school or developing a career in the Creative Industries. Importantly these experiences help to challenge pre-conceptions and offer insight into career possibilities that aren't always apparent, as well as providing a space for pupils to experiment and challenge themselves in new ways. These conversations and collaborations are also hugely rewarding for our staff and students. It's incredible to see the journey the pupils can go on over the week and their feedback often provides valuable insight which can inform and inspire future community engagement and STEAM activities.

Strategic Objective 4

Create an innovative and inclusive STEAM community and economy for Camden that influences policy and supports growth.

We will continue to build a STEAM community in Camden, bringing together industry, educational institutions, young people and government. This community will provide a forum for all members of the partnership to contribute to, and benefit from, the STEAM movement in Camden.

We call on Camden STEAM Partners to:

- Build strong relationships across the STEAM Partnership of employers, institutions, educators and young people to drive forward the STEAM vision.
- Champion and advocate for the Camden STEAM vision.

The Camden STEAM team will:

- Enable knowledge and ideas to be exchanged, productive partnerships to form, and for innovative test-beds and initiatives to progress.
- Advocate for STEAM, to strengthen support for the Partnership's work, influencing policy and funding decisions which will positively impact young people and employers in Camden as well as across London, and nationally and internationally.

Case Study 4

UCL shares a great history with Camden. Over the years, we have been working together to promote Camden's unique STEAM economy, through a wide range of interventions and initiatives. We share a common vision and passion of developing a diverse local talent pipeline, empowering young people to achieve their true potential, by inspiring, educating and equipping them with 21st century knowledge and skills.

Through UCL Academy, we have shown our commitment to promoting inclusiveness and widening participation as well as our social responsibility to the borough. Our common use of UCL's Grand Challenges have enabled us to work on collaborative engagement programmes, while the UCL Connected Curriculum has inspired interdisciplinary approaches to learning and high-quality STEAM curriculum-based resources. Our collaborative programmes range from tutoring and mentoring, research placements and work experience, teacher placements and CPD training, coding and AI projects, and tailored interventions to the needs of the specific schools and local communities.

We have been able to form exciting new partnerships with Camden education providers who have unique local knowledge and community connections. Strengthening these links and incorporating community perspectives, young people's voices and local knowledge will be vital to the future our STEAM engagement work. Looking ahead, we would like to focus on increase STEAM literacy and numeracy in primary and secondary schools and giving young people across Camden the digital, entrepreneurial and employability skills to change their lives.

Case Study 5

Lendlease is deeply committed to the Camden STEAM vision and we have supported local young people by working with the STEAM team on a wide range of projects, from career talks and workshops in schools and working closely with teachers to co-design curriculum projects, to welcoming future talent through summer schools and work experience.

We've engaged our wider team of professionals from engineers and landscape architects to social scientists and financial analysts to raise awareness into the many areas of expertise involved in city-making and problem-solving. We have over 600 Camden pupils engaged through Lendlease STEAM projects and have contributed over 500 hours of volunteering to support STEAM and community projects.

Working with other Camden STEAM partners has also been a real benefit, and we look forward to working with even more fellow employers to develop the local talent pipeline and drive inclusive innovation.



We are committed to monitoring our progress, learning from what is working well and from the challenges we face, and to measuring the impact our collective efforts are having in the sector.

OUR IMPACT

Impact Strategy

We are committed to monitoring our progress, learning from what is working well and from the challenges we face, and to measuring the impact our collective efforts are having in the sector. We will know are succeeding if:

Short term (1–2 years):

- Camden STEAM Pledge commitments, partnerships and initiatives are growing in number and strength.
- Every school in Camden is involved in activities that aim to raise awareness and inspire young people in STEAM.
- Opportunities and pathways to pursue STEAM careers in Camden are increasing.
- Funding decisions to support STEAM initiatives in Camden are increasing.
- A diverse supply and demand for post-16 work experience is increasing.
- The Camden STEAM Partnership is well-established, and STEAM institutions across Camden have a clear understanding of the role they play in contributing to the Partnership.

Longer term (3–5 years):

- Each year, every young person attending school in Camden is involved in a STEAM activity.
- Camden's STEAM industries are increasingly able to recruit skilled, diverse talent locally.
- New policies and funding positively impact Camden's young people and employers in STEAM.
- More young people (including from diverse backgrounds) enrol and complete STEAM related courses, apprenticeships, and degrees in Camden.

Case Study 6 TED BAKER LONDON

Ted Baker has been a keen supporter of Camden STEAM since its launch. We were inspired by the inclusion of arts and creativity in this approach, alongside the more traditional STEM subjects. We felt that it reflected our ambitions for our own workforce now and in the future. We are committed to providing all young people in Camden with access to real-world careers advice and work experience opportunities. In order to achieve this goal we recently launched the Ted Baker Business Diploma, a unique on-line work experience tool. The Diploma was designed and trialled with local schools and our friends at Camden STEAM, and we plan to roll it out more widely in 2023.

Our work with Camden STEAM has formed an integral part of Ted Baker's outreach policy for the last 5 years; together we have run a number of business challenge and design projects for local schools and community groups. All of these have operated with full support at Board level in Ted Baker, with Directors often taking an active role in projects.

The learning from these programmes shaped the Business Diploma. Colleagues from across the business have worked together to create content designed to help young people understand how a fashion company like Ted Baker operates. Doing this has enabled them to understand more about the complexities of their own business and the contribution different departments make to its success. Their enthusiasm and support has been essential for the development of the Diploma but equally important has been working with Camden STEAM to ensure that we are producing materials that are relevant and that meet local needs. The STEAM team also helped us to build lasting relationships with educators in Camden ensuring the Diploma reaches the young people for whom it is designed.



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