

CORNWALL CAREERS SHOW

YOUNG PEOPLE & EXHIBITOR FEEDBACK

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Introduction

The Cornwall Careers Show 2015 was a significant event organised by Cornwall Education Business Partnership and run at Royal Cornwall Showground from 15th – 16th October.

Over the two days of the Show, over 3,800 young people interacted with 114 exhibiting organisations, gaining inspiration and exploring the opportunities for future learning and career paths.

PFA Research was an exhibitor at the event, and offered its market research capabilities to assist the Cornwall EBP team in gathering feedback from young people and exhibiting organisations to assess the effectiveness and inform planning of future events.

This report summarises the key research findings and recommendations for the future. Full data has been provided separately as supplementary information.

The research surveys & response

Two surveys were conducted:

1. An exit survey amongst young people who had just experienced the Show

- Young people were surveyed using tablet devices or a paper questionnaire either upon leaving or once they had experienced the show for at least an hour
- The vast majority of responses were gathered on tablets, which young people accepted readily and provided more accurate and complete answers.
- **Over the two days of the Show, 621 responses were achieved – a 16% response rate - which is a robust sample, giving a confidence interval of around +/- 3.6% at the desired confidence level of 95%.**

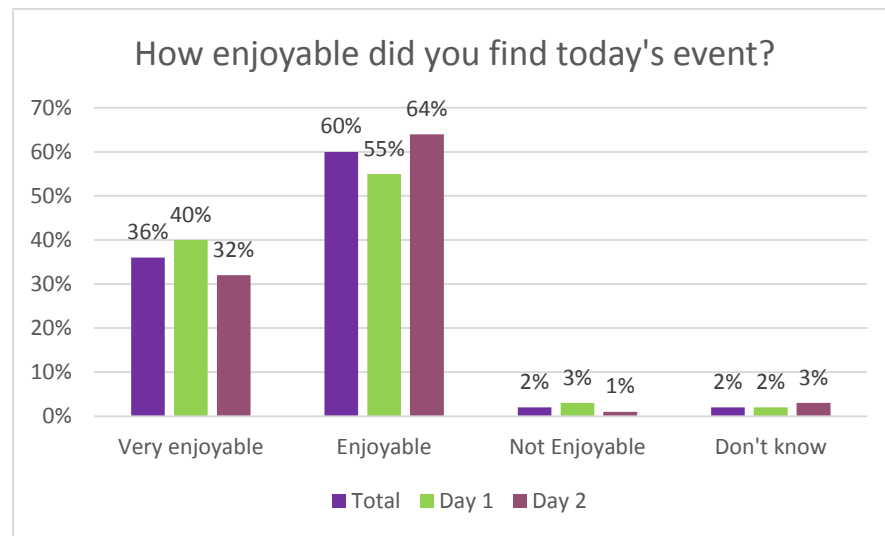
2. A survey of exhibiting organisations

- Exhibitors were handed a paper questionnaire to complete and return at the end of the second day to
- **72 responses were received achieved – a 63% response rate, giving a confidence interval of around +/- 7.0% at the desired confidence level of 95%.**

Feedback from young people

Enjoyment of the event

The feedback from young people was overwhelmingly positive - 96% of young people found the Careers Show enjoyable. There was a significant difference between days, with visitors on day one viewing the event more positively.



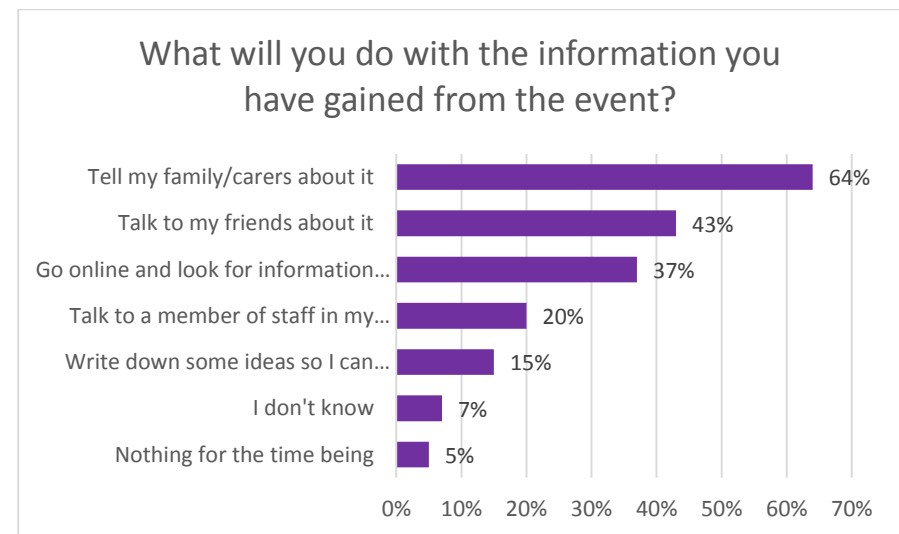
89% of young people said that coming to the event had helped them learn about different jobs and careers and 91% said they received useful information, help and advice.

How young people intend to act on the information gained

On being asked what they will do with the information gained from the event:

- nearly two thirds of young people said they would tell their family/carers about it
- 43% will talk to their friends about it
- 37% will go online and look at information themselves
- 20% will talk to a member of staff in their school/college
- 15% will write down some ideas to remember for later
- Only 5% intended to do nothing for the time being.

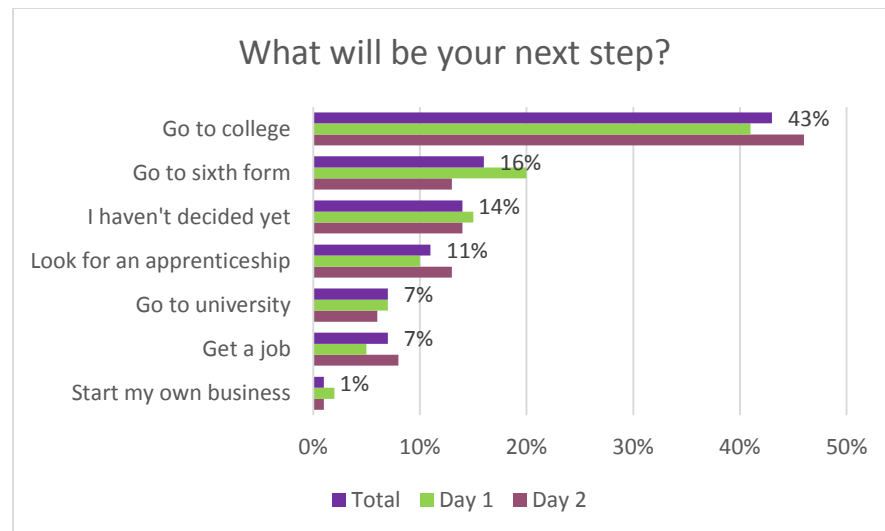
There were no significant differences in responses between attendees on day one and day two.



Next steps

Most young people who visited the event said their next step would be to go to college (43%), with less than half that proportion intending to go to sixth form (16%) or look for an apprenticeship (11%).

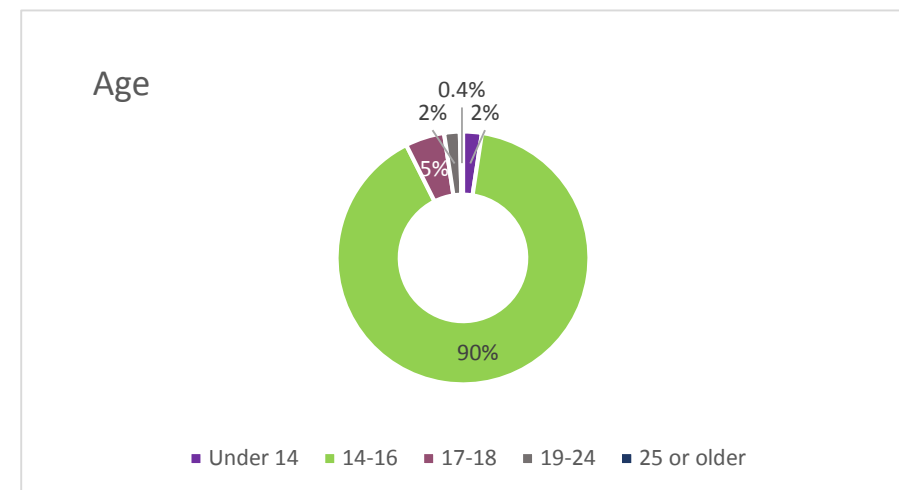
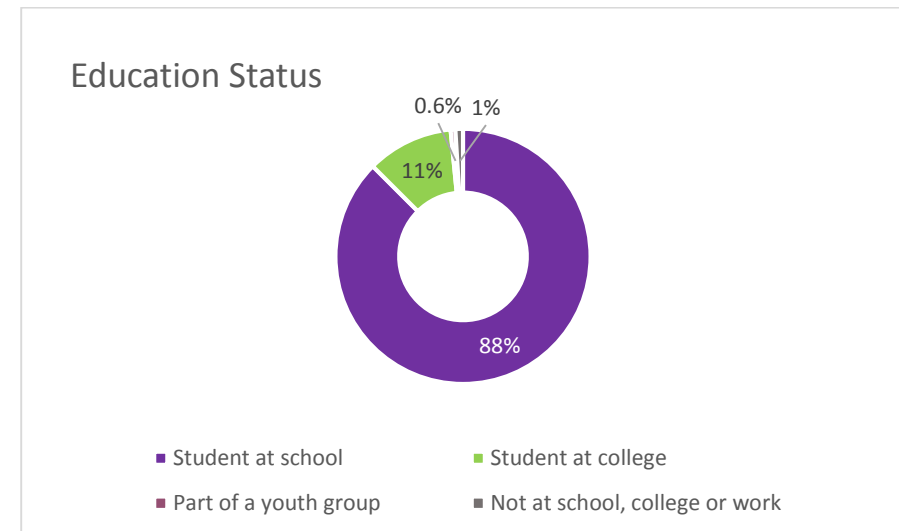
There was a significant difference between attendees on each day, with 20% of young people on day one saying they intend to go on to sixth form versus 13% on day two.



34% of day one attendees said they had had a careers lesson about coming to the event versus 43% on day two – a significant difference. Those who had had a careers lesson were more likely to say they had received useful information, help and advice.

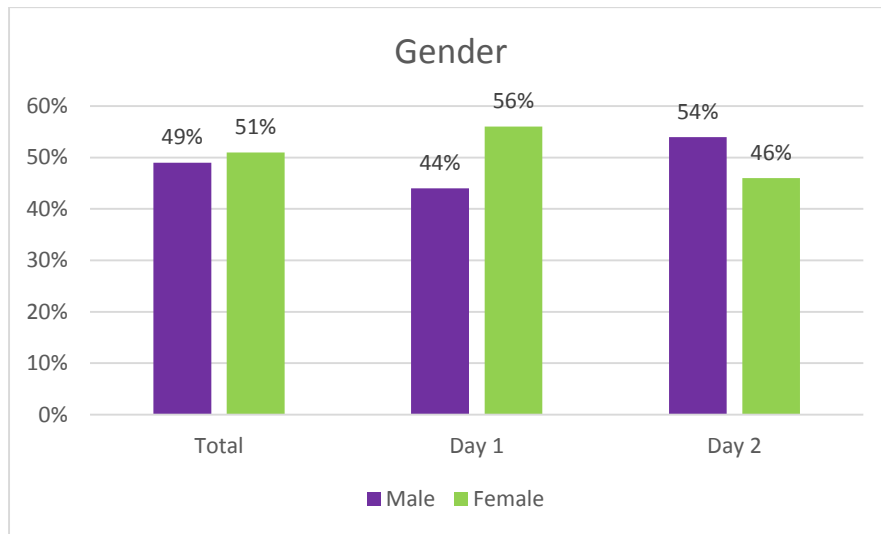
The sample

The vast majority of attendees were students at school aged 14-16 years:



Gender differences

Overall responses across the two days were balanced between gender, but a higher proportion of female responses were received on day one – this could be representative of attendance as the only single sex school, Truro High School for Girls, attended on day one.



There were other notable gender differences:

- Three times as many males were considering apprenticeships (15% compared to 5% of females) – a strong statistical difference
- Females were more likely to talk to family/carers (69% compared to 58% of males)
- There were nearly four times as many females than males in the group of attendees who are at College.

Our interpretation of the data

The higher enjoyment ratings on day one could be down to a gender difference with the possibility that females have a propensity to rate more highly than males in the 14-16 age bracket.

The other possibility could be that with fewer day one attendees having a dedicated careers lesson prior to the event, they also had lower expectations going into the show.

Another possibility could be exhibitors' levels of energy and enthusiasm being higher on day one!

Feedback from exhibitors

Effectiveness of the event

96% of exhibitors thought the Cornwall Careers Show 2015 was effective at inspiring young people (51% thought it was excellent, 45% good, the remaining 4% answered average).

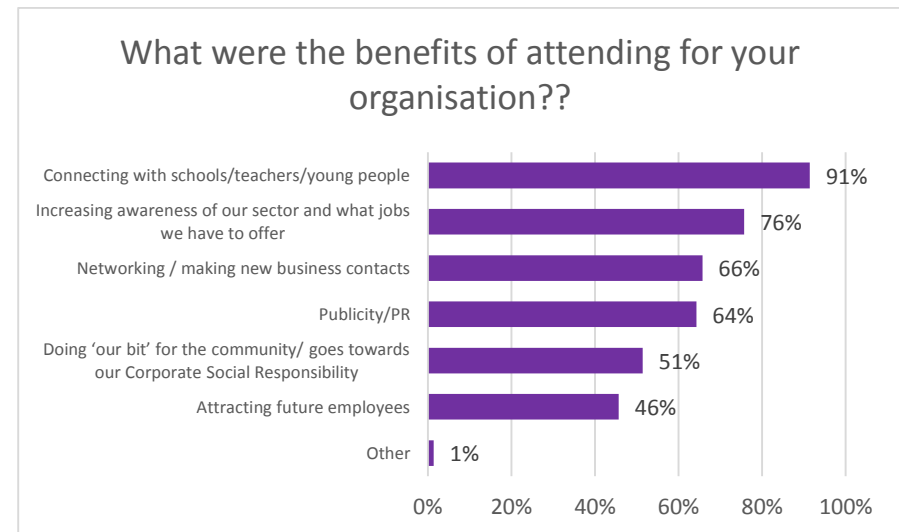
86% thought it was effective at raising the profile of careers in their sector:



Benefits of exhibiting

The top three benefits of attending were:

1. Connecting with schools/teachers/young people (91%),
2. Increasing awareness of our sector and what jobs we have to offer (76%), and
3. Networking/making new business contacts (66%)

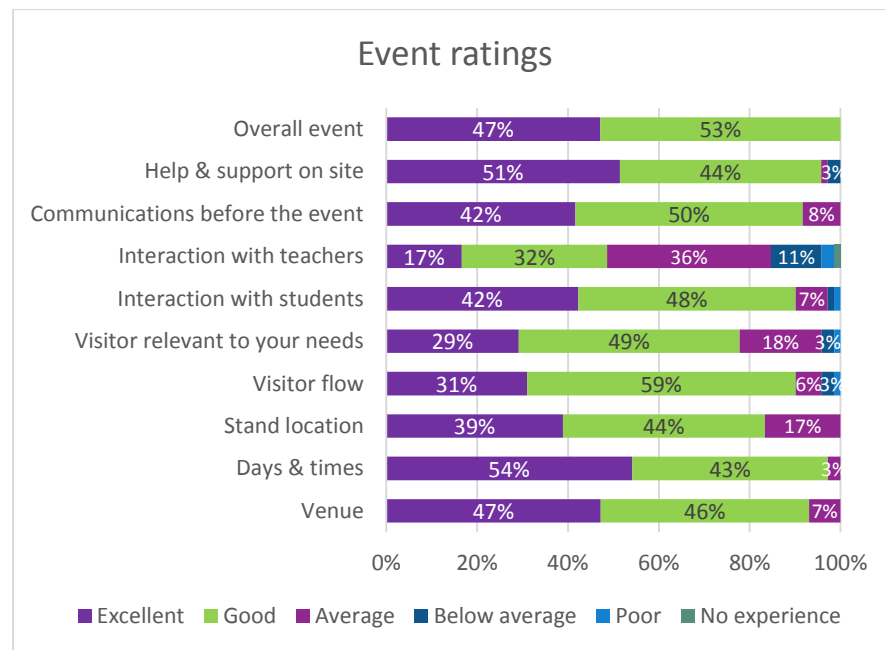


90% of organisations said they were likely to get more involved with schools and colleges as a result of attending the Careers Show and 46% said they would give more opportunities to their staff to get involved with schools and colleges.

Event ratings

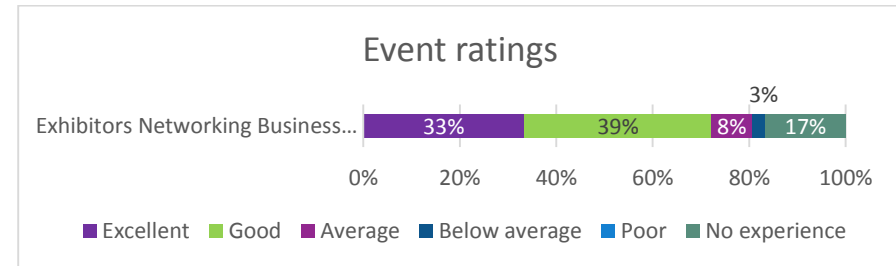
Overall rating of the event was entirely positive, with 100% rating it excellent or good.

Interaction with teachers was one area that was rated lower, perhaps due to the far fewer numbers that attended compared to students and there being less opportunities to interact as a result.



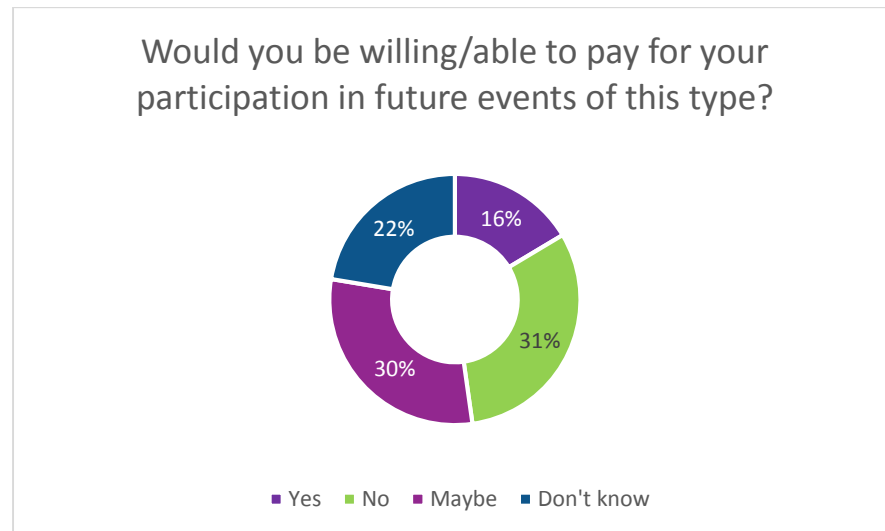
Exhibitors networking breakfast

36 exhibitors who responded had been to the networking breakfast event on day two and 72% rated it positively:



The future

94% said they would come to the event again and 4% said maybe. 95% would like to be contacted with details of this event and other activities with schools/young people in the future. 16% would be prepared to pay in future, 30% maybe.



The most common suggested improvements covered:

The need for heating:

"Warn people how cold it can be"

"Provide exhibitors with tea and coffee"

Sector layout and improved signage:

"It may be beneficial not to cluster stand by sector, as lots of similar activities together. Also, food and animal stands tend to draw crowds away so would be good if interspersed."

"One way direction signs so delegates see all stands or can easily get to those of interest."

Greater interaction with adults:

"Bring parents."

"Ask teachers to talk to the stands more."

Waste:

"Encourage stands to be more environmentally conscious-too much free plastic stuff/plastic bags."

"Bins throughout the venue."

Timing:

"Have the event in April/May and not at the beginning of the academic year."

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