



# Hammersmith & Fulham Industrial Strategy

# What will be covered today



The aims and objectives of the Industrial Strategy → areas of activity



Expanding Youth engagement and employment services



Embedding STEAM models within education and developing vocational skills and progression pathways



The Green Economy and Climate Emergency – a tool for engagement and an opportunity space for future growth



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## Our ambition

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In 2017 H&F launched the UK's first Industrial Strategy setting out our vision to work in partnership with academia, business and national government to build our borough up into a global economic hotspot for creative, media and STEM industries.

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At the heart of our strategy is the ambition to align life-long education, infrastructure planning and the needs of business, to bring our residents some of the best jobs and business start-up opportunities anywhere in the world.

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Think of the future of H&F as like Cambridge, Massachusetts today, where world-leading research is forging the creation of new businesses and jobs in the 'hot' industries of the 21<sup>st</sup> century.

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Think of H&F as like the model for economic growth where the best of the public and private sector work in partnership to meet the economic demands of the future.

# Four key pillars of the Industrial Strategy

## 1. West Tech

We want to make H&F a global beacon for innovation and growth

## 2. Encouraging enterprise

We want H&F to be the best borough in Europe for business to start up, survive and grow.

## 3. A great place in London

We'll improve our town centers and commercial hubs to transform what they offer.

## 4. Economic growth for all

We want H&F residents to be at the heart of the new knowledge-based economy.

Climate and Net-Zero goals provide a common thread

One of Europe's leading science & tech clusters has formed in White City.

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- 4000+ jobs created.
- 60+ life science businesses.
- 600,000 sq ft of co-working space.
- 4 high growth anchor businesses.
- Science and tech start-ups relocating to the borough.



# Development projects creating a great place to live and work.

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- Major regeneration totaling over £10bn.
  - Dedicated fibre optic network.
  - Council using underutilised land to bring forward development opportunities.
  - Ed-City .
  - New lab space developments happening across the borough.





What activities we have focused on to progress our objectives?

# Developing pathways for inclusion in our innovation sectors: new apprenticeship and STEAM education models

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- Supporting local Further Education partners to develop a pioneering Green Skills Academy model, with new green-tech pathways available
- Working with key business partners in the private sector exploring how to pool apprenticeship levy resources
- Developing in-house apprenticeship programmes for tech-driven vocational development in with Education Technology leaders Multiverse
- Working with local community initiatives already developing green skills for residents, supporting links that enable progression with new employers such as Human Forest e-Cycles





# Educational projects have connected the boroughs 'hot industries' with local schools.

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- **Lets Go EET! Event** September 2021 at West Works which linked young people with employers, careers organisations and other support services. The event targeted vulnerable young people who face barriers to learning including care leavers, those with Special needs, new arrivals and young people who have experienced the youth justice system
- **The Founders4schools portal** is being used by schools to enable students to experience 'business encounters' with professionals in the creative, media, science and digital industries (12 schools; 636 students; 1,833 business encounters)
- **Kindred Studios** provide creative studio space for up to 175 professional creatives and provide an opportunity for young people to meet real artists who are creating and making a career from art.
- **The Careers Leaders Network** has been enhanced by representatives from WorkZone, LEAN, WLC, Wood Lane school and The Bridge. In Summer 2021 **Publicis Media** presented to the CLN and have subsequently planned projects with WMSF and FCAT.



# Let's go EET!

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- An in-person event bringing together employers, training providers and young people in the borough after a year of disruption due to Covid-19 with the aim of making the borough's exciting careers opportunities accessible to all young people ages 16-25.
- A focus on young people who face barriers to employment, including: SEND; experience of Youth Justice system; Care Leavers.
- 30/09/21 at the WestWorks, White City Place, 12-5pm.
- Employers, entrepreneur speakers, mentoring, well-being workshops



# Feedback – young people and parent/carers

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- 17-year-old girl: 'it was very helpful...surprising they thought of us...needs to happen regularly...everyone was friendly and easy to talk to'
- 16-year-old girl: said she felt they were 'given opportunities and were worthy just like all the academic youths in the area'.
- Young man 19: 'The event was great. It allowed me to see other pathways and routes that I wouldn't have normally been exposed to. Everything was clearly explained, and the staff were friendly and helpful.'
- Parent: 'I attended Let's go EET with my son, we had a lovely experience and enjoyed meeting all the participants. I particularly enjoyed the Berkley group, the W12 shopping center, entrepreneurs, ashe [ASÉ]. My son had a very down to earth chat with a Met officer. It was a great event and I would like to see something like this maybe every quarterly for the local community.'

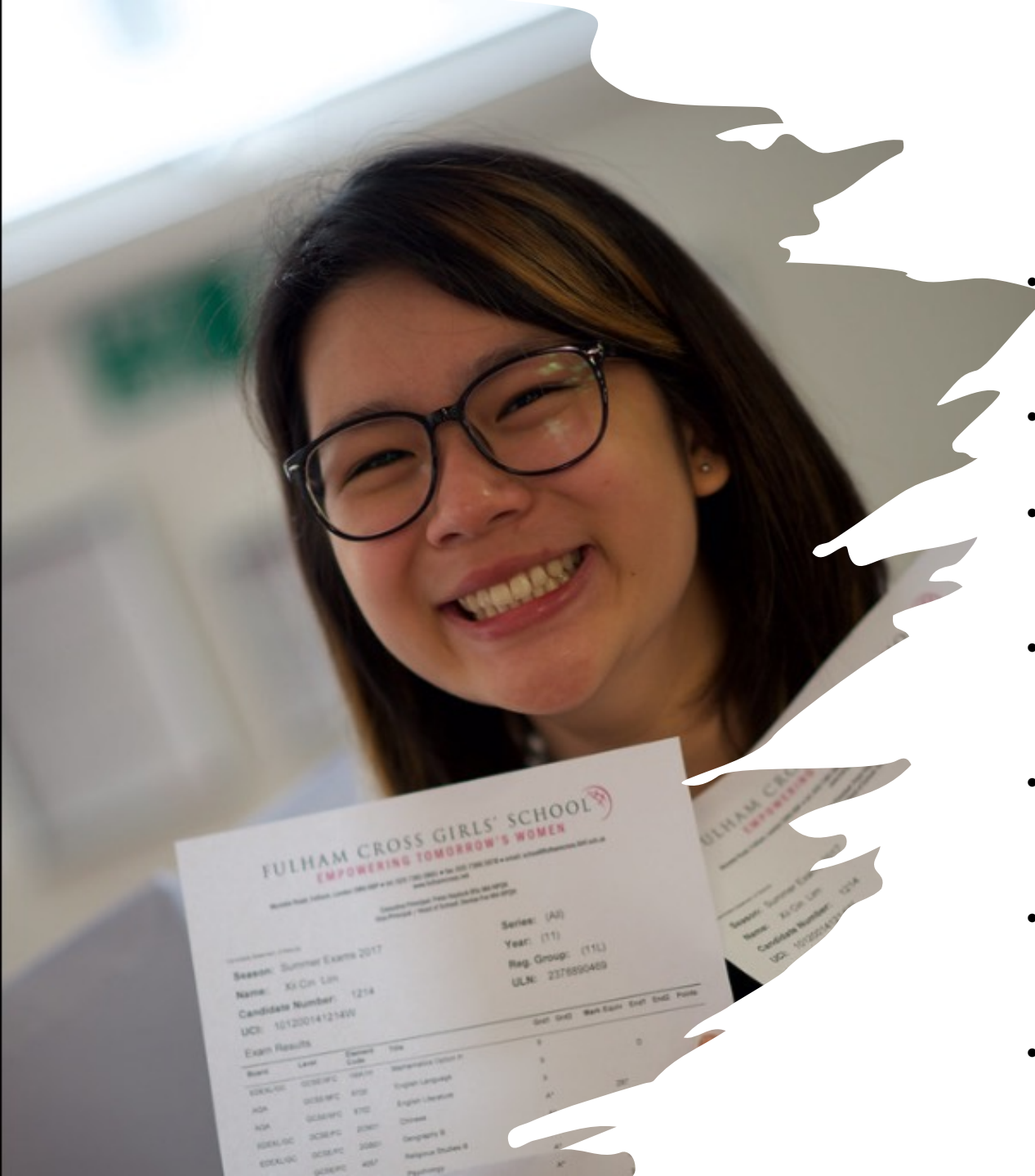


# Feedback employers and VCS partners

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- Kate Moore, Programme Manager, Petit Miracle Interiors Ltd: 'There was a real sense of community and support. There was a great mix of organisations, offering varied and genuine opportunities.'
- LMP Apprenticeships: Both staff that attended were really impressed with the event communication prior to the day. We saw about 10 young people and managed to sign up three for traineeships!'
- Following the event Caroline Hawkins, Senior Emerging Talent Manager at L'Oréal, said she was keen to deliver more employment-related opportunities in the White City community as part of their Covid recovery strategy.





# STEAM in Schools

- **'I-explore: Social Accountability in action'** module linked with three H&F schools to co-design and deliver STEMM based lesson plans and inspire pupils
- **Imperial College** have promoted **the Makers Challenge** to students aged 14-18 interested in design, coding or making
- **Urban Flyers** are a robotics and drone club based in H&F and already working in youth clubs. Currently students of **Hammersmith Academy** are being provided with 10x 1-2hr STEM sessions
- **Fulham Cross Academy transition summer camp** incoming Year 7s attended a range of science-based summer sessions in July 21 based around a murder mystery theme
- **Hurlingham Academy** science staff recently delivered exciting science lessons to **Avonmore primary pupils** as part of their secondary transition days.
- **Chelsea Foundation - Digital Blue** using robot football to teach coding; will be re launched this year with an additional focus of empowering females in STEM
- **Tech4Kids: United and Ready Tech Go** have distributed over 1,700 high quality laptops and devices to support new modes of learning during the pandemic

# STEM/STEAM in focus: Fulham Cross Academy

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- Fulham Cross Academy became a specialist STEM school in September 2020.
- STEM is a challenge based, hands-on, practical education which aims to foster inquisitive minds, logical reasoning and collaboration skills. Students develop a culture of innovation and risk-taking through a student-led approach to solving complex real-world problems using STEM subjects.
- Students work on the foundations of STEM by completing exciting and inspiring co-curricular projects. For example, in July 21 students explored indoor planetariums on site via projections on the inside, students learnt about space, climate change and geology.
- The school recognise students need to have a well-rounded education. This includes the Arts – humanities, language arts, dance, drama, music, visual arts, design and new media, transforming STEM into STEAM. Students are encouraged to explore problems through inquiry and learning methods used in the creative process.



# Climate Education - Primary



- ✓ In June 21 a **virtual climate challenge event** was held with primary schools presenting their ideas on required changes
- ✓ **Children's Environmental Parliament** a project run annually with Year 6 children research a school based environmental issue and make a final presentation in the council chamber.
- ✓ EduCCate Global **UN Accreditation for teachers** to strengthen schools' climate and ecological agenda.
- ✓ **Eco-School awards** achieved by a number of schools which sees participation from children on Eco-Committees/Clubs
- ✓ **3<sup>rd</sup> Edition** of successful Mudlarks Project. Outcomes included a music video, campaigning song, banner, bird feeders and a series of eco-family activities
- ✓ Teacher led **best practice network**
- ✓ **Climate Education Guide** available through dedicated webpage hosting a variety of climate education resources

# Climate Education Secondary

**6** schools engaged

**50%** schools signed up for bronze award

**30** teachers completed accreditation units

- ✓ **75%** of schools appointed sustainable coordinators and climate change champions
- ✓ Fulham Cross school have **embedded Climate education across their curriculum** through to year 11
- ✓ **'Connecting classrooms' - British Council project** enabled partnerships between H&F schools and 5 schools in Uganda
- ✓ Hammersmith Academy granted **Sustainable School of the Year Award by Global Action** through the development of an on site garden and vegetable farm
- ✓ **Focus on green careers**, green tutorials, social action projects around climate change and Eco clubs throughout the sector.
- ✓ At **Fulham Cross Girls School** 20+ staff have completed 2 or more Educate courses with 10 staff completing all 5 courses.

