

Career Choices Dewis Gyrfa
Careers Wales

SUMMARY ANNUAL REPORT
2015-16



Llywodraeth Cymru
Welsh Government



UNDES Ewropeaidd
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

Cronfa Gymdeithasol Ewrop
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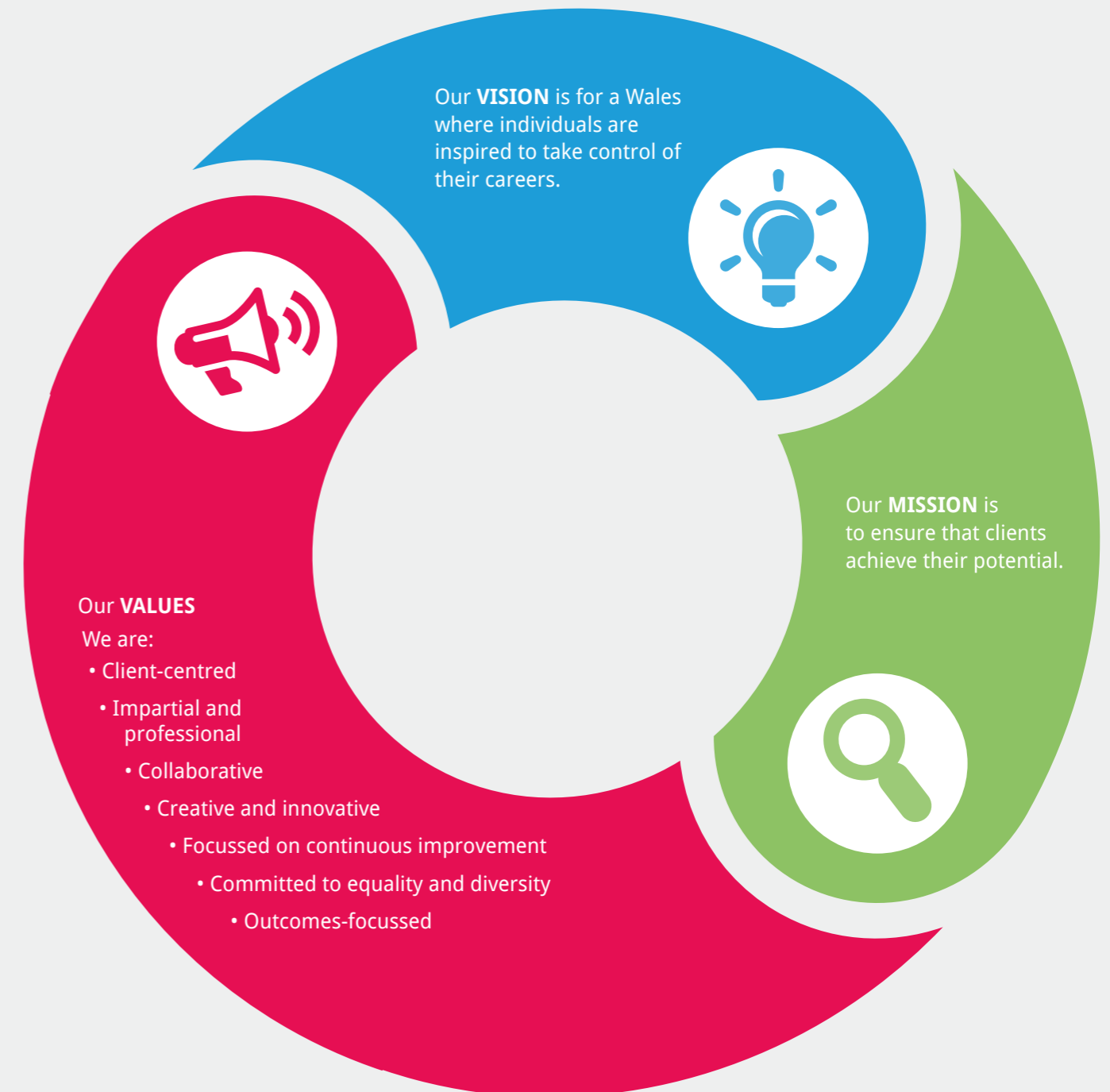
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OUR VISION, MISSION AND VALUES



INTRODUCTION



Message from the Chief Executive

It is with great pleasure that I present the third annual report of Career Choices Dewis Gyrfa Ltd (CCDG). Trading as Careers Wales, we are a wholly owned subsidiary of the Welsh Government and we provide the all-age, independent, impartial and bilingual Careers Information, Advice and Guidance (CIAG) service in Wales.

At Careers Wales we are passionate about helping clients achieve their potential – it's what we do and we are very good at it. We inspire, enable and motivate clients and help them develop the career management skills they need to compete for jobs, manage their careers and make decisions in a complex world.

This annual report highlights the impact we make and it will give you an insight into how we work with partners to deliver a range of services that help clients take control of their careers.

Some of the achievements and developments covered in the report include:

- Attainment of all the key performance indicators set for us by the Welsh Government;
- Implementation of exciting new digital services;
- Extremely positive independent evaluation of our services;
- Delivery of a range of large-scale careers and skills conventions;
- The establishment of Business Class partnerships between employers and schools and the continued roll-out of our Business Ambassador Training;
- The development of 'careers' resources for use by teachers and others and our support for schools and colleges through training and the Careers Wales Mark;
- The impact of our support for unemployed adults through the Individual Skills Gateway; and
- Our help for those who face redundancy.

These achievements demonstrate that Careers Wales helps to support the economy and improve the efficiency and effectiveness of the £4.3b investment in education and skills made by the Welsh Government every year.

Like many organisations, we have faced significant change, challenges and uncertainty in recent years. I would like to take this opportunity to thank my colleagues at Careers Wales for their continued professionalism, commitment and dedication through these testing times. I would also like to thank the Board of CCDG for their continued support and direction, and in particular to our former Chair – John Taylor.

There will no doubt be further challenges ahead but, as demonstrated in this report, I am confident that we will face them with resilience, determination and a clear focus on our clients.

A handwritten signature in black ink that reads 'Richard Spear'.

Richard Spear

Chief Executive

OUR SERVICES

Our purpose is to support clients to become more effective at planning and managing their careers, recognising that career management no longer consists of a one-off occupational choice, but rather a series of lifelong career transitions. Through improving career management skills and competencies, clients are able to make these transitions more smoothly, enjoy a higher level of career satisfaction and play a more active part in the economy.

Our client-centred services help users explore and understand the availability and suitability of education and employment opportunities, and undertake career goal setting, decision making and action planning, to work towards securing the best career available to them.

Our impartial, careers information, advice and guidance services are delivered by qualified professionals in a variety of settings - schools, colleges, our careers centres, partner premises and at events.

Careers Wales' digital services are available to everyone and offer greater access to our services. Our live webchat service can be accessed from our website or Facebook page and, like our 'Careers Wales Connect' telephone helpline, provides personalised information and support.

Our website provides high quality information including:

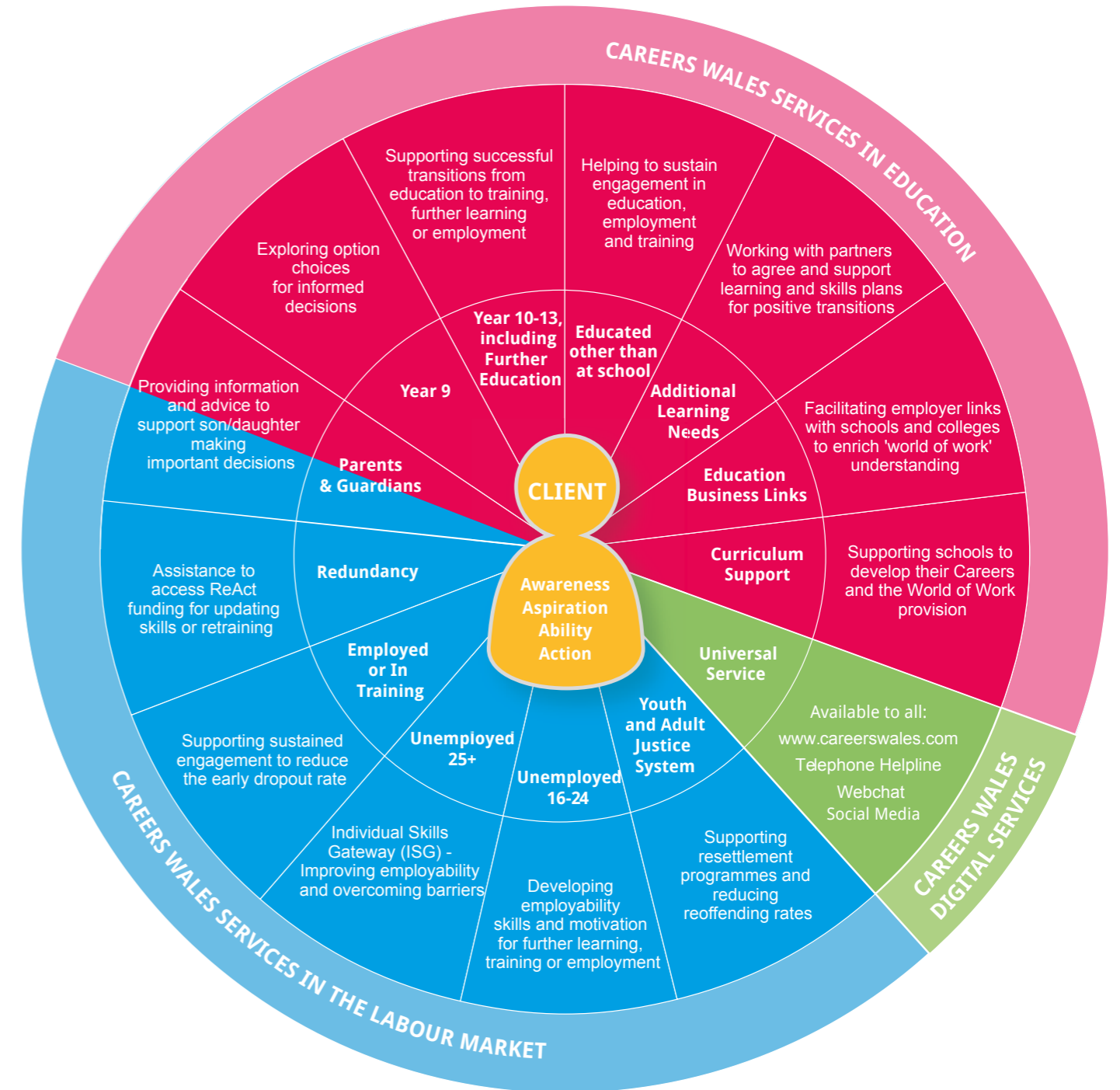
- accessible, up-to-date Labour Market Information (LMI) covering a range of career areas and priority sectors where there are likely to be opportunities in the future
- detailed job information, videos and case studies on hundreds of jobs

Visitors to careerswales.com will also discover interactive resources which allow them to:

- generate personalised career ideas matched to their skills and interests
- prepare for option choices, work experience or job interviews
- search and apply for vacancies
- search for courses from over 30,000 learning opportunities


Partners and stakeholders are also catered for with dedicated sections of the site hosting a variety of resources.


Our social media channels - Facebook, Twitter, YouTube and Instagram – continue to develop rapidly.





YEAR AT A GLANCE

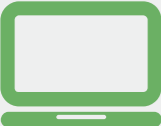
During 2015-16:

 **144,286**
one-to-one interactions with clients


 **66,952**
clients developed their career management and employability skills during group sessions

 **74,861**
people benefited from personalised support from Careers Wales

 **100%**
stakeholder groups agreed that Careers Wales is approachable, understanding of needs, values and respects others, and supports their organisation effectively.


 **792,021**
users accessed high quality information, tools and resources on our website

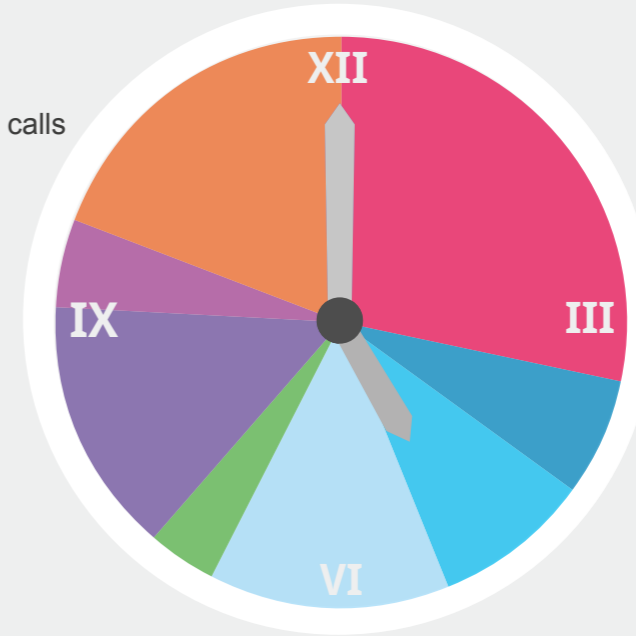
On an average day, we undertook:

 **159**
telephone helpline calls

 **31**
webchat sessions



 **120**
emails or texts

 **19**
group sessions




457
face-to-face interviews with clients


- 230 in education
- 52 aged 16 & 17 in labour market
- 67 aged 18-24
- 108 aged 25+


  On average our Facebook posts were viewed **11,949** times and Twitter **6,100 times every day.**

We have successfully achieved our four Key Performance Indicators (KPIs) as set by Welsh Government in our remit letter *:

 **KPI 1**
the organisation's contribution toward the sustained progression of young people through education and into employment or further training/education

 **KPI 3**
the organisation's contribution toward establishing effective school-employer engagement

 **KPI 2**
the organisation's contribution toward reductions in the number of young people who are outside of the Education, Employment and Training system

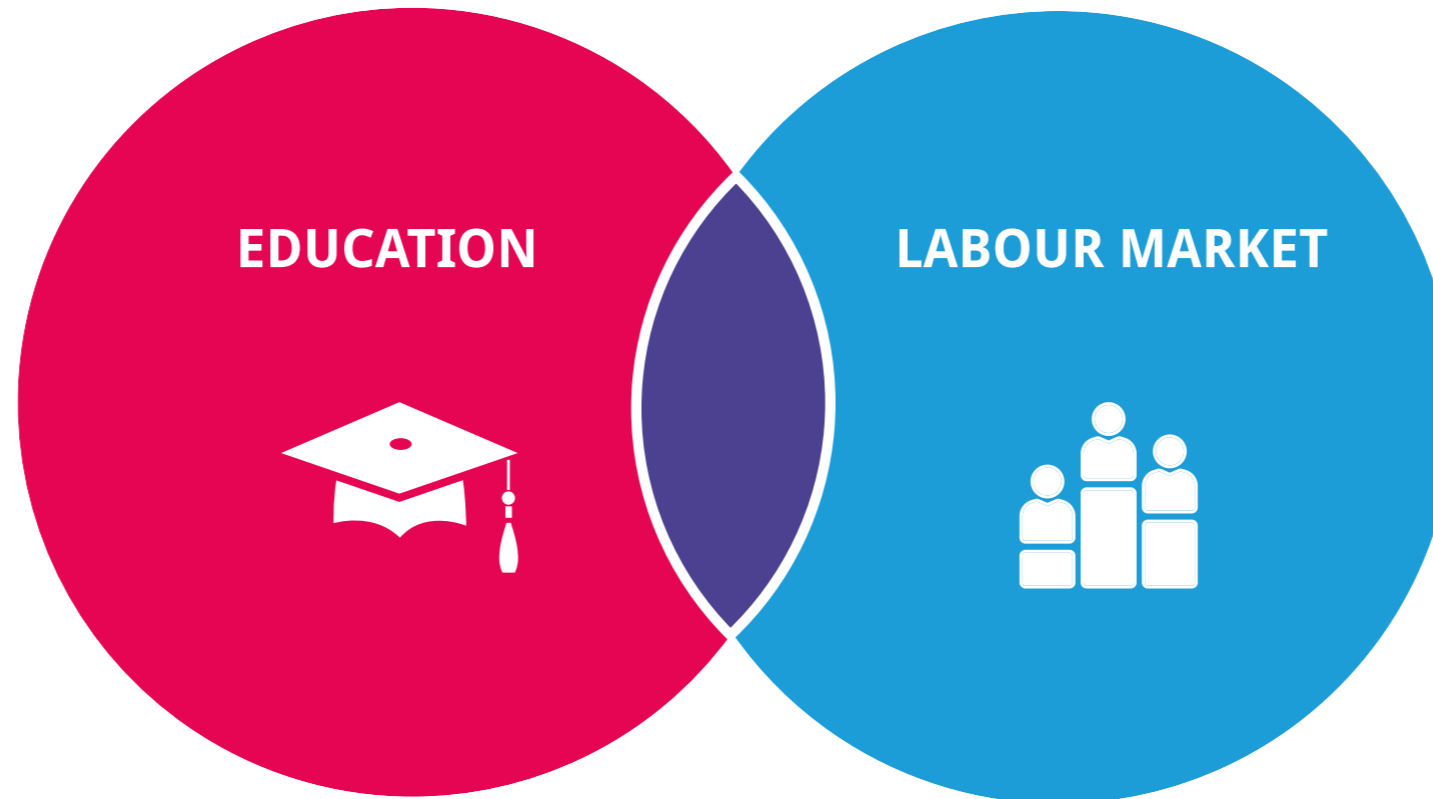
 **KPI 4**
client satisfaction with the quality of service provision, including in relation to an integrated digital presence

WORKING IN PARTNERSHIP

Throughout 2015-16 Careers Wales continued to work extensively with a wide network of partners to support our clients to achieve successful outcomes in education, employment or training. Effective partnership work is essential to ensure our expert services are available to clients at the point of need. Working closely with partners and developing mutually supportive processes has enabled us to make the very best use of our time and resources.

Our partners include:

- 215 mainstream secondary schools
- 25 special schools
- 4 Regional School Improvement Services
- Business in the Community (BiTC)
- Colegau Cymru
- Educational Psychologists
- Local Health Board
- Pupil Referral Units
- Youth Justice Board - Youth Offending Team



- Chartered Institute of Personnel Development (CIPD)
- Department for Work and Pensions (DWP)
- Federation of Small Businesses
- Job Centre Plus (JCP)
- National Offender Management Service (NOMS)
- National Probation Service Wales
- National Training Federation Wales (NTFW)
- Offender Learning Advisory Group (OLAG)
- Prisons
- Sector Skills Councils
- South Wales Chamber of Commerce
- Third sector and charitable organisations
- Wales Community Rehabilitation Company
- West Cheshire & North Wales Chamber of Commerce
- Work-based learning (WBL) providers
- Youth Service

Example of our partnership work



Working in partnership with the Youth Service in Brecon, Careers Wales delivered sessions on CV writing, discussing option choices and confidence building to Year 11 pupils who were most at risk of leaving school without a plan to enter further education, employment or training. All pupils successfully secured places in Further Education and coped well with the transition.

- 22 Local Authorities
- 14 Further Education Colleges and Institutions
- Department for Education and Skills (DfES)
- Employers
- Learning, Skills and Innovation Partnership (RLP South East)

Example of our partnership work




Marstons Brewery opened a new flagship venue in Mold and offered a limited number of long-term unemployed clients guaranteed interviews. 12 clients were selected by Job Centre Plus staff in Mold to attend a four-day pre-employment event. Careers Wales delivered "First Impressions Count" and "Interview Skills" workshops. Clients were also offered health and safety and food hygiene training by other partner agencies. As a result of this programme 8 of the 12 attendees were successful in gaining employment, 6 with Marstons themselves and 2 with other companies.

- North Wales Economic Ambition Board NWEAB - RLP)
- Regional Learning & Skills Partnership South West and Mid Wales (RLSP)
- Social Services
- Wales Council for Voluntary Action (WCVA)
- Welsh Local Government Association


ACHIEVEMENTS OF OUR SERVICES IN EDUCATION

In 2015-16 we introduced a new offer to schools providing flexibility to deliver services that met the individual needs of institutions and their learners.

Careers Wales supports ALL maintained Secondary Schools, Special Schools and Further Education Colleges across Wales




48,643 young learners benefited from one-to-one support




64,177 young people attended a group session to develop their awareness and application of career management skills

We enabled **526** teachers/lecturers to enhance their delivery of careers education through our professional development training sessions




Parents and guardians were helped to support their son/daughter with important decisions


through **19,538** interactions



60 sustainable education business partnerships established




136 secondary schools
22 special schools and
11 FE colleges were supported to achieve and retain the Careers Wales Mark*




POSITIVE TRANSITIONS

96% of 16 year olds
97.2% of 17 year olds
93% of 18 year olds




moved from education into further education, training or employment

1,364 Learning and Skills Plans in place for clients with statement of Special Educational Needs, or equivalent



Young people in the youth justice system benefited from **83** careers guidance interactions to support their resettlement programmes.



* awarded to establishments that commit to continuous improvement of their Careers and World of Work provision

Bringing schools and employers together

“Congratulations on a fantastic two days of work related education. Not only did the pupils enjoy it and get a lot from it, so did I. It was particularly pleasing to see so many of what are sometimes referred to as ‘disaffected’ pupils get so involved with what they were doing and really want to. Well done for reaching out to these young adults and in many cases make them think (maybe for the first time) about their working futures”

Received from a Teacher at Gowerton School following four days of work-related activities for Year 10 pupils.

Support for pupils with Additional Learning Needs

“ Thank you for the excellent service the school has received this year. It has been very beneficial for both staff and pupils to be able to have regular access to a careers adviser at school. This has reduced the anxieties of a number of parents and carers as they face the difficult transition period from school to college. The value of the service and the professionalism shown by your adviser and her understanding of the needs of the school and the pupils has been invaluable. We look forward to working with you next year and hope the relationship can continue to develop and grow.”

Received from an Acting Headteacher at a Special School

Helping parents support their children

“Just to let you know that my son got a place and is now enrolled on the course. Thanks so much, I wouldn’t have known about this course if you hadn’t told me. His dashed dreams are now a thing of the past and he is back on track to do this course and get to university as planned.”

Received from a parent on A-level results day who called our helpline when her son hadn’t done as well as expected with his AS results.

Highlighting valuable workplace skills - Welsh Language



Year 9 pupils at Ysgol Dyffryn Aman took part in a range of workshops to raise awareness of the opportunities in the workplace and demand from employers for Welsh speakers.

ACHIEVEMENTS OF OUR DIGITAL SERVICES

During 2015-16 we continued to develop our digital services.

This has extended our reach, providing clients with the opportunity to access services at a time and via a channel that best suits their needs.

CAREERSWALES.COM

1,452,235
sessions from

792,021 users

45,965 new
registered accounts

Improved user experience with new homepage and profile pages now responsive to use on mobile/tablet devices



WEBCCHAT

7,634 enquiries received via the interactive 'chat' facility on careerswales.com



273,394

website users accessing Apprenticeship Matching Service (AMS) or Jobs Growth Wales (JGW)

80,904

Courses in Wales' users

Job Trends updated and refreshed – accessible, up-to-date **Labour Market Information (LMI)** providing a spotlight on a variety of **industries** including :

- Creative industries
- Food and Farming
- Tourism, Hospitality and Leisure



24,423

users generated personalised career ideas matched to their skills and interests using the Job Matching Quiz on our website



39,000 calls received to Careers Wales Connect, our **free telephone helpline**



105,223 emails

and **97,043 texts** sent providing clients with vacancy bulletins and appointment reminders



Careers Wales Careers Search App launched with job information on over **1,400 job titles**



Spotlights on key sectors - Labour Market Information

High quality labour market information (LMI) is essential to help individuals make informed learning and career choices and address the gap between career aspirations and labour market realities.

During the year we created and published a series of engaging 'Job Trends' resources. They were aimed at broadening horizons, raising awareness and generating interest in priority sectors for Wales – those identified by the Welsh Government as having the greatest potential for growth and jobs.

Published on our website and promoted across social media channels, the series provided young people and adults alike with layers of useful information about general employment trends – including salary information and future demand along with ideas of jobs in the sector, routes in, employment hotspots across Wales and the skills in demand.



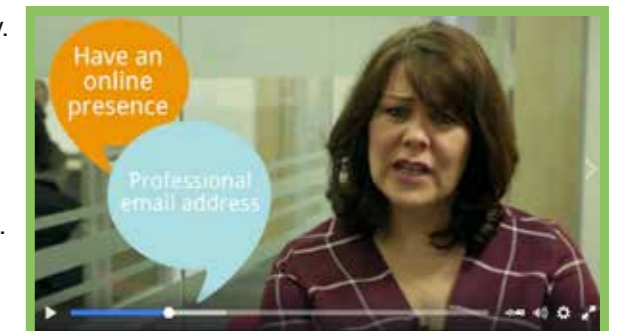
Launch of Spotlight on Food and Farming at the Royal Welsh Show 2015

Using social media to enhance awareness and engagement

This year our social media presence has increased substantially. As a key communications channel for our target audiences, we've developed a range of resources aimed at increasing engagement and awareness of key career messages.

f This has seen Facebook 'likes' increase by **859%** with a reach (number of times our posts were seen) of **3.2 million**.

t Twitter followers increased by **45%** and impressions (number of times our posts were seen) rose to **2.3 million**.



Video: Six ways to help your job search

We produced a range of career advice videos for this year and made them available via our YouTube channel. In just 6 months, our videos have already been viewed over 250,000 times.

ACHIEVEMENTS OF OUR SERVICES IN THE LABOUR MARKET

During 2015-16 services were developed and delivered to support young people and adults in the labour market and improve the outcomes of those in most need.

We tracked and managed employment status data on **all 16-18 year olds in Wales** and provided information to **every** local authority to ensure the provision of effective support for those in most need

20,739 unemployed 16-24 year olds benefited from personalised support, tailored to their needs

A further **2,733** clients developed employability skills during group sessions and job clubs



3,602 unemployed 16-17 year olds who have benefited from our services were supported into employment or training



5,760 clients benefited from our support to sustain their engagement in work-based learning or employment



1,138 people registered to use 'Skills to Succeed' to develop their employability skills.

Within a year, **340** had progressed to a **positive outcome**

We worked with partners to take our services out to clients through:

- jobs fairs
- pop-up shops, and
- 'Are You Ready For Work?' Roadshow



We supported **8,249** unemployed clients aged 25+ benefited from Individual Skills Gateway to assess their skills and explore career options through **14,214** individual interviews and **571** job clubs and clinics

We have supported **1,397** unemployed individuals aged 25+ into employment or skills training



We supported **4,973** individuals facing redundancy with applications for ReAct funding being approved

2,495



Support for those facing redundancy

"I'm so grateful for Careers Wales' help during the difficult time after my redundancy and couldn't have set up my own business without guidance from the careers advisers in applying for the ReAct funding."



Ceri Rees, who has launched a Port Talbot-based consultancy

Engaging communities

We have established ourselves as a trusted agency in gypsy and traveller communities and have positively engaged with generations of families. Through our ongoing work to break down both direct and indirect racism experienced by this culture we are respected and able to build bridges to positively engage gypsy traveller learners.

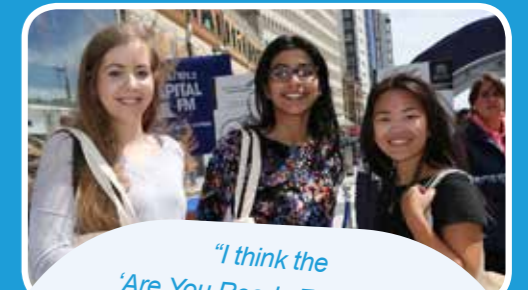
One young gypsy traveller, who we worked with 10 years ago; proudly updated us on her progress since accessing our support. She is about to start her Level 5 Child Care qualification.

Spreading the word with our 'Are You Ready for Work?' roadshow

More than 2,000 school leavers were helped to prepare for the world of work at Careers Wales' 'Are You Ready For Work?' roadshow which toured the country in July.

The roadshow addressed businesses' concerns that many school leavers lack the right attitude for entering the work place by offering young people one-to-one employability makeovers.

Visiting Cardiff, Newport and Wrexham, school leavers got into the mindset for entering the workplace with CV masterclasses, up-to-date labour market information, advice from trained Careers Wales advisers and live job vacancies which they could apply for on the spot.



"I think the 'Are You Ready For Work?' roadshow is a great idea, as it gives people a chance to speak to careers experts on their own doorstep rather than going to seek it out, and being in a less formal setting really helps too - I felt really comfortable speaking to the advisers."

Feedback from the event was positive:
KB, 19, from Chepstow

OUR STAFF

We're very proud of our team of staff at Careers Wales and what they have achieved. They are passionate about what they do and the difference they can make. Their continued determination to work with colleagues, partners and clients to deliver positive outcomes which make a real difference to people's lives is testament to their professionalism and commitment.

Our qualified careers advisers are on the professional register with the Career Development Institute.

This is what some of our staff have said about working for Careers Wales:

"I'm very proud of the work we do at Careers Wales to help people, who come from a variety of backgrounds and have very different circumstances, to move forward with their career goals. I'm lucky to work with such a dedicated and motivated team working with clients over the telephone supporting their next steps."



Charlotte Nash, Team Leader, Helpline, Cardiff

"I enjoy working for careers and find it exceptionally rewarding when I get positive comments from clients. It sums up the positive impact that I have had on them, and it makes me see what individual support can do in helping to move these clients into positive outcomes"

Changez Assen-Khan ,
Careers Assistant, Bridgend

"I have worked for Careers Wales for 10 years and have worked in five different roles. What I enjoy most is working within a great team of people who are dedicated and passionate about helping people make the right choices to improve their future prospects, I truly believe together we make a huge difference"

Amie Field, Area Manager, Rhyl

"The enjoyment when you actually hear relief in someone's voice because of advice or information you have provided. Or a parent/grandparent concerned about a teenage relative and you put their mind at rest. And clients who express gratitude for your patience and time providing funding/course information."

Steph Nichols, Careers Assistant,
Helpline



"I absolutely love my job as a Business Engagement Adviser. The best part of my job is that I work in collaboration with a number of internal and external partners ensuring that the service we provide is strengthened as we work together, whether they are school based programmes, sector based projects or large events."

Emma Bengier, Business Education Adviser,
Ammanford

CONTRIBUTION TO THE WELSH GOVERNMENT

SKILLS PERFORMANCE MEASURE

The Welsh Government has set four performance measures, which supports the delivery of the Skills Implementation Plan. Careers Wales has successfully contributed to each measure by delivering on a range of objectives as outlined below:



Jobs and Growth

- › Improving the efficiency and productivity of labour markets by reducing skills mismatches and smoothing transitions into work
- › Helping people to realise their potential by promoting greater understanding and awareness of Labour Market Information (LMI) and Welsh Government economic priority areas
- › Reducing youth and adult unemployment



Equality and Equity

- › Providing specialist support for young people with Additional Learning Needs (ALN)
- › Delivering all-age services targeted at those in greatest need - supporting those young people at risk of becoming NEET (Not in Education, Employment or Training) and by helping adults into work
- › Focussing on the needs of groups who are under-represented in employment, learning or training and by challenging stereotyping and occupational segregation



International Skills Benchmarking

- › Raising awareness of the learning and training opportunities available and the subsequent progression routes
- › Increasing ambition and motivation to participate in education and training and increasing attainment (particularly of maths and English)
- › Reducing drop-out from education and training



Financial Sustainability

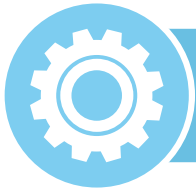
- › Encouraging employers to invest in the skills of their staff

LOOKING AHEAD

We hope this report has given you a feel for the work and impact of Careers Wales, during what was only our third year of existence as an all-Wales company. We are proud of our achievements which have been delivered during a time of significant change, downsizing and uncertainty. As the organisation matures, with greater stability and clarity of purpose, we are confident that we can make an even stronger contribution.

In the autumn of 2016 we will submit to the Welsh Government a new Strategic Vision for Careers Wales. This will demonstrate how we can support the Welsh Government's aim of securing a more prosperous, healthy and ambitious Wales.

The vision will be delivered by impartial and professional staff using cutting edge technology and approaches. Underpinned by evidence and international best practice, and informed by the views of stakeholders and citizens, we anticipate that the key features of this Strategic Vision will include:



Alignment with, and support for, key Welsh Government policies such as Successful Futures, Wellbeing of Future Generations Act and the pledge on increasing the number of apprentices

All age, bilingual services – with a stronger focus on helping young people through key transition points



A new 'blended' approach to delivering careers information, advice and guidance to young people and the implementation of a 'Career Discovery Model' combining digital tools, multiple channels and professional Careers Guidance

A new range of support services for partner organisations



Greater integration of services to exploit economies of scale and scope, so that the whole is greater than the sum of its parts

Better connected to business and based on the latest and best Labour Market Intelligence; and clearer focus on impact and performance measures

