

Careers Sector Stakeholders Alliance

March 2014

Updates and Developments

Dear colleagues

Well 2014 has started with a bang! Here we are almost a full quarter into 2014 already.

Since the Careers Alliance meeting in November 2013 much has happened in the debate about career development support.

A flurry of reports have followed the Ofsted report in September with careers education and guidance, employer engagement in schools and the revised statutory duty becoming key topics of discussion.

Comments by Michael Gove, Secretary of State for Education, about careers education and guidance in schools as part of his evidence to the Education Select Committee have stoked reaction across the sector.

Key activities and meetings I've attended are listed below. For more information, please get in touch to discuss.

- Attending the first annual CDI conference.
- Meeting with Graham Stuart, Chair of the Education Select Committee.
- Attending a roundtable discussion with the Labour Party Shadow Minister, Rushanara Ali, about Labour's policy on careers.
- Attending the Careers England Careers Education and Guidance Summit.
- Attending the Bridge Group winter reception on access to the professions and social mobility.
- Attending the Cabinet Office Business Compact awards on social mobility.
- Attending a BITC roundtable on the role of employers in working with schools on careers.
- Meeting the NUS to discuss their Students and Work Summit.
- Attending the Education and Employers Task Force research conference on education to employment transition.

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- Meeting the British Chambers to discuss employer engagement with schools and colleges.
- Attending the Careers England board meeting to discuss developments with careers policy.
- Meeting the CBI (with CDI) to discuss employer engagement with schools and colleges.
- Attending the National Grid Careers Lab advisory group meeting.

Priorities for 2014

Immediate priorities for the Careers Alliance in 2014 include:

- Issuing Briefing Note 13 on the distinctive yet complementary roles of employers and career professionals in providing careers support to young people in schools and colleges.
- Developing a briefing paper about models for commissioning the NCS to take on a capacity building and brokerage role with schools.
- Formalising Careers Alliance membership arrangements with a members subscription fee and updating the Terms of Reference for the Careers Alliance.
- Improving the web presence of the Careers Alliance via a web blog.

Below are a collection of updates from developments across the careers sector.

1. Employer engagement with schools and colleges

BCC SKILLS & EMPLOYMENT MANIFESTO

The British Chambers Skills and Employment Manifesto has a strong section on careers education, youth employment and the adult skills system. It notes that the current careers education system does not work and calls for urgent reform.

[Read more...](#)

CIPD GOOD PRACTICE BOOKLET

This booklet includes practical advice for employers on the benefits of work experience. It draws on a range case studies and insight from employers, and shares top tips from employers on how to set-up and run a high-quality and successful work experience programme.

[Read more...](#)



UKCES GUIDE FOR EMPLOYERS

This guide explains just how important it is for businesses to inspire young people, busts some myths that have been putting employers off and gives advice on how to go about offering work experience.

[Read more...](#)

IPPR NORTH REPORT

This report demonstrates how closer collaboration between local schools and businesses offers mutual benefits, and can help guide young people towards rewarding careers. The report presents case studies, a newly-conducted survey, and an overview of research in this field.

[Read more...](#)

EETF REVIEW ON EMPLOYER ENGAGEMENT

The latest 2014 report by the Education and Employers Taskforce provides an extensive literature review of UK and international research exploring the impact of employer engagement in education, in its different forms, on the employment and attainment outcomes of young people.

[Read more...](#)

EDUCATION TO EMPLOYMENT TRANSITION

This second McKinsey report on education to employment transition focuses on the issue in a European context. The report explores the disconnect between young people – more than half of those without jobs say they simply can't find one – and businesses across Europe insisting they struggle to find young people with the skills they need.

[Read more...](#)

2. Social mobility and careers

SOCIAL CLASS AND MOBILITY

The IoE has published a study on adult skills and social class. It shows that social class background is still exerting a powerful influence on the skills of England's adults. It shows how England's exceptionally large attainment gap carries on into adulthood.

[Read more...](#)



THE BEST SOURCES OF HELP?

Research by the AoC in partnership with The Skills Show, the UK's largest skills and careers event for young people, shows 70% of young people turn to parents and 57% to teachers for careers advice, yet these may not be the best informed groups to talk to about their potential futures.

[Read more...](#)

YOUTH UNEMPLOYMENT HOTSPOTS

The Big Lottery Fund has announced that 21 youth unemployment hotspots are receiving a share of its £108m youth unemployment initiative. Called Talent Match, it is a national scheme designed by young people for young people, with the aim of helping those aged 18-24 who are struggling the most to find career opportunities.

[Read more...](#)

INTERGENERATIONAL MOBILITY

Research by the IoE and the University of Surrey on education and intergenerational mobility shows that children from poor backgrounds must do even better in key academic subjects to get on in life.

[Read more...](#)

POST CODE LOTTERY AT A LOCAL LEVEL

iCeGS has produced a new report with UNISON which focuses attention on the experiences of Local Authorities (LAs) and their staff in dealing with changes in Government policy relating to career guidance. The report explores several themes: the resourcing of career and youth support, the provision of universal career support, and how targeted services have been affected.

[Read more...](#)

3. Workforce development and skills

DROP IN INVESTMENT IN TRAINING

A UKCES report on future skills shows that the amount of money invested in training by employers dropped by 5% between 2011 and 2013, despite the fact that employers say more than one in five positions (22%) are hard to fill because of a lack of skills, qualifications or experience.

[Read more...](#)

DROP IN ADULT LEARNING

NIACE commenting on recent provisional data from the Skills Funding Agency says there has been

a substantial fall of almost 200,000 learners in participation in publicly-funded adult learning in England in the first quarter of the 2013/14 academic year compared to the same period last year. Overall Apprenticeships starts by those aged 25 and over have fallen from 52,700 to 22,300 (58%), and for those aged 19 – 24 the total has fallen by 10,000 (19%) in the same period.

[Read more...](#)

NCS USER SATISFACTION IMPROVES

An independent survey commissioned by the NCS looking at user satisfaction has found that over 90 per cent of adults who used the service last year said that the overall quality of the service was 'good' and it had benefited their careers.

[Read more...](#)

4. Education policy

BALANCED EDUCATION & SKILLS SYSTEM

A think piece from RSA Education by Louise Bamfield examines what is needed to achieve the government's ambition of creating a world class education and skills system. While skills policy has traditionally focused on investment in human capital, this report argues that forms of social and creative capital represent equally significant sources of hidden wealth, as part of broader goals to create the conditions for a richer social and economic life.

[Read more...](#)

LEAVE EDUCATION ALONE

An article in the New Statesman by CSSA member Joe Hallgarten from the RSA has suggested that a politics-free period in schools after the 2015 election could improve outcomes faster than any policy change. He suggests that the 2015-16 academic year should be designated as a "year of reflection" without any new schools-related policies announced by DfE or any other national or local agency.

[Read more...](#)

5. Labour market data

PROGRESS WITH LMI FOR ALL

Developed by a consortium led by the Institute of Employment Research at the University of Warwick, a series of three stakeholder workshops on 'LMI for All' are being planned, with a big stakeholder conference planned





for December 2014. CSSA members are encouraged to engage with the 'LMI for All' project and give special consideration to how schools, colleges and universities can engage with and benefit from access to better quality LMI.

[Read more...](#)

CAREER HACK COMPETITION

UKCES launched a Career Hack competition as part of its LMI for All programme. The competition calls on developers from across the globe to help present LMI in innovative and engaging ways to help people make better and more informed choices about their careers, and win a share in a £20,000 prize fund in the process. The competition closed recently, but there has been a very enthusiastic response.

[Read more...](#)

6. Other news

CAREER DEVELOPMENT INSTITUTE

CDI membership currently stands at 3650 from across the UK and continues to grow steadily. CDI won an important tender for the National Occupational Standards for the Career Development sector in January and has just submitted the evidence detail for the main project which will start in April. CDI has also been asked to consider leading on the NOS update for the whole advice and guidance sector.

Current activities include:

- Reviewing and broadening the entry qualifications to the UK Register of Career Development Professionals.
- Defining a new Career Progression Pathway for the sector.
- Launching a new quality assurance award for products (careers resources; websites, books etc.) in April. Called 'Career Assured', the new assessment framework is well advanced and currently being trialled with several high profile providers.
- Working on a new partnership with NICEC which will lead to closer ties on research, events and the joint branding badging of the respected NICEC Journal from April 2014.

[Read more...](#)



UPDATE FROM ICEGS

The International Centre for Guidance Studies continue to conduct a range of research on career development and related subjects. Recent publications which might be of interest to Careers Alliance members include:

Borbély-Pecze, T.B. and Hutchinson, J. (2013). The Youth Guarantee and Lifelong Guidance: ELGPN Concept Note No. 4. Jyväskylä: The European Lifelong Guidance Policy Network (ELGPN).

[Read more...](#)

Hooley, T., Watts, A. G., Sultana, R. G. and Neary, S. (2013). The 'blueprint' framework for career management skills: a critical exploration. British Journal of Guidance & Counselling, 41(2): 117-131.

[Read more...](#)

Hutchinson, J. (2013). School Organisation and STEM Career-related Learning. York: National STEM Centre.

[Read more...](#)

Hutchinson, J., Moore, N., Davies, A., Thomas, M. and Marriott, J. (2013). Gendered Horizons: Boys' and Girls' Perceptions of Job and Career Choices. Derby: International Centre for Guidance Studies, University of Derby.

[Read more...](#)

Longridge, D., Hooley, T. & Staunton, T. (2013). Building Online Employability: A Guide for Academic Departments. Derby: International Centre for Guidance Studies, University of Derby.

[Read more...](#)

AOC CAREERS CAMPAIGN

The AoC campaign 'Careers Guidance: Guaranteed' continues. The AoC is calling for the Government to ensure that all young people have access to careers advice on post-14 education, training and employment options. The campaign calls for:

- Better Access to ensure there is one careers 'hub' in each area, which is clearly signposted to all as a place where advice is available about careers options.
- Better Accountability in schools and colleges by Ofsted. All staff who deliver careers advice should be appropriately qualified.
- More Investment so that DfE's



funding of the NCS equals that of BIS to ensure that the National Careers Service meets the needs of young people.

- Better Informed Choice via a widget on all school/college websites to link to the National Careers Service website.

[Read more...](#)

ATTRACTING FUTURE TALENT

Cogent has a new careers website www.sciencecareerpathways.com The new website aims to provide a scalable and extensive database of roles across the Cogent industry 'footprint'. With input from the CDI, Cogent is working to overcome stereotyping of careers advice to girls and the careers information they provide.

[Read more...](#)

ASCL COURSES ON NEW STATUTORY DUTY FOR CEIAG

ASCL has recently developed a one-day course to help school leaders interpret the new Ofsted guidance on CEIAG and effectively implement the statutory duty to secure independent and impartial careers guidance. The course aims to provide those with responsibility for CEIAG both strategic and practical information on how to design, implement and evaluate careers education and IAG.

[Read more...](#)

CIPD RESEARCH ON EMPLOYER ENGAGEMENT

The CIPD launched a study of the role of youth volunteering as a way of helping businesses address skills shortages while reducing youth unemployment. Both the report and the employment guide can be found on the CIPD website at the links below.

The case study report can be found [here](#).

The employment guide for young people can be found [here](#).



CBI/LIFESKILLS SURVEY 2013

A CBI/Barclays LifeSkills survey of 2,000 14-25 year olds, conducted using the LifeSkills Youth Barometer created by Barclays, revealed that 93% felt they were not provided with all the information they need to make informed choices on their future career. Around two-thirds of those surveyed had received guidance on more traditional routes, A-Level choices (62%) and university (65%), but only a quarter (26%) had information on starting an apprenticeship and even fewer (17%) on what vocational qualifications might be available.

[Read more...](#)

TUC PROJECT WITH YOUNG PEOPLE

The TUC is undertaking a project throughout 2014 highlighting young people's experiences of careers guidance and work experience. The project will build upon the findings from recent reports/publications about the shortfalls in careers guidance provision and the detrimental impact of poor quality work experience schemes.

The TUC will highlight the importance of high-quality careers guidance and work experience placements for young people. The project will involve surveying 1000+ young people and focus groups to explore the trends in the survey results in further detail.

We will also be working with our affiliated education unions to determine the impact of the shift in the statutory duty to provide careers guidance.

The TUC hopes to build a consensus around a sensible set of policy recommendations which can be taken forward to improve the situation for young people.

Union Learning Representatives continue to play a role in delivering careers information in partnership with schools and colleges.

The Careers Sector Stakeholders Alliance is a strategic leadership network of careers sector stakeholders. It aims to formulate a national strategic framework for careers education, information, advice and guidance (CEIAG) to address the issues of access, transparency, quality, equality, and continuity, and to identify areas where UK-wide co-ordination would be helpful.

Chair: Dame Ruth Silver

Convening Committee: Keith Herrmann (Convenor), Ian Borkett (TUC), Vivienne Brown (Scotland), Sarah Finnegan-Dehn (Careers Wales), Paul Redmond (AGCAS), John Wastnage (British Chambers), Prof. Tony Watts

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