

## **The Careers & Enterprise Company Implementation Plan – Careers England response**

### About us

Careers England Ltd is the sole trade association for organisations involved in the provision of Careers Education, Information, Advice and Guidance (CEIAG) products and services in England for people of all ages. Our members provide aspects of some, or all, of the four components of CEIAG:

- Careers Education (Career Learning)
- Careers Information
- Careers Advice
- Careers Guidance

In a typical academic year our members provide face to face careers support to just under three quarters of a million individuals in England. This includes working in over 1100 schools to provide CEIAG to over 130,000 young people. In addition, we deliver careers help to 167,000 16 to 20 year olds, 80,000 20 to 24 year olds and around 350,000 adults aged at least 24 years.

The members of Careers England Ltd comprise the majority of prime and sub-contracted deliverers of the National Careers Service. They also deliver careers guidance services for local authorities, schools and colleges across England. Careers England works closely with key stakeholders such as the Department for Education, The Careers & Enterprise Company, The Career Development Institute (CDI) and Higher Education Institutions such as the iCeGS at the University of Derby and IfER at the University of Warwick.

### Headline messages

- Careers England welcomes the careers strategy and The Careers and Enterprise Company's (CEC) Implementation Plan. It contains clear milestones, actions and timescales. We do however have concerns and reservations about the resources available to deliver such an ambitious agenda (stretching from primary schools to further education colleges) and the lack of incentives and investment by government to require/support schools and colleges to deliver high quality careers support services.
- The evidence-based content in the plan is clear and compelling and the strong focus on all of the Gatsby benchmarks is clear. But there is no mention of the CEC's earlier government-funded 'Enterprise Passport' initiative (2015 –present) and the extent to which this features in the evidence-based content or Implementation Plan.
- The careers hub approach is both practical and proven. However, it should be noted that funding for careers hubs should not simply be CEC counting what exists already. We believe that geographical clusters / partnerships of schools and colleges that are well supported by a CEC, National Careers Service, DWP and other key partners working together will accelerate progress. However, in addition to engaging the support of LEPs, we should also strongly encourage engagement with combined

authorities, local authorities and other organisations involved in match funding Enterprise Adviser networks.

- The plan needs further development in linking the Compass tool with the Quality in Careers Standard. The relationship needs to be simplified and made easier for schools and colleges to understand and make use of both approaches. Careers England is willing to support The Careers & Enterprise Company to make this happen.
- We welcome the acceleration of volunteer Enterprise Advisers being located in every school and college. The ongoing DBS checks, training and development of volunteer Enterprise Advisers will be crucial to their success.
- We strongly welcome the requirement for every school and college to have a designated careers leader. This should be more than a middle management co-ordinator, as the evidence-base shows strategic leadership at a senior level driven by headteachers and school/academy governors is a critical success factor. The training and development of designated careers leaders will be crucial to their success. There is much tried and tested good practice from The CDI and Careers England members that can contribute to their training and development. We remain concerned about the lack of government funding directly to schools/academies and colleges to achieve this ambition i.e. funding needs to be made available for all 3,500 schools and colleges in England.
- Every school and college in a careers hub should have a careers leader. There are many schools which won't be in the first tranche of hubs that would benefit and appreciate support for careers leaders' training. If sufficient training is unavailable, a proportion of the resource (up to 40%) should be made available for individual or cluster schools/academies not in hubs to apply for.
- We support the testing of initiatives in primary school. In order to make the best use of limited resources, we advise The Careers & Enterprise Company to look at the learning from previous government and other funded initiatives in primary education.
- We are pleased to see the eventual recognition of personal guidance for young people. We welcome the proposal to test out different approaches with different client groups in different areas but strongly advise CEC not to create more research evidence that repeats what is largely known already in this regard. Funding available should be aimed at grassroots level, supporting schools/academies with their direct delivery of careers guidance. We stand ready to help inform and shape this work. We will closely monitor the extent to which CEC delivers on ensuring personal guidance is made available to young people in schools and colleges across England.

### Conclusion

The focus by The Careers & Enterprise Company to deliver on all eight Gatsby benchmarks is a progressive step forward but also brings challenges in terms of actual delivery of careers guidance to young people from trained, qualified and professional careers advisers. The Implementation Plan is a great opportunity to restate the value and importance of high quality careers support to young people, their parents, as well as teachers, college lecturers and employers. There is a lot more to do in addition to delivering the plan but it is a significant start,

notwithstanding the over-reliance by CEC on co-ordinating mostly volunteers to work in schools/academies and colleges.

Government funding to deliver all eight Gatsby Benchmarks is scarce. This is at a time when school and college budgets are facing serious cuts by 2020. The CEC must make the best use of its allocated resources. There are opportunities ahead in harnessing the National Careers Service, Department for Work and Pensions (DWP) and local/combined authorities resources in schools/academies and colleges to support the delivery of the plan. Careers England members are committed to strong partnership working with key stakeholders in the careers sector to maximise opportunities for all young people and adults.

#### Further information

To discuss any of the recommendations in this paper, please contact our Executive Director, Steve Stewart OBE, at [steve.stewart@careersengland.org.uk](mailto:steve.stewart@careersengland.org.uk)

For more information about Careers England visit [www.careersengland.org.uk](http://www.careersengland.org.uk) or Tweet [@CareersEngland](https://twitter.com/CareersEngland)