



PRESS NOTICE: 4th March 2014

Pivotal Phase in Determining Future Careers Provision for Young People:

Employers and Careers Professionals

Further to the publication of the Ofsted Thematic Survey of careers guidance in schools¹, the subsequent Government Action Plan², and the Government's *Inspiration Vision Statement*³, today sees Careers England issue **Policy Commentary 26 majoring on the role of employers and careers professionals in what it terms "A Pivotal Phase in Determining Future Careers Provision for Young People"**.

The latest Policy Commentary reviews key statements and reports issued in February and the beginning of this month:

- Statements by Lord Nash (Parliamentary Under-Secretary for Schools) on the Government's intentions with regard to the forthcoming revised Statutory Guidance for Schools.⁴
- A speech by Nick Clegg (Deputy Prime Minister) in which he commented on careers guidance in schools.⁵
- A progress report issued by the National Careers Council.⁶
- A Briefing Note issued by the Careers Sector Stakeholders Alliance.⁷

¹ Ofsted (2013). *Going in the Right Direction? Careers Guidance in Schools from September 2012*.

² Department for Education and Department for Business, Innovation and Skills (2013). *Careers Guidance Action Plan: Government Response to Recommendations from Ofsted's Thematic Review and National Careers Council's Report*.

³ HM Government (2013). *Inspiration Vision Statement*.

⁴ House of Lords, 25 February 2014.

⁵ Deputy Prime Minister's Speech on *Opportunities for Young People*, 27 February 2014.

⁶ National Careers Council (2014). *Progress Report 'Six Months On: Culture Change in Careers Provision'*.

⁷ Careers Sector Stakeholders Alliance (2014). *The Roles of Employers and Career Professionals in Providing Career Support to Young People in Schools and Colleges*. CSSA Briefing Note 13.



- The third report of the independent Skills Taskforce set up as part of the Labour Party's Policy Review and chaired by Professor Chris Husbands.⁸

All five documents are potentially significant in relation to the critical core issue of whether – alongside the Government's widely-welcomed concern to involve employers more actively in careers activities for school students – the Government will also recognise the important complementary role of careers professionals and of professionally managed careers education programmes in schools.

Speaking on behalf of Careers England, its Executive Director, Paul Chubb said:

"We are pleased to be able to publish today this detailed Policy Commentary. As the association for those who trade in careers-related products and services across the country (employers and small traders alike), we know from vast experience that the argument is fundamentally flawed about whether employers can 'do it all' to change the way in which careers guidance is delivered.

Whilst we wholeheartedly welcome all moves to encourage more employers to become actively involved with schools, there is a major difference between informing and inspiring young people to consider differing jobs compared with professionally skilled and challenging careers guidance; the former is absolutely where employers have a key contribution to make, the latter requires QCF level 6 careers advisers.

Schools need to be recommended to include well-planned contributions from both in their comprehensive careers education, information, advice and guidance (CEIAG) offerings.

It should not be the case of 'instead of', but rather 'as well as'. Only by embedding employers' contributions to the careers guidance process within a solid CEIAG programme in schools can their contributions be maximised effectively.

CEIAG programmes need to be designed and managed by careers professionals working in schools, and as well as involving employers these programmes must incorporate opportunities for young people to engage with skilled careers advisers who are knowledgeable not only about the labour market, but also skilled in under-pinning guidance theory and professional practice.

⁸ Skills Taskforce (2014). *Qualifications Matter: Improving the Curriculum and Assessment for All*. London: Labour Party.



As part of our commitment to promote high quality approaches to CEIAG in schools, we are also publishing a number of case studies on our website:

<http://www.careersengland.org.uk/careersguidance.php?page=casestudies>

These showcase Schools and Academies where such excellent CEIAG is already being provided – led by careers professionals whose role is valued strategically by School Leadership Teams & Governing Bodies, as well as effectively engaging employers in making their distinctive contributions to young people’s knowledge of the world of work.

We commend these case studies to the Department for Education as it completes its revision of the Statutory Guidance to schools on discharging their statutory duty to ‘secure access to independent careers guidance’ for their students.

When the revision to the Statutory Guidance is published, we hope that the following matters will be addressed:

- *Not just what is not sufficient to fulfil the statutory duty (i.e. signposting to a website), but unambiguously what is sufficient. The test of sufficiency must be explicitly made clear to schools.*
- *Since Ofsted found that what parents value most is access for their children to face-to-face professional careers guidance (and work experience), this needs to be assured as an option for all young people.*
- *Achievement needs to be recommended to all schools of (i) a CEIAG Quality Award (validated by the Quality in Careers Standard) which ensures that a professionally planned careers education programme which embeds employer contributions into the programme so that it effectively underpins careers guidance for all young people, (ii) with independent careers guidance secured only from **matrix** Standard quality assured providers, and (iii) delivered by professionally qualified external careers advisers at QCF level 6 (this is the 3 pronged approach to quality assurance which was recommended by House of Commons Education Select Committee⁹).*
- *Those helpful additions to the current Statutory Guidance which are set out in the current Practical Guide for Schools¹⁰ should be incorporated into the revised Statutory Guidance so that schools have a single comprehensive document covering careers guidance - setting out with clarity not only their duty but how to discharge it.*

Careers England is ready to play its part to assist the Government in this pivotal phase in determining future careers provision for all young people across the country.

⁹ House of Commons Education Committee (2013). *Careers Guidance for Young People: the Impact of the New Duty on Schools*. HC 632-1. London: Stationery Office.

¹⁰ Department for Education (2012). *Securing Independent Careers Guidance: a Practical Guide for Schools*



ENDS

Notes to Editors

(i) Careers England is the national **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:**

- a. Careers education (that is “career learning”)
- b. Careers information
- c. Careers advice
- d. Careers guidance

(ii) Careers England’s full Corporate members comprise the majority of prime contractors for the **National Careers Service** along with a significant number of sub-contractors and ‘careers providers’ (including our Affiliate members who are small/sole traders) delivering publicly-funded careers guidance services for local authorities (LAs), schools and colleges across England.

(iii) We also provide the project leadership, administration and management for the **Quality in Careers Standard** (the national validation for England’s specialist Quality Awards - for Schools, Colleges & Work-Based Learning Providers - covering all four components of CEIAG).

(iv) Full details of all Careers England’s members, our activities, our publications (including Key Policy Summaries on the Coalition Government’s policies for careers guidance), links to the CEIAG Quality Award providers and the Quality in Careers Standard can be found at www.careersengland.org.uk

Further Details are available from

Paul Chubb, Executive Director, Careers England, telephone: 07976 575536

E-Mail: paul.chubb@careersengland.org.uk

ENDS