

**PRESS NOTICE**  
**28<sup>th</sup> September 2012**

**“Dr. Barrie Hopson to succeed Dame Ruth Silver as Chair of the  
QUALITY IN CAREERS CONSORTIUM BOARD:  
Leading the drive for high quality careers support  
for all young people in England.”**



**“Quality matters when it comes to Careers Education, Information, Advice and Guidance (CEIAG)”**, so says Dame Ruth Silver, Founding Chair of the Quality in Careers Consortium.

As she hands over the position of Chair of the Consortium Board to Dr. Barrie Hopson, Dame Ruth Silver reflects on the progress made in establishing the **Quality in Careers Standard**<sup>1</sup> as the over-arching national validation for England’s CEIAG Quality Awards:

*“Back in the 1990s a number of Quality Awards for CEIAG were developed as changes were made to the way careers guidance was delivered in England with the removal of the statutory duty from Local Education Authorities (in 1994) and the privatisation through competitive tendering of the Careers Service.*

*Some of the new Awards were developed by LEAs themselves, others by the new careers companies. What they all sought to do was to raise the standard of CEIAG amongst England’s schools and colleges. Some work-based learning providers also saw the benefits of seeking such an Award.*

*Quality Awards not only enable a learning provider to demonstrate the quality of their CEIAG provision, they also act as a development tool – helping providers to know through external assessment what they do well, what they don’t do so well and what they should do continuously to improve: all of which benefits young people.*

*During the period from 2001 to 2010, the large part of what we might term the ‘Connexions era’, the Quality Awards for CEIAG fared differently in differing localities; some thrived, some grew and expanded beyond their early boundaries, and some foundered.*

*I led a national Task Force on the future of the Careers Profession, which reported to Ministers in 2010 and included a review of these CEIAG Awards in its work programme and in its subsequent recommendations<sup>2</sup>.*

---

<sup>1</sup> Full details about the Standard – including the report recommending the ‘kite mark’, a Guide for Quality Award providers seeking national validation, a suite of self-assessment materials, and the full data required for national validation panels – can be found on the QiCS dedicated section of the Careers England website [www.careersengland.org.uk](http://www.careersengland.org.uk) .

<sup>2</sup>The Careers Profession Task Force was established by the Labour Administration in 2009, and reported formally in 2010 to the new Coalition Government. Its report ‘Towards a Strong Careers Profession’ included as recommendation 10 that the existing Quality Awards for CEIAG should be applauded and celebrated, and that a national ‘kite mark’ should be established to ensure consistency.

*Our Task Force looked in some detail at England's continuing voluntary Quality Awards for CEIAG, all of which we know are already highly valued. Most have a strong local or regional identity, and are highly regarded in their localities.*

*This led to one of the key recommendations of the Task Force being that there should be an over-arching national validation of these various Awards to ensure we have national consistency.*

*I am delighted that the work initiated by Careers England on that recommendation enabled us to establish the Quality in Careers Standard against which all of the current Awards have made the commitment to offer themselves for national validation. The Standard is in essence a 'kite mark' for excellence.*

*To oversee the new Standard, England also has a new Quality in Careers Consortium.*

*The Consortium Board is well established, having met three times this year, and all arrangements for the new Standard are fully in place.*

*For me, the Quality in Careers Standard is a real beacon of hope for every young person, as it will assure families that their school or college has in place the essential foundations which CEIAG needs to prepare young people to make best use of the careers guidance which they will receive.*

*It is my pleasure today to hand on the role of chairing the Consortium Board to a national figure, highly regarded for decades in the CEIAG world, the co-creator of the seminal 'Build Your Own Rainbow' philosophy of developing career management skills amongst young people – Dr. Barrie Hopson<sup>3</sup>. As I do so, I wish Barrie and all members of the Board every success with the next phase of its work."*

Accepting the position, Dr. Hopson said: "Excellent progress is indeed being made. All the current providers of the Quality Awards in CEIAG across England have not only committed to work towards the Quality in Careers Standard; all are now self-assessing their Award against the 16 national validation criteria; and some are already preparing their applications for a National Validation Panel.

*I expect to see a number of the 13 Awards coming forward for Validation Panels during the next six months. Announcements about the outcomes of these Validation Panels will be issued in future press notices, and will be posted on the dedicated Quality in Careers Standard section of the Careers England website<sup>4</sup>.*

*Awards which meet the Standard will be publicly celebrated, as they should be – for these Awards play a crucial part in helping young people to gain the skills, knowledge and confidence to take control of their future learning and working lives.*

*Dame Ruth has successfully led the Board through its crucial first phase in securing the establishment of the new Standard and all of its underpinning processes and procedures.*

*Our project leader, Paul Chubb, has spoken at a significant number of conferences for schools, colleges and stakeholders during this past year, outlining the place of the Quality in Careers Standard in the fabric of the new era in which schools have a new statutory duty to 'secure independent careers guidance' for all of their students.*

*I am delighted to accept the position of Chair on the Consortium Board, and to lead us as we seek to embed the Quality in Careers Standard firmly into England's CEIAG supporting structures.*

---

<sup>3</sup> Please see notes for Editors for an introduction to Dr. Hopson

<sup>4</sup> [www.careersengland.org.uk](http://www.careersengland.org.uk)

*In doing so, on behalf of the Consortium I commend to every Head teacher and School Governing Body our belief that the new statutory duty on schools to secure independent careers guidance for pupils and students will be most effective when these three elements coexist in a school:*

- *Its overall CEIAG programme is quality assured against one of the dedicated Quality Awards available and that Award should meet the QiCS national validation.*
- *The school builds upon its internal programme by securing specialist careers advice and guidance services from an external provider, close to the labour market and therefore able to assist young people to make informed choices – such a provider should meet the accepted 'industry standard' for advice and guidance on learning and work, the **'matrix'** standard'.*
- *The externally secured provider of careers guidance should employ professional careers advisers who are occupationally competent to professional standards – as determined by the Careers Profession Alliance"*

---

ENDS

---

### NOTES TO EDITORS

1. **FURTHER DETAILS ARE AVAILABLE FROM:** Paul Chubb, Project Leader for the QiCS. Tel: 07976 575536, [paul.chubb@careersengland.org.uk](mailto:paul.chubb@careersengland.org.uk)
2. **The Careers Profession Alliance** is working towards establishing a new national framework of qualifications for career development work with all age groups, part of which includes the establishment of a new national Register of careers professionals qualified to the equivalent of QCF (Qualifications and Credit Framework) Level 6. The CPA is on track also to see the establishment of the Career Development Institute as the united professional body to carry forward this work from January 2013. For details please see [www.cparegister.co.uk](http://www.cparegister.co.uk)
3. **The Quality in Careers Consortium Board now comprises:**
  - Dr. Barrie Hopson (succeeding Dame Ruth Silver as founding Chair);
  - Association for Careers Education and Guidance (ACEG) nominee, Vince Barrett, President;
  - Association of Colleges (AoC) nominee Joy Mercer, Director of Policy (Education);
  - Association of Employment and Learning Providers (AELP) nominee Graham Hoyle, Executive;
  - Association of School and College Leaders (ASCL) nominee Duncan Baldwin, Deputy Policy Director;
  - CEIAG Expert Invitee David Andrews (CEIAG Consultant);
  - Careers England nominee Claire Nix, Member of the CE Board and Chair of the CE Quality Task Group;
  - Careers Profession Alliance (CPA) nominee Sue Barr, member of the CPA Executive;
  - Institute of Career Guidance (ICG nominee) David Milton, ICG Vice President;
  - National Association of Head Teachers (NAHT) nominee Sion Humphreys, Assistant Secretary (Secondary); and
  - Project Leader Paul Chubb (Careers England).

#### **4. Introducing Dr Barrie Hopson:**

A psychologist by training, Barrie was Co-Founder and Co-Chairman of Lifeskills International. Beginning in 1978 as an educational publishing company pioneering the use of open learning in schools and business the company developed into being specialists in improving organisational performance through aligning human resource management to business goals. It was perhaps best known for its consultancy services and learning materials for delivering outstanding customer service, employee development programmes, competency-based performance management, culture change programmes, learning delivery systems and career management programmes.

He was also joint managing director with Mike Scally and subsequently Co-Chairman with of Hay-Lifeskills Ltd., a wholly owned subsidiary of the Hay Group.

Barrie was director of the Vocational Guidance Research Unit at Leeds University, setting up the Counselling and Career Development Unit at Leeds University in 1975 and he was its first Director until 1984. He was one of the pioneers of careers education in schools and wrote the first 2 books on the subject in the UK.

He has worked widely as a consultant to business and educational organisations in the UK, USA, Far East and Europe. He is a Fellow of the British Psychological Society and a Fellow of the British Institute of Management.

Barrie has written 39 books and numerous articles on personal and career development, quality service, transition and change management, generic training skills, marriage and Lifeskills teaching. His best known books are "Build Your Own Rainbow", "12 Steps to Success Through Service", the series of "Lifeskills Teaching Programmes", the textbook on "Lifeskills Teaching" and "The Rainbow Years: The Pluses of Being 50+". His last book, co-authored with Katie Ledger: "And What Do You Do? 10 Steps to Creating a Portfolio Career", was published in October 2009. He and Katie blog on this topic at <http://www.portfoliocareers.net>

Based on his previous research he produced for Learndirect easy to use internet based modules to help people identify their transferable skills, occupational interests, work values and preferred style of decision making. This then linked to all of the job families in the UK. These were produced by Axia and are still in use.

In appreciation of his major role in advancing careers education in the UK he was invited to give the 12<sup>th</sup> Annual iCeGS lecture at the University of Derby in 2009 on 'From Vocational Guidance to Portfolio Careers: A Critical Reflection'.