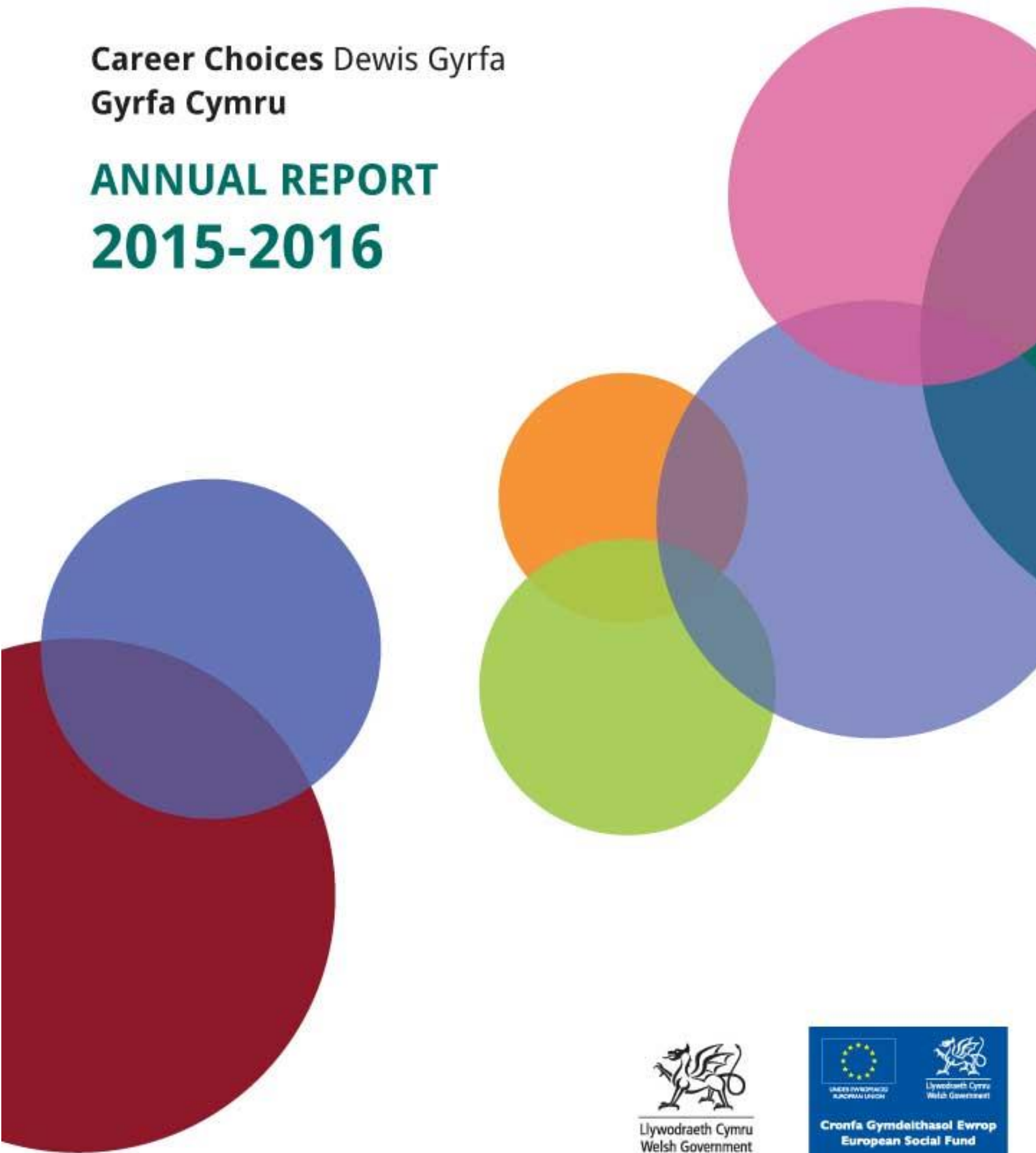


Career Choices Dewis Gyrfa
Gyrfa Cymru

ANNUAL REPORT
2015-2016



Llywodraeth Cymru
Welsh Government



Cronfa Gyndelithasol Ewrop
European Social Fund

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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.

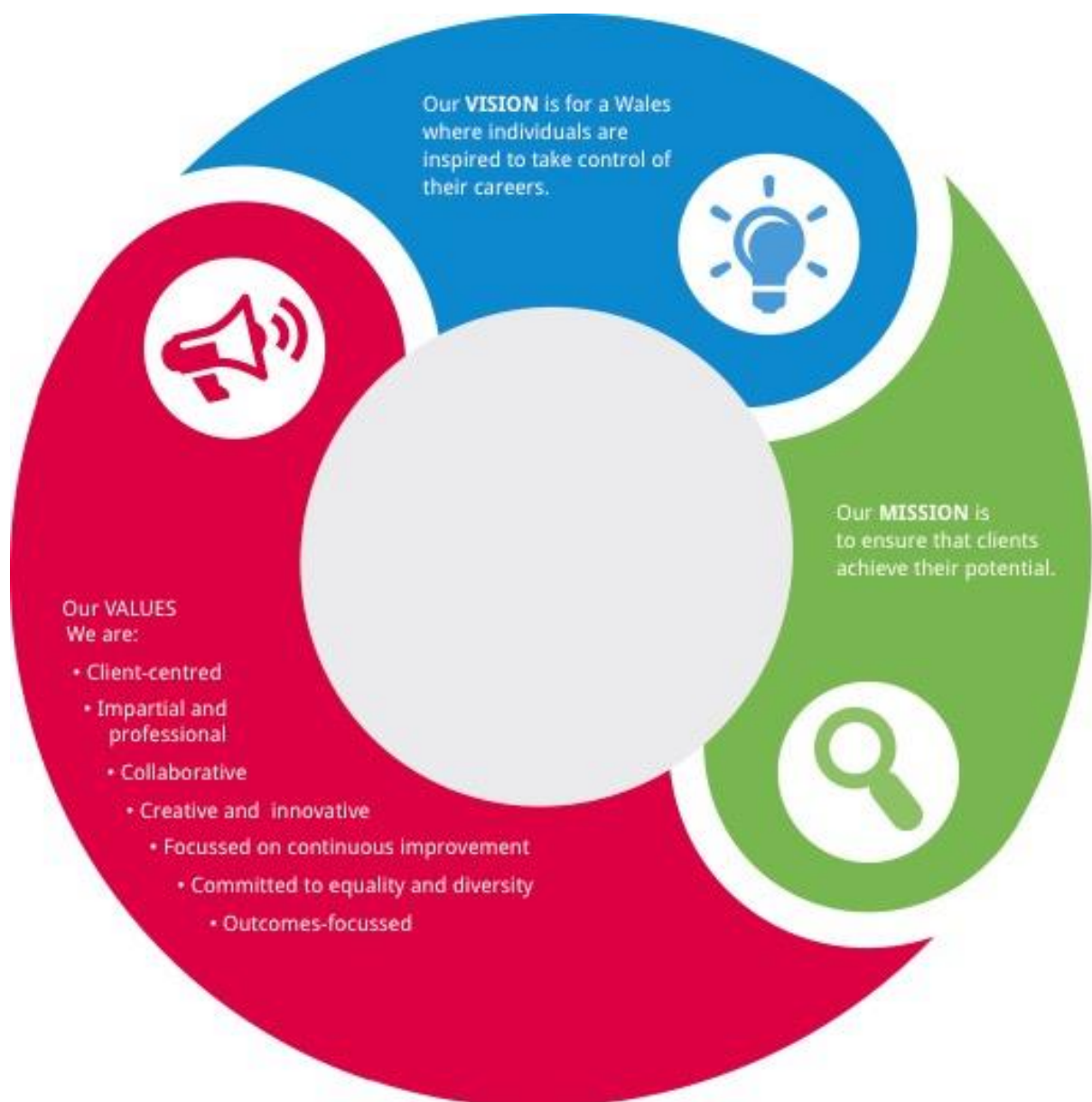
There will no doubt be further challenges ahead but, as demonstrated in this report, I am confident that we will face them with resilience, determination and a clear focus on our clients.

Richard Spear
Chief Executive

01/Introduction

Careers Wales is the impartial, all-age, bilingual careers information advice and guidance service for Wales. Our annual report describes a successful year for Careers Wales, particularly in light of the major budgetary pressures we faced. We continued to enjoy positive feedback from clients, partners and stakeholders and performed well against targets.

1.1 Vision, Mission and Values



1.2 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 the career management skills and competencies of clients, they 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.

As directed in our remit letter from Welsh Government, services were delivered with a particular focus on the following priority groups during the year:

- > Young people with statements of SEN (special educational needs) or equivalent
- > Young people 11-18 who are in greatest need of CIAG
- > Young people educated otherwise than at school
- > Young people aged 16-17 who are unemployed
- > Young people in the Youth Justice system
- > Unemployed adults accessing the Welsh Government's Individual Skills Gateway programme
- > Adults at risk of, or facing, redundancy

Careers Wales' digital services are available to everyone and offer greater access to impartial careers information, advice and guidance. 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) for economically important occupations and priority sectors within Wales
- 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.

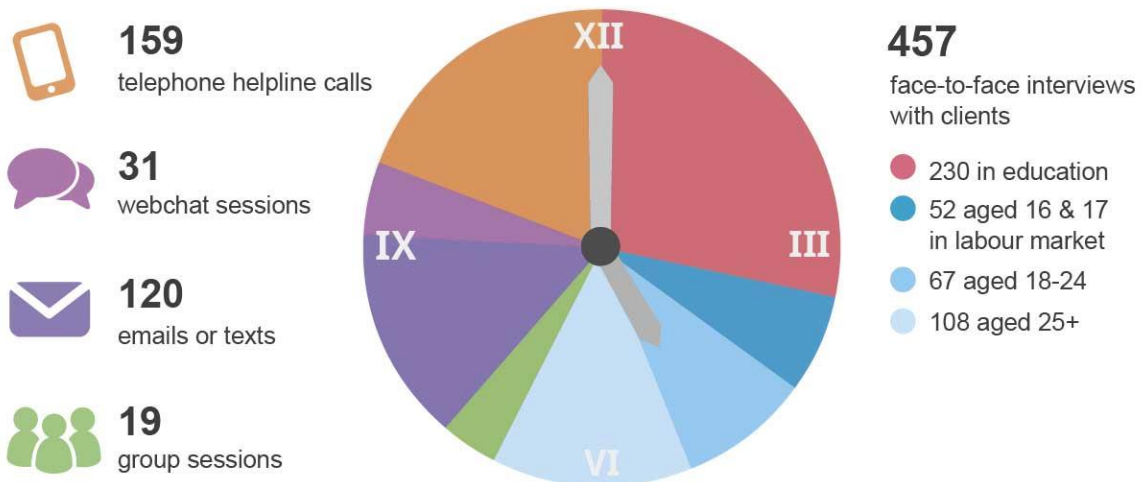
Our social media channels - Facebook, Twitter, YouTube and Instagram – continue to develop rapidly.



Through the delivery of our services we contribute to the following outcomes for people in Wales:

1. **Awareness:** People in Wales will be aware of, and understand, the learning, training and employment opportunities available to them and be able to make informed decisions about their careers;
2. **Aspiration:** With particular focus on those under 25 years of age – people in Wales will be ambitious and motivated to participate in employment, education and training;
3. **Ability:** People in Wales will become effective in the use of career management skills and competencies and in the management of their careers throughout their lives; and
4. **Action:** People in Wales will be equipped with the confidence, skills and ability to make successful applications for, and sustain engagement with, employment, learning and training opportunities.

On an average day during 2015-16 we undertook:



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

1.3 Key Performance Indicators

A remit letter from the Welsh Government outlining our contract, purpose and service offer can be found in appendix 1.

The remit letter sets four key performance indicators (KPI) for 2015-16. Reports from evaluations conducted found that Careers Wales achieved these.

- > **KPI 1: the organisation's contribution toward the sustained progression of young people through education and into employment or further training/education;**
- > **KPI 2: the organisation's contribution to reductions in the number of young people who are outside the Education, Employment and Training system;**
- > **KPI 3: the organisation's contribution to establishing effective school-employer engagement;**
- > **KPI 4: client satisfaction with the quality of service provision, including in relation to an integrated digital presence.**

Overview of Achievements

KPI 1: The sustained progression of young people through education and into employment or further training/education.

Careers Wales achieved each of the 4 Criteria set for KPI 1 and met 11 of the 12 tests of proof applied:

a. **Criterion 1: Clients in Employment Education and Training (EET)**

This compares and contrasts clients in EET as at 31st October / 1st November 2014 and 31st October / 1st November 2015. The Destination Census data reveals that the proportion of young people in EET in 2015 was 0.43 percentage points higher in total than in 2014 (95.47% in 2014 and 95.90% in 2015). Youth Engagement and Progression Framework (YEPF) data corroborates this finding, although with a much smaller increase of 0.07 percentage points of Tier 4 and Tier 5 clients participating in EET in 2015 compared to the previous year (90.09% in 2014 and 90.16% in 2015).

b. **Criterion 2: Clients remaining in EET**

Destination Census data reveals that the proportion of young people in EET on the 31st March 2016 was 0.43 percentage points higher than in March 2015 (94.81% in 2015 and 95.24% in 2015). YEPF data corroborates this finding, with an almost identical increase of 0.48 percentage point of Tier 4 and Tier 5 clients participating in EET in 2015 compared to the previous year (89.04% in 2014 and 89.52% in 2015).

Destination Census data evidences that the overall cohort proportion of clients sustaining participation in EET between 2015 (31st October 2014 to 31st March 2015) and 2016 (31st October 2015 to 31st March 2016) is virtually identical, albeit with a small differential increase of 0.003 percentage points in 2016 compared to the previous year. YEPF data identifies a more significant 0.42 percentage points improvement in young people sustaining engagement in EET between 1st November 2015 and 31st March 2016 compared with the same period in the previous year.

c. **Criterion 3: Clients Identified as NEET October / November**

See KPI 2.

d. **Criterion 4: Clients remaining NEET**

Destination Census data reveals that, proportionally, 0.46 percentage points fewer school leavers from the whole cohort were NEET as at 31st March 2016 compared to the same date in the previous year (3.47% 2015 and 3.01% 2016).

YEPF data corroborates this finding, identifying that 0.39 percentage point fewer clients were NEET (Tier 3) on 31st March 2016 than on the same date in 2015 (3.00% 2015 and 2.61% in 2016).

The Destination Census evidences that the overall cohort proportion of clients identified as NEET in 2016 (31st October 2015 to 31st March 2016) was 0.03 percentage points lower than in 2015 (31st October 2014 to 31st March 2015). YEPF reports contest this finding, providing evidence that the proportion of Tier 3 clients who were NEET in 2016 was 0.1 percentage points higher than in 2015.

KPI 2: Reductions in the number of young people who are outside the Education, Employment and Training system.

Careers Wales met the requirements of KPI 2 for the 2015–16 business year. A comparison of Pupil Destination data reveals that on 31st October 2015, there was an overall reduction in the percentage and number of young people known to be 'Not in Education, Employment and Training' (NEET) in comparison to 31st October 2014. The proportion of all pupils in the NEET category dropped by 0.43 percentage points (3.13 % in 2014 to 2.70% in 2015) and by 321 individuals (1991 in 2014 to 1670 in 2015). This is further corroborated by an analysis of Youth Engagement and Progression Framework (5 Tier Model) data, which concludes that fewer young people were NEET (in Tier 3) as at 1st November 2015 than the previous year. In 2015, 2.58% of the cohort (1855 individuals) were in Tier 3, 0.49 percentage points fewer and 432 individuals less than in 2014 (3.07% and 2287 individuals).

KPI 3: Careers Wales' contribution to establishing effective school-employer engagement.

In June 2015, Wavehill Consulting reported on the outcomes of 200 interviews with Careers Wales stakeholders conducted earlier that year. The survey directly links to KPI 3 as it included questions about the company's:

- > Career information, advice and guidance services;
- > Support for young people who are NEET;
- > School leaver placing and recruitment services offered to employers;
- > Brokering of links with employers to support the school curriculum.

Six groups of stakeholders were contacted: schools, colleges, businesses, training providers, job centres and local authorities. This research also allowed some findings to be compared and contrasted with a similar survey conducted by Beaufort Research in 2012. Major findings from the 2015 survey included:

- > General satisfaction levels were high across all groups;

- > All stakeholder groups agreed that Careers Wales is approachable, understanding of needs, values and respects others, and supports their organisation effectively;
- > 100% per cent of job centres were satisfied with the advice given to unemployed people;
- > 93% of colleges were satisfied with the advice given to students;
- > 92% of schools were satisfied with the careers guidance given to pupils;
- > 89% of businesses were satisfied with the support they received in recruiting school leavers;
- > 54% of schools were satisfied with Careers Wales brokering of links with employers to support the curriculum. **NB:** This relatively low level of satisfaction is explained by changes in Careers Wales' remit and funding, which had a greater level of impact on the Company's support for education business links than on some other services (see below). Moreover, the timing of this survey would not have provided feedback related to the "Business Class" programme, which was introduced to strengthen Careers Wales' brokering of employer support for the school curriculum.

All stakeholder groups reported that the changes in the Careers Wales budget and remit had adversely affected their organisations, although those surveyed generally believed that Careers Wales has managed the budget reduction well. The overall satisfaction level of Businesses and Training Providers is close to that of 2012, whilst Schools are now less satisfied and Colleges more so:

- > In 2015 Schools were the stakeholder group that were generally least satisfied with Careers Wales. The level of school satisfaction at 84% positive in 2015 is 10% less than in a corresponding survey conducted in 2012

Changes in Careers Wales' budget and remit appeared to be felt most sharply by Schools in 2015 (47% considerable impact, 23% some impact, 23% slight impact, 7% no impact).

KPI 4: Client satisfaction with the quality of Careers Wales' service provision, including in relation to an integrated digital presence.

In the 2015–16 business year, research reports, or fieldwork, that evaluated services provided by Careers Wales included:

- > A telephone survey of 200 Stakeholders conducted by Wavehill Consulting;
- > A review of research conducted about the Company's website and digital services;
- > A research report that compared and contrasted findings about Careers Wales' face-to-face and digital services with a study conducted about the Careers Service in Scotland;
- > A survey of 1,250 Year 11 clients who had NOT received face-to-face Careers Guidance from the Company.

Key findings (other than those for Stakeholders supplied at KPI 3) include:

Careers Wales Website

The review was based on four research studies:

- > Careers Wales services to Clients in Education (Beaufort Research 2015);
- > Careers Wales services to Clients in the Labour Market (Beaufort Research 2015);
- > Careers Wales Stakeholder Survey (Wavehill Consulting 2015);
- > Careers Wales Labour Market Information Survey (Beaufort Research 2013).

Findings include:

- A high proportion of Careers Wales' clients and stakeholders surveyed use the Company's website;
 - o 92% of local authorities;
 - o 91% of job centres;
 - o 91% of training providers;
 - o 88% of schools
 - o 83% of clients in education;
 - o 76% of clients in the labour market;
 - o 58% of businesses.
 - o 85% of colleges

- User satisfaction with careerswales.com also achieved significantly high ratings:
 - o Of clients in the Labour Market surveyed:
 - 93% found the information on the website easy to understand;
 - 93% found the information on the website helpful;
 - 86% found the level of information *about right* for their needs;
 - Most said that they used the website to search for job vacancies;
 - o Of clients in Education surveyed:
 - 95% found the information on the website easy to understand;
 - 96% found the information on the website helpful;
 - 86% found the level of information *about right* for their needs;
 - o The following proportions of Stakeholders commented that they were either very satisfied or fairly satisfied with careerswales.com:
 - 100% of job centres;
 - 91% of local authorities;
 - 85% of training providers;
 - 82% of colleges;
 - 79% of businesses;
 - 71% of schools;
- A Labour Market Information study conducted with 2000 Year 11 pupils in 2013 found that:
 - o The internet featured strongly as a source of information with the Careers Wales website featuring strongly;
 - o 84% of respondents had used careerswales.com as a source of LMI;
 - o Approximately 90% of pupils believe that it is easy to find Labour Market Information and nearly all (96%) state that they took account of LMI when making their career plans.

Careers Services in Wales and in Scotland

In January 2016, Careers Wales produced a desk research report which reviewed the outcomes of client and stakeholder surveys conducted since 2012, and compared these to the findings of a review of the Careers Service in Scotland: ***“What’s the evidence? Comparing the impact of career websites and other career support”*** (produced by the University of Edinburgh’s Centre for Educational Sociology in September 2013). Reference to this research is particularly useful as changes in careers service policy in Scotland have been similar to those in Wales, albeit implemented at an earlier date. Findings from this study included:

- > Clients of all ages prefer to access Careers Wales support through individual face-to-face contact rather than via telephone helplines or web enabled channels. These findings are mirrored by those in Scotland;
- > Lack of awareness of alternatives isn’t a limiting factor affecting people’s preferences for face-to-face interviews. This contrasts with Scotland, where clients appear to be less aware of digital careers services than in Wales;
- > Clients’ preferences about the methods of accessing Careers Wales’ services are also borne out by actual levels of use. Research in Scotland produced similar findings, although the take up of all CIAG services in Scotland is much lower than in Wales;
- > Clients are more likely to use non-traditional (digital) forms of CIAG provision where they have previously accessed face-to-face guidance;
- > Quality doesn’t appear to impact on preferences; The quality of Careers Wales’ services is very highly regarded across all delivery modes. Research in Scotland appears to concur, although with rather less evidence to draw upon;
- > Individual face-to-face services provide better client impact than other modes of delivery. This hypothesis is supported by findings from Scottish Research;
- > Client impact from Careers Wales rises in proportion to the amount, nature and range (blend) of services used. Research in Scotland advocates a more blended approach in the provision of careers services.

Year 11 Clients NOT in receipt of face-to-face Careers Guidance: Beaufort Research 2016

As recently as 2011, Careers Wales would have supported all young people in Year 11 with face-to-face careers advice and guidance. Since then, and in light of significant reductions in our budget, the Welsh Government has directed our services in schools to those young people at greatest risk of becoming NEET, or in greatest need of support. A total of 1,250 interviews were conducted across Wales with clients who were in Year 11 during the

academic year 2014-2015 and had **not** received a face-to-face, one-to-one guidance interview with a Careers Wales adviser during Year 11. All interviews were conducted by telephone in February - March 2016. The survey allowed some comparison with a 2014-2015 survey of Careers Wales Year 11 clients who *had* received a face-to-face guidance interview. Although feedback from both groups of young people on Careers Wales' services was very positive, those who had received face-to-face support recorded more significant improvements in their career management skills and competencies. There was also a clear demand for face-to-face support from those who had not received services through this channel. Other findings include:

Awareness of Careers Wales' Services

- > Nearly all of this cohort were aware of careerswales.com (95%) but awareness of other key services – telephone helpline (27%) and web chat (18%) – were lower;
- > Awareness of Careers Wales' social media presence was somewhat higher – 46% Facebook and 36% Twitter;
- > Awareness of services, other than careerswales.com, was generally lower than the equivalent group of clients who had received a face-to-face guidance interview.

Use of Careers Wales' Services

- > Around three-quarters (74%) had used careerswales.com since or during Year 11;
- > Use of other services was at much lower levels (2% telephone helpline, 2% webchat);
- > As with awareness, use of services was lower among this cohort than those who had received a face-to-face one-to-one guidance interview;
- > This could, in part, be due to lack of need amongst this more able group, but it also reflects that repeat face-to-face contact (as established in previous surveys) drives awareness and use of other Careers Wales services;
- > This group were more likely to mention family members and teachers as influences on their career plans than they were Careers Wales;
- > In terms of preferred method of future use of Careers Wales services, there was strong demand for face-to-face alongside more digital routes.

Impact of Careers Wales' Services

- > The majority of those who have interacted with Careers Wales services believed it had some impact on their decisions about career and learning choices;

- > However, strength of feeling (the proportion saying it helped *a great deal*) was less than for the equivalent group who did receive a face-to-face interview;
- > Perceptions of impact of Careers Wales' services improve as exposure to services increases;
- > The majority (8 in 10 or more) of those using Careers Wales' services believe Careers Wales has had positive impact on a range of Career Management Competencies. The most positive of these was *helped me to understand the opportunities available*, where 92% of those using Careers Wales' services agreed that this was the case;
- > Again, overall, strength of positive feeling on the impact of services on Career Management Competencies was lower than those who had received face-to-face guidance.

Fulfilling Year 11 plans

Approaching a third of this cohort (32%) have had some change in their career and learning plan since Year 11. This breaks down as follows:

- > For more half of this group (20%), this has been a change in subjects studied / area of learning;
- > A total of 6% had started down one route after Year 11 but had changed their status already by the time of interview (Feb - March 2016, approx. 7-8 months since the end of Year 11);
- > A further 6% had changed what they were planning to do in Year 11.

Satisfaction with career and learning choice

- > Whilst most agree that they had the help they needed and made the right choice for them, almost half wish they had known more (prior to their decision) about what they were now doing;
- > For the minority who wanted more help, uppermost in their requests were:
 - information about the options / wider opportunities available and
 - one-to-one support / someone to speak to.

02/Delivering Services in Education

Across Wales we worked with secondary schools, FE colleges and special schools to provide careers information, advice and guidance to young people in education. In the academic year 2015-16 we introduced a new offer for schools, providing flexibility to deliver services that met the individual needs of institutions and their pupils. The offer was agreed through our 'Partnership Agreement' with each school and college.

Our work within education focused on supporting young people to broaden their horizons and develop a realistic understanding of the labour market, the expectations of employers and the value of skills and qualifications.

96% of Year 11 achieved a positive outcome on transition at 16, 97.2% at 17 and 93% at 18.

We supported 48,643 young people on a one-to-one basis and 64,177 through group sessions to develop effective career management competencies and secure positive transitions at 16, 17 and 18.

Working with parents continued to be a key part of our work as we realise the influence that parents have and the support that we can offer them. **Last year we carried out 19,538 interactions with parents across Wales.** We regularly attended parents evenings and other events in schools and colleges.

2.1 Support for young people aged 11-18

2.1.1 Young people in schools and colleges

Careers Wales continued to support young people aged 11 – 18 in schools and colleges to improve their career management skills, motivating them to plan for the future and be proactive in managing their careers. Careers Advisers helped young people to become more effective decision-makers, using improved self-awareness and knowledge of a wider range of options to inform their decisions. Learning practical skills, such as job search, research, interview techniques, planning and networking helped young people to put their plans into action and access opportunities. We also aimed to make young people more resilient, more aware of how to access support and more able to persist in the face of setbacks and barriers.

The following case studies and information demonstrate some of the ways we have been delivering our support.

Supporting young people in education to understand Labour Market Information – Codi STEM

The prestigious Codi STEM event has now been delivered on three separate occasions in partnership with Grwp Llandrillo Menai and Ynys Ynni (Energy Island) with a further fair planned for July 2016.

All three events have been well attended by high profile employers who have provided pupils from Year 9 to Year 12 with opportunities to take part in interactive career activities. Evening events were also held featuring speakers from key stakeholders involved in future projects, e.g. Wylfa Newydd.

Following the first event; Dr Ian Rees the Principal of Coleg Menai stated that:

“Careers Wales’ involvement in arranging the day was instrumental to its success – building on the excellent relationship that already exists with schools in the area”.

The events have attracted over 1,000 young people from Anglesey, Gwynedd, Conwy and Denbighshire schools. The evaluation of these events have been overwhelmingly positive and demonstrated the impact on the learners:

- > 98.7% stated that they now know about the job opportunities related to STEM subjects that are available locally;
- > 100% stated that they now know what qualifications and skills are required for the future;
- > 100% stated that they would now consider a career related to STEM subjects in Anglesey and Gwynedd.

The aim is to develop ‘Codi STEM’ as a brand within North Wales and further develop the partnership to ensure that young people and parents are aware of the opportunities in the area that are on the horizon. Careers Wales will continue to play a major part within the partnership by providing its expertise and links with schools and colleges.

Supporting the benefit of the Welsh Language at secondary school

The Welsh Department at Ysgol Dyffryn Aman arranged a full day of activities for Year 9 pupils to raise their awareness of the importance of the Welsh language. The day involved interactive activities that were aimed at developing their language skills and addressing barriers such as race and stereotyping.

Careers Wales were asked to support the event by delivering six interactive workshops focusing on raising the aspiration of Welsh speakers, both first language and learners, in terms of opportunities within the workplace and the importance of the language as a valuable skill that employers seek.

During the workshops the adviser signposted pupils to ‘Dewis Da – Why Choose Welsh?’ on the Careers Wales website as this highlights the demand from employers for Welsh

speakers.

Supporting the Youth Engagement and Progression Framework (YEPF)

We have continued to play a major role in the delivery of the Youth Engagement and Progression Framework with good examples of partnership working in numerous Local Authorities.

In Pembrokeshire, for example, there are regular meetings in each school where they have case conferences to discuss pupils referred by each school (by Head of Year / Head of Social Inclusion). A range of professionals attend the meetings and it is a priority that school advisers attend, so that they can contribute to discussions and have an input on recommendations made for individuals.

These panel meetings will roll out to year groups 7-11 from September 2016.

These meetings have highlighted and tracked the highest priority pupils who perhaps otherwise would have been lost in the system. As these are monthly reviews, professionals around the table are able to update everyone regarding the progress/non progress of these pupils, and key workers established to ensure that the pupils have the appropriate support.

In Newport, the Area Manager and the EPC jointly delivered a session to Heads of Sixth Form to look at a more consistent approach to identifying Tier 4 clients. This has enabled Careers Wales to offer appropriate support to these students and track and monitor their progress. Following on from this meeting, a Newport-wide procedure was developed for all schools to use from September 2015.

Raising awareness of Design Technology in Bridgend

The event was organised to raise pupils' awareness of the career pathways and opportunities available using technology subjects. All Year 9 students took part in a round robin session with employers, including an Architect, Engineers, a Product Designer and Fashion Designer. Our Careers Adviser also delivered a session on GCSE options, how to make informed decisions and linked this with local and national LMI.

The following feedback was received from the school's Head of DT:

*"I just wanted to extend my gratitude to you for your involvement in yesterday's careers event. The feedback from the pupils and the staff was extremely positive and I hope that it will prove successful in improving the profile of the subject and its uptake at GCSE.
It is extremely important, as I am sure that you all agree, that we keep working to show the world how important design and manufacture is."*

Working collaboratively with a Youth Service

A Careers Adviser based at Brecon High School worked closely with The Youth Service who delivered 'Inform Education' sessions to those 'most at risk of becoming NEET'. She supported the programme with CV writing, additional input in discussing options and confidence building. Parents were also invited to a presentation afternoon and had the opportunity to discuss their plans as a family. This support certainly had an impact, as all of those leaving Year 11 who were classed most at risk, successfully secured places in FE and have coped well with the transition. The Careers Adviser has been in touch with the pupils and monitored their progress to date.

2.1.2 Young people with statements of SEN or equivalent

1,364 Learning and Skills Plans were agreed, 109 funding applications for specialist residential funding were submitted to Welsh Government and we contributed to 4,447 transition reviews.

Our services continued to focus on meeting the requirements laid down in the special educational needs code of practice:

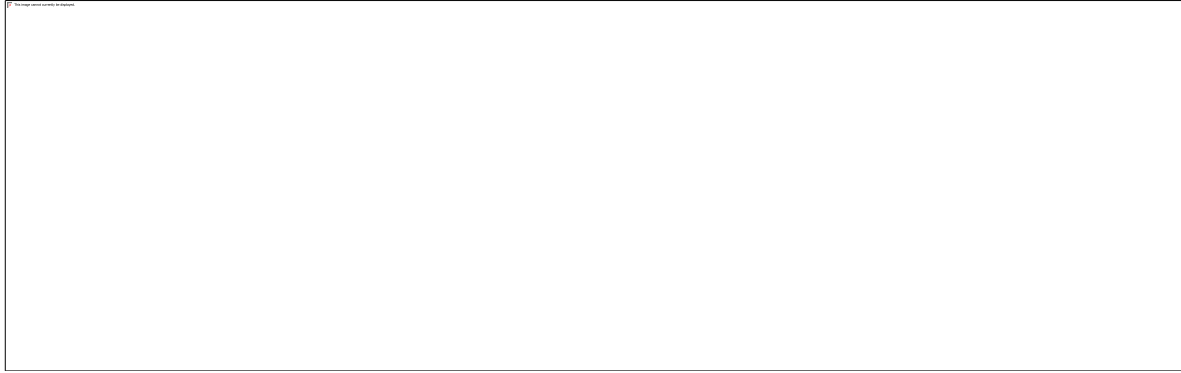
- > Face-to-face interviews;
- > Attendance at transition reviews;
- > Providing a moving forward plan and relevant information;
- > A Learning and Skills Plan for those entering further education, higher education, specialist college provision or work-based learning;
- > Submitting specialist funding applications;
- > Support for parents.

We continued to work with other key professionals so that young peoples' needs were assessed jointly, including Special Educational Needs Co-ordinators (SENCOs), parents, educational psychologists, counsellors and health professionals. All learners with statements of SEN and those who were school action/action+ and going through the formal transition process were supported, with particular help focused on Year 9 transition planning and years 11, 12 and 13 or annual reviews, Learning and Skills Plans and Further Education (FE) specialist funding applications. We are particularly proud of the innovative programmes of support developed through the year, examples below:

'What Next' event in South Central Region

Careers Wales organised an event targeted primarily at young people with additional learning needs. The aim of the event was to help young people to make appropriate decisions for the future, by providing them with the opportunity to have short taster sessions in a range of activities and to see a variety of community based activities and organisations. There was a wide range of activities to try, from catering to animal care and drama to civil engineering. The event was supported by over 20 organisations, including training providers, colleges, voluntary organisations and employers.

348 young people from Years 10-14 attended the event from mainstream and special schools in Cardiff, Vale of Glamorgan, RCT and Bridgend. Feedback was extremely positive from young people, teachers and partners.



To encourage pupils to attend we also managed to get Crystal Yu (Dr Lilly Chao in Casualty) to attend. As well as talking to the young people, Crystal also took part in one of the drama workshops, which was greatly appreciated by pupils from Park Lane Special School.

Carmarthenshire Careers and Skills convention

Special schools were encouraged to attend the event held at Parc y Scarlets in March, and pupils from Heol Goffa, Rhydygors and Canolfan Elfed at Q E High School attended, with excellent responses received from both staff and pupils. Alan Carter, Deputy Head at Q E High, commented at a recent 14-19 meeting on the excellence of the Careers Advisers in helping pupils and supporting them throughout their time at the convention. He later wrote that he was: "... extremely impressed with the event and, hopefully if the event is running next year, would definitely like pupils to attend".

Parents Event at Coleg Meirion Dwyfor

Following the annual taster week that took place at the Independent Living Skills Department at the campus in Dolgellau, the college invited Careers Wales' local ALN adviser to support an afternoon event for parents. This gave parents the chance to discuss concerns, raise queries and develop their understanding of the transition process. The event was a real success with excellent feedback from parents.

The afternoon was considered a success by all involved as it gave parents the opportunity to get together and talk to relevant staff members and the ALN adviser. It showed parents how the college and Careers Wales work together to support young people, ensuring a smooth transition for them from school to college.

Coffee Morning 'Pop-up Careers Fair' at Canolfan Addysg y Bont, Llangefni

During partnership agreement discussions with the Assistant Headteacher at Canolfan Addysg y Bont, it became clear that one of the main priorities for the school this academic year was to develop a strategy to engage parents/guardians of 'younger pupils' in their future career choices and decisions, including sharing information regarding the options available to them.

The adviser discussed possible ways of achieving this, as past experiences of holding careers conventions at the school hadn't been successful, with minimal attendance, especially from parents of younger pupils. It was agreed that the parents would be approached to ask if a 'pop-up careers fair' could be held during one of their monthly

parent/guardian coffee mornings. By tapping into an existing forum of parents, it was hoped that more parents would attend due to the nature of it being an informal information morning. The event was organised in partnership with the school, with the Careers Adviser taking responsibility for contacting local providers to attend and the school sending information to all parents. Parents were provided with information from local FE colleges, specialist colleges, Social Services and support services such as Mencap. The adviser also provided a presentation on Careers Wales services and support currently available.

The event was a great success with around 25% of learners' parents/guardians attending. A great improvement on previous events. There was a variation in ages from parents/guardians of those in early years, to parents/guardians of those in leaver groups. Just under half of those attending were parents/guardians of learners who were younger than Year 9. As a result, it had been a useful contribution to meeting the school's priority to engage parents/guardians of younger pupils in future careers choices and decisions. Feedback was very positive from parents, information providers and the school. Discussions will now take place as to how this can be developed, and whether pupils could also attend this morning and take advantage of the vast amount of information available to them.

2.1.3 Young people educated otherwise than at school

Careers Wales offer bespoke support for young people who are educated otherwise than at school. We work in partnership with other key agencies to support these client groups and to ensure that services are delivered in a way that suits their specific need. This bespoke support is delivered in pupil referral units and other community based provision and includes assessment of need, guidance and information, advocacy, coaching and mentoring.

Example of our work supporting a specialist secure unit:

The Careers and World of Work Co-ordinator (CWOW) started working with a specialist secure unit in October 2014, after they had an inspection and it was highlighted that they did not offer anything in relation to CWOW. They achieved the Careers Wales Mark in July 2015 and were inspected again in September. The following e-mail was received in recognition of our support:

"Our inspection went well they were extremely happy with the Careers Mark and that we provide the pupils with excellent careers lessons. They were impressed that the pupils carry out work experience and entrepreneurial activities. They were impressed that the pupils learn about LMI and were pleased that the pupils are gaining skills in writing cover letters, CV's and had mock interviews. I have passed on your name to them and told them that you give us lots of support. Thanks for everything. Careers is no longer a concern for them."

2.2 Facilitating Links between employers and education

2015-16 has been a busy year for Careers Wales as we continue to build on the strong foundations, laid over decades, in facilitating and developing links between education and employers. This year has witnessed a continuance in the development of strong and productive partnerships between education and work. Careers Wales engages with employers for the benefit of our wider client base with two primary goals:

- > To promote and support the development of productive and sustainable partnerships between industry and education for the benefit of learners, employers and the wider economy;
- > To support employers by signposting to sources of information and advice on the recruitment of young people and, at the other end of the scale, by supporting employers and their workforce during times of potential or actual redundancy.

During 2015-16 Careers Wales has facilitated partnerships between schools and business via both the BiTC 'Business Class' model and via a range of education-business activities negotiated with schools and colleges.

Business Class activities during the year



Photo: Deputy Minister, Julie James, at Ysgol Glan Y Mor, Burry Port, to launch the expansion of Business Class Wales programme.

Throughout the year Careers Wales has worked with Business in the Community to roll out the Business Class framework to schools in pilot areas across Wales.

Business Class is a tried and tested programme which builds lasting partnerships between businesses and schools. Those partnerships, based firmly on the needs of the school and the priorities of the business, will transform the life chances of young people and develop talented employees for the future.

By bringing business and schools together in a structured way, Business Class improves young people's understanding of the world of work and their awareness of career choices, and develops their employability skills.

The programme has proved very popular with schools and businesses across Wales this year and we have already drafted a waiting list for next year. During the year, we have focused on the establishment and maintenance of 60 education-business 'partnerships' across the whole of Wales in a range of locations, including rural, urban and city locations.

The programme was launched at an event at the Senedd in October 2015 and also at Ysgol Glan y Mor in Carmarthenshire.

Case Studies for Business Class:

Caerphilly Cluster



The development of the Business Class cluster in Caerphilly has been particularly successful. The positive approach of the schools and the eagerness of a range of employers in the area to participate, means that it was possible to set up the whole cluster within 3 months (in comparison with some that have taken between 9 and 18).

The cluster is made up of 5 schools and businesses. Careers Wales Business Engagement Advisers match businesses and schools, through assessing needs of schools and matching them to the 'Business Objectives' completed with the businesses. Each school has therefore been matched with the business which is best able to support their individual needs.

The cluster is made up of the following partnerships:

- > Keepmoat – matched to Blackwood Comprehensive;
- > Glenside Commercials – matched to Lewis Girls School;
- > DS Smith Packaging – matched to Risca Comprehensive;
- > IQE – matched to St Martin's Comprehensive;
- > Lloyds Bank – matched to Bedwas Comprehensive.

The first event was based on a 'Maths in the Workplace' theme. This was delivered by the Eden Lego Education Centre and supported by ambassadors from a range of businesses that all use 'maths' in their work.

Heads of the Valleys Cluster Year 8 Event

A highlight for the delivery of Business Class was the Year 8 'Green City Challenge' event that was held within the Heads of the Valley cluster of schools. The day itself was the culmination of intra-schools competitions, which have been taking place in each of the five schools with support from their business partners. During these sessions, students learned how to build and program simple robots using LEGO educational resources, including 'mindstorms' provided by the Eden Education Centre.

The event was supported by a team of judges from the building sector. Taking into consideration what they had already learned in previous sessions, pupils were asked to build and program robots and then manoeuvre them to complete set tasks/challenges. Importantly, all participants were given the opportunity to develop many work-related skills, such as teamwork, communication, problem-solving, resilience and creative thinking. The final was an opportunity for the winning teams to demonstrate the skills they had learned.

The event received excellent media and press coverage, including interviews with pupils on Radio Wales and the ITV Wales news.

Education-business activities during the year

In addition to the fostering of sustainable partnerships via the Business Class programme, Careers Wales facilitated a range of education-business activities across Wales this year. Examples include:

Gowerton School - Careers and World of Work Days for Year 10

This year Gowerton school in West Wales decided that they wished to look for an alternative to 'block' work experience placements for pupils in Year 10. They worked with Careers Wales colleagues to plan a week of world-of-work activities that would engage young people and incorporate employer engagement. After consultation, a programme of events was agreed and planned. Careers Wales staff facilitated the identification and recruitment of employers for the sessions and participated and even led on some of the activities, where appropriate.

Year 10 pupils at Gowerton School were involved in 4 days of work-related activities between 30th June and 2nd July. They gained a valuable insight into the world of work and at the same time generated evidence which was used for their Welsh BaccaLaureate qualification.

For the first 2 days pupils took part in a carousel of activities. Careers Advisers delivered sessions on Career Check/Year 11 Options, utilising the Ideas Quiz and Writing Personal Statements sections of careerswales.com. Employers and external organisations delivered sessions on Interview Preparation, and role models from Big Ideas also attended. There were also team-building activities delivered by staff from Swansea University and the RNLI.

During the final two days, pupils underwent mock interviews led by employers. They used the careers questionnaire and personal statement, which they produced during the first 2 days, as an application form, which was read by the employers, and feedback given on both these and the interview.

The sessions were very well received by school staff and pupils. One teacher, who was present during the personal statement session, commented that pupils were discussing the content of the lesson in the corridor afterwards and that he saw how they applied this learning in later group works. Another teacher emailed the following comment:

"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."

Business Ambassador Training

A training session was delivered at the Department of Work and Pensions contact centre in Bridgend on Wednesday 23rd September. A total of 8 new Business Ambassadors were involved in the workshop delivered by Careers Wales Business Engagement Advisers.

Business Ambassador training aims to train and prepare employers to enter a school environment and helps them to prepare for what is, for many of them, an unfamiliar environment. Participants come away from the workshops with the following outcomes:

- > An understanding of why their input adds value to the curriculum in Wales;
- > Confidence to present their message to a group of students;
- > An appreciation of learning styles and how they will present their message to students;
- > An awareness of what the school will expect of a Business Ambassador and what they can expect from a school;
- > Being ready and enthusiastic to start working in schools.

Feedback received was very positive and 3 employees have already signed up for Mock Interviews in Bridgend Schools.

Carmarthenshire Careers and Skills convention

In March, the annual Carmarthenshire Careers and Skills fair took place at the Parc y Scarlets stadium in Llanelli. Over 2,000 pupils from KS4 from all schools across the county participated, along with over 70 business exhibitors. The event was organised by Careers Wales but was funded by the local College (Coleg Sir Gar) and the local authority (Carmarthenshire County Council).

The event combined traditional opportunities for young people to speak with employers, with a 'have a go' area facilitated by the college, where young people had the opportunity to try out skills and vocational areas, e.g. virtual welding, operating 3D printers, cooking, bricklaying etc. They were also given an insight into the range of apprenticeships available in different sectors and future job prospects. The event is always held during National Apprenticeship week and offers an opportunity for school pupils and teachers alike to find out more about apprenticeships and work-based learning as an alternative to academic study.

2.3 Capacity building in schools and colleges

2.3.1 Careers Wales Mark

The Careers Wales Mark accredits establishments that have committed to the continuous quality improvement of their Careers and World of Work provision. Establishments have to commit to, and demonstrate that they have active procedures in place to ensure, quality outcomes for learners.

The Mark was developed following the introduction of the framework for Careers and the World of Work as part of the revised curriculum (2008). During the year our Careers and World of Work Co-ordinators facilitated 367 consultancy meetings relating to the Mark in schools and colleges. To date, 136 schools, 22 special schools and 11 FE colleges (includes separate campuses) have now successfully achieved the Mark.

The case study below provides an example of how the Mark can provide the basis for whole school support for Careers and World of Work provision:

Careers Wales Mark – involving the governing body at Llanwern High School

Careers Wales supported Llanwern High School to achieve the Careers Wales Mark for the first time. We linked this support with the school's governing body, in conjunction with their development plan and appointment of a Governor to oversee the Careers and the World of Work framework within the school curriculum.

We established a sub group that fed directly into the governing body, chaired by the Governor responsible for CWW. The group was attended by the Director of Business at the school, our Careers Adviser and the Careers and World of Work Coordinator, and was supported by the school's senior leadership team. The group met once a term and examined all aspects relating to CWW and its inclusion within the curriculum. It made recommendations and suggestions, and reported back into the governing body, thus ensuring that the World of Work was given the highest priority.

This initiative resulted in meetings with the South East Wales (EAS) consortium lead officer for governor training, who encouraged others, including the Welsh Governing Body Association, to explore the potential of establishing similar links and relationships between governing bodies and the curriculum.

2.3.2 Resources and Training

Resources for teachers have been updated. The process of mapping these against the Careers and World of Work framework is continual. Resources provide teaching staff with practical ideas and activities for delivering careers lessons in an education context. They are particularly useful for teachers who are new to the Careers and World of Work curriculum and direct them to useful parts of the careerswales.com website, where they will find activities and information.

Developing resources achievements

Work includes:

- > Developing session materials linked to the measure / offer;
- > Mapping resources for the careers resource directory e.g. Panjango;
- > Developing resources for core offer;
- > Updating supporting resources for WBQ;
- > Producing joint Careers Wales / EAS newsletter;
- > Development of the professional section part of careerswales.com;
- > Meeting with EPC in Torfaen to further discuss potential of developing local LMI video;
- > Produced resources to support menu of services for discussion with schools;
- > JGW / AMS resources;
- > A significant allocation of time to develop resources to promote the LMI publication that has been produced in partnership with the North Wales Economic Ambition Board.

Capacity Building Training

We have delivered 120 sessions with partner organisations. The topics have included:

- > Welsh Baccalaureate training to Gwynedd and Anglesey co-ordinator group;
- > WBQ KS5 enterprise and employability challenge sessions;
- > 14-19 'offer' training;
- > Uploading KS4 courses on careerswales.com;
- > Learning Pathway Plans;
- > Overview of careerswales.com – tools and resources

- > LMI;
- > WBQ training for new Careers and World of Work Co-ordinators;
- > Apprenticeship application;
- > My future my site;
- > Careers and World of Work Framework sessions;
- > Measure / Offer and links to CAP.

Training Case Study

Supporting training for the Welsh Bacc. at colleges in the North

Following the positive feedback from the Welsh Bacc. training sessions with the staff at Coleg Llandrillo Menai, the 14-19 Coordinator at Coleg Meirion Dwyfor requested sessions in both their Pwllheli and Dolgellau sites. The training centred around the Careers Wales website and the resources available to support them. Many of the 15 staff involved were delivering on this curricular area for the first time this year.

The main focus of the sessions was on the challenges of entrepreneurship and employability for the higher level of the qualification. This is a key area, as it is mandatory for learners who are studying the higher level to create a 'Destinations Plan' and to submit evidence that they have understood the labour market and know how to stand out when applying for jobs. Demonstrating the website and resources clearly shows their great potential and how they will reduce much of the work for the co-ordinators. They recognised that the resources are easy for the learners to follow and that it would be possible for them to continue with the work independently without guidance from staff. There has been further very positive feedback and more requests to support similar training across other college sites.

Capacity Building Consultancy Meetings

We have facilitated 198 meetings, including with:

- > EB forum in Bridgend;
- > ALN and mainstream Careers Co-ordinator forums;
- > School Challenge Cymru event;
- > Planning teacher training event at Merthyr College;
- > Meetings with WJEC Development Officers re: Welsh Baccalaureate presentations;
- > Meetings with schools / colleges;

- > Capacity building with Coleg Gwent Newport City campus;
- > Meeting with EAS regarding joint CW/EAS newsletter;
- > Lead Worker Co-ordinator capacity building session with EAS;
- > Meetings with regional school improvement consortia;
- > Business Class needs analysis meetings;
- > Supporting schools / colleges with Estyn inspection preparation.

Meetings Case Study

Careers Co-ordinator Forums in Rhondda Cynon Taff, Merthyr and Bridgend – sharing of good practice

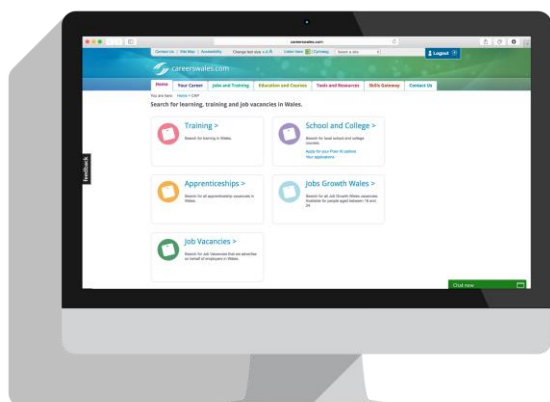
A series of Careers Co-ordinator forums have been established in RCT and Bridgend to share good practice, provide updates, identify training and share resources. The following groups are now established:

- > RCT 'Taff' schools;
- > RCT 'Rhondda' schools;
- > RCT 'Cynon' schools;
- > Merthyr schools;
- > Bridgend schools;
- > Merthyr and RCT ALN forum.

The groups are being used to promote the role of Careers Wales in capacity building and to outline our services. The initial meetings have resulted in positive feedback and an agreement to prioritise:

- > Raising standards in CWW provision;
- > Sharing of good practice to identify exemplar CWW programmes in KS3 and KS4;
- > Identify how the 8 benchmarks included in the Gatsby report can be applied to RCT and Merthyr schools;
- > Ensure colleges are up to date with latest research e.g. the STEM LMI report.

2.3.3 Awareness of the Common Area Prospectus (CAP)



Careers Wales continued to work closely with Welsh Government to further develop the online Common Area Prospectus (CAP) to enable young people in Year 11 to view all post-16 courses available in their area. During the year we delivered 146 CAP related training sessions in schools and colleges.

We are particularly pleased with the support that we offered schools and colleges in the autumn term, following a request from Welsh Government for all institutions to publish course

data on CAP by October 31st. During that time we provided initial or refresher training to in excess of 40 schools and colleges. As a result, 83 11-18 schools (57%) uploaded their data independently, which is a significant improvement on 2014/15.

Following the decision by Welsh Government to withdraw the application process element of CAP, we agreed to facilitate a series of regional CAP user groups, to focus on how the prospectus can be developed and improved, how it can be further embedded in Careers and World of Work programmes and what resources would be required to support schools and colleges. We will report our findings to Welsh Government in order to support the strategy for CAP during 2016-17.

03/Delivering Digital Services

We have continued to develop our digital services providing clients with the opportunity to access services at a time and via media that best suit their needs.

3.1 Website

Our website, careerswales.com, has continued to thrive and grow with the release of several new and notable tools and products throughout the year, providing a better online careers service for its users.

Website usage 2015-16:

- > Overall numbers of visits (sessions) to the website: 1,452,235;
- > No. of unique visitors to the website: 792,021;
- > No. of users of AMS/JGW: 273,394;
- > No. of new registered accounts: 45,965;
- > No. of users of Courses in Wales: 80,904.

Career Search and Job Information

Throughout the year we have updated all the information that supports the Career Search and Job Information sections on the site. Over 40 new job titles have been added to the site to reflect changes in the labour market. Each of the 800+ job details have been reviewed and updated in year.

Job Trends

We continued to review, update and refresh our Job Trends section during the year. These sections on the website provide information about specific sectors and the current and future labour market trends. All these sectors reflect the Welsh Government's priority sectors and the new titles are:

- > Creative industries;
- > Life Sciences;
- > Tourism, Hospitality and Leisure;
- > Food and Farming.



Working with the North Wales Economic Ambition Board (NWEAB) we have a new variation of a Job Trend being launched in 2016-17, called 'Spotlight on North Wales'. This Spotlight explores the labour market for a region of Wales rather than focussing on a particular occupational sector.

Careers in... series

The 'Careers in...' series is a relatively new feature and aims to fill gaps for economically important occupations in Wales because they are part of a footprint covering a large breadth of occupations. The first Careers in.. series launched towards the end of the year was in Hair and Beauty.



Carousel Features

Every week a new feature is added to the site providing new careers content for users to engage with, supporting their career information needs. The carousel also supports a lot of national campaigns and events, for example to raise further awareness of Welsh Government initiatives that support individuals in Wales with learning and Job opportunities. In supporting these campaigns and events new content including case studies, videos and additional content is added to the site supporting initiatives such as Apprenticeship Matching Service, Jobs Growth Wales and Skills Gateway.

Employment Routes

Working with Welsh Government a new Employment Routes tool went live on the site. This tool enables all individuals to access information on all the approved Welsh Government funded programmes.

The tool matches a client's circumstance based on the information they supply against both national and regionally funded programmes, so all those they are eligible for will be presented back. Users are then provided with what steps to follow next, should they wish to investigate a particular programme further.

Job Matching Quiz

24,423 users generated personalised career ideas matched to their skills and interests using the Job Matching Quiz on our website.

Your Profile

Changes were made during the year merging the Vacancy Profile to Your Profile. These changes have brought about a number of improvements that users can benefit from:

- > a responsive design layer - the appearance of the profile pages will adapt to the screen size providing a much better experience to users on mobiles or tablets;
- > one centralised profile for users to complete;
- > This one profile will be the centralised location that all profile information will be stored for other areas of the site such as CV builder, Apprenticeship Matching Service and Jobs Growth Wales applications and the Learning Pathway Plan.

Home Page

A new home page went live on our site in September 2015. The final version was the product of evidence collected from site evaluations, analytics, user research and user testing. The home page now provides a simpler layout for the user to navigate through. The most popular tools and resources are placed on the home page, enabling most users to get to where they want to in a single click. From the user testing carried out we received extremely positive comments, with users feeding back how well designed and easy to use the new home page is.

3.2 Webchat

We have seen a 43% increase in our web-chat sessions during this year, with 7,634 chat sessions compared to 4,360 in the same period last year. This represents an average of 636 per month or 31 per working day.

Accessing webchat had previously been limited to a link from the 'contact us' page. With 'Live Chat' the option to 'chat now' is visible on every web page, as well as on our Facebook pages and the mobile app.



3.3 Careers Wales Connect – Telephone Helpline



Our telephone helpline offering free careers information, advice and guidance continued to be a popular service with customers. During 2015/16 Careers Wales received over 39,000 calls. During the year, the helpline was subject to an external mystery shopper exercise as part of our role in supporting the Individual Skills Gateway.

The results of the survey identified that overall, the service was felt to be excellent by customers the majority (88%) of callers described themselves as feeling satisfied with their call. Additionally, most of the callers were happy with the amount of information they received over the phone, and the majority (84%) felt the information was relevant.

Our advisers were rated highly for how they dealt with the customers, with 83% of callers reporting that the assistant put them at ease, with one mystery shopper stating,

“I had a great experience. I think I may call her back for careers advice for myself! I don't think I could say anything more complimentary!” – Experienced job seeker

During the year around 1 in 5 callers were subsequently referred to a Careers Adviser for a call-back, which is the same as for last year. We ceased making provision for 'live' guidance transfers, except during the examination results period in the summer, because of the relatively low demand and the challenges of making provision for this service at a time of reducing resources.

Helpline Case study

Client J was referred to us by a relative for CV support as he had recently graduated and was struggling to find work. The Careers Wales Connect adviser, reviewed the client's CV job search technique whilst on the phone. Client J had a vague idea of the types of job he would like to do but wasn't sure where they were advertised or how to apply. Client J's long term goal was to work in theatre or television, but wanted to find any work in the short term to provide an income.

The Careers Wales Connect adviser discussed using the Apprenticeship Matching System on careerswales.com and provided the Cardiff vacancy bulletin. Following regular contact, a month later client J was still unemployed so the Careers Wales Connect adviser recommended using recruitment agencies.

The client had initially been put off using these by a friend but after being reassured about how they worked, the client was happy to sign up with them. The Careers Wales Connect adviser sent, via email, a list of recruitment agencies and explained how to use them. As a result of signing up to the agencies Client J secured two part time jobs immediately. The client is happy with these as they are flexible enough to allow him to follow up other opportunities including voluntary work, whilst providing an income and experience to put on his CV.

3.4 Social Media

Communicating to our audiences via the right medium is essential in order to increase engagement. Our utilisation of social media as a key communications tool has increased substantially this year.

All our social media channels have seen increases in both followers or likes and engagements:

Facebook

Likes – 6,298 on 31st March, 2016 - an increase of 858% over the year

Reach - the number of people who have seen any content associated with your Page – 3,217,188 for the year

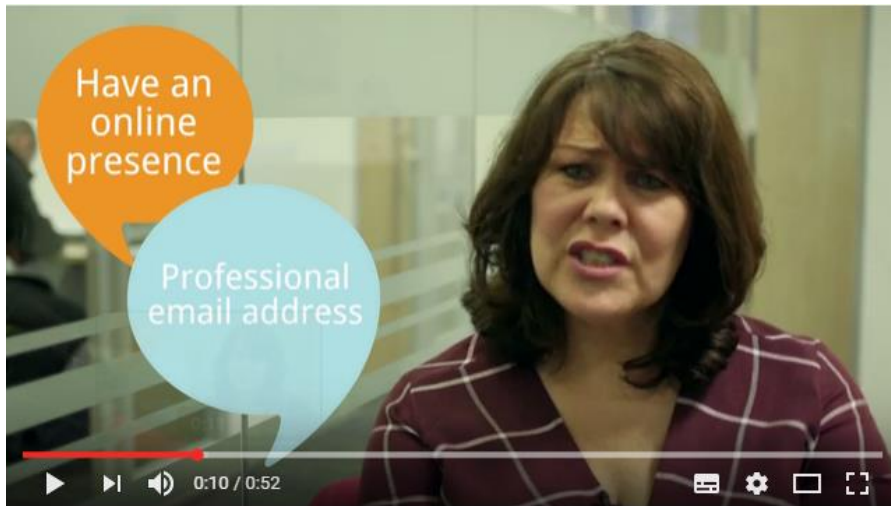
Twitter

Followers – 9,527 on 31st March, 2016 – an increase of 45% over the year
Impressions – the number of time our tweets were seen - 2,385,602 for the year

Video

We also created many advice videos on a range of topics, such as:

- > 6 ways to help your job search;



- > How can I change my career?;



- > What is ReAct?



- > Why is work experience so important for graduates?
- > What should I write on a CV?
- > What is an apprenticeship?

In total these have received in excess of 250,000 views after being promoted on our social media channels.

Campaigns

We have also delivered a number of social media specific campaigns such as:

- > Post October half term college drop out – campaign to reduce the number of student dropping out of college post October half term period.
- > Exam results campaign – online promotional activity to increase the awareness of our advice and guidance service post A-level and GCSE exam results.
- > Spotlight/job trends series – range of campaigns to increase the awareness of the LMI data
- > Christmas jobs – social media push to raise awareness of the opportunities available over Christmas.

Careers Wales
Published by Dan Finch [?] · 12 August 2015 · €

Need exam result advice? #askCareersWales
Live Facebook surgery
Friday, August 14, 11am-1pm
Our expert advisers will be here to answer your queries.

Careers Wales
Written by Dan Finch [?] · 5 November 2015 · €

Are you thinking of dropping out of college? Wish you'd chosen a different course? Need some advice? Get help from the experts, call today - 0800 028 4844

Thinking about dropping out of college?

careerswales.com
webchat
0800 028 4844

28,868 people reached

Like Comment Share

Shakira Heath, Sophie Smith and 126 others

Top comments

Like Comment Share

Peter Deganwy, Alun Rogers and 49 others

Boost post

#askcareerswales

Live Facebook surgery
Ask our experts
A-level exam results advice
14 August, 11am-1pm

40,263 people reached

3.5 Emails sent from IO

In order to engage and maintain contact with customers requiring support we also sent over 105,000 emails to clients through our IO database.



04/Delivering Services in the Labour Market

During 2015-16 services were developed and delivered following guidance in the Welsh Government Remit to support the Youth Engagement and Progression Framework (YEPF) for 16 and 17 year olds and to mirror the Individual Skills Gateway for 18-24 year olds.

We supported 20,739 unemployed 16-24 year olds through one-to-one guidance, information and advice interactions and a further 2,733 unemployed 16-24 year olds accessed support through our employability group sessions and job clubs.

5,760 clients in work based learning or employment continued to receive support to sustain engagement and help them navigate their career paths successfully.

We continued to work with Welsh Government to provide services that underpin the Youth Engagement and Progression Framework¹. We tracked and managed data on all 16-18 year olds through our Five Tier Model of Engagement. We embedded our role as “lead worker” in tier 3, supporting unemployed young people to re-engage with education, employment or training. We continued to work in partnership with a range of organisations to develop effective support for young people who were not ready or able to enter education, employment or training and to follow up those who have become “lost to the system” and need proactive follow-up.

4.1 Support for Clients in the Labour Market

We continued to develop innovative and effective strategies to support clients in the labour market, examples of which are as follows:

Pilot of a Career Badge in Neath



March saw the launch of the ‘Careers Wales Credits’ pilot in Neath Port Talbot. The aim is to offer a menu of services: employer workshops, CV sessions, guidance sessions, and to use these activities to build up a “credit” that has a recognisable value. The scheme is not age specific but is mainly attended by 16 – 24 year olds at present.

¹ <http://gov.wales/docs/dcells/publications/131007-ye-framework-implementation-plan-en.pdf>

The first group met in our Neath centre with a series of activities being held over 2 days, including Barclays Bank supporting the clients with their employability skills. 14 clients attended and 1 has already found full time employment in a marketing role in Cardiff. The feedback has been overwhelmingly positive from the clients and we are now looking to formalise their progress using a work plan.

Skills to Succeed

We have continued to build on the success of our partnership with Accenture Ltd this year, delivering the interactive job search programme 'Skills 2 Succeed Academy' to a range of young people and adults across Wales.

A total of 1,138 clients have been registered to use the resource as part of their mediated job search activities. In following up on the progress of clients, we have found this year that 30% of those who used the resource had progressed to a positive outcome during the year. This is good news for job-seekers in Wales and demonstrates that a proactive and structured approach to developing employability skills can be successful.

Camilla Drejer, UK Director of Corporate Citizenship from Accenture said in a recent press release:

"We have the same aims as Careers Wales, and want to reach as many young people as possible so they are properly equipped for the world of work. Careers Wales already help so many people across the country, so it made sense for us to team up with them to direct young jobseekers to the Skills to Succeed Academy and share our knowledge and resources"

Julie James, Deputy Minister for Skills and Technology said:

"It's great to see two careers-focused enterprises working together to improve the employability of young people in Wales. It's also a very positive thing for the Welsh job market, as it ensures that the future workforce will be equipped with the necessary skills and confidence to thrive in the workplace."

Improving and facilitating data sharing (Denbighshire)

Due to concerns over data security and access, there has been a restriction on the provision of paper-based lists of clients, and this was identified as a barrier in terms of updating and adding to the information required to help clients in Tiers 1 & 2. A potential solution emerged in Denbighshire in terms of using the Local Authority's EGRESS database. This provides a secure site in which to hold copies of the monthly Careers Wales IO reports and helps restrict and control the number of people with access. The 14-19 Quality Assurance Officer created an area on the site for the Youth Engagement Panel reports, and this has been active since December 2015.

It has helped the Panel, comprising of representatives from the Youth Service, the EPC, 14-

19 Quality Assurance Officer, Youth Engagement Principal Lead and our Team Manager, to have access to and share data on clients in Tiers 1 and 2. There remain a few issues around the recording of updates; however, feedback suggests that this is proving to be an effective means for the safe handling of personal information to support the identification of young people across multiple partners.

Delivering services and collaborating with partners

In January 2016 we opened a new office in Ebbw Vale to provide a base for Careers Wales staff covering the Blaenau Gwent area. The centre is also a venue for collaboration with a range of partners, including Job CentrePlus, who refer clients to careers advisers for guidance and job search support. Other partners include the youth outreach service, the voluntary sector, and work based learning providers. The centre will also offer interview facilities to employers when recruiting staff.

Alun Davies, Assembly member for Blaenau Gwent, opened the centre and said: “The Ebbw Vale Career Centre is an excellent facility that will help people of all ages and stages in their lives to secure employment and develop interesting and fulfilling careers. I am confident it will be well used by the wider Blaenau Gwent community and will be a great resource for the area.”



Photo: Alun Davies AM, Thomas Williams and Paty Wysom, Area Manager, Careers Wales,

Thomas Williams, a client who received our help and support came to the opening. He is in his first year of a musical theatre course at Cross Keys College thanks to the help and support of our Careers Adviser Julie Sandbrook.

Thomas said *“I didn’t have the best time at school, mainly because of my autism, but with Julie’s help I’ve really grown in confidence and have furthered myself. She helped me with my CV and then helped me to decide which course to take. It was definitely the right decision. I love my college course and I am really grateful to Julie for her help and understanding. It was great to come to the Ebbw Vale office opening to see all of the facilities and services on offer, which I’m sure will be a great help to young people like me who want to seek advice from the advisers.”*

Collaborative work with Job Centre Plus to support 18-24 clients

In July , Careers Wales collaborated with Job Centre Plus to organise an Apprenticeship Jobs Fair at Cardiff Job Centre.

This was the second such event to be organised jointly with Job Centre Plus and aimed to promote ‘live’ apprenticeship opportunities. Over 250 people attended the event, along with 22 local employers who were advertising apprenticeships on the Apprenticeship Matching Service (AMS). Attending employers included: MWH Global, Premier Inn, Marriott Hotel, Atradius, Lloyds Banking, KPMG and Orangebox. Twelve training providers also attended to promote their current apprenticeships.

The Careers Wales stand at the event was also busy. Over 60 clients were supported on the day and we were successful in reaching out to a range of clients from 16 – 24. Employer feedback from the day included:

*“Successful, well laid out event. We took around 30 names and numbers to contact for our Assessment Day”
Michelle Johnson, Premier Inn*

*“We thoroughly enjoyed the event. It is a brilliant opportunity to advertise our vacancies and meet potential candidates”
Bethan B Jones, Lloyds Banking Group*

Pop-up Careers event aimed at adults at Cardiff Careers Centre

An Adult ‘pop-up’ careers event, organised in conjunction with Job Centre Plus was held at the Careers Centre, 53 Charles Street in September.

The aim of the event was to increase the uptake of Individual Skills Gateway services offered to adult clients aged 25+. The event comprised of CV workshops, brief diagnostic interviews and information sessions accompanied by local recruitment agencies and supporting partners.

Contributors included: The Royal Welsh Regiment, Acorn recruitment, ACT Skills Academy, SOVA, Women Connect and St. David’s recruitment. Over 80 clients attended. The event as evaluated and positive client comments included the following:

*“Spoke to Phil – very helpful. Gave me lots of information/details of courses/agencies etc.”
“Pointed me in the right direction.”*

*“They were very helpful and advised and directed me around the recruiters.
They gave me useful advice.”*

“CV guidance, general guidance around room and jobsites”

“Very helpful.”

“A lady greeted me at the door, full of information and was friendly.”

“They helped me very much with what my aims are and how to achieve this”.

Porthmadog Careers Centre Jobs Fair

This event was held in partnership with Job Centre Plus at Porthmadog Careers Centre in February 2016.

Several local employers attended including Tesco, Haven, Greenacres, Afon Wen Laundry Services, Harlech Foods Services, Dylan’s Restaurant, Portmeirion, Ffestiniog Railway, Cadwaladar’s, Llechwedd Slate and Kerfoots. The majority of employers were recruiting at the time and had actual vacancies to offer clients. An HR representative from Tesco attended and gave a presentation on the company’s online application process in the hope that it would improve the number as well as the quality of the applications.

It was an open event for all ages and 300 people attended in the morning. The majority of attendees (69%) were unemployed adults. Clients appreciated the opportunity to find out more about local companies and were able to meet several employers. Some clients were offered an invitation to attend a further open day/interview whilst a few others were offered a job on the spot! Others had taken application forms away with them and were more engaged in job-search activities.

Positive feedback was received from clients, employers as well as partner organisations. Comments indicated that attendees felt that the event had enhanced their understanding of the local labour market and improved their confidence in applying for jobs locally.

4.2 Young people in the Youth Justice System

We continue to provide support for young people aged 16 and 17 who are in the youth justice system including those in secure estates.

Our offer is one CIAG interaction to 16 and 17 year olds as they enter a Welsh institution, a further interaction prior to release and provide on-going CIAG support for resettlement programmes, working in partnership with the local youth offending service. During 2015/16 we delivered 83 guidance interactions to young people in the secure estate prior to release.

4.3 Unemployed adults accessing the Welsh Government's Individual Skills Gateway (ISG) programme

ISG is now the recognised service for providing careers information, advice and guidance to unemployed adults across Wales. Our delivery of ISG has developed and grown over the past year and has continued to produce good results for unemployed people in Wales.

Between April 2015 and March 2016 we have supported 8,249 unemployed clients through the Gateway; supporting them in assessing their skills needs, exploring their career options and making them aware of the support and provision available to them. We have delivered 14,214 individual guidance, advice and assessment interviews and 571 job clubs and clinics. As well as face-to-face support a significant amount of follow up work has also been undertaken with clients over telephone/ email to support them at each step of their journey.

During 2015-16 1,397 clients have been supported into employment or skills training and 1,670 clients have received support with producing a CV. There have also been a significant number of referrals made to partner agencies for those clients who required additional support outside of careers information, advice and guidance.

Below is an example of how a client from Blaenau Gwent (South East Wales) was supported through ISG. The case study illustrates that for many adults a 'quick fix to a career is neither possible nor sufficient and often there is an obvious need for on-going support incorporating a range of agencies with the Skills Gateway at the centre:

"I've been helped by so many agencies over the past 2 years it's amazing"

The Careers Adviser first met with Zoe at a local Work Club when she called in for some feedback on her CV and help with looking for work. She didn't feel she was getting anywhere with job applications. Zoe was an experienced administrator who had taken a career break for 3 years to raise her family. She was now considering returning to work. Her career goal was to pursue a career as a Teaching Assistant but her own childcare responsibilities meant that returning to full time education was difficult for her so she was now considering this as longer term goal.

Due to her extended period away from work, her confidence was quite low, particularly as she hadn't had any success to date with any of her applications. Zoe was given some feedback on how her CV could be strengthened and tailored to suit the position she was applying for, and how she could use different methods of finding work.

Through guidance, it was established that Zoe was also interested in pursuing a longer term career goal to work with children. She had previously successfully applied for a full time childcare course at college but had had to withdraw as she wasn't eligible for financial support for her own childcare needs.

Over the course of several interventions, Zoe became more focused on pursuing a career in childcare and alternative routes into working with children. Gaining the qualifications needed were discussed (including volunteering and part-time courses through Adult Education). Zoe acknowledged that this may be a longer route to achieving her goal, but felt it would better suit her personal circumstances. Zoe also received support from Communities First whilst

attending the Work Club who offered her a 'Stepping Stone to Teaching Assistant' course to give her a taste of what the Level 2 Teaching Assistant course would be like before committing to a longer term course, and also helped her to identify local volunteering opportunities.

Zoe completed the course with Communities First and put her name down for a Level 2 Teaching Assistant course with Blaenau Gwent Adult Education. She was advised that she would need to complete a Level 2 literacy qualification as a pre-requisite for the course.

Zoe is now in a position to start the Level 2 Teaching Assistant course next academic year (2016-2017) and has been advised by the Learning Action Centre where she is due to undertake the course that she will gain a priority place on the course owing to the fact that she has already completed the Stepping Stones course via Communities First. Zoe is also volunteering with a mums and tots group and a Families Five, a local agency. This is giving her valuable experience of working with children and further preparing her for her course.

4.4 Adults at risk of, or facing, redundancy



ReAct is a service for people affected by redundancy.

We have secured a further three year period of funding to provide ReAct support for adults affected by redundancy through the Welsh Government's European Social Funds' ReAct 3 programme.

The change from a 6 months eligibility limit to a 3 months period of eligibility for support has had an impact on the number of clients who can submit an application for funding but we are continuing to work with employers and their staff who are under notice of redundancy to ensure that this support is made available to those who need it.

4,973 individuals benefited from this service this year, resulting in 9,362 individual interactions, 70 group sessions and the approval of 2,495 ReAct applications. During the last 12 months, we have worked with clients made redundant from over 750 different employers many of which are small businesses. The range of clients presenting from smaller employers demonstrates effective communication between all the 'Rapid Response' agencies to ensure that all those subject to redundancy are made aware of the available support.

Client and employer feedback on the support provided continues to be positive.

"Support from my Adviser was first class, my completion of the course will be complete by 23rd of Jan 2016 despite an injury I collected in April which set me back more than 4 months."

“My adviser was extremely helpful in giving advice & guidance and helping me with the training required for my change of career path. At 53 years of age it's a big step to take and without my adviser's help I would have struggled. I am very grateful for all the support she has given me & for being friendly & always available to discuss problems.”

“First I must acknowledge the Welsh Government for giving a chance to adults like me to discuss my future with such a highly experienced person like you. Before meeting you, I was not sure what I am going to do, but now I am clearer about my future and you gave me a brighter hope for my future.”

“In March earlier this year I was made redundant from my job of nine years. At the time I felt as if my foundations had crumbled in regards to my working life. My adviser was very professional at all times and had a lovely manner about her throughout all of my meetings with her. Nothing was too much for the adviser and her approach was key to me rebuilding my confidence and self-esteem. After a few meetings with my adviser I had applied for a number of jobs, which were progressing into interviews. I have now secured a job!

I hope that Careers Wales will be there for everyone in the future who needs professional advice on how to progress back into employment”

A recent client evaluation survey shows that 81% of clients agreed that support from Careers Wales:

- > had improved their understanding of the opportunities available to them;
- > had helped them to understand how their skills and personal qualities could be applied in the job market;
- > helped them make more informed decisions about their career.

In January 2016 we were notified of the significant redundancies due to take place at Tata Steel. Working closely with the WG Task Force, Tata's HR team and the Department for Work and Pensions (DWP) a programme of support was agreed. Careers advisers have been deployed to both the Port Talbot and Llanwern sites to support those leaving the organisation. In order to support potentially large numbers of clients over a short period of time, advisers were deployed from across South Wales demonstrating considerable flexibility and willingness to respond to this significant event.

Presentations were carried out on both sites to over 250 staff. In the period up to the end of March 2016 advisers had worked with 181 individual clients from Tata Steel.

We received the following positive customer feedback:

"Thanks for all your help. If not for your guidance and support I would still be running around like a headless chicken going in the wrong direction. You made me realize that I had missed an opportunity where I could use my transferable skills and put them to good use. I also realized that I need to update my computer skills and you have provided a solution for that as well. I went to the library (as you suggested) and have been advised to go in on Monday to sign up for any courses I may need. So, thanks again. Will keep you updated."

"Just to let you know my application for a ReAct grant has been approved. I have been awarded a contribution of £1500 towards the cost of the training. I would like to thank you for your time and effort in making this happen."

"Thank you very much for your time today, I came into the careers office today in a bit of a panic but have left in a far better, more positive mood and feel I have a good plan of what I want to do next and how to achieve it."

"Thank you so much for the excellent guidance you gave me in yesterday's meeting! It was extremely helpful and I am very grateful. If I need any more guidance in future, I won't hesitate to contact you. Thanks again."

05/Delivering Services in Partnership

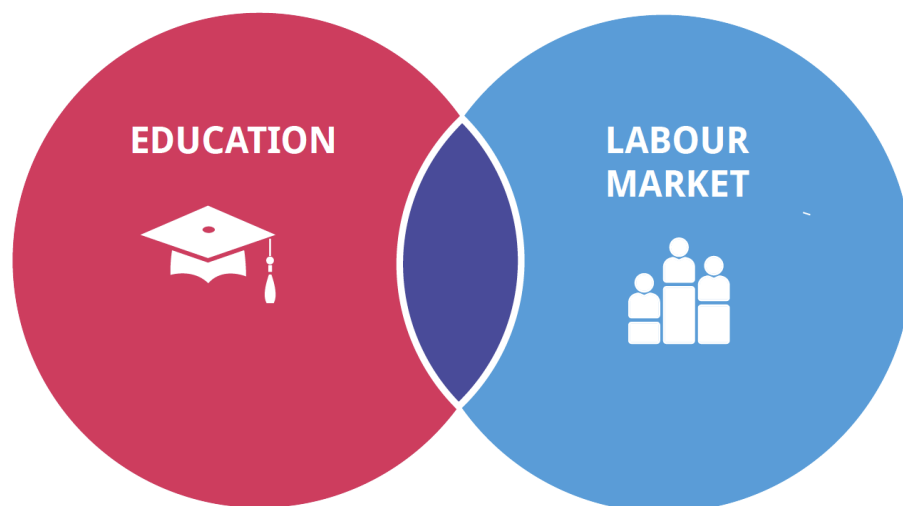
Throughout 2015-16 we continued to work extensively with a wide network of partners to support our clients to achieve successful outcomes in education, employment or training. Effective partnership work is essential to ensure our expert services are available to clients at the point of need. Working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

	Working with partners has enabled:	Resulting in:
Labour Market	<ul style="list-style-type: none"> Data sharing Delivery of our services from shared premises Joint delivery of group sessions for clients Promotion of programmes Support for learners to remain on programmes 	Identification of those in most need of support and how best to provide it. Avoiding duplication, improving accessibility and the breadth of services offered to clients.
Professional Development Opportunities	The delivery of training between partner organisations and sharing best practice	Improving understanding and awareness of organisations, their roles and benefits to deliver best value services for clients
Education	<ul style="list-style-type: none"> Partnership agreements Curriculum support Teacher Training Education-business links 	An enriched world of work curriculum for learners, real-life context for learning , improved awareness and raised aspiration through contact with employers

Careers Wales Stakeholder Survey (Wavehill Consulting 2015)

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

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

All stakeholder groups reported that the changes in the Careers Wales budget and remit had adversely affected their organisations, although those surveyed generally believed that Careers Wales has managed the budget reduction well.

The following examples, along with those already covered in the education and labour market sections of this report, demonstrate the impact of such partnerships in helping to secure positive outcomes for clients.

Supporting ALN pupils and Disability Awareness

Disability Confident Event

This event for employers was hosted by Byron Davies MP, to encourage them to become more “Disability Confident” and to consider employing more disabled people. Our role in supporting the event was to work with employers to help overcome barriers and any concerns they may have about employing disabled people. Two advisers attended and had excellent feedback.

Additional Learning Needs (ALN) respective roles and responsibilities

Welsh Government contacted all Local Authorities ahead of the proposed changes to ALN legislation (currently in consultation). The purpose of the letter was to reinforce to colleagues their obligations under the current system for residential funding applications, and to make them aware of their role if and when the Additional Learning Needs and Education Tribunal (Wales) Bill is passed.

Welsh Government and Careers Wales have discussed Local Authorities where there is scope to improve working relations and the systems and processes that are currently in place to progress applications for residential funding. As a result, meetings have been arranged with identified Local Authorities, to include key representatives from Social Services, Welsh Government and Careers Wales, to discuss the issues faced during previous academic years. This is a very positive step and should result in revised working practices to overcome the challenges previously presented.

Supporting Adults

Super Surgery event at the Powerhouse, Llanedeyrn

This was the idea of Cardiff Central MP, Jo Stevens, to introduce the local community to the range of advice and support organisations available to them. We received excellent feedback from the community partners and people and were able to market the range of services that we are able to offer to adults in the wider community.

Rhyl Careers Centre wins Job Centre Plus Award

We were pleased to receive the award for “Partner of the Year” award along with the “Best Idea” award for the activity at the ‘Feeding Britain’s Future’ from Job Centre Plus in Rhyl. The award recognises our work with unemloyed adults and the outcomes achieved.

Steps Ahead Mentoring West Wales pilot

Careers Wales has entered into a partnership with the Chartered Institute of Personnel Development as a point of referral to their ‘Steps Ahead’ Mentoring Programme.

This programme is designed to link 18-24 year old job-seekers who are ‘job-ready’ but who are failing to secure job-offers to HR professionals located within a range of businesses

across West Wales. These professionals are able to offer a series of one-to-one or online personal mentoring sessions designed to provide industry-based advice to young job seekers.

Lone Parent Event, Cardiff

In October, Careers Wales staged a highly successful 'Lone Parents Event' in partnership with Job Centre Plus at the Careers Centre in Cardiff. The event targeted lone parents and carers who were claiming benefits, and aimed to provide advice and support for these groups on re-entering the labour market. A range of other agencies skilled at supporting lone parents and carers into work also attended – including Pathway Care, Sova, Lift, VCS, Gingerbread, C4W, Local Authority – Into Work Services and Debt advice, Communities 1st, Chwarae Teg, Princes Trust and the Family Information Service.

It was a well-attended event with over 200 lone parents and carers attending and accessing support from the range of agencies listed above. We received the following feedback from JCP partnership manager, Gaynor Williams:

“Just wanted to say a massive Thank you to everybody for your support to JCP on 15th October but most importantly your support in demonstrating the range of fantastic help that is available to our customers in Cardiff.

In the end we had 206 customers come through the door and most have completed feedback which is very positive with most getting at least one or more relevant referral from it that will help them going forward. We do plan to continue that engagement going forward to make sure we can build on this positively...”

Careers Wales 'Employability workshops' in partnership with Job Centre Plus and Communities First

Clothing retailer Primark was due to open a new store on the prestigious Broughton Park shopping centre in Flintshire. They approached JCP to refer clients for interviews, but it was acknowledged that many of these required support with their employability skills. JCP and Communities First asked Careers Wales to facilitate two sessions on interview skills and also to provide coaching on group-interview techniques as this is part of the recruitment process with Primark.

A total of 13 clients attended the sessions over the two days and were helped extensively with topics such as preparation for interviews, interview techniques, predicting possible questions, helping to overcome barriers and confidence building. Many of these clients had been unemployed for some considerable time. Our follow up activities have indicated that at least 6 attendees have subsequently been successful in gaining a contract with Primark, and the remaining clients have also since found employment.

Due to the success of these joint days with the JCP we have now been approached to run a similar session with JCP clients looking to work at the Wrexham Prison.

Supporting young people not in education, employment or training

Work Based Learning

Careers Wales has continued to work closely with our partners in work based learning to support clients who have been identified as in danger of disengaging from training.

Coleg Menai Training commented positively about the support we offer those young people. We recognised there is a better chance of keeping young people on training programmes if issues are dealt with quickly. Therefore a process of early identification has been agreed and implemented in Gwynedd and Anglesey.

Our Cardiff centre organised a “pop up” event targeted at unemployed 16 and 17 year olds. Such events provide an excellent opportunity for clients to speak directly to local training providers and Cardiff and Vale College and to find out about post-16 learning opportunities. Careers Advisers offered guidance and support as well as the opportunity to apply directly to college, ACT Skills Academy, MPCT, ITEC Training, ISA hair and beauty, Cardiff City Foundation and the Princes Trust. Careers Assistants also delivered employability sessions throughout the day.

Similarly, in our Caerphilly and Blackwood centres, and in partnership with the local authorities Engagement and Progression Co-ordinator, we organised “Opportunities for life” events in October. The events were held in Caerphilly Careers Centre, Blackwood Miners Institute and Rhymney Library on successive days in October. Supporting the events were partners from ACT, ITEC, Learnabout, Llarnau, WCVA, ICE and Coleg Y Cymoedd who provided representatives to offer information regarding their programmes.

Targeted at 2015 school leavers with no known destinations and clients currently on Tiers 1 & 2, the events were an opportunity for clients to discuss personal aspirations with all providers in one venue on neutral ground. Clients and parents were able to discuss a range of support mechanisms that could be offered to enable participation and remove barriers. Careers Advisers and Careers Assistants were also available to assist clients with support crucial to the client’s progression and engagement.

Supporting young people in education

Apprenticeship awareness in Conwy

Careers Wales held a series of apprenticeship information workshops with 2016 learners considering this option ahead of the Apprenticeship Week. Of the 7 schools in the authority, 5 took part. The event aimed to help inform learners of possible future apprenticeship opportunities at a time when they were actively starting to make decisions about their future. The pilot was led by the local authorities’ 14-19 Network Manager and Youth Engagement Coordinator in partnership with Careers Wales, local authority’s departments, education and Work Based Learning providers, and Communities First.

The workshops were held in October and included sessions on what is an apprenticeship, where to find them and how to apply. Making a decision and planning your employment. There was also an opportunity to meet with local employers and apprentices.

Feedback was positive and learners reported that they were better equipped to source an apprenticeship following the interactive session led by Careers Wales.

Transition Days to Further Education

During August, Careers Wales delivered two 'Transition Days' for potential students at the Llangefni and Bangor campuses of Grwp Llandrillo Menai - Coleg Menai. The activities were arranged in partnership with Coleg Menai.

The days were arranged for Year 11 clients who school advisers felt were most at risk of not turning up on the first week of college due to various barriers such as poor attendance at school, attainment at school, anxiety and unrealistic career aspirations. Every participant has been identified as in danger of disengaging on leaving statutory education and was monitored by the Careers Adviser on entering Further Education. The impact was measured by looking at the number of participants who turned up on the first day, the number who completed the first week and the number who completed the first term.

The day included group session activities on comfort zones, differences between college and school life, question and answer session on college life and how to deal with setbacks, familiarisation activities on college facilities in preparation for September and the opportunity to meet with key staff.

The event had clear benefits for clients. At the start of the day, many of the participants were nervous and shy however by the end of the day the participants had made new friends, some of whom were on the same course. They had exchanged numbers and were arranging to meet up on the first day to support each other. This enabled them to start to improve their network links once they started college, helped them to settle at college and supported them in reducing first day anxiety.

The college also benefited as it reduced the risk of vulnerable learners dropping out of provision or not starting at all. When the learners were followed up 4 weeks after the beginning of term, all those who had taken part were still in the college

Youth Engagement and Progression Framework panel meetings in Pembrokeshire

Co-ordinated by the local education authority, the meetings are taking place in every school in Pembrokeshire. A case conference is held for pupils referred by each school (by Head of year / head of social inclusion). A range of professionals attend the meetings, school advisers also attend to contribute to discussions and have an input on recommendations made.

The panel meetings were introduced to year groups 7-11 from September 2015.

The meetings highlighted and tracked the highest priority pupils who perhaps otherwise would have been lost in the system. As these are monthly reviews, professionals are able to update everyone regarding the progress of these pupils, and key workers established to ensure that the pupils have the appropriate support.

At the July meetings summer support and engagement for high priority pupils were discussed, this resulted in fewer high risk clients disappearing or left doing nothing, and small improvements in sustained outcomes in September.

These developments will be the cornerstones of referrals for support from a new project, and a big step forward in identifying high priority pupils across the County, being able to provide appropriate, holistic support, and having a tracking mechanism in place to ensure that this support continues through transition and beyond.

Supporting the Youth Service

A Careers Adviser based at Brecon High School worked closely with the Youth Service to deliver 'Inform Education' sessions to those "most at risk of becoming NEET". She supported the programme with CV writing, additional input in discussing options and confidence building. Parents were also invited to a presentation afternoon and had the opportunity to discuss their plans as a family. This support certainly had an impact as all of those leaving Year 11 who were classed most at risk successfully secured places in FE and have coped well with the transition. The Careers Adviser has been in touch with the pupils and monitored their progress to date.

Supporting Schools

Production of Menu of Services for Careers and the World of Work

A draft plan was produced outlining the training offer to schools and based it on the sessions most likely to be of use to careers co-ordinators in school. We produced a menu of services, providing detail of the available training for schools, this was shared via the Careers Wales Mark consultancy meetings with schools and FEIs, at Co-ordinator forums, Skills Cymru, 14-19 Network Meetings, Partnership Agreement meetings, and with WJEC Regional Support Officers, and has been uploaded on to Professionals page on the Careers Wales website

Supporting Local Authorities

Newport Works

Newport Council had put in place a project called Newport Works aimed at supporting school leavers who wished to enter the labour market by providing work placements. Careers Wales lead on the identification of clients that the project would look to support, with the emphasis on those 2014-15 school leavers.

We reviewed our client data for Newport identifying those who, following initial guidance and support from their Careers Adviser, were now looking at job search and employment as their first option, and not wanting to consider training at that point. Those wishing to access Jobs Growth Wales or an apprenticeship were also identified. This initial exercise identified 35 clients who were then contacted by Careers Wales to discuss the support offered and to invite those clients to attend one of three 'introductory' sessions delivered the project staff to allow them see what the project .

29 Clients attended these sessions with 25 clients then signing up for placements.

Carmarthenshire Un Sir Gar

We supported and contributed to a multi-agency roadshow travelling around venues in the area. The roadshow provided a one stop shop for information on Training, Employment, Apprenticeships, Volunteering and Housing options. Partners included Coleg Sir Gar, Remploy, the Prince's Trust, the local housing association and the council.

Supporting Job Centre Plus

In August, Careers Wales and Mold Job Centre staff co-hosted a four-day pre-employment event for Marstons Brewery. Marstons were due to open a new flagship venue in Mold and had offered a limited number of long-term unemployed clients guaranteed interviews.

The event was held at Mold Careers Centre and 12 JCP clients were selected by Job Centre staff to attend the programme in early September. Careers Wales delivered a "First Impressions count" workshop and an "Interview Skills" workshop. Clients were also offered health and safety and food hygiene training by other partner agencies.

The feedback from the clients was very good, especially in relation to the 'First Impressions count' session. As a reward for attending the programme clients were guaranteed an interview for the new restaurant.

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.

Supporting Economic Regeneration

Careers Wales helped to set up the Newport City Centre Employment and Labour Market Information Group, which consisted of Job Centre Plus, Newport City Council and Careers Wales. The group came together following a visit by staff to the new Friars Walk shopping development in Newport.

There was a need for stakeholders to work together to encourage employers to work with Careers Wales as the main point of contact to reduce the potential duplicating efforts of the similar local organisations.

We have worked extremely well as a partnership to ensure vacancies are advertised and promoted effectively and other recruitment requirements supported.

We have also been able to gather local LMI about new companies locating to Newport and their local staffing needs as well as sourcing early information about a number of companies due to close. This has helped us prepare for and anticipate the needs of the local economy and allowed us respond appropriately and pass the relevant information on to clients as part of our ongoing information, advice and guidance.

Stakeholder testimonials

Email following Job trends labour market information spotlight launch for 'Food and Farming'

"Just a short note to thank you all for supporting the launch of the new Food & Farming careers information at the Royal Welsh Show last week. The attendance at the launch was particularly pleasing with industry clearly welcoming the work you're doing.

Sian Roberts-Davies, Business Development Manager, Lantra

Example of feedback received from a school

"I am writing to thank you for the excellent service the school has received from Careers Wales 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 during the academic year 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."

06/Equality and Diversity

Considerable effort is made to ensure that Careers Wales services are delivered to individuals in a way that promotes equality and social inclusion. The tables below illustrate the percentage of clients accessing the service categorised by, age, gender, ethnicity and disability.

Age

There has been a marked increase in the percentage of those in the 25 to 60+ range accessing the service. (from 10.7% in 2014-15 to 25.50% in 2015-16) The increase of almost 15% may be accounted for by the continued success of the Individual Skills Gateway (ISG) which was launched in January 2015. Overall across Wales the majority of clients accessing Careers Wales services, 32.09% were within the statutory school age range. However there has been a decrease of over 16% in the number of clients in statutory education accessing the service from 48.6% in 2014-15, to 32.09% in 2015-16. This fall can be accounted for by the change in delivery focus in schools. However, the percentage of 15-17 year olds accessing the service has increased from 19.5% in 2014-15 to 23.38% in 2015-16, this may indicate increased interaction through our on-line services within this age group.

	WALES
Year 11 Statutory Education	32.09%
15-17 Post Statutory Education.	23.38%
18-24	19.02%
25-60+	25.50%

Gender

The 2011 Census statistics shows the overall population of Wales as 3.06 million with a breakdown of 49% male to 51% female. The Careers Wales 'All Wales' figures across all age categories illustrate that in fact more males than females continue to access our services. This is reflected throughout each of the Careers Wales regions with an increased differential between males and females for the 25-60+ age category with an especially noticeable difference in the West region of over 15%. The overall male/female split is in line however with the economic activity rate for 16 -64 year olds which was recorded in December 2014 as higher for males (78.9%) than females (70.5%).

	WALES	
	Male %	Female %
Year 11 Statutory Education	51.18	48.82
15-17 Post Statutory Education	50.79	49.21
18-24	53.76	46.24
25-60+	54.56	45.44

Ethnicity

The largest percentage of clients who access Careers Wales Services continue to identify themselves as White/ British this is reflected throughout each of the regions and across all age categories. 5% of all clients accessing our service across Wales identified themselves as other ethnic groups, with the largest percentages for all age categories now located in the South Central region. That differs from the previous year which shows the South East region as having the largest percentage for all age categories identifying themselves as other ethnic groups. This is accounted for by the change in regional distribution of local authorities for Careers Wales boundaries, with Cardiff now coming under the South Central region.

Clients in Statutory Education	WALES %	North* %	West* %	South East* %	South Central* %
White English/Welsh Scottish/N. Irish/British	25.74	31.02	28.20	22.07	22.43
White Irish or Other	0.82	1.23	0.94	0.67	0.67
Other Ethnic Groups	1.51	0.82	1.29	1.10	2.38
No information on ethnicity	4.0	2.37	5.15	7.80	1.74

15-17 Post Statutory Education	WALES %	North %	West %	South East %	South Central %
White	18.29	17.48	17.62	18.38	19.33
White Irish or Other	0.64	0.62	0.46	0.68	0.78
Other Ethnic Groups	1.72	0.54	0.85	1.89	3.11
No information on ethnicity	2.74	2.10	2.74	5.27	1.62

18-24 Years Old	WALES %	North %	West %	South East %	South Central %
White	16.02	15.35	17.75	15.22	15.41
White Irish or Other	0.56	0.81	0.38	0.40	0.67
Other Ethnic Groups	0.83	0.53	0.63	0.70	1.28
No information on ethnicity	1.16	1.65	1.40	1.17	2.04

25 + Years Old	WALES	North	West	South East	South Central
	%	%	%	%	%
White	15.79	16.25	14.49	17.41	15.65
White Irish or Other	1.31	2.13	1.11	0.97	1.33
Other Ethnic Groups	0.95	0.51	0.82	1.05	1.29
No information on ethnicity	7.45	6.57	6.36	5.22	10.32

Disability

An all Wales percentage of 13.6% of 'priority clients accessing Careers Wales services are declaring themselves as disabled, with a total of 23% of all working age clients declaring themselves as disabled. This percentage figure performs favourably against Welsh Government statistics which illustrate that 20% of working age adults are living with a disability, 14.8% with a work limiting disability and 5.4% without a work limiting disability.

	WALES	North	West	South East	South Central
	%	%	%	%	%
Year 11 Statutory Education	2.74	1.94	2.79	3.43	2.87
15-17 Post Statutory Education	4.47	4.99	4.69	5.65	3.27
18-24 years old	9.10	8.10	10.08	11.55	7.48
25-60+ years old	9.54	4.93	8.89	9.87	12.43

*The regions can be broken down into the following Local Authority areas:

North - Gwynedd, Anglesey, Conwy, Denbighshire, Flintshire, Wrexham
 West - Swansea, Neath Port Talbot, Carmarthenshire, Ceredigion, Pembrokeshire, Powys
 South East - Newport, Blaenau Gwent, Torfaen, Monmouthshire, Caerphilly
 South Central - Bridgend, Rhondda Cynon Taff, Merthyr, Cardiff, Vale of Glamorgan

07/Supporting Our Staff

2015-16 has again been a busy year in terms of Learning and Development for Careers Wales.

Business Improvement² colleagues worked closely with Academi Wales³ to develop an even greater focus on continuous improvement within the organisation. Two members of the Business Improvement (BI) Directorate undertook the Continuous Improvement Practitioner course and they also delivered short workshops on the theme of continuous improvement colleagues and the Senior Management Team. We also attended the 4th Annual All Wales Continuous Improvement Conference hosted by Academi Wales in November which brought together speakers and representatives from the public sector across Wales with an interest in continuous improvement. Two senior colleagues also attended the Academi Wales All-Wales Public Service Winter School 2016.

This year there has been a greater emphasis on delivering training internally where possible as well as on delivering through different channels, for example, a greater use of webinars. The bulk of this internal training has been undertaken by our learning and Assessment Coordinators (LACs) and Business Improvement Managers (BIMs).

Accredited Training

During 2015-16 the Accreditation Centre within Careers Wales has supported staff to achieve the following accredited qualifications:

- > careers assistants completing the NVQ 3 in Advice and Guidance (full award),
- > 3 careers advisers achieved the level 6 in Careers Guidance and Development (full award)
- > 38 careers advisers completing their level 6 upskilling units⁴.
- > 1 IQA (Internal Quality Assurance) qualification achieved
- > Upskilling unit for the assessor qualification claimed.

9 trainee careers advisers were registered for the level 6 in Careers Guidance and Development in 2015-16. They followed a 3 month training programme on the knowledge and skills to support their qualification.

In order to support the successful achievement of accredited training:

- > 2 Learning Assessment Coordinators were registered level 3 Award in Assessing Competence in the Work Environment
- > 2 Learning Assessment Coordinators were registered for the level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice.

² Careers Wales directorate responsible for quality, standards and learning and development

³ Academi Wales is the centre for excellence in leadership and management for public services in Wales. Established in September 2012, Academi Wales is part of the portfolio of the Cabinet Secretary for Finance and Local Government.

⁴ These are the units specified by the Career Development Institute (CDI) to "upskill" a careers adviser from NVQ Level 4 to QCF Level 6 equivalence

In preparation for the delivery of the ESF funded 'Activate Your Potential' services as part of regionally funded programmes in schools, careers advisers participated in a range of training opportunities to prepare them. Eight sessions were held across Wales to train 126 staff in developing Positive Partnerships to improve the capacity to sell the benefits of this new area of delivery and develop effective partnerships with schools. Nine days of training were also delivered to 123 staff to help prepare them for working with Key Stage 3 pupils as part of the '7-11 coaching' aspect within Activate, given that Year 7 and 8 pupils have not featured as a major element of Careers Wales' work in recent years.

In addition, and to support the work experience element of the programme, 17 Business Engagement Advisers (BEAs) were put through IOSH training.

To support our work with clients who might be facing significant barriers in their lives, 63 advisers received Drugs Awareness and 85 staff from across the company have been trained in Youth Mental Health.

There have been a number of key activities that have taken place to support the ongoing CPD of advisers to deliver high quality Careers Information, Advice and Guidance (CIAG). Four Motivational Interviewing workshops were delivered by an external provider and three of our Learning and Assessment Coordinators (LACs) attended a two-day course in June. This training was subsequently cascaded to staff in the form of workshops delivered by these LACs.

48 staff undertook groupwork training with an external provider.

A number of Safeguarding workshops have been held on a rolling programme across the company, led by an external provider, to ensure staff are always fully compliant with the company policy on safeguarding.

Afasic delivered four training sessions (one in each region) to 51 advisers on working with clients with speech and language difficulties.

Over 400 members of staff have undertaken an online Autism Awareness training module. We have worked closely with Autistic Spectrum Disorders (ASD) Wales to deliver this training and are now recognised as an Autistic Aware organisation.

Johanna Manikiza, ASD National Development Lead, said:

"ASDinfoWales are really pleased with how Careers Wales has engaged with the Working with Autism programme - we are absolutely thrilled with the results. The commitment from staff has been amazing, in a few short months nearly 700 staff have undertaken one of two levelled awareness raising modules to increase knowledge and confidence in working with individuals with ASD. I have worked with many organisations in my position as National Lead, and to date Careers Wales have by far shown the most dedication in wanting to develop their ASD knowledge. Such is my delight at the outcome of this piece of work, I have asked my policy colleagues within Welsh Government to convey this example of excellent practice to the Minister during their next briefing." September 2015

Six members of staff received media training in August 2015 in readiness for the exam results period when we receive a significant number of requests for interviews from media organisation, including TV and radio.

A wide range of training has been attended by colleagues in Finance, HR and ICT to enable them to continue to help the company meet its obligations and support staff from across the organisation to seek to continuously improve our delivery of services to clients. Several conferences were attended by Finance and HR colleagues including:

- > ACAS annual conference, Cardiff
- > 'The Future of Apprenticeships in Wales', Cardiff
- > Youth Marketing Conference in London
- > ACCA Conference, Cardiff
- > Policy Forum Wales Seminar, Cardiff
- > 'Topical Tax Issues', Swansea
- > 'The impact of the new public contracts regulations', Cardiff
- > 'Understanding Retirement Benefits', Cardiff
- > 'Mastering Marketing Metrics', Cardiff

Careers Wales continues to invest in the development of its staff. Support this year has been provided to, for example, a member of the Marketing Team who is undertaking a 1 year CIM Marketing Certificate course, three members of staff who are being supported by the organisation to develop their Welsh language skills and an adviser who is undertaking MA SEN course.

CDI (Career Development Institute)⁵

The company supports all advisers to become members of the Career Development Institute (CDI) and they are also required to register with the UK Professional Register. This year the CDI National Conference was held in Cardiff and staff supported the conference by hosting a stand and offering a workshop to delegates entitled "Career Management - A Practical Workshop to Diagnose Your Own Career Management Needs".

At the national conference, Careers Wales was nominated in the Best Employer - Career Development Practice category for "Supporting Staff Development" and in the Best Employer - Developing and Supporting Young People category for the "Five Tier Model of Engagement." The award for this second category was won by the City and County of Swansea for its Keeping in Touch (KIT) Project, which is supported by Careers Wales through the reassignment of two members of staff to the project, including the KIT Project Manager.

⁵ CDI is the nationally recognised professional body representing those working in the delivery of Careers Information, Advice and Guidance (CIAG)

08/Welsh Language

The CCDG Welsh Language Scheme is in its implementation phase and runs for three years 2014-2017. The scheme outlines our commitments to ensuring that the principles established by the Welsh Language Measure (Wales) 2011 are implemented in the delivery of services to the public in Wales.

During 2015 - 2016, following the standards investigation process, the Welsh Language Commissioner confirmed that the Welsh Language Standards (No 3) Regulations 2016 relevant to CCDG were not approved by the National Assembly for Wales. As a result of this vote, the Welsh Language Commissioner is currently unable to issue a compliance notice detailing the specific standards with which CCDG is required to comply.

We have continued to work towards achieving actions agreed in the implementation plan for the Welsh Language Scheme which have included:

- > providing facilities for delivering services in Welsh and English using a range of channels including our telephone service, our website – careerswales.com, social media, webchat, email and texts;
- > developing internal practices and procedures to support the use of the Welsh language in day to day operations in the workplace;
- > developing bilingual resources providing careers and labour market information and promoting Welsh language skills requirements in the labour market.

<http://www.careerswales.com/cy/golwg-ar-dwristiaeth-lletygarwch-a-hamdden/>

CCDG continues to work towards achievement of the 2014 – 2017 action plan outlined within the Welsh Language Scheme.

09/Environmental Sustainability

CCDG recognises that its wide range of activities and services have both positive and negative impacts on the environment and wish to manage and minimise these wherever possible. To help us achieve this aim we have implemented the independently audited Green Dragon Environmental Standard. CCDG currently holds Level 2 of the award. Following the roll out to the full estate in 2015-16 there are 30 offices which fall within the scope of the award criteria.

Our overarching principles as detailed within our environmental policy and are implemented and monitored through the use of an environment management system.

How we manage the process

Our aim is to seek continued improvement in the process by which we manage our environmental impact. To facilitate this improvement all our offices now have individual responsibility for the implementation of the environment management system. This has allowed each office to establish a unique eco code that best fits the environment they work in and to establish achievable reductions in the resources they manage. Monitoring data for gas, electricity, water consumption and staff travel are collated on a monthly basis. Three staff within the facilities department have been given overall responsibility for undertaking analysis of the data and to undertake six monthly audits of the ten offices under their control.

All legal requirements that are applicable to Careers Wales have been documented in the Environmental Legal Register which is updated every six months. All waste transfer notes, COSHH risk assessments and MSD product sheets are kept at a local level and they are checked during internal audits. The most significant environmental aspects are documented within the Environmental Aspects Register. To support the national direction as detailed within The Welsh Government's Sustainable Development scheme, 'One Wales, One Planet' coupled with the Well Being of Future Generations Bill, we have identified the activities that generate greenhouse gases. We have identified two areas: Carbon Dioxide from travel and energy use.

Environmental Performance

For the second year in a row we have been able to collect data on CO2 emissions, energy consumption and business mileage and we publish this below so that our performance can be reported and measured in future years.

	2014-2015	2015-2016
Water (Litres)	2,990,000	3,399,000
Business Miles	1,184,887	895,771
Electricity kwh	1,014,928	1,179,211
Gas KHW	1,945,909	2,064,155
Greenhouse gases CO2 tonnes	1,231	1,268
Financial costs	£	£
Gas	40,454	35,578
Electricity	157,573	142,111
Water	20,026	16,437

Although we had planned for a reduction in our CO2 emission compared to last year we actually had a 3% increase due to higher gas and electricity consumption. Our water usage also increased by 14%. The main reason for these increases were due to the implementation of our 5 year estate strategy. This has resulted in the relocation of offices which has given us the ability to collect additional monitoring data on energy consumption and water usage. Water meters have also been installed at some properties giving the company better data to monitor our consumption and also resulting in a cost saving. The decrease in business mileage of 24% was due to the workforce reducing by 103 staff. One of the objectives of the estates strategy is to implement improvements in our estate which will have beneficial effects on our water and energy consumption. We intend to use our greater understanding of our environmental impact to make improvements in the area of energy consumption and CO2 emissions.

10/Financial Statements

The financial statements for 2015-2016 for CCDG have been prepared in accordance with international finance reporting standards and audited by the Wales Audit Office.

The maintenance and integrity of Career Choices Dewis Gyrfa's website is the responsibility of the Accounting Officer; the work carried out by auditors does not involve consideration of these matters and accordingly auditors accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

[Add link to accounts](#)

11/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



Glossary of terms

ALN	Additional Learning Needs
Apprenticeship Matching Service (AMS)	A free on-line recruitment system that helps employers find suitable candidates for apprenticeships and aspiring apprentices' opportunities in a business that is right for them.
Business Class	Business Class is a tried and tested programme which builds lasting partnerships between businesses and schools. Those partnerships, based firmly on the needs of the school and the priorities of the business
CAP	Common Area Prospectus. A full list of all education opportunities for years 12 and 13 available on careerswales.com aimed at students.
Career Check	Research undertaken by Careers Wales amongst pupils to determine how far they have got with planning their future
Careers and World of Work Programme (CWW/CWoW)	Careers and the world of work forms part of the basic curriculum for all registered pupils aged 11 to 16 at maintained schools.
Careers Wales Mark	The 'Mark' is an award designed by Careers Wales to recognise a commitment to continuous quality improvement within an educational institution to meet with the Welsh Government's requirements that are set out in Careers and the World of Work: a framework for 11-19 year-olds in Wales.
CIAG	Careers, Information, Advice and Guidance.
Communities First	Communities First is a Welsh Government Community Focused Tackling Poverty Programme. The programme supports the most disadvantaged people in the most deprived areas of Wales with the aim of contributing to alleviating persistent poverty.
Destinations Census	The annual survey of school leavers undertaken by Careers Wales on behalf of the Welsh Government, providing a useful snapshot of pupil destinations after leaving school which informs careers staff in their work with clients, parents, teachers and employers.

EAS	Education Advisory Service
EET	Employment, Education and Training.
EPC	Engagement and Progression Co-ordinator
ESF	The European Social Fund (ESF) is the European Union's main financial instrument for supporting employment in the member states of the European Union as well as promoting economic and social cohesion.
Estyn Common Inspection Framework	The common inspection framework is used for all inspections of education and training providers in Wales.
Five Tier Model of Engagement	A data management and tracking framework to help reduce NEET statistics in Wales.
Individual Skills Gateway (ISG)	Welsh Government programme offering easy access for individuals wishing to access skills support.
IO	Careers Wales' client information database.
Jobs Growth Wales (JGW)	A six month opportunity in a job paid at least the National Minimum Wage. JGW is funded by the Welsh Government with the support of the European Social Fund.
Key Stage 4 (KS4)	Key Stage 4 is the legal term for the two years of school education which incorporate GCSEs, and other exams, in maintained schools in Wales—normally known as Year 10 and 11 in Wales, when pupils are aged between 14 and 16.
LANTRA	Lantra is the Sector Skills Service for land based and environmental industries.
LMI	Labour Market Information.
NEET	Not in Employment, Education or Training.
ReAct3 project	ReAct 3 is the third cycle of the Redundancy Action Scheme (ReAct), a programme of funding for training provided by the Welsh Government for people living in Wales who are facing redundancy.
RLP	Regional Learning Partnership

Skills to Succeed	The Skills to Succeed Academy, developed by Accenture Ltd, is an interactive, on-line training that helps people to get confident in choosing careers and get the key skills needed to find and keep a job.
STEM	Science, Technology, Engineering and Maths.
Tier 2 provision	Provision aimed at Tier 2 clients on the 5 Tier Engagement model. They are classed as Young People unable to enter ETE due to, e.g. ill health, custody.
Wavehill Consulting	A social research and evaluation company.
Webchat	A system that allows users to communicate in real-time on the internet via careerswales.com. It does not require specialist software to be installed and is simple and accessible.
Welsh Bacculaureate	The Welsh Bacculaureate (Welsh: Bagloriaeth Cymreig), Welsh Bacor WBQ, is an officially accredited and established qualification delivered by schools, colleges and training providers across Wales.
Work based learning	Programmes for both secondary and post-secondary students which provide opportunities to achieve employment-related competencies in the workplace. Work-based learning is often undertaken in conjunction with classroom or related learning and may take the form of work placements, work experience, workplace mentoring, instruction in general workplace competencies and broad instruction in all aspects of industry.
Youth Offending Team (YOT)	Youth Offending Team (YOT) is a multi-agency team that is co-ordinated by a local authority, which is overseen by the Youth Justice Board. It deals with young offenders.
Youth Engagement and Progression Framework (YEPF)	The Youth Engagement and Progression Framework aims to reduce the number of young people not in education, employment or training (NEET).

Appendix 1 - Organisational Chart

