



Career Choices Dewis Gyrfa

Careers Wales

SUMMARY ANNUAL REPORT 2017-18



Llywodraeth Cymru
Welsh Government



UNDEB EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

**Cronfa Gymdeithasol Ewrop
European Social Fund**

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This is a summary of our annual report. The full version can be viewed via careerswales.com/annualreport

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Our Vision, Mission and Values

Careers Wales

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Message from the Chair

This report highlights the work that we continue to achieve for our clients and it reveals some of the innovation and change that we continued to introduce during the first year of our three year vision – Changing Lives. As a result of Changing Lives we have realigned our resources so that we have a stronger focus on young people; we are supporting other agencies to better target their resources, particularly in relation to education business links with the Education Business Exchange; and we continue on our journey towards an ever increasing use of digital technologies that best meet clients' needs.

2017-18 has seen a considerable advancement in our digital capabilities and design with the formation of a Digital Solutions Team and this is helping the organisation to focus on improving the clients' engagement in, and experience of, our services.

2017-18 has seen Careers Wales face the challenge of continuing to deliver for our clients whilst at the same time undertaking a restructure to ensure that we place the focus on delivering Changing Lives. This restructure involved another voluntary release scheme, yet despite this, colleagues within the company have shown their

resilience and application in keeping their focus on delivering our vision and on delivering high quality services to our clients. I firmly believe that Careers Wales is well prepared to continue to deliver on the outcomes outlined in our three year vision and beyond.

Our aspiration continues to be for a service that is seen as a world leader, is cost effective, has impact, and is one of which we can all be justifiably proud. In its first year the organisation has focussed on the opportunities presented in Changing Lives and has used the resources at its disposal to deliver this vision and will continue to develop and evolve the delivery of our services.

We firmly believe that we are establishing a careers service that is at the forefront of change and innovation in the sector and one that Wales can be proud of.



Debbie Williams Chair



Message from the Chief Executive

Careers Wales

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It is with great pleasure that I present this report for 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.

We are passionate about helping clients achieve their potential. We inspire, enable and motivate clients and help them develop their career management skills.

This year has been one of opportunity in the face of strategic change and has seen us deliver the first year of our new three-year strategic vision, Changing Lives, which sets out what we want to achieve for our clients and stakeholders. We have also managed the challenges of operating within reduced public-sector funding with further voluntary redundancies and ensuing structural changes.

In this report, we also demonstrate our contribution to Welsh Government priorities and policy areas and show how we work with partners to deliver the very best Career Information, Advice and Guidance services

for the people of Wales.

I would also like to take the opportunity to congratulate staff on their continued hard work and achievements. Their dedication and commitment is the greatest asset of this organisation.

In particular, we are pleased that the Welsh Government has placed their faith in us to deliver the Employment Advice Gateway element of the Welsh Government's Prosperity for All. Employability Plan and are very much looking forward to delivering on our role to supporting unemployed 16/17 year-olds and adults with career choices and employability.

I look forward to the year ahead and the opportunities presented by Changing Lives and the work that we will do to support the skills and economy of Wales.



Nikki Lawrence Chief Executive



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 career management skills and competencies, clients 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, understand and make informed decisions about education and employment opportunities within the context of the current and future labour market.

Our impartial, careers information, advice and guidance services are delivered by professionals in a variety of settings - education, our careers centres, in the community, at partner premises and at events. Careers Wales' digital services are available to everyone and offer wider access to our services. Our live webchat service can be accessed from our website or Facebook page and, like our telephone helpline, provides personalised information and support. All our Careers Advisers are trained to degree level or above in Careers Guidance and are members of the Careers Development Institute (CDI) professional register.

Our website provides high quality information including accessible, up-to-date Labour Market Information (LMI) covering a range of career areas and priority sectors where there are likely to be opportunities in the future; and detailed job

information, Job Match Quiz, videos and case studies of career paths and jobs.

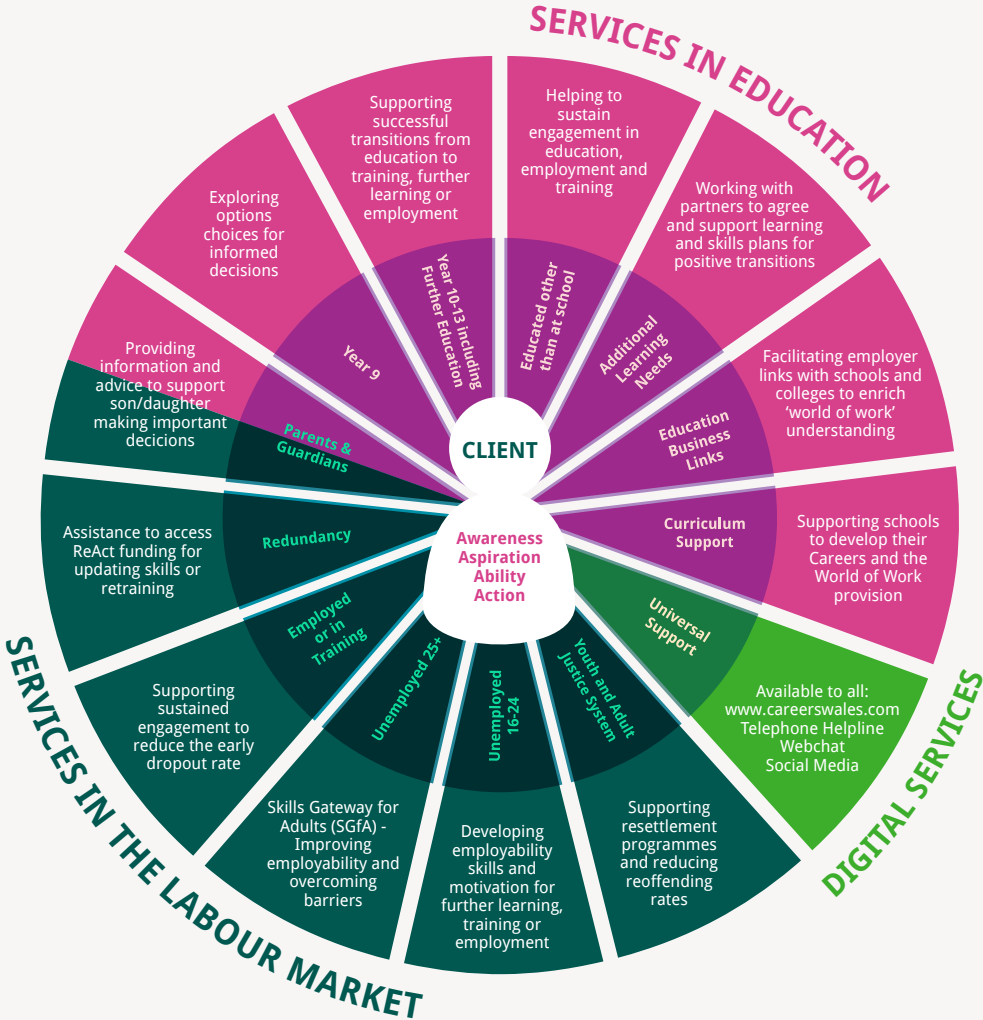
Visitors to careerswales.com will also discover interactive resources which allow them to:

- » generate personalised career ideas matched to their skills and interests;
- » prepare for option choices, work experience or job interviews;
- » search and apply for vacancies; and
- » search for courses from over 30,000 learning opportunities.

Partners and stakeholders are also supported through dedicated sections of the site hosting a variety of resources.

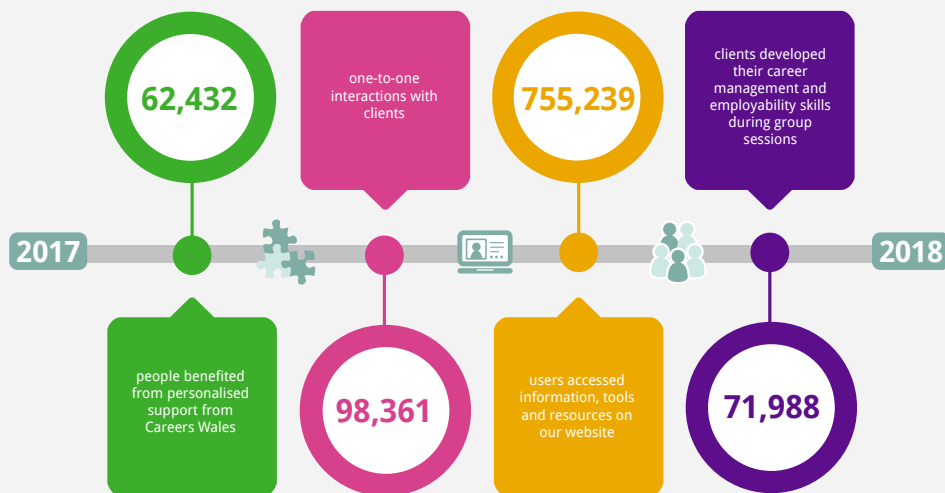


Our Services



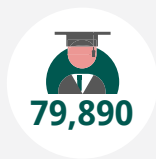
Year At A Glance

During 2017-2018:



Education

Young people in Education took part in



group interactions

Yearly face-to-face interviews



ReAct

Clients



Interviews



ReAct Action Plans



Individual Skills Gateway

Yearly face-to-face interviews



Clients



I2A, TRAC, Cynnydd

Clients



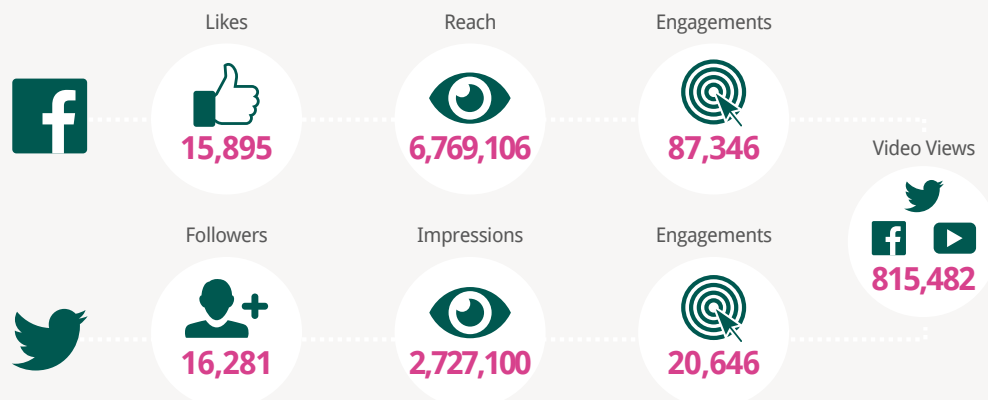
Interactions



Group sessions



Social media



The Key Aims of Changing Lives

Our strategic aims are contained in Changing Lives – A Vision for Careers Wales, 2017-20. We help clients to develop the skills needed to manage their careers and make decisions in a complex and changing world. Our vision is for all young people to move smoothly and successfully into employment and for adults to be inspired to take control of their careers.

We said we would achieve our vision through:



a stronger focus on young people



enhanced services to support other organisations to help young people develop their careers



an even greater use of digital technology



We now have more Careers Advisers working in schools, fulfilling the role of account Executive in every secondary school in Wales. The majority of our work is now carried out with pupils in Key stage 4 (years 10 and 11), ensuring that by the time every pupil leaves school in Year 11 they will have received the support that they need to plan their next steps effectively.

We introduced Education Business Exchange, our Careers Wales facilitated database which gives employers the opportunity to work with schools to develop curriculum enhancing programmes for pupils and help young people develop their careers via a range of activities, including tailored work placements where appropriate as well as mock interviews, industry visits, masterclasses and much more. We continue to support over 80 Business Class partnerships and our 12A, TRAC and Cynydd programmes continue to provide bespoke support to those pupils who are at greatest risk of becoming NEET.

This year we have delivered a truly 'blended' service that integrates the use of digital technologies alongside more traditional, face-to-face channels of delivery. Our offer is continually in development but now routinely features webinars, interactive job match quizzes, virtual reality headsets, audience response technology, webchat, SMS and helpline support. Developments not too far off include a newly designed, responsive website and new TV channel tv.careerswales.com.

Contribution to Welsh Government Priorities and Policy Areas

Employability Plan for Wales

During 2017-18 the Welsh Government launched its Employability Plan for Wales. During the course of the year we have worked closely with Welsh Government colleagues to prepare for our role in supporting unemployed 16/17 year-olds and adults with career choices and employability through delivery of the Employment Advice Gateway as part of the Welsh Government's Working Wales policy from April 2019.

A curriculum for Wales: A curriculum for Life

We continued to work with the Welsh Government and 'pioneer schools' to help develop the approach relating to one of the four purposes of the new curriculum - that is supporting young people to be enterprising, creative contributors, ready to play a full part in life and work.

Youth Engagement and Progression Framework (YEPF)

We continued to support Local Authority delivery of the Youth Engagement and Progression Framework both in the provision of data and as a provider of support for young people. We continued developments around the accessing of data directly by Local Authorities from our IO client database and supported Local Authorities to develop Information Sharing Protocols where required.

Mwy na Geiriau/More than Just Words

We have supported "Mwy na Geiriau/More than Just Words", the Welsh Government's strategy to strengthen Welsh language services in health, social services and social care via the production of a range of resources highlighting the importance of the Welsh language in these sectors.

Wellbeing of Future Generations Act 2015

We continued to support the goals of the Wellbeing of Future Generations Act, with the aim of creating a more sustainable Wales by working towards the seven Well-being Goals.

We continue to focus our work on the "Five Ways or Working" as identified by Welsh Government:

- » Prevention;
- » Integration;
- » Collaboration;
- » Involvement;
- » Long term.

Digital Services

Key Achievements

Users on
careerswales.com



755,239

New registered accounts
on careerswales.com



49,258

Website users accessing the
Apprenticeship Matching
Service (AMS) or Jobs Growth
Wales (JGW)



268,106

Courses in Wales users

43,476



Sessions on careerswales.com

1,283,153



Website users who used the
'Job Matching Quiz' to
generate personalised
career ideas



43,922

Digital Services

Digital Solutions Team

Working towards delivering a dynamic blend of digital and face to face services continues to be high on our agenda. During 2017-18 a new team of Careers Advisers was created to look at innovative and creative ways of delivering services and engaging with clients through digital channels and up to date resources.

A key feature of this work has been the creation of videos and animations which are being used to support delivery to clients in education as well as the introduction of careers information, advice and guidance delivered via Webchat and telephone and for use at events.

Careerswales.com

Our website remains an essential tool for our clients and during the year we received over 8 million page views through just under quarter of a million sessions. Some of our most popular pages are 'career search' and 'job details' where users are able to search on specific job information, for over 700 different job titles.

The most popular jobs viewed are:

- » Police;
- » Doctor;
- » Accountant;
- » Bricklayer;
- » Lawyer.

We want to keep our customers up to date with new jobs and career areas that will be important in the future. Last year we updated our job details by adding:

- » Youtuber;
- » CGI Artist;
- » Intelligence Analyst;
- » VFX artist;
- » Genetic counsellor.

Job Trends

Helping clients to understand the make-up of current and future opportunities across the Welsh job market as well as further afield is a critical function of the website. Up-to-date regional and national Labour Market Information (LMI) is produced with information on jobs and employment sectors. Using this information our clients are able to make informed choices about their learning and work, helping to improve the balance between the supply and demand side within the labour market in Wales.

Working in close partnership with the regional Learning and Skills Partnership, we have continued to add to our popular 'Spotlight' series and by the end of the this had grown to 17 different sectors and regions in Wales. The following 'Spotlights' were added during 2017-18:

- » Spotlight on South East Wales;
- » Spotlight on Health Careers;
- » Spotlight on Care;
- » Spotlight on Retail.

Welsh in the Workplace

Our website hosts a comprehensive range of resources available in both languages which provide careers information and advice as well as labour market information and wherever possible identify where Welsh language skills are a requirement in employment sectors. A number of new resources have been developed, including a video entitled 'Welsh in the Workplace'.



Education

Key Achievements

Introduced the role of Account Executive into mainstream schools across Wales



36,400

young learners benefited from one-to-one support



79,890



young people attended a group session to develop awareness and application of career management skills

We enabled **8,367** teachers / lecturers to enhance their delivery of careers education through **1,089** professional development training sessions



More than **9,445** parents helped to support their son/daughter with important decisions



24,894

Key Stage 4 pupils completed Career Check



Nearly **40%** of mainstream secondary schools are engaged in one of 81 Business Class partnerships



Positive transitions

98.4% 16 year olds

99% 17 year olds

97.4% 18 year olds

moved from school into further education, training or employment



1,100



Learning and Skills Plans in place for clients with statements of Special Educational Needs or equivalent



3,488

young people accessed the I2A, TRAC, Cynnydd programmes, receiving **10,292** one-to-one support sessions



A New Offer for Young People

2017 -18 saw the first year of the delivery of Changing Lives in schools and with it the introduction of the concept of the Careers Advisers working as Account Executives in mainstream secondary schools across Wales. Their role in co-ordinating the work of the Careers Wales team with that of the school ensures that pupils are provided with appropriate Careers Information, Advice and Guidance when they need it, pupils are supported by the school through their delivery of Careers and World of Work programmes and have access to valuable employer engagement activities.

Our Career Check survey was completed by a record 24,894 pupils. This survey helps the Careers Wales team and the school plan their work for the year, ensuring that every pupil receives the support that they need. The Survey shows what the learners are thinking in terms of their career ideas, what options interest them, how confident they are about their next step and how much help they need to fulfil their ambition.

Digital Transformation

This year we increased access and interactions with clients via email and text, video interviewing and webinar. Early signs are positive, with video interviews having taken place in two schools in North Wales.

We delivered a range of sector based webinars to schools. The Electronic and Software Technologies Network for Wales (ESTnet) delivered two sessions on careers in the technology sector and other occupational areas included healthcare sciences, housing, law banking and the energy sector. Schools have commented positively on:

- » The accessible interaction with 'real life' employers;
- » Interesting, well-presented content;

- » How well pupils engaged with the presenter of the webinar.

Job Matching Quiz (JMQ) is an interactive career interest tool available on our website. Young people can access the quiz to find out more about the type of jobs that may appeal to them. We updated the quiz during the last year to include over 700 job titles that can be matched to pupils' skills and interests and in 2017-18 35,282 young people use the JMQ.

Our Virtual Reality headsets have proved extremely popular with young people. providing an immersive insight into working in engineering, leisure & tourism, health & medical care and Digital Media Sectors. These continue to be used in wide range of events, including parent evenings, employer events and group sessions.

Our group sessions have been made even more interactive this year with the increasing use of audience response technology which allows pupils using handsets to participate in interactive quizzes that lead them to a deeper understanding of labour market information (LMI). Understanding LMI is vital if young people are going to be able to make informed decisions about their future career and learn about what the job market might look like in the future.



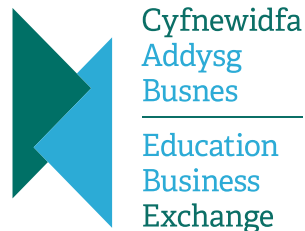
Education Business Exchange

We launched an exciting new product called Education Business Exchange (EBE). This is a Careers Wales facilitated database which gives employers the opportunity to work with schools to develop curriculum enhancing programmes for pupils.

The importance of employer engagement has never been greater and EBE has been developed to facilitate better links between schools and employers. EBE allows schools to search a wide range of employers, at a local as well as national level, who are prepared to support young people with a host of work related learning experiences including work experience, mock interviews, industry visits, masterclasses and much more. It provides greater potential for smaller employers who may not have been previously able to engage with schools to participate. Employers have been sourced by Business Engagement Advisers from Careers Wales who have targeted employers ranging from SME's through to multinationals and anchor companies in Wales, as well as through key stakeholder agencies like Business Wales.

EBE was introduced on a pilot basis during November 2017 in Merthyr Tydfil and Blaenau Gwent, as part of the Valleys Taskforce initiative, as well as in Ceredigion. In January we officially launched EBE at Bishop Hedley Catholic High School in Merthyr Tydfil as part of an employer event supported by GE Aircraft Engine Services.

By the end of the financial year we had trained teachers on the use of the database in 62 schools, many of whom are now using EBE to search for employers and send an engagement request through to a Careers Wales Business Engagement Adviser to broker the links between the school and the employer. Currently we have well over 13,000 employers logged on EBE.



CASE STUDY

Brynmawr Foundation School and Penycwm Special School, both in Blaenau Gwent have already made good use of the Education Business Exchange (EBE) to engage with employers and organise a range of employer related activities in their schools.

Staff at Penycwm Special School identified Tai Calon Housing Association as a suitable employer to engage with the school and in March 8 Year 13 pupils benefitted from a full day's activity, beginning with an interview technique workshop and culminating in a mock interview with feedback at the end of the day. In close consultation with the staff at the school, Tai Calon wrote six job descriptions, covering a range of roles within the organisation. Teachers worked with pupils to complete application letters which were used as the basis for interview.

Labour Market

Key Achievements

We tracked and managed employment status data on all

16-18
year olds

in Wales and continued to provide information to

every Local Authority

in Wales to ensure provision of effective support for those most in need



During 2017-18, we supported **1,501** who were already in employment or training to sustain their engagement or to make successful transitions.



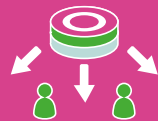
We supported **3,602** individuals facing redundancy to complete

2,603 applications for ReAct funding, with a success rate of 97%



2,877

adults supported by the Skills Gateway for Adults programme subsequently entered employment (nearly a quarter - 23.4%)



24,558

labour market clients aged 16+ benefitted from personal support.



1393

people registered to use 'Skills to Succeed' to develop their employability skills. Within a year,

466



had progressed to a positive outcome

12,279

Unemployed Clients aged 18+ benefitted from Skills Gateway for Adults to assess their skills and explore career pathways via

525

employability group sessions and **20,926** individual interviews and job search sessions



Skills Gateway

5,407

unemployed 16-17 year olds benefitted from personalised support, tailored to their needs through **10,186** interactions



We supported **2,629** 16-17 year old NEETs and **3,679** unemployed adults into employment or skills training



Working with Employers & Schools

Careers Wales

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CASE STUDY

CRE8 Inter-School Challenge

Five schools within the Wrexham Business Class cluster and their partner businesses took part in the Year 9 CRE8 inter-school challenge along with four non-Business Class schools in Wrexham.

Careers Wales arranged with each of the schools, and facilitated by NEST Wales (the community arm of British Gas), a preliminary workshop with the theme of 'energy efficiency'. Pupils were tasked with designing and creating a product from recyclable materials, with the winning team from each of the schools taking part in the Wrexham CRE8 final held at the Catrin Finch Centre in Glyndwr University on the 29th January 2018.

On the day of the final, with the help of local businesses such as Scottish Power Energy Networks and the Principality Building Society, pupils were asked to complete a final financial exercise to market their products. Some of their products included a solar powered light source, a recreational bench with multiple environmentally friendly power sources, a solar powered drone and a spider web designed wind turbine.

The groups were judged on their design, team work and presentation with the overall winning team coming from Ysgol Morgan

Llwyd, who designed a battery powered car.

The event was attended by Cabinet Secretary for Energy, Planning and Rural Affairs Lesley Griffiths AM who spent time speaking to the teams about their product and design.

Feedback

“The event has helped me to understand business problems, I feel more confident now but the day could have been better if we had won the whole competition!”

“I learnt a lot about marketing, I knew very little about it before hand.”

“I have learnt that good team work is essential.”

“Watching other schools deliver their presentations enabled them to reflect on how they could have done things differently. Seeing the pupils from mixed abilities and friendship groups grow and develop the skills required to work effectively as a team.”

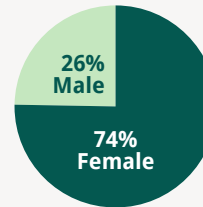
Staff

Total number of staff

608 **41**
fewer than
31st March 2017

**TOTAL FTE
(FULL TIME
EQUIVALENT)** **504.99** **40.7**
fewer than
31st March 2017

Gender



2017/18 showed further reductions in employee numbers with **69** colleagues leaving during the year, although in the later part of the period there was a move towards external recruitment, with **22** colleagues joining from external sources.

Leavers / Retention

Retention remained high and stable (retention being measured against the numbers choosing to leave for reasons other than redundancy or voluntary early release - VER). In this case we would count the 29 employees who left for reasons other than VR, giving a turnover rate of 4.9%. The stability rate in Careers Wales is currently averaging 96.4% which would be considered very high in HR comparisons where figures of 80% are more common.

96.4%
Stability Rate

A Living Wage Employer

We were pleased that in November 2017 The Living Wage Foundation accredited us as a Living Wage employer. Our Living Wage commitment will see everyone working at Careers Wales, regardless of whether they are direct employees or third-party contracted staff, receive the minimum hourly wage of £8.45 in the UK. This rate is significantly higher than the statutory minimum for over 25s of £7.50 per hour introduced in April 2017.



Gender Pay Gap Reporting

We are pleased to report that we have achieved a 0% gender pay gap. The company has published equal pay statistics as required and was in the top 8% of companies who have no gender pay gap to report.

“We welcome Careers Wales to the Living Wage movement as an accredited employer. Responsible businesses across the UK are voluntarily signing up to pay the real Living Wage now.

Businesses recognise that the Living Wage accreditation is the mark of a responsible employer and they, like Careers Wales, join us because they too believe that a hard day's work deserves a fair day's pay.”

Katherine Chapman, Director, Living Wage Foundation

“I'm proud that Careers Wales is now a Living Wage Employer. Our staff, from our careers advisors in schools across Wales to our head office employees, are at the very heart of what we do.

As advocates of fair employment, becoming a Living Wage employer is a natural step in the right direction for us and will help us to improve staff motivation as well as retain and attract a quality workforce.”

Denise Currell, Head of People Development for CCDG

Looking Ahead

This report highlights many examples of how Careers Wales has developed its services in the context of “Changing Lives – A Vision for Careers Wales”. The first year of delivery of this three year vision has seen us realign our resources to achieve a stronger focus on young people; introduce new technologies to deliver a blended service to clients; support increasing levels of business engagement and continue to embed the key messages of the vision with partners and stakeholders.

Our key priorities going forward will continue to be:

A stronger focus on young people

During 2017-18 the role of Careers Adviser as Account Executive was rolled out to all secondary schools across Wales to support all their pupils to achieve the best outcomes for them through a blend of face-to-face and digital services. This preventative approach aims to increase young people's career management skills and help them make career decisions and good transitions via the Careers Discovery Model. In 2018-19, services to young people will continue to be strengthened with the Account Executive role continuing to develop in its coordination of Careers Wales services to schools and the delivery of a blended service, alongside campaigns and events, contacts with employers, workshops tailored to meet the needs of young people and curriculum support.

Services to support other organisations to help young people develop their careers

The Curriculum Team and Business Education Advisers will continue to support schools and businesses through facilitating education

business links and supporting the Careers and World of Work curriculum. Following its launch in 2017-18, this next year will see us build on and develop engagement with the exciting Education Business Exchange, which will provide young people with a wide range of employer and careers related experiences as part of a strengthened careers and work related curriculum. Other elements that will feature in 2018-19 will be a wider roll-out of Business Champion training for employers; the potential development of a Business Award to acknowledge the value of employer input into the school curriculum; scoping an Excellence in Careers Education Award for schools to be developed alongside the Business Award for employers; and developing resources for teachers to support learners in Key Stage 3 with career planning and hosting them on our new professional section on careerswales.com

Utilising and Embracing Digital Technology

The journey towards digital transformation will continue apace in 2018-19. Our new website will host a range of new content and tools, including online psychometric and interest tests and we will be broadcasting events on Facebook Live, developing and launching Careers Wales TV, a dedicated online channel for our webinars and other videos as well as more targeted digital marketing campaigns. All of this alongside our now established channels, including webinars, webchat and our telephone helpline.

As well as these key priorities from Changing Lives, we look forward in 2018-19 to taking up our role in delivering the Employment Advice Gateway to support the Welsh Government's Employability Plan to support adults back into work.