



Gyrfa Cymru  
Careers Wales

**Career Choices Dewis Gyrfa**  
Careers Wales  
**ANNUAL REPORT 2019-20**



Llywodraeth Cymru  
Welsh Government



Cronfa Gymerchysgol Ewrop  
European Social Fund



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## Message from the chair



**This report comes at the end of Changing Lives, our three-year strategic vision. Over the course of the last three years we have seen an increase in the number of activities taking place across Wales with young people, from face-face advice and guidance activities, through to employer engagement events, and services delivered through digital technology.**

As we go forward, we will continue to develop our capacity to support the

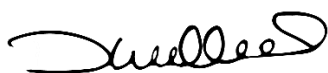
people of Wales through their channel of choice, whether that be face-to-face, online, via the telephone or webchat.

Our offer has been enhanced this year by the launch of our exciting new website, and our ambition is for it to stand out as an international leader in the careers sector over the next three to four years. We will continue to 'blend' our digital offer with the tried and trusted high-quality face-to-face services so valued by our customers.

2019-20 also marked the first full year of our delivery of Working Wales, the Welsh Government's employability advice service for Wales, which was officially launched on the 1 May 2019. In their Employability Plan, Welsh Government set out their ambitions to support people across Wales into work today, whilst also preparing the workforce for the immediate and long-term challenges of the future and we are committed to playing our part in that ambition.

I would also like to take this opportunity to recognise and acknowledge the contribution of the board of Careers Wales. The governance of the organisation is a key component and we have welcomed new members this year who bring a range of expertise and skills to the board, contributing greatly to the strategy going forward and who continue to take on the role of critical friend to the organisation.

Our aspiration continues to be for a service that is forward thinking and playing its part in making Wales an ambitious and prosperous nation built on good quality employment.



**Debbie Williams, Chair**

## Message from the chief executive



Once again, I have great pleasure in presenting our annual report for 2019-20. It's been another successful year that brings to the forefront the importance of our all-age, independent and impartial careers information, advice and guidance service for the people of Wales.

This annual report sets out our key achievements against the third and final year of our Changing Lives strategic vision and outlines how our services have supported our customers during this time.

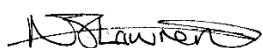
Some of the key highlights for me include launching our new website and seeing an uptake in our digital channels such as web chat, hosting our first education conference for head teachers and career coordinators across Wales as well as honouring our valued partners for the work they do to support young people understand more about the world of work.

We continue to deliver a blended approach to supporting our young people at key stages of their decision making and we have received positive feedback from young people and parents/carers on the support we have given them.

I am extremely proud of the success of the first year of Working Wales as the gateway for tailored employability advice and guidance in Wales. Our expert advisers have provided support to more than 37,000 people in the first 12 months, helping them with getting a job, meeting their training and upskilling needs as well as with redundancy support. Not only is our Working Wales service available in all of our Careers Wales centres, but we have expanded our offer of face-to-face appointments in many other community venues and hubs including in Job Centre Plus venues, libraries and community centres.

Thank you to all staff who have continued throughout the year to demonstrate their agility, adaptability and flexibility in supporting the requirements of the Welsh Government as well as meeting the changing demands of customers, partners and stakeholders in an increasingly digital world.

I am proud of what we have achieved this year as an organisation and look forward to continuing to provide the vital services Careers Wales delivers to individuals in Wales in what will, I am sure, be a challenging year for many of our customers.



**Nikki Lawrence, Chief Executive**

## Vision, mission, and values



## Our services

**Our purpose is to support customers 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, our customers 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 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.

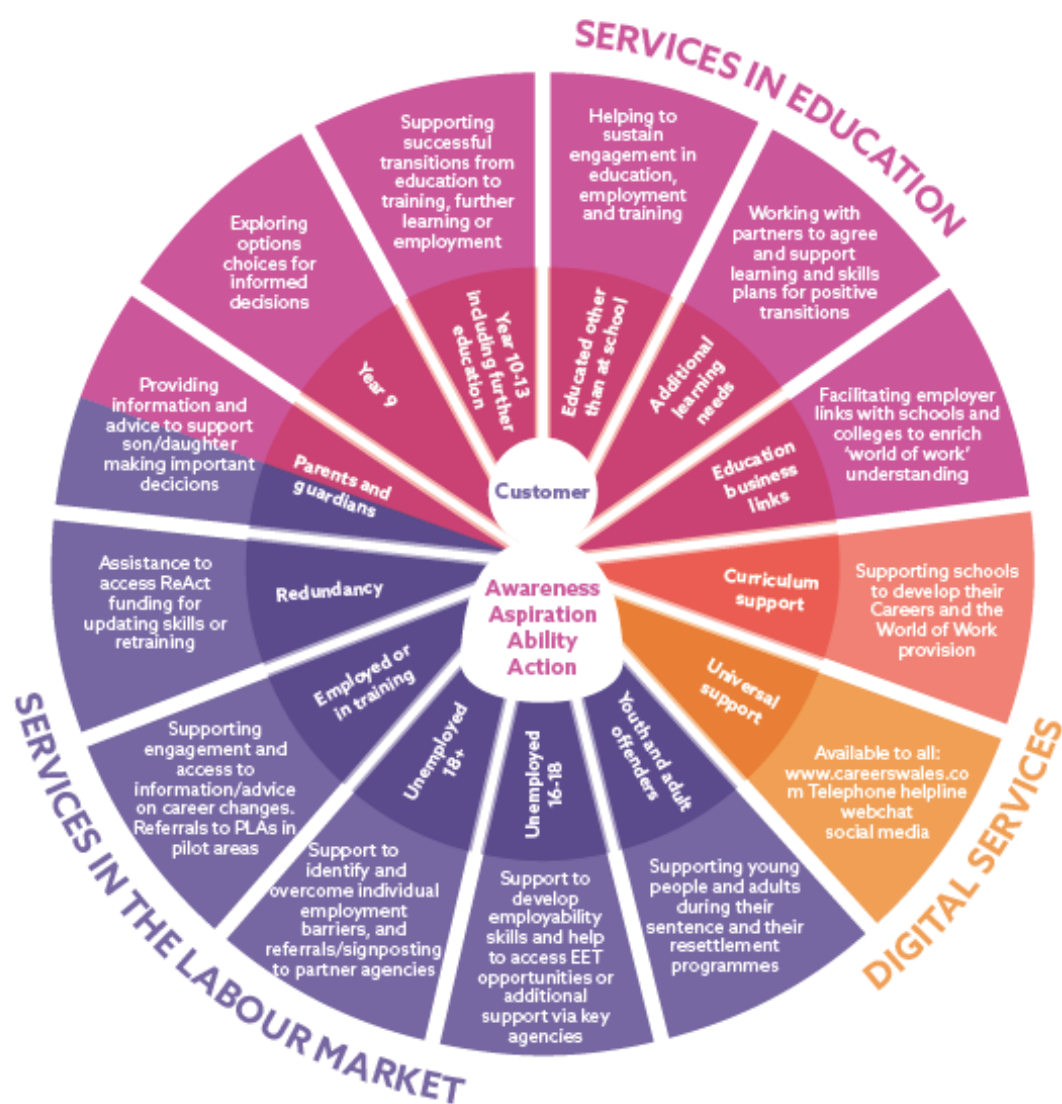
All our careers advisers are trained to degree level or above in careers guidance and are members of the Careers Development Institute (CDI) professional register.

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.gov.wales](https://careerswales.gov.wales) 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.



EET: Education, employment, training  
PLAs: Personal Learning Accounts



## Our business model

**Careers Wales is a wholly owned subsidiary of the Welsh Government which was launched on 1 April 2013.**

The company provides an all age impartial careers information, advice and guidance service for Wales, delivering a remit set by the Welsh Government's Minister for Economy and Transport that supports the strategic objectives as identified in the Programme for Government and related policies. It also delivers services that support the development of the nation's skills base, to meet the demands of the current and future labour market, thereby contributing to the economic and social well-being of Wales.

The Board comprises of a Chair and up to 13 other directors who are appointed by the Welsh Government. The Board appointed three committees – Finance, Audit and Risk Committee; People Matters and Remuneration Committee and Performance and Impact Committee - to support them in discharging their responsibilities.

The main source of income for the company is from the Welsh Government core funding. The company also receive other funding partly from the Welsh Government for specific projects such as Working Wales, ESF funding and a small amount of other non-core contract income.





# Wellbeing of Future Generations

Careers Wales is committed to placing the principles of the Wellbeing of Future Generations at the heart of our service to support the seven wellbeing goals.

## A prosperous Wales

We believe that by reducing skills mismatches and improving the efficiency of labour markets by increasing the understanding of Labour Market Information (LMI) of our customers we can contribute to the prosperity of Wales.

A greater understanding of labour market trends and growth areas will help develop the skilled and well-educated future generation that contributes effectively to an economy which generates wealth and provides employment opportunities.

## A resilient Wales

We seek to support our customer to develop the resilience they will need to develop their careers. The ability of customers to respond to set-backs and problems and how well they make use of support available to them is critical in ensuring that they have the ability to adapt to change, whether that be in the labour market generally or in their personal circumstances.

Supporting customers to remain engaged is a key outcome for us, ensuring that customers make well considered decisions regarding their next steps, that they are supported to sustain their place where they are at risk of dropping out and where they are supported to make a smooth transition where things have not worked out.

## A healthier Wales

Being engaged in gainful and rewarding employment is a key factor in maintaining physical and mental well-being. All of our services are aimed at ensuring that all our customers fulfil their potential in their careers and are able to make well-informed and independent choices about their career paths. The support provided through our Working Wales programme is specifically tasked with supporting and motivating economically inactive customers back into employment, education or training (EET) and contributing to the economic prosperity of the country, with all the well-being benefits that it brings with it.



## **A more equal Wales**

A key aim of all our services is to help all our customers, at whatever stage of their lives, to fulfil their potential. We work closely with key partners and stakeholders, including schools, to ensure that young people are aware of all their options as they move towards the end of their statutory education. We identify the support needs of young people and promote parity of esteem between academic and vocational routes, recognising that we all have different strengths, interests and future plans and we support access to all potential pathways. For adults we seek to deliver our services in the heart of their communities and offer all our customers services in the channel that best meets their needs. We also aim to work with a range of organisations that represent those with protected characteristics to create an environment that is more inclusive for all our employees and customers.

## **A Wales of cohesive communities**

We recognise that a key element to achieving cohesive communities is that everyone feels that they have a stake in their community and a responsibility to it. The problems associated through the disengagement of young people in education or training, and ultimately in the labour market are well documented, but can lead to the potential to become involved in the kinds of behaviours that mitigate against attractive, viable, safe and well-connected communities. A key outcome for us is to ensure that as few young people as possible become unemployed and that as many possible are supported to sustain their place in EET where they may be at risk of dropping out and that as many as possible are supported back into EET where they do drop-out.

## **A globally responsible Wales**

We work closely with a wide range number of employers, from small and medium enterprises to national and international companies. We do this to help prepare young people for the world of work. In so doing young people build up a picture of the economy, locally, nationally and globally. Employers through their corporate social responsibility are able to help a young person build their understanding of how companies can make a positive contribution to global well-being and make informed choices about the role they can play as individuals and the career choices they make.

## **A Wales of vibrant culture and thriving Welsh language**

As the national careers service for Wales we are committed to delivering a truly bi-lingual service. We ensure that our services are provided in the language of the customer's choice and all our resources, website and social media platforms are fully bi-lingual. A key element of the LMI that we provide for customers is the value of Welsh language skills in the current future labour market and we are fully committed to the Welsh Government's strategy to achieve a million Welsh speakers by 2050.

## Changing Lives – A look back

**2019-20 marked the final year of Changing Lives, our three-year strategy for delivering the best possible careers service to the people of Wales.**

Over the course of the three years we have continued to deliver an 'all-age', bilingual, professional, independent and impartial Careers Information, Advice and Guidance (CIAG) service for the people of Wales, underpinned by robust Labour Market Intelligence (LMI).

We have also delivered on the three key priorities we committed to at the outset of Changing Lives:

- a stronger focus on young people;
- enhanced services to support other organisations to help young people develop their careers;
- even greater use of digital technology

Over the course of the three-year strategy we have provided increased levels of support to young people in education, and their parents and carers, by allocating more Careers Adviser resource to schools.

We have delivered our new innovative approach to delivery - the Career Discovery Model – providing greater opportunities for young people to experience and understand the world of work. At the same time, we have continued to make support available to adults in greatest need to help them re-enter the labour market quickly and efficiently. And we have provided access to new, cutting-edge digital services to help customers understand the labour market and related education and training opportunities better.

Changing Lives has seen us work even more closely with our partners and stakeholders. We have supported education and training providers with resources and training to help them deliver excellent careers education.

Schools have benefitted from an individual 'account executive' to coordinate the delivery of our services, including enhanced support to implement the new Curriculum for Wales.

Local Authorities have continued to receive detailed data on young people aged 16-18, to help them target and coordinate services and reduce the number of those who are Not in Education, Employment or Training (NEET). And we work closely with a range of partners, including DWP and Communities for Work, to support economically inactive and unemployed customers as part of our Working Wales service.

For businesses in Wales we have established clear and coordinated mechanisms for businesses to engage with young people and support schools, most notably the Education Business Exchange. As a result of our work, employers have been able to play their part in inspiring and motivating the next generation, enhancing and enriching their experience of the world of work, as well as benefitting from closer links to their future workforce.

## Changing Lives - High level outcomes

**In Changing Lives we aimed to deliver a targeted careers service that provides young people with high-quality, independent careers information, advice and guidance to help them make sound learning choices, develop their career management competencies and succeed in the world of work’.**

In so doing, we aimed to contribute to six high level outcomes for Wales:

1. Improved efficiency of labour markets by reducing skills mismatches.
2. Increasing participation and attainment in education and training, reducing the number of young people who are Not in Education, Employment or Training (NEET).
3. Maximising the efficiency of post compulsory education by supporting well considered decisions regarding learning options and pathways, thereby reducing churn and minimising incidence of failure to complete courses.
4. Promoting greater parity of esteem between academic and vocational pathways, particularly ensuring young people and their parents are aware of apprenticeship pathways and are supported to access them as appropriate.
5. In line with the ambition set out in the Curriculum for Wales, supporting primary and secondary schools and colleges to deliver experiences and opportunities to young people that help prepare them for the world of work.
6. Stronger, more effective partnership working with key partners such as primary schools, secondary schools and employers and developing effective education-business links across Wales.

In our remit for 2019-20, the Welsh Government added three additional high-level outcomes:

7. Increased accessibility and simplification of all age employability support and referral to appropriate support, reducing adult and youth unemployment and economic inactivity.
8. Contributing to the Welsh Government’s aim of achieving a million Welsh speakers by 2050.
9. Continuing to develop a closer working alignment with Business Wales, including the alignment of access points, referral protocols and the digital platform.

# Key Performance Indicators

The Welsh Government set us a series of key performance indicators (KPIs) for the 2019/20 financial year that measure our contribution to the high-level outcomes:

## 1. Improved efficiency of labour markets by reducing skills mismatches.

Up to date and accurate labour market is vital for helping customers make good decisions about their future career plans and, ultimately, reduce skills mismatches in the economy of Wales. Our KPI for this high-level outcome in 2019-20 was:

A minimum of 75% of a sample of school-age pupils report an increased understanding of Labour Market Information (LMI) as a result of participating in Careers Wales activities.

## 2. Increasing participation and attainment in education and training, reducing the number of young people who are Not in Education, Employment or Training (NEET).

High quality careers information, advice and guidance is a vital element in supporting school-leavers to move successfully into education, employment or training after leaving school. For those young people who find themselves unemployed, our support via the Working Wales service helps them get back on track. Our KPI for this high-level outcome therefore came in two parts:

- a) The number of young people entering Tier 3 as their first destination on leaving school will be below 3% of the cohort.
- b) 90% of 16-17 year-olds supported by Working Wales will be referred for further support.

## 3. Maximise the efficiency of post compulsory education by supporting well considered decisions regarding learning options and pathways, thereby reducing churn and minimising incidence of failure to complete courses.

We believe it is vital that young people make good choices after they leave compulsory education. It is also important that they have good level of motivation and confidence to make those choices as well as the resilience to 'bounce back' when things may not be going well or when feel they have made the wrong choice.

We believe that effective careers advice and guidance has an important role to play in that and so our KPI for this high-level outcome was:

70% of Year 11 pupils sampled will report an increase in their motivation, confidence and resilience as a result of participating in Careers Wales activities.

**4. Promoting greater parity of esteem between academic and vocational pathways, particularly ensuring young people and their parents are aware of apprenticeship pathways and are supported to access them as appropriate.**

It is crucial that young people and their parents are aware of all their pathways after leaving school. As an independent and impartial service, we ensure that in our services to customers all options are all treated equally. For this high-level outcome we set ourselves the following KPI:

A minimum of 75% of a sample of school-age pupils report an increased understanding of all their pathways as a result of participating in Careers Wales activities.

**5. In line with the ambition set out in the Curriculum for Wales, support primary and secondary schools and colleges to deliver experiences and opportunities to young people that help prepare them for the world of work.**

It is vital that young people benefit from experiences in school that help to prepare them for the world of work and that they value those opportunities. Our KPI for this high-level outcome was:

In a survey of a sample of school pupils, 70% give a customer satisfaction rating of good or better for experiences they access which are designed to prepare them for the World of Work.

**6. Stronger, more effective partnership working with key partners such as primary schools, secondary schools and employers and developing effective education-business links across Wales.**

It is vital that young people benefit from contact with employers through improved education-business links and that they value those opportunities. Our KPI for this high-level outcome was:



70% of a sample of school pupils give a customer satisfaction of good or better for our employer engagement events that they attend to help prepare them for the world of work.

**7. Increased accessibility and simplification of all age employability support and referral to appropriate support, reducing adult and youth unemployment and economic inactivity.**

The Working Wales programme was launched in February 2019. Our intention is to support the Welsh Government's aim to develop and enhance a tailored, community outreach service and the prioritise the co-location of local services to simplify employability support for the individual.

Our KPI for this high-level outcome was: We will increase the number of outreach facilities by 20% during the first year of operation of the Working Wales service.

**8. Contribute to the Welsh Government's aim of achieving a million Welsh speakers by 2050.**

Linked to the High-Level outcome of supporting the Welsh Government's aim for a million Welsh speakers in Wales by 2050, we committed to finding out more about the opportunities for young people to use their Welsh language skills in apprenticeships. Our KPI for this high-level outcome was:

We will establish a baseline figure for the proportion of apprenticeships that are sourced by our Apprenticeship Finder service where the Welsh language is an essential or desirable requirement.

**9. Continue to develop a closer working alignment with Business Wales, including the alignment of access points, referral protocols and the digital platform.**

The Welsh Government expressed a desire for Careers Wales and Business Wales to develop a closer working alignment in 2019-20. Our KPI for this high-level outcome was:

*Closer alignment of working between Careers Wales and Business Wales, including:*

- a. Digital alignment of our respective platforms
- b. Alignment of business engagement activity.
- c. The joint sharing of marketing materials to promote EBE.
- d. Joint publicising of relevant events via social media.



## Performance against KPIs

### KPI 1

**A minimum of 75% of a sample of school-age pupils report an increased understanding of Labour Market Information (LMI) as a result of participating in Careers Wales activities**

All mainstream schools are offered the opportunity for year 10 pupils to attend a 'Future Work in Wales' lesson delivered by a careers adviser. The aim is to increase pupils understanding of LMI and help improve the efficiency of labour markets by reducing skills mismatches in the economy of Wales.

**We sampled 2,237 pupils from 29 schools across Wales who had participated in the session. 1801 (81%) reported that the session had helped them understand more about the labour market.**

This increased understanding of the growth sectors within Wales and will help these pupils to make informed decisions about their future career, education and training choices to help get them to where they want to be.

### KPI 2a

**The number of young people entering Tier 3 as their first destination on leaving school will be below 3% of the cohort.**

Careers Wales works with school-age pupils to help them develop and improve their career management competencies in order to plan their careers effectively. As they reach the end of Year 11, we caseload school-leavers to ensure that as many as possible make a positive transition into employment, education and training. Conversely, we seek to ensure that as few Year 11 school-leavers as possible enter unemployment (Tier 3) as their first destination on leaving school. Tier 3 is the category within the Youth and Engagement Progression Framework's 5 Tier Model of Data into which those unemployed young people who are actively seeking to move into education, employment or training are placed.

**The number of the 2019 cohort whose first destination on leaving school was 'unemployed' (ie. Tier 3) was 589. This represented 1.86% of the total 2019 Year 11 cohort.**

### KPI 2b

**90% of 16 and 17 year-olds supported by Working Wales will be referred for further support.**

**This year we worked with 5,867 unemployed 16 and 17 year-olds as part of our Working Wales service. 5,630 of them (96%) received onward referrals for further support.**

### **KPI 3**

**70% of Year 11 pupils sampled will report an increase in their motivation, confidence and resilience as a result of participating in Careers Wales activities.**

We provide guidance services to young people in education to help them to develop their career management competencies in order to support them to make a successful transition to their next step after Year 11. The KPI aims to establish whether customers have increased motivation, confidence and resilience in order to help them participate successfully in employment, education and training.

Career Check is our annual survey of the career interests and aspirations of school-age pupils and how well they feel they are prepared to plan their careers, including how motivated, confident and resilient they feel. This year we facilitated a follow-up version of Career Check for pupils towards the end of Year 11 to establish whether the services provided had helped them improve their confidence, motivation and resilience. This also provided the data for the KPI.

The follow up Career Check questionnaire was completed by pupils in Year 11 who had received a service from Careers Wales in 16 schools across Wales. The follow up questionnaire included specific questions around confidence, motivation and resilience.

“The service I have received from Careers Wales has improved my confidence and motivation (I am happy with my choices and I understand what I need to do to achieve my career goals).”

Resilience is a more difficult concept to convey to young people therefore this question focussed on how they felt about being able to get themselves back on track if their plans didn't work out.

‘If your plans for after Year 11 don't quite work out, how do you feel about being able to seek out support to help you get back on track?’

**A total of 576 pupils answered these two questions on Career Check:**

- **70% of Year 11 pupils sampled reported an increase in their motivation and confidence.**
- **83% of Year 11 pupils sampled responded positively about seeking support to get back on track (resilience).**

## KPI 4

**A minimum of 75% of a sample of school-age pupils report an increased understanding of all their pathways as a result of participating in Careers Wales activities.**

All secondary mainstream schools were offered the opportunity for year 11 pupils to attend a group activity with a focus on 'Opportunity Awareness – Parity of

Esteem'. The objectives for the activity were to help pupils understand more about the opportunities after Year 11 and to have a greater understanding of all their pathways. In addition, we offer schools high visibility events to help prepare young people for the world of work.

- **87% of pupils (2,297 out of a total of 2,641) who attended an opportunity awareness session reported that the session had helped them understand more about their options after Year 11.**
- **96% of pupils (1,356 out of a sample of 1,403) who attended a high visibility event responded positively that the event had improved their knowledge of opportunities available locally and throughout Wales.**

## KPI 5

**In a survey of a sample of school pupils, 70% give a customer satisfaction rating of good or better for experiences they access which are designed to prepare them for the World of Work.**

The offer of High Impact events is available for schools across Wales. The purpose of high impact events is to provide access for pupils to employers to enable them to become more aware of careers within a variety of industries through experiential learning activities held at the events.

These in the main take the form of events which involve the whole school, including employer talks, activities, careers fairs.

All pupils who participated on the high impact activities were asked to complete an event survey. The survey has a specific question to evaluate the satisfaction rate of each event.

**84% give a customer satisfaction rating of good or better for experiences they access which as designed to prepare them for the WOW.**

## KPI 6

**70% of a sample of school pupils give a customer satisfaction of good or better for our employer engagement events that they attend to help prepare them for the world of work.**

Careers Wales offers a comprehensive Curriculum Enrichment and World of Work programme to all schools. These in the main take the form of events which involve either the whole school, visits to employer premises, employer talks and careers fairs.

All pupils who participated in the curriculum enrichment and World of Work events were asked to complete an event survey. The measure of customer satisfaction serves as an indicator of how satisfied customers are with the employer engagement events that they attended to help them prepare them for the world of work.

**Out of a total of 9074 responses 7236 (79%) reported the event as good or excellent.**

### KPI 7

**We will increase the number of outreach facilities by 20% during the first year of operation of the Working Wales service.**

The Working Wales programme was launched in February 2019. In line with the Welsh Government's aim to develop and enhance their approach to tailored, community outreach and the prioritisation of the co-location of local services to simplify employability support for the individual, we committed to increasing our number of outreach facilities by 20% during the first year of operation of the Working Wales service.

**During 2019-20 we added an additional 71 outreach centres to the existing 52 delivery locations used to support customers. We therefore increased the number of delivery centres from 52 to 123, a 136% increase during the year.**

### KPI 8

**We will establish a baseline figure for the proportion of apprenticeships that are sourced by our Apprenticeship Finder service where the Welsh language is an essential or desirable requirement.**

In line with their aim of achieving a million Welsh speakers by 2050, the Welsh Government were interested in finding out about the numbers of apprenticeships that required the ability to communicate in Welsh to be either 'essential' or 'desirable'.

During 2019-20 Careers Wales operated an Apprenticeship Finder service which involved searching for and recording apprenticeship vacancies which were not part of the Welsh Government's 'Apprenticeship Matching Service' (AMS).

As part of the Apprenticeship Finder service Careers Wales undertook to establish the number of apprenticeships that required the ability to communicate in Welsh to be either 'essential' or 'desirable' by specifically recording against each vacancy

whether each vacancy had one those requirements or whether there was no mention of any Welsh Language requirement.

The exercise ran from July 2019 until January 2020 when the Apprenticeship Finder service ceased.

**293 non-AMS apprenticeship vacancies were recorded between July 2019 and January 2020. 230 of these (78.5%) made no mention of any Welsh Language requirement. 31 (10.6%) stated that the ability to communicate in Welsh was 'Desirable' and 4 (1.4%) stated it was 'Essential'. 22 (7.5%) stated that applications were welcome in Welsh but did not give an indication of the level of Welsh required for the position. 4 (1.4%) were recorded as**

**'Not Required', one was recorded as 'Able to pronounce Welsh and use some phrases' and one was recorded as 'Ability to communicate in Welsh'.**

## KPI 9

**Closer alignment of working between Careers Wales and Business Wales, including:**

- **Digital alignment of our respective platforms**
- **Alignment of business engagement activity.**
- **The joint sharing of marketing materials to promote EBE.**
- **Joint publicising of relevant events via social media.**

Careers Wales and Business Wales held several meetings during 2019-20 to develop joint working related to employer engagement in schools in Wales. In addition to these meetings a workshop was held to compare the respective activities of the two organisations and to prepare for the end of ESF funding and address the question of how employer engagement could be facilitated after this.

Careers Wales has also helped set up an employer engagement Task and Finish group to look at this topic which involves all the key players, including Careers Wales, Business Wales, the curriculum team from the Welsh Government and representatives from other Welsh Government bodies, including Big Ideas Wales. As part of that exercise Careers Wales has compiled a list of all employer engagement programmes in Wales which will be used as the basis of a mapping exercise and a further series of workshops to see where there is synergy between various programmes.

In terms of marketing, the Education Business Exchange (EBE) has been marketed to employers via the Business Wales newsletter. The Minister for the Economy and Transport has also sent a letter to all employers on the Business Wales database promoting the use of EBE. Business Wales has also promoted the EBE via its social media channels, including Twitter.

Careers Wales has developed an online training module for employers interested in working in schools which has been shared with Business Wales, promoted in their newsletter and shared with employers on their database.

## Customer feedback



## Digital services

**This year marked a major milestone in our digital transformation journey with the launch of the new Careers Wales website in January 2020.**

The launch was the culmination of a major project to decommission elements of the legacy site while maintaining a seamless online provision for our customers. Our digital roadmap prioritises the commissioning of new products and services and drives our ambition to provide the people of Wales with a world class careers guidance website in the next two to three years.

The website remains an essential tool for our customers and during the year had over 5 million page views and over 900k sessions.

### Digital Solutions team

The Digital Solutions team of careers advisers has continued to pioneer the digital transformation of services and support colleagues in the business to deliver through digital means.

A key feature of this work has been the creation of videos and animations presented on the Careers Wales TV (CWTV) channel. We have produced additional content, both for use with our virtual reality (VR) headsets and for our YouTube and social media channels and delivered careers and employer activities via webinars to multiple schools at the same time.

The Covid-19 pandemic has accelerated plans for further embracing digital technology across Careers Wales, in particular the delivery of video guidance and online employability workshops.

### Building digital competence

Key staff have been trained in agile methods and gained qualifications in Prince2-Agile frameworks. We've developed a user research function within the digital team to ensure new product designs continue to meet our customer needs.

### Website

Development of the website continues to be driven by our digital roadmap which has prioritised the commissioning of new products and services over the past year.

The roadmap sets our ambition to make the website stand out as an international leader in the careers sector over the next three to four years.

This year, we were able to complete the first phase of our decommissioning of our legacy site while maintaining a seamless customer journey from new and existing content as much as possible.



## LMI

The website remains an essential tool for our customers and during the year had over six million-page views and over 1.2 million sessions.

Our most popular sections of the site provide LMI related to specific job titles and industry sectors. We have over 700 different job titles available for customers to look at.

The most popular viewed are:

- Police officer
- Doctor
- Teacher
- Accountant
- Lawyer
- Nurse
- Architect
- Paramedic

We aim to keep our customers up to date with new jobs in an ever-changing labour market. Some of the new jobs added during this year included:

- Lexicographer
- Radio Frequency Engineer

## Job Matching Quiz

Our Job Matching Quiz (JMQ) for young people and adults is an extremely popular resource on the website. It has a number of features that help our customers explore careers and make informed decisions about their next steps:

- Personalised careers based on a customer's skills, interests and preferences
- Results that illustrate how well a customer is matched to them
- CV builder to create a personalised CV
- Access to live job vacancies
- Career planning tools to help set and achieve career goals
- Access to higher education (HE) courses
- Links subjects to careers

During the year over 60,000 customers generated personalised career ideas matched to their skills and interests using the JMQ. This figure continues to increase on a year by year basis.

## Buzz Quiz

To add to our range of assessment tools we developed the Buzz Quiz application. Working through the application the user is presented back with a personality style and a range of jobs well matched it. This is proving a popular addition to the website with a couple of thousand uses in the first couple of months .

## Search

The new site was launched with a search function, previously not available on the old CW.com site. This is a critical feature to support users easily find the content they are looking for and was developed in in response to some of the customer feedback we had on the site previously.

In the couple of months this has been live it has been used over 5000 times and provides a real insight into what customers are searching for.

## Features and campaigns

Each week a new feature is added to the site providing new careers content for users to engage with and support their career information needs in a timely fashion. The carousel on the home page supports a series of national campaigns and events.

In support of a new feature, campaign or event, fresh and varied content is produced and added to the site such as video, case studies and articles. Campaigns and events supported this year include:

- Apprenticeships
- Skills Cymru
- Christmas and summer jobs
- Year 9 options

## Working Wales

In May 2019 we launched a new website to support the Working Wales programme, as well as new social media accounts (LinkedIn, Facebook, Twitter and Instagram) for this service.

Since its launch over 115,000 users have visited the website.

At the same time, we also launched our Support Finder application, a tool aimed at Working Wales customers to search for programmes they are eligible for, that will help them improve their skills and work opportunities.

## Future developments

With the new Careerswales.gov.wales site only recently launched we still have a roadmap of new activity to work through, continuing to develop many more applications on the website to provide a complete online package of support for our customers.

Here is a list of projects we are currently working on that will be live during the next year:

- Jobs Trends
- Courses
- Apprenticeships
- Professionals
- Employers
- Enterprise search
- LMI
- Job information and job trends
- Self-registration and login.

## Careers Wales helpline

Our national telephone helpline and webchat service are run by the same team, enabling us to provide a single point of contact for customers getting in touch with us via these channels.

Our telephone helpline continues to operate Monday to Thursday 9am - 5pm and Friday 9am - 4.30pm and has 16 colleagues dedicated to the service. The service is delivered initially by employability coaches who provide an online diagnostic assessment and information and advice service which includes employability support.

## Webchat

Last year we dealt with 7743 webchats to a broad age range of customers - a considerable increase on the previous year. There was a similar increase in referrals to our digital call back service with 583 referrals to the call back service in 2019/20.

The service is primarily aimed at adult customers and students attending further education (FE) college. The service is also available for customers who are unable to access centres due to transport, rurality, childcare, disability etc.

# Education

## A new offer to young people.

Our work in schools and colleges aims to support young people to become more effective at planning and managing their careers in an ever changing and complex labour market, to understand the market and the skills they need to compete for jobs.

Our model of delivery provides young people with the opportunity to discuss their career ideas with an adviser on a one to one basis or to attend one of our interactive workshops. Our work is focused on developing the Career Management Competencies of young people - Motivation, Decision Making, Self-Awareness, Opportunity Awareness, Transition/Action and Resilience.

Our Careers Advisers are linked to mainstream /special schools and FE colleges, acting as account executive for their institutions, negotiating and coordinating Careers Wales services to meet the needs of both the institution and its pupils/students. This includes the provision of guidance activities, employer engagement and capacity building for school staff and is agreed through a Partnership Agreement.

Support is diagnosed using career interest surveys and quizzes such as Career Check, Job Matching Quiz and Buzz quiz. Guidance services are delivered through a blended model of group sessions, face to face guidance and digital interactions. Group and classroom sessions are offered to all schools and colleges to enhance and contribute to the CWOW curriculum.

Young people with identified guidance needs are prioritised for face to face guidance. In 2019-20:

- **40,871** pupils accessed one to one support
- **70,642** individual interviews were delivered.
- **26,643** pupils completed our annual Career Check survey
- **107,881** pupils took part in one of our interactive group sessions/workshops
- **229** Partnership Agreements were signed with schools and institutions.

## Our work in Key Stage 3 supports pupils to:

- make informed option choices and understand how choice impacts on future career ideas;
- become more self-aware of their own skills and qualities and how they relate to future career choices through delivery of our Job Matching Quiz and the Buzz quiz.

In 2019-20 we delivered a service to over 30,000 pupils in Year 8 and 9. 2965 had a one to one interview with their Careers Adviser and 919 group sessions were delivered.

### **Our work in Key Stage 4:**

- introduces young people to the evolving world of work and help them understand what kind of careers will be available to them in the future;
- helps young people to learn more about all their Post 16 options and how to progress with their next steps.

We delivered an individual service to 30,500 pupils, providing them with the opportunity to discuss their career ideas and plan their next steps. Over 73,000 young people attended one of our interactive group sessions and advisers also delivered small interactive workshops focusing on specific vocational sectors and employability skills.

### **Our work in Key Stage 5:**

- supports young people with planning their Post 18 transition;
- develops their understanding of all options post 17 and 18 options.

We achieved this by delivering a service to over 7185 young people on a one to one basis and through 250 group sessions during the year.

### **Educated other than at school (EOTAS)**

During the year, our advisers have provided one-to-one support to over 900 young people across a range of settings who are educated in locations other than school (EOTAS).

We also work with young people who are educated at home, providing young people and their parents with information and advice on their options when they return to formal education, training, or employment. Over the last year we have had 440 individual interactions with young people educated at home.

## Young people with additional learning needs

Careers Advisers work with young people with Additional Learning Needs (ALN) in partnership with schools, parents and a multitude of other professionals to ensure that young people have planned and successful transitions from school.

In 2019-20 we:

- delivered 5378 one-to-one interactions to ALN pupils;
- completed 1919 Written Outcomes and 1227 Learning and Skills plans;
- put together 109 Funding Applications;
- undertook 9360 instances of advocacy work;
- participated in 3219 ALN reviews;
- recorded 6350 parent and carer contacts.

Advisers also work with our Business Engagement Advisers and Careers and the World of Work Co-ordinators to provide meaningful, differentiated employer-led activities in special schools and resource bases to help young people gain a practical understanding of the world of work and link employer work and career ideas to the curriculum. Warburtons bread are one example of company who provided valuable insight into the world of work of for ALN pupils, providing interactive bread making workshops and an opportunity to understand food manufacturing, food preparation, health, hygiene and nutrition.

## Parent and carer engagement

Careers Wales recognises that, for many young people, parents and carers are the key influencers who have an important role to play in shaping and guiding decisions. Research shows time and again that parents and carers are the biggest source of influence and the biggest source of careers advice for young people.

We engage with parents and carers in various ways so that they can then provide their children with information that will support their career planning and decision making. Our advisers attend parent evenings and give presentations at Option Events. We invite parents and carers to employer events such as Chose your Future and Apprenticeship Fairs. We also send out parent and carer booklets during Year 8 and 9 to provide information and advice around option choice.

**We offer a variety of ways for parents and carers to engage with us:**

**Careerswales.gov.wales website providing:**

- A range of interactive and static resources that can help parents with their own and their child's career choices.



- Live Webchat facility
- Distance Learning Resources (also see HWB below)
- Links to external websites and guidance (e.g. Welsh Government site and individual documents)

**Dedicated telephone service offering:**

- telephone information, guidance and advice to parents. 0800 028 4844 - Monday to Thursday: 9am to 5pm, Friday: 9am to 4:30pm

**Careers Wales has launched a series of new distance learning resources:**

They are aimed to help parents to support and educate their child on careers-based topics while schools are closed.

Employers and careers advisers deliver five webinars. The webinars aim to:

- Give parents and their child an insight into careers in different sectors
- Provide information on how their child can achieve their career goals
- Include a lesson plan

The resources also include web-based activities for parents to undertake with Primary School aged children, and those in KS3.

**A wide variety of YouTube videos on the Careers Wales YouTube channel.**

There is a specific section of [videos aimed at parents](#).

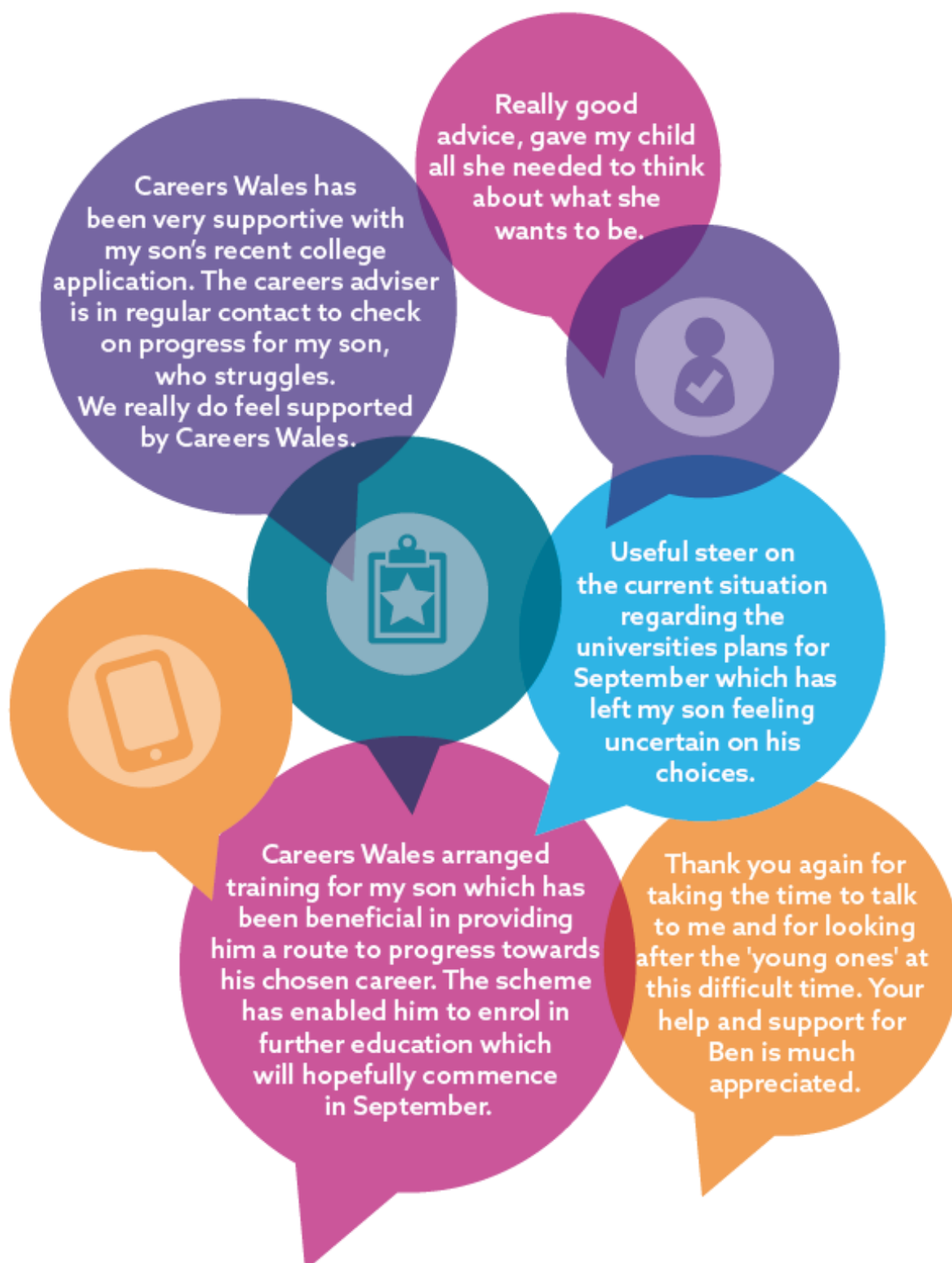
Also includes several 360 Virtual Reality videos.

**Regular posts aimed at supporting parents, especially since school closures.**

Live Parent Q&A Events on Facebook and Twitter – to be run once a month following the successful launch in April.



## Parent feedback



## Case study

### **Interactive Post 16 Opportunity Awareness session.**

Our audience participation kit, Turning Point, was used to deliver an exciting group session with Year 11 pupils with ALN in Ysgol y Gogarth on the topic of Post 16 Opportunity Awareness. Ysgol y Gogarth is a day and residential Special School in Llandudno currently catering for approximately 240 pupils between the ages of 3 and 19.

The group of 12 students included young people with varying levels of ALN including Autism, Learning Disabilities and Communication Difficulties. The aim of the session was to introduce Post 16 options to the pupils in a fun and interactive way whilst also capturing their responses and views throughout the session. The session was timed to take place before their Annual Reviews in order to help with the transition process and improve their knowledge of options available.

Using the kit enabled our Careers Adviser to gain an insight into the students' thoughts about their options, some of which they would not usually be willing to

share in front of their peers. Our adviser was able to track their responses and offer subsequent one-to-one interactions to discuss their thoughts and ideas further.

Feedback from the pupils was very positive. All engaged well in the session and they particularly liked the fact that it was real time and enjoyed the 'live poll' aspect of the session.

Teaching staff felt that using the audience participation kit had improved the learning experience for the pupils and as a result of the session, the school are now looking into purchasing their own kit to use in PSE lessons as this can be a difficult subject to gain pupil feedback.

"The students found the presentation engaging, they benefited from the live polling using the keypads. They found the session fun and it helped them retain the information being presented. It helped keep everyone's attention in class, which can be difficult with short attention spans but because it was something a bit different the students were engaged. Many of the students wouldn't normally volunteer to raise their hands to answer in front of their peers but by using the voting buttons it took the pressure off and my adviser was able to discuss answers and spark further discussion amongst the group.

**Lee Power – Art and Design teacher at Ysgol y Gogarth**

## Pupil destinations from schools in Wales

Each year we undertake the destination survey of school leavers on behalf of the Welsh Government. This survey is compiled from data supplied by Careers Wales and looks at the education, employment and training progression routes chosen by young people. Further analysis is provided by pupils' ethnicity and gender.

The survey provides a useful snapshot of pupil destinations which informs careers staff in their work with clients, parents, teachers and employers as well as proving an invaluable aid to partners and colleagues involved in planning learning, training and employment opportunities.

The 2019 survey reported the destinations of 50,915 pupils from secondary schools across Wales. It includes pupils who have reached statutory leaving age, Year 11, and pupils leaving school in Years 12 and 13. Pupils from special schools are included in the survey; those attending FE colleges and independent schools are not.

In 2019:

- 88.2% of Year 11 school-leavers continued in full-time education (90.6% of girls compared to 86% of boys).
- Of them, 55% continued their education in colleges of full-time education and 45% in a school 6th Form.
- 8.2% of Year 11 school-leavers went into work-based training or employment.
- 1.8% of Year 11 school-leavers were known to be not be in Education, Training or Employment (NEET) at the point of the survey.

The [full report](#) is also available for you to read.

## Working with employers and schools

**Our team of Business Engagement Advisers (BEAs) bring together schools and employers, with the aim of informing, inspiring and motivating young people about their career opportunities.**

### Curriculum enrichment activities

During 2019-20 we facilitated 935 employer-led, curriculum enrichment interactions with 200 secondary schools across Wales. These interactions included employer presentations, employer challenges, site visits, 'World of Work' days, subject specific support, webinars, mock interviews and careers festivals and all are mapped to the Careers & World of Work, Digital Competency, Literacy and Numeracy Frameworks. They also link with the support the introduction of Curriculum for Wales 2022 with links to the new 'Areas of Learning and Experience'.

Over 9000 young people provided extremely positive feedback on their experiences, with 94% saying they had learned something new and 82% saying they were more motivated to plan their careers as a result of attending.

As well as informing, inspiring and motivating young people about their career opportunities, these experiences address important themes such as tackling gender stereotyping, Welsh language skills in the workplace, supporting schools to integrate employer engagement within areas of learning and experience as they prepare for the introduction of the new curriculum, as well as generic employer-led experiences.

### Case study

#### Using female role models to promote STEM careers.

In November 2019, we arranged for a female Project Design Engineer with GSM Automotive to deliver a presentation to Year 12 students at Crickhowell High School.

GSM Automotive is a global company, based in Brecon, that designs and manufactures decorative interior and exterior components and assemblies for vehicles. Some of the companies that it makes parts for include Jaguar Land Rover, McLaren and Mini. The company also offer a bespoke 'Pimp My Ride' service for clients, many of whom are celebrities and sports stars.

Our role model talked about her inspiration to become an engineer. Her mum was a technician and at the age of 14 she spoke to an engineer at the plant and was inspired to follow a similar path. She described the benefits of pursuing an apprenticeship, as she had done, and explained how she had been able to experience several different types of engineering including mechanical and electrical. She also talked about the progression opportunities beyond apprenticeships by explaining her employment as a technician, how the company sponsored her to complete an HND and how this led to her appointment as a Design Engineer with GSM.

**Case study continued:**

It became clear that very few of the students had been aware of GSM as a global company in their area and by the end of the session had a far better understanding of the organisation and also the routes into engineering as a sector.

“Fantastic event, local employer with global contacts. Employer was informative, approachable and kept all students engaged. Brilliant session”. Crickhowell HS, staff member.

**Student comments:**

- “I found it insightful into a career path I haven’t looked into yet”
- “I thought it was interesting”
- “Very informative about engineering”

**Case study****Industrial estate visit**

Following a discussion with the Head Teacher at Llanidloes High School, in December 2019 we organised a visit to the Mochdre Industrial Estate in Newtown for the school’s Year 10 engineering class. Formal visits were arranged with the following employers:

- Electrical Classic Cars
- Control Techniques/NIDEC
- Makefast
- RM Group

Students were given a real insight into the day to day activities of the 4 local employers through tours and question and answer sessions with key members of staff. They were able to develop a far better understanding of the work of these organisations and were encouraged by the number of job opportunities available. Useful information was shared by the employers on apprenticeships, training and job opportunities, and students were encouraged to make contact to discuss possible work experience placements.

**Comments from employers included:**

- “I’m so pleased that the pupils found it to be an interesting and positive experience” Sophia Pert, Electric Classic Cars.
- “We enjoyed sharing our experiences and sharing information about future opportunities. Hopefully, some of the pupils from today’s visit will want to apply for work experience here at RMGroup in the future” Operations Manager RMGroup.

**Comments from students included:**

- “Today has given me a better insight into other routes into work, such as apprenticeships”.
- “It is encouraging to hear about all these different job opportunities in the local area.”



## High impact careers fairs

Image: Choose your future event Powys



During 2019/20 we organised 20 high impact careers fairs across Wales. Marketed under our 'Choose Your Future' brand, they typically involve between 40 and 80 employers, training providers, FEIs and HEIs, and can attract up to 2000 young people and their parents / carers.

Events this year have included Welsh in the Workplace fairs in North and South Wales, events targeted at young people with additional learning needs in North and South Wales, a major apprenticeship fair in Cardiff, Skills Cymru in Carmarthenshire/Pembrokeshire and regional careers festivals

covering Powys, Swansea/Neath Port Talbot, Gwent, Ceredigion and the six counties in North Wales.

As with our curriculum enrichment activities, feedback from these careers fairs has been extremely positive. 84% of students rated the events as excellent or good and 84% said that they were more motivated to plan their careers as a result of attending.

Where parents and carers attend, we also ask them for feedback. 96% rated them as excellent or good and 86% said they knew more about careers as a result of the event.

### Case study

**'Apprenticeships Work' Careers Festival at City Hall Cardiff sees pupils from over 60 schools attend**

The event was organised as part of the 'Choose Your Future' programme and supported by Cardiff Commitment. All Key Stage 4 and 5 pupils from schools in Cardiff, Vale of Glamorgan, RCT, Merthyr, Caerphilly, Newport and Bridgend were invited to attend, along with FE college students and parents.

The aim of the event was to ensure that pupils and parents had a good understanding of the apprenticeship opportunities available to them from as wide a range of employers and sectors as possible. Exhibitors were encouraged to have current apprentices on their stands so people could talk to them about their work, courses and career choices.

All visitors to the event attended a 10 minute 'Introduction to Apprenticeships' session delivered by a Careers Wales Adviser before they entered the exhibition areas. People were also shown a short film of a current apprentice at HMRC who had gained their apprenticeship through attending the same event the previous year. This helped to inspire attendees and encourage them to engage with exhibitors.

Activities took place through the day including workshops on hair & beauty, the Armed Forces, construction trades, the creative sector and Network 75 work & study degrees. Panel discussions on apprenticeships were facilitated by NTfW for pupils in the morning and parents in the afternoon.

The day was well attended with over 1500 people meeting over 70 different exhibitors.

**Pupil feedback:**

- "I liked the introductory session and the individual workshops provided, I believe it has helped me better understand what I was unsure about apprenticeships."
- "Large selection of companies. Lots of information".
- "Very useful with lots of information and interesting companies".
- "Good information on what we want."
- Parent and carer feedback:
- "Very good energy in the room! Employers actively looking to recruit. Excellent mix of opportunities."
- "A very good fair/a little of everything you need - good people and lots of advice given. Well Done, same again soon."
- "A fantastic variation of companies with valuable information."
- "Excellent stalls, good opportunities, learnt lots".

**Business Class**

We continued to build on our collaboration with Business in the Community (BiTC) in 2019-20 to establish, facilitate and promote sustainable partnerships between employers and schools through the Business Class model. The model is based on forming strategic links between a school and a business within a wider 'cluster', with activity based on a needs-analysis for each partner. As in previous years we have successfully organised a series of innovative cluster events which involve all Business Class schools and businesses in a region.



## Case study

### Food & drink industry challenge

Working with *Tasty Careers Wales* and sponsored by one of the Business Class employers in the Carmarthenshire 'cluster', Castell Howell Foods Ltd, we organised a challenge for Year 9 students to work together as part of a team whilst developing their skills and awareness of the food and drink industry.

Teams had to design a new Welsh healthy food or drink product, made from as much local produce as possible. Whilst taking part in the competition students were introduced to the variety of career opportunities available across the food and drink industry, including engineering, science, marketing, finance, design and HR. The challenge also allowed the students to develop skills in creativity and innovation, personal effectiveness and digital literacy.

During the preliminary round at each of the 7 schools, 5 teams of 6 students each competed against each other to go forward to represent their school at the cluster final at Parc Y Scarlets. 210 pupils were therefore involved initially with 42 pupils going on to compete at the final. At the preliminary round, after having time to develop their idea, the students had to present their product to a representative from their school's Business Class business partner, who would decide on a winning team. The winning team worked with representatives from their Business Class business partner to develop their idea and product further before going on to represent the school at the final in Parc Y Scarlets.

At the final, 7 teams from the cluster presented their product to a panel of judges which included the Director of Education for Carmarthenshire and a Director from Castell Howell Foods Ltd.

#### The schools and businesses involved were:

- Bro Myrddin – Principality Building Society
- Bryngwyn – Dwr Cymru Welsh Water
- Coedcae – Scarlets Regional Ltd
- Glan Y Mor – WRW Construction
- Maes Y Gwendraeth – Castell Howell Foods Ltd
- St John Lloyd – Scarlets Regional Ltd
- Y Strade – Principality Building Society

"I just want to thank you for organising such a great event, the pupils got so much out of it, from making and testing the product to public speaking. They are still on a high and there is currently a battle going on as to where the plaque is going to be displayed." Teacher at Bryngwyn School.

#### Pupil comments:

- "It was very good, learned lots of new things"
- "It was a great experience and opportunity. It put my creative skills to the test"
- "I thought it was very educational. Also, it was great working in a group"

## Education Business Exchange



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In 2017 we launched Education Business Exchange (EBE), our national facilitated employer database. 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 experiences. The activities are then brokered by our BEAs.

2019/20 saw us complete our 3-year roll-out plan for EBE. During the year we trained and licensed a further 123 schools which means that a total of 242 mainstream secondary schools, special schools and PRUs across Wales have now been trained to use EBE. We have also continued to populate the database with over 13000 employers now registered, over 4400 of which have full details of the activities that they are prepared to support.

Use of the database has continued to expand with 383 activities in 2019/20 emanating directly from EBE searches. In 2020/21 we plan to work with the National Software Academy to further develop EBE.

### Case study

#### **A site visit arranged through EBE to an apprenticeship.**

Bishopston Comprehensive School in Swansea used the EBE to source an industrial visit for a group of year 11 students who were considering practical careers. They requested a visit to the offices and manufacturing facility of AB Glass in Fforestfach, Swansea, a local employer recently honoured at the Careers Wales Valued Partner Awards for their continued support of local young people.

We brokered the visit for the group of students and after being inspired by the experience, one of the young people in the group, Jac, contacted AB Glass to enquire about apprenticeship opportunities with the company. Following an interview and Jac's successful GCSE exam results he was offered a full-time apprenticeship which he started on 19th August 2019. Jac is now also enrolled on a Foundation Apprenticeship in Glass Industry Operations (Fabrications) with Coleg Sir Gar.

AB Glass commented; "We were pleased to be able to offer Jac an apprenticeship with AB Glass and help him with his journey into the world of work, we feel apprenticeships are a very successful way of helping school leavers continue with their studies as well as enabling them to be able to work at the same time – earning while you're learning."

Jac said; "AB Glass are a great company to work for and I am enjoying my apprenticeship."

## Valuing our partners

Following the success of our inaugural Valued Partner Awards in 2018, we held this year's ceremony at the Hilton Hotel, Cardiff on November 14<sup>th</sup>.

Hosted by BBC presenter Jason Mohammad and attended by a range of partners and stakeholders, the evening ceremony allowed us to honour over 50 employers who were presented with bronze, silver and gold awards for their work with schools across Wales.



This year we also introduced an Outstanding Achievement award for an employer that has gone over and above in their support for young people. The award was won by Celtic Horizons.

Image: Celtic Horizons receiving their award from Nikki Lawrence and Jason Mohammad

### The feedback from employers on the event was extremely positive:

"Just a quick message to say a big thank you for nominating Read Construction for the Careers Wales Valued Partner Awards. We were delighted to receive the Gold Award at last Thursday's celebration event. Of course, we couldn't have won it without your support and nomination so again, a huge thank you. It's great to be recognised for the work we do with communities!"

**Kasia Pugh, Improvement and Engagement Manager, Read Construction**

"I'd like to thank you for nominating WD for an award, I'm so chuffed it's really thoughtful of you to have taken the time to put me forward for recognition – it's reassuring to know that the work we do doesn't go unnoticed and that our engagement has a significant impact on the lives and futures of young people."

"The evening was very well planned and executed by CW and it was a pleasure to have been a part of the evening events celebrating the terrific investment of local businesses across Wales! It's great to see so many businesses passionately investing in the futures of young people, the next generation!"

**Assistant Social Value Manager, Willmott Dixon Construction Limited**

Watch our [video](#) to find out more about the awards.

## Supporting employers to support schools

To further support employers who are prepared to work with schools and young people, we produced a brochure of education business activities including employer presentations, employer challenges, site visits, world of work days, subject specific support, webinars, mock interviews and career festivals. The brochure supports employers by identifying what is involved, what is expected of them and what support Careers Wales will provide.

In addition, we have also produced an [online training resource](#) for use by employers who have colleagues that would like to work with schools but need some support. The resource covers the Careers and World of Work Framework, the role of employers, what to expect in schools, a toolkit to prepare for their work in schools and some top tips from experienced employers. It has also been promoted by Business Wales.

## Engagement with partner projects

Through our stakeholder services team, we aim to work in partnership with stakeholders where we can add value and support the achievement of objectives for the mutual benefit of young people. During 2019/20 we were involved in a range of other projects, two of which are summarised below.

### STEM Gogledd

The STEM Gogledd project is a collaboration between the local authorities of Gwynedd, Anglesey and Conwy, as well as GwE (regional school improvement consortia), Careers Wales and other partners. The project is aimed at 11-19 year old students in schools across the 3 local authority areas and has been designed to promote take-up and attainment in STEM subjects. As part of the project, Careers Wales successfully secured funding to employ 3 STEM Mentors to support the operational delivery of the project. STEM Mentors work with identified young people on a 1:2:1 basis, deliver group sessions and organise major STEM related employer engagement activities. Some of the activities delivered to date include:

- **Imagin8 conference** – aimed at Conwy school pupils in years 10 and 11 held at Conwy Business Centre. Activities were delivered on a rotation basis and included 3D printing, building rockets, producing and editing film, working with the Cybercrime team from North Wales Police, problem solving and health and safety with Creating Enterprise, building tetrahedrons with MWT Civil Engineers, coding with Technocamps, interview skills and confidence building with GLLM, teambuilding with the Army, introductory sessions with Bangor University Psychology Department, and virtual rollercoasters with Glyndwr University.

- **Girls in Construction** - Year 9 girls attended a site visit at Welsh Mountain Zoo, where a new snow leopard enclosure is under construction, to learn about conservation careers as well as construction. There were also presentations and activities provided by Wynne Construction about careers in construction and qualification pathways.
- **Ynni Ogwen scheme, Bethesda** - Year 9 participants spent the morning finding out about this collaborative, community run scheme between 3 local Councils. They visited the hydro energy plant that is powered by the River Ogwen and supplies electricity to the village and surrounding areas. It was an opportunity for the pupils to learn about different roles within the renewable energy sector. They were also shown an electric powered car and its benefits in the community which was of interest for the pupils who have chosen mechanics and engineering as a career pathway.

## Partnership for innovation in education

The Partnership for Innovation in Education (PIE) project is a £1.2m HEFCW funded project involving the 4 higher education institutions and 5 further education colleges, as well as major employers across 3 key sectors within South East Wales – design, compound semi-conductor and the creative industries. Through our involvement in the project Careers Wales colleagues took part in various sector-based workshops and attended a strategic placement at a major semi-conductor employer. In addition, we worked closely with colleagues from FE, HE and industry to facilitate webinars for young people on careers in the design sector (September 2019), TV & film (January 2020) and advanced materials and manufacturing, including semi-conductors, (March 2020). These formed part of a wider programme of webinars but resulted directly from this project. We were also asked to present our experiences of the project at a major conference at Cardiff City Stadium in March 2020.

One of the employers involved in a webinar production said; "It's great to see Careers Wales adopting new techniques to speak to students directly; It's so important to take advantage of new approaches as that's what will keep students engaged. A great experience from start to finish with everyone involved and despite having never done something like this before, it never felt like daunting task. Great job all round!" Alex Bull, Head of Design, Storm & Shelter.

### Evaluation

During 2019/20 we commissioned an independent research company, Beaufort Research, to undertake a detailed survey with mainstream secondary schools on our education business services. In total, 99 schools responded to the survey and a further 12 schools took part in qualitative interviews.

The research allowed us to question the volume of work being undertaken, the demand for services, the impact and value of the work, the efficacy of specific



projects like EBE and what ideas colleagues had in terms of future developments. Encouragingly, schools were very positive about the contribution of Careers Wales with the report finding “the qualitative interviews provided the opportunity for schools to discuss their overall relationship with Careers Wales and they were very positive about the service they received”. The report has allowed us to make changes to our programme of activities. For example, schools identified barriers linked to live webinars and so in 2020/21 we will produce fewer live productions and offer schools a wider range of digital employer interactions e.g. Instagram stories, podcasts and ‘day in the life’ videos.

We also fully contributed to a thematic study by Estyn into partnerships with employers in secondary and special schools. The report has helped us to prioritise service improvements, for example, the launch of an easier to navigate website and plans to develop EBE, but the report also noted that “Many schools visited are successfully involved with and make effective use of a number of national initiatives, such as Business Class (BC), Education Business Exchange (EBE) or Big Ideas Wales (BIW), or work closely with Careers Wales”.

## **Careers and the World of Work (CWOW)**

Our team of Careers and World of Work Co-ordinators (CWOWs) build the skills, knowledge and confidence of education professionals to deliver effective careers education programmes. We do this through resource development, training and bespoke consultancy support.

### **Resource development**

We continually update the resources that are available to teachers to deliver effective programmes, with all resources mapped against the Careers and World of Work Framework. Resources provide teaching staff with practical ideas and activities for delivering careers lessons in an education context. This work involves developing session materials relevant to the school ‘offer’ including the Welsh Baccalaureate, maintenance of a careers resource directory and the development of the professional section of [Careerswales.gov.wales](https://careerswales.gov.wales).

During 2019/20 we have continued to upload resources to the [Careers Wales section on Hwb](#).

## Work in primary schools

In the 2019/20 Careers Wales remit, in line with the ambition set out in Curriculum for Wales 2022, we were asked to support primary and secondary schools and colleges to deliver experiences and opportunities to young people that help prepare them for the world of work and that we start to create developmentally appropriate resources for young people in primary school.

We worked with a small group of Primary School Deputy Heads who suggested that the best approach would be to produce adaptable materials that could be embedded within teaching and linked to the many topics covered as part of the primary curriculum. Our CWOW team developed a suite of resources with the concept based on a central discovery map using the buildings in a town to represent key sectors. They can be used to include Careers and Work-Related Experiences (CWRE) across the primary curriculum in a fun, engaging and easy to manage way. The central discovery map was professionally produced by a digital design studio, and the other resources have been produced using the expertise of the Careers Wales creative team to ensure we are providing a high-quality resource.

The resources were piloted by primary schools in North Wales and the evaluation was very encouraging. Most young people said they had enjoyed learning about jobs and careers and would like to do similar work in the future. Teachers suggested that the resources helped pupils to understand more about the wide range of jobs that could be available to them, with one commenting; “Yes, I think this is definitely a gap in primary education. Pupils will benefit from gaining knowledge of jobs and salaries to motivate themselves and become more independent learners”. They also agreed that the resources were engaging, supported the challenging of stereotypes and could easily be embedded within the new curriculum. One teacher commented; “Yes – fits into the new curriculum and child-led learning encourages aspirational thinking”. Another teacher said, “Yes, the jobs pupils are familiar with are very limited. Allowing the children to understand the sector they are most suited to is really useful”.

Following this pilot, the resources will be updated using teacher feedback and will be promoted and hosted on Hwb for potential use by teachers across Wales.

## Welsh Government secondment

Since September 2018, we have seconded a member of our CWOW team into the curriculum branch of Welsh Government. The secondee has been instrumental in writing policy documentation aimed at embedding CWRE within Curriculum for Wales 2022. The success of that arrangement has resulted in an extension of the secondment to September 2020, during which time the focus will be on developing statutory guidance for CWRE.



## Gatsby Benchmark pilot

We have continued to support the pilot of the Gatsby Benchmarks in the Rhondda Cynon Taf (RCT) local authority area having been instrumental in establishing the pilot during 2018/19. The Gatsby Benchmarks have been developed to ensure good quality careers education and guidance in schools. As part of the project we have been active members of the strategic steering group, delivering key services to support the achievement of the benchmarks, including training RCT Governors on CWRE, providing schools with a detailed mapping document outlining how our services map to each of the Benchmarks and supporting the production of a promotional video for the project. More recently we have also contributed to an independent evaluation study to assess the effectiveness of the benchmarks.

In our 2018/19 annual report, we highlighted the work we have done with regional consortia to deliver the Level 6 Certificate in Careers Leadership for cohorts of teachers in West and North Wales. During this year, as part of the Gatsby Benchmarks pilot, we have delivered this formal, accredited training ourselves to Careers Leaders in RCT. Feedback from those engaged in the programme has been extremely positive in terms of the impact on their work and we have plans to create a non-accredited, condensed version of the programme. Feedback on the teaching days indicates that the training has been delivered to a high standard, and participants also identified clear ways that the training would be put to use, including updating their school careers policy, developing the careers section of their school website, sharing good practice, auditing provision against existing frameworks and creating a whole new careers programme.

## Capacity building training

We have delivered 367 training sessions with partner organisations on key topics linked to CWRE. These have included careers within the Welsh Baccalaureate, the 14-19 'offer', overview of Careerswales.com, labour market information, EBE and an overview of the Careers and World of Work Framework.

In addition, we have facilitated 502 consultancy meetings during the year including various 'Careers Co-ordinator' forums, bespoke meetings with schools and colleges to develop CWRE provision, the Careers Wales Mark, meetings with regional school improvement consortia, supporting schools and colleges with Estyn inspection preparation and using EBE to support the curriculum.

## Case study

### EBE training leads to greater employer engagement.

As part of our 3-year roll-out plan for EBE, CWOWs have trained all available mainstream secondary schools in Wales and in many schools the use of EBE has had a positive impact on the school CWRE programme.

In July 2019, St Cenydd School in Caerphilly took part in EBE training during which we were able to demonstrate the process for making employer requests and to discuss ways in which the EBE could be used to support different subject areas, as well as general careers provision.

Since the training, the school has really embraced EBE as a tool for supporting employer engagement within the curriculum. Led by the Assistant Head Teacher with responsibility for curriculum, to date they have made 13 employer requests through EBE resulting in numerous activities ranging from a media company presenting to on the opportunities available in the creative sector through to a large international manufacturing company talking to Year 9 students prior to making option choices about the importance of modern foreign language skills in the workplace.

## Careers education conference

On October 16<sup>th</sup> we hosted our first ever major education conference for teachers on the topic of 'skills proofing our young people for the future'. Held at the Principality Stadium, Cardiff and hosted by BBC presenter Sian Lloyd, the conference was attended by more than 110 head teachers, teachers and education professionals from across Wales.

The day included a keynote speech from Ken Skates, Minister for Economy and Transport, a video contribution from the Minister for Education, Kirsty Williams, and a guest speech from TV presenter and adventurer Lowri Morgan. Delegates also attended workshops by Estyn and Welsh Government on standards of careers education, entrepreneurship and Curriculum for Wales 2022, and there was also a skills Q&A session with a panel including Ian Price (Director, CBI Wales), Ben Cottam (Head of External Affairs, FSB), Avril Lewis (Managing Director, Technology Connected) and Leigh Hughes (Chair, Cardiff Capital Region Employment and Skills Board).

Delegate feedback on the day and following the conference was very positive. 97% of delegates said that they felt the conference had met its objectives, whilst they rated the event 4.3 out of 5 on average with 89% of respondents scoring the event 4 stars or more. Following the event all delegates were provided with digital access to all the presentations and workshop content for future use.

Watch our [video](#) to find out more about the conference.

## Carers Wales Mark



**MARC**  
**GYRFA CYMRU**  
**CAREERS**  
**WALES MARK**

The Careers Wales Mark accredits establishments that have committed to the continuous quality improvement of their CWRE provision. Establishments must commit to and demonstrate that they have active procedures

in place to ensure quality outcomes for learners. During 2019/20 our CWOWs facilitated 152 Mark related consultancy meetings in schools leading to a further 19 new accreditations and 31 re-accreditations.

The Mark was developed following the introduction of the Careers and World of Work Framework in 2008 and we intend to review and amend the award in line with plans for the introduction of Curriculum for Wales 2022.

### Case study

#### **Willows High School, Cardiff – Careers Wales Mark accreditation**

Willows High School is an English-medium 11-16 mixed community school maintained by Cardiff local authority. It serves the areas of Splott, Adamsdown and Tremorfa in the East of Cardiff. There are currently 586 students on roll of which around 44% are eligible for free school meals, approx. 33% have English as an additional language and the percentage of students with additional learning needs is around 41%.

The school had never pursued the Careers Wales Mark but decided to explore the potential of the Mark following an Estyn inspection in 2018. Following a meeting between the Senior Leadership Team and one of our CWOWs, it became apparent that the Mark process could support the schools with several key priorities, including:

- An audit of the curriculum against the Careers and World of Work framework.
- Linking employer engagement to the needs and aspirations of the learners via the Education Business Exchange.
- Developing a stronger partnership with Careers Wales, including a greater understanding of the relevance of the world of work within the taught curriculum.

With support from Careers Wales to audit and evaluate their current provision, the school has now successfully achieved the Mark and have a detailed development plan to support the improvement of CWRE in the school. This includes:

- The introduction of regular CPD for teaching staff on CWRE related topics.
- The identification and appointment of a Governor to have responsibility for CWRE.
- Termly meetings with Careers Wales to map their CWRE provision against the Gatsby Benchmarks.

## Other projects delivered: Activate your potential - I2A, TRAC, Cynnydd

**We provide support to young people across Wales through their Activate project as part of ESF funded projects Trac, I2A and Cynnydd.**

The Careers Wales Activate offer is the same across all local authorities, although the method of delivery may vary to suit local need. Pupils from Year 7 to Year 11 are identified through locally agreed Early Intervention processes as requiring support to sustain in education. We provide tailored support to these young people to help to improve their attendance, attainment or behaviour.

All activities are focussed on removing barriers/issues that may impact on achievement of their plans together with broadening their horizons and raising aspirations. The overall aim is to reduce their risk of becoming NEET.

There are three strands to Activate.

- Target 7-11 which is careers led programme of group sessions and 1:1 intervention. All sessions delivered are in the context of career planning and goal setting. For example, confidence building focuses on building confidence in the workplace; communication skills focus on developing effective communication skills for the work environment.
- Employer Engagement includes employers visiting school premises, attending externally organised events or pupils visiting employers.
- Tailored Work Placements delivered to identified pupils in Years 10 & 11

A strong partnership approach continues to work well. We regularly engage with Local Authorities and other Joint Beneficiaries on a strategic and operational management level. Joint meetings and training with Local Authorities are becoming commonplace.

The Work Experience (TWE) element of the Activate was evaluated during 2019-20 with the aim of measuring the impact on young people in terms of reducing their risk of becoming NEET and whether it influenced their choice of career.

- We found that 100% of young people who had undertaken TWE who were sampled had a positive destination on leaving Year 11.
- We found that 64% of the sample has a direct correlation between their destination and the TWE career area.
- 100% showed an improvement in their STAR Assessment score average.
- 100% showed an improvement in at least one of their Primary Drivers (Attendance, Attainment or Behaviour).

The findings were unanimously positive on the impact of TWE on the participants' development of soft and employability skills, improvement in attendance, behaviour and attainment and contributed to a reduced risk of them becoming NEET.

## Case Study – Zip World

A group of pupils at Ysgol Dyffryn Ogwen were identified by TRAC as requiring Career related sessions to raise aspirations for the future. They were identified for several reasons, including school attainment, attendance, lacking self-worth, low confidence and motivation.

On the Careers Wales TRAC programme they undertook individual and group sessions which included a range of topics; Goal Setting, Comfort Zones, Stereotyping, Decision Making (especially in selecting GCSE subjects) Skills, Opportunity Awareness and 'What Employers Want'. These sessions also involved completing the 'Job Matching Quiz' Buzz personality quiz and using the Careers Wales website to research careers of interest to them.

As part of our Labour Market Information—Opportunity awareness session we looked at the type of jobs in the local community. Although pupils had no specific career ideas, we felt that a visit to a big local employer would enable them to have a better understanding of the job opportunities on their 'doorstep'. We agreed that Zip World in Bethesda would offer them an opportunity to see what a major employer in the area could offer.

The Careers Wales Business Education Adviser arranged with HR for a morning session at the site. This morning entailed a group bilingual presentation of the range of jobs available in all three Zip World Sites, with over 300 staff working there during peak times of the year, ranging from Customer services in reception, catering work in their 'Bwyty Blondin Café', outdoor instructors which have been trained in all aspects of health and safety (Zip line, buggies etc), truck tour guides, hr / management roles, cleaners etc. The morning also involves a site tour. This presentation was followed by a tour of the restaurant, kitting up room (this is where visitors were given their overalls, harness and explanation of health and safety instructions), and walking towards the zip line and the responsibilities of all staff involved in providing an excellent experience for visitors.

The pupils were also able to meet with staff that had attended Ysgol Dyffryn Ogwen and explained their journey of finding work at ZipWorld. One example was an instructor whose excellent communication skills and hard work at school led to work at the site. Other opportunities discussed included the possibility of getting an apprenticeship, or even seasonal / part time work once they turned 16 years of age. This involved a period of formal training, first aid manual handling, health and safety, hygiene certificate in kitchen etc—all of which would be beneficial in a range of jobs.

One of the pupils commented, "I want to live in Bethesda when I'm older. I still want to become a farmer or work with my Taid in the quarry, but now I see there are other jobs in Bethesda which I could do... outside type work, I'm good at talking with people, and money is good at Zip world!".

## Working Wales

The Working Wales Service was launched by Ken Skates, Minister for Economy, Transport and North Wales in May 2019 and has provided Wales with a high quality and accessible Careers information, advice, guidance and signposting service ever since, providing a smoother customer journey and a robust assessment of need.



The Working Wales service is Welsh Government's new approach to delivering free and impartial employability and careers advice, making it easier for people in Wales to get the right support at the right time and in a place that is accessible to them.

The new service provides an all-Wales entry point for employability support for individuals aged 16+ which complements existing support networks and which delivers its services right at the heart of our communities.

Over the past year, the service has been delivered out of over 100 locations in Wales including Careers Centres, Job Centres, Community Hubs, Libraries and many other community-based locations, making sure that the service is available to those that need it and at a place that is convenient to them.

The Working Wales service itself provides professional careers information, advice and guidance, needs-based assessment and referral to appropriate support through a variety of channels that respond to customer needs and requirements including:

- face-to-face interactions;
- group delivery;
- telephone support including the Careers Wales Connect helpline;
- an improved digital gateway through a new web presence, enhanced social media, digital marketing campaigns and a new online 'Support Finder' to enable customers to self-help if that is their preference;
- digital platforms (microsite, text & email support, online interactions, social media platforms etc);
- events, open days and employer events (we ran 12 regional roadshows across Wales and organised or attended over 100 events such as Job, Apprenticeship and Careers Fairs);
- a focus on the needs of the customer to make sure that their needs are met.

This year, the service has been delivered alongside 'legacy' Welsh Government programmes such as the ReAct and Access programmes, making the service a complete 'offer' of support to the people of Wales and supporting the aims in Welsh Government's Employability Plan.



## Customer feedback

From July 2019 onwards, we introduced a customer satisfaction survey to gauge the level of service so that we could build in improvements and share good practice. Since July over 1,500 customers have completed the anonymous online survey with an average of 97% of customers reporting that they were satisfied or very satisfied with the service they received.

As part of our caseloading approach we also keep in touch with all customers to support their career-planning journeys and to check the support we provide meets their needs. Here are some examples of the comments we have received back:

1. Yes, thank you, I got the job and I start on Monday yay. Thank you for your help I don't think I would have got it without your help! I appreciate it a lot!
2. I'm still working in the Council. But now as a support officer in the environment department :-). Thank you because if it wasn't for you helping me apply to the job in the council back in May I probably wouldn't be here now!
3. Wow just been reading my CV you amended for me, fantastic, really impressed and appreciated
4. I am writing to you to as I wanted to inform you that I have received outstanding support and customer service from my adviser in Swansea Careers Wales office. She has always been able to help me with questions that I have had about training as a I am looking to change my career. She also was very supportive when my friend asked for help in preparation for his interview and gave us both some great tips for our job search and interview preparation. I always feel comfortable when I come into the Careers Wales centre. Thank you for your time and I greatly appreciate the help of Careers Wales in my journey of changing employment.
5. Thank you for checking up with me. I have good news. I'm currently working part time. The meeting with my adviser was great. She provided me with amazing feedback that allowed me to develop and strengthen my CV to make me noticeable. I was given tips for interviews and how to stay confident. I aced the interview. I would highly recommend the service. You are all very approachable and supportive, especially as I was feeling so low with very little confidence. It was the first time I found myself unemployed and the service gave everything I needed to get back out there. My adviser was very patient and a lovely person to meet.



## Support for 16 and 17 year-old clients in the labour market

### Services to customers 16-17

The Working Wales service for young people aged 16-17 incorporates a wide range of services, accessible to them from the point of transition at school or college, through to their first destination. The service can be re-accessed multiple times if they hit difficulties along the way and need further support to progress into or retain employment, further learning or training. These services can be accessed at any of our centres throughout Wales or at a wide range of outreach and community locations. We are also able to support customers via telephone, text & e-mail and also offer a telephone helpline service. The services that we provide to NEET 16 and 17 year-olds help them to progress into education, employment or training through developing their employability and career management skills.

This year, 5,867 young people 16-17 were supported via the Working Wales service. This work resulted in a total of 6,697 face-to-face interviews, 77 group sessions and nearly 2,000 telephone calls, texts and emails. We also made 5,340 referrals for EET or employability support.

We deliver this support through a variety of face-to-face, group and digital activities. More recently we have also supplemented that work through the introduction of more innovative approaches to engaging young people such as Apprenticeship Fairs and Open Days at careers centres. This year we have also added a range of outreach facilities, working out of libraries, partner premises and community hubs in a proactive attempt to reach out to young people in their communities.

Additionally, a range of bespoke activities and events were delivered this year to support young people to secure local apprenticeship opportunities across Wales, including:

- **Future Fest**

Between the 2<sup>nd</sup> – 7<sup>th</sup> September 2019 we participated in an exciting week-long partnership event alongside DWP, Youth Services and other local organisations and agencies. The event was originally intended to offer support to young people who did not want to go on to Higher Education, so the event aimed to highlight apprenticeships and other pathways as an alternative to HE. In the end, the event was broadened out and grew to include unemployed young people as well as Year 13 and FE leavers. A different activity was held each day at partner premises and the event was well attended and highly successful.

- **National Assembly Wales (NAW) Business Administration Apprenticeship/Open Day, 16<sup>th</sup> August 2019**

The Working Wales team in Cardiff supported customers interested in working for NAW through a series of workshops aimed at developing the employability skills of prospective applicants. The event took place at the Senedd and was a great opportunity for the team to showcase the range and extent of the support available from Working Wales to help people make successful transitions into the world of work.

**An evaluation of the event showed that:**

- 100% of respondents rated the Applications workshop as Excellent or Good.
- 96% felt more confident about making applications for NAW apprenticeships
- 100% felt that the workshops were a good preparation for interviews at NAW.

**Comments on the workshops include the following:**

- It was engaging and the people were nice. They provided a really good list of points that can be transferable to any application.
- Excellent presenters. They were fun and engaging.
- Fun. Really helpful session. Didn't want it to end.

- **'It's Not Too Late' events**

Last year we piloted a small number of 'It's Not Too Late' events at some of our Careers centres. The purpose of these days is to provide an opportunity for any young people who had either left school in the summer or who were currently NEET to re-engage with learning. The events are hosted at our careers centres and all young people who we know to be NEET are invited to attend so that they can engage directly with all the local work-based learning providers (including the local colleges) who are also invited and who set up a small 'marketplace' within the centre. This is an invaluable opportunity for young people to engage before risk settling into a period of disengagement.

- **Young People's Conference at the Celtic Manor Resort, Newport – October 2019**

In October 2019, we participated in the Young People's Conference which was held at the Celtic Manor Resort, Newport. The event provided a lunchtime 'marketplace' for young people seeking information and engagement in a range of opportunities and we were there to offer impartial advice and guidance and to support young people to identify appropriate next steps.

Approximately 250 – 300 young people attended on the day ranging in ages from 12 to 17.

- **‘Live Apprenticeship Event’, Swansea**

The 2019 apprenticeship fair was held in the Liberty stadium again this year, in conjunction with Workways Wales. The event coincided with National Apprenticeship week. We had approximately 25 employers/training providers supporting and over 700 attendees.

**The feedback was very positive, from delegates and participants alike:**

- “Thank you for organising the event, it was really great for networking as well as recruitment.”
- “Thank you for the invitation to attend. We were so busy and didn’t stop all morning. It was great for us to see so many interested in apprenticeships with the council and I hope that all the interest we had turns into completed application forms.”
- “Thank you so much for organising this event, I really do appreciate the amount of work that goes into something like this; it certainly seems to have grown from last year and I think a bigger space is definitely a good idea.”
- “Thank you for inviting us to the jobs fair this week, we enjoyed it and had a very successful day. We secured 14 candidates for interview and hope that many will join us for our next start date in March. Not bad for a morning out! Having been to a few quieter jobs fairs recently, it was great that it was so well attended and gave us the opportunity to talk some future prospective employees once they finish education. Look forward to the next one!”

- **Apprenticeship recruitment sessions held at Careers Centres**

This year we also hosted Welsh Government apprenticeship workshops which were delivered in Carmarthen, Aberystwyth, Llandudno and Cardiff.

- **Hywel Dda Apprenticeship workshops**

This year we supported the Hywel Dda University Health Board (UHB) with recruitment for their Healthcare Apprenticeship Programme. This programme supports young people and adults wishing to follow a direct pathway into nursing via an apprenticeship route. The UHB were looking to recruit 40 Health Care Apprentices in the three counties of Carmarthenshire, Ceredigion and Pembrokeshire. Our support included:

- Publicising the vacancies via our social media channels
- Informing our customers by text and email
- Hosting the Information events at our Careers centres during June 2019
- Supporting unsuccessful candidates with follow-up interviews to discuss alternative opportunities and to support their job searching going forward.

- **‘Apprenticeship Finders’ Resource**

This year we continued to take a proactive approach to the sourcing of ‘new’ apprenticeships. Two Apprenticeship Finders were nominated during the 2018-19 business year to source new Apprenticeship opportunities that might be of interest to young people. These opportunities were then matched to existing job seekers and to Year 11, 12 and 13 pupils who had identified Apprenticeship as a possible next step. Over 780 new Apprenticeship opportunities were identified and shared with customers over the duration of the service. We have now wound up the service to allow for a period of evaluation before agreeing the way forward.

## **Support for the Engagement and Progression Framework and Engagement and Progression Coordinators (EPCs) across Wales**

During 2019-20 we continued to work closely with partners and stakeholders within the Youth Engagement and Progression Framework (YEPF) family to provide data on the engagement status of young people aged 16-18 and specifically on those young people identified as not ready to enter education, employment or training.

These young people often present with complex barriers to engagement and require professional support to overcome them. The information we provide to local authorities is used to identify gaps in provision and avoid duplication of services. It also enables the Engagement and Progression Coordinator (EPC) to ensure that lead workers are allocated to all clients so that they are appropriately supported in their transitions.

As a key partner in the YEPF in Wales, we work with a wide range of partners to ensure that young people are supported in making appropriate and positive transitions from education to work or training. Our partners in this include Local Authorities, Work Based Learning providers and third sector organisations.

As part of the YEPF, Careers Wales (via the Working Wales service) has the lead for supporting young people in Tier 3 (young people not in EET).

This year our Tier 3 progression rates indicate that:

- 87% (2,284) of 16 & 17 year-olds in Tier 3 progressed to appropriate provision, 68% (1765) of whom progressed into employment, education and training, with the remainder referred for additional specialist support from partner organisations.
- 84% of 16 & 17 year olds in Tier 3 onto appropriate provision within 90 days of becoming Tier 3.

We continue to work with local authority EPCs to ensure the seamless support for young people needing support to progress in Wales.

## DWP Partnerships supporting young people at 18.

A small minority of our customers who are still NEET when they turn 18 are supported in their transition to support from DWP via a 'warm handover'. Young people approaching their 18th birthday are sent a digital 'DWP pack'. (454 texts and emails sent this year). This is a short video link which is sent to all unemployed young people three months before their 18<sup>th</sup> birthday. The video helps them to understand and access the support offered by DWP when the customer reaches the age of 18.



Image: Our Wales-wide roadshow events 2019.

## Services to support adults

2019 – 20 was a key transition year for us as we moved away from the very successful Skills Gateway for Adults programme and embarked on the new inclusive Working Wales service aimed at anybody over the age of 16 who are in need of support with career planning, job-searching and employability skills. For the first time we were able to offer a comprehensive 'offer' of careers information, advice, guidance and signposting to a wide range of adults regardless of their status. This year, we supported the following groups of adults:

- **Unemployed** (including long-term U/E and those recently made redundant)
- **Those under threat or notice of redundancy** (supported both in their workplace prior to redundancy and following their departure)
- **Economically Inactive**
- **Prisoners in the Secure Estate**
- **Employed people seeking a change of direction or career advice**
- **Adults from a range of backgrounds who face huge barriers to progression caused by health issues including mental ill-health.**

This year nearly 30,000 adults aged 18+ received Working Wales support. Of these, 15% were in employment (full or part time), 6% were Economically Inactive and 65% were Unemployed. In support of these customers we:

- Undertook over 37,000 face-to-face interactions
- Supported nearly 4,000 individuals via group delivery
- Dealt with nearly 16,000 calls to our Helpline
- Supported over 6,000 customers via telephone
- Interacted via Webchat, Video Interviews, Letter, Text and Email to suit customer preference.

One of the biggest priorities for us during this first year of operations was to ensure that the access to adult customers was appropriate to their needs. We therefore embarked on a series of highly marketed 'roadshows' and events to raise the profile of the service amongst adults and to ensure that there was easy access to our support locally. We also enhanced our network of outreach facilities and were able to offer access to Working Wales support at over 100 locations across Wales ranging from Job Centres to Foodbanks, Citizens Advice centres and Community Hubs.

Examples of events that we either initiated or supported in order to provide access to adult customers this year included Working Wales staff attending the Royal Welsh Show in July to promote WW services. Careers Wales was located within the DWP stand with other partners including Remploy, Help for Heroes and we delivered daily presentations to partners and visitors to the stand. Promotional materials were shared with all visitors to the stand and the virtual reality goggles and activities proved successful.



Other examples of partnership events included attendance at Flying start community sessions in Pembrokeshire which consisted of parents of local communities bringing children along to play sessions within the community. During the two sessions attended during July there was an information hub available to parents. We attended a Live Vacancy event at Caerphilly Leisure Centre in March, a range of events tied in with Adult Learners Week, including one in Barry Island in partnership with other providers in the Vale including Adult Learning, The Library Service and Cardiff Met University.

We also attended a Veterans' Day in Swansea, Blackwood Miners Institute's Employability Event, the Caerphilly at Work Employability Day Event, a Be Your Own Boss event in Carmarthen and a National Employability event in Llanelli, amongst others.

### **Customer feedback:**

"I was nervous to start as I have never been in a career office before and she made me feel very at ease. The advice and help she gave me was great. I applied for a few jobs and going forward she has given me another appointment next week to look for some more jobs and to help me apply but I know where my path is going now and I am very happy confident and excited about my next career move."

"I didn't know all these services were available until I spoke with the Careers Adviser, who was really helpful and made me feel at ease and very comfortable."

"Highly recommend this advice and service to family and friends if they find themselves in my present situation."

"My adviser was fantastic. My mind was a jumbled mess, she made me feel at ease immediately and really helped me to sort out my thoughts into a plan to take forward. Highly recommended."

"I have had 2 appointments with my adviser and she has been amazing! I have been so worried and anxious about my career and she's made me realise I have so much scope to move and look forward to new things. I have now applied for 2 new jobs and don't feel anxious about it and feel I can go into an interview with confidence. Thank you for everything."



## Support for redundant customers

ReAct is the Welsh Government programme that helps people affected by redundancy to gain new skills and encourages recruiting employers to employ redundant workers.

Our team of Careers Advisers, working under the WORKING WALES service, work with employers and individuals who are facing redundancy in Wales to help them to identify alternative career paths and help them to maximise their potential in the labour market.

During 2019-20 we worked with 3,697 people facing redundancy, delivering 209 on-site group presentations at employer premises and creating 2,275 Action Plans. This year, over 1,400 people facing redundancy attended presentations at their employer premises and gained information and advice on their options and on potential support for re-training via Welsh Government's ReAct programme.

Our advisers are largely peripatetic and are frequently deployed to areas of need throughout Wales to cover large scale redundancies and to help manage the day-to-day flow of ReAct work in our centres in affected areas. Facing redundancy can be a traumatic and challenging experience for most people, and our advisers are often the first people on site (alongside Job Centre staff) to offer them support.

Careers Wales staff therefore do all that they can to minimise the difficulties and disruption for people at this difficult time. This dedicated team approach has allowed us to respond quickly and effectively to unexpected and/or large-scale redundancies, wherever they occur across Wales.

Our ReAct team is extremely knowledgeable and experienced in supporting clients through redundancy and particularly in offering support to complete ReAct applications. This year we have enjoyed a success rate of 98.9% for ReAct applications completed by our customers.

Of the 4,114 customers who left our ReAct caseloads this year (including some who had joined during the last months of the previous business year) 39% entered employment, within 6 weeks of leaving the programme. This is testament to the success of the programme and of the useful and timely interventions by advisers at critical times.

Most popular courses funded by ReAct this year were:

- Counterbalance Fork Lift Truck (RTITB)
- FLT RTITB Reach Conversion
- Prince 2 - Foundation & Practitioner
- Emergency First Aid at Work
- ECDL

A typical package of support for an employer with large-scale redundancies usually includes the following:

- Following the formal notification of redundancies, we work with WG officials and DWP and will usually attend a meeting with the employer to explain the 'Rapid Response' support that we are able to provide in conjunction with Job Centre Plus and other partners where appropriate. This is also an opportunity to plan the support package needed and to agree timescales.
- Information awareness sessions to affected employees (at the employer premises) are then delivered jointly by JCP and Working Wales staff.
- One-to-One careers guidance sessions as requested, often happening on-site where possible.
- Support to prepare ReAct applications and to research appropriate training courses.
- Signposting to relevant agencies.
- Support with employability skills where needed eg Job-Search, CV preparation, mock-interviews, digital job-searching skills etc.

An example of this provision this year, was the work carried out at a manufacturing company in the South East of Wales, where many of the employees were low-skilled and required a lot of support with literacy, numeracy and basic IT. The WULF project was brought in to provide this support and Working Wales careers advisers were on-site for as long as required to ensure that positive outcomes or next step plans were achieved for individuals.

This year, Careers Wales has supported a number of very high profile and large-scale redundancies across Wales. We have supported by participating in taskforce meetings and providing support onsite and in careers centres. Examples of redundancies supported this year include Dawnus Construction, Ford in Bridgend, Orb Works, WePlan Group, Quinn Radiators, Rehau, Unilever and many others. This service is highly valued by customers and feedback from employers and staff alike has been very positive once more this year.

#### **Customer feedback:**

"I have never been in this situation before. My advisers were brilliant with me. Very helpful"

"As a 51 year-old out of work for the 1st time I was quite concerned about my future, but after speaking to your advisor I'm a lot more hopeful for the future. I received excellent help& advice from her."

“My adviser was excellent. Helped me realise there were quite a few options out there and encouraged me to do some more research and take a bit of time to give proper consideration to the best channel to go down before jumping into a training course. Very encouraging and suggested we meet up again soon to discuss my further thoughts and progress.”

“My careers advisor was incredibly helpful and knowledgeable, and I left feeling a sense of relief. I was really upset when I got there as I honestly didn't know what to expect but he helped me find structure and a sense of purpose when I lost when I lost my job. He also helped me see positives in myself as I have a lot of self-doubt with my anxiety and depression I actually walked home that day feeling like a weight had been lifted. I've so far acted on all the advice I've been given and can't wait to start working towards bettering myself “

## Case study

### WePlan Group, Cwmbran

We started working with the WePlan Group in Cwmbran in the summer of 2019 and provided extensive and on-going support to employees facing redundancy. At the time of writing our support is ongoing and we have adapted our work to ensure it is just as effective during the Covid 19 lockdown.

“I wanted to thank you and your team for the substantial support you have provided to us over the past few months.

It has been a difficult time for most of the staff coping with significant restructure, which has either affected them directly or their friends and colleagues.

The workshops you ran were extremely useful as it opened peoples' eyes to the local labour market and helped them to appreciate opportunity – this was especially relevant for staff who had worked for the company a long time and were very nervous and unsure of their own skills.

The emotional support and motivation provided by your workshops cannot be underestimated. The more practical help of knowledge of grants and benefits and CV help, was also very useful.

More recently, the You Tube film clip you produced to replace the workshops gave a great summary of support available and signposted the various sources of help – the team were full of praise for this.

From the company perspective, and in using your services, I am confident we have provided the staff with a professional outplacement support, which has helped mitigate the hardship redundancy can bring, and has helped support them to the next step in their careers.”

**Kind regards**

**Rhian Head, Consultant Associate, WePlan Group.**



## Work in prisons

Through the Working Wales service, Careers Wales continues to provide services to offenders in custody, delivering careers information advice and guidance support to these clients furthest away from the job market due to their offending and life circumstances.

During 2019-2020, Careers Wales staff in prisons supported 1,084 prisoners across Wales and undertook a total of 1,787 interviews in support of them.

Through well-established referral processes within the prisons, prisoners are made aware of Careers Wales services and have access to impartial 1-1 guidance to support them with the identification and development of their career management skills. Referral numbers continue to be consistently high with a strong demand for careers interviews. Increased demand for appointments this year has led us to increase the staffing resource in some prisons to accommodate demand.

Additionally, this year for the first time, we have begun to pilot the offer of support to female offenders. From November a nominated careers adviser has been providing face-to-face support to Welsh women prisoners at HM Prison Eastwood Park Prison in Gloucestershire on a monthly basis.

This aims to ensure that women leaving prison and returning to Wales have received the support and relevant advice and information to ease transition back into employment or training in the community. We will evaluate this pilot at the end of the first 12 months.

Our advisers work closely with all agencies within the prison to develop an excellent working knowledge of the support available to prisoners. Our staff attend employment fairs, induction group-works, discharge board meetings and meet with prisoners throughout their sentence to plan their next steps in custody and access relevant training (bricklaying/industries/ multi skills etc) and support them to gain experience through paid work in prison. Internal courses continue to be very popular and oversubscribed and through the guidance and information interview process, prisoners are identified and referred directly onto employability courses

including Highway Maintenance ("Street Works"), Personal Track Safety (PTS) & CSCS training, construction, catering and warehousing along with referrals to prison industries.

All prisoners are made aware of Working Wales services following release and are able to access support at our centres, at a range of outreach locations in the community, via the Careers Wales Connect telephone helpline and via our web services. We continue to promote Working Wales services once prisoners are released, and this year we worked with 85 people upon release and were able to support them in their transition to appropriate employment or training. The work we are currently doing with the Probation Service, and the prospect of having a

link careers adviser for every probation centre will ensure that prisoners continue to be able to access the support they need when they re-enter the community.

### **Careers Wales Supporting successful transitions to employment**

At the end of last year, and following the publication of the Hanson Report (21 March 2019) Careers Wales made the decision to become a recognised employer offering paid and unpaid employment opportunities to prisoners under their Resettlement Programme (ROTL – Released on Temporary Licence).

This entails a careful selection of prisoners (undertaken jointly by the prison service and Careers Wales). Once this has happened, and appropriate prisoners have been identified, we are then able to offer a period of voluntary work in the first instance followed by a period of paid employment until they are released.

This year, we accepted a total of 4 prisoners on to the work experience programme and have taken 3 of these into permanent employment. We look forward to continuing to support this programme in the future and supporting prisoners to make transitions into productive and rewarding careers. We also encourage other employers to offer this support.

Through our employer network, knowledge of local LMI and of local funding sources for training (such as Access) we have successfully referred prisoners to employers and other support agencies which have resulted in successful interviews and subsequent employment or training.

### **Notable successes 2019-20:**



On the 11<sup>th</sup> March 2020, Christine Baker, our Careers Adviser allocated to HMP Usk and Prescoed, was awarded the CDI (Career Development Institute) Careers Adviser of the Year Award. The Adviser of the Year award is given to individuals who demonstrate an outstanding level of effort and achievement for their work in career development, and Christine's tremendous work in helping rehabilitate offenders has been justifiably recognised. The CDI is the professional body representing Careers Adviser throughout the UK so this award came in the face of enormous competition and is a huge achievement by Christine.



- In response to one of the recommendations for Careers Wales within the Hanson Report we facilitated Business Wales attendance at HMP Berwyn, Wrexham and at HMP Prescoed/Usk to support prisoners wanting to become self-employed upon release. In Prescoed we also facilitated a 'Question and Answer Session' on Business Start-up on the 1<sup>st</sup> October 2019 in collaboration with Business Wales. 23 prisoners attended and the session was followed by 1-1 surgeries with Business Wales staff.
- We supported the development of the first 'Job Centre' within any prison in the UK at HMP Cardiff and allocated Working Wales Employability Coach resource to support the development and to offer employability support to prisoners accessing JCP services.
- This year we initiated the Working Wales customer feedback survey in prisons, to gauge the level of satisfaction with our services. We have been delighted with the response which had consistently resulted in a 100% satisfaction rate.

## Case study

### Supporting a prisoner into employment

Client J was referred to Working Wales support at the prison by St Giles (the Community Rehabilitation company based at the prison). Feedback on J from a range of HMP staff members was very positive and he came across as polite, employable and work-ready. He had already completed a range of qualifications in custody (including road and rail maintenance, as well as CSCS qualifications) but was looking to add more if possible, both whilst still in custody & on release to broaden his employment options.

We initially referred him to Multi-Skills Construction training in Workshop 2 which he duly completed prior to release. He was also very interested in gaining plant-hire licences on release and we talked about Welsh Government's ACCESS funding (as he lived in an eligible area & intended making a claim for Universal Credit). Upon release, he duly engaged with Careers Wales at our local centre to discuss making an ACCESS funding application, for which he was successful.

Following that interview, J was referred for 360 Excavator Training with a local provider and by the end of the following month, he had completed this training and was looking for employment.

To further support J in his job searching, we made contact with the employment advisor for HMPPS, who had regular contacts with a number of employers who were prepared to give offenders a chance. We referred J, and an interview was arranged at which he was successful and secured employment with a Cardiff-based building company who J continues to work for. J is a great example of an individual who worked hard to use his time productively in custody, engaged with support services (specifically Working Wales) on release and then worked with HMP for his post-release support.

## Staffing

- Current Headcount (as at 31<sup>st</sup> March 2020): 633
- Total FTE (as at 31<sup>st</sup> March 2020): 566.73
- Gender Balance (as at 31<sup>st</sup> March 2020): 74.7% female and 25.3% male.
- 2019/20 saw 28 leavers, a higher number of leavers than 2018/19
- Retention remained high and stable at 93.4% (retention being measured against the numbers choosing to leave for reasons other than redundancy or voluntary early release), although this period saw more leavers (28). Careers Wales retention is unusually high, meaning that we retain key skills in the organisation.

## Attracting, recruiting and retaining

2019/20 continued a period of growth, with significant recruitment for the Working Wales project and key roles as part of our Digital Transformation Strategy. A significant number of Trainee Careers Advisers were recruited and put through our accredited NVQ Assessment Centre to gain their NVQ Level 6 in Advice and Guidance.

### In 2019/20 recruitment statistics were as follows:

- all roles were accessible to existing employees and eligible temporary employees;
- there were 35 recruitment exercises in total, the same number as last year, many of which were external recruitment exercises including all-Wales campaigns for trainee careers advisers/careers advisers/business education advisers;
- 12 roles were advertised internally only;
- one vacancy was assessed and identified as Welsh language essential and 33 as desirable, one further vacancy was a mix of Welsh essential and desirable. (Some vacancies comprise of multiple posts);
- 10 recruitment exercises related to management level posts, (Team Manager and above);
- 30 vacancies were advertised as permanent and five were temporary positions (of these five, one was advertised internally only as a temporary reassignment).



## Health and wellbeing

In 2019-20, Careers Wales continued to develop the culture around supporting health and wellbeing, with a particular focus on mental health and stress.

In February 2020, Careers Wales was awarded the Silver Public Award for Healthy Working Wales standards. The assessors particularly recognised the contributions

of the office wellbeing champions, the introductory video for new staff featuring messages from senior managers including the CEO, and the varied communications channels used to share information about health and wellbeing.

Every office now has an active Wellbeing Champion and a Mental Health First Aider. They share information about health and wellbeing with colleagues, support colleagues dealing with stress, organise activities and feedback to the steering group about progress and issues.

A variety of training on health and wellbeing topics was offered, including a two-day Stress and Resilience Course a two day Mental Health First Aid course, a development day for the champions, and eLearning courses on a variety of topics. Careers Wales signed up to the Time to Change pledge, and a number of staff shared their stories of dealing with mental health issues.

The counselling service was promoted using posters on toilet doors. A new healthcare provider was appointed, offering cash back on many medical appointments (e.g. physiotherapy and opticians), a counselling service and regular information bulletins.

A new social media platform for the company was launched, using Yammer, to promote health and wellbeing and allow people to connect around special interest topics, including pets, exercise, gardening, crafts, healthy eating, LGBT+ and menopause support. This is in addition to other methods of communication – staff newsletter, email. meetings and physical noticeboards.

A number of policies and guidelines have been introduced or updated including the Personal Crisis Guidance, Stress Policy, Food and Nutrition Guidelines, Physical Activity Guidelines, Display Screen Equipment Policy and Travel Plan.

## Learning and development

In 2019/20 we had a strong focus on:

- Supporting staff with accredited training
- Developing digital skills
- Leadership development
- Mental health and wellbeing.

There are currently 58 trainee Careers Advisers and fifteen trainee Business Engagement Advisers, who are working towards their level 6 diplomas, and two Employability Coaches assessed by the Careers Wales in-house accreditation centre. Feedback from focus groups shows they are extremely satisfied with the support they receive. Achievement of accredited qualifications included:

- Fifteen Trainee Careers Advisers – Diploma in Career Guidance and Development
- Two Trainee Business Engagement Advisers – Diploma in Business Engagement
- Two Employability Coaches – NVQ 3 Advice and Guidance
- Four Learning and Development Co-ordinators – Assessor Award

Eighteen members of the ICT and digital team started work towards PRINCE 2 Agile Practitioner level and two started work towards ITQSB Foundation and Extension.

We now have a number of apprentices in the company, including three administration apprentices, one social media apprentice, and one ICT technician apprentice.

Apprenticeships are also being used for upskilling; thirty members of the L&D and digital teams have started a level 3 Digital Learning Design apprenticeship, one member of the ICT team is doing a Digital Analytics apprenticeship and three managers are completing leadership and management apprenticeships.

There was a strong focus last year on updating the skills of managers, and opportunities included:

- Unconscious bias training for all managers
- Coaching for Managers for all line managers
- Voluntary peer coaching network with nine Team and Area managers
- Executive coaching for the SMT/Exec
- Wellbeing of Future Generations for all managers
- Difficult conversations for identified line managers
- Change management for identified line managers
- Leadership skills for identified line managers



A Leadership Development programme was delivered for 32 aspiring managers, consisting of seven days of training, a mentoring relationship, work shadowing opportunity and leadership projects.

Due to the pressures of delivery and the volume of trainee careers advisers, there was less face to face training with delivery staff, but there was a continuation of training days on regular topics such as Motivational Interviewing, Mental Health Awareness, Domestic Abuse Awareness, Solution Focused Coaching for Customers with Mental Health Issues, to those who needed them.

The Career Development Institute funded training on Autism Awareness and provided a trainer.

Three Mental Health First Aid sessions were delivered with the aim of having a an MHFA in every office. Unfortunately, the fourth and final course had to be postponed due to COVID-19.

A two-day course called Stress Wise and Resilience, delivered by the Dignity Foundation, was offered in each region for staff who struggle with stress.

## Environmental performance

**We have had another successful year in meeting our environmental targets.**

The corporate environmental strategy has been reviewed and we have set further ambitious targets to reduce CO2 emissions and increase biodiversity in the next financial year.

This year we were awarded Level 4 in the Green Dragon Environment Awards we have set an objective to reach the highest level – Grade 5 by March 2022. An important area, which also underpins part of our Well Being of Future Generations strategy, is to increase biodiversity within our estates portfolio. This year we created a wild meadow at Cross Hands. We have formulated a biodiversity plan for each office.

The environment data in the table below has been collected from the 26 offices that are fully under our control and where we receive invoices directly from the energy supplier. 19 offices have gas installed. We have included data from one office that closed part way through the year.

	2017-18	2018-19	2019-20
Water (Litres)	2,901,000	2,764,000	2,542,000
Business Miles	789,422	890,964	860,242
Electricity kwh	812,168	662,257	640,286
Gas KHW	1,750,295	1,620,897	1,637,953
Greenhouse gases CO2 tonnes	870	765	729

The 4.7% reduction in emissions has exceeded our expectations. In March 2019 we were forecasting an increase in CO2 emissions due to the recruitment of additional staff. Our staffing cohort rose to 658 compared to 623 in 2019. To provide greater clarity on comparative emissions year on year we have added a further table based on CO2 emissions per staff member. In future reports we will provide both sets of data to provide a true picture of comparatives based on actual and per head usage.

Usage per staff number	2017-18	2018-19	2019-20
Staff numbers	631	623	658
Water (Litres)	4,597	4,436	3,863
Business Miles	1,265	1,430	1,307
Electricity kwh	1,287	1,063	973
Gas KHW	2,773	2,601	2,489
Greenhouse gases - CO2 tonnes	1.37	1.22	1.09



The above figures indicate on a per head bases we achieved a decrease in all areas. There was a 12% reduction in water and an 8% reduction in business travel and electricity consumption and a 4% reduction in gas usage. The decrease is due to a number of measures we have introduced across the estate. The lighting in seven of our offices has been updated to LED this reduced our consumption by circa 18,000 kwh. We have also installed water saving measures reducing consumption by 222,000 litres.

Our key objective was to reduce business mileage. All staff have the ability to work remotely and we have installed Skype and Microsoft Teams on all our computers which has increased the usage of video conferencing and created an opportunity for staff to work on projects simultaneously by setting up group documents. There has been a good take up of the cycle to work scheme and we will continue to promote the availability of this to staff. We continued with our previous years policy of investing in owned properties.

## Welsh language

**We believe that offering services to the public in their preferred language is best practice and we are committed to treating the Welsh and English languages on the basis of equality when conducting our public business in Wales.**

From 1 April 2018 we became subject to Welsh Language Standards for Policy Making, Operational and Record Keeping under section 44 of the Welsh Language (Wales) Measure 2011. By our annual remit we are expected to meet the requirements for Service Delivery standards as they apply to the Welsh Government. These standards replaced our Welsh Language Scheme.

**Read our [Welsh Language Policy and Standards](#) explaining how we intend to comply with the standards applicable to us.**

**Read our first [annual Welsh Language Standards report](#) which was published in September 2019.**

We are also committed to supporting the Welsh Government's ambition of a million Welsh speakers by 2050. One of our key objectives is to ensure that our customers understand the value of Welsh language skills in the economy and achieve this through our guidance interviews, group sessions, employer engagement events, social media campaigns and attendance at strategic events, such as the National Eisteddfod.

Internally, all employees are asked to nominate the language of their choice in written communication with HR. Thirty-two (5.1%) employees have elected to receive letters, contracts, emails etc. in Welsh.

### **Case study** **Welsh in the Workplace**

Cynffig Comprehensive School in Bridgend and CGI took part in a project highlighting the fact that bilingualism can be a powerful asset to employees with a focus on the Welsh language. CGI is a global world class IT and business consulting service and was honoured in the Valued Partner Awards this year for their support of young people.

In October 2019, 100 Year 9 students had the opportunity to work directly with the, Director of Consulting Services at CGI and company Welsh speaking ambassador. He used a series of engaging workshops to outline the business benefits of using the Welsh language which include removing the risk of isolating individuals by failing to provide services in their preferred language, avoiding potential complaints about poor or deficient Welsh language services and achieving equality standards by delivering Welsh language services. He also stressed that the ability to speak





Welsh can not only lead to enhanced job opportunities, but an individual can earn on average 10% more in their careers.

Reflecting on the workshops, he said; “It was a pleasure to work with the school and a great chance to provide such information and inspiration to pupils to hopefully enable them to have a competitive edge in the job market throughout Wales”.

Feedback from the day was extremely positive with the Head of Welsh at Cynffig Comprehensive, commenting; “Simon worked extremely well with the pupils, engaging effectively whilst getting over key messages; the pupils loved it”.

Based on the success of the workshops CGI have been asked to deliver similar sessions in other schools in the Bridgend area.

## Equality and diversity

**Delivering services in a way that promotes equality and social inclusion is of vital importance to us and considerable effort is made to ensure that we fulfil our obligations to all our customers.**

Information about how we comply with relevant legislation, directives and standards and how we will implement future developments and improvements can be found at the following links below:

[Equality and diversity policy](#)

[Equality and Diversity Action Plan 2017-2020](#)

[Public Sector Equality Duty Report 2017-2018](#)



## Looking ahead

**2019-20 marked the final year of Changing Lives. We have already begun the work required to develop an innovative new five-year strategy to begin in April 2021 that will deliver quality outcomes for the people of Wales and this work will continue during the remainder of this year.**

During the course of 2020-21 we will learn the lessons from Changing Lives and ensure that our new vision continues to meet the developing needs of young people and adults across Wales. We will consider and reflect on our strategic priorities and how we best meet those needs.

The changing nature of the future economy, the challenges presented by Covid 19 and a changed relationship with the European Union are all factors that will need to be taken into account as we build our vision to be a service that is forward thinking and plays its part in making Wales an ambitious and prosperous nation built on good quality employment.