

Career Choices Dewis Gyrfa Careers Wales **ANNUAL REPORT 2018-19**



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Message from the Chair

This report comes two-thirds of the way through our three-year vision – Changing Lives. Time has passed, but we are certainly seeing an increase in the number of activities taking place across Wales with young people, through employer engagement events as well as through the ability to access more of our services by embracing digital technology.

As we go forward, we will continue to develop our digital capacity with the introduction of our new website in the coming year as well as building on services already in place including expanding our menu of webinar offerings and Careers Wales TV, launched successfully in 2018. We will continue to 'blend' this with the tried and trusted high-quality face-to-face services so valued by our customers.

2018/19 has also seen us recruit a significant number of new delivery colleagues into the organisation. The majority are trainees, seeking to develop their careers as careers advisers, business engagement advisers or careers and the world of work coordinators. It has been extremely encouraging to see the calibre of our new recruits and heartening that so many

high-quality people want to become part of our organisation, with many of them changing careers to do so. After a number of years of downsizing, the influx of new colleagues has been refreshing and motivating and stands us in good stead for the challenges ahead.

We also warmly welcomed the opportunity to deliver the new Working Wales service which is Welsh Government's new 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.

Our aspiration continues to be for a service that is seen as a world leader and plays its part in making Wales an ambitious and prosperous nation built on good quality employment.



Debbie Williams Chair



Message from the Chief Executive

We are passionate about helping customers achieve their potential, so it is with great pleasure that I present this annual report for 2018/19. We are an organisation committed to inspiring, enabling and motivating our customers to help them develop their career management skills.

2018/19 has seen us deliver the second year of our three-year strategic vision, Changing Lives, which sets out what we want to achieve for our customers and stakeholders. With our stronger focus on young people, particularly at Key Stage 4 (KS4), increased use of digital technology and greater employer engagement in schools we are delivering ever greater numbers of activities to young people in an increasingly 'blended way'. As a result, and in collaboration with our network of stakeholders and partners, we continue to see low numbers of school-leavers who are not in education, employment or training (NEET) with increasing numbers entering education and training and falling numbers of unemployed 16 and 17 year-olds.

This is all down to the hard work of our dedicated colleagues and I would like to take the opportunity

to congratulate them on their continued hard work and achievements. Their commitment is the greatest asset of this organisation.

2019/20 is set to continue to be an exciting year with the launch of Working Wales, which is Welsh Government's advice service for Wales.

The Welsh Government's ambition is for delivery of employability support under the one banner of 'Working Wales', supporting people to change their story through professional career development support, tailored referrals and the delivery of bespoke support to meet their needs.

We are committed to delivering on that ambition as it will be a key mechanism for ensuring more streamlined employability support to individuals across Wales.

I look forward to the year ahead and the work that we will do to support the skills and economy of Wales



Nikki Lawrence Chief Executive





Annual Report 2018/19

PERFORMANCE REPORT

1



1.1

ABOUT US

Vision, mission, values



1.2

ABOUT US

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

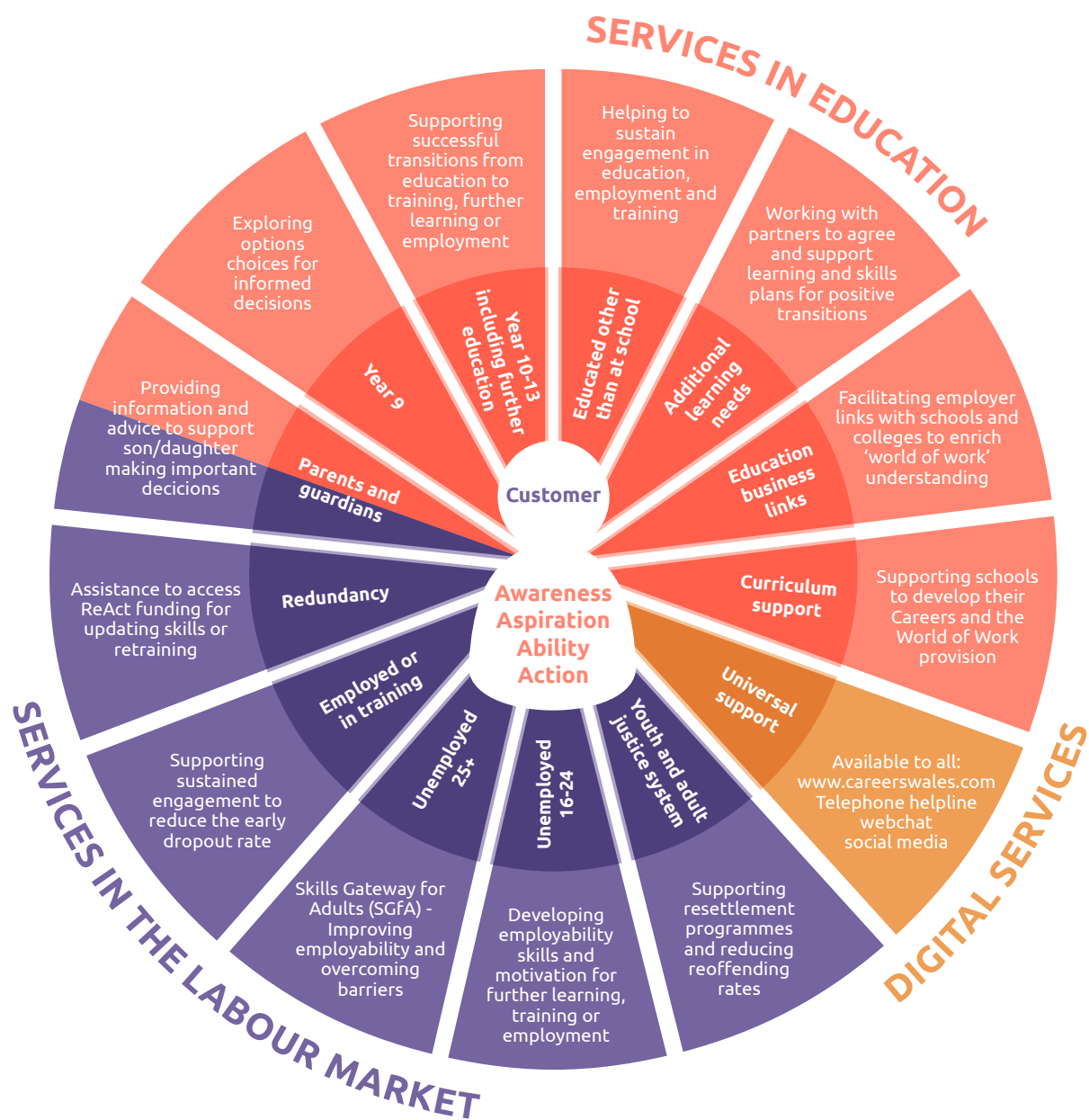
- generate personalised career ideas matched to their skills and interests;
- prepare for option choices, work experience or job interviews;
- search and apply for vacancies; and
- search for courses from over 30,000 learning opportunities.

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



1.2

ABOUT US Our services



1.3

ABOUT US

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 ReAct and Skills Gateway for Adults, ESF funding and a small amount of other non-core contract income.



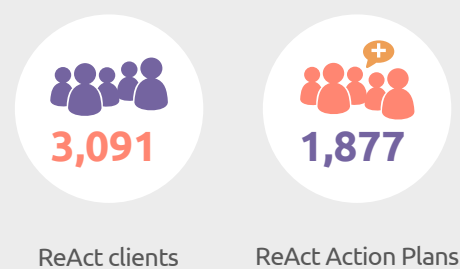
2.1 Year at a glance

During 2018-2019:

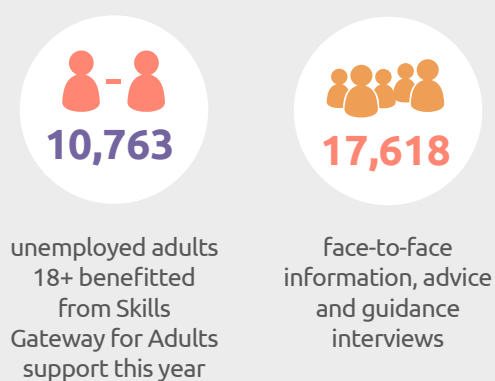
Education



ReAct



Skills Gateway for Adults



I2A, TRAC, Cynnydd



3.1 The key aims of Changing Lives

Our strategic aims are contained in Changing Lives – A Vision for Careers Wales, 2017-20. We help customers to develop the skills needed to manage their careers and make decisions in a complex and changing world.

We said we would achieve our vision through:



a stronger focus on young people



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



an even greater use of digital technology



4.1

High level outcomes

Changing Lives set out six high level outcomes that we aim to achieve alongside partners by the end of the three year plan:

1

Improved efficiency of labour markets by reducing skills mismatches

Each year we survey pupils in KS4 to capture their intended destinations at the end of year 11. Developing a deeper understanding of labour market information (LMI) is a key part of the careers information, advice and guidance support provided to all pupils in schools and one of our aims is to reduce the gap between the intended destinations of pupils and the skills required in the job market.

During 2018/19

- 86% of pupils reported our LMI session had helped them to understand more about the labour market (2097 pupils out of a total of 2443);
- 97% of pupils attending an opportunity awareness raising event responded positively that the event had improved their knowledge of opportunities available locally and throughout Wales (2655 out of a total of 2748);
- In our most recent customer survey, 87% were clearer about the options available to them and 84% were clearer about the types of jobs that might suit them (251 respondents).

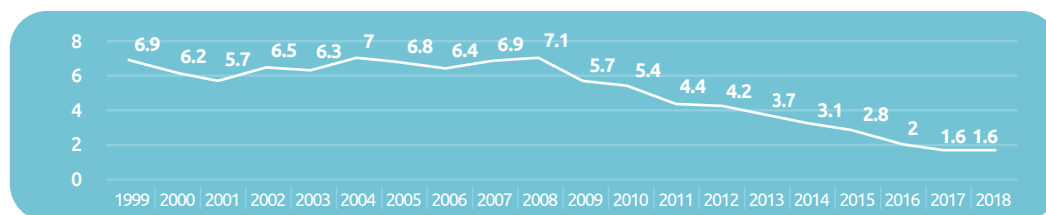
2

Increased participation and attainment in education and training (reducing the number of people who are NEET)

Our annual destinations survey measures the participation of young people in education, employment and training (EET). The figure for those year 11 leavers known to not be in education, employment or training (NEET) continued at an all-time low of 1.6% in the 2018 survey.

- 78% of year 11 pupils in a follow-up Career Check survey reported an increase in their motivation and confidence (391 respondents).
- In our most recent customer survey, 86% agreed they were more confident and 84% agreed they were more motivated (251 respondents).
- In our most recent customer survey, 90% were clearer about what they needed to do next. (251 respondents).

Year 11 NEET

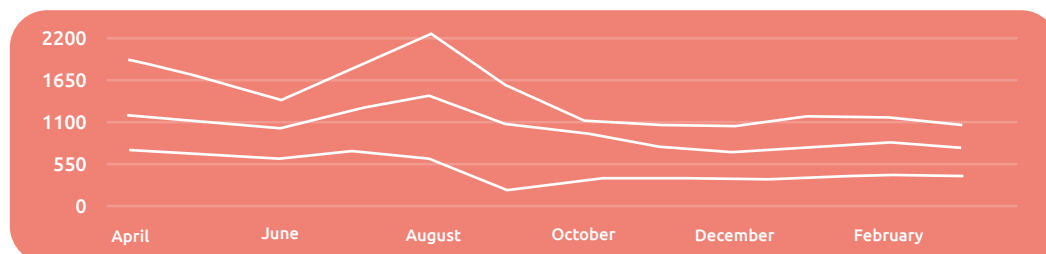


3

Reduced drop-out and churn within post-16 education and training

One of the aims of Changing Lives is to help young people make sustained choices in EET and to reduce the number of young people dropping-out of post-16 provision. The number of unemployed 16 and 17 years-olds (Tier 3 of the 5 Tier Model) has continued to fall through the two years of Changing Lives.

Monthly snapshot of customer in Tier 3



4.1 High level outcomes

4

Increased take-up of apprenticeships

We support the Welsh Government's aim to provide 100,000 all-age apprenticeships by 2021 and as part of Changing Lives work with pupils to raise their awareness of all opportunities.

Welsh Government statistics* indicate that

- In 2017-18 31,360, apprenticeship programmes were started, an increase of 30% compared to 2016/17;
- The number of 16-19-year-olds starting apprenticeship programmes also rose in 2017/18 compared to 2016/17 (6,150 compared to 5,665).

5

Help other agencies target their services more efficiently and effectively

Our careers advisers acting as account executives in schools have ensured that we are able to better manage the services provided by us in each learning establishment and support them to target their services more efficiently and effectively to meet the needs of pupils.

In 2018/19:

- 98% of schools rated our effectiveness in identifying the needs of pupils in their school as good or excellent (123 schools responded);
- 96% rated our effectiveness in co-ordinating appropriate provision to meet those needs as good or excellent (123 schools responded);
- 97% rated our effectiveness in delivering provision as planned as good or excellent (123 schools responded).

6

Ensure the new Curriculum for Wales prepares young people for the world of work

We have seconded a Careers and World of Work Co-ordinator into Welsh Government to support the development of Careers and Work-Related Experiences (CWRE) in Curriculum for Wales 2022". We also provide consultancy and training events to teachers to support them to improve their careers education provision in schools.

In 2018/19:

- 80.5% of schools rated our role in helping develop stronger, more effective partnerships between secondary schools and employers to help prepare pupils for the world of work as good or excellent (123 schools responded);
- 73% of schools rated the planning of education business provision to support the needs of the school's curriculum as good or excellent (123 schools responded);
- 82.2% of schools rated the provision delivered to their school in terms of helping prepare pupils for the world of work as good or excellent (123 schools responded).

* [StatsWales](#) >

5.1

Performance against KPIs

The Welsh Government set us seven key performance indicators (KPIs) for the 2018/19 financial year:



Notes on KPI 1

KPI 1 is population indicator which is impacted upon by:

- levels of economic activity in Wales, the UK and internationally;
- the provision of appropriate learning opportunities;
- the needs and personal circumstances of young people;
- the work of statutory, non-statutory and community-based organisations in Wales.

The outcome for KPI 1 is the result of a range of influences and cannot on its own be attributed to just one organisation. It is, however, our role to:

- a. identify learners who are at risk of leaving education and training prematurely, and to agree the respective roles that each organisation can play in supporting students to remain engaged in learning;
- b. help partner organisations to identify the levels of non-engagement of young people with education, employment and training.

5.1 Performance against KPIs

KPI

1

“A minimum of 75% of school age-clients report an increased understanding of LMI as a result of attendance at a Careers Wales LMI session.”

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

We sampled 2,443 pupils from 26 schools across Wales who had participated in the session. 83% reported that the session had helped them understand more about the labour market. This increased understanding and 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.



5.1 Performance against KPIs

KPI

2

“Reduction in the number of young people entering Tier 3 as their first destination on leaving school.”

We work 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.

- In 2017 the number of young people entering Tier 3 as their first destination on leaving school stood at: 924;
- In 2018 the number of young people entering Tier 3 as their first destination on leaving school stood at: 303.



5.1 Performance against KPIs

KPI

3

“70% of 16 and 17-year-old Tier 3 leavers progress to employment, education or training.”



We take the lead in working with 16 and 17-year-olds who have left school who are unemployed and actively seeking work, training or a return to education. It is our role to support these young people back into employment, education or training.

During 2018/19, 63.7% of 16 and 17-year-old Tier 3 leavers progressed to employment, education or training.

Of the remaining 36.3%, 21.13% were referred to Tier 2 support. This is a referral for support to address issues that are proving to be barriers that are preventing a young person from accessing education, employment and training (EET). Once those barriers are addressed the young person should be in a better position to access EET.

5.1 Performance against KPIs

KPI

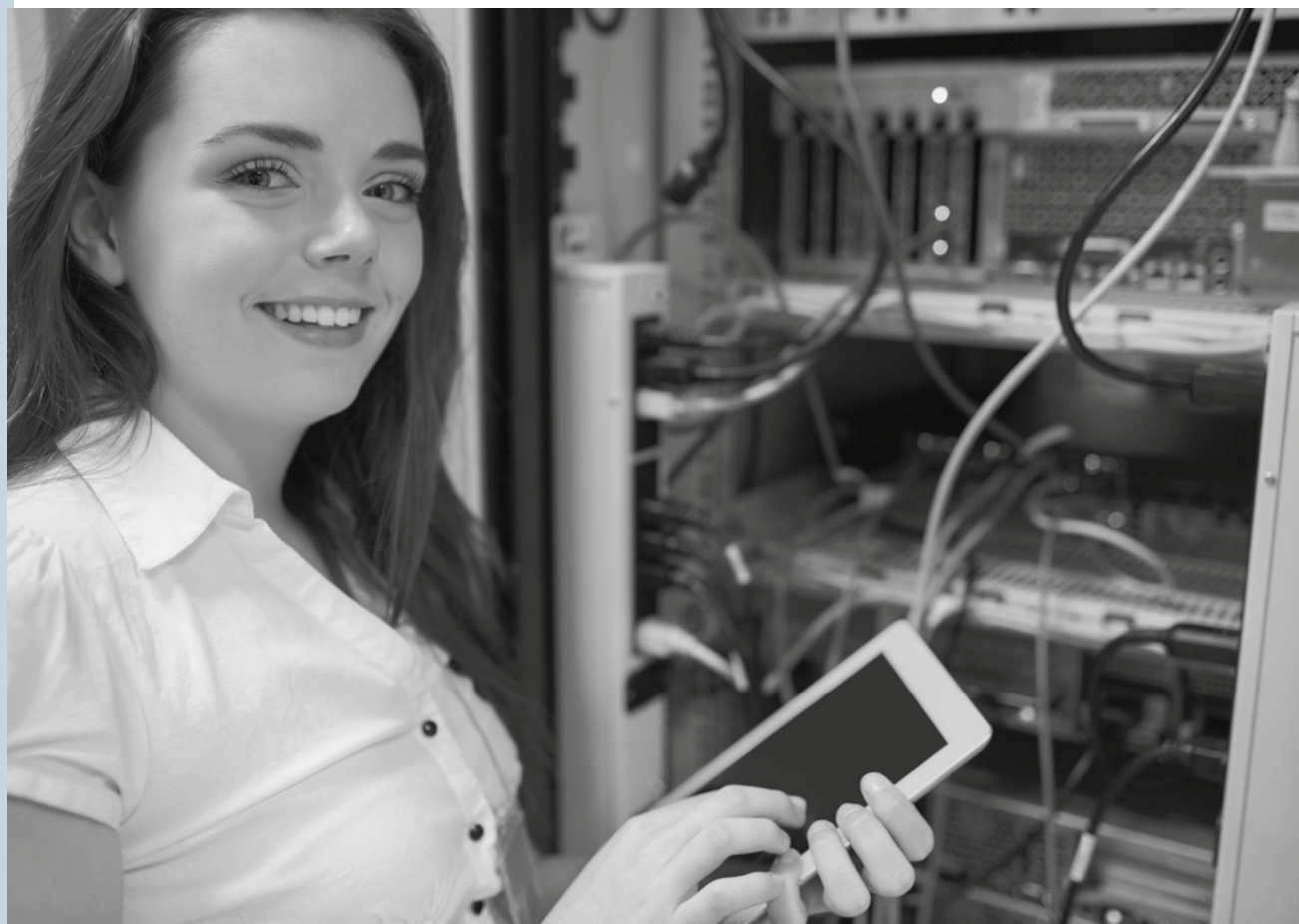
4

“70% of Year 11 pupils will report an increase in their motivation, confidence and resilience.”

We provide guidance services to young people in education to help them to develop their career management skills 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 participate successfully in employment, education and training.

We surveyed 391 pupils who were coming to the end of year 11 to ask them if the service from us had increased their confidence and motivation and also asked them if they felt positive about knowing where to get back on track if their plans didn't work out.

77.5% of pupils reported an increase in their motivation and confidence and 83.2% responded positively about seeking support to get back on track.



5.1 Performance against KPIs

KPI

5

“A minimum of 75% of school-age pupils who attend a Careers Wales opportunity-awareness raising event report an increased understanding of all of their pathways.”

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 apprenticeships in order to promote greater parity of esteem between academic and vocational pathways. In addition, we offer schools high visibility events to help prepare young people for the world of work.

- 87% out of a sample of 920 pupils who attended an opportunity awareness session reported that the session had helped them understand more about apprenticeships;
- 96.6% out of a sample of 2,748 pupils who attended a high visibility event responded positively that the event had improved their knowledge of opportunities available locally and throughout Wales.



5.1 Performance against KPIs

KPI

6

“In a survey of all secondary schools, 70% give a customer satisfaction rating of good or better for the account executive role.”

We use the broad range of expertise available within the different delivery teams to offer services to schools. careers advisers, in the account executive role, are pivotal to the effective co-ordination of those services.

The survey was designed to establish the effectiveness of the role of the account executive in supporting secondary schools to deliver opportunities that help prepare young

people for the world of work, in line with the high-level outcome contained in Changing Lives. A total of 123 responses were received from 208 secondary schools throughout Wales, a return of 59%.

98.4% of secondary schools who responded rated the account executive role as good or excellent.



5.1 Performance against KPIs

KPI

7

“70% of secondary schools give a customer satisfaction of good or better for our role in helping develop stronger, more effective partnership between secondary schools and employers to help prepare young people for the world of work.”



We work with a wide network of partners to support our customers to achieve successful outcomes. The survey was designed to establish the effectiveness of our role in creating and developing stronger partnerships with secondary schools and employers, in line with the high-level outcome contained in Changing Lives.

A total of 123 responses were received from 208 secondary schools throughout Wales, a return of 59%.

80.5% of secondary schools who responded rated partnership working as good or excellent.

6.1 Customer feedback

What customers say about our service is important to us. We regularly undertake customer satisfaction surveys and here are some of the things that our customers said about us during 2018/19:

95% of customers reported that their experience of the service on that day had been good or excellent (411 respondents)



92% would recommend us to friends or family (251 respondents)



95% of customers agreed they were very satisfied with the service they received from us (251 respondents)



97% were happy with the way they were treated (251 respondents)



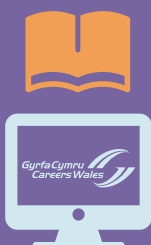
95% felt listened too and understood (251 respondents)



88% of customers reported that they were very/extremely satisfied with the information, advice and guidance that they had been given to make an informed choice (261 respondents)



93% agreed they were given useful information and advice (251 respondents)



97% agreed advisers explained things in a way they could easily understand (251 respondents)



87% reported they were better prepared to overcome obstacles and barriers (392 respondents)



6.1 Customer comments



6.1 Customer feedback

Compliments and complaints

We formally recorded 103 compliments from customers during 2018/19. These are extremely useful to us in allowing us to learn what it is that customers value about our service as well as enabling us to share feedback with colleagues and reinforce good customer service and practice.

“ Thank you very much for all your advice and continuous support got a contract to do research for a company it is not permanent, but it is in North Wales and it is experience. Thank you for all your advice and recommendations I am very appreciative that I could tap into a wealth of knowledge and expertise. I hope Careers Wales realise that they have two valuable gems in their midst. ”

“ I’m just sending this... To inform you of the move and also to sincerely thank you for the support you’ve given me. ”

“ It’s been an eye (sic) to say the least and helped me to start to nail down the various options I aim to go for. You’ve been an amazing help and it’s been great to talk to someone who’s unbiased in all of this... I just wanted to say thanks. ”

I just wanted to let you know I was successful in my interviews and that they have offered me a job... I couldn’t have done it without you, thank you so much for all your help. ”

We also recorded 26 complaints during the year. In some instances, customers did not necessarily want to record an ‘official’ complaint, but we believe it is important to hear from customers where we might have fallen short of the standards we expect and to learn from them and improve our service. All complaints were followed up with the customer and resolved satisfactorily or improvements made to reduce the chances of a similar complaint in the future.

Number of complaints	Nature of complaints
12	Complaints from customer where they felt our customer service fell below the standard we would expect.
4	Lack of capacity on helpline and live chat meaning customer were kept waiting.
3	Related to Welsh Government programmes, i.e. geographical eligibility for Access funding, ReAct course funding rejected, no acknowledgement for application made via AMS.
3	Corporate - third party reference checks requested in English only due to lack of providers offering service bi-lingually and notification letter to unsuccessful candidate was bi-lingual but English first, data protection email address not working.
2	Delays in arranging work experience for Activate pupils.
1	Employer advertising an apprenticeship initially stated no entry requirements then rejected candidate due to not having required qualifications.
1	Customer pointed out an inconsistent pronunciation of ‘privacy’ on recorded message.

7.1 Digital services

Key achievements

Users on careerswales.com



745,448

Courses in Wales users



38,306

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



214,464

Telephone calls answered by our
helpline



30,339

Live chat sessions



5,521

No. of registered accounts/
Users on careerswales.com



50,528

Over **60,000** customers generated personalised
career ideas matched to their skills and interests
using the Job Matching Quiz.



7.1 Digital services

This year we have made real progress in putting the digital infrastructure, architecture and security in place in order for us to develop our digital services. The website is one of the key deliverables for this and 2018/19 has seen some exciting developments.

Digital Solutions team

The Digital Solutions team of careers advisers pioneered digital transformation of services and also supported colleagues in the business to deliver through digital means. The team has undertaken research with customers to understand how best to interact with them as well as investigating new resources. A key feature of this work has been the creation by our staff of videos and animations presented on the new 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.

Building digital competence

Key staff have been trained in agile methods and gained qualifications in Prince2-agile frameworks. Product owners have been identified and are undergoing training necessary for them to lead on new product designs that meet our customer needs.

2018/19 saw key decisions taken in relation to technical architecture, hosting, security and the Content Management System (CMS) and as a result a beta, '.gov.wales' version of the site was successfully launched in the autumn of 2018.



DIGITAL SERVICES

Website

A 'digital roadmap' was also produced which prioritised the commissioning of products and services for the new site over the next year. This ambitious roadmap will see significant development work taking place over the next three to four years to make the website stand out as an international leader in the careers sector.

A key part of our planning this year has been to concentrate on the decommissioning of what we now call the legacy site (careerswales.com). Maintaining an online service to our customers through this transition is essential; ensuring the user journey between new and existing content and resources is as seamless as possible. During 2019/20 we will be communicating with all stakeholders to inform them of any changes, as certain applications will not be available for a period of time.

Digital style guide

One of the key projects this year was the development of our digital style guide, allowing us to present information consistently in a variety of ways across the website. The guide was developed from a mobile responsive perspective whilst complying with Welsh Government's web standards.

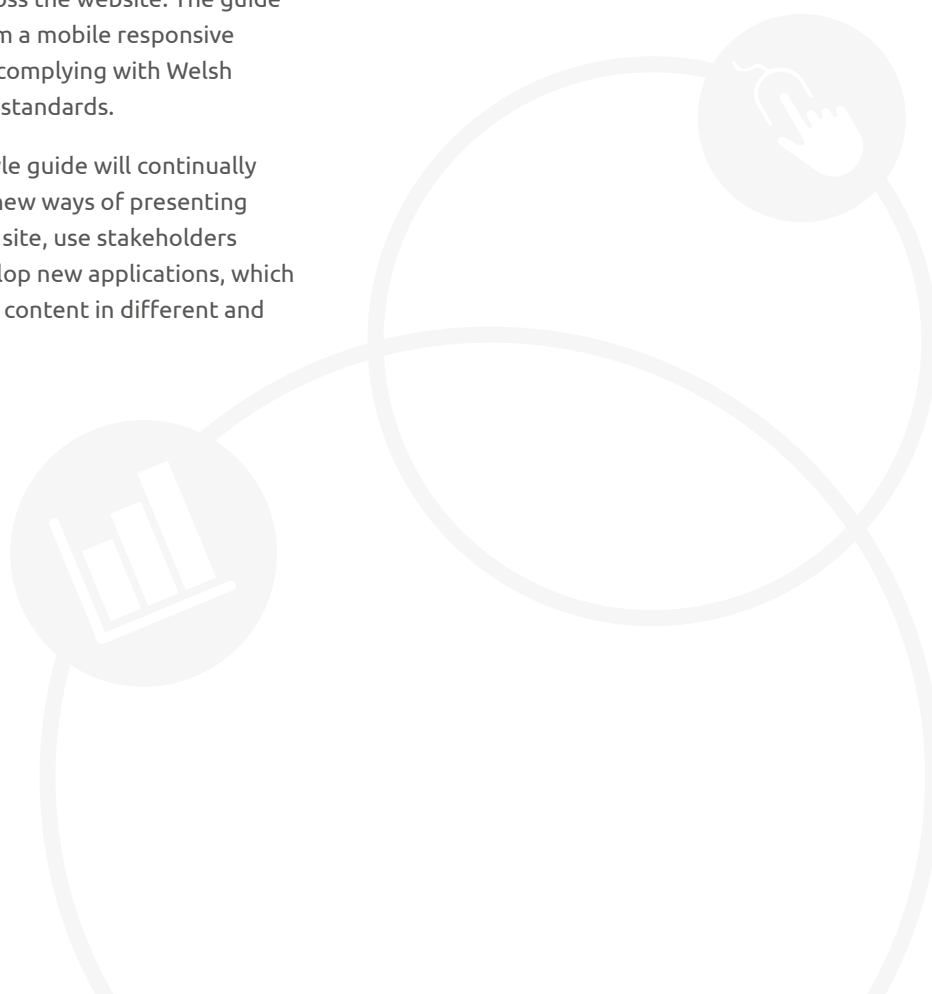
The work of the style guide will continually evolve as we seek new ways of presenting information on the site, use stakeholders feedback and develop new applications, which allow us to present content in different and engaging ways.

Beta site

In the summer of 2018, we released a beta version of our website. The beta version was developed to run alongside the 'Where Now?' campaign supporting all school leavers at the time of their exam results. Since its launch we have produced the main career content areas of the site:

- Plan your career;
- Courses and training;
- Getting a job;
- Apprenticeships;
- Contact us.

Since its launch in August 2018 over 42,000 users have accessed the beta site.



DIGITAL SERVICES

Website

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
- Lawyer
- Accountant
- Teacher
- Architect
- Midwife
- Sports professional

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:

- CX designer
- Carbon capture technician
- Nano-medic
- Myotherapist
- 3D print specialist.

Our 'job trends and careers' section can help customers understand the make-up of current and future opportunities across the Welsh job market; providing labour market information on jobs and employment sectors. This section of the site represents sectors that are economically important to Wales with all nine priority sectors being represented as well as other sectors which have a high volume of jobs available in Wales. Our regional 'job trends' provide an overview of the labour market in:

- South east Wales
- West and mid-Wales
- North Wales.

These sections of the site prove popular with careers professionals and are used as a resource in the classroom to support careers education lessons.

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.

DIGITAL SERVICES

Website

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.

This year, one of our more successful campaigns was '[The Future of Work in Wales](#)'. This campaign concentrated on the Welsh labour market where different videos were produced looking at the current position, future demand and the technological impact on the labour market in Wales. Other campaigns and events supported this year include:

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

Future developments:

In April 2019 we will launch a new website '[Working Wales](#)' as well as new social media accounts (LinkedIn, Facebook, Twitter and Instagram) for this service. The Working Wales project will be run by us and will have its own campaign website. This site will be used as part of the promotion and campaign activity for the Working Wales project, targeting customers over the age of 16 who are looking to get into work or training, need support to help with their next step, are looking to upskill or at risk of redundancy.

Launched at the same time will be our [Support Finder](#) application, a tool that customers can use to search for programmes they are eligible for, that will help individuals improve their skills and work opportunities.

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

- Buzz Quiz
- New content areas:
- Professionals
- Employers
- News and events
- About us
- Search facility
- LMI – Job information and job trends
- Self-registration and login.

7.3

DIGITAL SERVICES

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.

Call-backs

In 2017/18, we reintroduced a call back service, where the advisers from our Digital Solutions team were available to provide guidance interviews when required. This 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. In 2018/19 we saw 490 referrals to the call-back service.

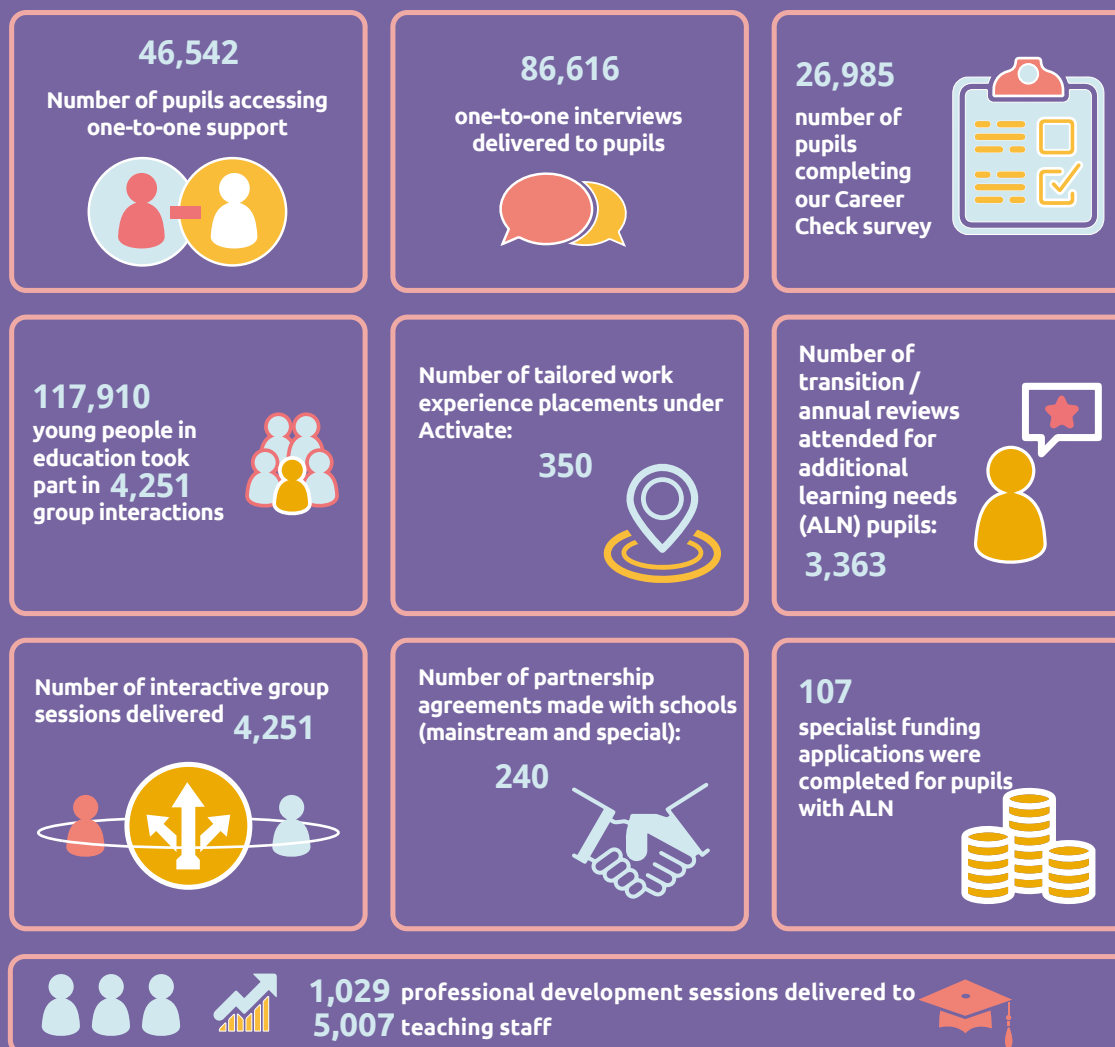
Webchat

Last year we dealt with 5,521 webchats to a broad age range of customers. This is lower than the figure for 2017/18, but the service was suspended between October and November whilst we transitioned to a new service provider. At the end of every webchat we offer customers the opportunity to provide feedback on the service:



8.1 Education

Key achievements during 2018/19:



8.2

EDUCATION

A new offer for young people

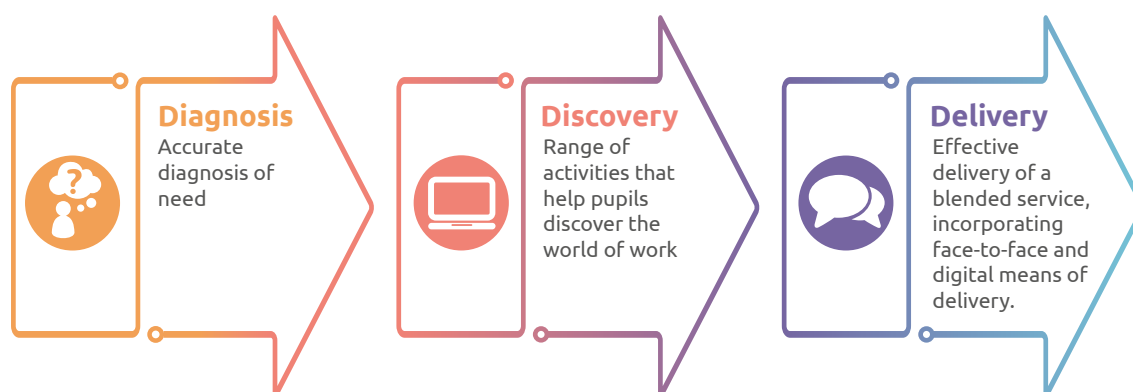
Our ongoing focus has remained on delivering services to young people in KS4 and those facing transition from compulsory education at 16. careers advisers continued to support pupils and secondary schools by providing high quality careers information, advice and guidance and up to date LMI on current and future labour market trends to support pupils to make effective decisions about their next steps and future career paths.

We did this through our individual guidance interviews with pupils and through our group sessions, which are designed to make pupils aware of all their options on leaving school as

well as LMI. We also engaged with pupils via our social media channels, Careers Wales TV, and employer engagement events, including apprenticeship fairs.

Our work in schools is based on the Career Discovery Model giving young people the opportunity to develop their career ideas in a flexible way that meets their needs at the time they need it and in the most appropriate way.

The Career Discovery Model continues to be the framework for our delivery:



Every mainstream secondary and special school in Wales has been allocated an account executive. The role is carried out by one of our qualified careers advisers who is responsible for the delivery of careers information, advice and guidance to pupils in their schools. The account executive manages the relationship between the school and Career Wales and ensures that there is a team approach to providing our services. The Careers Wales team also includes business engagement advisers who facilitate employer engagement activities and the careers and world of work co-ordinators who provide school teachers with curriculum support.

“ We are delighted with the service. Our account executive is one of our team, always proactive and helpful. ”

Melanie Thomas, Assistant Head Teacher, Chepstow School.



8.2

EDUCATION

A new offer for young people

Each year the account executive will plan and negotiate the delivery of our services based on findings from the annual Career Check survey. Every pupil in KS4 is given the opportunity to complete this career aspiration survey which in 2018/19 was completed by a record 26,985 young people. The survey ensures that every pupil receives the support that they need in a way that suits them. The survey shows the career ideas that young people have, what options interest them when they leave school and how confident they are about making their next steps. Following this diagnostic element, our team will discuss and agree a formal partnership agreement with the school. Effective partnership is essential in ensuring that young people across Wales have access to the best possible service at the point of need.

As part of the introduction of Changing Lives we increased our resources in school. This has allowed us to support more young people within education. In 2018/19 we supported 46,542 pupils on a one-to-one basis, delivering 86,616 interviews. In addition, 117,910 pupils took part in one of our 4,251 group interactions.

“The support and expertise provided by Careers Wales is now better than ever and provides each pupil with the personal information and options they require to make good post 16 choices.”

Dwr-y-Felin Comprehensive School

“Our careers adviser provides an excellent service for our pupils and ensures that their needs are met.”

Bryngwyn School, Llanelli



8.2

EDUCATION

A new offer for young people

During the last year we have focused on developing more interactive methods of delivering our workshops. Audience response technology has been used in most sessions as well as an interactive quizzes and video clips. The audience response kits have proved extremely popular with young people who use the handsets which allows them to participate interactively to gain a better understanding of post 16 options, LMI and future job trends, particularly the impact of technology on jobs.

Some of the topics that were covered in group workshops include:

- Introduction to Careers Wales website and tools;
- Job Matching Quiz;
- Your future – information about changes in the world of work;
- Your choices – overview of post 16 options;
- Raising awareness of apprenticeships;
- Job clubs;
- Alternatives to HE.

Supporting transition

We will support every pupil in Year 11 to develop and implement a clear, realistic and achievable transition plan after reaching statutory school-leaving age. We have increased the use of digital technology to keep in touch with young people by texting and emailing information on local opportunities, events and relevant LMI. Advisers have also used digital communications effectively to answer customer queries, follow up on progress made since their careers interview and remind them about important events and deadlines. During the last year we sent over 158,000 text and emails to young people in education.

Educated other than at school (EOTAS)

Our careers advisers also offer support to young people who are educated in settings other than school, providing them with information, advice and guidance that will help them move on to their next steps.



8.2

EDUCATION

A new offer for young people

Work with parents/carers

We recognise the importance of engaging parents and ensuring that they are aware of changes in the labour market and the opportunities available to young people. During the year we have surveyed parents to establish how we can most effectively communicate messages and have increased our presence on social media. We have engaged with parents via a range of activities, including:

- Attendance at parent's evenings and events;
- Delivering presentations to parents;
- Inviting parents to regional employer engagement events;
- Mailing booklets to parents of young people in KS3;
- Attending transitional planning reviews;
- Individual meetings;
- Social media campaigns.

We trialled a parent webchat evening with a few schools across Wales following year 11 parent's evenings targeting those parents who were unable to see an adviser during the event. The live session was available from 5pm-7pm and schools promoted the session directly to parents via a text during the day with a link to the live chat. Feedback was positive and the schools are keen to offer this service to parents again next year.

We also open up many of our employer engagement events to parents as well as pupils. In a sample of over 100 parents who attended an employer engagement event in 2018/19:

- 94% rated it as good or excellent;
- 97% said it had improved their knowledge of opportunities;
- 81% found out about careers they weren't previously aware of;
- 92% said they knew more about post 16 options available to their child when they leave school.



A new offer for young people

Feedback

Feedback from Year 11 pupils on our services to them:

- 
- “ I thoroughly enjoyed my interview with my adviser, as I had a lot of helpful advice given throughout. I am now confident and fully prepared of my path and would definitely recommend to others who are unsure about their career path, or even just general enquires ”
- “ My appointment helped me a lot and I have more understanding of what I want to do next.
Thank you ”
- “ Speaking to my careers adviser really helped me to understand the steps I need to take to achieve my goals and be where I need to be. She guided me through the different paths I can take and informed me on different options on how to get there. I am now much more confident in achieving my career goals ”
- “ I found the interview very informative and helpful to me, everything was well explained and to help me understand different aspects. I believe it also ‘opened my eyes’. I would recommend this ”
- “ The Careers Adviser was really useful, she made sure all of my questions were answered and we went through things that I hadn’t thought about. This has really boosted my confidence and I only went to the interview with one question, however I actually spent an hour thoroughly discussing where I want to go next. This interview has given me a clearer picture of what I hope to achieve and I have recommended to all my friends and family to organise a meeting ”
- “ My adviser was amazing. She really helped in understanding my options, and how to reach them. She was very helpful, sensitive and supportive. Thank you ”
- 
- 

8.3

EDUCATION

Young people with Additional Learning Needs

Careers advisers work closely with a range of other professionals to support young people with ALN and ensure a successful transition from school. Our services focus on meeting the requirements of the SEN Code of Practice whilst working with schools and other agencies to prepare for the implementation of the legislative changes.

In 2018/19, learners with special educational needs (SEN) and those with equivalent needs were supported to make informed choices, through individual interviews as well as contributing to 3,365 transition planning reviews. Careers advisers agreed 1,018 learning and skills plans for those moving on from school, identifying the education and training needs of

young people and the support required to meet those needs.

Additionally, 107 funding applications for specialist residential funding were submitted to Welsh Government during 2018/19.

A father commented (in relation to securing specialist funding for their son with ALN):

“Thank you very much for letting us know so quickly. We are thrilled that the application has been approved. Can we take this opportunity to thank you for all your help, advice and support. It has been very valued and appreciated by us both.”

CASE STUDY

Maes Ebbw Travel Project

Maes Ebbw, a special school in Newport, was interested in opportunities for pupils to develop independent living skills. We developed a project alongside the school based on 'travel training' in anticipation of the pupils having to travel independently to college after Maes Ebbw. The school link business engagement adviser made contact with Newport Transport and Stagecoach to provide an interactive one-week travel training challenge for the pupils. Both organisations were very supportive and worked together to design a travel pass for each pupil. The pupils were tasked with locating their local bus stop to catch a bus to the town centre bus depot and then locate the correct bus stop to catch a bus to the Coleg Gwent campus in CrossKeys.

As a result of the 'travel training' two pupils are now confidently travelling independently. One said, "My confidence with using public transport and catching buses has grown. I've used my travel training to call for my friend

and we both went to Cardiff to see the Comic Con event, it was fantastic and we really enjoyed it"

"My gratitude to you for organising for our tertiary pupils to have free travel to and from Crosskeys College for the period of a week via the Newport Bus Company and Stagecoach in South Wales. Four trips were successfully completed and two pupils can now travel completely independently. This is going to make such a difference to them both travelling to college but also being able to use the bus for their own leisure purposes.

Many other pupils have developed a greater level of confidence and understanding of bus travel which I am sure will be built upon in the future."

Mr Chris May Deputy Head of Maes Ebbw School.



8.3

EDUCATION

Young people with Additional Learning Needs

CASE STUDY

Using digital tools with ALN

One ALN adviser has made a positive impact on the pupils she works with by making use of virtual reality (VR) with pupils in school, delivering a 'working in hospitality' session to eight pupils at a time. The choice of vocational area was based on the importance that the hospitality and catering industry has on the local economy.

The VR headsets 'placed' the pupils into a real-life working hotel without leaving their classroom, giving them the opportunity to listen to different people talking about their jobs, the skills they need and the hours they work etc. It prompted lots of discussion within the groups and made pupils more aware of the types of jobs available in the hospitality industry.

"I like using this technology because it's giving all kinds of pupils the same opportunity to find out more, for some who have never set foot in a hotel it is broadening their ideas for the future and promoting confidence that they can work in the future."

Alison Peel, Careers Adviser



8.4

EDUCATION

Working with employers & schools

We continued to build on our collaboration with Business in the Community (BiTC) to promote, manage and facilitate sustainable and worthwhile partnerships between businesses and schools.

The Business Class programme (under license from BiTC) helps to improve young people's understanding of the world of work and their awareness of career choices.

The partnerships are based firmly on the needs of the schools and the priorities of the business. They help to transform the life chances of young people and develop talented employees for the future. Building on our experience in previous years our business engagement

advisers brokered or maintained 81 partnerships across Wales, which means that nearly 40% of mainstream secondary schools in Wales are engaged in a Business Class partnership with a local business.

The Business Class model of engagement is based on forming strategic links between a school and a business within a larger 'cluster' made up of all the partnerships in that area. We had great success again this year with the organisation of cluster events that pulled together all of the Business Class schools and businesses in a region for a series of collaborative events.

CASE STUDY

WEST MONMOUTH SCHOOL - SOS DAY

Kier Construction have been partnered with West Monmouth Comprehensive School in Pontypool as part of the Business Class programme. One of the key issues for the school was the condition of its grade II listed building which was in urgent need of repair. With this in mind, it was decided that the partnership's main activity for the spring term was to help refurbish areas of the school. Kier offered its expertise and time along with employees from other organisations including Women in Property, Torfaen County Borough Council and Clean Sweep to help repaint and improve several areas of the school. In addition, they approached companies including B&Q and Travis Perkins who donated paint and other materials.

The event was planned as a community project involving teachers, pupils, our staff and local companies all working together on one day to undertake a range of tasks identified by the school, including the refurbishment of desks, repainting a science lab, corridors, and changing rooms. There are even plans to refurbish the old canteen with a view to reopening it as an additional facility for pupils to buy snacks to help ease congestion problems at lunch time in the main canteen.

The day was a great success. Pupils following a construction course were given the opportunity to improve their skills by taking part in the tasks and it highlighted the construction industry as a possible future career by illustrating the wide range of job roles available from entry level apprenticeships to degree level for males and females.



8.4 EDUCATION

Working with employers & schools

Valuing our partners

In November 2018 we held our first Valued Partner Awards which recognised over 50 employers Wales-wide across a wide range of sectors.

22 companies picked up gold awards, 18 won silver and 14 took home a bronze award. The event was success and it was a fantastic opportunity to celebrate the businesses who take part in Careers Wales facilitated activities which support the future workforce.

Activities that some of the businesses took part in included supporting events such as world of work days in schools, workshops, apprenticeship talks, industry days as well as holding mock interviews and providing work experience placements.

We are looking forward to developing this event for 2019.

Promoting Apprenticeships

Once again, in 2018/19 we organised a number of apprenticeship events aimed at bringing local employers who offer apprenticeships into contact with young people from year 9 onwards from local schools. One example is the Conwy Apprenticeship Forum.

The Conwy Apprenticeship Forum has been formed specifically to raise awareness of apprenticeships in Conwy County. It consists of members from all local Conwy schools, training providers, Job Centre Plus (JCP) the local education authority, youth services, Careers Wales and is chaired by the Conwy Engagement and Progression Co-ordinator. All organisations worked together to provide presentations during the March National Apprenticeship Week to pupils in year 10. In the autumn term the same cohort of pupils benefitted from a series of Q&A panels that included an actual apprentice, an employer who offered apprenticeships, a training provider and a careers adviser.

The preparation for the panels included question generating sessions with pupils in school. Careers Wales business engagement advisers sourced the apprentices and employers and worked together with training providers to prepare and support participants prior to the panels.

During October 2018, over 1,000 year 11 (as well as some year 12 and 13) pupils had the opportunity to find out more about all aspects of apprenticeships. Apprentices and employers taking part were from identified growth and shortage sectors including construction, engineering and the social care sector.

Feedback

Pupils commented:

“ I was clear about what apprenticeships offer. ”

“ It helped me understand more about the world of work. ”

“ It gave me ideas as to what my subjects can lead to. ”

“ We find the Conwy Apprenticeship Forum Q&A session really beneficial for year 11. They are introduced to the idea of apprenticeships in year 10, but by the October in year 11 they are thinking much more carefully about their individual pathways after their GCSEs. They are keen to learn about the type of apprenticeships they can access at different ages and with different qualifications. They want to know about the work aspect and the learning aspect. They are also keen to find out about wages and levels of responsibility offered by different apprenticeships. It is a really successful, motivating event for the students and leads to a lot of further discussion and research by the pupils themselves. ”

Lesley Sewell, Assistant Headteacher at Ysgol Aberconwy.

EDUCATION

Education Business Exchange



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Education
Business
Exchange

In 2017 we launched the Education Business Exchange (EBE), our facilitated database which gives employers the opportunity to work with schools to develop curriculum enhancing programmes for pupils.

EBE allows schools to search a wide range of employers, at a local as well as national level, who are prepared to support young people with a host of work-related learning experiences including work experience, mock interviews, industry visits, masterclasses and much more.

It also provides greater potential for smaller employers who may not have been previously able to engage with schools to participate.

Employers ranging from SME's through to multi-nationals and anchor companies in Wales have been sourced by our business engagement advisers, as well as through key stakeholder agencies like Business Wales. By the end of the financial year we had trained teachers on the use of the database from 138 schools across Wales, many of whom are now using EBE to search for employers and send an engagement request through to the business engagement adviser to broker the links between the school and the employer.

“Careers Wales has been fully supportive of events that we have run in engaging employers with the school, such as careers fairs, BITC events and mock interviews.”

Ysgol Rhosnesni High School

CASE STUDY

Pentrehafod School, Swansea

Pentrehafod School in Swansea has used the Education Business Exchange (EBE) in a variety of ways to successfully engage with employers and organise a range of activities.

Staff in the school's maths department requested a range of employers to visit lessons to help pupils in years 9, 10 and 11 understand the practical applications in the workplace of Pythagoras and trigonometry. Careers Wales sourced a range of employers who could explain and demonstrate how they use measurements and angles in calculations as part of their daily work lives.

The Buckingham Group is a civil engineering and construction company and the main contractor working on the new theatre being built in Swansea. Careers Wales' local Business Engagement Adviser negotiated their support to bring in five apprentices and a graduate architect who set up different types of surveying equipment and technology and demonstrated to the students how the construction industry uses maths in their day to day job and the importance of it to their role.

Pupils enjoyed taking part in the activities and learning about the practical application of maths to construction and engineering. School staff felt that the employer's contribution had 'brought the lesson to life' by raising awareness of careers in this sector and why maths skills are so relevant in the workplace.



EDUCATION

Supporting the development of Careers and the World of Work

We offer support to schools and colleges to enhance the delivery of effective Careers and World of Work programmes, including 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.

Developing the resources

Work includes:

- developing session materials linked to the school's offer to pupils;
- mapping resources for the careers resource directory;
- developing resources for the core offer;
- updating supporting resources for the Welsh Baccalaureate;
- development of the 'professional' section on careerswales.com;
- producing resources to support discussion with schools on our 'menu of services'.

To further support the development of Careers and the World of Work, during 2018/19 we successfully launched our own landing page on 'Hwb' which contains a range of careers related resources. This bank of resources will continue to be added to as they are developed. Our page can be accessed at

<https://hwb.gov.wales/repository/publishers/53ec1adb-6ec7-4773-a59e-9e4d57e282b3>

“We are fortunate to have a work-related learning coordinator and careers administrator employed by the school and a strong, effective Careers Adviser employed by Careers Wales which ensures that our pupils are well prepared for the world of work.”

Hawarden High School

Welsh Government secondment

During 2018/19 we seconded a member of our Careers and World of Work team into the curriculum branch at Welsh Government. The secondee is working on embedding Careers and Work-Related Education (CWRE) within the Areas of Learning and Experience (AoLEs) as part of the Curriculum for Wales 2022 and has been instrumental in writing policy documentation and guidance as part of the curriculum development.

Gatsby Benchmark pilot

During the year we were also heavily involved in launching a pilot of the Gatsby Benchmarks in the RCT local authority area. The Gatsby Benchmarks were developed by the Gatsby Charitable Foundation following extensive global research into what constitutes good career guidance. They were introduced as part of a pilot in the North East of England between 2015-17 and are now statutory in secondary schools in England. To find out more, we made links with colleagues in the north east and arranged meetings with Welsh Government officials, who then agreed to fund a pilot of the benchmarks in Wales. We used our networks to 'source' the local authority pilot area and are now members of the steering group for the project. The Gatsby Benchmarks were included in the recent curriculum White Paper and if the pilot is successful could form part of the new curriculum.

8.6

EDUCATION

Supporting the development of Careers and the World of Work

Careers leader in schools

We continued to promote the concept of a 'careers leader' in every school. To support this development, we worked in conjunction with the Career Development Institute to deliver the Level 6 Certificate in Careers Leadership to cohorts of teachers in the regions covered by the ERW (west) and GwE (north) school improvement consortia. The teachers were offered the opportunity to pursue the qualification through their respective consortia and the courses were delivered over the course of an academic year with three 'taught' days followed by assignments. The qualification has been evaluated by teachers and feedback has been positive in terms of the impact on their knowledge and ability to manage and lead careers programmes in schools.

Capacity building training

We have delivered 334 training sessions with partner organisations. The topics have included:

- Welsh Baccalaureate
- 14-19 'offer'
- Learning Pathway plans

- Overview of careerswales.com - tools and resources
- LMI
- Careers and World of Work framework sessions;
- EBE.

We have facilitated 561 consultancy meetings during the year including:

- ALN, mainstream schools and FE careers co-ordinator forums
- bespoke meetings with schools and colleges to develop Careers and World of Work provision
- Careers Wales Mark
- meetings with regional school improvement consortia
- Business Class needs analysis meetings
- supporting schools and colleges with Estyn inspection preparation
- using EBE to support the curriculum.



EDUCATION

Careers Wales Mark

The Careers Wales Mark accredits establishments that have committed to the continuous quality improvement of their Careers and World of Work provision. Establishments have to commit to and demonstrate that they have active procedures in place to ensure quality outcomes for learners. The mark was developed following the introduction of the framework for Careers and the World of Work as part of the revised curriculum (2008).

In 2018/19, our careers and world of work co-ordinators facilitated 142 consultancy meetings relating to the mark in schools and colleges, which led to 15 new accreditations and 36 re-accreditations. In addition, 63 institutions also completed the audit that forms part of the mark. In total we now have over 180 accredited institutions in Wales.



CASE STUDY

Maesgwyn - Reach for the stars

Maesgwyn Special School has recently achieved accreditation of the Careers Wales Mark for the first time. The school decided to seek accreditation after identifying a need to improve their careers provision with the overarching aim of raising the aspirations of their learners.

Through the process of auditing and self-evaluating their current provision, the school identified three main development points to implement during the academic year:

- The introduction of new level 1 vocational studies and employability skills qualifications to help prepare their post-16 students for the transition into the world of work;
- To increase engagement with work experience and volunteering opportunities with the aim of achieving 70% of KS4 and 90% of post 16 learners engaging in volunteering and work experience during the academic year;
- To work with outside providers to raise the awareness of learners of LMI and potential future opportunities.

To achieve its aim, the school worked closely with us and the local authority's education and employment team to design and deliver a programme of Careers and World of Work

related activities. In addition, post-16 learners participated in mock interviews organised by our business engagement advisers and school staff attended a CPD session delivered by our careers and world of work coordinator on the available tools and resources on the Careers Wales website.

"Many of our children come to us with low self-esteem and a lack of confidence with no real vision of what they could accomplish in their later lives...We've always worked successfully with Careers Wales to ensure our pupils don't become NEETs when they leave school; however, the support of Sean and Careers Wales in applying for, and achieving, the quality mark provided a different dimension to our curriculum offer...our work in gaining the Careers Wales quality mark has raised aspirations, developing the pupils as more informed citizens and enabled us to share local opportunities that exist following their education... the quality mark has enabled us to develop an embedded career provision and a wider network of contacts that enables us to support a highly effective careers programme. We are grateful for the work of the Careers Wales quality mark as this has enabled us to strategically realise a vision to achieve an enhanced careers provision for our young people for years to come."

Steven Cruickshank, Deputy Headteacher

8.8

EDUCATION

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.

During the last business year, 3,530 young people were supported across the projects. We delivered nearly 11,000 one to one sessions, 1,700 group sessions and organised over 350 tailored work experience placements.

UNDEB EWROPEAIDD
EUROPEAN UNIONLlywodraeth Cymru
Welsh Government**Cronfa Gymdeithasol Ewrop
European Social Fund****CASE STUDY**

Tailored work experience placements continue to provide participants with an impactful insight into the world of work, and often enhance employability skills.

Josh was referred to Activate as he lacked motivation in learning, resulting in incidents of internal truanting, low attainment and poor behaviour and also had a poor attitude towards teaching/support staff. Support from us was requested to help him focus on his career planning, raising his aspirations and to give him greater confidence in his ability.

Following his referral Josh engaged in one to one sessions targeting confidence and motivation. He attended group work sessions on teamwork, confidence, self-esteem and what employers expect from young people and he participated in a shelter building activity where he had the opportunity to demonstrate his leadership skills. At the same time, Josh discussed with his adviser his passion for motor bikes and basic maintenance and a tailored work experience placement was arranged at DJ Llantrisant Ltd. Starting on a one day a week basis it extended to two days after settling in and showing promise. In school his behaviour improved significantly, incidents of internal truanting were reduced and he became focussed on securing a work-based learning opportunity upon leaving school. Josh's confidence and motivation also increased.

Our business engagement adviser had conversations with the employer about securing next steps with Welsh Government funding, but they felt they were not in a financial position to support and so Josh was placed onto a traineeship with ITEC with a placement in another garage. He also secured a part-time position in a local motorbike shop. Within a space of a few weeks DJ's Llantrisant Ltd had contacted Josh to offer him an apprenticeship opportunity as they had secured funding. Josh was happy to accept.

"Since I was young I have always been interested in cars and have always wanted to work/fix cars and now thanks to Tonypanydy College and Careers Wales I have got an apprenticeship in a garage in Llantrisant and I couldn't thank John (careers adviser) and Michelle (business engagement adviser) more. John helped me find the garage and gave me the help, confidence and mentoring I needed and if it wasn't for John I wouldn't have had the opportunity I had to be doing what I love, and thanks to Michelle for sorting out all the health and safety and making it possible for me to attend the garage on work placement and thanks to the college for allowing me to be out of school two days a week. I have now achieved what I have always wanted to do thanks to John, Careers Wales and the college."

9.1 Labour Market

Key achievements during 2018/19:

We supported **839** prisoners across Wales with over **1,546** interviews



We now offer support to prisoners in **every prison in Wales**



We supported **3,091** individuals facing redundancy to complete **1,877** applications for ReAct funding, with a success rate of approx. **97%**

Of the **3,920** customers who left our ReAct caseloads, **50%** entered employment.



10,763 unemployed adults 18+ benefitted from Skills Gateway for Adults support via **471** employability group sessions and **17,618** individual interviews

2,327 adults supported by the Skills Gateway for Adults programme subsequently entered employment (**22%** of all participants)



We supported customers to make **849** applications for Access funding in the wider Valleys Taskforce area with a success rate of **99%**



3,884 young people **16-18** benefitted from careers information, advice, guidance and employability support over **6,823** interactions



We supported **21,073** adults with their career planning and employability skills



We supported **1,578** 16-17yr old NEETS and **4,302** adults into employment or training opportunities



We supported **1,163** young people and **2,365** adults who were already in employment or training to sustain their engagement or to make an informed transition



9.2

LABOUR MARKET

Support for 16 and 17 year old customers in the Labour Market

Work with partners

During 2018/19 we have continued to work closely with partners such as local authorities and stakeholders within the Youth Engagement and Progression (YEP) framework 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 customers so that they are appropriately supported in their transitions.

In 2018/19 our partnerships have supported a variety of exciting projects and events, including:

- The **BT Work Ready Programme** across Wales which actively refer unemployed young people to the project in locations across Wales;
- The **'Spring into Work'** jobs fair at Charles Street Job Centre, Cardiff. Over 673 customers attended the event with a host of employers including Hilton Hotel, Subway and BT and recruitment agencies including Cardiff Works, Hoop Care and Apollo Teaching;
- An **'emergency services careers information day'** at Llandudno Job Centre. Advisers helped customers interested in applying for opportunities by providing careers guidance and employability support on-site;
- The **Swansea Bay Event** week with a number of engagement events delivered across Swansea including a youth event for 18-24-year olds, a provider event for 25yrs+ and a jobs fair.



9.3

LABOUR MARKET

Services to customers

The services that we provide to young people 16-17 who are unemployed help them to progress into education, employment or training through developing their employability and career management skills.

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

employer webinars and site visits. 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.

A range of bespoke activities and events were also delivered in 2018/19 to support young people to secure local apprenticeship opportunities across Wales.

CASE STUDY

At the Liberty Stadium, Swansea we delivered a live apprenticeship event where customers were invited to attend and talk to employers who had current 'live' apprenticeship opportunities, including Tata Steel, HSBC, the police, NHS, Sony, Cyfle Cymru and The Royal Navy.

The event provided over 500 young people and adults with a real insight into what would be expected of them as a new apprentice, building their confidence and preparing them for the application and interview process ahead and received excellent feedback from employers:

"Very good, thought it was marketed well, people came from a wide area, a good mix of ages and people looking for different things".

"Really busy, in fact it was the busiest event we have been to".

"Good cross section of people, we found it useful because not many had heard of us".

"Excellent, really busy, thought people were genuinely interested, would love to attend another event".

"Fantastic event, well organised gave all of our apprenticeship books out (300) without the extra customers we spoke to. Definitely interested in doing this again. We have gone into schools and colleges and felt this event was more beneficial".

"Really good, very busy spoke to at least 100 customers. Would definitely do it again. Would like more A Level candidates due to their entry requirements".

"Brilliant event, busy all day. Nice to see a range of ages. Definitely do it again".

'Apprenticeship finders' resource

This year we took an increasingly proactive stance to the sourcing of 'new' apprenticeships. Two 'Apprenticeship Finders' were appointed to source new apprenticeship opportunities not advertised on the Apprenticeship Matching Service (AMS). These opportunities were then matched to job seekers and year 11, 12 and 13 pupils who had identified apprenticeships as a possible next step. Over 500 new apprenticeship opportunities were identified and shared with customers, including opportunities with Tata Steel, BBC, GE Aviation and Swansea Council.

Department for Work and Pensions (DWP) partnerships

In partnership with DWP, support for young people approaching their 18th birthday was enhanced via a digital DWP pack. Under our new arrangements, a short video link is sent to all unemployed young people at the age of 17 and 9 months to help them understand and access the support offered by DWP when the customer reaches the age of 18.

LABOUR MARKET

Skills Gateway for Adults (SGfA) programme

SkillsGateway

Welsh Government's SGfA service for unemployed adults continued to operate successfully in 2018/19 and we have reached out to thousands of unemployed adults across Wales. During this year the service was operational for a 10 month period only due to the transitioning period into the new Working Wales service which commenced from February 2019. Throughout the period however, continuity of service to adults across Wales was assured and we continued to provide high quality careers information, advice and guidance to unemployed adult customers and successfully supported them into employment, education or training by providing employability support where that has been needed.

Between April 2018 and January 2019 we supported 10,763 customers through the programme helping them to assess their skills needs, exploring career options and making them aware of the support and provision available to them. We delivered 17,618 face-to-face information, advice and guidance interviews as well as 471 employability group sessions at our careers centres and outreach locations.

A significant amount of follow up work also took place with customers over the telephone and via digital interactions. During 2018/19 we supported and kept in touch with our adult customers via:

- 2,215 telephone interactions (in addition to calls to our Careers Wales Connect telephone helpline);
- 12,121 emails to and from customers;
- 49,298 customer text messages sent and received.

This year **6,049** of the customers that were supported were referred or signposted on to either education/ training courses or on to other partner organisations for further support to address non-skills related barriers. **2,327** (22%) of the customers that we worked with went on to enter employment.

Customer Feedback

“ I have accepted a fixed-term job as a team scheduler. I was also interviewed for a permanent administrator position and am supposed to hear back from them this week. If I am offered the latter, I may go for that instead. I have also turned down one job and three interviews. All this after I reinvented myself and my CV! ”

“ I would like to take the time to thank you for the help in finding the right path in computing. I'm currently enrolled at university doing night classes for programming languages. I will be doing Java 1 through 3, C and C++ with a class in HTML and CSS web development. I will be starting 2nd October. Again thank you for your help it's been great. I'm finally doing what I want to. ”

“ Thanks, yes I must have done something right! Thanks for all your help and support. I don't think I'd have done it without you. I'll be forever indebted to your support and wish I could repay you. ”

LABOUR MARKET

Skills Gateway for Adults (SGfA) programme

SGfA focus groups

During the first quarter of 2018/19 we completed two focus groups to gain feedback from customers on the service they received:

- The majority of customers heard about us from either Job Centre Plus (JCP) or a friend/relative;
- 90% of customers received an interview within 10 day working days (86.5% of these within seven working days);
- 100% of customers strongly agreed or agreed that we had helped them to understand the opportunities that are available to them;
- 100% of customers strongly agreed or agreed that we had helped them to understand how their skills and personal qualities could be applied in the job market or in their career

- 96.5% of customers strongly agreed or agreed that their contact with us had made them more motivated to achieve their career and learning;
- 86.5% of customers strongly agreed or agreed that their contact with us had helped them make more informed decisions about their career and learning plans.

Comments received were very positive, illustrating the difference that our interventions make to the way customers plan their career and how our support contributes to customers moving into positive outcomes.



LABOUR MARKET

ReAct - redundancy support



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 ReAct careers advisers work with employers and individuals across Wales to help them to identify alternative career paths and help them to maximise their potential in the labour market. During 2018/19 we worked with 3,091 people facing redundancy, delivering 119 on-site group presentations and creating 1,877 action plans.

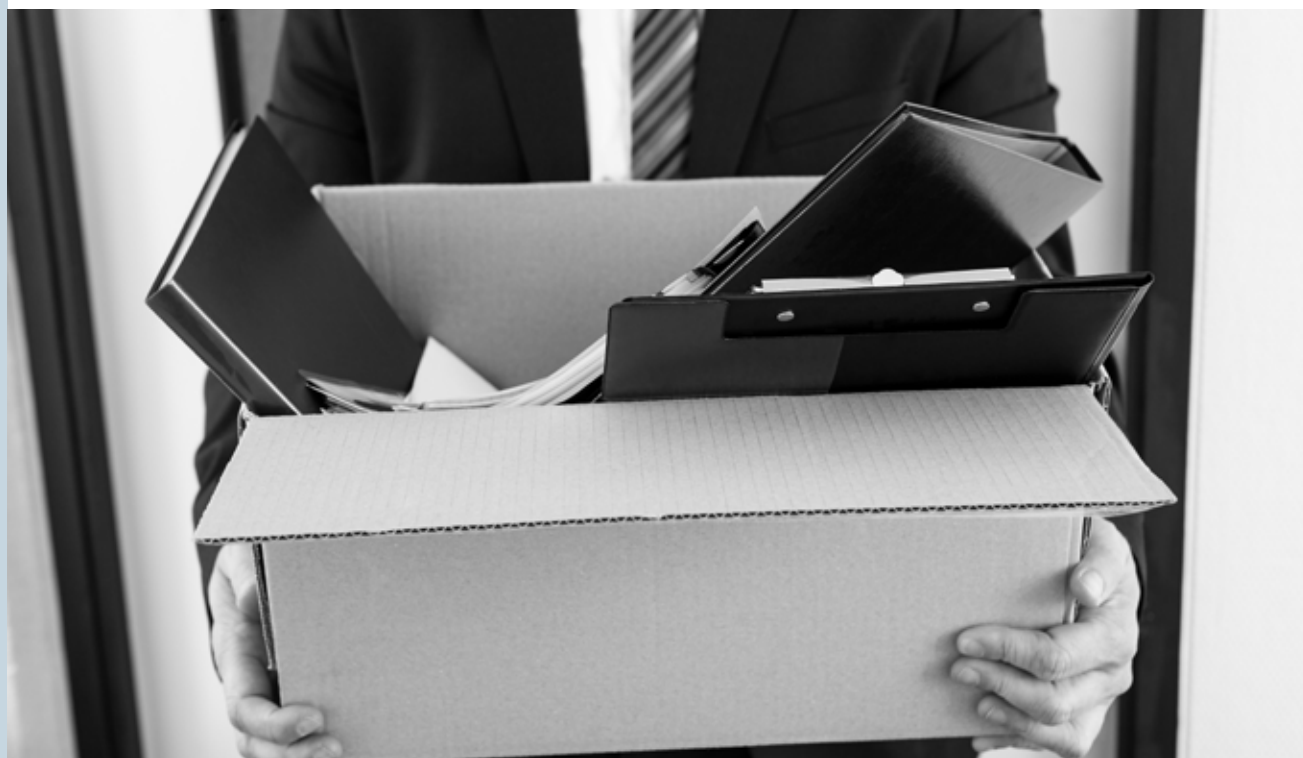
Our ReAct advisers are largely mobile and travel to areas of need throughout Wales to cover large scale redundancies. During 2018/19 this included Virgin Media, Dawnus Construction, Calsonic, Cuddy and Horizon Nuclear Power as well as managing the day-to-day flow of ReAct work. Facing redundancy can be a traumatic and challenging experience, and our advisers

are often the first people on site (alongside Job Centre staff) to offer them support. We have supported by participating in TaskForce meetings and providing support onsite and in careers centres and our staff do all that they can to minimise the 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 occurred across Wales.

Over the past three years we have enjoyed a success rate of 97% or over for ReAct applications completed by our customers each year.

Of the 3,920 customers who left our ReAct caseloads this year, 50% entered employment. 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
- Reach
- Prince 2
- Microsoft Office
- First aid at work



ReAct- redundancy support

This service is highly valued by customers and feedback from employers and staff alike has been very positive:

Feedback

Partner feedback

“ I just wanted to air a few words of praise in relation to your staff. I certainly think we achieved a “joined up” approach in delivering the talks and that was in no small part in your staff’s ability to develop excellent working relationships. Their knowledge base was immense and I know from anecdotal feedback that the employees found the ReAct information to be of great value. It was so easy to get on with both of them. Many regards. ”

**Jeremy Jenkins, Employer Advisor,
Department for Work and Pensions,
Llanelli**

“ Thank you so much for the work you and your teams have put in today. Witnessing the interaction between you and these individuals who are in difficult circumstances made me truly appreciate the value you provide. Once again, thank you. ”

Customer feedback

“ I’m very happy to let you know that my funding for ReAct vocational training is approved. I would like to thank you for guidance and all the help that I received from you. ”

Just a quick note to say thank you for your presentation yesterday, very inspiring. Very good feedback so far with regards to Careers Wales, lots of information and support. Looking forward to the consultation over the next few days. ”

“ Hi Bethan, Just wanted to let you know I had my Teach First interview in January and I’ve been accepted. I start my training in June. I arranged work experience for myself in March. You were amazing! Without your help and encouragement I’d have given up! Anyway, I’ll be training then hopefully moving abroad in 2021! :) Thanks for all your help. ”

Jo, Cardiff

“ Hi Linda, Great news, I have a job! It is in Cwmbran as a business analyst – exactly the role I was after. It is as a ‘Graduate Business Analyst’ to include training so suits my experience well. I start November. Thank you to you and your colleagues for all your support, you have all been great when I was feeling a little ‘in the wilderness’2. ”

Richard, Cwmbran

LABOUR MARKET

Work in prisons

Through Welsh Government funding, we continue to provide services to offenders in custody, delivering careers information, advice and guidance to support these customers furthest away from the job market due to their offending and life circumstances.

During 2018/19, our staff in prisons saw 839 prisoners across Wales and undertook a total of 1,546 interviews in support of them.

Through well-established referral processes within the prisons, prisoners are made aware of our 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 with customers waiting between three to six weeks for an interview in some prisons. This has led us to increasing the resource to prisons for 2019/20, something that we are now able to do under the Working Wales service.

Advisers work closely with all agencies within the prison to develop an excellent working knowledge of the support available to prisoners. We attend all 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 interview process, prisoners are identified and referred directly onto employability courses including highway maintenance ('street works'), personal track safety (PTS), construction, catering and warehousing along with referrals to prison industries.

All prisoners are made aware of our services following release and are able to access support at our centres, via the Careers Wales Connect telephone and web services. Prisoners returning to us for careers support exceeded the Welsh Government target by 475% this year, an indication of how the service is valued.

Careers Wales - supporting successful transitions to employment

Following the publication of the Hanson Report in March 2019 we made the decision to become a recognised employer offering paid and unpaid employment opportunities to prisoners under their 'resettlement programme'. This entails a careful selection of potential prisoners undertaken jointly by the prison service and us. Once suitable candidates have been identified, we are able to offer a period of voluntary work in the first instance followed by a period of paid employment until they are released.

Careers Wales hosted a six week placement for two prisoners on day release licences. The two licensees worked at two of our offices on reception. The aim of the programme is to ease the transition back into the world of work after their release from prison. A probation officer from the prison attended regularly for feedback on performance and conduct.

Both individuals applied themselves well during the placement and applied for vacancies with us and have now secured roles as an ICT apprentice and a trainee careers adviser. The project is continuing into 2019/20. We look forward to expanding this programme in the future and supporting prisoners to make the transition into productive and rewarding careers.

LABOUR MARKET

Work in prisons

CASE STUDY

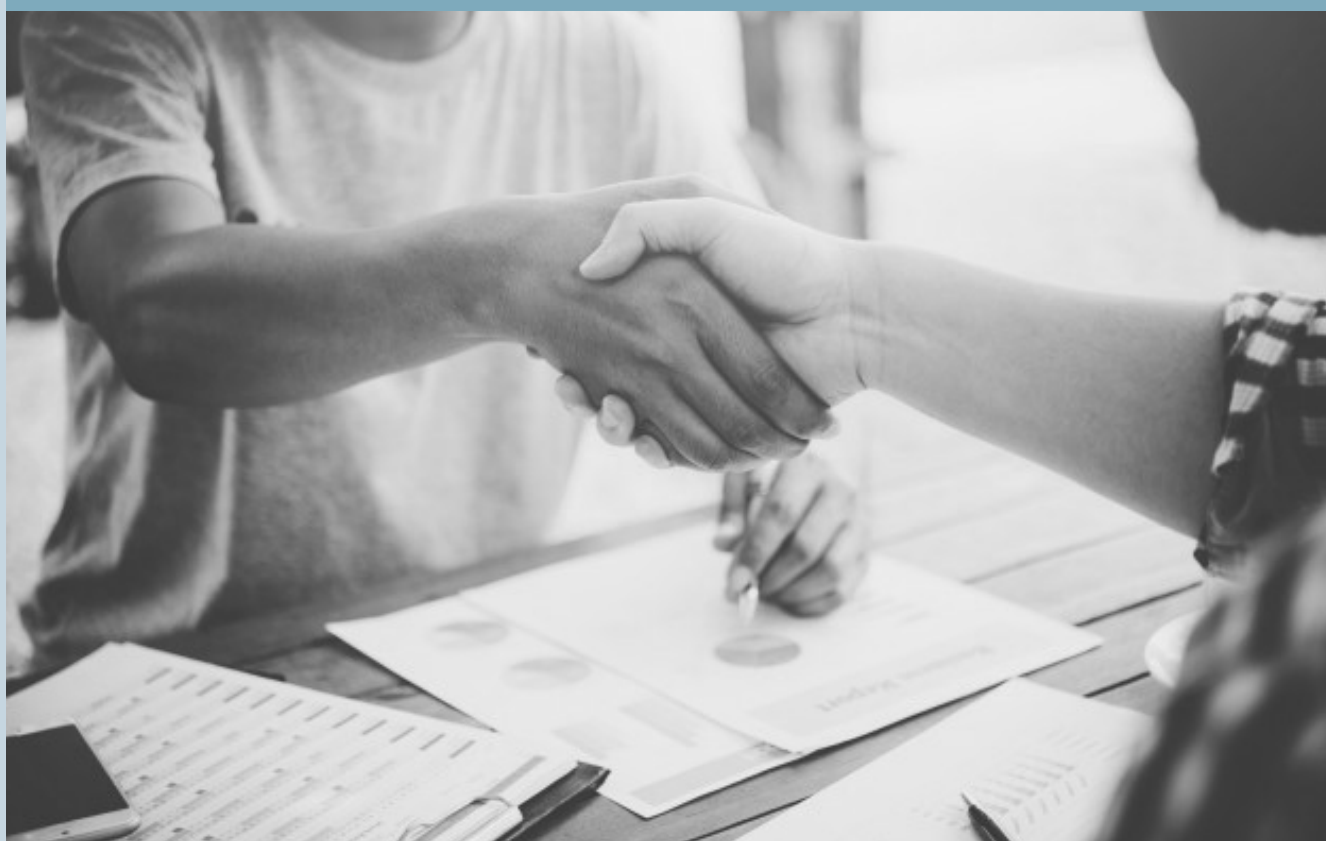
SUPPORTING A PRISONER INTO EMPLOYMENT

Following a referral from a Her Majesties Prison education tutor, the careers adviser interviewed the customer early in his sentence. The customer was hoping to find employment on release and was targeting factory/production/warehousing work within his planned release area. During the interview the careers adviser was able to identify that the customer needed ongoing support with his essential skills, but that he had high levels of personal motivation and a desire to change. Working together, the careers adviser supported the customer to undertake digital job-search techniques and conducted a job-search of realistic and potential vacancies in the Newport area, as well as discussing the local labour market and the ongoing support he could receive via Careers Wales upon release.

It was agreed that the customer would continue working on his essential skills and we would see him towards the end of his sentence.

A follow-up appointment was conducted with the customer and it was clear his ideas were the same but it was identified that he would need further support in the community. A post-release appointment with a careers adviser in the careers centre was arranged two days after release.

The careers adviser worked with the customer and helped him apply for a range of positions and he was subsequently successful in gaining employment with a food manufacturing company in South Wales.



CORPORATE SERVICES Staff

General statistics:

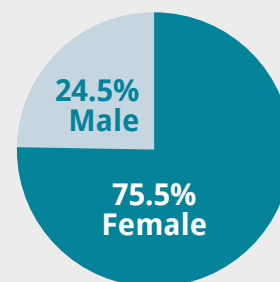
**Current
headcount**
(as at 3 March 2019):

605

**Total full time
equivalent (FTE):**
(as at 3 March 2019):

541.33

**Gender
balance:**
(as at 3 March 2019):



2018/19 saw 20 leavers, a lower number of leavers than 2017/18

Retention remained high and stable (retention being measured against the numbers choosing to leave for reasons other than redundancy or voluntary early release - VER). The stability rate in Careers Wales is currently averaging 96.4% which would be considered very high in HR comparisons.

Attracting, recruiting and retaining

2018/19 started a period of growth, with significant recruitment for the Working Wales project and key roles as part of our Digital Transformation Strategy. This has a big impact on HR and learning and development since 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. The team were also able to use apprenticeships for the first time in many years and have been involved in an innovative project with Prescoed Open Prison.

In 2018/19 recruitment statistics were as follows:

- All roles were accessible to existing employees and eligible temporary employees;
- There were 35 recruitment exercises in total, 17 more than 2018, many of which were external recruitment exercises including all-Wales campaigns for trainee careers advisers/careers advisers/business education advisers;
- 16 roles were advertised internally only;
- Four vacancies were assessed and identified as Welsh language essential and 30 as desirable, one further vacancy was a mix of Welsh essential and desirable. (Some vacancies comprise of multiple posts);
- 12 recruitment exercises related to management level posts, team manager and above;
- 31 vacancies were advertised as permanent and four were temporary internal reassignments.



CORPORATE SERVICES Staff

Health and wellbeing

Our Health and Wellbeing Strategy is now fully embedded with 'wellbeing' champions active in every office. Equipment has been requested and sourced to help healthy activity at work and we were awarded the Corporate Health Standard (CHS) Bronze Award for our evidenced practice. This work underpins activities in attendance management, Wellbeing of Future Generations Act, managing the budget, improving the long-term health and wellbeing of an ageing workforce and enhancing our ability to attract and retain employees. We have a mock assessment for the silver award in October 2019.

"It was noted that the framework of the Corporate Health Standard (CHS) is being used not only to provide a structured approach to health and wellbeing but also as a framework for culture change within the company.

It was clear from the outset of the assessment visit that senior management is fully committed to promoting and protecting the health and wellbeing of their employees. Links were clearly made with the Wellbeing of Future Generations (Wales) Act 2015.

The assessors were impressed with the enthusiasm and motivation of the Wellbeing Steering Group to move the Career Wales' health and wellbeing agenda forward; it was particularly good to see the Unison Trade Union representative take such an active part in the group and the agenda generally.

With so many diverse offices and workplaces, communication is one of the key challenges in the organisation but the assessors welcomed the use of Wellbeing Champions, skype meetings and the many other forms of communication that ensures health and wellbeing messages and campaigns reach all. As a multi-sited all Wales organisation the health and wellbeing agenda was well communicated across the sites.

The assessors were unanimous in awarding Careers Wales the Bronze level of the Corporate Health Standard. This was an excellent start to the formal process and we would encourage you to continue to work towards the silver level of the award as several of the criteria are already in place. Well done to all!"

Corporate Health Standard Bronze Award report summary



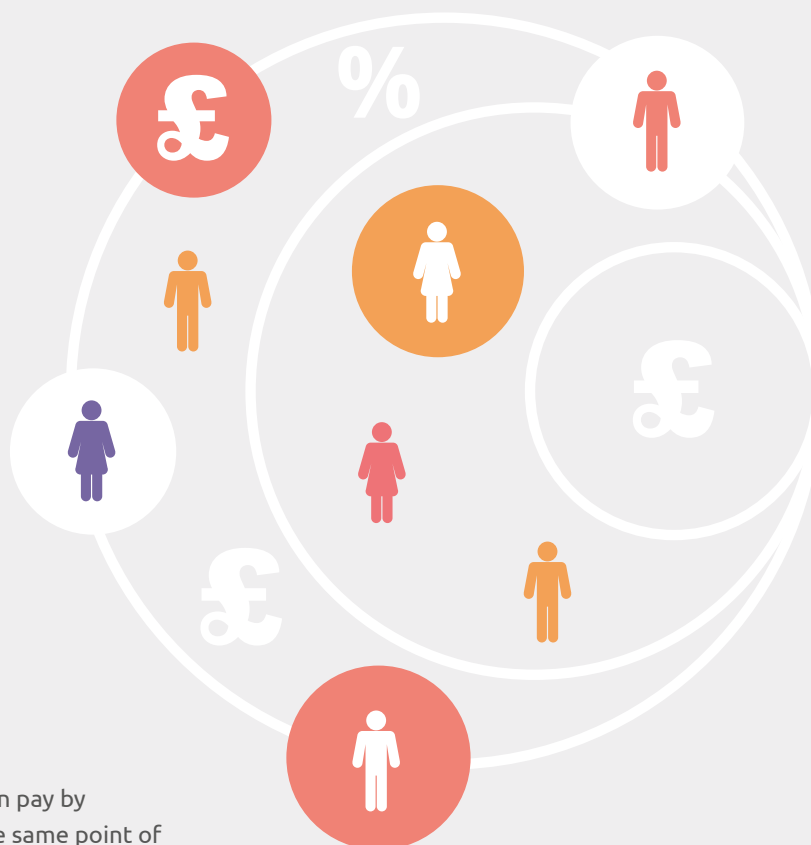
CORPORATE SERVICES Staff

10.1

Gender pay reporting

We have once again achieved a

0%
gender
pay gap
(4% mean)



- We negated gender impact on pay by entering all employees on the same point of the incremental scale, not differentiating pay between works of equal value and moving all employees through the incremental points at equal intervals;
- New employees or employees moving onto the salary grade structure always commence on the first incremental point of the grade for their role;
- There is no age-related pay;
- The incremental scales are short, and the top point is reached in four years;
- There is no salary point below minimum wage;
- There are no bonuses;
- No individual negotiation is entered into;
- The Chief Executive's salary is set by the Board and is performance related;
- Employees automatically progress through the incremental scale on the anniversary of their appointment until they reach the top rate for their role. This is not negotiable and is not performance related;
- Progression is not halted by family-related leave (adoption/maternity/paternity etc.);
- Progression is also unaffected by periods of ill-health related absence;
- Some roles have trainee grades where there is no progression to the qualified grade until the required qualification is attained;
- The scale is linear and does not have different scales for corporate/delivery/technical roles;
- Equal payment is made for work of equal value as independently evaluated;
- Progression up the scale is by competitive application for promotional posts;
- There is an appeals mechanism for use by individuals or groups.
- We are in the top 8% of companies who have no gender pay gap to report.

10.2

CORPORATE SERVICES

Learning and development

2018/19 was a busy year with a strong focus on supporting our new recruits, whilst also helping our existing staff to develop their skills. We recruited four additional trainee assessors within the Learning and Development team in order to meet the demand for initial training, all of whom are completing their Assessor Award in the Careers Wales centre, awarded by Agored Cymru. There were six training programmes for trainee careers advisers, with a total of 64 trainees involved.

Feedback from the trainees on the support they received was excellent, and our awarding body, OCR, described our centre as a model of good practice which he would like to see replicated everywhere.

In total, the following employees achieved formal qualifications through the Careers Wales accredited centre:

- 10 careers advisers - Level 6 Diploma in Careers Guidance and Development;
- One business engagement adviser - Level 6 Diploma in Business Engagement (CDI);
- One learning and development co-ordinator - Award in the Internal Quality Assurance of Assessment Processes and Practice.
- A variety of external trainers were used to deliver specialist training programmes for our employees, including:
- Solution focused coaching

- Learning disability awareness
- Domestic abuse awareness
- Mental health awareness
- Drug and alcohol awareness
- Cyber security
- Safeguarding
- Welsh language for the frontline.

We had very positive feedback about all training programmes, with the domestic abuse awareness training provided by Welsh Women's Aid being particularly hard-hitting and practical.

Welsh language

We had a particular focus on improving the Welsh language skills of our delivery staff and six Welsh speakers attended one-week residential courses which have given them the confidence to deliver services in Welsh. All our frontline staff attended a two-day course and also followed the Work Welsh Welcome online learning programme. They were each buddied up with a Welsh speaker who could encourage them to practice the skills they were learning. This has led to an increase in the use of incidental Welsh and greater confidence in greeting Welsh customers.



11.1 Environmental performance

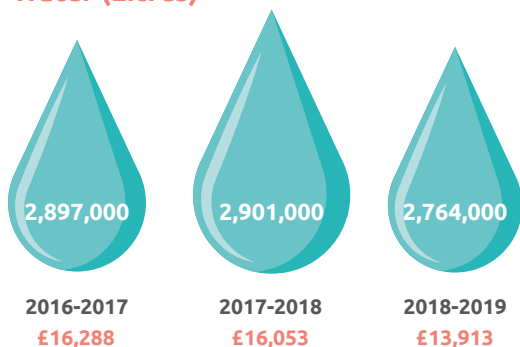
This financial year we have continued to progress with our estates strategy resulting in the closure and relocation of a number of offices. The environment CO2 data has been collected from the 26 offices that are under our control.

We exceeded all our targets for last year, achieving a 12% decrease in our emissions from 870 tonnes to 765 tonnes against a targeted reduction of 8%. At our offices in Barry and St Ina, Cardiff we have invested in new lighting, energy efficient boilers and water saving devices as well as reviewing our IT infrastructure. We will continue to invest in another two owned properties in 2019/20.

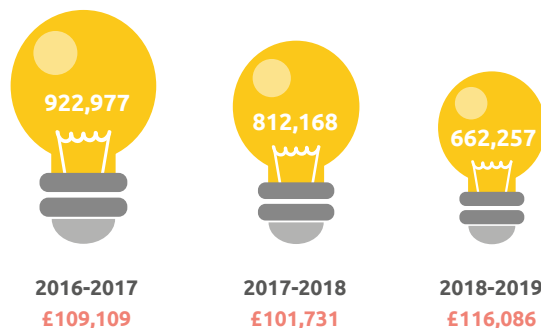
To meet our objectives within the requirements of the Well Being of Future Generations Act we are placing a greater emphasis on biodiversity, with each office having a biodiversity plan. The first office to implement its biodiversity plan was Cross Hands where we are in the process of planting trees and creating a wild meadow with a seating area.

Although we reduced our overall carbon footprint compared to last year, due to increased staffing numbers we had an increase in business mileage. In 2019/20 we are unlikely to achieve a reduction in the total number of business miles travelled or energy consumption. Therefore, in next year's report although we will continue to report on our total CO2 footprint our year on year comparators will be based on CO2 emissions per staff member.

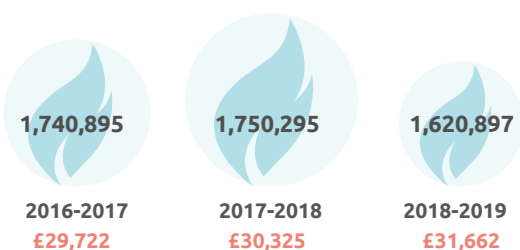
Water (Litres)



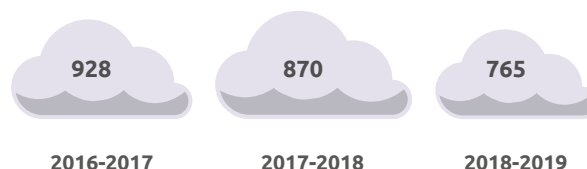
Electricity (kwh)



Gas (kwh)



Greenhouse gases (CO2 tonnes)



Business (Miles)



11.1 Environmental performance

Green Dragon Environmental Standard

During the year we achieved the Green Dragon Environmental Standard Level 4 Certificate. This standard is awarded to organisations that can demonstrate effective environmental management and that are taking action to understand, monitor and control their impacts on the environment.



Objectives for 2019/20

We have set the following objectives for 2019/20:

- Maintain Green Dragon Environmental Standard Level 4 and make the necessary changes to allow us to apply for level 5 in 2020/21 (level 5 is the highest level);
- Review business strategy to minimise staff travel and improve the environmental efficiency of each office;
- Implementing the biodiversity plan for each office;
- Increase awareness amongst staff to achieve higher levels of business waste recycling. Review our contracts with our current suppliers to allow us to monitor our waste and recycling more effectively;
- Set aside a proportion of our annual maintenance budget to ensure that we can achieve these objectives.



12.1

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.

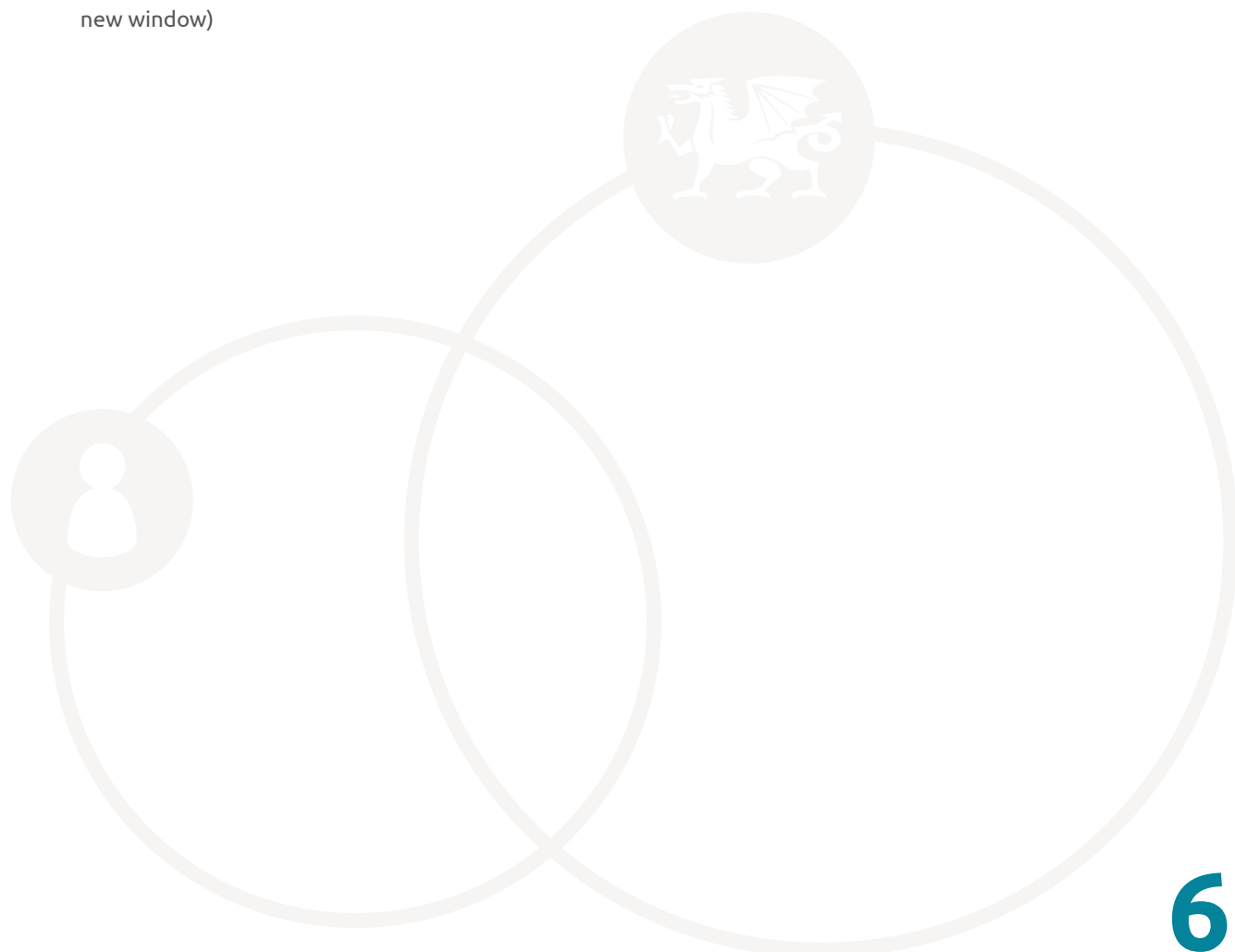
From 1 April 2018 we became subject to Welsh Language Standards for Policy Making, Operational and Record Keeping under section 44 of the Welsh Language (Wales) Measure 2011. By our annual remit we are expected to meet the requirements for Service Delivery standards as they apply to the Welsh Government. 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. (PDF, 447KB, link opens in a new window)

Read our [Monitoring Report for the Welsh Language Scheme](#) (PDF, 718KB, link opens in a new window)

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-three (5.3%) employees have elected to receive letters, contracts, emails etc. in Welsh. Our employee database and timesheet system have been translated, enabling employees to request leave and record their working hours in their language of choice.



12.1 Welsh language

CASE STUDY

WELSH IN THE WORKPLACE CAREERS FAIR

The Welsh in the Workplace Careers Fair took place in December 2018 at the Conference Centre, University of South Wales and was aimed at year 11 pupils from the local Welsh-medium schools; Rhydywaun, Llanhari, Cwm Rhondda, Garth Olwg and Llangynwyd.

The aim was to raise awareness of the variety of job roles and sectors that use the Welsh language in their workplace and to encourage pupils to continue with their Welsh language skills after they leave education.

The fair was supported by 22 organisations, covering a variety of sectors as well as a training provider and a recruitment agency that both specialised in Welsh speaking opportunities, all providing information to pupils and discussing the Welsh speaking opportunities within their organisation.

Throughout the day there were also seminars running with presentations to the pupils from presenters talking about their organisations and the benefit of the Welsh language.

This was the first time a specific Welsh language careers fair had been arranged on this scale in the area and the day was a great success, with good feedback from both schools and employers. Two Welsh in the Workplace careers fair on an even bigger scale are planned for 2019.

Feedback

- “ The session helped me understand how Welsh is more important in everyday life. It made me more motivated to want to learn Welsh so I can help look after people. ”
- “ It was excellent because I learnt that no matter how much Welsh I knew I could use it and it would make a difference in getting different jobs. ”
- “ It was a good presentation from the people that talked about how Welsh is important. ”
- “ It was really helpful because I understand why Welsh is needed in work-places. ”



13.1 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 2017](#)

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

[Public Sector Equality Duty Report 2016-2017](#)

[Equality Impact Assessment](#)





Annual Report 2018/19

CORPORATE GOVERNANCE



2



Corporate governance

The Board of CCDG is responsible for the governance of CCDG and compliance with the corporate governance code. The Board's role is to satisfy itself that an appropriate governance structure is in place and to ensure that the company operates within the policy framework set by the Welsh Government. The board is made up of 13 members from diverse backgrounds.

Committee reports

Each of the three company committees receives reports from the Senior Management team of the company and these are discussed in committee and are reported through to the Board meetings.

Risk management

The responsibility for the management of the risk to the operation lies with the Board of Directors. The company has undertaken a comprehensive assessment of the risks that the company faces.

The principal risks are then contained in the company risk register which is reviewed on a regular basis by the Finance, Audit and Risk Committee and the Senior Management Team.

The risks are prioritised within a risk matrix and are then allocated with a risk profile according to the impact and likelihood of the risk. The risk register also includes a list of the preventative measures for each of the risks identified, as well as the contingency measures and actions to

reduce the consequences of an incident to a lower risk level and to facilitate recovery in the event of any crisis arising.

The internal auditors operate to standards defined by the Public Sector Internal Audit Standards. They attend Finance, Audit and Risk Committee meetings and present their reports to the Committee and progress on the planned work programme. The internal audit opinion provided moderate assurance on the adequacy and effectiveness of CCDG's framework of governance, risk management and control in the year. Internal audit identified no significant control weaknesses and therefore nothing to suggest that the organisation was not maintaining a low risk status. The following areas were audited within the year, payroll, regulatory compliance, estates strategy, governance and risk management, information technology, Welsh Language Act compliance, fixed asset review, procurement and budgetary control.

The principal risks that CCDG face are:

- Management of future budget reductions;
- Implementation of the Changing Lives vision;
- Implementation of changes to the infrastructure of the careerswales.com website.

The Board comprises a Chair, Dr D Williams and up to 13 other directors who are appointed by the Welsh Government. The Chair is remunerated position and the Chief Executive is also a Director.

The Board appointed three committees with their own terms of reference to discharge its responsibilities and to obtain the assurance required that demonstrate good governance practices are in place. The Committees are:





Annual Report 2018/19

FINANCIAL STATEMENTS

3

£

Financial statements

Statutory accounts

for the year ended 31 March 2019 >>





Annual Report 2018/19

LOOKING AHEAD



4



19/20

Looking ahead

As we move into the third and final year of Changing Lives, our service will continue to develop and evolve in 2019/20 to deliver on the high-level outcomes contained in the strategy.

A stronger focus on young people

To strengthen our focus on young people, in 2019/20 we intend to extend the piloting of an impact measurement tool in 40 schools based on a re-run of our Career Check survey to identify whether there is any potential to measure the extent of the impact of our services on young people's ability to plan their careers effectively.

We will also develop a diagnostic tool that will help support young people in KS5 as well as offering a new programme called Altro-Evolve across 20 schools, providing motivational support for young people who have been identified as not reaching their potential.

The account executive role will be rolled out in all special schools and we will further develop VR tools that can support this work.

A review will also take place of the delivery of Activate, identifying successful elements of the programme that can be potentially integrated into our core delivery when the project comes to an end.

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

To support other organisations to help young people to develop their careers we will, by July 2019, produce a digital training resource to support employers who wish to engage with schools for the benefit of the curriculum.

We will also have produced a digital resource for use in primary schools following a pilot programme with three schools in North Wales as well as facilitating a conference for relevant school staff on the theme of future skills.

Utilising and embracing digital technology

2019/20 will see our first referrals to video guidance and online employability workshops. We will also commence the Working Wales call back request service. The business year ahead will also see our first internally produced Careers Wales TV programme.

We will continue to maintain an all-Wales company jobs fair calendar accessible to all staff, support and respond to customers during the media campaign for the launch of Working Wales and other campaigns being run and further develop the Careers Wales Facebook jobs page.

Most notably, 2019/20 will see us continue to develop the new website, including migrating content to the Beta site, including the following sections: plan your career, courses and training, getting a job, apprenticeships, employers, professionals, contact us and news and events, redeveloping the job information and career search applications and job trends series and launching and maintaining the Buzz Quiz application.

Working Wales

We will develop our Working Wales delivery by increasing our outreach offer to customers by 20% and embedding the Categorisation Model of Enhanced Assessment.

2019/20 will also see us further develop and expand our work in prisons in line with recommendations identified in the Hanson Report and investigate the feasibility of providing support to Welsh-domiciled prisoners at Eastwood Park Women's prison.

We will run 'early adopter' pilots alongside regional learning and skills partnerships or local authority/city development areas in north, west and South Wales and support Welsh Government with the two personal learning account pilots in North Wales and Gwent.

Glossary

ALN	Additional Learning Needs
Apprenticeship Matching Service (AMS)	A free on-line recruitment system that helps employers find suitable candidates for apprenticeships and aspiring apprentices' opportunities in a business that is right for them.
Business Class	Business Class is a tried and tested programme which builds lasting partnerships between businesses and schools. Those partnerships, based firmly on the needs of the school and the priorities of the business.
Career Check	Research undertaken by Careers Wales amongst pupils to determine how far they have got with planning their future.
Careers and World of Work Programme (CWW/CWoW)	Careers and the world of work forms part of the basic curriculum for all registered pupils aged 11 to 16 at maintained schools.
Careers Wales Mark	The 'Mark' is an award designed by Careers Wales to recognise a commitment to continuous quality improvement within an educational institution to meet with the Welsh Government's requirements that are set out in Careers and the World of Work: a framework for 11-19 year-olds in Wales.
Changing Lives	A three year plan and strategic vision for Careers Wales that sets out what we want to achieve.
Cynnydd	Project delivered with European Social Funding which aimed to reduce the risk of young people aged between 11-24 years not progressing into employment, education or training.
Destinations Census	The annual survey of school leavers undertaken by Careers Wales on behalf of the Welsh Government, providing a useful snapshot of pupil destinations after leaving school which informs careers staff in their work with customers, parents, teachers and employers.
EET	Employment, Education and Training.

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ESF	The European Social Fund (ESF) is the European Union's main financial instrument for supporting employment in the member states of the European Union as well as promoting economic and social cohesion.
Five Tier Model of Engagement	A data management and tracking framework to help reduce NEET statistics in Wales.
Skills Gateway for Adults (SGfA)	Welsh Government programme offering easy access for individuals wishing to access skills support.
I2A - Inspire 2 Achieve	Project delivered with European Social Funding which aimed to reduce the risk of young people aged between 11-24 years not progressing into employment, education or training.
Jobs Growth Wales (JGW)	A six month opportunity in a job paid at least the National Minimum Wage. JGW is funded by the Welsh Government with the support of the European Social Fund.
Key Stage 4 (KS4)	Key Stage 4 is the legal term for the two years of school education which incorporate GCSEs, and other exams, in maintained schools in Wales— normally known as Year 10 and 11 in Wales, when pupils are aged between 14 and 16.
LMI	Labour Market Information.
NEET	Not in Employment, Education or Training.
Opportunity Awareness	Project to raise awareness of apprenticeships and work based learning as equal alternatives to academic study.
ReAct project	ReAct is the third cycle of the Redundancy Action Scheme (ReAct), a programme of funding for training provided by the Welsh Government for people living in Wales who are facing redundancy.
TRAC	Project delivered with European Social Funding which aimed to reduce the risk of young people aged between 11-24 years not progressing into employment, education or training.

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Webchat

A system that allows users to communicate in real-time on the internet via careerswales.com. It does not require specialist software to be installed and is simple and accessible.

Welsh Baccalaureate

The Welsh Baccalaureate (Welsh: Bagloriaeth Cymreig), Welsh Bacor WBQ, is an officially accredited and established qualification delivered by schools, colleges and training providers across Wales.

Work based learning

Programmes for both secondary and post-secondary students which provide opportunities to achieve employment-related competencies in the workplace. Work-based learning is often undertaken in conjunction with classroom or related learning and may take the form of work placements, work experience, workplace mentoring, instruction in general workplace competencies and broad instruction in all aspects of industry.

