

# Career Choices Dewis Gyrfa

Careers Wales

**ANNUAL REPORT 2017-18**



Llywodraeth Cymru  
Welsh Government



**Cronfa Gymdeithasol Ewrop  
European Social Fund**

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# Message from the Chair

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

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

2017-18 has seen Careers Wales face the challenge of continuing to deliver for our clients whilst at the same time undertaking a restructure to ensure that we place the focus on delivering Changing Lives. This restructure

involved another voluntary release scheme, yet despite this, colleagues within the company have shown their resilience and application in keeping their focus on delivering our vision and on delivering high quality services to our clients. I firmly believe that Careers Wales is well prepared to continue to deliver on the outcomes outlined in our three year vision and beyond.

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

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



Debbie Williams Chair



# Message from the Chief Executive

It is with great pleasure that I present this report for Career Choices Dewis Gyrfa Ltd (CCDG). Trading as Careers Wales, we are a wholly owned subsidiary of the Welsh Government and we provide the all-age, independent, impartial and bilingual Careers Information, Advice and Guidance (CIAG) service in Wales.

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

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

In this report, we also demonstrate our contribution to Welsh Government priorities and policy areas and show how we work with partners to deliver the

very best Career Information, Advice and Guidance services for the people of Wales.

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

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

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

**Nikki Lawrence** Chief Executive





Annual Report 2017/18

# PERFORMANCE REPORT



1



## ABOUT US

# Vision, Mission, Values

### OUR VISION

is for a Wales where  
individuals are inspired to  
take control of their careers

### OUR MISSION

is to ensure that  
clients achieve their  
potential

### OUR VALUES

We are:

- Client-centred
- Impartial and professional
- Collaborative
- Creative and innovative
- Focussed on continuous improvement
- Committed to equality and diversity
- Outcomes-focussed

## 1.2

## ABOUT US

# Our Services

Our purpose is to support clients to become more effective at planning and managing their careers, recognising that career management no longer consists of a one-off occupational choice, but rather a series of lifelong career transitions. Through improving career management skills and competencies, our clients are able to make these transitions more smoothly, enjoy a higher level of career satisfaction and play a more active part in the economy.

Our client-centred services help users explore, understand and make informed decisions about education and employment opportunities within the context of the current and future labour market.

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

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

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

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

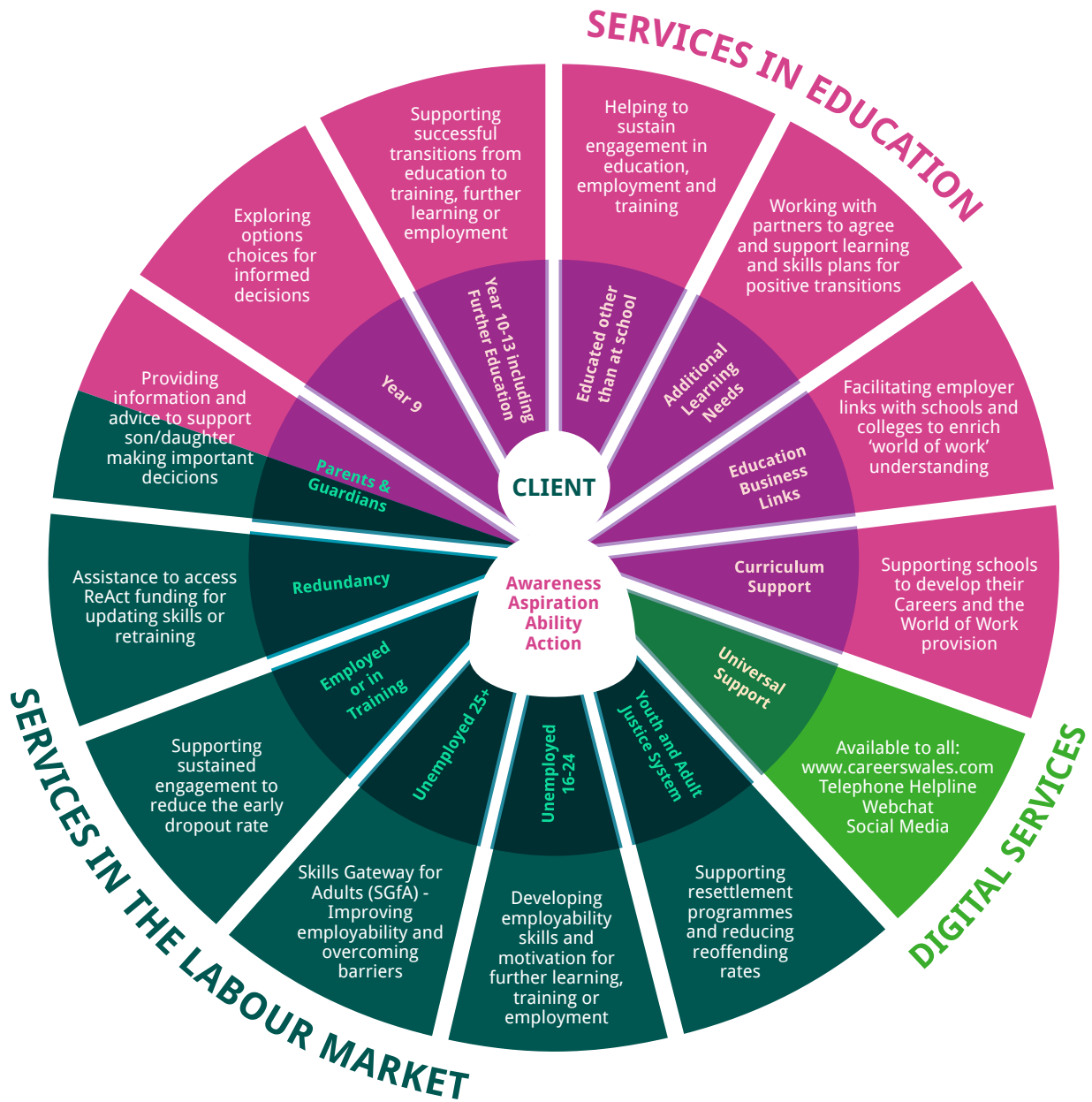
Partners and stakeholders are also supported through dedicated sections of the site hosting a variety of resources.



1.2

# ABOUT US

## Our Services





## 1.3

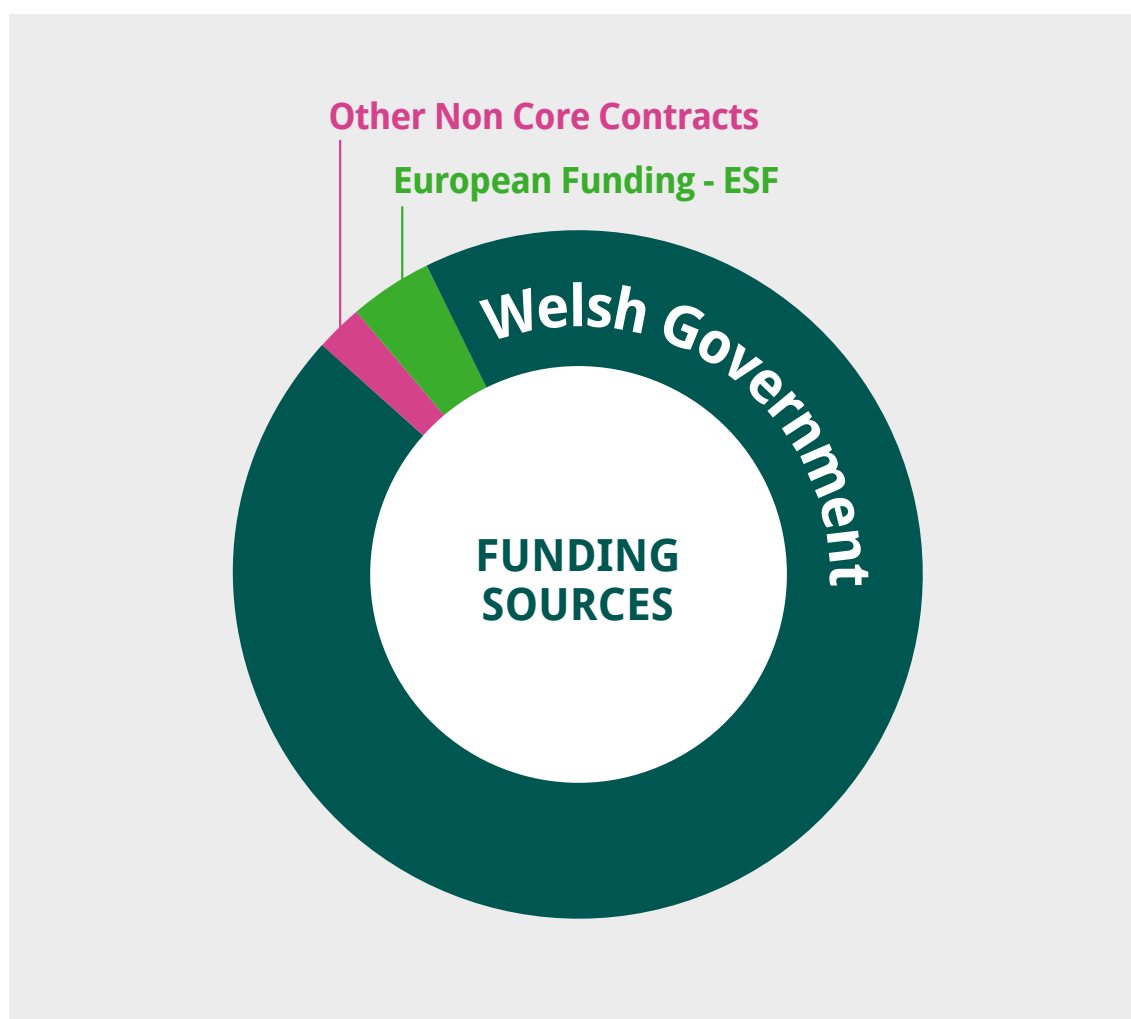
## ABOUT US

# Our Business Model

Careers Wales is a wholly owned subsidiary of the Welsh Government launched on 1 April 2013. The company provides an all age impartial careers information, advice and guidance service for Wales. The company delivers a remit set by the Minister for Welsh Language and Lifelong Learning that supports the Welsh Government's strategic objectives as identified in the Programme for Government and related Welsh Government 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.

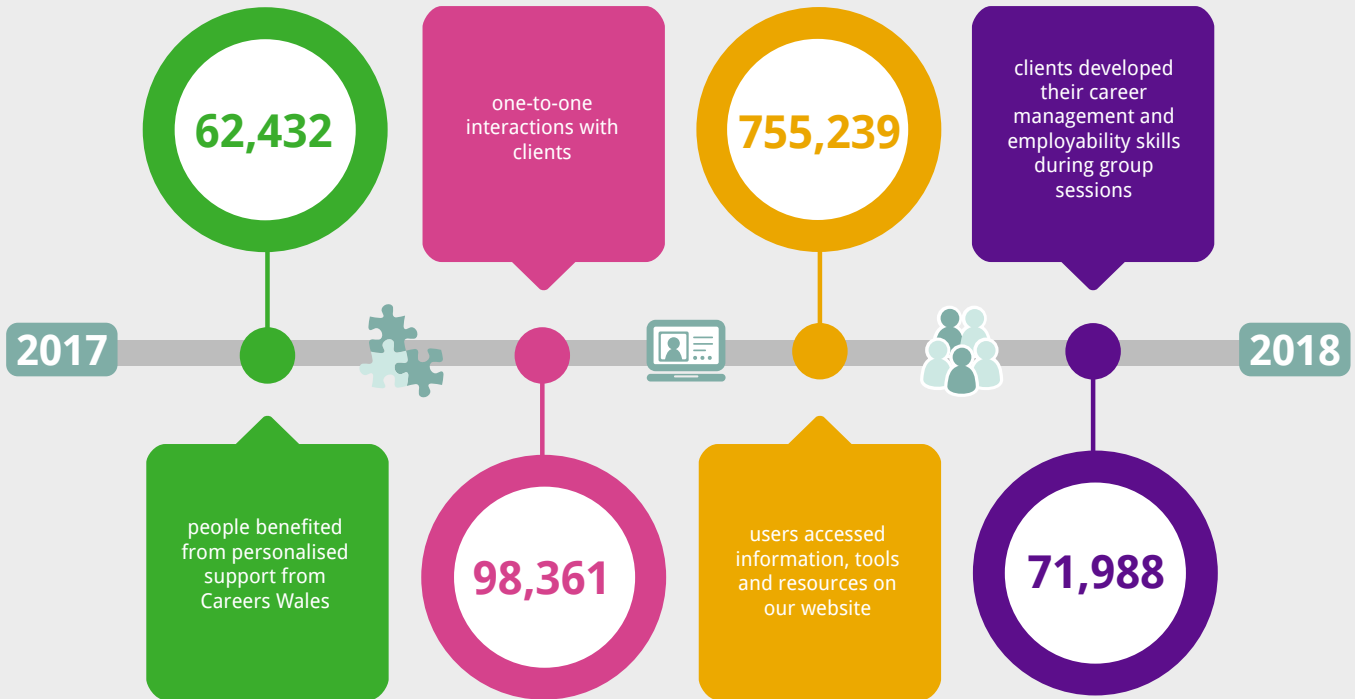
The main source of income for the company is from the Welsh Government core funding. The company also receive other funding partly from the Welsh Government for specific projects such as ReAct and Skills Gateway for Adults, ESF funding and a small amount of other non-core contract income.



2.0

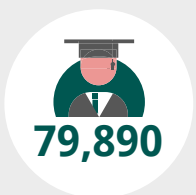
# Year At A Glance

During 2017-2018:



## Education

Young people in Education took part in



group interactions

Yearly face-to-face interviews



## ReAct

Clients



Interviews



ReAct Action Plans



## Skills Gateway for Adults

Yearly face-to-face interviews



Clients



## I2A, TRAC, Cynnydd

Clients



Interactions



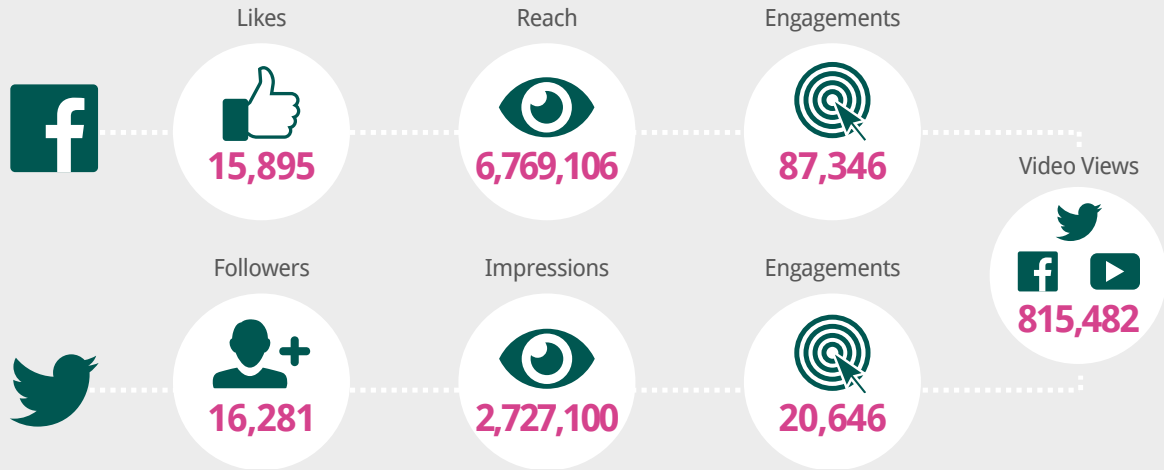
Group sessions



# 2.0

# Year At A Glance

## Social media



# 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 clients 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



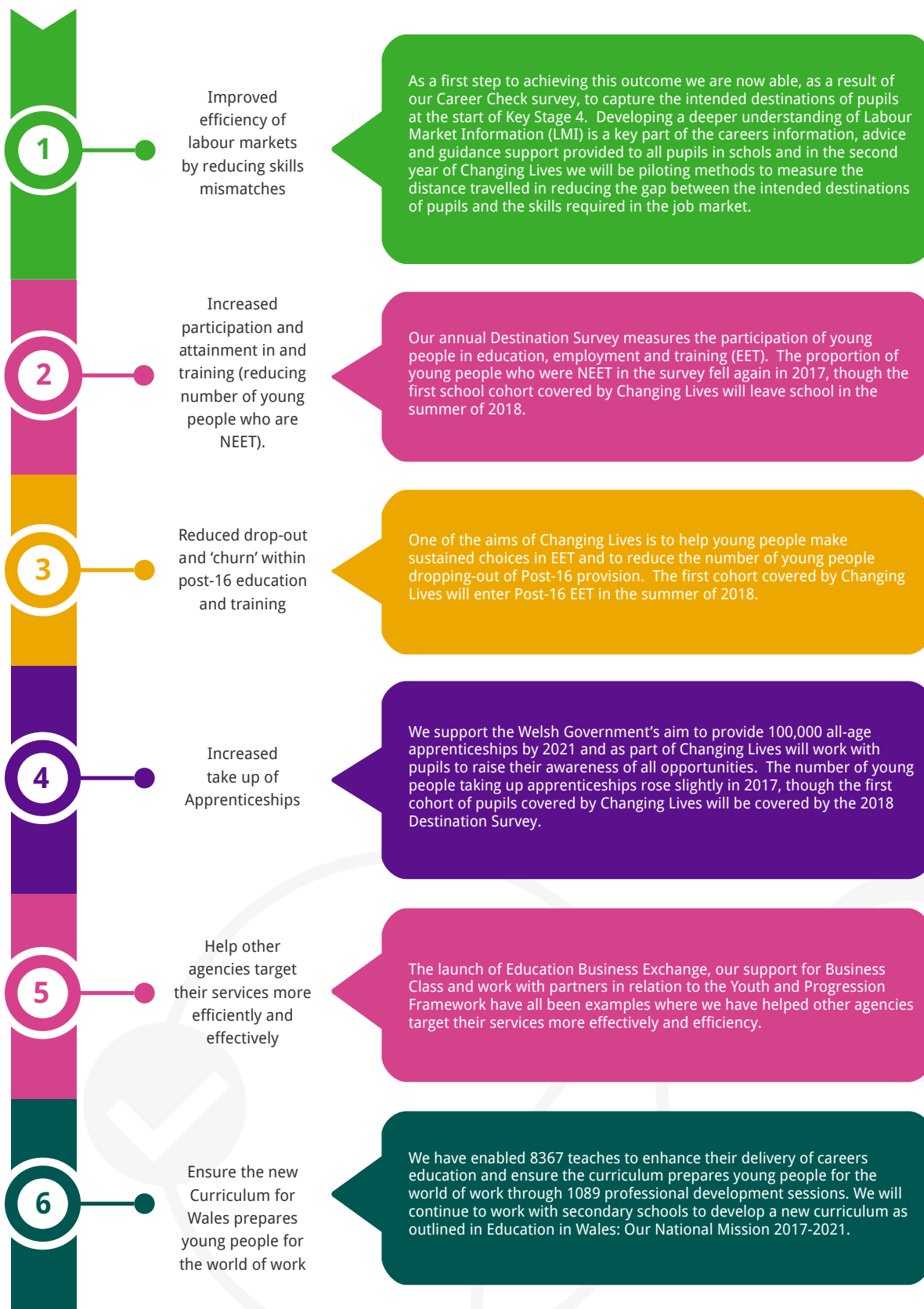
We now have more Careers Advisers working in schools, fulfilling the role of account Executive in every secondary school in Wales. The majority of our work is now carried out with pupils in Key stage 4 (years 10 and 11), ensuring that by the time every pupil leaves school in Year 11 they will have received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

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

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

# 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:



## 5.1

# Performance against KPIs

The Welsh Government set Careers Wales five Key Performance Indicators (KPIs) for the 2017-18 financial year:

## KPI

# 1

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

## KPI

# 2

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

## KPI

# 3

"The successful meeting of specified service expectations for clients in schools e.g. the case loading of all clients in schools against set benchmarks for the provision of blended services and providing identified priority clients with 'in person' careers guidance interviews."

## KPI

# 4

"That Careers Wales services have a positive impact on Year 11 pupils' perceived competencies that help to develop and implement appropriate career and progression plans."

## KPI

# 5

"The allocation of Career Wales resources is commensurate with achieving the 'Changing Lives' vision."

### Notes on KPIs

KPIs 1 & 2 are population indicators which are 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 outcomes for KPIs 1 & 2 are the result of a range of influences and cannot on their own be attributed to just one organisation. It is, however, the role of Careers Wales 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.

KPI 3 is intended to capture Careers Wales achievements in delivering the requirements of the Changing Lives strategy and evidence our prioritisation of services to clients in schools and the Digital Transformation agenda.

For KPI 5 we will benchmark the allocation of staff to delivering services to clients in schools in 2017-18 against baseline position for the previous business year, thereby providing a measure through which Careers Wales commitment to Changing Lives can be gauged.

## 5.1 Performance against KPIs

### KPI

# 1

**“Sustained progression of young people through education and into employment or further training/education”**

Based on data obtained from censuses of school pupils' destinations (Years 11-13) compiled on 31st October 2016, 31st March 2017, 31st October 2017 and 31st March 2018:

More Year 11 leavers were in EET (education, employment and training) in the Destination Census taken in November 2017 compared to 2016 (97.15% compared to 96.38%).

More Year 11 leavers were in EET (education, employment and training) in the Destination Census taken in March 2018 compared to 2017 (96.96% compared to 95.25%)\*.



\* Participation rates in EET are usually expected to be lower in March of any given year than at the beginning of November, the latter being nearer the beginning of the academic year when participation is higher because young people have recently joined courses in education. Drop-out rates from education typically increase as the academic year moves on. The exception can be where increases in participation in employment and work based learning from November through to March outweigh leavers from education.



## 5.1 Performance against KPIs

# KPI

## 2

### “Reductions in the number of young people who are outside the Education, Employment and Training system”

In 2017 the proportion of young people who were NEET fell across all year groups compared to 2016. A fall of 0.37 percentage points (128 individuals) occurred in Year 11, a reduction of 0.39 percentage points (44 individuals) occurred in Year 12 and a drop of 0.63 percentage points (87

individuals) in Year 13. Taken together, the whole population of school leavers who were NEET in 2017 (940 individuals or 1.67% of the cohort) was 268 individuals or 0.41% percentage points fewer than in 2016 (at 1208 individuals or 2.08% of the population).





## 5.1 Performance against KPIs

# KPI

### 3

**“The successful meeting of specified service expectations for clients in schools e.g. the case loading of all clients in schools against set benchmarks for the provision of blended services and providing identified priority clients with ‘in person’ careers guidance interviews”**



A critical element in the successful delivery of Changing Lives is the accurate identification of the needs of clients and the appropriate and timely delivery of a blended service that best meets those needs. KPI 3 focusses on priority clients, which includes those identified as ‘at risk of NEET,’ ‘Learning Difficulty and Disabilities (LDD) Statemented’ and ‘potential labour market entrants’:

- » In the 2017 Year 11 cohort there were 19,092 clients (53.71% of the total cohort) identified as being a ‘priority.’ This compared to a total of 19,243 in the 2016 leavers cohort (53.49%).
- » 17,803 (93.25%) of the 2017 leaver cohort identified as ‘priority’ received a service from Careers Wales. This compares to 17,176 (89.26%) ‘priority’ clients worked with in the 2016 leavers cohort.
- » Between 2016 and 2017 there has been a 4% improvement in the accurate identification of client need and the corresponding delivery of service to those clients.

## 5.1 Performance against KPIs

# KPI

# 4

**“That Careers Wales services have a positive impact on Year 11 pupils’ perceived competencies that help to develop and implement appropriate career and progression plans”**

As evidence for KPI 3, Careers Wales surveyed clients who left mainstream schools in Year 11 2017 and who had been in receipt of a face to face interview. The survey demonstrated that Careers Wales had a positive impact on Year 11 pupils’ perceived competencies that helped them to develop and implement appropriate career and progression plans.

### Some key findings:

- » 83% said that the adviser understood their needs;
- » 92% said that the Adviser was professional;
- » the majority of clients who responded said that the interview had made them more motivated to achieve my career and learning goals;
- » 70% said that the interview had helped them make more informed decisions about their career and learning plans;
- » 96% said that they were treated with respect;
- » 81% said the interview had helped them understand the opportunities available to them;
- » 92% said that the Adviser spoke to them in a way they could understand;
- » the majority of clients who responded said the interview had helped them understand how their skills and personal qualities could be applied in the job market or their career.

## 5.1 Performance against KPIs

### KPI

5

**“The allocation of Career Wales resources is commensurate with achieving the ‘Changing Lives’ vision”**

This KPI related to the reallocation of our staffing resource to support the strategic aims of Changing Lives. During the course of the year we undertook a restructuring exercise, alongside a Voluntary Early Release Scheme which allowed us to retain Careers Advisers, reduced management costs and

increased our delivery staff as a proportion of the overall company staffing resource. We increased our digital staffing capacity and moved towards putting a greater resource of Careers Advisers into schools in line with our vision “Changing Lives.”



# 6.0 Contribution to Welsh Government Priorities and Policy Areas

## Employability Plan for Wales

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

## A curriculum for Wales: A curriculum for Life

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

## Youth Engagement and Progression Framework (YEPF)

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

## Mwy na Geiriau/More than Just Words

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

## Wellbeing of Future Generations Act 2015

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

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

- » **Prevention** - we continued to provide careers services with a focus on clients at an early stage of their education to help young people make informed choices on their career and learning pathways. We also continue to provide services to support clients to sustain in education, employment or training (EET) post 16 including support for 16 and 17 year olds in the labour market to re-engage with EET.
- » **Integration** - we seek to continue to align our vision and principles with those of Welsh Government and contribute to achieving the goals of other relevant organisations in the wider careers family.
- » **Collaboration** - we continue to work closely with other bodies and partners to meet the needs of our clients and customers including schools, colleges, work based learning providers, employers, Local Authorities, JCP.
- » **Involvement** - we continue to involve a wide range of partners, clients, and stakeholders to support the achievement of shared outcomes including employers, parents, teachers and young people reflecting the diversity of our communities.
- » **Long term** - we continue to support individuals to develop the skills and experience they need to meet the future demands of the economy. This involves the use of enhanced labour market information.

# 7.0 Digital Services

## Key Achievements

Users on  
careerswales.com



755,239

New registered accounts  
on careerswales.com



49,258

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



268,106

Courses in Wales users

43,476



Sessions on careerswales.com

1,283,153



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



43,922

# 7.1 Digital Services

Working towards delivering a dynamic blend of digital and face to face services continues to be high on our agenda. During 2017/18 we put in place the team, infrastructure and governance to support the development of services and resources in order to create a digital future for Careers Wales.

## Digital Solutions Team

A new team of Careers Advisers was created to look at innovative and creative ways of delivering services and engaging with clients through digital channels and up to date resources.

The role of the team is two-fold - they act as pioneers for the digital transformation of services and also support wider colleagues to deliver through digital means. The team has undertaken research with clients 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 Careers Wales staff of videos and animations

using software such as PowToon, which are being used to support delivery to clients in education as well as the introduction of careers information, advice and guidance delivered via Webchat and telephone. Clients can also watch these videos whilst attending an event.

We are aware of the need to produce more content, both for use with our Virtual Reality (VR) headsets and to put on our YouTube channels and social media. We have therefore purchased a small number of 360° cameras for staff to use to create 360° videos and pictures.

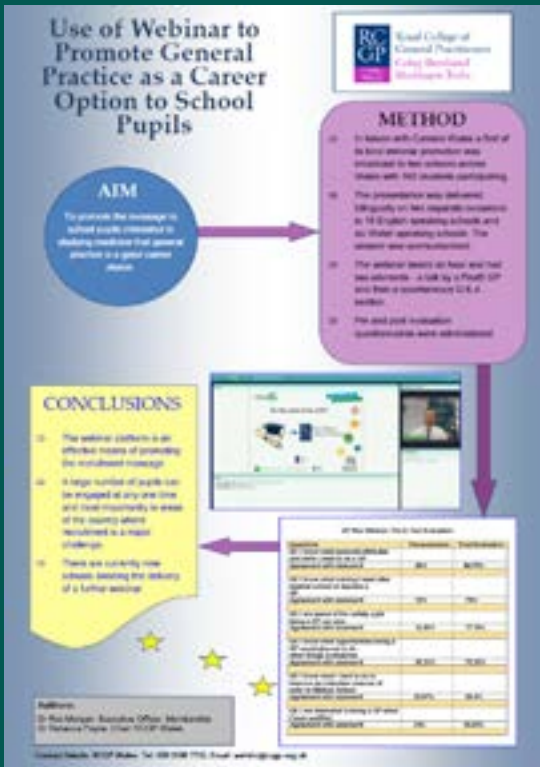
## Webinars

This year we tested the delivery of Careers and employer activities via webinars, allowing us to deliver to multiple schools at the same time. We have worked with employers such as Melin Housing to deliver a webinar on careers in the housing industry, a Lloyds banking webinar and provided parent support via a Post 16 options webinar amongst others.

## CASE STUDY

Towards the end of 2016-17 we had delivered a webinar on working as a GP in the medical industry in partnership with the Royal College of General Practitioners (RCGP) and the NHS. In October 2017 the RCGP used a poster at their national conference in Liverpool which was based on the webinar they ran in conjunction with us.

The poster emphasised the partnership working that had taken place between the RCGP and Careers Wales to stage the webinar and also included data from the Careers Wales pupil evaluation. This is very real example of how Careers Wales and employers can work together to improve the Labour Market Intelligence of young people, particularly in relation to a STEM area facing challenges in recruitment.





## DIGITAL SERVICES

# Website

This year we took the decision to re-platform our website, building on information gained from the scoping work from the previous year. A plan is in place to redesign the website and build technologies that will enable us to have a resource that is easily accessible across multiple devices, is engaging and takes advantage of the most up to date technologies. The provision of Labour Market information and support for adults will be key features developed in the initial phase of the development.

### Careerswales.com

We identified the areas of our business where we want to use technology to help deliver services and created a plan to develop a new web platform over the next two years which is easy to use and accessible via multiple devices, including smartphones and tablets.

We have carried out extensive user research to improve the navigation of the site, one of the key areas highlighted as an area for improvement. A new architecture will be created as part of the new site and a beta version will be released in the Autumn of 2018.

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

The most popular jobs viewed are:

- » Police
- » Doctor
- » Accountant
- » Bricklayer
- » Lawyer

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

by adding:

- » Youtuber
- » CGI Artist
- » Intelligence analyst
- » VFX Artist
- » Genetic counsellor

### Job Trends

Helping clients to understand the make-up of current and future opportunities across the Welsh job market as well as further afield is a critical function of the website.

Up-to-date regional and national Labour Market Information (LMI) is produced with information on jobs and employment sectors. Using this information our clients are able to make informed choices about their learning and work, helping to improve the balance between the supply and demand side within the labour market in Wales.

This section of the site represents sectors that are economically important to Wales, with all nine priority sectors now represented. Beyond the priority sectors a number of other sectors were added based on the high volume of jobs available in Wales.

Working in close partnership with the regional Learning and Skills Partnership, the addition of 'Spotlight on South East Wales' to the site means we now have each of the three Welsh regions represented. By the end of the year our popular Spotlight series had grown to 17 different sectors and regions in Wales. The following were added during 2017-18:

- » [Spotlight on South East Wales](#)
- » [Spotlight on Health Careers](#)
- » [Spotlight on Care](#)
- » [Spotlight on Retail](#)

## DIGITAL SERVICES

# Website

### Evaluation of Job Trends

Users across all groups (users, teachers, staff) were asked for their views on our Job Trends series.

85% of clients said the Job Trends were well presented. Users across all groups liked the visuals, layout, colour and mix of infographics and text and felt they were engaged and encouraged to find out more.

Nearly 70% of clients scored the Job Trends 8 or above out of 10. Focus groups overwhelmingly reported how easy it is to understand the information.

90% of clients said that the information made them more aware of the jobs available now and in the future. Clients reported that the job trends would help them consider a range of job options and felt that the hyperlinks made it easy to explore these further.

Nearly 70% of clients surveyed said that the information in the Job Trends had changed their view on working in a particular sector or career.

96% of clients surveyed found the Job Trends useful in motivating them to find out more.

All teachers and staff found the information useful to raise awareness and understanding of the labour market.

80% of clients found the information useful in supporting their decision on what to do next. Feedback was that the information was relevant and accessible.

90% of clients said that the information made them more aware about jobs that were available now and in the future.

### 'Careers In...' Series

The 'Careers In...' series highlights occupations which are economically important in Wales and those career areas that are in high demand. The data highlights potential earnings, qualifications needed and routes into jobs in these sectors. Our Careers In... series has now grown to 10, with the following being added this year.

- » Emergency Services
- » Local Government
- » Design, Arts and Crafts
- » Catering and Hospitality





## DIGITAL SERVICES

# Website

### Job Matching Quiz

Our Job Matching Quiz (JMQ) for Young People was updated during the year and now provides an even more valuable resource for individuals to explore different careers and support their career planning needs. Some of the new features include:

- » Personality styles listed from completing the assessments (based on the Holland model)
- » Welsh LMI aligned to the job information
- » Access to all HE course information
- » Exploration of careers through industry, types of work and subjects
- » CV builder, personal statements and action planning tools available
- » Management tool to enable monitoring and reporting on usage
- » Responsiveness - it is now compatible with use on mobile and tablet devices

Over 43,000 users generated personalised career ideas matched to their skills and interests using the JMQ. The JMQ is an essential component in the delivery of the 'Career Discovery Model' as part of 'Changing Lives'.

### 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 also supports a series of national campaigns and events. To support these campaigns and events fresh content including case studies, videos and additional content is added to the site. Here are a few examples of the campaigns and features supported this year:

- » Volunteers Week
- » Where Now
- » AMS

- » Skills Cymru
- » Skills Gateway
- » Seasonal Jobs – Summer and Christmas
- » Students in FE
- » Employers who offer apprenticeships

### News and Events

This year a new section of the website was created called 'News and Events'. This section provides us with the opportunity to promote news items, events and campaigns to key stakeholders as well as targeted users. Since this part of the site went live in the summer of 2017, Careers Wales has been able to publish over 25 news stories, from schools achieving the Career Wales Mark to case studies that highlight the support Careers Wales plays in an individual's success.

### Careers Professional Section

During 2017-18 we undertook an evaluation of the 'Professionals' section of our website which had been updated and refreshed towards the end of 2016-17.

Whilst feedback indicated that there was still room for improvement in terms of navigation, improvements had been made on the previous Careers Professionals site in terms of clearer navigation and easy-to-use access to content. 89% of participants noted that on their last visit to the Professionals site they found what they were looking for.

89% of participants think that the content in the Careers Professionals site is of a high quality, fit for purpose and meets the needs of education professionals. The same figure reported that they found the content useful.

## DIGITAL SERVICES

# Careers Wales Helpine

We brought together our national telephone helpline and webchat service, enabling us to provide a single point of contact for clients getting in touch with us via these channels. Our telephone helpline continues to operate Monday to Friday 9am to 5pm, 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.

Last year we dealt with 8,193 webchats to a broad age range of clients. We also put in place a consultancy process, where the advisers from our Digital Solutions Team are on hand to support webchats if required.

### Workload Management

Through effective caseload management we have continued to develop the working practices of the helpline team where the advisers from our Digital Solutions Team are available to support webchats if required, particularly around:

- » careers information and advice;
- » completing a CV;
- » job search skills;
- » labour market information - demands and trends;
- » help with application forms or undertaking a mock interview.

During the year, we reintroduced a call back service, where the advisers from our Digital Solutions Team are available to provide guidance interviews when required.

## CASE STUDIES

### Call Back Service

We helped a client secure a post in the police service. On sick leave at the time, the client was looking for a complete career change.

During the initial interview we spent a lot of time looking at their experiences, skills and qualities, as well as their values and motivators with regards to what they wanted out of work in addition to financial stability. From their previous work history, we identified a multitude of skills that they had developed and could be transferred. Over a period of time we kept in touch as the client applied for a variety of posts.

After regular contact via e-mail, the client informed us that they had submitted an application for a post with their local police











service, and had been shortlisted and invited for an interview. The interview was to be competency based so we worked together to see how the client could reflect on their experiences and respond confidently, providing sufficient examples of both relevant experience and skills.

The client was successful in securing the post and feedback that our discussion a few days before had been extremely useful and had helped them to focus with confidence on the task ahead. The client was extremely thankful for the support they had received and wished to express particular appreciation that we were able to provide our support through the medium of Welsh.

8.0

# Education

## Key Achievements

<p><b>Careers Wales</b></p> <p>Introduced the role of Account Executive into mainstream schools across Wales</p> 	<p><b>36,400</b></p> <p>young learners benefited from one-to-one support</p> 	<p><b>79,890</b></p>  <p>young people attended a group session to develop awareness and application of career management skills</p>
<p>We enabled <b>8,367</b> teachers / lecturers to enhance their delivery of careers education through <b>1089</b> professional development training sessions</p> 	<p>More than <b>9,445</b> parents helped to support their son/daughter with important decisions</p> 	<p><b>24,894</b></p>  <p>Key Stage 4 pupils completed Career Check</p>
<p>Nearly <b>40%</b> of mainstream secondary schools are engaged in one of 81 Business Class partnerships</p> 	<p><b>Positive transitions</b></p> <ul style="list-style-type: none"> <li><b>98.4%</b> 16 year olds</li> <li><b>99%</b> 17 year olds</li> <li><b>97.4%</b> 18 year olds</li> </ul> <p>moved from school into further education, training or employment</p>	<p><b>1,100</b></p>  <p>Learning and Skills Plans in place for clients with statements of Special Educational Needs or equivalent</p>
<p><b>3,488</b> young people accessed the I2A, TRAC, Cynnydd programmes, receiving <b>10,292</b> one-to-one support sessions</p>  		

8.1

EDUCATION

# A New Offer for Young People

We delivered the first year of Changing Lives in schools and with it the introduction of the concept of the Careers Advisers working as Account Executives in mainstream secondary schools. Their role in co-ordinating the work of the Careers Wales team with that of the school ensures that pupils are provided with appropriate Careers Information, Advice and Guidance when they need it, are supported by the school through their delivery of Careers and World of Work programmes and have access to valuable employer engagement activities. This year we agreed 233 Partnership Agreements with secondary schools and special schools across Wales.

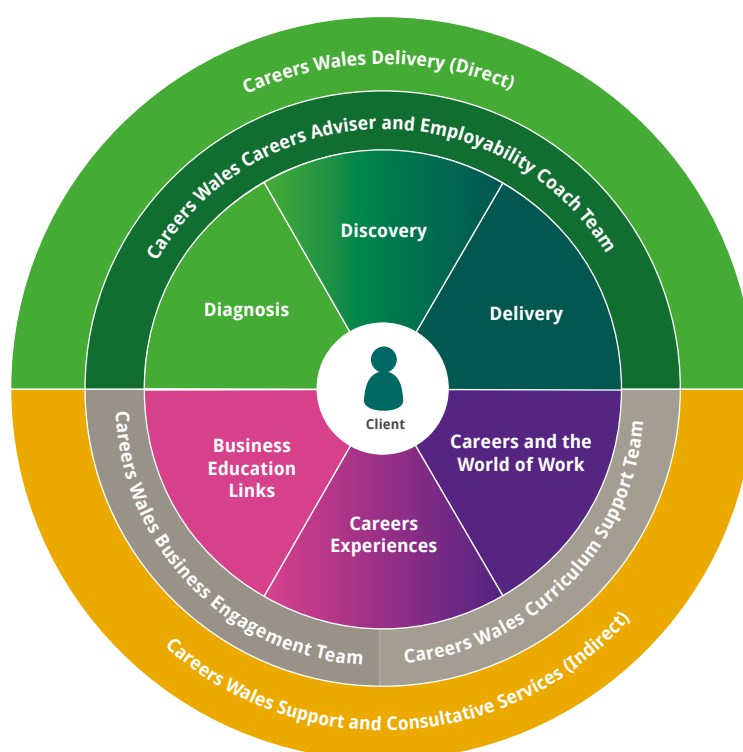
In line with Changing Lives, and its aim of providing support at the critical transition point at 16, the majority of our work in schools is carried out with pupils in Key Stage 4 (years 10 and 11). This ensures that every pupil in Year 11 receives the support that they need to plan their next steps before and after they leave school.

Delivery is based on the Career Discovery Model, with its three elements: diagnosis, discovery and delivery.

Career Check plays a fundamental role in the diagnostic element of the model. Every pupil in Key Stage 4 is given the opportunity to complete this career aspiration survey and in 2017-18 a record 24,894 pupils completed it. The survey helps the Careers Wales team and the school plan their work for the year, ensuring that every pupil receives the support that they need. The Survey shows what the learners are thinking in terms of their career ideas, what options interest them, how confident they are about their next step and how much help they need to fulfil their ambition.

Careers Wales supported over 24,000 young people in years 10 and 11, in addition to over 3,300 in Year 9, through the delivery of one-to-one interactions. 55,642 pupils in Key Stage 4 also attended one of our interactive group sessions covering a range of topics, including:

- » raising awareness of apprenticeships;
- » skills employers look for;
- » choosing subjects to study in KS4;
- » options after Year 11, after Year 13 and FE.



# 8.1 EDUCATION

## A New Offer for Young People

### Communicating with Students

Keeping in touch with young people when they make the transition between school, college and their next steps is a crucial part of the Careers Adviser role. This year Careers Wales has increased the use of digital technology to keep in touch and in 2017-18 we sent over 50,000 text messages and emails to young people. Texting and emailing learners ensures that the careers adviser can provide all pupils with up to date information, respond to their questions quickly and communicate with them to provide reminders about important events and deadlines.

We recognise the influence that parents have when supporting their children in planning for their future and we supported over 9,445 parents last year by inviting them to interviews with their children, talking to them at parent evenings and information events or via our Helpline. In all we attended 255 parents evenings in secondary schools in years 9 and 11.

### Digital Transformation

An emphasis in 2017-18 was to widen access and increase our interactions with clients via email and text, video interviewing and webinar. Early signs are positive, with video interviews having taken place in two schools in North Wales (Ysgol Uwchradd Tywyn and Ysgol Dyffryn Conwy).

We delivered a range of sector based webinars to schools. The Electronic and Software Technologies Network for Wales (ESTnet) delivered two sessions on careers in the technology sector and other occupational areas included healthcare sciences, housing, law and the energy sector. Future sessions planned include civil engineering, construction and hospitality and tourism, with employers including General Dynamics and Cardiff Airport lined up to take a part and bring their experience of the world of work direct to classrooms across Wales.

### Schools have commented positively on:

- » The accessible interaction with 'real life' employers;
- » Interesting, well-presented content;
- » How well pupils engaged with the presenter of the webinar.



# 8.1 EDUCATION

## A New Offer for Young People

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

Our Virtual Reality headsets have proved extremely popular with young people. We worked with the Llanelli-based agency, Tinint, to produce a number of 360° videos designed to give viewers an immersive insight into working in engineering, leisure & tourism, health & medical care and ICT sectors. These continue to be used in wide range of events, including parent evenings, employer events and group sessions.

Our webchat facility has been used at Ysgol Gyfun Ystalyfera to provide a service for those parents who were either unable to attend the

Year 9 Options Evening at the school, or did not have time to see the Careers Wales adviser during the parents evening. Our Careers Wales adviser made herself available between 6:00pm and 7:00pm the following evening via the Careers Wales 'Live Chat' facility to answer any queries regarding GCSE subject options. Initial take-up was small, though feedback was positive, and the school are keen to offer the service to parents again.

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





# 8.1 EDUCATION

## A New Offer for Young People

### CASE STUDY



#### Delivering interactive LMI group sessions to pupils - Ysgol Syr Hugh Owen, Caernarfon

Delivered to Year 11 pupils as part of the school Skills Day, these sessions aimed at increasing pupils' understanding of what labour market information (LMI) is and why and how it is important when making career decisions. The session involved the use of audience response technology and tablets to ensure it was as interactive as possible.

The first part of the session involved pupils using the voting tools to choose answers in an LMI quiz. Each question was carefully tailored to stimulate debate and also to highlight aspects such as skills that are needed locally, the development of Wylfa Newydd, the advantages of bilingualism, average pay and growth areas. Pupils then used tablets to carry out individual research and move forward with their plans using the careerswales.com website to research and complete the interactive Job Match Quiz as well as using other websites to research and complete college applications where appropriate.

The sessions resulted in an increase in the pupils' understanding of the importance of LMI and through the use of a variety of techniques met the needs of different learning styles. The use of digital methods proved to be a great success with both pupils and school staff.

"The session was very successful. The pupils benefited from the session and enjoyed taking part. Maintaining an interactive task by using the voting tools for collecting their answers confidentially to the quiz was progressive and a very good way of engaging everyone. The feedback from the pupils after the session was very positive – they had clearly learnt a lot about labour market information in a fun and inventive way. Additional feedback was received from teachers who also felt that they had benefited from the session and had inspired them to use similar tools in their own lessons."

**Christine Hanks, school careers co-ordinator, Ysgol Sir Hugh Owen.**



# A New Offer for Young People

## Feedback

Feedback from Year 11 pupils on our services to them:

- “ She (my Careers Adviser) helped me consider my options and choose a course I didn't even know existed, but I'm really excited about! ”
- “ My adviser spoke to me as an equal, made me feel comfortable and helped me to realise that interviews shouldn't be scary. I felt comfortable to open up to her about one of the career paths I would like to take and she also helped me appreciate the wide range of jobs that suit my strengths and passions.”
- “ My adviser allowed me to realise how many key skills I have. I wouldn't label myself as confident and I wouldn't say one of my strengths is communication but she helped me to realise that I was able to talk to her confidently, even though I had only just met her. This really encouraged me to not only have confidence in my communication with others, but also helped my self-esteem.”
- “ My careers adviser was such a lovely woman. So enthusiastic and cheerful. From the moment I started discussing my future with her, I felt a sense of relief; as if a weight had been lifted off my shoulders. She was so understanding and easy to talk to.”
- “ I think that I was scared to go for what I thought I wanted to do. However I feel this has helped me because I am now on a path to something I think I'll enjoy and will benefit me. ”
- “ ...my careers adviser was absolutely fantastic; he was always smiling and had a positive attitude. At first I was nervous about moving on from school, but he helped me understand that everything will be fine and I have the potential to do well in the future. ”

**95%** of Year 11 pupils said they were treated with respect

**91%** of pupils said the adviser spoke to them in a way that they could understand.

**92%** said the adviser was professional.

**83%** said the adviser understood their needs.



## 8.2

## EDUCATION

# Young people with Additional Learning Needs

We continued to work closely with other key professionals so that young people's needs were assessed jointly, including Additional Learning Needs Co-ordinators (ALNCOs), parents, educational psychologists, counsellors and health professionals. All learners with statements of ALN and those who were school action/action+ and going through the formal transition review process were supported, with particular help focused on years 9, 11, 12 and 13, and on the production of Learning and Skills Plans and applications for specialist further education.

Our services continued to focus on meeting the requirements of the Special Educational Needs Code of Practice:

- » face-to-face interviews;
- » attendance at transition reviews;
- » providing a moving forward plan and relevant information;
- » a Learning and Skills Plan for those entering further education, higher education, specialist college provision or work-based learning;
- » submitting specialist funding applications;
- » support for parents, including the publication of specific information booklets.

1,100 Learning and Skills Plans were agreed, 118 funding applications for specialist residential funding were submitted to Welsh Government and we contributed to 3,609 transition reviews.



## EDUCATION

# Young people with Additional Learning Needs

## CASE STUDY

### What Next?

Across Wales a number of 'What Next?' events were held specifically targeted at pupils with additional learning needs. Learners from a wide range of mainstream and special schools attended these events to gain practical experience and to gather information about a variety of different occupational areas.

Taster activities were provided by local colleges, work based learning providers and employers and covered areas such as catering, hair and beauty, construction, animal care, public services, media, engineering and creative arts.

Feedback from one of the events held at Merthyr Leisure Centre in November 2017.

#### Employers

- » 100% said that they felt that the event was useful to their organisation;
- » 100% (representing 18 responses) said that they would be prepared to attend a similar event in the future;
- » "really enjoyed the event";
- » "great event, well organised".

#### Teachers

- » 100% of staff said that they would bring pupils to similar events in the future.
- » 94% of staff said that the event had helped pupils decide what they wanted to do in the future either 'a lot' or 'quite a lot'.
- » "This was a fantastic event with a lot of career options/ information - can't think of anything to make it better."
- » "Great event - the students loved it."
- » "This was a fantastic event with a lot of career options/ information."
- » "This was an excellent event with lots of interesting stalls. It's really good to have pupils interacting."

#### Students

- » 85% felt the event helped them decide what they wanted to do next.



Dawn Bowden, AM

## 8.3 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 education and business.

Careers Wales (under license from BiTC) delivers the 'Business Class' programme which aims to build lasting partnerships between businesses and schools.

The Business Class programme helps to improve young people's understanding of the world of work and their awareness of career choices, helping to develop them into "enterprising, creative contributors, ready to play a full part in life and work" (Successful Futures, Professor Donaldson, Feb 2015).

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. Careers Wales 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

#### 'Construct It!'

Sponsored by Morgan Sindall, this was the 4th event held by the Heads of the Valley Business Class cluster of schools. The event for mixed ability Year 8 pupils was a cross-curricular challenge designed to highlight the construction sector and the career paths available. During a series of preliminary rounds within each of the 14 schools, pupils were required to design the floorplan of a new primary school. Working in teams of six they developed their interpersonal, organisational and communication skills throughout the morning, which culminated in a presentation of their work.

The winning team from each of the schools was invited to attend the Grand Final. Pupils were tasked with developing their original designs as a result of a change in design brief by their customers, thus mirroring what often happens in the construction industry. Teams were scored in relation to their team working skills, the overall design concept, financial calculations, rationale

behind their decision making process and the final PowerPoint presentation showcasing their oracy skills.

The standard of entrants was extremely high and the judges were very impressed with each team's work. All teams were commended for their efforts, with the overall winners being Tonyrefail Comprehensive, and Brynmawr Foundation School Team a close second.



## 8.3 EDUCATION Working with Employers & Schools

### CASE STUDY



#### CRE8 Inter-School Challenge

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

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

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

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

designed a battery powered car.

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

- “The event has helped me to understand business problems, I feel more confident now but the day could have been better if we had won the whole competition! ”
- “I learnt a lot about marketing, I knew very little about it before hand. ”
- “I have learnt that good team work is essential. ”
- “You need a good design product to be able to be competitive and make a profit in the world of business. ”
- “Watching other schools deliver their presentations enabled them to reflect on how they could have done things differently. Seeing the pupils from mixed abilities and friendship groups grow and develop the skills required to work effectively as a team. ”



“A big well done to pupils from our Business Class partner school @YsgolGrango, who won ‘Best Presentation’ at the #CRE8Final today. We are very proud!!” - Principality Twitter Post



## 8.3 EDUCATION Working with Employers & Schools

### Promoting Apprenticeships

We organised a number of apprenticeship fairs aimed at bringing local employers who offer apprenticeships into contact with young people from year 9 onwards from local schools. One such event took place in Bridgend in November 2017.

Held at Bridgend Lifecentre, Year 11, 12 and 13 pupils from Bridgend and the Vale were given the opportunity to engage and explore career opportunities at our annual 'Choose Your Future' event. The event was supported by over 40 businesses, training providers, and colleges and provided students with the opportunity to speak to a range of experts and explore a broader range of careers, training and further study options, with the aim of expanding their career aspirations.

Altogether over 600 pupils from schools and colleges across Bridgend and the Vale visited the festival to meet with a variety of employers which included CGI, Renishaw, NHS, V2C, CITB, the Armed Forces and GE Aviation.

A particular focus of the event was to raise awareness of apprenticeships as an option for school and college leavers. Pupils were able to find out about the career prospects in emerging industries including engineering, construction, hospitality, and IT. As well as 'hands on' activities such as jewellery making, wallpapering, tiling, and designing and building structures, real life apprentices were on hand to give a fascinating glimpse into the jobs of the future. Entrepreneurs also gave hints and tips on how to set up a business and what it's like to be your own boss.

“They really enter into the spirit of the event and make the most of every experience. One of our main objectives of the event was to raise overall aspirations of our young people whilst illustrating work opportunities, apprenticeships and trends across Wales... hopefully deciding what to do after leaving school is now a far less daunting prospect!”

**Hannah Stephens, Business Engagement Adviser, Careers Wales.**



## EDUCATION

## Education Business Exchange



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Education  
Business  
Exchange

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

The importance of employer engagement has never been greater and EBE has been developed to facilitate better links between schools and employers. EBE allows schools to search a wide range of employers, at a local as well as national level, who are prepared to support young people with a host of work related learning experiences including work experience, mock interviews,

industry visits, masterclasses and much more. It provides greater potential for smaller employers who may not have been previously able to engage with schools to participate. Employers have been sourced by Business Engagement Advisers from Careers Wales who have targeted employers ranging from SME's through to multinationals and anchor companies in Wales, as well as through key stakeholder agencies like Business Wales.

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

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

## CASE STUDY

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

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

worked with pupils to complete application letters which were used as the basis for interview.

Brynmawr Foundation School requested a series of four assembly talks booked through EBE to cover sectors flagged up through Career Check. The first assembly talk was delivered in March 2018 by Jayne Brown, a personal trainer and expedition leader, for approximately 100 Year 10 students.

This will be followed by further talks covering customer service and administration careers by British Gas, Aldi talking about the retail sector and Sandune who have agreed to deliver an ICT / web design workshop to Year 11 pupils.

## 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. Resources cover:

## 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 part of careerswales.com;
- producing resources to support discussion with schools on our 'menu of services'.
- curriculum unit document that provides clearly identified desired results, assessment evidence and learning plan;
- scoring rubric that delineates consistent criteria for grading understanding achievement;
- 11 individual resources that support teacher delivery promote a high level of engagement by learners and are strongly digitally focussed.

This year we specifically developed a suite of resources aimed at KS3 learners. In order to make our support as effective as possible in Key Stage 4, and to support our 'Changing Lives' strategy, we prioritised the provision of high quality resources to schools to enhance Careers and World of Work programmed in KS3 in order to help prepare pupils for the 'next step' choices they will have to make at the end of Key Stage 4.

As well as a range of important topics covering Job Matching Quiz, Labour Market Information Decision Making, Stereotyping, Self-Awareness and Aspirations. Wherever possible resources include contemporary technologies that appeal to professionals and learners alike. Feedback has been extremely positive and there are now plans to upload the resources onto a newly established Careers Wales section on Hwb.

We also worked closely with colleagues in the ERW (Education through Regional Working) school improvement consortia to develop a careers module alongside some of the emerging materials for the six 'areas of learning and experience' as part of the new curriculum. The module is based on the 'Understanding by Design (UbD)' framework, which underpins the new curriculum reform, and focuses on Self-Awareness. The module comprises:

The module is set to be piloted in a cluster of schools in West Wales. Once feedback has been received the team will work on additional units, linked to career management competencies, as part of our commitment to ensure that careers related learning features clearly in the new curriculum and addresses Professor Donaldson's concern that 'pupils didn't feel prepared for future lives' (Successful Futures).

## EDUCATION

# Supporting the development of Careers and the World of Work

## Capacity Building Training

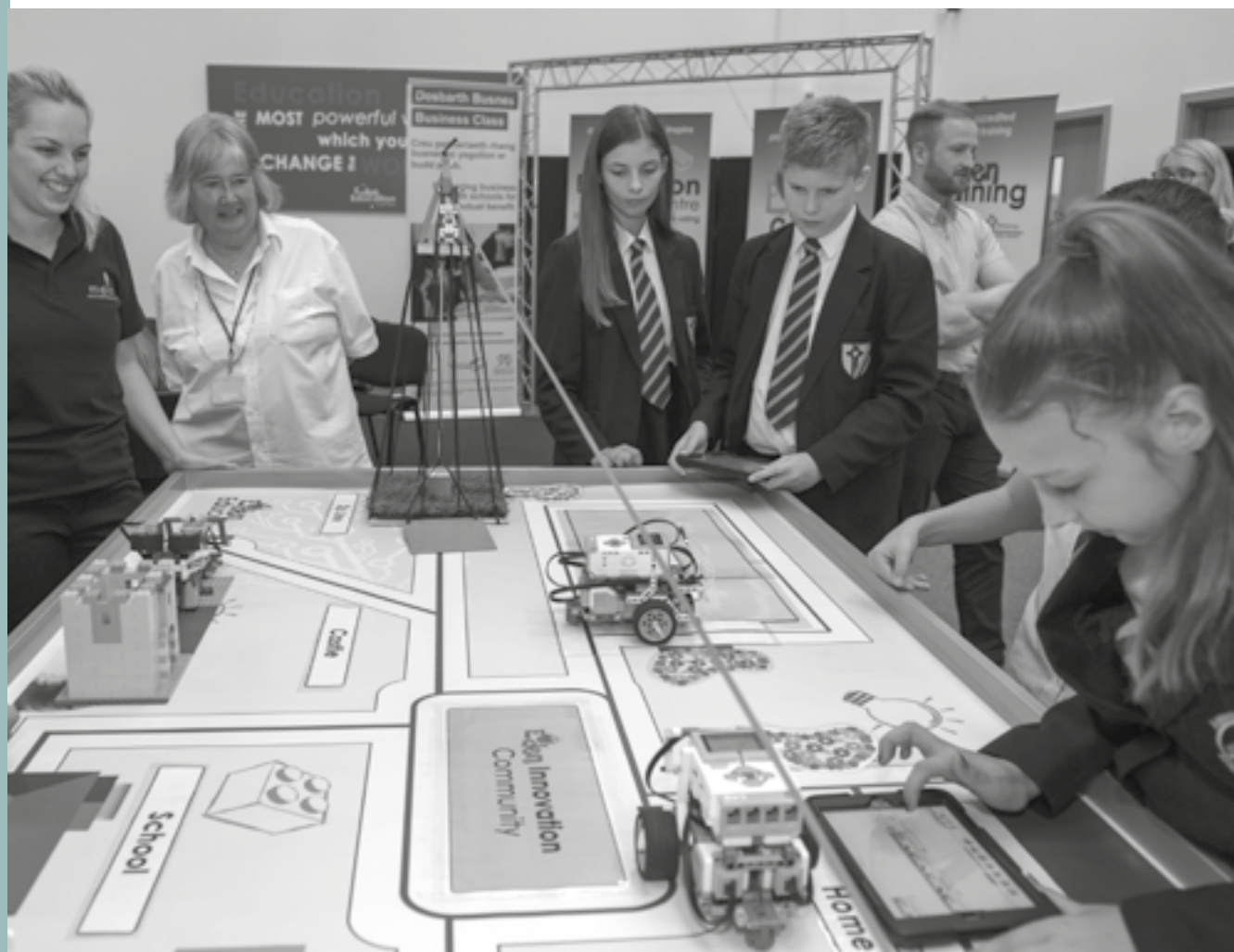
We have delivered 334 training sessions with partner organisations. The topics have included:

- Welsh Baccaulaureate;
- 14-19 'offer';
- Learning Pathway plans;
- Overview of careerswales.com - tools and resources;
- Labour Market Information;
- Careers and World of Work framework sessions;
- Common area prospectus.

## Capacity Building Consultancy Meetings

We have facilitated 773 consultancy meetings during the year including:

- ALN, mainstream school 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.





## EDUCATION

# Careers Wales Mark

### 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 World of Work as part of the revised curriculum (2008).

In 2017-18, our Careers and World of Work Co-ordinators facilitated 181 consultancy meetings relating to the Mark in schools and colleges, which led to 6 new accreditations and 16 re-accreditations. In addition, 41 institutions also completed the audit that forms part of the Mark. In total we now have over 175 accredited establishments in Wales.



**Marc Gyrfa Cymru**  
**Careers Wales Mark**

“The process has been challenging but exciting and we are keen to implement our plans and develop further as a staff team and improve the outcomes for our learners. We are particularly pleased that Chris is supporting us to work towards the Careers Wales Mark as this has motivated myself and the staff team with its structured process helping to guide us through. the outcome will be improved provision and outcomes for all students with a particular emphasis on preparation for the next step for our school leavers and the process has enabled us to identify how we can measure progression and the impact of our CWoW provision.”

**Christine Wineyard, Learning Centre Manager, a Key Stage 3 & 4 co-education setting for young people with severe emotional difficulties from Flintshire.**



## EDUCATION

# Other Projects Delivered

## I2A, TRAC, Cynnydd

The Inspire 2 Achieve, TRAC 11-24 and Cynnydd projects continued to be delivered with European Social Funding with the final project, Cynnydd East (covering Powys) becoming live within the year. This means projects are now being delivered across all of the Local Authorities in Wales. Careers Wales is a joint beneficiary alongside local authorities and colleges. The projects aimed to reduce the risk of young people aged between 11-24 years not progressing into employment, education or training (NEET).

We worked with 3,488 young people across Wales aged 11-16 and delivered 10,292 one-to-one interviews, 2908 group sessions, 348 tailored work experience placements and arranged 485 visits to employers during the course of 2017-18 to help inspire and motivate the participants to maximise their potential and reduce their risk of leaving school early and not making a positive progression. Direct



contact with employers and learning about their expectations of their employees in the world of work can help young people make the link between what they do and the way they behave in school and how it can directly affect their employment chances later.

The projects have seen strong and effective partnerships develop between all agencies, including joint meetings and training events and the identification of areas for improvement, including even more timely arrangement of tailored work experience placement for clients.

## CASE STUDY

### Careers Wales worked in partnership with Caerphilly County Borough Council to organise a trip back to 3,000 BC for a group of Islwyn High Pupils on the Activate programme

The overall aim was to connect the pupils with their heritage and landscape, and provide an opportunity for them to build confidence and self-esteem by trying new things in unfamiliar settings.

The students spent a day at The Winding House in New Tredegar learning about what life was like in 3,000 B.C. and a second day at Parc Cwm

Darren experiencing bush crafting, making shelters etc.

The visits encouraged the pupils to build on communication and team working skills and instilled a sense of citizenship and community. By the end of the visit, all had demonstrated their ability to follow instructions, use their initiative and implement problem solving skills. These life skills will serve them well in the future.



# 9.0 Labour Market

## Key Achievements

We tracked and managed employment status data on all

**16-18 year olds**

in Wales and continued to provide information to

**every Local Authority**

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



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



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



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



**2,877**

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



**24,558** labour market clients aged 16+ benefitted from personal support.

**1393** people registered to use 'Skills to Succeed' to develop their employability skills. Within a year,

**466**



had progressed to a positive outcome

**12,279**

Unemployed Clients aged 18+ benefitted from Skills Gateway for Adults to assess their skills and explore career pathways via **525**



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

**Skills Gateway**

**5,407**

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



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



## LABOUR MARKET

# Support for 16 and 17 year old clients in the Labour Market

## Work with partners

During 2017-18 we have continued to work closely with partners and provide data on the engagement status of young people 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. This information continues to be provided to local authorities and is used to identify gaps in provision and avoid duplication of services.

We work with a number of partner organisations to meet the needs of unemployed young people contributing to the Welsh Government Youth Engagement and Progression Framework. Partners include Local Authorities, Work Based Learning providers and third sector organisations. In partnership we have delivered a number of exciting projects and events:

### » NEET Project Newport

In partnership with the Communities First Team in Newport, Careers Wales delivered a fifteen week programme of guidance and employability support to a group of tier 2 young people. The programme prepared young people for the world of

work and helped them to develop the skills they need to apply for and secure job and training opportunities. The support delivered included guidance interventions, CV creation, building AMS profiles and information about the local labour market.

### » Skills Cymru Carmarthenshire

In partnership with Coleg Sir Gar and Welsh Government, Careers Wales delivered Skills Cymru Camarthenshire, the annual regional careers festival. This year, a new evening session was introduced to allow young people who were not in employment, education or training to attend this event with the aim of informing young people and their parents and guardians about the variety of careers, jobs, apprenticeship and training opportunities available across a broad range of sectors.

### » Work based Learning Roadshows, Neath Port Talbot

To promote Work Based Learning, Careers Wales worked with providers to arrange a number of work-based learning roadshows across Neath Port Talbot. The aim of the roadshows was to increase young people's awareness of the training opportunities available in their county.

Young People in Worked Based Learning/Employment and those reaching 18 years of age	Q4
<b>16/17 year old Tier 3 Clients progressing into Training</b>	
Clients into Trainee Engagement	1989
Clients into Training - Level 1	108
<b>16/17 year old Tier 3 Clients progressing into Employment</b>	
Apprenticeship Employed	45
Employment - with training (other than Apprenticeships)	60
Employment - no training	427

## 9.2 LABOUR MARKET Services to Clients

Our services support unemployed 16 and 17 year olds 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 with unemployed young people, and have introduced more innovative approaches to engaging young people such as employer webinars and site visits.

This year we have also continued to deliver our successful high street based pop-up events called "Are You Ready for Work?". These events are designed to promote local opportunities in education, employment and training to young people with practical advice on how to be successful in applying for opportunities.

- » 94% said the event had helped them;
- » 88% said they understood more about the qualifications and training they will need;
- » 97% understood more about how Careers Wales could help them;

Additionally, bespoke activities were delivered this year to support young people to secure local apprenticeship opportunities across Wales. At the Swansea Careers Centre, Apprenticeship Workshops were delivered to help young people apply for Swansea County

Council Apprenticeships. These workshops enabled young people to talk to council staff who were already employed in the role, giving young people 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. The recruitment process is still ongoing but we hope these workshops will give the young people taking part the best chance of securing the opportunities available

### Provision of Careers and Employment opportunities

One example of a bespoke progression event was the 'Live Vacancy Event' delivered in Caerphilly in partnership with Caerphilly County Council. More than 1,000 young people attended the event to discuss job and apprenticeship opportunities from employers across various sectors including retail, central government, the Armed Forces, contact centres, industry and many more. Cllr Sean Morgan, Cabinet Member responsible for the Wellbeing of Future Generations commented, "I am pleased that so many young people have had the opportunity to view the hundreds of employment and training opportunities on offer from so many organisations."

**92.62%** of clients said they would come to another event like this in the future. (Caerphilly Live).





## LABOUR MARKET

# Unemployed adults accessing the Welsh Government's Skills Gateway for Adults (SGfA) programme

## SkillsGateway

The Skills Gateway for Adults has continued to develop and grow over the past year. We continue to provide high quality careers information, advice and guidance to unemployed adult clients and have successfully supported them into employment, education or training by providing employability support where this has been needed.

This year we have supported 12,279 clients 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 have delivered 20,926 face-to-face interactions through information, advice and guidance interviews this year as well as 525 employability group sessions.

In addition to face-to-face support offered to clients at our many careers centres and outreach locations, a significant amount of follow up work has also been undertaken with clients over the telephone and via digital interactions. This year we supported and kept in touch with our adult clients via:

- » **3,699** telephone interactions (in addition to calls to our Careers Wales Connect telephone helpline);
- » **9,976** emails to clients;
- » **38,962** text messages.

This year **6,278** of the clients 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. 2,877 (nearly a quarter) of the clients that we worked with went on to enter employment.

**3,371** clients also received support with producing a CV.

## CLIENT FEEDBACK

“ I have managed to find employment. You provide such an important helping hand for people who are really struggling, and I just wanted to thank you wholeheartedly for the advice and tips you gave me.”

“ Thanks for your help with my cv and the advice, it gave me the confidence that my skills are transferable, and I actually started work this week as a support worker, in a children's home with autistic children and young adults! ”

“ Very good service, Bridgend Job Club has put my life back on track. ”

“ I can always count on Careers Wales to help me out when I need help, first class service. ”

“ I've only now had chance to say thank you for helping me in getting a new job. I came into you to ask for help in re-writing my cv as I was looking for a change in career, at 52 years of age (I didn't think I had a chance to be honest). You did do this for me and helped me to change my CV.

I successfully applied for the job that was advertised on the website you showed me, and I am now a full time support assistant in the Vale of Glamorgan and Caerphilly.

Thanks again for all your help. ”

## 9.3 LABOUR MARKET

# Unemployed adults accessing the Welsh Government's Skills Gateway for Adults (SGfA) programme

### CASE STUDY



#### A New Start For Sarah

Sarah was unemployed but keen to return to work after supporting 5 children including being a carer for her son who has disabilities. Sarah had past experience as a doctor's receptionist and had previously achieved administration and computer qualifications.

Sarah was referred to Careers Wales from the jobcentre. It had been 10 years since she had worked and much had changed within the jobs market in that time. Sarah felt that she has lost confidence and skills since being at home with the children. She realised that the way people job searched had changed and she needed support with employability skills. Together Sarah and her adviser looked at some of the skills she had gained over the years at home and as a carer and used this to develop an updated CV. They also discussed how to increase her confidence and skills ready to re-enter the workplace, including re-training and voluntary work.

Sarah took all the support offered, including attending our interview skills workshop. She also contacted the Wrexham Family Information Service after and they were able to support an ECDL course for her.

An opportunity arose for Sarah to apply to be a support medical secretary with the NHS. She secured an interview and despite competing with other candidates with more experience they offered her the post with full training. Sarah also started her ECDL and continued with this in the evenings.

Sarah was stunned to have been successful at the first time of asking. She wanted to thank Careers Wales for giving her confidence to apply and for the fun session on interview skills workshop which went such a long way to helping her prepare for her interview and secure the job.



LABOUR MARKET

# Adults at risk of, or facing redundancy



ReAct is the Welsh Government programme that helps people affected by redundancy gain new skills and encourages recruiting employers to employ a redundant worker. Our ReAct team of careers advisers works with employers and individuals who were facing redundancy in Wales to help them to identify alternative career paths and help them to maximise their potential in the labour market. During 2017-18 we worked with 3,602 people facing redundancy, delivering 153 on-site group presentations and creating 2,603 Action Plans.

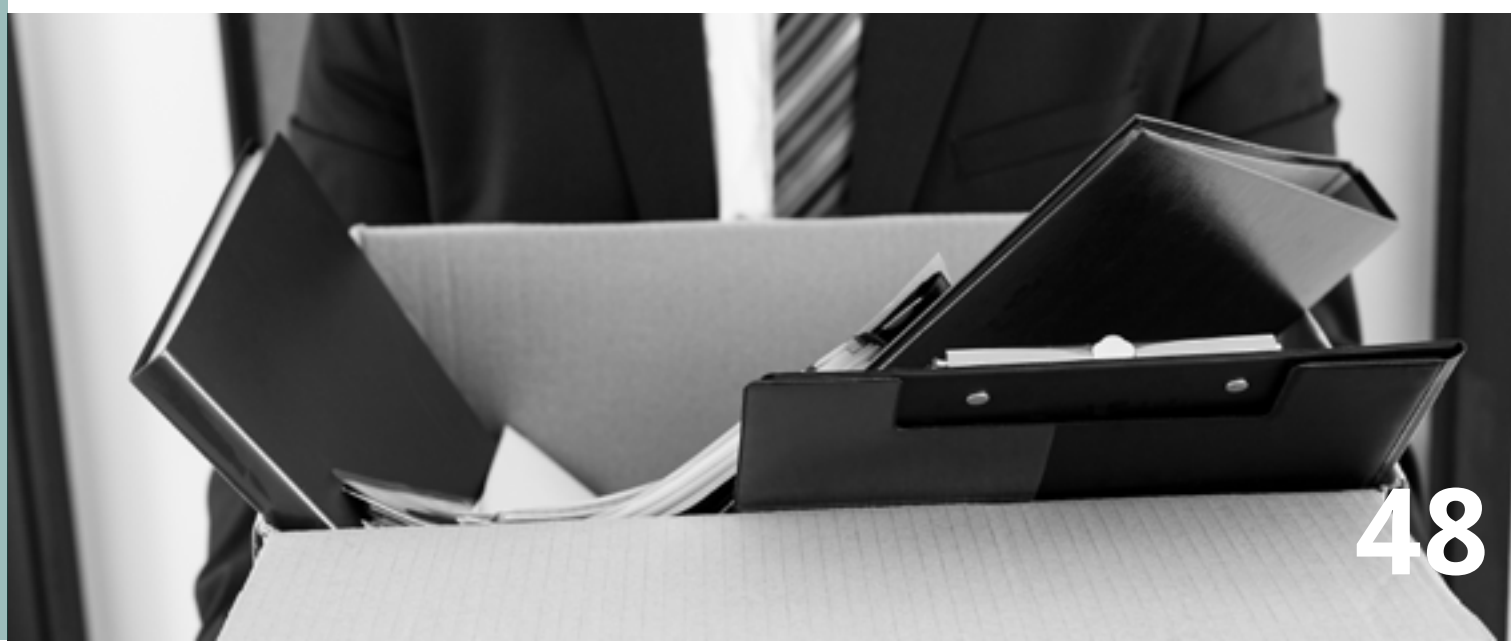
ReAct advisers are frequently deployed to areas of need throughout Wales to cover large scale redundancies and to help manage the day-to-day flow of ReAct work in our centres in affected areas. Facing redundancy can be a traumatic and challenging experience for most people,

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

The ReAct team is extremely knowledgeable and experienced in supporting clients through redundancy and particularly through the ReAct applications processes. In 2017-18 97% of all applications to ReAct were accepted/successful, similar to 2016-17, which saw a 98% success rate, and an increase from 86% in 2015-16.

We supported clients to submit a total of 1,606 ReAct training grant applications this year. The most popular courses to be approved were:

Prince 2	130
Microsoft Based	59
Office Skills	48
LGV C	47
ECDL	47



## LABOUR MARKET

# Adults at risk of, or facing redundancy

## CASE STUDY

### Tesco House Redundancies

The most significant redundancy for us during **2017-2018** was the notification of Tesco House redundancies in Cardiff resulting in the loss of 1100 jobs in June 2017.

It was clear that, given the scale of the redundancies, a comprehensive programme of support would be required. The Tesco House response was characterised by a cohesive and co-ordinated delivery partnership involving Careers Wales advisory teams, Welsh Government, DWP, Tesco House management teams, USDAW and perhaps most significant of all, the positive engagement of the people most affected by the change, the employees of Tesco themselves.

As a result of the commitment and determination to work together

to deliver the best outcomes for all those affected by the closure, everybody who requested an individual guidance interview from Careers Wales (in excess of 550) was provided with that opportunity. This timely support will have provided the opportunity for people affected to have the chance to re-train and secure new employment opportunities.

As part of our support package to Tesco, we also produced a video that employees could access at a time to suit them. This ensured that staff who missed the workshops and group sessions were still able to access the information. This step was very well received and the video will be reviewed for use in future large-scale redundancies.

“ As we approach the closure of our Customer Engagement Centre in Cardiff this week I wanted to take the opportunity to write to you to put on record my thanks for the support that Welsh Government-backed bodies have offered to Tesco colleagues affected.

Supporting these Tesco colleagues affected has been of paramount importance to us, and the additional support that the Welsh Government has been able to provide to those colleagues through the ReAct programme and the presence of Careers Wales on site has been very welcome.

Letter from Alec Brown, Tesco UK Head of Stakeholder to Ken Skates AM ”

#### Employer

“ We were very grateful for you coming along to visit us today and speak to the people who are leaving us. I had extremely good feedback from the attendees at how much they learned about the help and support which is available to them.

You gave employees who attended the sessions a great deal of motivation and hope. Thanks very much. ”

#### Client

“ I would like to convey my heartfelt thanks for all your dedicated support in relation to seeking further employment. You played a pivotal role in my plan, since you gave me first class guidance in and around being successful. The time and effort you provided were exemplary, you certainly restored my confidence in order to promote myself back into the workplace.

Once again, may I take this opportunity for your high degree of professional management which certainly provided me with a solid foundation to secure my new employment. ”

## LABOUR MARKET

# Work in Prisons

Through Welsh Government support funding, Careers Wales continues to provide services to offenders in custody, delivering CIAG support to these clients furthest away from the job market due to their offending and life circumstances.

This year, Careers Wales staff in prisons saw 779 prisoners across Wales, and undertook a total of 1,330 interviews in support of them.

Through well-established referral processes within the prisons, prisoners are made aware of Careers Wales services and have access to impartial 1-2-1 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 clients waiting between 3-6 weeks for an interview in some prisons.

Advisers attend the induction group-works, discharge board meetings and meet with prisoners throughout their sentence to plan their next steps in custody, help them to access relevant training and support them to gain experience through paid work in prison. Internal courses continue to be very popular and oversubscribed and through the CIAG interview process in HMP Cardiff, prisoners are identified and referred directly onto employability courses including Highway Maintenance ("Street Works"), Personal Track Safety (PTS) & CSCS training.

All prisoners are made aware of Careers Wales services following release and are able to access support at our centres, via Careers Wales telephone service and web services. Once released, the number of ex-prisoners returning to Careers Wales for support exceeded the WG target by over 200%.



## CLIENT FEEDBACK

“I would just like to express my gratitude to both of the best career advisers you have working for you. Both have helped me and I am extremely grateful for this help.”

“Well worth attending lots of information about jobs thank you.”

“Worth coming down – found what I was looking for.”

## Staff

### Total number of staff



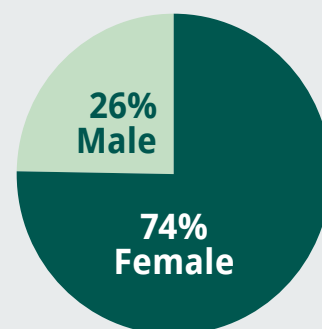
### Total FTE (Full time Equivalent)



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

A restructure saw the departure of a Director and two Senior Managers. The Senior Management Team was re-engineered to better fit the needs of the Changing Lives Strategy and Senior Managers were appointed into the new structure. The role of Employability Coaches was reviewed and employees deployed to fit the needs of the telephone helpline and projects.

### Staff Gender Ratio



### Leavers / Retention

**96.4%**  
**Stability Rate**

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

### Selection Methods

As part of our recruitment, various methods of testing in addition to panel interviews and presentations have been tried during this period, since standalone interviews are rarely a predictor of success in a particular role. An assessment centre approach has been used to good effect for specific roles (Trainee Careers Advisers and Business Engagement Advisers). Evaluation and feedback from candidates is positive and candidates with disabilities say that they were well supported in order to perform at their best at the Assessment Centres. Feedback on candidates recruited using this approach has been excellent.

# 10.1 Staff

## Gender Pay Gap Reporting

We are pleased to report that we have achieved a

# 0% Gender Pay Gap

The company has published equal pay statistics as required and was in the top 8% of companies who have no gender pay gap to report. We have achieved this milestone by implementing the following policies:

- » The Company has 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 4 years.
- » There is no salary point below minimum wage.
- » There are no bonuses.
- » No individual negotiation is entered into.
- » 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.

# 10.1 Staff

## A Living Wage Employer

We were pleased that in November 2017 The Living Wage Foundation accredited us as a Living Wage employer.

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

The real Living Wage is an hourly rate set independently and updated annually and is calculated according to the real costs of living. Employers choose to pay the real Living Wage on a voluntary basis. The Living Wage enjoys cross-party political support.



**“I’m proud that Careers Wales is now a Living Wage Employer. Our staff, from our careers advisors in schools across Wales to our head office employees, are at the very heart of what we do. As advocates of fair employment, becoming a Living Wage employer is a natural step in the right direction for us and will help us to improve staff motivation as well as retain and attract a quality workforce.”**

Denise Currell, Head of People Development for CCDG

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

We are a movement of over 3,500 UK employers who together want to go further than the government minimum to make sure all their staff earn enough to live on. We have lots of small businesses as well as big household names like; IKEA, Aviva, Chelsea and Everton Football Clubs and many more.

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

Katherine Chapman, Director, Living Wage Foundation



# 11.1 Compliance

## The Wellbeing of Future Generations Act

This requires the Company to assess whether actions in relation to clients or employees can contribute towards the aims of the Act or would impact negatively on implementation of the Act. The HR Team is contributing to this work via its Health and Wellbeing projects.

A Health and Wellbeing strategy has been implemented. A working group has been formed and champions agreed for office campaigns. Health and Wellbeing articles appear in all editions of our internal newsletter, Linc, and progress towards attaining the Bronze Corporate Health Standard Award in 2018 has been made via a portfolio of evidence.

This work underpins activities in attendance management, Wellbeing of Future Generations, managing the Company's budget, improving the long term health and wellbeing of an ageing workforce and enhancing the Company's ability to attract and retain employees.

## Safeguarding

There have been no allegations of breaches of safeguarding arrangements relating to any Careers Wales employee. Roles requiring DBS checks have been clearly identified and 100% of those occupying these roles hold a current DBS check. DBS checks are repeated every three years or on return from maternity leave.

## Disability Confident Scheme

The Company has retained its Disability Confident award status following the annual external review.

## Employee Diversity

There is a standalone Employee Diversity Report that was produced following an employee diversity survey, jointly issued by HR and Unison in 2016. This was not repeated in 2017-18 as we are in the middle of a three-year cycle, due in part to our high retention rates.

## Welsh Language

All employees have been asked to nominate the language of their choice in written communication with HR. Thirty three (5.8%) employees have elected to receive letters, contracts, emails etc. in Welsh



# 12.0 Estates

## Access Strategy

We are in the process of updating our five year Estates Strategy into an Access Strategy for years 2017-20. We have continued to reduce our premises portfolio throughout the year and now have 33 premises of which 8 are freehold properties. Staff have been re-located to other Careers Wales premises and we have used

co-location options to continue to supply delivery in these areas. The direction of travel within our Access Strategy is to continue to look at and use co-location options where appropriate. We are also looking to establish working hubs as staff bases.



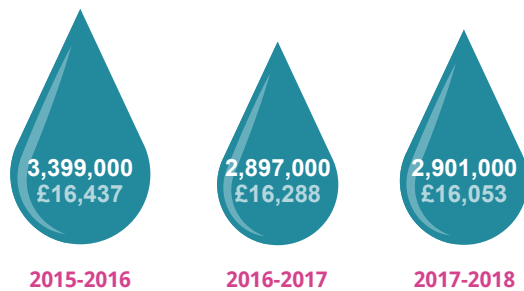
# 13.1

## Environmental Impact

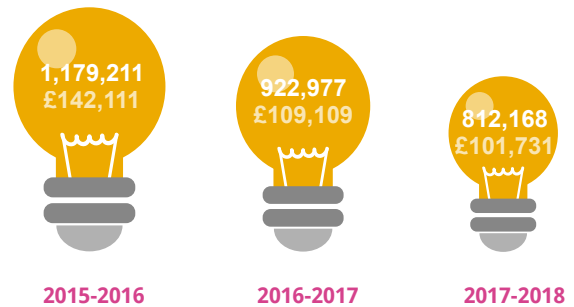
This financial year we have progressed with our estates strategy resulting in the closure and relocation of a number of offices. The environment CO2 data has been collected from

the 29 offices that are under our control. We have included data from offices that have closed part way through the year. This year we were awarded Green Dragon Level 3.

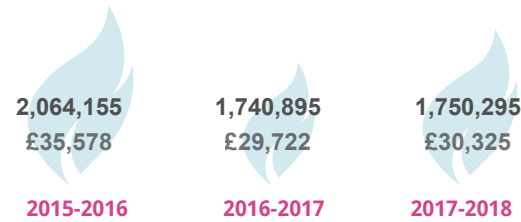
### Water used (Litres)



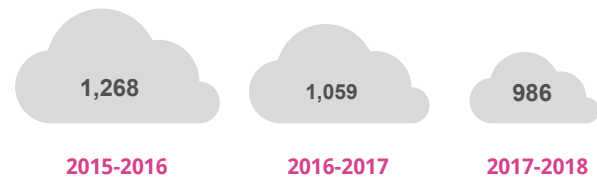
### Electricity used (kwh)



### Gas used (kwh)



### Greenhouse gases (CO2 tonnes)



### Business (Miles)



## 13.1 Environmental Impact

We achieved a 6.9% decrease in our emissions from 1,059 tonnes to 986 tonnes. However, we had a slight increase in our water consumption and we are currently reviewing each office to determine the most effective water saving measures to introduce. The most significant improvement was observed in the electricity consumption. We also achieved a reduction in business mileage and we will continue to reappraise the mode of transport staff use to travel. We have invested in video conferencing facilities in our offices, staff have been provided with skype facilities and we have introduced a cycle to work scheme.

In the next financial year we have set ourselves an ambitious target to reduce our CO2 emissions by 8%. We have also targeted selected offices to apply for level 4 of the Green Dragon award. Our energy audits have identified the five worst performing offices in terms of CO2 emissions

and we will be making an investment this year to reduce the output from these offices. We have set the following objectives for 2018-19:

- » Reduce our carbon footprint by reviewing all premises with a view to implementing strategies which will improve their environmental impact;
- » Review business strategy to minimise staff travel;
- » Assess the viability of increasing the biodiversity of all external areas that we have effective control over;
- » Improve waste management processes by helping us achieve higher levels of business waste recycling;
- » Set aside a proportion of our annual maintenance budget to ensure that we can achieve these objectives.



# 14.1 Welsh Language

We continue to work to our commitment that Welsh and English language services are offered on the basis of equality by providing the public with choices on their preferred language through our phone service, our website, our web services and other digital means as well as in person.

Careers Wales recognises the value of the Welsh Language in the education context and in identifying the importance of Welsh language skills in the workplace.

Our website hosts a comprehensive range of resources, all of which are available in both languages which provide careers information and advice as well as labour market information and wherever possible identify where Welsh language skills are a requirement in employment sectors. A number of new resources have been developed during 2017-18, including a video of Welsh in the Workplace.

## Welsh Language Scheme and Welsh Language Standards

2017 was the final year of the implementation phase of our Welsh Language Scheme. This year has been a period of embedding, reinforcing and monitoring processes and procedures introduced since 2014.

We have continued to make a significant number of improvements during the three years for the public in Wales as well as our own employees. We received the final compliance notice on September 2017 and we are now implementing the Welsh Language Standards specifically applicable to us.



# 15.1 Equality and Diversity

Considerable effort is made to ensure that Careers Wales services are delivered to individuals in a way that promotes equality and social inclusion.

The service we offer is categorised by the purpose of the interaction which can be careers information or advice or careers guidance.

As Careers Wales provides these services in different ways, according to need, demand or availability, the method and type of service offer is not identified in the statistics noted.

In terms of the various age categories receiving services from us, the proportion of clients in statutory education has increased by 2.82% and

the proportion in post statutory education has increased by 5.2%.

This reflects the greater focus on working with clients in schools and through transition from statutory education as a result of Changing Lives.

For our adult clients, the proportion of 18-24 year-olds receiving a service from us increased by 1.92%. Where the changed emphasis of Changing Lives was seen most clearly was in the delivery of services to 25-60+ adults, who saw a fall of 9.94% in term of the total number of clients receiving a service from us.

<b>Statutory Education</b>
<b>15-17 Post Statutory Education</b>
<b>18-24</b>
<b>25-60+</b>
<b>Total</b>

## Percentage

<b>59.08</b>	The age profile of individuals with whom Careers Wales works will be disproportionate to the population statistics due to the nature of our work as determined by our remit from Welsh Government.
<b>11.14</b>	
<b>15.85</b>	
<b>13.93</b>	
<b>100</b>	

## Gender

The 2011 Census statistics shows the overall population of Wales as 3.06 million with a breakdown of 49% male to 51% female.

The Careers Wales 'All Wales' figures across all age categories illustrate that in fact more males than females continued to access our services once again in 2017-2018.

<b>Wales</b>	<b>Male %</b>	<b>Female %</b>	<b>Other %</b>
<b>Statutory Education</b>	<b>52.65</b>	<b>47.32</b>	<b>0.03</b>
<b>15-17 Post Statutory Education</b>	<b>53.48</b>	<b>46.47</b>	<b>0.03</b>
<b>18-24</b>	<b>57.63</b>	<b>42.32</b>	<b>0.04</b>
<b>25-60+</b>	<b>53.51</b>	<b>46.26</b>	<b>0.04</b>

During 2016-17, Careers Wales amended its recording of gender to allow individuals to indicate 'other' or 'do not wish to state' which accounts for the 0.03% of the total population being provided with a service by Careers Wales.



## 15.1

# Equality & Diversity

## Ethnicity

The 2011 Census identified the population of Wales as 95.6% White (total) with the remainder (4.4%) identifying in other ethnic groups.

Of the clients where ethnicity information is available, the largest percentage of clients who access Careers Wales services continue to identify themselves as White (Welsh, English, Scottish, N Irish or British) or White Irish or other, and this is reflected consistently throughout each of the regions and across all

age categories.

5.83% of all clients accessing our service across Wales identified themselves within other ethnic groups. In 2017-18, therefore, we saw a greater proportion of clients who identify themselves in ethnic groups other than white than is reflected in the general population of Wales.

For clients where no information on ethnicity is held, it is greater amongst the 25-60+ age group (36.4%).

## National Identity

Descriptor*	Wales
<b>Statutory Education</b>	
White: Welsh/English/Scottish/Northern Irish/British	64.3%
White: Irish or Other	14.9%
Other Ethnic Group	5.7%
No information on ethnicity	15.1%
<b>15-17 Post Statutory Education</b>	
White: Welsh/English/Scottish/Northern Irish/British	80.8%
White: Irish or Other	10.4%
Other Ethnic Groups	6.9%
No information on ethnicity	9.7%
<b>18-24</b>	
White: Welsh/English/Scottish/Northern Irish/British	81.2%
White: Irish or Other	2.7%
Other Ethnic Groups	7.2%
No information on ethnicity	8.9%
<b>25-60+</b>	
White: Welsh/English/Scottish/Northern Irish/British	55.2%
White: Irish or Other	4.3%
Other Ethnic Groups	4.1%
No information on ethnicity	36.4%

# 15.1 Equality & Diversity

## Disability

Welsh Government statistics illustrate that 20% of working age adults are living with a disability, 14.8% with a work limiting disability and 5.4% without a work limiting disability.

Of those clients accessing Careers Wales services the greatest percentage of clients living with a disability who accessed our services amongst year 11 statutory education (5.82%) are in South East. For the 15-17 post- statutory education the greatest percentage is in the North (8.9%) as it is for 18-24 year-old clients (14.07%) with the greatest percentage for the over 25 age group in South Central (11.81%).

	Wales
Statutory Education	5.04%
15-17 Post Statutory Education	8.04%
18-24	12.01%
25-60+	9.39%

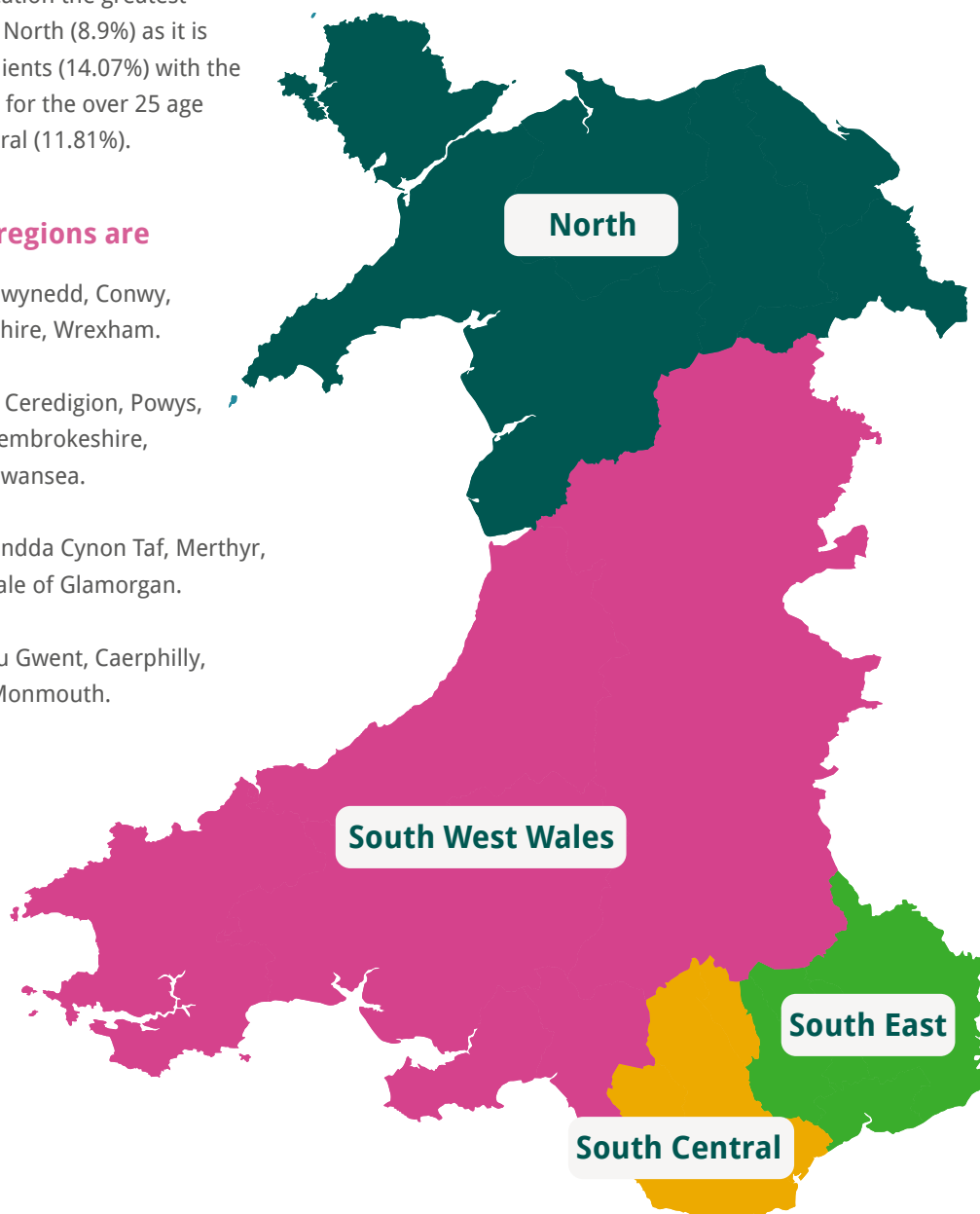
## Careers Wales regions are

**North:** Ynys Môn, Gwynedd, Conwy, Denbighshire, Flintshire, Wrexham.

**South West Wales:** Ceredigion, Powys, Carmarthenshire, Pembrokeshire, Neath Port Talbot, Swansea.

**South Central:** Rhondda Cynon Taf, Merthyr, Bridgend, Cardiff, Vale of Glamorgan.

**South East:** Blaenau Gwent, Caerphilly, Torfaen, Newport, Monmouth.





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# CORPORATE GOVERNANCE



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# 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:





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# FINANCIAL STATEMENTS



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# Financial Statements

## Statutory Accounts for the Year ended 31st March 2018





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# LOOKING AHEAD



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18/19

# Looking Ahead

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

The key priorities going forward will continue to be:

## A stronger focus on young people

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

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

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

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

## Utilising and Embracing Digital Technology

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

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

# Glossary

<b>ALN</b>	Additional Learning Needs
<b>Apprenticeship Matching Service (AMS)</b>	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.
<b>Business Class</b>	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.
<b>CAP</b>	Common Area Prospectus. A full list of all education opportunities for years 12 and 13 available on careerswales.com aimed at students.
<b>Career Check</b>	Research undertaken by Careers Wales amongst pupils to determine how far they have got with planning their future.
<b>Careers and World of Work Programme (CWW/CWoW)</b>	Careers and the world of work forms part of the basic curriculum for all registered pupils aged 11 to 16 at maintained schools.
<b>Careers Wales Mark</b>	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.
<b>Changing Lives</b>	A three year plan and strategic vision for Careers Wales that sets out what we want to achieve.
<b>CIAG</b>	Careers, Information, Advice and Guidance.
<b>Cynnydd</b>	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.
<b>Destinations Census</b>	The annual survey of school leavers undertaken by Careers Wales on behalf of the Welsh Government, providing a useful snapshot of pupil destinations after leaving school which informs careers staff in their work with clients, parents, teachers and employers.

# Glossary

<b>EET</b>	Employment, Education and Training.
<b>ESF</b>	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.
<b>Estyn Common Inspection Framework</b>	Careers and the world of work forms part of the basic curriculum for all registered pupils aged 11 to 16 at maintained schools.
<b>Five Tier Model of Engagement</b>	A data management and tracking framework to help reduce NEET statistics in Wales.
<b>Skills Gateway for Adults (SGA)</b>	Welsh Government programme offering easy access for individuals wishing to access skills support.
<b>I2A - Inspire 2 Achieve</b>	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.
<b>IO</b>	Careers Wales' client information database.
<b>Jobs Growth Wales (JGW)</b>	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.
<b>Key Stage 4 (KS4)</b>	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.
<b>LMI</b>	Labour Market Information.
<b>NEET</b>	Not in Employment, Education or Training.
<b>Opportunity Awareness</b>	Project to raise awareness of apprenticeships and work based learning as equal alternatives to academic study.
<b>ReAct project</b>	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.

# Glossary

<b>RLP</b>	Regional Learning Partnership
<b>Skills to Succeed</b>	The Skills to Succeed Academy, developed by Accenture Ltd, is an interactive, on-line training that helps people to get confident in choosing careers and get the key skills needed to find and keep a job.
<b>STEM</b>	Science, Technology, Engineering and Maths.
<b>TRAC</b>	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.
<b>Webchat</b>	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.
<b>Welsh Bacalaureate</b>	The Welsh Bacalaureate (Welsh: Bagloriaeth Cymreig), Welsh Bacor WBQ, is an officially accredited and established qualification delivered by schools, colleges and training providers across Wales.
<b>Work based learning</b>	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.
<b>Youth Offending Team (YOT)</b>	Youth Offending Team (YOT) is a multi-agency team that is co-ordinated by a local authority, which is overseen by the Youth Justice Board. It deals with young offenders.
<b>Youth Engagement and Progression Framework (YEPF)</b>	The Youth Engagement and Progression Framework aims to reduce the number of young people not in education, employment or training (NEET).