



Gyrfa Cymru  
Careers Wales

# Changing Lives Service Offer Partnership Agreement with Schools 2020 - 2021

Inspiring and preparing young  
people for their future



# Welcome

Welcome to our Partnership Agreement for schools summarising the range of services offered to schools for the coming year.

Changing Lives – A Vision for Careers Wales consolidates our commitment to working with schools, parents and employers in helping people “manage” their careers throughout their lives and to understand the world of work and the opportunities available to them. It sets out an exciting opportunity to deliver services, taking advantage of digital channels and technology to support young service users.

Careers Wales works extensively with a wide network of partners to support individuals to achieve successful outcomes in education,

employment or training. Effective partnership work is essential to ensure our expert services are available to clients at the point of need. Working closely with partners and developing mutually supportive processes will enable us to make the very best use of our time and resources.

We look forward to working with you to help young people through the key transition points and prepare them for the world of work.

**Nikki Lawrence**  
Chief Executive



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# 1 Context

## Welsh Government Remit

Careers Wales delivers a remit set by Welsh Ministers and provides the all-age, independent, impartial and bilingual Careers Information, Advice and Guidance (CIAG) service as well as an Education Business Exchange in Wales with a particular focus on the following groups:

|   |
|---|
| young people with statements of Special Educational Need (SEN) or equivalent;   |
| young people aged 11-18 who are in greatest need of CIAG with particular emphasis on providing support to these individuals at key transition points; |
| young people educated otherwise than at school;   |
| young people aged 16-17 who are unemployed;   |
| young people in the Youth Justice system.   |

Careers Wales is also a joint beneficiary in a European funded project; I2A, TRAC and Cynnydd. This project provides support for young people identified as potentially disengaging from statutory education via Local Authority arrangements.

Our careers advisers offer coaching and mentoring support to identified pupils in your school to tackle barriers to sustained learning. Alongside this our business engagement advisers support participants to access real experiences of work including work experience to raise aspirations and develop an understanding of the world of work.

## Outcomes for individuals

Our services are designed to deliver the following outcomes for individuals in order to equip them to make effective career decisions at key transition points:

| Awareness  | Aspiration  | Ability  | Action   |
|--|---|--|--|
| Greater understanding of Labour Market. Information (LMI) and the learning, training and employment opportunities available to them. Awareness of their own strengths, skills and abilities, where they can improve and who can help them. | Increased ambition and motivation to participate in employment, education and training. | Improve the effective use of skills and competencies to make decisions, resilience to adapt and change to deal with changing circumstances | Improved confidence, skills and ability to use their contacts, to implement plans, make successful applications for sustainable employment, learning and training. |

## Changing Lives - An Offer for Young People

Following consultation with young people and partner organisations Careers Wales delivery approach is based on early diagnosis of need and a blend of face to face, digital and employer related interactions.

### Our service offer includes

- Introduction for all KS 3 learners and their teachers to our services which will include the new job matching quiz and the first phase of the Career Discovery Model<sup>1</sup>.
- Undertaking an early needs analysis via Career Check<sup>2</sup>, with all KS4 learners to plan and offer appropriate level of support from the Careers Wales team.
- A digital service offer for individuals in post 16 education making full use of our webinar provision and producing a 'Survival Guide'<sup>3</sup> for those continuing with their learning.
- Continued support for those pupils leaving school at 16 until they are settled in their first destination post 16.
- Support for parents/guardians to engage in their child's career decisions including parent events and other locally agreed events.
- A series of webinars and online campaigns for all learners.
- Access to our new look website that includes Spotlight on growth sectors, You Tube clips, Job Match quiz<sup>4</sup>, LMI, Courses in Wales and apprenticeships.
- Support through webchat and our telephone help line Careers Wales Connect.
- Supporting education and employer engagement to enrich the careers and world of work curriculum.
- Continued professional development support for schools and teachers.
- Access to up to date and accurate labour market information to inform career planning.

### Benefits for your school

- An effective and efficient team approach to planning and delivery of our service with the careers adviser taking the lead in their role as the account executive for the school. (See page seven and eight for details of the team).
- Employer engagement activities that support and enrich the school curriculum and learner experience of the world of work (for details see page 10).
- All KS 4 learners have access to our services to support effective career planning, raise aspirations and as a result support the increase in attainment at GCSE. This will be achieved using a blend of channels to include individual face to face interactions, group sessions and workshops, employer engagement activities, webinars, campaigns and contacts via phone, text, web chat and emails.
- All KS5 learners will have access to our digital services and targeted support for those young people identified as potentially disengaging from learning or transitioning into the labour market.
- All young people with a statement of additional learning needs or who are going through a formal transition review process will continue to be supported in line with the Code of Practice.
- Sector leading professional development support for teachers.
- Pupils leaving school at 16 are supported to sustain in education, employment or training through support from Careers Wales until they settle into their first post 16 destination.

<sup>1</sup>Careers Discovery Model - a model for addressing individual needs through a range of services delivered digitally and face to face. <sup>2</sup>Career Check - an online questionnaire completed by pupils in KS4 to help Careers Wales plan the most appropriate services to meet their needs. <sup>3</sup>Survival Guide - online resources to support learners continuing in post 16 education. <sup>4</sup>Job Match quiz - an online quiz that generates career ideas linked to skills and interests.



## Career Discovery Model

### DIAGNOSIS

Identifying career interests, levels of motivation and career management skills through online tools and psychometric tests

#### DIGITAL

- Online psychometric test

#### FACE TO FACE

- Career management diagnosis
- Career management group sessions

### DISCOVERY

Using digital channels including careerswales.com and social media to bring careers to life through careers stories, employer profiles, tools, resources and other rich content to inspire and inform

#### DIGITAL

- Content and interactive tools on careerswales.gov.wales
- Careers information and LMI disseminated via social media
- Multi-channel campaigns and advice sessions on key career issues
- Facilitation of online Q&A sessions using webchat and social media

#### FACE TO FACE

- Employer-led group sessions
- Work experience
- Welsh Bac and PSE lessons

### DELIVERY

A national digital programme blended with locally-based face-to-face services delivered by our digitally enabled Careers Adviser team

#### DIGITAL

- Ongoing coaching and support from digitally-enabled Careers Adviser
- National webinar programme with input from employers, professional bodies and key sector-specific organisations
- LMI and careers-related content “pushed” to individuals via email and text
- Raising awareness of opportunities using text and email
- Online “How to” guides & LMI, interactive self-support tools

#### FACE TO FACE

- One to One career coaching
- Bespoke occupational workshops
- Clinics and pop up surgeries

## 3 The Careers Wales Team

Careers Wales has a broad range of expertise available to deliver the services offered. The pupil is central to the development of our services and what our team deliver.

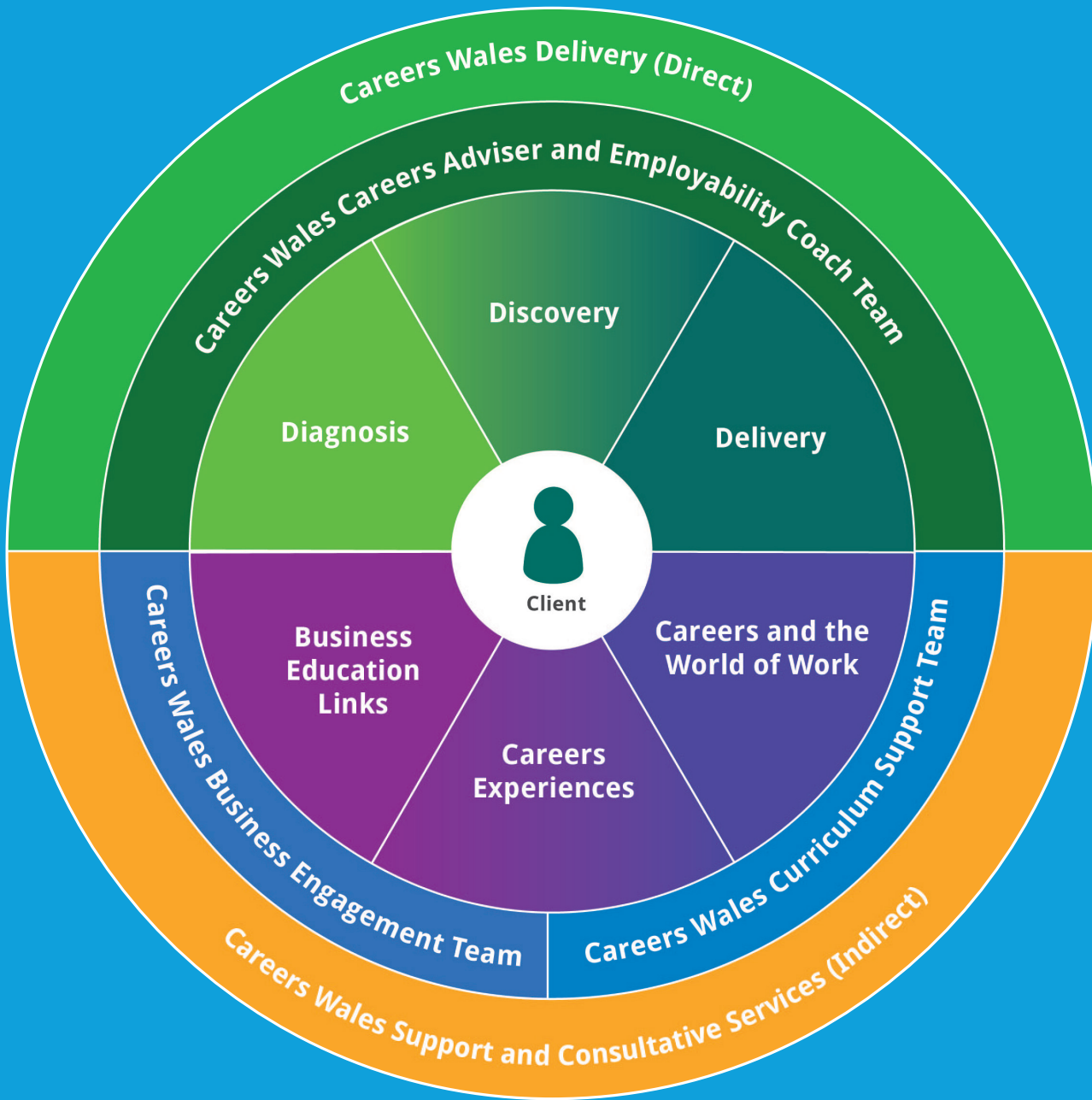
### Careers Advisers

#### Service Description

At the forefront of our delivery are our professionally trained careers advisers. Careers Wales' professional standards for advisers require them to achieve QCF Level 6 in Career Guidance and Development or the equivalent and register with the Career Development Institute's (CDI) UK Register of Career Development Professionals. They provide impartial and professional support to individuals. Careers advisers will also act as 'account executives' for individual schools, where they will co-ordinate the range of services we deliver. They will:

- Plan and deliver activities to complement the programme of careers and work-related education.
- Provide personalised services, including face to face interactions, determined according to thorough analysis of need.
- Support learners with additional needs and those in education identified as 'in need' of additional support.
- Identify appropriate support from our Business Engagement team.
- Work with the school to identify priority groups.
- Provide a range of resources via [careerswales.com](https://careerswales.com)
- Record and monitor our work with learners and track progress, using learner data according to the strict protocols of data sharing.







## 4 Curriculum

Our curriculum team is expert and experienced in career development. Careers Wales is keen to continue to work with schools to help them to develop and enrich the Careers and World of Work curriculum. The curriculum team works to build the skills, knowledge and confidence of education professionals to deliver an effective careers programme.

### Service offer

We will continue to offer the following services:

- Provide colleagues in schools and colleges with appropriate consultancy on the implementation of the current Careers and World of Work framework with particular focus on the cross-cutting theme of Careers and Work Related Experiences within the new curriculum and labour market information.
- Provide expert consultancy support to schools and colleges who wish to pursue the Careers Wales Mark and work with those who are seeking re-accreditation.
- Collaborate with pioneer schools and school improvement consortia to support the development and implementation of the new Curriculum for Wales.
- Develop innovative resources to support teachers and lecturers with delivering the outcomes of the Careers and World of Work framework as well as the cross-cutting theme of Careers and Work Related Experiences for the new Curriculum for Wales.
- Support with addressing recommendations included in Estyn thematic reports.

In addition, we will develop our offer for 2020 / 2021 through:

- Working with Welsh Government to support the development of guidance for the careers and work related experiences cross-cutting theme within the new curriculum.
- Providing schools with information about their pupils' aspirations.
- Supporting the pilot of the Gatsby Benchmarks in a designated Local Authority and work with other schools which wish to explore the potential of introducing the Benchmarks.
- Training and awareness raising of teachers in the use of the Education Business Exchange.
- Further roll-out of the Level 6 Certificate in Career Leadership following successful pilot in 2018/19.



<sup>7</sup>Career leader Award - Certificate in Career Leadership, based on three of the optional units of the Level 6 Diploma in Career guidance and Development, delivered in conjunction with the Career Development Institute (CDI).

## 5 Business Engagement Team

Careers Wales has well established links with local and national employers to support its approach to employer engagement. We have a national team of business engagements advisers, experienced in working with employers and expert in their knowledge of national and regional labour market trends.

The engagement of employers is essential to:

- Help pupils understand how the subjects they study at school are relevant to the world of work
- Provide pupils with access to employer experiences which help them to plan their career journey
- Provide information about local, regional and national trends in the labour market
- Help raise pupils' aspirations about their future career goals.

### Service Offer

Using the Education Business Exchange (EBE), Careers Wales can facilitate links between Business and Education via a range of activities and programmes:

- Employer led challenges and competitions
- Large interactive Careers Festivals
- Visits to employer premises
- Employer talks in schools
- Interactive employer led webinars
- Participation in the Business Class Programme

<sup>9</sup>**NB** Careers Wales arranges tailored work experience through regional ESF projects. The EBE will include details of employers that are prepared to support 'mainstream' work experience, but it is the responsibility of schools to broker these placements.

### Benefits for your school:

- Careers Wales can facilitate links between your school and a wide range of local and national employers
- Careers Wales' close collaboration with Regional Skills Partnerships ensures that schools are kept up to date with local labour market information.
- The Education Business Exchange (EBE) allows your school to request employer input and support for all areas of the curriculum



<sup>8</sup>AMS - Apprenticeship Matching Services, provides access to opportunities for apprenticeships available through [careerswales.gov.wales](https://careerswales.gov.wales). <sup>9</sup>JGW - Jobs Growth Wales, provides access to opportunities available through [careerswales.com](https://careerswales.com). <sup>10</sup>Business Champion - Business 'mentors' who have undertaken training run by Careers Wales to ensure that they are equipped to deliver high quality support to schools and pupils.

## 6 Support for Pupils with Additional Learning Needs

Careers Wales provides a mix of services to support young people with Additional Learning Needs (ALN) in their transition into employment, training and further learning.

### Service Offer

The service offer outlined below relates to young people who:

- Have a Statement of Special Educational Need (SEN)
- Are without a Statement of SEN but are supported under School Action or School Action Plus, and are subject to an annual and / or transition review process consistent with young people with a Statement (Statemented Equivalent).

Young people with ALN are a priority group and are offered targeted services throughout their school career, including transition support to work-based learning, employment, FE and HE. Careers Wales aims to provide the following service to ALN pupils:

- Interactions with pupils and / or parent / guardian, as required, to support their transition (face-to-face, telephone, email).
- Attendance at transition / annual reviews.
- The production of Moving Forward Plans.
- Sign-posting to relevant information and support services.
- Group sessions as appropriate.
- A Learning and Skills Plan for pupils who are leaving school to enter further education, higher education, specialist college provision and work-based learning.
- Applications for specialist FE funding, where appropriate.

Provision is designed to enable Careers Wales to contribute to the transition planning process for each pupil (in line with the requirements laid down in the Special Educational Needs Code of Practice).

## 7 Engaging with Parents

Careers Wales is committed to engaging with parents/guardians to support individuals in the career planning and decision making process.

### Why work with parents?

Our approach aims to:

- Involve parents in the process of career planning for their child, to support the achievement of shared outcomes.
- Inform parents of how we will engage and communicate with their child e.g. face to face, by phone, email, webchat or text.
- Provide access to a range of products which signpost parents and provide advice and support on how they can help with career planning and decision making.
- Use appropriate media including careerswales.com to help parents to become better informed and to enable them to support their child to manage their careers effectively.
- Promote the current range of digital services emphasising the value of digital channels in offering enhanced access to parents.
- Work with schools to maximise opportunities to engage parents in the career planning process.

We will work with individual schools to identify the most appropriate ways to target parents, including supporting parent events and larger careers events as appropriate, using a range of media to provide relevant information at important points and maintaining contact with parents of individual pupils to support the career planning process.

"Thank you for your time when you advised my son, Brandon, about the options available to him. It was very useful and helpful. Much appreciated. He's returning to year 13, which he's very pleased about."

**Rachel (Mum)**

"After meeting the careers adviser my son came home animated about school and for the first time talked positively about his future."

**Parent**



## 8 Safety and Safeguarding

Requirements of Careers Wales and Schools to support the successful delivery of careers services.

### Health and Safety

Careers Wales operates a robust health and safety policy in relation to our service delivery, which includes the working environment of staff involved in activities in educational establishments. As such, we would require schools to provide Careers Wales with a copy of their health and safety policy and to inform staff of any current or potential health and safety risks. Careers Wales staff should be briefed on local health and safety procedures, to include fire safety, accident and incident reporting and procedures for lone working. Our staff are aware of their health and safety responsibilities and adhere to the learning providers' policies and procedures at all times.

We would require schools to provide a suitable and confidential environment for pupil interviews. The room/area allocated for this service should be:

- Well ventilated.
- Adequately heated or mobile heating provided.
- Vision panel installed in the door or room located within an area where vision can be maintained.

Careers Wales careers advisers routinely make audio recordings of client interviews. In each case, client consent is obtained before recording takes place. Recordings are used for the purpose of monitoring advisers' performance and for training purposes. All recordings are securely stored.

Careers Wales monitors all Careers Chat Room use and can trace the source of inappropriate use of the facility. The I.P. addresses will be tracked and where these are linked to educational establishments the individual(s) responsible will be reported to their head teacher or principal immediately. Dependent on the nature of the inappropriate use Careers Wales will also inform the police.

### Safeguarding

Careers Wales has a safeguarding policy in place which includes DBS checking whenever appropriate. Careers Wales will report any alleged or suspected abuse of a young person in education in line with this policy and relevant procedures. A copy of both the policy and the procedures can be made available on request.



## ICT Equipment and Connectivity

In order to facilitate an effective and streamlined service through a blended approach of face to face and digital technology, Careers Wales requires reliable connectivity for our equipment.

School's contribution to supporting this approach:

- Provide Careers Wales with access to the internet via the school Wi-Fi network to enable the careers adviser to access all Careers Wales' secure systems to use a range of online resources across the school to support the pupils' career development. (If Wi-Fi is not available in school then provision of a cable connection option will enable Careers Wales to provide services in a static room, but may not allow us to deliver the same level of service for group sessions in halls libraries and some classrooms.
- Inform the school IT manager/technician or school technical support supplier of the agreement for Careers Wales staff to connect to the school Internet to access the agreed services.
- Provide Careers Wales with the contact details of the school IT Manager/Technician or IT network supplier.
- Informing Careers Wales in the event of changes to internet connectivity which could cause an interruption to our service.
- Access to a physical phone with External Direct Access.

## Information Sharing

Careers Wales has a strict code of practice about storing and sharing information which conforms to the General Data Protection Regulation 2018. We keep data in order to provide advice and guidance on decisions about careers. Careers Wales privacy policy can be found on [careerswales.gov.wales](https://careerswales.gov.wales).

- As noted in the **Employment and Training Act 1973** and the **Education Regulations 2007** (Wales) the education establishment will provide Careers Wales with relevant information about learners and their parents for the purpose of identifying priority needs and providing the appropriate level of service. The information provided must be updated annually.
- To ensure that the pupil data held by Careers Wales is as up to date and as accurate as possible schools can securely upload pupil data each term
  - Autumn Term - **16th October**
  - Spring Term – **16th January**
  - Summer term – **16th June**
- In processing this information, Careers Wales and the education establishment will ensure that their staff apply the principles of the General Data Protection Regulation 2018.



## 10 A Joint Approach to Delivering Services

Schools and Careers Wales need to work in partnership to efficiently deliver services to benefit pupils.

**Schools are strongly encouraged to support this approach by:**

- Providing an identified lead school contact to support the co-ordination of our services in school.
- Making available suitable rooms and facilities for individual and group activities.
- Allowing access to learners for Careers Wales staff for the delivery of planned activities.
- Notifying Careers Wales every term via pupil data of any learners in Years 7-13 who enter or leave the school. This can be done via a secure upload to [careerswales.gov.wales](https://careerswales.gov.wales) secure site. For support and more information about this, please contact Careers Wales ICT helpdesk on **02920 84 6799**.
- Providing background information on learners including Special Educational Needs, current academic achievement/predicted grades and any health problems.
- Planning Careers and Work related education provision in line with Careers and the World of Work framework.

**The 1997 Education Act and the Education [Extension of Careers Education (Wales)] Regulations 2001, requires maintained schools and pupil referral units in Wales to provide:**

- A planned programme of careers education for learners
- Access for learners to guidance materials and a wide range of current information on career, education, training and employment opportunities
- Reasonable access to learners provided to Careers Wales
- Information on learners provided to Careers Wales

Throughout the academic year Careers Wales will directly contact (via email, telephone or face to face) relevant members school of staff with career related information including information on employer engagement events which may be of interest to them and their pupils.



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