



**Gyrfa Cymru**  
**Careers Wales**

## **Career Choices Dewis Gyrfa**

Careers Wales

**SUMMARY ANNUAL REPORT 2019-20**



Llywodraeth Cymru  
Welsh Government



LYNGB LLYWODRAETH  
EUROPEAN UNION



Llywodraeth Cymru  
Welsh Government

**Cronfa Gymdeithasol Ewrop**  
**European Social Fund**

## MESSAGE FROM THE

### Chair and Chief Executive



We have great pleasure in presenting our summary annual report for 2019-20. It's been another successful year of growth and development for Careers Wales, which reinforces the importance of our all-age and impartial, careers information, advice and guidance service.

This year we've reached the third and final year of our Changing Lives strategy. This report details our key achievements against this vision and how our services have supported the people of Wales and the Welsh economy over the past year.

Some of the key highlights detailed within this report include increasing the number of activities to support young people, the launch of our new website, hosting our first education conference for head teachers and continuing to develop and enhance our digital resources and services.

2019-20 also marked the launch of our Working Wales service which is Welsh Government's gateway for tailored employability advice and guidance in Wales. Available in all of our centres and in various community venues across Wales, we are pleased to say that the service had supported over 35,000 people by the end of March 2020.

We'd like to thank and acknowledge the dedication of our board members at Careers Wales and all staff for their ongoing contribution, expertise and adaptability. It is through their commitment that we can continue to deliver the strategic vision of Careers Wales, meet the requirements of Welsh Government and the changing needs of our customers, partners and stakeholders.

We are extremely proud of what we have achieved this year and we will continue to provide a leading and accessible careers service to the people of Wales, in what may be a challenging year for many of our customers.

*Debbie Williams* *Nikki Lawrence*

**Debbie Williams, Chair and Nikki Lawrence, Chief Executive**

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## Connect with Careers Wales:

Telephone: 0800 028 48 44

Webchat: you or your child can chat to a member of the Careers Wales team

Email us: post@careerswales.gov.wales

careerswales.gov.wales

careerswales

careers\_wales

@careerswales

careerswales

## Our vision, mission and values

Image of three jigsaw pieces highlighting the vision, mission and values of Careers Wales.

### OUR MISSION

Is to ensure that customers achieve their potential

MISSION

### OUR VISION

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

VISION

### OUR VALUES

We are:

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

VALUES

## Our services

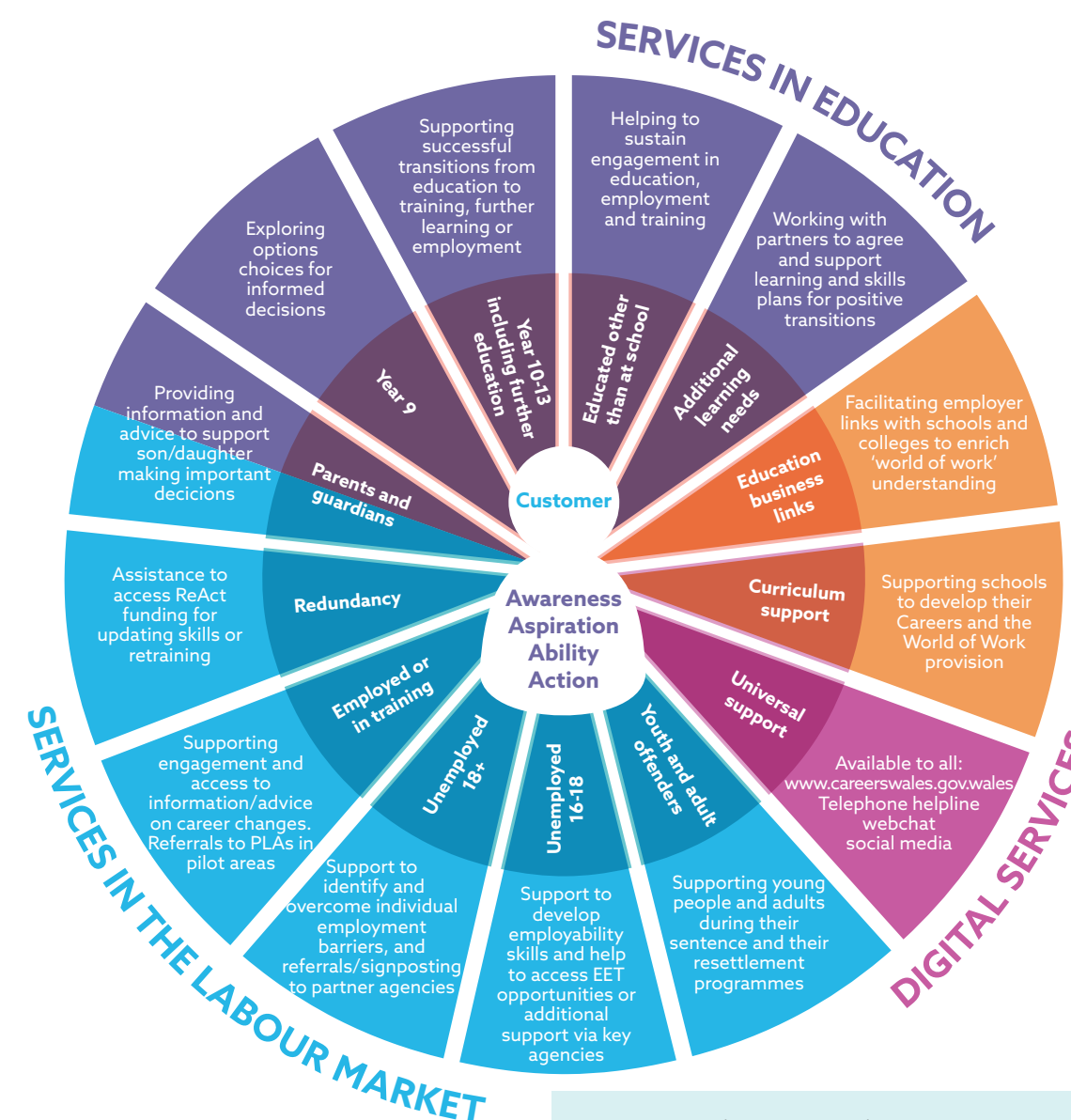
Our purpose is to support customers to become more effective at planning and managing their careers; we help improve relevant skills and competencies through a variety of accessible channels.

We work closely with educational institutions, employers, partners and community organisations to help young people and adults within the context of the labour market.

Impartial careers information, advice and guidance is delivered by our qualified professionals in a range of settings including schools, colleges, our careers centres, in the community, at partner premises and at events.

Careers Wales' digital services provide national access to information and guidance and instant personalised support through live webchat and the telephone helpline.

## Our business model



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

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

The company provides impartial careers information, advice and guidance services to people of all ages in Wales within a remit set by the Welsh Government's Minister for Economy and Transport.

Our board comprises of a chair and up to 13 other directors who are appointed by the Welsh Government. The board looks after the governance of the company and contributes to the strategy going-forward.

The economic and social wellbeing of Wales is at the core of Careers Wales' services, and the organisation is fully committed to the principles of the Wellbeing of Future Generations Act.

## CHANGING LIVES

## Higher level outcomes and KPIs

Underpinned by robust labour market information, our three-year Changing Lives strategy had three key priorities:



The table below summarises the high-level outcomes and KPIs set over the three-year programme, and our measures of success against these for 2019-20.

Outcome	KPI	Performance against KPI
<b>1 - Improve efficiency of labour markets by reducing skills mismatches.</b>	Minimum 75% of a sample of school-age pupils will report increased understanding of labour market information (LMI) as a result of Careers Wales activities.	81% of 2,237 students agreed sessions had helped them understand more about LMI.
<b>2 - Increasing participation and attainment in education and training, reducing the number of young people not in education, employment or training (NEET).</b>	<b>A -</b> The number of young people entering tier 3 (unemployed) as their first destination on leaving school will be below 3% of cohort. <b>B -</b> 90% of 16-17 year olds supported by Working Wales will be referred for further support.	1.86% (589 people) of the total 2019 cohort leaving school were classed as 'unemployed' as their first destination on leaving school. 96% (5,630) of unemployed 16-17 year olds received onward referrals.
<b>3 - Maximising the efficiency of post compulsory education by supporting well considered decisions and minimising failure to complete courses.</b>	70% of Year 11 pupils sampled will report an increase in their motivation, confidence and resilience as a result of Careers Wales activities.	70% of 576 pupils reported an increase in motivation and confidence, and 83% showed an increase in resilience.
<b>4 - Promoting greater parity of esteem between academic and vocational pathways, ensuring young people and parents are aware of apprenticeships and how to access these.</b>	A minimum of 75% of a sample of school-age pupils will report an increased understanding of all their pathways as a result of Careers Wales activities.	87% of 2,641 pupils reported an opportunity awareness session helped them understand more about their options post Year 11. 96% of 1,403 students attending a high visibility event reported an improved knowledge of local and national opportunities.

## Outcome

## KPI

## Performance against KPI

**5 -** In line with the Curriculum for Wales, supporting schools and colleges to deliver experiences and opportunities to prepare young people for the world of work.

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

84% of 1,397 students gave a customer satisfaction rating of good or better for experiences they accessed.

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

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

Out of a total of 9,074 responses, 79% (7,236) reported the event as good or excellent.

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

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

We added an additional 71 outreach centres to the existing 52 delivery locations used to support customers, which is a 136% increase.

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

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

Out of 293 apprenticeship vacancies, 78.5% made no mention of a Welsh language requirement, 10.6% had Welsh language skills as 'desirable', 1.4% stated it was 'essential', and 1.4% 'not required'. 7.5% welcomed applications in Welsh but had no indication of level.

**9 -** Continuing to develop a closer working alignment with Business Wales (BW), including the alignment of access points, referral protocols and the digital platform.

Visible evidence of:

- Digital alignment of respective platforms.
- Alignment of business engagement activity.
- Joint sharing of marketing materials to promote the Education Business Exchange (EBE).
- Joint publicising of relevant events via social media.

Activities included:

- Meetings held to develop joint employer engagement.
- Employer engagement task and finish group set up.
- EBE marketed via BW newsletter and database.
- BW promoted EBE via social media channels.



## OUR SERVICES

# Year at a glance

Website views totalled

**over 6million** across the year and users interacted with the site **1.2 million** times. **7,743** customers were supported via webchat.

**A total of 40,871 pupils**

pupils across key stages 3,4 and 5 accessed

one to one support and **70,642** individual interviews were delivered. **107,881** students took part in interactive group sessions.



We provided one to one sessions with over **900** young people who are educated somewhere other than school, and **5,378** students with additional learning needs.

Our teams facilitated **935** employer-led interactions with **200** secondary schools across Wales, including employer presentations, site visits and careers fairs.

**94%** of over **9,000** young people attending these events confirmed they had learnt something new and **82%** were more motivated to plan their careers.

**242** schools were connected with

**13,000** employers on our Education Business Exchange system, through which

**383** careers activities were organised.



As at the end of the year the Working Wales service was being delivered in over **120 locations across the country** including Careers Wales centres, Job Centre Plus, libraries and other community hubs.



Through bespoke events and activities, one to one sessions, and a dedicated helpline, the service has reached over

**35,000 people**



including **5,867** young people **aged 16-18** and nearly **30,000** adults **aged 18+**.

We've celebrated a number of awards and accreditations this year, including:



We achieved the **Public Health Standards Corporate Health and Wellbeing Silver Award** in February 2020.



We were awarded Level 4 in the **Green Dragon Environment Awards**.

Christine Baker won **CDI Careers Adviser of year** in March 2020, for her work helping to rehabilitate prisoners.



We have been **working with Stonewall for two years to become Diversity Champions** and are now working towards the principles in the Stonewall Equality Index.



## OUR SERVICES

# Corporate services



## Staffing

Total headcount for the end of the year was **663** employees following significant recruitment for Working Wales and to deliver the digital transformation strategy.

Additionally, **22** trainee careers advisers were recruited and supported by the company to gain their NVQ Level 6 Advice and Guidance qualifications. Three trainee business engagement advisers were also recruited.

Staff retention remained high at **93.5%**, and gender balance as of 31 March 2020 was **74.7%** female and **25.3%** male.



## Health and wellbeing

The health and wellbeing of staff is a priority, with a particular focus on mental health and stress. In February 2020, the organisation became silver award holders under the NHS Healthy Working Wales standards. Praise was given for our wellbeing champions, our introduction to new staff including our CEO, and the varied communications channels used to share health and wellbeing information.

As well as providing a series of mental health training courses, we also signed up to the Time to Change pledge. A new healthcare provider was appointed to include a counselling service, regular bulletins and cashback on many medical appointments. We introduced the social media platform Yammer to encourage staff to connect around interests outside of work and provide valuable peer support.



## Learning and development

Learning and development had a strong focus on supporting staff with accredited training and developing digital and leadership skills over the course of the year

As of 31 March 2020, over **70** trainee members of staff were working towards accreditations, and **23** qualifications were achieved by staff, including **18** members of ICT and digital staff working towards a PRINCE 2 Level 2.

Apprenticeships are widely encouraged throughout the organisation, with **34** staff apprentices developing design, digital analytics or leadership skills.

**31** aspiring managers signed up to a leadership development programme, and we updated manager's skills including unconscious bias and coaching.



## Finance

At the time of writing this report the end of year accounts for 2019-20 were still being finalised. Our **statutory accounts for the past three years** are available online and 2019-20 will be added in due course.

## OUR SERVICES

### Digital services

The Careers Wales website had

**over 6 million page views**

with customers using the site  
over **1.2million times**.



**The website provided information related to 700 job titles**

and specific industry sectors. A lexicographer and a radio frequency engineer were included as some of the new jobs added this year, to keep our customers up to date with an ever-changing job market.

**7,743 customers** were supported through online webchats. The service provides a more flexible offer of support to those who may be unable to access centres due to reasons including childcare, lack of transport and disability.



Careers Wales social media accounts, including Twitter, Facebook, Instagram and LinkedIn, reached a combined total of **45,018 followers** by the end of the year with a total of **100,782 engagements**.

**A new website to support the Working Wales programme was launched in May 2019, hosting over 115,000 visitors.**



Twitter, Facebook, Instagram and LinkedIn accounts were also set-up for Working Wales, which by the end of 2019-20 had a combined following of **5,462** and had enabled **12,807** engagements with users.



customers used our Job Matching Quiz to generate personalised career suggestions based on their skills and interests, helping them to make informed decisions about their next steps.

Careers Wales ensures information and support is available at the click of a button through digital services that are accessible and easy to use. 2019-20 was a major year, with the development of a new website that was launched at the beginning of 2020.

The website is a 24/7 source of information and was used by thousands of customers throughout the year. Featuring up-to-date labour market information related to specific industry sectors and job titles for customers to browse through, the site helps our customers to make informed decisions about their future steps in the world of work. The new search function enables users to find what they need quickly and easily and enables the team to learn more about what our customers are looking for to adapt and tailor our offer.

As well as hosting a library of careers information, the new site hosts tools to aid personal career decision-making, including the Job Matching Quiz and Buzz Quiz. The exercises are designed to match users with personalised job ideas related to their individual skills, interests and behaviours. They've proved to be extremely popular, attracting an increase in users each year.

A dedicated and regularly updated feature space enables our digital content to remain up-to-date with current labour market trends and data. This content varies and can take the shape of anything from news of apprenticeships and seasonal job opportunities, to specific campaigns related to events and educational timelines, such as Year 9 options and exam results.

Our Digital Solutions team are consistently looking at ways that Careers Wales can innovate within the digital world to deliver our traditional services in an easily accessible online format. This year, the team of specialist careers advisers created a series of videos and animations that were presented on Careers Wales TV, and produced content for use with Virtual Reality headsets, in addition to YouTube and social media channels. More and more activities have increasingly been adapted for online delivery, including careers and employer activities such as workshops and video advice sessions.

In line with the 2019 launch of Working Wales, a dedicated website and social media accounts were launched to specifically provide content related to the employability advice and services available. These channels help us to make sure we deliver the right information and support to the right people who might need it.





## OUR SERVICES

Our work in schools and colleges aims to support young people to become more effective at planning and managing their careers in an ever changing and complex job market.



Image of an adult and school pupils in discussion.

With a dedicated careers adviser in every mainstream and special school in Wales, students are able to access careers information and support throughout their educational journeys. Our teams provide direct careers guidance, through both one to one and group sessions, coordinated careers activities, employer engagement activities and capacity building. This work focuses on developing six key career management competencies: motivation, decision making, self-awareness, opportunity awareness, transition or action and resilience.

Information and support provided by our advisers is adapted according to each key stage, through from 3 to 5, ensuring students understand what upcoming choices they might need to make, such as subject study options, and how these may impact their career paths. Students are advised on some of the options they might have for the future and may attend activities focusing on specific vocational sectors or employability skills, depending on labour market trends and activity.

The number of students receiving one to one and group support, and attending careers events, reflects the success of this guidance structure and is a testament to the dedication of our advisers.

Careers Wales ensures that children who are not in mainstream education have equal opportunity to receive careers guidance and provide one to one support to young people who are educated in locations other than schools and to young people who are educated at home. Our advisers also work closely with pupils with additional learning needs to provide advice, support, learning and skills plans, as well as collaborating with partner organisations to provide meaningful activities based around practical understanding of the world of work.

We provide a digital-first careers advice and guidance service to those young people in further education institutions, ensuring they can access advice and guidance throughout their course.

Our service recognises that, for many young people, parents and carers are key influencers and play an important role in shaping and guiding decisions. We engage with parents and carers through various channels to help them provide their children with information that will support their career planning and decision making. This can take the shape of inviting them to join students at employer events, parents' evenings, sending information out to them and offering direct advice through our live webchats and dedicated telephone service.

## Supporting young people

3

### Key Stage 3

Our work in Key Stage 3 supports students to understand how choice can impact their future career ideas, using tools including online quizzes and interactive sessions. These services were delivered to over **30,000** pupils in years 8 and 9, with **2,965** students receiving one to one interviews.

4

### Key Stage 4

Key Stage 4 students are introduced to the evolving world of work and we encourage them to learn more about their career options and how to take their next steps. **30,500** pupils received tailored individual support to discuss their career ideas, and over **73,000** attended interactive group sessions.

5

### Key Stage 5

The support provided to students in Key Stage 5 focuses on the post-18 transition and developing their understanding of their options for the future. Young people received this support through **7,185** one to one meetings and **250** group sessions.



To ensure access to careers guidance is not limited to students in schools, our advisers provided **one to one support** to over **900** young people who are educated in locations other than school and **440** young people educated at home.



Our advisers work with young people with additional learning needs to support a planned and successful transition from school.

During the year we provided **5,378** one to one interactions, as well as completing **1,919** action plans and **1,227** learning and skills plans.

It is also important for our teams to engage with parents and carers of young people, as well as the students themselves. Last year there were **15,100** recorded contacts with parents and carers, including **2,200** face to face meetings, where we provided information, practical assistance or support.



## OUR SERVICES

## Working with employers and schools



We held **935** employer-led interactions across **200** schools.

This included assembly talks, site visits and presentations which have helped young people learn more about the world of work and different sectors.



**367 training sessions** were delivered to partner organisations on key topics related to careers and work-related experiences. The topics included careers within the Welsh Baccalaureate, an overview of the Careers Wales website and labour market information.



**19 educational institutions** received their first Careers Wales Mark, and **31** re-accreditations were granted to institutions across Wales. The award demonstrates commitment to continuous quality improvement to careers and work-related activities.



During the year, **123** schools were trained to use the Education Business Exchange system, bringing the total number of schools using the system to **242**. The database connects schools with over **13,000** employers registered on the database, who are willing to support young people with work-related experiences.



Over **50** employers were recognised with bronze, silver and gold awards for their exceptional work with students and schools across Wales.



We delivered **20** high impact careers fairs across Wales, which typically involved between **40** to **80** employers, helping to broaden young people's horizons on all of the options available to them. Over **30,000** young people and parents attended the events, with **84%** of students rating these events as excellent or good. \*Sample size 2,278

Our team of business engagement advisers bring together schools and employers, with the aim of informing, inspiring and motivating young people about their career opportunities.



The types of activities that we facilitate can include employer presentations, site visits and mock interviews, and are all linked to the competency framework and new curriculum for Wales. These collaborative activities provide opportunity to address topics such as gender stereotyping and using Welsh language skills in the workplace.

As part of this work we organised a series of 'Choose Your Future' high impact careers fairs during 2019-20, providing a platform for thousands of students, parents and carers to engage directly with employers, training providers and further education institutions. Events took place across the country, with locations in the south and west including Cardiff, Pembrokeshire, Powys, Ceredigion and Swansea and within Ewloe and Bangor in the north.

Careers Wales employs the use of different tools and projects to encourage schools and businesses to work together. This year we have continued our collaboration with Business in the Community to facilitate sustainable partnerships between employers and schools through the 'Business Class' model within specific regional clusters. We've also increased the use of our Education Business Exchange, which allows schools to search a wide range of employers that are prepared to support young people with a host of work-related experiences. We're delighted to be seeing increasing numbers of activities being organised through direct use of this database.

Our staff work closely with employers, supporting them with their work with schools, using engagement methods such as brochures and online training resources. We truly value the organisations who help us to inspire young people in Wales, and so we held our second Valued Partner Awards on 18 November 2019 at the Hilton Hotel in Cardiff. It was a pleasure to present so many employers with their bronze, silver and gold awards, as well as an 'outstanding achievement' award to Celtic Horizons.

An example of a collaborative project our stakeholder engagement team is working on is STEM (science, technology, engineering, mathematics) Gogledd, a collaboration with local authorities of Gwynedd, Anglesey and Conwy, and other partners. The project aims to encourage participation of 11-19 year-old students in STEM subjects through conference events, site visits and one to one mentoring. The team also use similar activities as part of the Partnership for Innovation in Education project which brings together higher education institutions, further education colleges and major employers within South East Wales to promote opportunities within the design, compound semi-conductor and creative industries.

The Activate project is an ESF (European Social Fund) funded project that is applied across all local authorities, varying the method of delivery to suit local needs. Pupils from years 7 to 9 who are identified as requiring support to sustain in education are provided with tailored support to help improve attendance, attainment or behaviour, and reduce their risk of leaving school not in education, employment or training (NEET).

By sharing our knowledge and best practice with education professionals, we can help embed careers-related activities into curriculums. Our careers and world of work coordinators work closely with professionals to develop their careers education capabilities. The team work with schools in a variety of ways, from developing resources and toolkits, to bespoke consultancy support and capacity building training.

In October 2019 we also hosted our first ever major education conference for over 100 teachers with a focus on developing the skills of young people in Wales.





## OUR SERVICES

# Working Wales

Working Wales was launched in May 2019 as Welsh Government's tailored approach to providing accessible and impartial careers and employability guidance to the people of Wales.

Targeted at young people aged 16-17 from the point they leave education and adults 18+, the service emphasises a local as well as national presence, assisting people through to their next destination including further learning, training opportunities, securing employment and work experience and with redundancy support.

Services to support customers have been designed to be inclusive, accessible and comprehensive. Support is provided in the form of face to face interactions, group delivery support, via the helpline and the webchat service, over the phone and through other digital channels.

Pro-actively reaching people within their own communities is a priority for Working Wales. Through our partnership work we have expanded our service to be available in a range of community venues including libraries, hubs and within Job Centre Plus.

We held a series of roadshow events, attended jobs fairs across Wales as well as worked with partners to deliver different activities such as skills surgeries. Other events attended included the Royal Welsh Show, flying start sessions and Adult Learners Week. We delivered bespoke events as well, for example, we organised workshops with Hywel Dda University Health Board to support local young people and adults within the three local counties to undertake apprenticeships as a direct path into nursing.

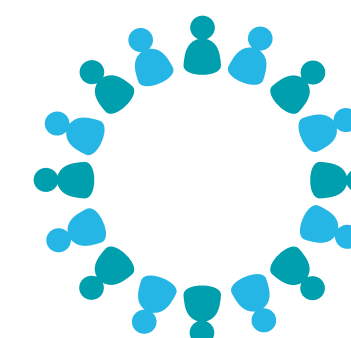
The team are working closely with partners and stakeholders on collaborative projects including with organisations within the Youth Engagement and Progression Framework to provide data on the status of young people aged 16-18. Research focuses on young people identified as NEET (not in education, employment or training), what the barriers to progression might be, and where the related gaps in service provision are. Another project involves working with the Department of Work and Pensions to provide a pack to young people identified as NEET providing details of the support available to them.

As part of the legacy Welsh Government ReAct service, our teams of careers advisers work closely with employers and individuals who are facing redundancy. Often being the first people on site to help, our advisers offer support and guidance to people facing traumatic and challenging experiences. They provide employers with packages which include the immediate 'rapid response' support, one to one careers guidance, employability skills support and help preparing applications. The success rate of people supported by this programme is a testament to the careers advisers who do everything to help people through this difficult time.

Support for adults within the Working Wales service is also provided to offenders in custody. Using a referral process, prisoners have access to one to one guidance and we have seen increasing demand for appointments this year. Working Wales services continue to be available to people upon release from prison to support them during this transition. For the first time this year, Careers Wales piloted the offer of support to female offenders from a Gloucestershire based prison, who would be returning to live in Wales.

We were also delighted to celebrate our fantastic careers adviser, Christine Baker for her work with offenders, after she won CDI (Career Development Institute) Careers Adviser of the Year.

A series of events were organised or attended to raise the profile of Working Wales from Wales-wide roadshows and jobs fairs to presence at national events. These included a week-long 'Future Fest' event held in partnership with DWP, a 'Live Apprenticeship Event' in Swansea attended by over **700** young people and **12** roadshows which saw us engage with over **26,000** people.



The service supports a range of customers **18+** including those who are unemployed, economically inactive, those facing barriers to progression and people seeking career changes. During the year nearly **30,000** received **Working Wales support**, which included



**37,000** face-to-face interactions,



**group sessions** for **4,000** people



**and nearly 16,000** calls to the helpline.



Support for adults facing redundancy is provided by our advisers within the ReAct programme, who have worked with **3,697** people, delivering **209** on-site group presentations at employer premises and creating **2,275** action plans. This dedicated team does all that they can to help minimise the difficulties and disruption faced by people during this time, and **39% who left the ReAct caseloads this year entered employment within six weeks.**

**During the year, we supported 1,084** prisoners across Wales and held **1,787** one to one interviews. Support and advice for Welsh female offenders in a UK based prison has also been piloted this year, to help ease the transition back into employment or training for women leaving prison and returning to Wales.



**17**

**5,867** young people, aged **16-17**, were supported via the service, which included

**6,697** one to one interviews,

**77** group sessions and nearly

**2,000** calls, texts and emails.



## OUR SERVICES

# Customer feedback and case studies

### Case study

## Turning Point at Ysgol y Gogarth

An audience participation kit, called 'Turning Point', was used by a careers adviser to deliver a group session to 12 students with additional learning needs at Ysgol y Gogarth in Llandudno.

The Year 11 students were introduced to post-16 options in advance of their annual reviews to help ease them into this transition. Our careers advisers used the kit to encourage participation by the students, gain an insight into their individual situations and then use this information to tailor one to one interactions with each of them.

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

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

As a result of this experience, the school are now looking at purchasing their own kit.

What an amazing resource, with opportunities that I might have missed if I hadn't walked through the door.

I now have a better understanding of where I want to be in my career and what resources I can access in order to get there.

### Case study

## Supporting an offender back into employment

Client J was referred to Working Wales by the prison's internal community rehabilitation company. Feedback from prison staff was very positive and reported client J to be polite and employable. He wanted to enhance his employability by adding more to the range of qualifications he'd completed in custody.

Prior to his release, he completed multi-skills construction training following a referral from one of our advisers and asked for guidance around ACCESS funding options. Client J continued to engage with Careers Wales upon release, was successful with his funding application, and became a qualified 360 excavator operator.

Our adviser worked with the employment advisor for the prison service to refer client J for an interview. He was successful in securing this employment opportunity and continues to work for the Cardiff-based building company.

Client J is an example of how our advisers can help offenders use their time in prison productively, and go onto further training and employment upon release.

Excellent service. Friendly, welcoming and very helpful, an essential support service for someone trying to get back into the job market – would certainly recommend to others.

Careers adviser was very helpful, I have a much better understanding of the course I can take and the grades required to take them.

Careers Wales has been very supportive with my son's recent college application. The careers adviser is in regular contact to check on progress for my son, who struggles. We really do feel supported by Careers Wales.

Good eye opener, really helped with my A Level choices, gave me perspective on what happens after Year 11 and sixth form.

### Case study

## Inviting female role models to promote STEM careers

In November 2019, our employer engagement team worked with GSM Automotive to arrange a female project design engineer to deliver a presentation to Year 12 students at Crickhowell High School.

The presenter talked to the students about her aspiration to become an engineer since she was 14 and the apprenticeship she'd had. She talked about the benefit of following this pathway, as well as the progression opportunities she'd experienced.

Feedback from teachers and students showed a greater understanding among pupils of GSM as a local employer and engineering as a sector:

Employer was informative, approachable and kept all students engaged. Brilliant session.

I found it insightful into a career path I haven't look into yet.



# Other commitments

## Environmental performance

This year we were awarded level 4 in the Green Dragon Environment Awards. Underpinned by our commitment to the Wellbeing of Future Generations Act, activity included creating a wild meadow at the Cross Hands office and developing a biodiversity plan for all of our offices.

During the year we also exceeded our targets to reduce greenhouse gas emissions and reduced business mileage by taking measures like installing Microsoft Teams on all computers and introducing a cycle to work scheme.

We are aiming to achieve level 5 by March 2022.

## Welsh language

We believe that offering services to the public in their preferred language is best practice and we are committed to treating the Welsh and English languages equally.

We support Welsh Government's ambition of a million Welsh speakers by 2050 and promote the value of Welsh language skills in the economy.

Our [Welsh language standards](#) document explains how we intend to comply with the legislation applicable to us and our first [annual Welsh language standards report](#) was published in September 2019.

## Diversity and inclusion

Delivering services in a way that promotes equality and social inclusion is of vital importance to us. We are committed to removing barriers in accessing our services for all of our customers.

This year we signed up to become a Stonewall Diversity Champion, as a step towards creating and maintaining a fully inclusive, equal and supported workforce.

Further information about our work in this area is available via our equality and diversity policy, [equality and diversity action plan 2017-2020](#) and [Public Sector Equality Duty report 2017-2018](#).

### Looking ahead

**We have already begun the work required to develop an innovative new five-year strategy to begin in April 2021 that will deliver quality outcomes for the people of Wales.**

During the course of 2020-21 we will continue to reflect on the lessons learnt from the Changing Lives strategy.

We will also take into account the views

of our key stakeholders, the ever-changing nature of the economy, the challenges presented by the Covid-19 pandemic and an altered relationship

with the European Union as we plan our delivery going forward.