



Gyrfa Cymru  
Careers Wales



**Career Choices Dewis Gyrfa  
Careers Wales**

**Annual Report 2021-22**





<b>Message from the chair and chief executive</b>	<b>3</b>
<b>Our vision, purpose and values</b>	<b>4-5</b>
<b>Our services</b>	<b>6-7</b>
<b>Our business model</b>	<b>7</b>
<b>Brighter Futures: strategic outcomes and KPIs</b>	<b>8-11</b>
<b>Year at a glance</b>	<b>12</b>
<b>Corporate services</b>	<b>13</b>
<b>Digital services</b>	<b>14-15</b>
<b>Supporting young people</b>	<b>16-18</b>
<b>Working with employers and schools</b>	<b>19-20</b>
<b>Working Wales</b>	<b>21-23</b>
<b>Customer feedback and case studies</b>	<b>24-29</b>
<b>Other commitments</b>	<b>30-31</b>

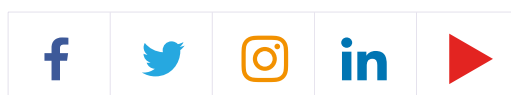
### For support or careers guidance

Call 0800 028 4844 [careerswales.gov.wales](https://careerswales.gov.wales)

[post@careerswales.gov.wales](mailto:post@careerswales.gov.wales) Webchat

British Sign Language

### Join us on social media



# Message from the chair and chief executive

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

We have great pleasure in presenting our summary annual report for 2021-22. It has been another successful year of growth and development for Careers Wales, which reinforces the importance of our all-age and impartial, careers information, coaching, and guidance service.

2021-22 marked the first year of our five-year strategy, Brighter Futures. This report includes our key achievements against this vision, and how our services supported the people of Wales and the Welsh economy.

Some of the key highlights detailed within the report includes the number of people supported through different services during this period, and the innovative ways our teams have continued to work with employers and schools during the pandemic. It also includes our first virtual Career Discovery Week for primary schools and secondary schools and the development of our careers and work-related experiences (CWRE) toolkit.

During the 2021-2022 period, we were able to reopen all of our centres to support customers face-to-face and we also continued to provide support through our strong digital offer.

With partnership working being one of our core values, we are proud of the ongoing collaboration with colleagues in Welsh and UK governments to support people in Wales as well as training providers, employers and businesses.

The recognition we've received through awards during the year is testament to the innovative thinking and hard work conducted across the organisation. We'd like to thank and acknowledge the dedication of our board members and all colleagues at Careers Wales for their ongoing contribution, expertise, and adaptability.

It is through their commitment that we can deliver our strategic vision of Brighter Futures, meet the requirements of Welsh Government and the changing needs of our customers, partners, and stakeholders.



*Erica Cassin*

*Nikki Lawrence*

We are extremely proud of what we have achieved this year, and through the company's continuous improvement culture we will continue to strive to become a world-class careers service helping to create brighter futures for the people of Wales.

**Erica Cassin, chair, and Nikki Lawrence,  
chief executive**

# Our vision, purpose and values

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

## Our vision

To create brighter futures for the people of Wales

## Our purpose

To support young people and adults in Wales to create brighter futures. We will do this through access to high quality, impartial careers support that makes a positive impact on individuals' education, economic, and wellbeing outcomes.

## Our values

- We put the needs of the customer at the heart of what we do
- We collaborate with others to achieve shared goals
- We are innovative, technology-enabled, and insight-led.



- For young people: an improved understanding of the world of work, the skills needed to succeed, and greater awareness of opportunities available to them, underpinned by access to impartial careers guidance and coaching
- For adults: access to professional, impartial careers guidance and coaching to help them overcome barriers and progress into fair and decent work and training
- For businesses: through our work with schools, colleges and communities, employers will have closer links to their future workforce. We assist businesses and employees when facing redundancy, supporting reskilling and upskilling
- For schools, colleges, training providers and universities: motivated, inspired learners with clear plans for their careers, supporting improved attainment and progression
- For parents, guardians and carers: to engage with these influential figures and ensure they are aware of options available and are suitably prepared to offer support
- For Welsh Government: careers guidance and coaching supports the successful functioning of the labour market, improving economic outcomes, supporting and facilitating social mobility and enhancing the wellbeing of young people and adults.

We work closely with educational institutions, employers, partners, and community organisations to help young people and adults increase their knowledge and understanding of opportunities, skills needs, and the local labour market.

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



**Bilingual  
Impartial  
Personalised  
Inclusive**

### Services in education

Year 8-9	Year 10-13 and further education
Broadening horizons and raising aspirations by exploring options for informed decisions	Supporting successful transitions from education to training, further learning or employment
Educated other than at school	Additional learning needs
Helping to sustain engagement in education, employment and training	Working with partners to agree and support learning and skills plans for positive transitions
Parents and guardians	Education business links
Engaging with parents, providing information and advice to support child making important decisions	Facilitating employer links with schools to enrich 'world of work' understanding

### Services in the labour market

Youth and adult offenders	Employed or in training	Unemployed 18+
Supporting young people and adults during their sentence and their resettlement programmes	Supporting engagement and access to information / advice on career changes. Referrals to PLAs in pilot areas	Support to identify and overcome individual employment barriers, and referrals / signposting to partner agencies
Unemployed 16-18	Redundancy / unemployment	
Support to develop employability skills and help to access EET opportunities or additional support via key agencies	Assistance to access ReAct funding for updating skills or retraining and employability support	

# Our services

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales



Customer

## Digital services

### Curriculum support

Supporting schools and colleges to develop their careers and the world of work provision

### Universal support

Available to all:  
[www.careerswales.gov.wales](http://www.careerswales.gov.wales)  
telephone helpline, webchat, social media

# Our business model

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

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

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.

# Brighter Futures: strategic outcomes and key performance indicators

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

**The table below summarises the strategic outcomes set out in Brighter Futures and the key performance indicators (KPIs) set out against them for 2021-22.**

	Strategic outcome	KPI	Performance against KPI
1	Support young people and adults to make positive transitions into education, employment or training (EET), including apprenticeships, and understand the skills required to succeed in the labour market and contribute to the future economy of Wales.	95% of pupils who receive a guidance and coaching service enter education, employment, or training upon leaving school.	The first cohort to leave statutory education under Brighter Futures will be in the summer of 2022. This KPI will be included in next year's annual report.
2	Customers who have benefitted from enhanced levels of support make positive transitions into appropriate provision.	85% of young people who receive targeted support enter EET on leaving school.	The first cohort to leave statutory education under Brighter Futures will be in the summer of 2022. This KPI will be included in next year's annual report.
3	Raise customer awareness of EET and other progression opportunities.	90% of young people in education report raised awareness of opportunities.	96% of young people reported that they had a raised awareness of opportunities following a guidance and coaching interaction (1,338 positive responses out of 1,392 total responses).

# Brighter Futures: strategic outcomes and key performance indicators

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

	Strategic outcome	KPI	Performance against KPI
4	Improve access to the benefits of careers guidance and coaching support through collaboration and engagement with partners and influencers.	Partnership agreements with 100% of partner organisations that enable improved access to the benefits of careers guidance and coaching.	98% of partnership agreements were signed in 2021-22.  248 signed out of a total of 252 institutions.
5	Inform and motivate young people about the world of work through engagement with employers and role models.	Careers Wales facilitates at least one employer engagement event in 95% of secondary schools in Wales.	At least one employer engagement activity in 99% of secondary schools (205 out of 207) was facilitated.
6	Raise young people's awareness of the skills required by economic priority sectors and how they link to the curriculum.	80% of customers report raised awareness of the skills required by economic priority sectors.	81% of customers who completed an evaluation following a high-impact careers fair reported a raised awareness of the skills required by priority sectors (324 positive responses out of a total of 398 survey responses).
7	Enhance the capacity of schools and careers leaders to deliver CWRE within the Curriculum for Wales.	Training or consultancy support to improve CWRE programmes is delivered to teachers in 65% of the secondary schools in Wales.	Training or consultancy support to teachers was delivered in 118 schools which is 57% of the total. Due to Covid-19, staff shortages, and other pressures, it has proved challenging to engage schools in CWRE-related support.

# Brighter Futures: strategic outcomes and key performance indicators

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

8

Strategic outcome	KPI	Performance against KPI
Deliver personalised, customer-centred services, enhanced by technology, responsive to user needs and accessible to all.	85% of customers report their needs were met by an online service.	94% of customers (1,921 positive responses from a total of 2,033) responded that their needs had been met by an online service (this is a measure of web chat satisfaction).

9

Create a highly skilled, engaged, diverse, and agile Careers Wales workforce.	<p>100% of trainee careers advisers successfully complete their Level 6 Diploma Career Guidance and Development qualification within the two years allocated.</p> <p>75% of employees report positive levels of engagement with the company.</p>	<p>18 trainee careers advisers qualified in 2021-22. Nine (50%) qualified within two years of starting their qualification.</p> <p>Unfortunately, the pandemic had a significant impact on this KPI, particularly the challenges of finding practical opportunities for observations, which is a key element of the qualification.</p> <p>The company's engagement score was 75.9% (based on the results of the 2021 people survey).</p>
---	--	--

# Brighter Futures: strategic outcomes and key performance indicators

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

10

Strategic outcome	KPI	Performance against KPI
Optimise our use of technology to transform our ways of working and develop the digital skills and capabilities of all Careers Wales employees.	Improvement in the digital skills and capabilities of Careers Wales employees.	A digital skills survey will be completed by employees in the second year of Brighter Futures.
11 Inform our strategy, policy and service developments through customer insight, business intelligence, data and analytics.	No KPI but progress is monitored through our continuous improvement framework.	No KPI but progress is monitored through our continuous improvement framework.

11

11

# 2021-22 year at a glance

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

- The Careers Wales website had over **2.3 million** page views and over **47,000** customers used one of our career assessment tools to help them make informed decisions about their next steps.
- A total of **27,304** young people across key stages 3, 4 and 5 accessed one-to-one support and **40,267** individual interviews were delivered. Over **30,000** students took part in interactive group sessions.
- We held **896** employer-led interactions across **244** mainstream secondary schools, special schools, and pupil referral units (PRU). This included digital and live presentations, site visits, mock interviews, and employer 'carousel' days, all aimed at helping young people to learn more about the world of work. **87%** of over **3,400** young people who attended these events said they were more aware of their opportunities as a result.
- The Working Wales service has reached over **23,000** people, including **4,211** young people aged 16-18 and over **19,000** adults aged 18+. This work resulted in the delivery of **55,813** direct interactions with customers this year.

## We've celebrated several awards and accreditations this year, including:



The Great British Wellbeing Awards, Best Support for Remote Workers 2021.

The CDI award in the 'Use of Technology in Career Development' 2021 for CareersCraft.

Chartered Institute of Public Relations Gold Award 2021 for Education Campaign for launch of CareersCraft.

Chartered Institute of Public Relations Silver Award 2021 for Integrated Education Campaign for launch of CareersCraft.

Green Dragon audit, achieving Level 4 status.



## Staffing

The current headcount (as of 31 March 2022) was **626** (12 fewer than 31 March 2021) and the full time equivalent (FTE) is **560.96** (10.76 fewer than 31 March 2021). The gender balance is **75.9%** female, **24.1%** male.

There were **43** recruitment exercises, **15** more than last year, including all-Wales campaigns for trainee and qualified careers advisers. Retention remains high, although the turnover rate has increased to **6.54%** compared to **4.9%** last year (7.2% by FTE).

## Health and wellbeing

The health and wellbeing of employees is a key priority for Careers Wales, with a particular focus on mental health and stress management. The company won the award for 'Best Support for Remote Workers' at the first Great British Wellbeing Awards.

Careers Wales also hosted a week-long event called Meeting of Minds, which was accessible to all employees. It delivered sessions around the five wellbeing pillars (social, financial, physical, mental, and digital). **911** sessions were attended live during the week.

## Learning and development

There was high demand for flexible, informal, and bitesize learning that would fit around other commitments. We responded to this by creating more bespoke, bilingual eLearning for colleagues to access at convenient times for them. The launch of our new CRM system, Atlas, and our new HR system, Pobl, created significant learning requirements. We adopted a 'train the trainer' approach. We also used early morning clinics to resolve any teething issues.

There are currently **23** trainee careers advisers working towards their Level 6 Diploma in Career Guidance and Development. Employees have been pursuing apprenticeships in business administration, digital learning design, leadership and management, digital analytics, ICT technicians, IT users and social media. Seven aspiring managers started on the leadership development programme. All colleagues completed a short eLearning on Welsh in the Workplace.

## Finance

At the time of writing this report, the end of year accounts for 2021-22 were still being finalised. Our [statutory accounts for the past three years](#) are available online and 2021-22 will be added in due course.





- The Careers Wales website had over **2.3 million** page views, with customers using the site close to **500,000** times. The Working Wales website had over **68,000** visitors during the year.
- The website provided information related to **750** job titles and specific industry sectors. Over the year, **82,000** users accessed this part of the site to view specific occupation labour market information (LMI) content. We added new LMI sections to the Working Wales website on the care, hospitality, tourism, and transport and logistics sectors.
- Over **47,000** customers used one of our career assessment tools to generate personalised careers suggestions based on their skills and interests, helping them to make informed decisions about their next steps.
- Live opportunities were made available to our customers through our apprenticeship and course searches. These applications had a combined use of over **88,500** users. Additional opportunities were made available through our job bulletin.
- Careers Wales and Working Wales social media accounts, including Twitter, Facebook, YouTube, Instagram, and LinkedIn, reached a combined total of **66,904** followers by the end of the year with a total of **137,058** engagements.
- Through our Connect service, **7,533** customers were supported via webchat and **26,732** over the phone. Connect is a first point of contact service for our customers, often providing a more flexible offer of support to those who may be unable to access centres due to reasons such as childcare, lack of transport, or disability.
- We launched CareersCraft, our new Minecraft world, for young people to learn about careers linked to the areas of learning in the new curriculum. There were over five million downloads of the public version, and it won **three** awards including the 2021 Career Development Institute (CDI) award in the 'Use of Technology in Career Development' category.



## Careers Wales ensures information and support is available at the click of a button through digital services that are accessible and easy to use.

The website is a 24/7 source of information and was used by thousands of customers throughout the year. Developments included the creation of new sections for parents and for teaching professionals.

Several of our web products were updated to provide a better customer experience, such as our courses search facility. We also started to develop our new careers quiz and launched an accessibility action plan which will help us ensure there are no barriers to accessing our website.

We established a new labour market information (LMI) function, which in the future will allow us to develop more regional LMI as well as resources for our customers.

During the year, we launched a marketing module within the company's new CRM system, enabling us to create more personalised, targeted, and timely content for our customers.

Towards the end of the year, we introduced a new contact centre for our Connect service, which is supporting us to deliver more effective customer experiences. In the future this will also help us to introduce new contact channels in line with customer need.

Our digital innovation team are continuously 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 delivered a wide range of national and local digital events, webinars, resources, and content.

We conducted a variety of user research throughout the year, using customer views to help shape our services and products, and we carried out a review of our digital landscape. A digital maturity assessment was carried out to ensure we are continuously improving customer experiences.



- Our work in Key Stage 3 supports students to understand how their choices can impact their future career ideas, using tools such as online quizzes and interactive sessions. These services were delivered in group settings to over **11,000** pupils in years 8 and 9, with **603** students receiving one-to-one interviews from advisers.
- 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. **18,516** pupils received tailored individual support to discuss their career ideas, and over **16,000** attended interactive group sessions.
- The support provided to students in sixth form focuses on the post-18 transition and developing their understanding of their options for the future. **3,097** young people received this support through one-to-one meetings and **63** group sessions.
- Students attending further education colleges are also provided follow-up support, guidance, and coaching interviews. During the year, **5,088** students have accessed support.
- Our advisers also work with young people with additional learning needs to support a planned and successful transition from school. During the year, we provided **3,781** one-to-one interactions to **2,480** statemented and statement equivalent young people.<sup>1</sup>
- It is also important for our teams to engage with parents, guardians, and carers of young people, as well as the students themselves. Last year, there were **9,312** recorded contacts with parents and carers, and advisers attended **196** parent evenings.

<sup>1</sup> Young people with a statement of additional learning needs.





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

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. To make that happen, we work in partnership with schools to agree a delivery plan based on the needs of the school and individual pupils. Careers advisers focus on the short and long-term needs of pupils with an emphasis on:

- **Broadening horizons**
- **Raising awareness of the skills required in the modern labour market**
- **Developing skills for short and longer-term career planning**
- **Providing support at key transition points for pupils who need it.**

Our work in Key Stage 3 focuses on broadening horizons and the raising aspirations of young people in years 8 and 9 as they prepare to choose their option subjects. Careers advisers deliver workshops on topics that include making decisions, challenging gender stereotyping, and introducing our career quiz.

Our focus in Key Stage 4 is to support young people progress to the next stage of their education and career. We offer all pupils support, which is tailored to meet their individual needs. Pupils are allocated to one of four categories of support, ensuring that our resources are organised in line with customer need:

- 1 Universal support – via group sessions, website (including webchat) and telephone helpline**
- 2 Career Check support – those indicating a need for guidance and coaching support via our Career Check survey**
- 3 Targeted support – aimed at those young people who require additional support to make a positive transition into employment, education, and training**
- 4 Support for young people with additional learning needs (ALN).**



Careers advisers are available to support young people in post-16 education in sixth form and college. The support is primarily focused on those learners identified as at risk of not completing their post-16 course.

We have a team of advisers who support young people educated in a setting outside mainstream schools (EOTAS) or at home, ensuring that these young people have an equal opportunity to receive careers guidance and coaching.

We recognise that for many young people, parents, guardians, and carers are key influencers on their career decisions. Engaging with parents is a key priority for us, providing them with up-to-date information and guidance to support their child in their career planning. Our advisers attend parent evenings and events where they can share up-to-date information on options and the labour market.

## Pupil destinations 2021

The annual survey of school leavers is undertaken each year by Careers Wales on behalf of the Welsh Government. This survey is compiled from data supplied by Careers Wales and looks at the education, employment and training progression routes chosen by young people. It provides a useful snapshot of pupil destinations which informs careers staff in their work with customers, parents, teachers, and employers, as well proving an invaluable aid to partners and colleagues involved in planning, learning, training, and employment opportunities.

Key findings from the survey of 55,387 school leavers in 2021 include:

- Continuing in full time education continues overwhelmingly to be the most popular choice of destination for pupils in each of the three-year groups
- There were 813 school leavers from Year 11, 12 and 13 known to be NEET in Wales, representing 1.5% of the total cohort
- The percentage of young people entering Government supported training and work (Employed and Non-Employed status) was highest for those in Year 13 at 13.5% (1477 individuals), standing at 7.8% (2,500 individuals) of the Year 11 cohort and 2.1% (259 individuals) of the Year 12 cohort.

The full report can be found here: [Pupil destinations | Careers Wales \(gov.wales\)](https://gov.wales/pupil-destinations)

# Working with employers and schools

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

- We delivered our inaugural virtual career discovery weeks, for primary schools (February 2022) and secondary schools (July 2021). They included a range of digital employer-led careers activities and in total over **330** schools attended all or parts of the weeks.
- We have delivered **445** training and consultancy sessions with teachers in **180** secondary schools, special schools and pupil referral units (PRUs) across Wales. These sessions focus on key topics, such as embedding careers and work-related experiences (CWRE) in the curriculum, leading CWRE programmes, labour market information, and CWRE tools and resources.
- In March 2022, we collaborated with a digital company to facilitate a nationwide Choose Your Future careers fair using an online platform. The platform included **89** different employer 'booths' and young people were able to virtually engage with employers from a wide range of sectors. In total, **1,763** young people from across Wales registered for the event.
- **12** educational institutions received their first Careers Wales Mark, and **26** re-accreditations were granted to institutions across Wales. The award, which is in its final year due to the changes linked to the Curriculum for Wales, demonstrates commitment to continuous quality improvement in the delivery of CWRE.

**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. Our CWRE co-ordinators aim to build the skills, knowledge, and confidence of education professionals to deliver effective careers programmes.**

Employer engagement work in schools has continued throughout Covid-19 and has seen a number of employers engaged in a range of digital approaches. These included live presentations via Microsoft Teams, webinars with employers representing growth sectors including the 'green' sector, construction, STEM, and creative, as well as a series of digital panel discussions. We have also developed an extensive library of approximately **900** employer videos to share with schools. Where possible, in-person employer engagement activities took place, including mock interviews, presentations, site visits and carousel days, all mapped to CWRE in the Curriculum for Wales.

# Working with employers and schools

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

We continued to facilitate large scale 'Choose Your Future' careers fairs, the majority delivered digitally, with some live events. These included regional 'What Next?' events for young people with ALN, a 'Welsh in the Workplace' event and a national digital careers fair. We also delivered two digital career discovery weeks, aimed at young people in primary and secondary schools.

This year saw the re-design and launch of a revised version of the Education Business Exchange, our national database of employers who are prepared to support schools. It also saw the launch of the School Valued Partner initiative, which aims to build sustainable links between schools and key employers. Many of these employers were honoured at our virtual Valued Partner Awards ceremony on 25 November.

We have continued to deliver projects in conjunction with partners and develop new partnerships. The Activate project is delivered regionally with local authority partners and is aimed at young people at risk of being not in education, employment, or training (NEET). We have delivered a wide range of employer engagement activities as part of this project and placed over **150** young people into tailored work experience (TWE) opportunities. We have now started work on a project to place **100** identified young people on TWE placements as part of the Welsh Government-led Renew and Reform project to help those affected by Covid-19. 2021-22 also saw us enter a strategic partnership with the charity Speakers for Schools, enabling the promotion of thousands of virtual work experience opportunities across the UK to young people in schools in Wales.

With changes brought about by the Curriculum for Wales, 2021-22 marked the final year of our Careers Wales Mark improvement tool. **38** settings were either accredited or re-accredited with the mark, with the award being rebranded for use in further education settings where the curriculum is not changing. Work has taken place with the Welsh Government and the Career Development Institute (CDI) on a feasibility study for a replacement for the mark.

Working collaboratively with a range of stakeholders is an integral part of our work. During 2021-22, we partnered with Welsh Government, the CDI, and a range of stakeholders including Estyn, regional consortia, and Qualifications Wales, to develop a CWRE toolkit to support schools to design, implement and evaluate CWRE programmes. The toolkit was launched by the Welsh Government in January 2022, accompanied by a series of national digital professional learning sessions involving teachers from **126** schools across Wales. We also published a resource aimed at trainee and newly-qualified teachers, which was developed in conjunction with the University of South Wales, Cardiff Metropolitan University, and Swansea University.



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

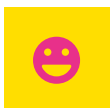
The service is targeted at young people aged 16-17 from the point they leave education, and adults aged 18+. It emphasises a local as well as national presence, assisting people through to their next destination, including further learning, training opportunities, securing employment, and redundancy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

Services to support customers have been designed to be inclusive, accessible, and comprehensive. Support is provided in a blended format to suit customer needs and preferences, and includes face-to-face interviews, group delivery, a telephone helpline and webchat service, as well as support over the telephone and other digital channels.

Whilst our full range of outreach facilities was disrupted this year by the various Covid-related restrictions, support continued to be offered via a blend of digital and in-person interactions. As the year progressed, we increasingly returned to a wide range of outreach locations, including libraries, job centres and community hubs.

■ **Young people:** **4,211** young people aged **15-17** were supported in 2021-22. Support provided involved **8,554** direct interactions with individual customers, including **1,399** face-to-face interactions, **4,588** telephone interviews, **2,356** interactions via our telephone helpline, and **134** video interviews. We also undertook **7,126** advocacy interventions on behalf of young people with employers, learning providers, and support agencies.

■ **Adults:** the service supports customers 18+ who are unemployed, economically inactive, facing redundancy, who have barriers to progression, or seeking career changes. During 2021-22, over **19,000** adults received Working Wales support, delivered via **47,259** direct interactions with individual customers. These interactions included **7,402** face-to-face interactions, **26,139** telephone interactions, and **1,663** video interactions. In addition, our telephone helpline received over **11,000** callers in 2021-22. We also undertook **10,800** advocacy interventions on behalf of customers with employers, learning providers, and support agencies.





■ **Redundancy:** support for customers facing redundancy is provided by our advisers within the ReAct extended programme. During 2021-22, advisers worked with **2,967** individuals, delivering over **7,300** direct interventions and created **1,636** action plans. This dedicated team helps minimise the difficulties and disruption faced by people during this time. **25%** of customers who completed the ReAct programme this year entered employment upon completion.

■ **Secure estate:** during the year, we supported **366** prisoners across Wales and held **1,371** interventions, including follow-up support. Our work in prisons was severely affected by lockdowns and restrictions as all our work in prisons is undertaken face-to-face. As a result, we increased our focus on youth offending and probation teams across Wales to offer a service post-release. As soon as restrictions were lifted, we returned to all prisons in Wales and demand is currently once again on an upward trajectory.

■ 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, as well as information about the local labour market and support to apply for opportunities pre-release. The Working Wales service then continues to be available to people upon release from prison to support them during this transition.

## Events:

This year, the Working Wales team facilitated and attended several online and in-person events that aimed to support customers entering work or training.

This included **four** regional jobs and careers fairs under one 'Your Career, Your Future' banner, which was planned, organised, and hosted in partnership with the Regional Learning and Skills Partnerships and the Department for Work and Pensions (DWP).

It was also the first time each regional event took place within the same week.

The aim of the event was to support those impacted by the pandemic, such as furloughed workers and those at high risk of redundancy/unemployment, to raise awareness about the growth sectors and skills shortages across Wales. The event, held in October 2021, involved **158** exhibition stands with **266** employer and partner registrations.





Other Working Wales events included:

- The UK Careers Fair at Cardiff Principality Stadium, which saw the team engage with over **100** participants on the day
- A range of pop-up events that were facilitated at key pedestrian locations across Wales
- Wales Employment Fair in Newport where advisers supported veterans and their families.

As part of Welsh Government's 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 often 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 to prepare applications. The success rate of people supported by this programme is a testament to the careers advisers who do everything possible to help people through this difficult time.



# Customer feedback and case studies

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

## Testimonials



"Really glad I made the decision to go see the careers adviser, made me feel much better about the future."



"The career adviser helped me understand my opportunities and I'm really grateful for it."



"I was very happy visiting Careers Wales! I now feel like I am on the right track!"



"Amazing help, felt very pleased walking out knowing I have a plan."



"Very understanding and lifted my confidence."



"Just to let you know my training got approved. Thank you so much. You were so helpful."



"Thank you for all the expert help and advice from our conversation this morning, it really put me at my ease and made me very motivated to get everything started."



"I would like to let you know that I passed the practical driving test. I'm ready to hit the roads of this country now as a HGV driver - thanks to Careers Wales for all your support."



"I just wanted to write to you both to thank you for all the help you have given me. I have successfully found a job which I am thrilled with. I doubt you both realise just how much help you have both given me. It's not just help with information about getting a job, it's also helped my mental health no end. Trying to find employment can be very hard on your emotions. I have found the whole Careers Wales process very positive."

# Customer feedback and case studies



**Annual report  
2021-2022**



Gyrfa Cymru  
Careers Wales

## Working Wales

Euron Jones had worked for 20 years as a studio and freelance photographer. He always wanted to be a camera operator, but never had the confidence to go for it.

When the pandemic hit, he couldn't work due to the lockdown restrictions. Euron used his contacts to get freelance work as an assistant camera operator, which increased his confidence while building his portfolio.

He visited our Porthmadog centre for support. He had help writing his first CV in over 20 years, as well as writing an application form and preparing for interviews. Working with his adviser, he secured a role as a camera operator/editor with Tinopolis, a television production company.



**He said:**

**"With help from Working Wales, I'm in my dream job. I can't quite believe it."**

**"My adviser was brilliant. She gave me loads of help with my CV, application form and even interviews. She gave me pointers on what to do and what not to do, which really boosted my confidence."**



## EOTAS

Education other than at school (EOTAS) is an educational provision organised by local authorities to meet the specific needs of young people who, for whatever reason, are unable to attend a mainstream school.

As was the case in mainstream schools, the impact of the pandemic saw delivery switch to online learning. In Cardiff, live broadcasts were delivered to EOTAS learners on a range of topics, including, 'Who are we? What is careers guidance', 'New year, new start - action planning', 'Options available after year 11', and 'Skills and qualities'. The sessions were recorded and made available for pupils and tutors to access when necessary. Employer talks were also rolled out and feedback was excellent.

Community EOTAS tutors requested that the monthly live broadcasts continue and requested an employer focus. Pupils that are tutored in the community have limited interaction with employers and the world of work, meaning they tend to miss out on employer engagement work. This new approach ensured they were given the opportunity to hear about different job roles, entry requirements, and the skills needed directly from employers.

Monthly sessions involved South Wales Fire and Rescue, Dogs Home, Cwtch Hair Salon, BBC Cymru Wales, Screen Alliance Wales, Wales Interactive, Tiny Rebel Games, and Wates Construction. These sessions increased awareness of not only opportunities, but also the support Careers Wales can give to these learners.



### Tutor feedback:

- "I really thought it was wonderful - so inspirational especially for our young people."
- "I thought it was a great talk today - very inspiring."
- "Thank you so much for the extremely generous and kind offer to develop links with pupils in our EOTAS service. Our EOTAS coordinator was blown away with your offer and has confirmed that we would like to collaborate with you (BBC)."



### Business engagement - Career Discovery Week

We delivered a virtual Career Discovery Week (CDW) for secondary schools between 5 - 9 July 2021.

**146** schools registered for all or part of the week, which was supported by over **150** employers from across Wales from a wide range of sectors, such as Dŵr Cymru, Bluestone, NatWest Bank, Tata Steel, Food Standards Agency, Target Group, and many more.

A wide range of approaches were used, including pre-recorded employer videos and vlogs, live presentations, employer Q&A panels, and research tasks, such as how maths and numeracy are used in the workplace. The event also included employer challenges involving the use of science and technology in the manufacturing of new products, as well as virtual site tours and mystery guests. This was all supported by a comprehensive, interactive teacher guide and the last day covered further skills development, overcoming barriers, applications, and making career plans.



#### Teacher comments:

- “Vast array of employers with great knowledge and advice. Really well organised with good links and resources.”
- “I liked the way I could refer to the teacher guide and choose activities that were appropriate. Having videos that I could access as and when needed was really useful as well as live feeds too.”
- “Pupils were really interested in all the careers where science was essential.”



#### Students comments:

- “It made me think about the future and motivated me to do well in school.”
- “Learning about the variety of careers available from one simple subject in school.”
- “Finding out my skills and what jobs are available.”



## Curriculum support – Certificate in Career Leadership

The curriculum support team at Careers Wales deliver a range of support to schools, including professional learning for teachers to embed CWRE in the curriculum. This includes offering teachers who lead CWRE work in schools the chance to complete an OCR-accredited Level 6 qualification called the Certificate in Career Leadership. During 2021-22, this professional learning achievement was endorsed by the National Academy for Educational Leadership (NAEL).

As part of our application for endorsed status, NAEL identified several key strengths:

- The application was well-organised, and evidence presented clearly against each criteria
- Bespoke provision contextualised to reflect the characteristics of the sector
- Meets the needs of the CWRE agenda
- Aligned to the vision of Curriculum for Wales
- Offered to all staff with responsibility for leading CWRE from across all career stages
- Provides the opportunity to work cross-sector.

# Customer feedback and case studies

Annual report  
2021-2022



Gyrfa Cymru  
Careers Wales

During 2021-22, the qualification was delivered digitally, which allowed us to deliver the course on a national basis. Teachers are involved from all regions of Wales in secondary schools, special schools and PRUs.

"From a special educational needs perspective, the Careers Leadership Certificate has allowed me to rethink CWRE and how it is delivered in our setting. It has encouraged me to think outside the box and deliver the cross-cutting theme through effective, rich tasks based on individual learners and their wants, needs and desires. Developing an adaptable model for all teachers and pupils has meant that CWRE can be taught from ages 3-19."



Ceryn Thomas, Greenfield School

"The course has provided me with the necessary specialist careers knowledge and resources to develop a comprehensive and engaging careers curriculum within my school. The information and guidance provided throughout the course has enabled our school to construct a clear vision for the development of careers education across all age and ability ranges. The valuable insight into the linkages between the Curriculum for Wales and CWRE which were discussed and examined on the course, gave me the confidence to present information confidently to both the [senior leadership team] and classroom teachers."



Jeff Powell, Ysgol Bryn Elian



## Environmental performance

Careers Wales recognises that our wide range of activities and services have both a negative and a positive impact on the environment and wish to manage and minimise this wherever possible. Our environmental strategy is underpinned by our objective to support carbon net zero by 2030. As such, we have implemented the independently audited Green Dragon Environmental Standard.

	2019-2020	2020-2021	2021-2022
Water (Litres)	2,542,000	1,742,180	1,021,000
Business miles	860,242	57,069	209,586
Electricity kWh	640,286	281,920	306,267
Gas kWh	1,637,953	1,005,477	1,192,737
Greenhouse gases CO2 tonnes	729	343	348

Financial costs	£	£	£
Gas	30,011	21,438	20,892
Electricity	125,441	64,319	104,723
Water	12,169	9,493	5,621

In 2021-22, we were able to reopen most of our face-to-face provisions for our customers and our careers advisers returned to schools. Corporate and management staff were mainly homebased. CO2 emission calculations do not take into account the energy consumed by staff working from home. In the next financial reporting year, we have identified a formula whereby we will be able to calculate our homeworking CO2 emissions. Therefore, the numbers stated do not reflect the true level of the companies' emissions.

We were successful in the Green Dragon audit, achieving Level 4 status. This means that our environmental performance has been embedded across our estate of properties. We have adopted policies and processes which will allow us to apply for level 5 accreditation in September 2022. We are also undertaking a review of our current working practices and our premises strategy to learn lessons from the lockdown period.



### Welsh language

Offering services to the public in their preferred language is an important part of our offer and we are committed to treating Welsh and English languages equally.

We support Welsh Government's Cymraeg 2050 strategy, and we help 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 most recent [Annual Report for Welsh Language Standards - 2021-2022](#) was published in September 2021.

### 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.

Further information about our work in this area is [available here](#).

