

Managing the National Careers Service

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Current position

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- New Challenges, New Chances
- Autumn Statement
- Education Bill
- Statutory Guidance for schools
- Publication on careers guidance in Jan 2012
- Establishment of a National Council for Careers by April 2012
- National Careers Service – on track for April 2012

Vision

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- National Careers Service that is for the long term and at the **heart of the system**
- National Careers Service that sets the highest standards
- Visible, respected **careers profession**
- Development of a wider market in careers guidance
- National profile and visibility for the service

Making the Transition

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- Building on the best of Next Step and Connexions
- A focus on **professional independent guidance**
- Underpinned by empirical up to date Labour Market Information
- A requirement to be accredited to **matrix** – visible national quality standard

Making the transition cont:

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- Working in partnership with key stakeholders
- Will be co-located with Jobcentres, FE colleges and community centres, providing a triage service for the community
- A focus on achieving positive outcomes for customers
- National marketing and awareness raising

Making the transition cont:

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- Contract variations in the New Year
- Introduction of the new brand from April
- Youth contract- guarantee of a careers interview for 18-24 year old jobseekers
- Lifelong Learning Accounts and FE Loans
- Transition of CIAS service in custody from August 2012

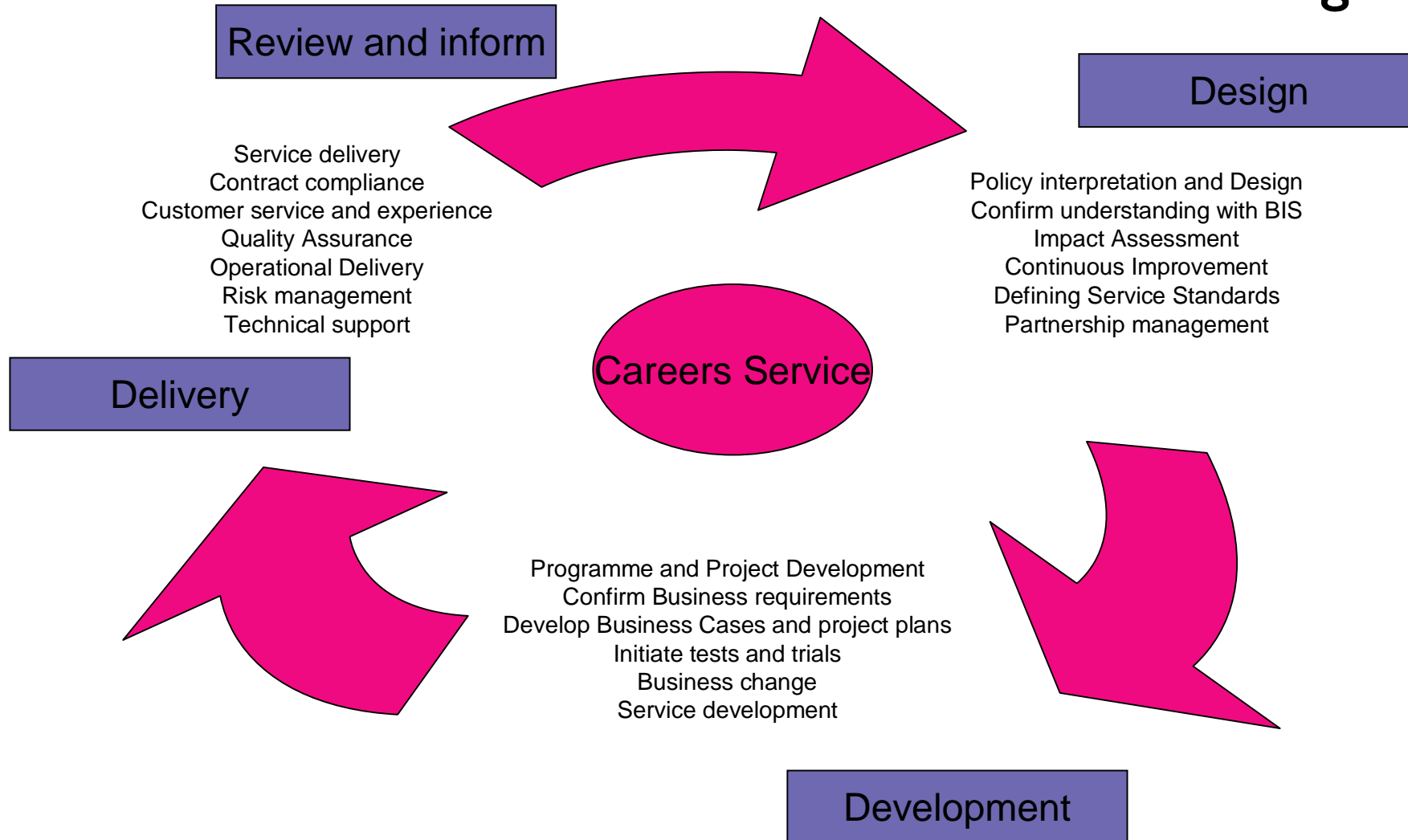
What will be available

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- National Careers Service launched April 2012
- Online and helpline service available for young people and adults
- Redesigned website – making information about careers more accessible
- **High quality advice and guidance to adults available in a range of community locations**
- Schools responsible for securing access to independent impartial careers guidance

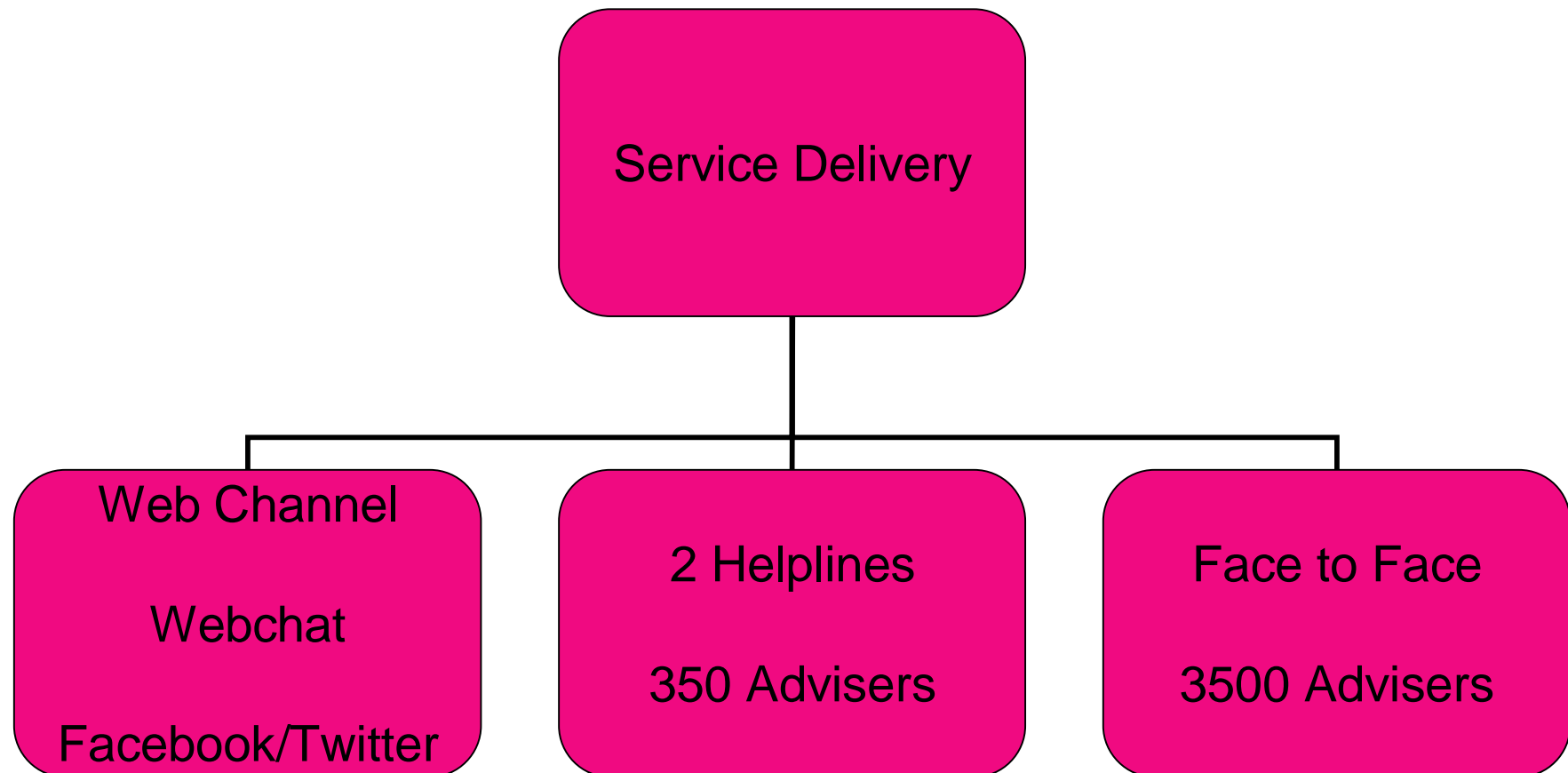
How the service works

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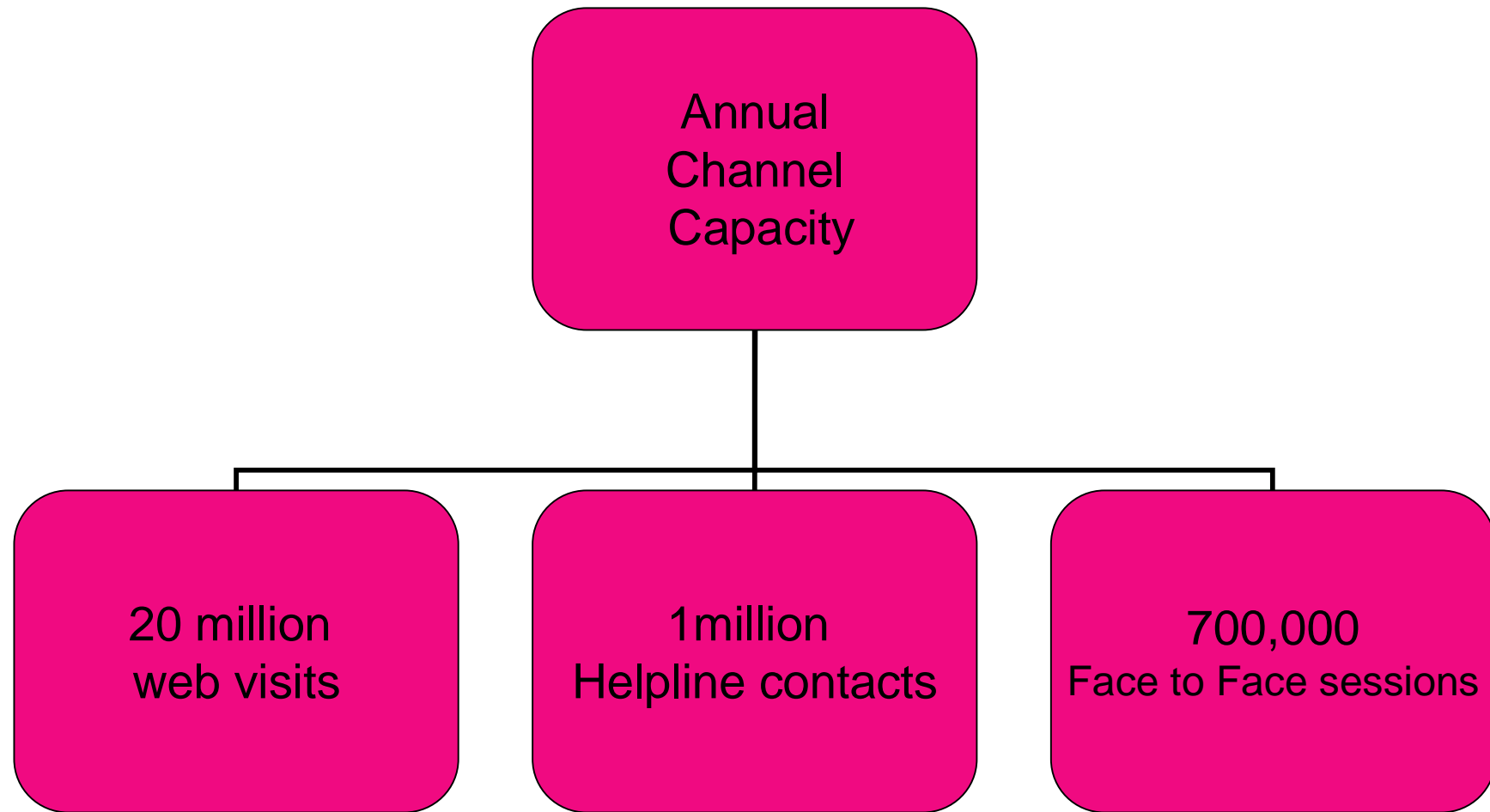
Facing our customers

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Helping our customers

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Labour Market Information (LMI)

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- We are working with UK Commission for Employment and Skills (UKCES) to ensure Sector Skills Councils (SSCs) continue to provide regular up to date LMI for use by the service.
- The 800+ job profiles are being reviewed by the SSCs to ensure they are up to date and fit for purpose.
- The new website will present the existing LMI in a more intuitive, accessible and user friendly way.

A Lifelong Learning Account

- A Lifelong Learning Account is a free online service aimed at adults aged 19+ in England.
- It offers greater flexibility and control and choice for skills and learning development.
- It will give individuals access to a range of tools to match their personal circumstances and needs, the results of which can be saved in a secure online space.



Diversifying the market in careers guidance

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- National Careers Service – an opportunity
- Collective influence on market – but not regulation
- Careers profession – promoting professional standards
- Schools – sharing experience of high quality guidance

Funding the National Careers Service

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- In 2012-13
 - BIS funding of £84.4m available for development of the service, for delivery of adult online, telephone and face to face services
 - DfE funding of £4.7m for the helpline service for young people.
- Skills Funding Agency will manage delivery through 14 national and regional contracts

Revitalising the careers profession

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- Careers Professional Alliance
- Chartered Status – online register of careers professionals
- New Professional standards
- National Occupational standards
- Careers progression framework
- Continuing Professional Development
- Requirement for National Careers Service contractors to have suitable qualified and competent staff

Challenges

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- Careers Profession Alliance – towards chartered status
- Maintaining development of workforce
- Demonstrating positive outcomes and benefits of guidance
- National Careers Service – looking and feeling different
- Managing expectations of customers and stakeholders