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Message from the Chief Executive

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

In recent years, Careers Wales has merged into one national organisation, restructured and downsized. We have increased the quality and impact of our work, whilst reducing costs by over 35 percent. We continued this trend during 2014-15. Despite further downsizing we trained our careers advisers to QCF Level 6 and supported the implementation of Welsh Government programmes such as ReAct and the Individual Skills Gateway. We implemented Careers Wales Connect, a new way for clients to engage with us, and made significant progress in transforming our digital services, including through the provision of new accessible Labour Market Information (LMI) and the development of the online common area prospectus and application process (CAP).

As is demonstrated in this report, investment in Careers Wales helps to improve the efficiency and effectiveness of the much larger investment in skills made by the Welsh Government. Our services support engagement and attainment in education and training, promote the economic priorities of the Welsh Government and enable other agencies and stakeholders to target their services more effectively. Careers Wales works in partnership with stakeholders to deliver an integrated range of services which support Welsh Government education policies such as Qualified for Life and the Youth Engagement and Progression Framework. The organisation also makes a significant contribution to the broader objectives of the Welsh Government, particularly in relation to Growth and Sustainable jobs and Tackling Poverty.

The wide ranging impact of Careers Wales, and the benefits of its integrated delivery model, was recognised through two independent reviews of Careers Wales undertaken by international experts in the field in 2014. Dr Deidre Hughes OBE concluded that ‘the service is making a difference and clearly offers excellent value for money, alongside strong alignment with the Programme for Government’. Following on from his earlier review of Careers Wales against OECD international benchmarks in 2009, Professor Tony Watts OBE concluded his review in 2014 by stating ‘Wales has a world-class careers service, at a remarkably low cost… the integrated model in place in Wales adds value to the contributions to career development made by others, including teachers, employers and other partner organisations’.

During 2014-15, performance in relation to the number of clients supported, and the number of interactions delivered, continued to be strong. Staff remained committed to ensuring that clients are helped in the most cost-effective way using a range of approaches including short diagnostic interviews, phone calls as well as longer ‘careers guidance’ interviews. A total of 103,377 clients accessed our one-to-one services and we worked with 105,565 clients in group sessions, both figures representing an increase of approximately a quarter on the previous year.

Through continuing to diversify access to our services we have achieved tremendous success in providing support through our digital services. A total of 2,304,257 clients used...
our web services on careerswales.com, we launched a web chat service with over 4,000 web chats taking place in-year, and demand continues to grow. Our careers information, advice and guidance telephone helpline service, Careers Wales Connect, continues to handle in excess of 37,000 calls, with one in five callers being referred for face-to-face careers guidance.

Independent evaluation of services has demonstrated high levels of satisfaction with Careers Wales amongst clients and stakeholders. Research has shown that 92% of schools are satisfied with the careers guidance given to pupils, 89% of businesses are satisfied with the support they receive in recruiting school leavers, 93% of colleges are satisfied with the advice given to students and 100% of Job Centres are satisfied with the services we offer. Clients’ opinion of the services they received from Careers Wales is very positive with nearly all clients surveyed (98%) reporting that Careers Wales services helped inform their decisions about career and learning choices, understood their needs (95%), were professional (98%) and treated them with respect (99%).

The achievements set out in this report would be impressive in any year, but are doubly so given that we have been delivering during a period that Welsh Ministers have described as ‘an extended period of restructuring and uncertainty regarding funding’.

I would like to take the opportunity to express my sincere thanks to all the staff employed by Careers Wales. Significant change and challenge continued in 2014-15 and this has been met with professionalism and an ongoing commitment to our clients and services.

**Looking ahead to 2015-16**

We have undergone a longer than anticipated period of restructuring and, as we move forward, we will continue to face significant challenges which must be met through innovative and imaginative approaches. To guide our work over the next five years our Board has agreed new and simplified mission and vision statements:

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<th>Our vision</th>
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<td>is for a Wales where individuals are inspired to take control of their careers.</td>
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<table>
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<th>Our mission</th>
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<td>is to ensure clients achieve their potential.</td>
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In order to address the challenges we face our Board has also agreed five strategic aims which we will pursue in collaboration with partners and other stakeholders. These strategic aims are set out below. They have been informed by consultation with staff and stakeholders, external evaluation and self-assessment.

1. **To work in partnership to promote and deliver world class careers information, advice and guidance services which lead to positive outcomes for clients;**

2. **To raise awareness of the opportunities for work, training and education;**

3. **To implement a digital strategy which extends the reach and impact of our services;**

4. **To support other organisations, including employers, to raise the career aspirations and awareness of young people;**

5. **To be an efficient, high performing and financially sustainable organization that has an impact on clients and the wider society.**

I look forward to leading the organisation, and working with partners, in the delivery of these aims.
Our annual report describes a successful year for Careers Wales. We performed very well against our quantitative and qualitative targets and enjoyed positive feedback from clients, partners and stakeholders.

Our mission and vision

**Our mission**

is for a Wales where individuals are inspired for a skilled economy.

**Our vision**

is to be the acknowledged leading provider of all age careers guidance services in Wales.

**Our values**

Our values are to:

- Strive for excellence in everything we do and seek continuous improvement;
- Value and respect others;
- Encourage responsibility, initiative and innovation;
- Focus on impact and celebrate success; and
- Act ethically through impartiality, independence and integrity.
2014-15 was our second year operating as a wholly owned subsidiary of the Welsh Government. We work to a formal remit letter issued by Welsh Ministers, underpinned by the Governance Framework Document agreed between Welsh Government and Careers Wales, the Company’s Articles of Association, and the 2014-15 Business Plan.

The remit letter was set in the context of the following Welsh Government policy documents:

- Programme for Government - which sets out a plan of action for making a difference to the lives of people in Wales.
- The Policy Statement on Skills and the Skills Implementation Plan – which sets out future policy actions that enable Wales to evolve into a highly skilled nation.
- The Youth Engagement and Progression Framework – setting out strategy to support 16-24 year olds to make positive and sustainable transitions into and between education, employment or training opportunities.

In this context Careers Wales was required to offer high quality Careers Information, Advice and Guidance services so that;

- Individuals make well-informed, realistic decisions about progression and their future career;
- There is clear prioritisation and different methods of delivery, including web-based services;
- There is active employer engagement, and an effective facilitation of the Careers and World of Work programme, in schools and colleges;
- Careers Wales and all other relevant parties work effectively and efficiently to ensure vulnerable young people receive appropriate services and support;

Our services are designed to support clients to become more effective at planning and managing their careers, recognising that career management no longer consists of a one-off occupational choice, but rather a series of lifelong career transitions. Through improving the career management skills and competencies of clients they are able to make these transitions more smoothly, enjoy a higher level of career satisfaction and play a more active part in the economy. Services were available to all but promoted to, and focussed on, those in greatest need of support, including:

- young people with statements of Special Educational Needs (SEN) or equivalent;
- those who were identified as being at risk of becoming disengaged;
- young people (11-18) who were identified through assessment, such as ‘Career Check’, as in need of additional CIAG support to develop their career management skills in order to make a successful progression in education, and transition into further learning or employment;
- young people ‘educated otherwise’ than at school;
- those in need of assessment for the Jobs Growth Wales programme;
- unemployed young people aged 16 and 17;
unemployed young people aged 18-24 not accessing the UK Job Centre Plus Work Programme;

- young people in the Youth Justice system; and

- adults made, or likely to be made redundant.

Through the delivery of our services we contributed to the following outcomes for people in Wales:

1. **Awareness:** People in Wales will be aware of, and understand, the learning, training and employment opportunities available to them and be able to make informed decisions about their careers;

2. **Aspiration:** With particular focus on those under 25 years of age – people in Wales will be ambitious and motivated to participate in employment, education and training;

3. **Ability:** People in Wales will become effective in the use of career management skills and competencies and in the management of their careers throughout their lives; and

4. **Action:** People in Wales will be equipped with the confidence, skills and ability to make successful applications for, and sustain engagement with, employment, learning and training opportunities.

Our remit letter set 3 key performance indicators in 2014-15. Reports from evaluations conducted between April 2014 and March 2015 found that Careers Wales achieved these KPIs:

**KPI 1: “Improvements in young people sustaining progression through the transition from full-time education”**

A comparison of the all Wales destination data for Year 11 pupils found that:

- The proportion of Year 11 cohort entering Education, Employment or Training (EET) has grown incrementally from a base of 93.48% in October 2012, to 94.70% in October 2013 and to 95.68% in October 2014. This demonstrates a sustained rise in the proportion of Year 11 leavers entering the positive outcomes of EET, calculated as a proportional increase of 2.20 percentage points over the three year period.

- The proportion of the Year 11 cohort leaving EET prematurely has reduced by 0.28 percentage points over the three year period from March 2013 to March 2015. In March 2013 participation in EET had dropped by 0.69 percentage points of the cohort in relation to the previous October. In March 2014 the comparative figure was 0.67% and in March 2015 it was 0.41%.
KPI 2: “Careers Wales makes a significant contribution to the reduction in school leavers becoming NEET (Not in Education, Employment or Training)"

Careers Wales pupil destination data for pupils in Years 11, 12 and 13 identified that:

- In 2014 there was an overall reduction in the percentage and number of young people known to be NEET, in comparison to 2013, for the total Year 11, 12 and 13 cohorts. The proportion of young people in the NEET category dropped by 0.4 percentage points (3.5% in 2013 to 3.1% in 2014) and by 280 individuals (2274 in 2013 to 1994 in 2014).

- Over the five years from 2010 to 2014, there has been a significant reduction in the proportion and number of the total schools leavers (those from Years 11, 12 and 13) known to be NEET. The proportion of young people in the NEET category dropped by 1.9 percentage points over the period (5% in 2010 to 3.1% in 2014) and by 1399 individuals (3393 in 2010 to 1994 in 2014). This represents a 41.2 percentage point reduction in the number of NEETs in the five years to 2014.

KPI 3: “Employer participation in school careers and World of Work programmes improves young people’s awareness of the labour market”

In the July 2014 study of education-business link programmes facilitated by Careers Wales, undertaken by Beaufort Research, found that over 90% of the schools and employers surveyed felt that students learning objectives had been met. Furthermore:

- The impact of the activities on a wide variety of students’ skills, knowledge and understanding was generally well received. The majority of both employers and schools believed that the objectives had been very well or fairly well achieved;

- Improving job interview technique and awareness of the job interview process were particularly well received by students;

- More than 9 in 10 schools and employers felt that Careers Wales support had helped students acquire the following soft skills: improving students’ confidence and communication skills, awareness of the importance of a positive self-image and an understanding of the skills and personal qualities that employers want.

A range of evaluative surveys conducted by external research companies also identified the positive and successful outcomes in respect of Careers Wales services to clients and other stakeholders:
Stakeholders

In January and February of 2015 Wavehill Consulting conducted an evaluation survey with Careers Wales’ stakeholders. Two hundred telephone surveys were conducted with a representative sample of schools, colleges, businesses, training providers, job centres and local authorities. Researchers found that general levels of satisfaction with Careers Wales services were high across all groups:

- 92% of schools were satisfied with the careers guidance given to pupils;
- 89% of businesses were satisfied with the support they receive in recruiting school leavers;
- 93% of colleges were satisfied with the advice given to students;
- 100% of Job Centres were satisfied with the advice given to unemployed people.

Clients in Education

In October and November 2014, Beaufort Research conducted an evaluation survey with over 2,000 Careers Wales Year 11 clients in schools who had received face-to-face careers guidance support. Findings included:

- 96% felt that their Careers Wales advisor understood their needs
- 100% felt that their Careers Wales advisor was professional
- 99% felt that their Careers Wales advisor spoke to them in way that they could understand
- 100% felt that their Careers Wales advisor treated them with respect
- 98% that Careers Wales services helped inform their decisions about career and learning choices

Nearly all clients (over 90% on average) agreed that Careers Wales services had positively impacted upon a range of career management factors such as understanding opportunities, motivation, confidence, resilience and making informed decisions. 94% of clients felt that Careers Wales had helped them to “understand the effort needed to achieve their career and learning goals” and 91% stated that Careers Wales services had “given them the confidence to keep going if they’re not successful first time round”.

Clients in Education
Clients in the labour market

> Beaufort Research conducted a similar survey with over 2,000 Career Wales clients in the labour between November 2014 and January 2015. Again, client’s opinion of advisors on a range of quality indicators was overwhelmingly positive. Clients either agreed strongly, or tended to agree that advisers:

- treated them with respect (99%)
- were professional (98%)
- spoke in a way that clients could understand (99%)
- understood their needs (95%)

> Moreover, the majority of clients (83%) believed that Careers Wales had helped them to achieve what they are doing now to a certain extent, including 40% who said they had been helped a great deal and 31% who said a fair amount. The vast majority of clients (over 8 in 10) agreed that the Careers Wales service had positively impacted upon a range of career management factors such as understanding opportunities, motivation, confidence, resilience, making informed decisions and applying for jobs and training opportunities;

> Of the adult clients surveyed who had recently been made redundant, or who were facing the threat of redundancy at the point of receiving support from Careers Wales, nearly all (96%) felt that Careers Wales had helped them to secure ReAct funding, including 76% who believed they had been helped a great deal.

Careers Wales Connect telephone helpline

> Significantly, levels of satisfaction and impact were also evident in Careers Wales delivery of its telephone helpline service. A survey undertaken by Wavehill Consultants in October – December 2014 with 500 clients who received a service via Careers Wales Connect found that:

- 96% of clients stated that “the adviser at Careers Wales listened to my needs, understood what I wanted and treated me with understanding and respect”;
- 95% would recommend the service to a friend, relative or colleague;
- 90% rated the quality of the service they received as excellent or good;
- 74% of Careers Wales Connect service users stated they felt more confident in managing their career plans following support from Careers Wales;
- 87% of clients said they would act on the actions agreed with their adviser/assistant. 60% said the call had made them think about things not previously considered, showing impact on broadening horizons/opportunity awareness.
02/Delivering Services to young people in education

We supported 63,313 young people on a one-to-one basis and 96,286 through group sessions to develop effective career management competencies and secure positive transitions at 16, 17 and 18.

95.7% of Year 11 achieved a positive outcome on transition at 16, 96.7% at 17 and 90% at 18

Respondents cited Individual interviews with careers advisers (84%) and careerswales.com (81%) as the most used ‘formal’ source of LMI, and interviews with a Careers Adviser the most ‘useful’ source of LMI.

The Welsh Government’s remit letter required us to identify pupils and students careers information, advice and guidance needs and to prioritise the service accordingly based on the categories below:

> young people with statements of SEN or equivalent;
> young people in education identified by Careers Wales as being at risk of becoming disengaged;
> young people (11-18) who have been identified through Careers Wales assessment, such as ‘Career Check’ who are in need of additional CIAG support to develop their career management skills in order to make a successful progression in education, and transition into further learning or employment;
> young people educated otherwise than at school;
> young people in the Youth Justice system;

We continued to diversify access to our services through our digital services, Careers Wales Connect telephone helpline and CW.com, whilst targeting face-to-face services for those priority groups outlined above.

Our services focused on raising the career aspirations of young people, supporting them to make informed career decisions, underpinned by accurate and up to date LMI. We prioritised face-to-face support for 63,313 clients in schools and colleges and delivered 101,594 guidance interviews and a further 7790 information and advice interviews. In addition we delivered 5764 group sessions focused on developing career management competencies, preparation for the world of work, LMI, increasing opportunity awareness, gender stereotyping and transition support to 96,286 young people.
(i) Young people with statements of Special Educational Needs (SEN) or equivalent

1481 Learning and Skills Plans were agreed, 212 funding applications for specialist residential funding were submitted to Welsh Government and we contributed to 4637 transition reviews.

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

- Face-to-face interviews;
- Attendance at transition reviews;
- Providing a moving forward plan and relevant information;
- A Learning and Skills Plan for those entering further education, higher education, specialist college provision or work based learning;
- Submitting specialist funding applications; and
- Support for parents.

We continued to work with other key professionals so that young peoples’ needs were assessed jointly including Special Educational Needs Co-ordinators (SENCOs), parents, educational psychologists, counsellors and health professionals. All learners with statements of SEN and those who were school action/action+ and going through the formal transition process were supported, with particular help focused on Year 9 transition planning and years 11, 12 and 13+ for annual reviews, Learning and Skills Plans and Further Education (FE) residential funding applications.

We are particularly proud of the innovative programmes of support developed through the year, examples of which are as follows:

‘What Next?’ event in North Wales

The objective of the event was to enable learners with learning difficulties and/or disabilities to access an experiential event to help them make effective career decisions in the future. Learners were made aware of a variety of career options, were given the opportunity to experience practical, vocational ‘tasters’ and were able to see a range of community based activities and organisations.

There were 22 different activities offered at the event, including vocational and personal development activities, supported by a variety of providers including Youth Service, Big Ideas Wales, Conwy Council, TAPE Community Music and Film, Oriel Mostyn Gallery, Betsi Cadwaladr University Health Board and various departments within Grwp Llandrillo Menai.

More than 180 pupils from years 10-14 attended the event from 9 special schools across all the local authorities within the region. The event was held at Ysgol y Gogarth, Llandudno.

The positive feedback received suggested the ‘What Next’ event was a success in terms of meeting its stated aims and in relation to pupil, teacher and exhibitor satisfaction. In addition, the event provided publicity for Careers Wales as it attracted attention from the media - an
article was printed in the North Wales Pioneer and there was also an interview recorded from the event which was broadcast on ‘Good Evening Wales’ (Radio Wales).

Helping Special Schools with sharing practice – a Forum for The Vale of Glamorgan and Cardiff

We supported the careers and world of work coordinators and special schools’ careers coordinators to establish a special schools forum in Cardiff and the Vale of Glamorgan. This was set up in response to feedback from school staff that there was no policy of communication with colleagues to support personal development and share best practice locally. This Forum is in its infancy, but early indications are that the enthusiasm shown will help the continued development of teaching and other support for pupils in these special schools. Meetings are held twice an academic term at different special schools so that the coordinators can share practice and see methods put into action.

ALN Residential Funding applications

The following extracts are from letters received to thank careers advisers for their support in residential funding applications and are testimonial to the dedication and hard work that this support takes:

**Letter 1:**

“I cannot express enough our gratitude as a family for all the work and personal effort you have made in supporting X for so many years now. Not only for the amazing amount of time you have given on his funding application from the start, to chasing up meetings and reports all year long, but also for all the times you have been there with support and guidance through his years at School. We have always felt supported and cared for and … not just a file on your desk.”

**Letter 2:**

“Sian has been the careers adviser throughout and she has guided all of us through the application procedure, always mindful of not allowing any steps which might jeopardise funding. I know how difficult this process is and also know that we could not have achieved it without her help.”
(ii) Young people in education identified as being at risk of becoming disengaged including those educated other than at school and those in the Youth Justice System

We continued to work closely with Welsh Government colleagues to deliver and develop services in line with the Youth Engagement and Progression Framework. We used our data, alongside professional discussion with teachers, and Local Authorities Engagement progression coordinators, to identify and focus support for young people at risk of disengaging from education.

Our partnership agreements with individual schools and colleges, closer collaboration with careers family colleagues, and a revised approach have led to a broader range of activities in support of potential labour-market entrants in schools and colleges.

We continued to work closely with the youth offender institutions delivering support prior to release and through resettlement programmes.

All pupils educated other than at school were contacted and made aware of the services available to them. We provided services to all pupil referral services in Wales and for those pupils attending alternative curriculum provision.

The following examples of our work demonstrate our commitment to broadening access to our services for all young people:

**Bureau working' with the Youth Offending Team**

In the Swansea area we developed a collaborative project with the Youth Offending Team that aims to take a preventative approach to tackling youth crime. Once a week after school hours, young people who have been involved in any minor criminal activities are asked to attend the Bureau with their parents. They meet with the police officer, youth worker and careers adviser from the project to consider the implications of their criminal behaviour, the impact of non-attendance at school and of offending behaviour in general and the impact that such behaviour could have on entry to certain occupational areas and their future employability.

**Bringing the Youth Engagement Strategy to life (Year 11)**

In a comprehensive School in Swansea special arrangements have been made to ensure that potential labour market entrants are supported by the wider ‘careers family’. Approximately 20 of the most disengaged learners were identified and invited to regular ‘informal’ personal social education lessons, where both the careers adviser and the youth worker were able to meet and discuss transition arrangements in an informal and unthreatening way. The careers adviser also invited relevant college staff and support services as appropriate.

Immediate positive outcomes included referrals to the Youth Service for support during the summer, visits arranged to the college on a one-to-one basis, the careers adviser checking progress on agreed transition plans and the provision of additional support where needed. The school commented that even pupils with very poor attendance had begun to attend these sessions.
The Youth Worker wrote:

“The positive relationships that Cathy (the careers adviser) has with the young people has been a great influence in developing relationships with young people most at risk and supporting me to look at how I might support them. I feel that continuing to work in this way will provide young people with a coherent and user-focused service that they will feel part of and will support their development in and after school.”

Cynon Valley Consortium 6th form event

Students identified as not progressing to HE benefited from workshops more suited to their plans. We provided a four day programme of support:

Day 1 consisted of an options group session, including advice from Jobcentreplus and from local training providers.

Days 2, 3 and 4 consisted of 12 hours of Skills to Succeed (S2S) and careerswales.com delivery. Pupils worked through a selection of S2S units from the ‘getting a job’ module, related to identification of skills, application forms, CVs and interview techniques. They also completed their vacancy profile on Careerswales.com to support their application to suitable vacancies. Each pupil completed their CV on the final day, and received a certificate stating the modules undertaken.

Feedback from the schools was excellent. They felt that the content of the S2S sessions would be beneficial to all 6th form pupils, and have asked that we deliver this to the entire cohort next year. Pupil evaluation was also very positive.

We have identified the need to expand this support and have practitioners producing a suite of resources on topics such as: higher apprenticeships; apprenticeships (including AMS); employability skills; GAP year; volunteering; training opportunities, and Jobs Growth Wales.

Joint work with Youth Service in Education, Deeside

A three day programme was delivered for Year 11 pupils identified as at risk of becoming unemployed on leaving statutory education and who had not been able to secure a work experience placement. This included a visit to local employers on Deeside Industrial Park to help broaden pupils’ local labour market knowledge. The sessions were co-delivered with the school youth worker and the feedback from the group was very positive:

“Spending time with you allowed me to find out about different jobs in the world of work.”

“I would like to thank Sara for all the help she gave me during the week, I appreciate it very much and it helped me to develop my confidence skills.”

“I enjoyed discussing our plans for the future and you have opened my eyes to what I could do in the future and you helped me decide to go to college. Thank you”
Supporting Parents in Merthyr Tydfil

We worked in partnership with the engagement progression coordinator and Youth Service colleagues to engage parents in discussion about their children’s transition from school to further education, employment or training. The work focused on parents of young people currently in Year 11 who were either disengaged or are at risk of disengaging.

Parents were contacted via a combination of social media, letters and home visits and invited to parent transition events at a town centre location. Parents were able to drop in and speak to careers advisers, Work Based Learning providers and representatives from the college to have informal conversations about the post-16 options. Parents reported that they found the events beneficial as the information would help them to encourage their son/daughter to access the opportunities available.

(iii) Learners requiring career planning and management support

We continued to use our assessment tool Career Check’ to identify how well learners are developing their career management skills and the barriers they may have which will affect their ability to make effective decisions at key transition points. Along with other identification processes, it allows the careers adviser to make a professional judgement on the type of interaction that would most benefit the client. Approaches include vocational group sessions, diagnostic clinics, identification of appropriate employer interactions, and /or referral for other support.

The 7,531 year 10 Career Check learner questionnaires completed provided valuable insight into the occupational interests of this age group. The main areas were:

1. Leisure Sports and Tourism;
2. Art and Design;
3. Teaching and Education;
4. Film TV Publishing and Journalism;
5. Health and Medical;
6. Engineering;
7. Animals;
8. Computers, Software and IT;
9. Childcare;
Career Check also asks pupils to list their preferred ‘destination’ after Year 11, indicating up to three choices in order of preference. Using the first occupational choice the analysis shows that, of those selecting apprenticeships as their preferred destination, the top five interests were.

1. Manufacturing,
2. Industry and Factory work;
3. Motor Vehicle related careers;
4. Engineering, Building & Construction
5. Transport, Delivery and Logistics.

Raising Career Aspirations and Planning skills

Discover Saturday
A six week programme run by Bangor University in association with Careers Wales aimed to raise awareness of Science, Technology, Engineering and Maths (STEM) subjects and careers for girls in Year 9. The course was heavily oversubscribed and the University has agreed to double the cohort for next year. Our education business adviser provided and organised employer links and visits and the final day of this year’s course concluded with a visit to Electric Mountain in Llanberis. As a follow up to the programme, we have gained permission from the young people to track their progress to evaluate the impact of the course on their subject choices, work experience and career ideas.

Broadening horizons: Neath Port Talbot Network Careers Fair
This is a collaborative venture, organised by Careers Wales with Neath Port Talbot College group and the local 14-19 Network. It aimed to broaden awareness of pupils to the potential career paths open to them. The event was a real success with nearly 1000 KS4 participants from secondary schools and special schools throughout the authority taking part.

The event was supported by a wide range of employers including a high proportion from STEM sectors (e.g. Cardiff University Scientific Careers, Further Mathematics, GE Aviation, Giakonda IT, Qinetiq, Royal Society of Chemistry, See Science etc.) This year, we introduced additional ‘have-a-go’ areas where attendees were able to participate in interactive, hands-on activities including construction, forensics, plumbing, tourism, sport etc.
STEM Family Challenge at Argoed High School

The STEM Family Challenge twilight event focused on STEM-related career guidance by giving students and parents a taste of STEM in its broadest context. Highlighting to the students, families and teachers the benefits available in pursuing careers and courses related to STEM.

The challenge, delivered by Techniquest, Glyndwr and supported by Careers Wales, involved 25 groups of Year 9 students and family members (parents and siblings) building a "Helter Skelter".

The event was opened with a very informative and humorous account of a local apprentice’s career journey. The young person, aged 20, was able to contextualise how he made the decision to become an apprentice and the realisation at age 15, that if this was the pathway he wished to follow he needed to concentrate on maths and English at GCSE level. He also shared both his current and potential earnings and progression opportunities both here in the UK and abroad.

During the evening the Careers Wales advisers provided guidance on the pathways, courses and apprenticeship opportunities available in STEM, including Energy Island, Airbus, UPM, Toyota, and JCB and the Finance and Accounting industries which are steadily growing both in Wrexham and just over the border in Chester.

The event was declared a success, with both the young people and parents finding the information on STEM very useful. They all aim to use the information given when considering next step opportunities. The careers adviser is following up the event with a series of Group sessions with STEM employers.

Construction Engineering and the Environment

Alun Griffiths Contractors Ltd was the successful bidder for the development of the Cross Hands strategic employment site. As part of their contract with Carmarthenshire County Council, Careers Wales were named as a recognised partner in the “community benefits” clause of their tender. We were therefore been able to work very closely with them to develop work-related programmes for pupils in west Wales schools. The following sessions took place this year:

> A taste of Engineering: for 20 students
> Ecology and the Environment: for 10 students, and
> Plant Machinery: for approximately 10 students

Sessions aimed to increase pupil understanding of the wide range of opportunities afforded locally and nationally within the civil engineering sector. The employer has offered work-taster/experience opportunities following on from the sessions and has already declared an intention to recruit apprentices next year. Careers Wales, alongside our partners and Carmarthenshire County Council, is continuing to work with the employer to ensure that robust and sustainable partnerships are built.
03/Facilitating links between Employers and Education establishments

We have continued with much success to facilitate links between employers and education to support the delivery of the Careers and the World of Work framework. One of our three key performance indicators set by Welsh Government is for Careers Wales to provide:

“An effective programme of employer engagement which is shown to improve the learning outcomes from schools’ delivery of the Careers and the World of Work framework.”

In a 2014, independent research carried out by Beaufort Research of education-business link programmes facilitated by Careers Wales, found that over 90% of schools and employers surveyed felt that the learning objectives across a range of activities delivered by employers had been met.

More than 9 out of 10 schools and employers surveyed felt that sessions positively impacted on helping students improve job interview technique; awareness of the job interview process; confidence; communication skills; awareness of a positive self-image; and an understanding of the skills and personal qualities that employers want.

Business Ambassadors into schools and colleges

Our Business Ambassador training programme is a bespoke programme that aims to prepare employers for taking part in education-business related activities and is a cornerstone of our approach to capacity-building in schools and colleges.

The training aims to prepare employees who may not have encountered a school environment for many years to deliver work-focused activities to individuals and groups of pupils in a school or college environment. Topics include an overview of the Careers & World of Work framework, developments within curriculum, learning and assessment in education in Wales, an overview of Learning Pathways, Welsh Baccalaureate, etc.

Since its start we have had 104 employees from a total of 50 employers participating in training sessions across Wales. Employers represented a wide range of sectors, both private and public including: Banks, Health Trusts, TATA Steel, Mid & West Wales Fire Service and a range of SMEs. The revised training packs include video content from a selection of Business Ambassadors.

Feedback has been extremely positive, with many participants expressing their views on social media:
1. **Facilitating an Annual Careers and Skills Fair in Carmarthenshire**

On the 10th of March 2015, the fifth annual Careers and Skills Fair took place at Parc Y Scarlets in Llanelli. This event, organised by Careers Wales in partnership with Coleg Sir Gar and with support from Carmarthenshire County Council, is an excellent example of the wider careers family collaborating and sharing resources in order to ensure access to employer expertise for school pupils across the local authority area.

Activities were hosted by local businesses, training providers, colleges and universities who put on interactive workshops, talked to pupils about skills requirements and gave them advice on how to gain entry to occupations.

Schools, Pupil Referral Units and special schools from across the region attended and pupils were able to speak and interact with over 60 employers from a variety of sectors. During the day, over 1,600 Year 10 and Year 11 clients took the opportunity to find information and advice on careers and skills in the workplace and to gain an insight into industry, graduate and apprenticeship schemes as well as taking part in a range of interactive activities.

The event had significant coverage on our social media sites, Twitter and Facebook.

For the past three years, the event has been timed to coincide with National Apprenticeship Week with employers from across the region invited to a business breakfast meeting on the morning of the event, where information on current practice and planned developments within apprenticeship programmes were discussed.
School feedback

“The variety and hands on experience that they received was quite outstanding and everyone agreed that it was a very worthwhile event. The staff/lecturers and employers were very approachable and friendly and provided our pupils with information and leaflets which will be so invaluable to them in the coming years.”

2. Supporting learners in preparing for interviews

Dwr Cymru colleagues regularly take part in mock interviews facilitated by Careers Wales. Young people are helped to develop the skills and qualities that employers are looking for. Pupils are evaluated against a set criteria including body language, confidence, and all receive feedback on their strengths, weaknesses and how to improve.

Dwr Cymru employee said:

“It was a great experience and an enjoyable two days which I found to be mutually beneficial to both myself as the interviewer and the pupils as the interviewees, as I have been in the position of being an interviewee numerous times in the past.”

3. National Work Experience Database

Our website, careerswales.com.com hosted the National Work Experience database which includes over 40,000 employers from across Wales who have agreed to offer work experience placements for learners in schools. Young people in years 10 or 11 undertake work experience to improve their understanding of the world of work. Careers Wales supports schools by undertaking health and safety vetting visits to these placements.

Supporting Education Establishments to improve awareness of the Common Area Prospectus (CAP) and Common Application Process

Careers Wales continued to work closely with Welsh Government to further develop the online Common Area Prospectus (CAP) to enable young people in year 11 to view all post-16 courses available in their area. The aim, as outlined in the Youth Engagement and Progression Framework implementation plan, is to develop an application process so young people can select and apply for their subjects or courses as one process from September 2015.

2014/15 saw the roll out across Wales of the prospectus element of CAP following a
successful pilot in North and West Wales schools and colleges in the previous year. By the end of March 2015, over 200 schools and 15 colleges had received training on CAP. This training included prospectus upload, searching and applying for courses on CAP and administration of the application process.

64 institutions uploaded their prospectus to the CAP facility and the hope is that by September 2015 significantly more institutions will have done so following their training.

In addition to the learner being able to access education provision, those individuals using CAP can also see what traineeship and apprenticeship options may be available, providing them with a clear overview of their options after year 11 in school.

**Careers Wales Mark**

The Careers Wales Mark accredits establishments that have committed to the continuous quality improvement of their Careers and World of Work provision. Establishments have to commit to and demonstrate that they have active procedures in place to ensure quality outcomes for learners.

The Mark was developed following the introduction of the framework for Careers and the World of Work (CWW) as part of the Revised Curriculum (2008). 107 schools have been successful in achieving the mark. A particular highlight was the achievement of all schools in a single local authority (Vale of Glamorgan) achieving re-accreditation of the Mark. The Mark includes a rigorous self-assessment of the establishment’s current programme of delivery, an action plan which outlines key developments and reflects the current Estyn Common Inspection Framework.

**Supporting Education Establishments with resources**

1. **Teaching resources**

   Teachers resources have been updated and mapped against the Careers and World of Work framework by each key stage and provide teaching staff with practical ideas and activities of delivering careers lessons in an education context. These resources are particularly useful for teachers who are new to the Careers and World of Work curriculum and direct them to useful parts of the careerswales.com website where they will find activities and information.

2. **Spotlight on STEM**

   As part of our approach to improving young people and their influencers’ understanding of the world of work, we currently have a job trends spotlight feature on our website. This was supported with a ‘Spotlight on STEM’ poster, circulated to education establishments across Wales with sufficient copies both Welsh and English to be placed in science, mathematics and technology classrooms.
04/Delivering Digital Services

We have continued to develop our digital services providing clients with the opportunity to access services at a time and through a media that best suits their needs.

Our website, careerswales.com, has continued to thrive and grow with the release of several new and notable tools and products throughout the year, providing a better online careers service for its users.

CareersWales.com

Career Search

The Career Search tool provides users with all the information they need to know about a job. LMI (salary, entry requirements, etc.) in the form of icons, provides a snapshot of all the key job information. Also included on the results page is future demand data, employment levels in Wales, web links, video profiles, live apprenticeship vacancies, courses and Jobs Growth Wales opportunities.

Job Information

Users can look through our job information section providing job details on over 1,400 different job titles. The information is enhanced through real life case studies and video profiles. This section also includes articles on over 300 education and employment related topics. The information will be reviewed at least once a year to keep it refreshed and up to date.

Job Matching Quiz

The online Job Matching Quiz offers users the opportunity to explore different careers. Users go through a series of questions aimed at their interests and skills and are then provided with a list of jobs that are matched to their results. There are two versions of the Job Matching Quiz, one for young people and the other for adults.

Job Trends

A new selection of Job Trends provides information on jobs that are in demand and the latest labour market trends by sector. Each Job Trend uses infographics to display key data in a visual way. STEM and Construction were completed this year with a further 12 sectors to follow, including all the priority sectors for Wales.

Common Area Prospectus

The second phase of the CAP and Application Process was released and trialed with schools and colleges in the North and West Wales regions successfully. Following a growing interest in CAP, feedback from National Training Federation Wales (NTFW) led to a newly designed search for Traineeships and Level 2 and Level 3 Apprenticeships, widening the offer available to young people under the CAP brand.
Vacancy System
Enhancements to the vacancy system, including Jobs Growth Wales and the Apprenticeship Matching Service (AMS) have improved the search pages, application and administration process for users, enhancing the overall experience.

Individual Skills Gateway (ISG)
The ISG project launched in January 2015 and provides support to unemployed adults who are looking to upskill and get back into work. A series of content pages and case studies were made available on the website, developed in partnership with the Welsh Government.

National Offender Management Service
Working in partnership with the National Offender Management service (NOMS), Careers Wales has provided appropriate careers content and course information for their Virtual Campus. A secure, web-based learning environment, enabling offenders to access the same breadth of opportunities available to those users accessing careerswales.com.

Website usage 2014-15:

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall numbers of visits (sessions) to the website</td>
<td>2,304,257</td>
</tr>
<tr>
<td>No. of unique visitors to the website</td>
<td>995,176</td>
</tr>
<tr>
<td>No. of users of AMS/JGW</td>
<td>39,0339</td>
</tr>
<tr>
<td>No. of new registered accounts</td>
<td>69,282</td>
</tr>
<tr>
<td>No. of users of Courses in Wales</td>
<td>92,997</td>
</tr>
<tr>
<td>No. of users of Work Experience Database</td>
<td>53,568</td>
</tr>
</tbody>
</table>
Careers Wales Connect

Our free CIAG telephone helpline is a popular service with customers. Careers Wales delivered a CIAG service to over 11,000 individuals across Wales through the telephone helpline and received approximately 37,000 calls.

We also sent over 96K emails to clients through our IO database to engage and retain contact with customers requiring support.

Careers Wales Connect was reviewed in year following which a series of recommendations are being implemented:

> Streamlining and simplifying the management of the service under one full-time Team Leader;
> Moving the delivery of the service to one centralised location;
> Improving the support mechanisms for the staff operating the service e.g. an improved system for booking appointments for clients and a central information resource.

In December we launched our online CIAG service staffed exclusively by Careers Advisers. The web-chat service dealt with 3,789 sessions throughout the year. With the peak usage of 1,325 sessions corresponding with our marketing campaigns, such as the Where Now campaign and GCSE and A-level results.

Facebook / Twitter

Careers Wales recognises the increasing importance of social media as a key communication channel.

Our Facebook and Twitter pages have received increased traffic over the last 12 months. Careers Wales has several pages related to different subject areas:

The @careerswales account has nearly 7,000 followers and delivers generic career related content in English aimed at all our target markets. This is available in Welsh @GyrfaCymru which has nearly 1100 followers.

The @jobsCW page provides details of new vacancies from across Wales and has around 2,200 followers.

Careers Wales has presence on Facebook with pages in English and Welsh providing generic careers related information with around 1,000 likes.

In addition Twitter pilots have been conducted in several schools to see how Twitter can be used to improve communication and interactions between our advisers and pupils, parents and school staff.
05/Delivering Services to young people and adults in the labour market

We supported 5,801 16 to 18 year olds who accessed our services for the first time into education, employment training or informal learning.

83% of clients surveyed having found work said that Careers Wales had helped them achieve what they are doing now.

We advertised 4188 Jobs Growth Wales vacancies and 1,644 apprenticeships on careerswales.com.

2940 ReAct action plans were agreed.

Our remit letter from Welsh Government identified priority groups in the labour market to receive targeted services from Careers Wales. All people, irrespective of status or circumstance have access to our services through our web site careerwales.com and Careers Wales Connect our CIAG telephone helpline.

The priority groups were:

- those in need of assessment for the Jobs Growth Wales programme;
- unemployed young people aged 16 and 17;
- unemployed young people aged 18-24 not accessing the UK Job Centre Plus Work Programme;
- young people in the Youth Justice system; and
- adults made, or likely to be made redundant.

We supported 27,363 unemployed 16-24 year olds through one to one guidance, information and advice interactions and a further 7,433 unemployed 16-24 year olds accessed support through our employability group sessions and job clubs.

7,361 clients in work based learning or employment continued to receive support to sustain engagement and help them navigate their career paths successfully.

To enhance our services for unemployed adults over the age of 25 we were successful in securing a contract with Welsh Government to deliver the Individual Skills Gateway. This provides individual, group and digital support for unemployed adults seeking to re-enter work or training through an assessment of their skills needs, exploration of career and training options and matching to opportunities in the labour market. We also continued to deliver the Welsh Government ReAct service, in partnership with Job Centre Plus (JCP), for people...
affected by redundancy.

1. **Unemployed young people aged 16-24**

We continued to work with Welsh Government to provide services that underpin the Youth Engagement and Progression Framework. We tracked and managed data on all 16-18 year olds through our Five Tier Model of Engagement. We successfully developed our role as “lead worker” in tier 3, supporting unemployed young people to re-engage with education, employment or training. We continued to work in partnership with a range of organisations to develop effective support for young people who were not ready or able to enter education, employment or training and to follow up those who have become “lost to the system” and need proactive follow-up.

**We continued to develop innovative and effective strategies to support this client group examples of which are as follows:**

**Engagement and Progression Co-ordinators and support for the Youth Engagement and Progression Framework**

We have continued to develop excellent working relationships with local authorities and in particular their engagement progression coordinators to support young people not in education, employment or training. A good example is the relationship with Careers Wales and Merthyr County Borough Council, which resulted in the following positive outcomes:

- Reduction in the numbers of young people identified as NEET in the Careers Wales destination survey; reduced from almost 6% in 2012 to 1.9% in 2013;
- Reduction in the number of young people who are unknown or tier 1 at any one time (there were no young people whose status was unknown in the 2013 destinations survey);
- Improved identification of the needs of young people aged 16 and 17 along with appropriate referral to support agencies (reflected in the increased numbers in tier 2);
- Improved communication between partner agencies and better tracking of young people aged 16 and 17 (reflected in the numbers moving from tiers 1 and 2 to tiers 3, 4 and 5).

**Flintshire Jobs, Skills and Training Event**

Organised in partnership with Communities First, Job Centre plus and a number of local employers including Asda, Ralawise, Westbridge Furniture and many local support agencies.

The interactive event was attended by over 500 people, with over 700 job vacancies available on the day in a variety of sectors with applicants taking advantage of “on the day support” to fill in application forms provided by JCP and Careers Wales.

The Careers Wales stand attracted over 150 young people and adults seeking advice on next-step opportunities, careerswales.com, Jobs Growth Wales, as well as parents seeking advice for young people in school. Careers Wales delivered two group sessions on ‘First Impressions Count’ and ‘Need help with your CV’. The participants referred found the workshops very beneficial.
Both county and local councillor’s attending the event, declared it a “great success and giving a different take on the “world of work”.

**Employability Job Clubs**

In Cardiff the employability and job search support programme is run weekly by careers assistants and offers employment and recruitment support. The programme, offers a wide range of services including CV reviews and covering letters, support with online applications via careerswales.com and other sites, job search advice and support, help with application forms and mock interviews. Since May 2014, 145 clients have accessed this support with an average of 6 attending per session. Outcomes are monitored and on average 43% of attendees secured employment or training within 6 weeks of attending the course rising to 67% by the 12\textsuperscript{th} week.

Feedback from clients was very positive:

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“I've actually been offered a position in JD sports on queen street and I'm due to go in today for my induction phase. Thank you for your help because I honestly don't think I would have been able to get the job without the mock interview and the help you've given me so far so I'm really grateful”
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“The interview went well they invited me to a second 1:1 the next day with the area manager. I got a call off them Friday to say that I have been successful in the application. Now waiting for more details. Thank you for all you and your team have done!!!”
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**BT Inspiration Event at Mold Careers Centre**

We worked in partnership with BT to organised for a group of young people aged 16+ to learn about apprenticeship opportunities across the UK and employability from an employer’s perspective.

The event was delivered through a series of workshops and demonstrations including:

- A teambuilding exercise;
- CV and cover letter writing;
- Communication;
- Interview skills;
- Social media awareness session;
- Goal setting and a question and answer sessions.

The group was given a valuable insight into what BT expects from their employees and especially apprentices. A female engineering apprentice from BT also attended to give first hand experiences of her work and training.
Feedback from the group was very positive:

“I enjoyed it very much, very informative and helpful, I need to get a driving licence before I apply”

“It was really good thanks, I think I would like to apply for a BT apprenticeship for next year. Not 100% sure about this year yet as I need to get a C in English for my college course”

“Well you need to be 17 to have an apprenticeship with BT so I am going to complete my diploma in engineering in college and then possibly apply for an apprenticeship”

**Youth Hubs’ in Caerphilly**

Caerphilly was identified as having one of the highest rates of JCP claimants aged 18-24. Discussions with JCP led to the creation of a number of informal outreach centres, identified as ‘Youth Hubs’, where claimants aged 18-24 could be supported to gain employment. One of these was in Abercarn library serving the highest number of unemployed young people both in the 16-18 and 18-24 categories.

A partnership approach between JCP, Communities First and Careers Wales has led to significant outcomes for attendees. Initially, there was some resistance to access the support but after positive word of mouth, the centre now regularly has clients attending. The services offers support with careers information, advice and guidance, job search support, CV writing and support with interview skills and has had a positive impact on the number of claimants within this age range.

Information provided by JCP during one quarter of the year identified that 163 people had been referred to Abercarn for support with over 60 moving into work. Others have accessed work experience placements and additional courses. The flexible support in a relaxed, community setting has helped people to identify their individual needs and develop their confidence and career management skills as well as gaining positive outcomes.
2. **Young people in the youth justice system**

Working in partnership with local Youth Offending Services (YOS) and YOT Managers Cymru we supported the resettlement of young people in the youth justice system back into their local community and engaging them with education, employment or training. We have agreed local arrangements with all YOS and have a memorandum of understanding with YOT Managers Cymru, which is reviewed biannually. The following is an example of the positive outcomes achieved through our partnership with YOS.

**Cardiff YOS partnership**

We continued to deliver our contract with Cardiff Youth Offending Service (YOS) with a particular focus on contributing to the Youth Justice Board (YJB) key performance indicator for education, training and employment.

A team of 4 careers advisers worked as part of the Cardiff Youth Offending Service. Their work focused on ensuring that young people who are working with the YOS are engaged in EET, supporting a reduction in first time entrants, re-offending and the number of young people given custodial sentences and as a result, supporting a reduction in the unemployed 16-18 population across Cardiff.

The team had a positive impact upon the YOS’ KPI reporting -

- For those of statutory school age, the hours engaged in EET weekly increased by 12.9% by the end of their order. This reflects positively against the national progress which was just 5.9%.
- For those above statutory school age, the hours engaged in EET weekly increased by 48.8% by the end of their order. Again reflecting positively against the national progress which was 26.3%.

3. **Individual Skills Gateway (ISG) - a service for clients aged 25 plus**

Following the official launch of the service by the Deputy Minister in January 2015, Our delivery of the ISG is already yielding good results for unemployed people in Wales. 2,059 unemployed adults have come through the Gateway and accessed support to assess their skills needs and explore their career options and the support available to them.

We have delivered 2,789 individual guidance, advice and assessment interviews and 121 job clubs and clinics. Early indications are that outcomes are positive with 238 employment and skills plans agreed with clients, 88 clients supported into employment or skills training and 159 CVs completed.
4. Skills to Succeed

We have continued to build on the success of our partnership with Accenture Ltd in delivering the interactive job search programme Skills to Succeed. A survey of clients who have used the resource reported positive feedback:

- 90% would recommend the resource to a friend;
- 89% felt that they had improved understanding of their skills and strengths;
- 82% had improved confidence in preparing for interviews;
- 83% had greater motivation to take their next steps;
- 81% reported improved ability to cope if they have to change their plans;
- 81% had improved their ability to create a CV.

Client comments:

"It helped to build my confidence and to make it easier for me to search for jobs and to apply for them, taught me to tailor my cv”

"Using this has given me useful tips and hints in preparing and succeeding in my own interviews”

"the interactive system is quite a good change from having to read lots of paperwork”

“I strongly feel that the Skills to Succeed Academy has really made a positive difference to the way I look at finding a job, planning my next steps for the future and in helping me gain confidence for future interviews. Thank You!”
5. **ReAct – a service for people affected by redundancy**

We continued to deliver ReAct support for adults affected by redundancy funded through the Welsh Government’s European Social Funds’ ReAct 2 programme. 5,479 individuals benefited from this service resulting in 12,381 individual interactions, 162 group sessions and agreement of 2,940 ReAct applications. The following example demonstrates the impact of this service:

Murco notified us of pending large scale redundancies at their refinery in Milford Haven. Following consultation with the task-force set-up to support the refinery and its staff, Careers Wales agreed a programme of support for employees:

- We worked with 215 individuals, offering both one-to-one support and group sessions (80% of clients supported were Murco employees with 20% from allied subcontractors);
- 208 individual face-to-face guidance interviews were delivered alongside multiple other interactions such as advocacy, referrals etc.;
- 12 group sessions at information events over 3 days;
- 132 ReAct action plans developed for individuals taking up training.

The feedback from Penna (the commercial provider of outsourcing on-site at the refinery) has been very positive:

> “First class professionalism and levels of delivery, ReActing to a very demanding programme of support at short notice- both at planning stage back in April, and also at delivery in the Autumn. My main observation would be the flexibility Careers Wales have shown, and their ethos of going the extra mile to ensure clients get what they want. They responded to requests and changes very promptly and Halina [careers adviser] was fantastic in delivering large presentations in April, as well as smaller groups and individuals sessions. ReAct rules are not easy to explain, and she has a very clear, engaging style to her delivery.”

> “Over the years I have met and worked alongside many of the advisers from Careers Wales. I can say that, in all honesty, I have never worked with someone as professional and hardworking as Halina. She has worked tirelessly to support those affected at Murco and the feedback from their meetings, has been nothing but positive. Having someone on site who has been so receptive and understanding of the needs of the Murco employees has been enormously beneficial to the success of this project.”

> “I cannot see how this support can be bettered”
06/Delivering Services in Partnership

A survey conducted by Beaufort Research indicated a high level of satisfaction with the partnership work conducted by Careers Wales. Nearly all stakeholders responding to the survey (over 90%) were satisfied overall with their working relationship with Careers Wales - two thirds (67%) said they were very satisfied. Very similar findings were recorded for overall satisfaction with Careers Wales services. Stakeholders rated Careers Wales highly on the following attributes of partnership work:

> Being approachable
> Valuing and respecting others
> Delivering good quality services

Similarly, nearly all stakeholders were satisfied with the standard and level of communication from Careers Wales:

> 92% of schools are satisfied with the careers guidance given to pupils;
> 89% of businesses are satisfied with the support they receive in recruiting school leavers;
> 93% of colleges are satisfied with the advice given to students;
> 100% of Job Centres are satisfied with the advice given to unemployed people.

Of the channels through which these services are delivered, face-to-face contact was most highly rated. Delivery of services by telephone also received high satisfaction levels.

Working in partnership with the wider ‘careers family’

Support for adult prisoners in the Secure Estate pilot.

This year saw the launch of a joint pilot project between Careers Wales, NOMS and Welsh Government to test the impact of CIAG on securing positive transitions for prisoners on release. Over 200 individual careers information, advice and guidance interactions were conducted with prisoners prior to release to explore their options and support resettlement back into their local community.

Evaluation of the pilot was very positive and secured the continuation and extension of the service in 2015-16.
Welsh National Finance Conference

The inaugural conference, the largest event of its kind in the UK, took place in City Hall, Cardiff on the 8th December. The event was organised by Atradius, a multi-national financial organisation.

As well as attending and participating, Careers Wales supported the organisation of the event and promoted it through the website. A range of social media was utilised prior to and during the event to market the occasion and to provide ‘live’ feedback during the course of the day.

The event received widespread media coverage and was deemed a big success by Atradius, who were particularly complimentary to Careers Wales for the support provided to delegates through the workshops which were held throughout the day. Examples of client feedback:

“I found CV workshop very useful”

“Very happy with the service I was given”

“The pack I was given by Careers Wales was very good”

Our employer engagement adviser spoke with a number of employers present at the event, this has resulted in some very good job opportunities in the finance sector being added to careerswales.com, including opportunities with, for example, Deloitte, Admiral, BBC, KPMG and Lloyds.

Land-based Careers Conference

Discussions were held with the Young Farmers Club (YFC) in order to raise awareness of the programme of activities that Careers Wales facilitates in partnership with LANTRA. During the spring term Careers Wales will be working with LANTRA to expand upon the successful land-based conference that is held every year in Coleg Sir Gar. During 2015 a second conference will be held in Pencoed College and the YFC have pledged their support to publicise and promote the event to all of their members.

Working with Local Authorities on strategic projects - Progressive Engagement Pathway (PEP)

Our work in the PEP project in Conwy and Denbighshire was highlighted in the Capita NEET Conference in Cardiff on 28th November 2014.
Steve Martin from the Wales Audit Office (WAO), who presented at the event, has shared his experience on the WAO blog and via Twitter on why he believes listening is the key to success with young people. In his blog he has mentioned how PEP is a great example:

“This was a challenge taken up strongly in North Wales by Samantha McIlvogue and colleagues from the Progressive Engagement Pathway (PEP) project of the Conwy and Denbighshire Local Service Board. They had been able to listen to groups of disengaged young people. Sixty-one young people shared their experiences directly and another 140 gave their views through a survey. The team discussed their findings with staff at Job Centres and other agencies and have come up with ‘PEP Step’, a new referral process that is enabling referral between Job Centres and Careers Wales and agencies that can help young people. There are some impressive results, there is also a host of information available in their newsletter and regular updates via the Twitter profile @PEPTalk1924 (definitely worth adding yourself to their list of followers).

This is just one of the great examples of where listening and engagement is helping public services reach out to young people and really make a difference”.

The full blog can be found at http://walesauditoffice.wordpress.com/

Working with the Youth Service

In Gwynedd and Anglesey a six week workshop offering an OCR qualification was run in partnership with the youth service. Careers Wales ran sessions on developing ‘career Management Competencies’ and ‘Skills to Succeed’ and youth service run sessions on personal support. Six of the clients from Porthmadog area have progressed to the Fastrack course (Red Line carting) in Caernarfon, and from the Arfon courses four obtained employment. 13 learners successfully achieved accreditation at the end of the course.

Due to the success of the courses we are now entering the second phase of workshops – advisers and youth workers have met to evaluate the first sessions and have amended the workshops accordingly.

Working with the Youth Offending Service

We continued to second a careers adviser to work with the Youth Justice team in Ceredigion (based at Aberystwyth). Initially, the purpose of the project was to provide young offenders with appropriate careers advice and guidance and to support them in securing a successful transition to education, employment or training. Over the past year, the role has developed significantly and we are now able to provide a more specialist, enhanced service, focusing on those identified at highest risk of offending or re-offending within the Youth Justice & Preventions Service (YJPS), at all levels of provision including court, pre-court and preventions cases.

This enhanced support has contributed to decreasing numbers of those who offend and reoffend in the Ceredigion area. It has been estimated that on average each crime costs society at least £3,350 (Brand & Price, 2000; Home Office, 2011) and this suggests that the reduction in youth crime in Ceredigion is generating a potential cost saving in excess of £1,000,000 a year relative to 2005.
Working with a Housing Association on client support projects

‘Get that Job’ initiative in Ceredigion is an innovative partnership project with the Tai Cantref Housing Association at Aberystwyth. Unemployed young people (aged 16-24) who were allocated single occupancy accommodation by Tai Cantref were asked as part of their tenancy agreement to agree to attend a ‘Get that Job’ course with Careers Wales. This 10-week programme of motivational job-search activity started in September and currently has 6 participants.

The outcomes from the programme were excellent with 100% success for the programme cohort and an excellent retention rate for those clients who attended multiple interactions.

Working with individual schools on refreshed approaches - Careers Adviser School Twitter account

At an 11-16 School in Swansea we collaborated on the development of a school ‘careers web page’. This is a web-page that the careers adviser can access in order to promote career-related activities and information within the school, and to reach non-priority clients with ‘live’ information.

As part of this the school also developed a Twitter account for the careers adviser to communicate directly with pupils and stakeholders. Whilst in its early stages, the careers adviser’s tweets have been retweeted by local Assembly Members, business and other organisations, and is now being ‘followed’ by the deputy minister for skills and technology.

We plan to monitor the use and reach of this facility within the school and will roll-out to other schools pending a positive evaluation.

Adopting new approaches to supporting national initiatives – a ‘Pop Up’ Careers Fair in Cardiff

To celebrate National Careers Week 2015, a ‘Pop Up’ Careers Fair took place on Friday 6th March at our careers centre in Cardiff. The event was supported by ACT Training, ITEC Training Solutions Ltd, ISA Training, Cardiff and Vale College, Voluntary Community Service, Military Preparation College and Cardiff City Football Club. All brought interactive stands so learners could explore their options and Careers Wales Advisers were on hand to provide advice throughout.

Over 60 people attended the day and, as well as a real buzz of excitement about introducing the young people to employers, training providers and educational organisations, the event caught the attention of National Careers Week founder, Nick Newman, as part of the week's Twitter chat.
Considerable effort is made to ensure that Careers Wales services are delivered to individuals in a way that promotes equality and social inclusion. The tables below illustrate the percentage of clients accessing the service categorised by, age, gender, ethnicity and disability.

### Age

Overall the majority of clients accessing the service (51.4%) are post statutory education. This is in line with the Careers Wales remit for 2014-15.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 11 Statutory Education</td>
<td>48.6%</td>
</tr>
<tr>
<td>15-17 Post Statutory Education</td>
<td>19.5%</td>
</tr>
<tr>
<td>18-24</td>
<td>21.2%</td>
</tr>
<tr>
<td>25-60+</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

### Gender - the percentage of males and females accessing Careers Wales services

The 2011 Census statistics shows the overall population of Wales as 3.06 million with a breakdown of 49% male to 51% female. The Careers Wales client figures across all age categories illustrate that more males than females are accessing our services. This is reflected throughout Wales with an increased differential between males and females for the 25-60+ age category.

The overall male/female split is in line however with the economic activity rate for 16 - 64 year olds which was recorded in December 2014 as higher for males (79%) than females (71%).

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male %</th>
<th>Female %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 11 Statutory Education</td>
<td>52.3</td>
<td>47.7</td>
</tr>
<tr>
<td>15-17 Post Statutory Education</td>
<td>51.2</td>
<td>48.8</td>
</tr>
<tr>
<td>18-24</td>
<td>55.6</td>
<td>44.4</td>
</tr>
<tr>
<td>25-60+</td>
<td>56.3</td>
<td>43.7</td>
</tr>
</tbody>
</table>
Ethnicity

The largest percentage of clients who access Careers Wales services identified themselves as 'White British'; this is reflected throughout each of our operational regions and across all age categories. Our teams covering the South East of Wales recorded having the largest percentage of clients (across all age groups) who identified themselves as other ethnic groups.

This is reflected in the Local Labour Force Survey/Annual Population Survey Ethnicity, by local authority (ethnicity type, local authority) reports that the percentage of people identifying themselves as from a non-white background are:

Percentage of population from a non-white background

Proportionately the number of people receiving services from Careers Wales from a non-white background is slightly lower than that recorded for each of the regions.

<table>
<thead>
<tr>
<th>Clients in Statutory Education</th>
<th>WALES %</th>
<th>North* %</th>
<th>West* %</th>
<th>South East* %</th>
<th>South Central* %</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Welsh/English</td>
<td>41.2</td>
<td>45.3</td>
<td>45.6</td>
<td>33.3</td>
<td>41.4</td>
</tr>
<tr>
<td>Scottish/N. Irish/British</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White Irish or Other</td>
<td>1.0</td>
<td>1.1</td>
<td>0.9</td>
<td>0.9</td>
<td>0.9</td>
</tr>
<tr>
<td>Other Ethnic Groups</td>
<td>2.2</td>
<td>1.3</td>
<td>2.1</td>
<td>4.4</td>
<td>0.9</td>
</tr>
<tr>
<td>No information on ethnicity</td>
<td>4.2</td>
<td>6.0</td>
<td>2.2</td>
<td>2.6</td>
<td>6.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16 - 17 Post Statutory Education</th>
<th>WALES %</th>
<th>North %</th>
<th>West %</th>
<th>South East %</th>
<th>South Central %</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>16.5</td>
<td>15.8</td>
<td>17.2</td>
<td>16.9</td>
<td>15.9</td>
</tr>
<tr>
<td>White Irish or Other</td>
<td>0.5</td>
<td>0.5</td>
<td>0.3</td>
<td>0.6</td>
<td>0.4</td>
</tr>
<tr>
<td>Other Ethnic Groups</td>
<td>1.1</td>
<td>0.4</td>
<td>0.8</td>
<td>2.6</td>
<td>0.3</td>
</tr>
<tr>
<td>No information on ethnicity</td>
<td>1.4</td>
<td>1.9</td>
<td>0.5</td>
<td>1.2</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>18 - 24 Years Old</th>
<th>WALES %</th>
<th>North %</th>
<th>West %</th>
<th>South East %</th>
<th>South Central %</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>18.3</td>
<td>14.6</td>
<td>18.7</td>
<td>20.1</td>
<td>19.2</td>
</tr>
<tr>
<td>White Irish or Other</td>
<td>0.7</td>
<td>1.2</td>
<td>0.4</td>
<td>0.7</td>
<td>0.7</td>
</tr>
<tr>
<td>Other Ethnic Groups</td>
<td>1.2</td>
<td>0.5</td>
<td>0.7</td>
<td>3.0</td>
<td>0.4</td>
</tr>
<tr>
<td>No information on ethnicity</td>
<td>1.0</td>
<td>0.8</td>
<td>0.8</td>
<td>1.0</td>
<td>1.2</td>
</tr>
</tbody>
</table>
Disability

Just over 10% of 18-24 year olds accessing Careers Wales services declared themselves as disabled.

<table>
<thead>
<tr>
<th>25 - 60+ Years Old</th>
<th>WALES %</th>
<th>North %</th>
<th>West %</th>
<th>South East %</th>
<th>South Central %</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>8.0</td>
<td>8.0</td>
<td>7.0</td>
<td>8.3</td>
<td>8.8</td>
</tr>
<tr>
<td>White Irish or Other</td>
<td>0.7</td>
<td>1.0</td>
<td>0.7</td>
<td>0.7</td>
<td>0.6</td>
</tr>
<tr>
<td>Other Ethnic Groups</td>
<td>0.5</td>
<td>0.3</td>
<td>0.3</td>
<td>0.9</td>
<td>0.3</td>
</tr>
<tr>
<td>No information on ethnicity</td>
<td>1.5</td>
<td>1.1</td>
<td>1.3</td>
<td>2.5</td>
<td>0.8</td>
</tr>
</tbody>
</table>

Disability

Just over 10% of 18-24 year olds accessing Careers Wales services declared themselves as disabled.

<table>
<thead>
<tr>
<th>25 - 60+ Years Old</th>
<th>WALES %</th>
<th>North %</th>
<th>West %</th>
<th>South East %</th>
<th>South Central %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 11 Statutory Education</td>
<td>4.7</td>
<td>5.1</td>
<td>5.3</td>
<td>4.7</td>
<td>3.6</td>
</tr>
<tr>
<td>15-17 Post Statutory Education</td>
<td>6.8</td>
<td>6.4</td>
<td>8.9</td>
<td>6.0</td>
<td>5.9</td>
</tr>
<tr>
<td>18-24 years old</td>
<td>10.7</td>
<td>9.2</td>
<td>5.0</td>
<td>9.3</td>
<td>12.0</td>
</tr>
<tr>
<td>25-60+ years old</td>
<td>8.4</td>
<td>4.7</td>
<td>5.3</td>
<td>5.4</td>
<td>18.2</td>
</tr>
</tbody>
</table>

*The regions can be broken down to the following LA areas:
North - Gwynedd, Angelsey, Conway, Denbighshire, Flintshire, Wrexham
West - Swansea, NPT, Carmarthen, Ceridigion, Pembroke
South East - Cardiff, Vale, Newport, BG, Torfaen
South Central - Bridgend, Caerphilly, RCT, Merthyr, Powys
Both OCR and Agored Cymru conducted External Verification visits, and the Careers Wales accredited centre received very positive reports from both, praising the standard of support provided to candidates and the quality of assessment.

Careers Wales invested 4,975 days in learning and development activities (not including coaching, visits and self-directed learning). This equates to an average of 7.6 days per staff member.

We delivered a wide range of learning and development to staff. Careers advisers took part in a CPD programme, attending workshops on a range of topics related to the line manager observations of their guidance. Advisers also received coaching from their own line managers and specialist coaches.

We used external trainers to deliver training on Advanced Group Work Skills and Motivational Interviewing for careers advisers. This training was very well received by staff. Careers assistants also attended workshops to improve their skills in delivering interviews and group work.

The majority of careers advisers were observed by their line managers delivering guidance interviews, and the company grade profile is improving as a result of coaching and training. In the latter part of the year, line managers started to observe careers adviser group work, careers assistant interviews and careers assistant group work.

We continued to deliver Safeguarding training on a rolling three-year cycle for all client-facing staff, and also delivered fire warden and first aid training to nominated staff in each office.

Prince 2 project management training was successfully completed by a range of managers.

All team managers attended a programme of leadership and management training, which focused on improving their ability to get the best from their teams and deliver high performance. The HR team also offered additional workshops to introduce new company policies and support better practice.

Corporate staff completed specialist training related to their roles, including IT, finance and marketing.

Nearly all staff completed an online training programme in equality and diversity, which updated their knowledge in this area and gave them the opportunity to reflect on beliefs and values. This was then discussed in team meetings.

Careers Wales has been working with consultants to develop a bespoke web-enabled appraisal and learning management system, using the Halogen software ‘Talent Management suite’. By the end of the business year test systems for appraisal and learning management had been developed in preparation for demonstration and consultation exercises to be conducted with staff and managers in the new business year.
Since the approval of Careers Wales’ Welsh Language Scheme in August 2014, there have been several significant achievements in the implementation of the scheme, including:

- The introduction of Welsh and English HR policies, processes and procedures;
- The development of an online talent management IT system available in both languages according to staff choice;
- The availability of social media and alternative delivery methods (e.g. phone, webchat) in Welsh and English simultaneously;
- A fully translated and contextualised online job ideas inventory incorporated onto the website - https://www.careerswales.com/cy/eich-gyrfa/gyrfaplws/cael-syniadau/;
- Promotion of Welsh language skills requirements on our online LMI sector infographics. https://www.careerswales.com/cy/golwg-ar-fwyd-a-ffermio/

In addition, many bilingual resources have been created and placed on Careers Wales’ intranet to support employees’ understanding of the requirements of the Welsh Language Scheme and to help promote a bilingual workplace.

These resources include materials that can be used to raise awareness of the Welsh language and the requirements of the Welsh Language Scheme. They also include operational guidelines and style guides to promote a fully bilingual image and other resources to support the use of the Welsh language in the day to day operations within the workplace. Careers Wales increasingly uses a range of channels to deliver services including our telephone service, - Careers Wales Connect, our website, careerswales.com, social media, web chat, email and texts. These options provide facilities for delivering services through the preferred language of the client.

During 2014 – 2015, the Welsh Language Commissioner’s office undertook an assessment of our compliance against the proposed standards under the Welsh Language Measure (Wales) as part of its Standards Investigation. Careers Wales’ response to the Welsh Language Commissioner’s standards investigation questionnaire was submitted in February 2015.

Careers Wales continues to work towards achievement of the 2014 – 2017 action plan outlined within its Welsh Language Scheme.
Environmental Sustainability

Careers Wales actively pursues policies and initiatives that seek to reduce the impact its operations have on the environment, the main delivery being achieved via the Green Dragon Environmental Standard.

Careers Wales was awarded Level Two accreditation of the Green Dragon Standard. The main sustainable practices used throughout Careers Wales are:

- The use of video and telephone conference facilities to reduce the number of individuals travelling to events;
- Old ICT equipment, paper, toner cartridges, bottles, batteries and cans are collected and recycled;
- Photocopiers are used for printing instead of printers;
- There are recycling stations throughout all offices;
- Improved data collection and monitoring of gas, electricity, water and staff travel;
- Improved use of environmental friendly products throughout the company;

The company had a further Green Dragon audit in August 2014 which focused on different company premises. The company was successful in maintaining the Level Two award.
11/Financial Statement and link to Audited Accounts

The financial statements for 2014-2015 for CCDG have been prepared in accordance with international finance reporting standards and audited by the Wales Audit Office.

A copy of the accounts can be accessed via the following link:

[CCDG Consolidated Financial Statements for the Year ended 31st March 2015]
CIAG (April 2010 – September 2014)

The aim of the CIAG Project was to “increase the number of economically inactive/unemployed participants accessing careers information, advice and guidance support”. The project was designed to indirectly raise levels of employment and economic activity, and secure higher participation in the labour market by delivering independent, impartial and bilingual careers information advice and guidance to eligible adults.

This project was geared towards participants who were furthest away from the labour market. Our Careers Advisers were able to challenge participants thinking, particularly when their aspirations were low, stereotyped or unrealistic. Participants were able to talk through their ideas and were helped to make plans, choices and decisions based on their interests, abilities and values. Many participants engaged in multiple interventions, which included activities such as: job search, CV writing, developing employability skills, confidence building and action.

The project targets and achievements were:

<table>
<thead>
<tr>
<th>April 2009 - September 2014</th>
<th>Delivery Profile Target</th>
<th>Project Final Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>25,000</td>
<td>24,588</td>
</tr>
<tr>
<td>Participants entering further learning</td>
<td>3,450</td>
<td>3,557</td>
</tr>
<tr>
<td>Participants gaining other positive outcomes</td>
<td>12,000</td>
<td>13,259</td>
</tr>
<tr>
<td>Employers adopting or improving equality and diversity strategies and monitoring systems</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Projects integrating sustainable development into awareness raising education and training programmes</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
The project met 98.3% of its participant targets and over achieved in the number of participants entering further education, and also participants gaining other positive feedback.

The project was evaluated in 2011 and a small case study review was undertaken by BMG in September 2014. Both the evaluation and case study can be viewed within the professional section of carrerswales.com. The project has now reached its closure with all staff members working on the project returning to their substantive post within our core contract activities funded by the Welsh Government.
### Glossary of Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Destinations Survey</td>
<td>The annual survey of school leavers undertaken by Careers Wales on behalf of the Welsh Government, providing a useful snapshot of pupil destinations after leaving school which informs careers staff in their work with clients, parents, teachers and employers.</td>
</tr>
<tr>
<td>App</td>
<td>A software programme that can be downloaded by a user to a mobile device. The Careers Wales app is called ‘Careers Wales Career Search’.</td>
</tr>
<tr>
<td>Apprenticeship Matching Service (AMS)</td>
<td>A free on-line recruitment system that helps employers find suitable candidates for apprenticeships and aspiring apprentices’ opportunities in a business that is right for them.</td>
</tr>
<tr>
<td>CAP</td>
<td>Common Area Prospectus. A full list of all education opportunities for years 12 and 13 available on careerswales.com aimed at students.</td>
</tr>
<tr>
<td>Career Check</td>
<td>Research undertaken by Careers Wales to amongst pupils to determine how far they have got with planning their future.</td>
</tr>
<tr>
<td>Careers and World of Work Programme</td>
<td>Careers and the world of work (CWW) forms part of the basic curriculum for all registered pupils aged 11 to 16 at maintained schools.</td>
</tr>
<tr>
<td>Careers Wales Mark</td>
<td>The ‘Mark’ is an award designed by Careers Wales to recognise a commitment to continuous quality improvement within an educational institution to meet with the Welsh Government's requirements that are set out in Careers and the World of Work: a framework for 11-19 year-olds in Wales.</td>
</tr>
<tr>
<td>CIAG</td>
<td>Careers, Information, Advice and Guidance.</td>
</tr>
<tr>
<td>Communities First</td>
<td>Communities First is a Welsh Government Community Focused Tackling Poverty Programme. The programme supports the most disadvantaged people in the most deprived areas of Wales with the aim of contributing to alleviating persistent poverty.</td>
</tr>
<tr>
<td>CSCS Card</td>
<td>Construction Skills Certification Scheme.</td>
</tr>
<tr>
<td>EET</td>
<td>Employment, Education and Training.</td>
</tr>
<tr>
<td>Enhanced Employer Engagement</td>
<td>Project focusing on increasing and enhancing</td>
</tr>
<tr>
<td><strong>(EEE)</strong></td>
<td>employer engagement with schools through a structured partnership approach.</td>
</tr>
<tr>
<td><strong>ESF</strong></td>
<td>The European Social Fund (ESF) is the European Union’s main financial instrument for supporting employment in the member states of the European Union as well as promoting economic and social cohesion.</td>
</tr>
<tr>
<td><strong>Estyn Common Inspection Framework</strong></td>
<td>The common inspection framework is used for all inspections of education and training providers in Wales.</td>
</tr>
<tr>
<td><strong>Five Tier Model of Engagement</strong></td>
<td>A data management and tracking framework to help reduce NEET statistics in Wales.</td>
</tr>
<tr>
<td><strong>Individual Skills Gateway (ISG)</strong></td>
<td>Welsh Government scheme offering easy access for both individuals and employers wishing to access skills support in the future.</td>
</tr>
<tr>
<td><strong>Intensive Support and Supervision (ISS)</strong></td>
<td>A programme designed for young offenders.</td>
</tr>
<tr>
<td><strong>IO</strong></td>
<td>Careers Wales’ client information database.</td>
</tr>
<tr>
<td><strong>Jobs Growth Wales (JGW)</strong></td>
<td>A six months opportunity in a job paid at least the National Minimum Wage.</td>
</tr>
<tr>
<td><strong>Key Stage 4</strong></td>
<td>Key Stage 4 is the legal term for the two years of school education which incorporate GCSEs, and other exams, in maintained schools in Wales—normally known as Year 10 and 11 in Wales, when pupils are aged between 14 and 16.</td>
</tr>
<tr>
<td><strong>LANTRA</strong></td>
<td>Lantra is the Sector Skills Service for land based and environmental industries.</td>
</tr>
<tr>
<td><strong>Learning Pathways</strong></td>
<td>Learning Pathways 14 to 19 is the distinct approach being taken in Wales to transform the way in which young people are educated. The approach focuses on the needs of individual learners and their learning experience formal, non-formal and in-formal education and the development of skills which will help them to achieve their potential.</td>
</tr>
<tr>
<td><strong>LMI</strong></td>
<td>Labour Market Information.</td>
</tr>
<tr>
<td>NEET</td>
<td>Not in Employment, Education or Training.</td>
</tr>
<tr>
<td>------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>NI</td>
<td>National Insurance.</td>
</tr>
<tr>
<td>OCR</td>
<td>Oxford Cambridge RSA is a leading UK awarding body, providing qualifications for learners of all ages at school, college, in work or through part-time learning programmes.</td>
</tr>
<tr>
<td>Prince2</td>
<td>A certification program for practitioners in quality management, control and organisation of projects who are accredited, qualified through training.</td>
</tr>
<tr>
<td>ReActReAct</td>
<td>The Redundancy Action Scheme (ReAct) is a programme of funding for training provided by the Welsh Government for people living in Wales who are facing redundancy.</td>
</tr>
<tr>
<td>ReAct3 project</td>
<td>ReAct 3 is the third cycle of the Redundancy Action Scheme (ReAct), a programme of funding for training provided by the Welsh Government for people living in Wales who are facing redundancy.</td>
</tr>
<tr>
<td>Skills to Succeed</td>
<td>The Skills to Succeed Academy, developed by Accenture Ltd, is an interactive, on-line training that helps people to get confident in choosing careers and get the key skills needed to find and keep a job.</td>
</tr>
<tr>
<td>STEM</td>
<td>Science Technology Engineering and Maths.</td>
</tr>
<tr>
<td>Steps to Employment</td>
<td>Steps to Employment is a learning programme for unemployed adult learners aged 18 years and over. Clients are referred by Jobcentre Plus and is offered at two levels; Work Focussed Learning or Routeways to Work.</td>
</tr>
<tr>
<td>Tier 2 provision</td>
<td>Provision aimed at Tier 2 clients on the 5 Tier Engagement model. They are classed as Young People unable to enter ETE due to, e.g. ill health, custody.</td>
</tr>
<tr>
<td>UK Job Centre Plus / Job Centre</td>
<td>Jobcentre Plus is a brand used by the UK Department for Work and Pensions for its working-age support service in the United Kingdom, its services offered directly by the Department for Work and Pensions.</td>
</tr>
<tr>
<td>Wavehill Consulting</td>
<td>A leading social research and evaluation company.</td>
</tr>
<tr>
<td>Want to Work Programme</td>
<td>The 'Want 2 Work' initiative is one of a number of</td>
</tr>
</tbody>
</table>
projects aimed at assisting people in receipt of incapacity benefit. Advisers offer advice to people in relation to the full range of employment benefits and provide support to enable beneficiaries to access these benefits. Delivery of this initiative takes place through outreach provisions in local community outlets in Wales.

<table>
<thead>
<tr>
<th>Webchat</th>
<th>Online communication channel used on careerswales.com.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welsh Baccalaureate</td>
<td>The Welsh Baccalaureate (Welsh: Bagoriaeth Cymreig), Welsh Bacor WBQ, is an officially accredited and established qualification delivered by schools, colleges and training providers across Wales.</td>
</tr>
<tr>
<td>Work based learning</td>
<td>Programmes for both secondary and post-secondary students which provide opportunities to achieve employment-related competencies in the workplace. Work-based learning is often undertaken in conjunction with classroom or related learning and may take the form of work placements, work experience, workplace mentoring, instruction in general workplace competencies and broad instruction in all aspects of industry.</td>
</tr>
<tr>
<td>Work Programme</td>
<td>Provides support, work experience and training for up to 2 years to help people find and stay in work.</td>
</tr>
<tr>
<td>Youth Offending Team (YOT)</td>
<td>Youth Offending Team (YOT) is a multi-agency team that is co-ordinated by a local authority, which is overseen by the Youth Justice Board. It deals with young offenders.</td>
</tr>
<tr>
<td>Youth Engagement and Progression Framework (YEPF)</td>
<td>The Youth Engagement and Progression Framework aims to reduce the number of young people not in education, employment or training (NEET).</td>
</tr>
<tr>
<td>Youth Guarantee</td>
<td>The Youth Guarantee is a new approach to tackling youth unemployment which ensures that all young people under 25 – whether registered with employment services or not – get a good-quality, concrete offer within 4 months of them leaving formal education or becoming unemployed.</td>
</tr>
</tbody>
</table>