



PRESS NOTICE: 10th June 2013

THE NATIONAL CAREERS COUNCIL REPORT

“An Aspirational Nation:

Creating a culture change in careers provision”

Careers England, the trade association for businesses providing careers services in England, today provides a detailed analysis of the **National Careers Council’s first annual report to the Government** on careers guidance for young people and adults. *Attached is the Policy Commentary which has been prepared for Careers England by Dr Tristram Hooley (Reader in Career Development and Head of the International Centre for Guidance Studies, University of Derby); the views expressed in the Commentary are those of the writer.*

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Steve Stewart, MBE, Chairman of the Board of Directors for Careers England, said:

“This is an important report, and we look forward to working with the National Careers Council in supporting all efforts to ensure that every young person and adult seeking assistance in their choices of learning and work can access careers services of the highest quality.

We believe that the NCC report provides a solid base upon which to seek to build a truly world class careers service for people of all ages across every part of England; but that can only happen if the Government takes a decisive lead. That is why we are calling today for the following actions to be implemented by the Government in the next 100 days.....and by the end of March 2014.”

In the next 100 days, the following needs to happen:

1. Government to ensure that:
 - the re-tendering process for the National Careers Service contains the recommendations of the National Careers Council relating to the expansion of the National Careers Service’s role in supporting and working with schools, parents and young people, **(NCC Recommendation 3)** and



- the National Careers Service is able to extend and develop its on-line services to both clarify and simplify access for young people and their parents to the range of services delivered on-line (**NCC Recommendation 6**).

- 2. We continue to advocate the ‘three-pronged’ approach to quality standards, and we urge the Government to make it mandatory. This would require the current Statutory Guidance on the duty to secure access to independent careers guidance to be revised from September 2013 so that all schools would be required to work towards a Careers Education, Information, Advice & Guidance (CEIAG) Quality Award which is nationally validated by the Quality in Careers Standard, and to procure services only from quality assured (the **matrix Standard**) providers and qualified individuals (QCF Level 6 careers professionals).

- 3. Local Authorities, the National Careers Service and the Career Development Institute to be commissioned by the Government to produce for each Local Authority area in England a directory of quality assured providers of face-to-face careers information, advice and guidance which would meet the key quality assurance requirements i.e. accredited to the **matrix Standard** and employing professionally qualified careers professionals to QCF Level 6. This Directory would be made available to all schools and colleges to ensure they meet their new statutory duties.

And, by the 31 March 2014 the Government should have commissioned Ofsted to conduct a themed inspection of both the range and depth of engagement of employers, universities, colleges of further education and training providers that are contributing to the delivery of the School Curriculum and careers- related activities at Key Stage 4. This themed inspection would provide a benchmark and highlight good practice for the Government relating to both the desire and progress towards the fundamental culture change (**identified in NCC Recommendations 1 and 4**).”

ENDS



Notes to Editors

(i) Careers England is the national **Trade Association** for organisations involved in the provision of careers education, information, advice and guidance (CEIAG) products and services in England for people of all ages. **Our members provide aspects of some, or all, of the four components of CEIAG:**

- a. Careers education (that is “career learning”)
- b. Careers information
- c. Careers advice
- d. Careers guidance

(ii) Careers England is principally, therefore, an **employer body**. Our full members comprise the majority of prime contractors for the **National Careers Service** along with a significant number of sub-contractors and ‘careers providers’ delivering publicly-funded careers guidance services for local authorities (LAs), schools and colleges across England.

(iii) We also provide the project leadership, administration and management for the **Quality in Careers Standard** (the national validation for England’s 13 specialist Quality Awards - for Schools, Colleges & Work-Based Learning Providers - covering all four components of CEIAG).

(iv) Full details of all Careers England’s members, our activities, our publications (including Key Policy Summaries on the Coalition Government’s policies for careers guidance), links to the CEIAG Quality Award providers and the Quality in Careers Standard can be found at www.careersengland.org.uk

Further Details are available from

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