

0901 - STRATEGY AND PROVISION

The overall aim of government policy is to develop careers services available to all and to provide an easily accessible source of information, advice and guidance (IAG) to both young people and adults. ICT is considered to be an effective medium providing that ways can be found to provide equal access to disadvantaged and excluded groups.

With devolution and other political changes, the UK system of for the delivery of IAG has fragmented. Whilst Scotland, Northern Ireland and Wales retain all-age service, England continues to separate services for young people from those for adults.

The reform of 2001 in England established Connexions services <http://www.connexions.gov.uk/> for young people in the years of transition between schooling and the labour market, which have delivered services through 75 partnerships at local level. It was credited with some success in reducing the number of NEETs, but was not sufficiently responsive to the needs of mainstream young people. The latter was partly due to the underfunding and confusion over respective roles and responsibilities of schools and Connexions partnerships.

Two government policy initiatives of 2005²⁰ and the Education and Skills Bill (2007) make provision for a IAG reform for young people by planning to transfer Connexions services from the existing partnerships to Local Authorities.

IAG for adults is also in transition in England, following the recommendations of the Leitch review of skills (2006) and the Skills Commission's inquiry into IAG (2008). The Leitch review recommends to establish 'a new universal adult career service, providing labour market focused careers advice for all adults. With demise of LSCs, which is currently responsible, alongside other organisations, for adult IAG, the new Adult Advancement and Careers Service (AACS) in England will be rolled out in 2010-11 with an intention to 'give every adult easy access to skills and careers advice that will help them find work and progress in their careers'. Currently, the national Learning and Skills Council has an Adult Learning Committee and takes, inter alia, responsibility to oversee and part-fund effective guidance services for adults.

The report describes the 2007 IAG services in the UK.

In England, all providers of IAG services that are funded through Connexions partnerships require accreditation against the National Quality Standards for Learning & Work. This applies to both public and private sector organisations. The Guidance Council (GC) has developed the standards. The GC promotes and advises on the provision of good quality guidance and the Guidance Accreditation Board (GAB) handles the accreditation process. The Common Inspection Framework through inspections by the Ofsted (not Scotland) provides a quality assurance for standards and provision of guidance services.

For employees, advice and guidance may be part of the human resource function. This is particularly the case for the growing number of organisations that have a system of professional or performance appraisal, and is likely to be linked to professional development and in-service training. 'Investors in People' is a scheme that has government support – it coaches and badges firms and organisations in both the public and private sector, encouraging best practice in staff development and training.

Guidance and counselling can also be provided in the workplace by Trade Unions, which is currently is developing a new IAG model for ULRs or through Learndirect and learndirect Scotland who act as brokers between learners and learning providers.

In Scotland, the UK's first all age guidance organisation Careers Scotland (CS) was established in 2002. CS provides a range of important information, advice and guidance on education, training and employment opportunities. The service is available

²⁰ An End to End Review of Careers Education and Guidance for young people, DfES, 2005 and Youth Matters (Green Paper), DfES, 2005

to people of all ages and is delivered through a network of local Careers Centres or through the interactive website at <http://www.careers-scotland.org.uk/home/home.asp>.

0902 - TARGET GROUPS AND MODES OF DELIVERY

The intention is that all adults and young people should have easy access to career guidance and counselling at times of greatest need. Young people in transition are all expected to receive advice and guidance through facilities made available at the place of learning. (As part of the New Deal, young unemployed are given guidance and must demonstrate a quota of job applications to qualify for benefit. Emphasis is placed on 'one-stop shops' in the local community and through Internet access – either through the home or through facilities in local libraries, etc.)

While a variety of sources of advice and guidance are available, we can summarize the main sources of advice and guidance for different target groups as follows:

- Young people in Education - Connexions/school or college
- Young people at risk of exclusion - Connexions/New Deal
- Young people at work - Connexions/Human Resources provision
- Adults at work - Human Resources, etc. / University for Industry
- Adults not in employment - University for Industry (Ufi)
- Jobcentre Plus
- Careers Scotland
- Learndirect
- Employment agencies
- The following are the main UK measures.

SCHOOLS AND COLLEGES

All secondary schools must provide a careers programme for all their pupils as part of the national curriculum, and further education colleges and universities have advice centres and careers programmes available for their students.

All have career programmes for guidance services, working with the Connexions service.

CONNEXIONS

The Connexions service is an integrated support service for all 13 –19 year olds in England. The aim of this initiative is to improve advice and support to young people in transition. As well as direct delivery of advice and guidance, Connexions is intended to improve the responsiveness of other agencies delivering services to young people: the emphasis is on involving young people. Connexions Direct is a pilot to develop an on-line version, with access to advice on a help line.

THE JOBCENTRE PLUS

The Jobcentre Plus provides jobseekers with access to any vacancy held by Jobcentre Plus, anywhere in Britain (currently around 300,000 at any one time) and to vacancies held by others, including private employment agencies and other European Employment Services. It also provides personalised advice to jobseekers. This service has made progress in delivering a modern e-business service to jobseekers and employers, service delivery partners and Jobcentre Plus staff.

CAREERS SCOTLAND

Careers Scotland's service is available to people of all ages through local Careers Centres or the interactive website at www.careers-scotland.org.uk. Key target groups and related services are set out in the following table

Table1: Key target groups and related services

TARGET GROUP	JOB-RELATED IAG	FURTHER LEARNING-RELATED IAG
SCHOOL PUPILS (ALL AGES)	Appropriately focused career education that supports the Scottish Executive's Enterprise in Education strategy.	
16-17 YEAR OLDS	As above. CS is the key point of entry for young people in this group who have additional support needs: their aim is to progress them to mainstream learning, training or employment. All job vacancies for this group are referred to CS by JobCentre+.	
ALL AGES	Develop individuals' career planning skills; provide guidance on employment and training opportunities to enhance future career prospects.	
16-24 YEAR OLDS NOT IN EMPLOYMENT, EDUCATION OR TRAINING	Specific projects providing one-to-one support to remove barriers and progress young people into employment or training.	

LEARNDIRECT/LEARNDIRECT SCOTLAND

Learndirect <http://www.learndirect.co.uk/> is the brand name for services offered by Ufi Ltd. which has developed from the concept of the University for Industry. The learndirect national advice line uses trained and qualified advisers offering free, impartial advice using a database of over 600,000 UK learning opportunities. Learndirect also offers access to learning at a time, place and pace to suit the individual learner through a range of bite-sized, mostly on-line courses available at a network of around 2 000 learning centres, at home or in the workplace. Learndirect Scotland (the brand name for Scottish University for Industry) provides learners and businesses with advice on learning opportunities available throughout Scotland. It has a database of over 60,000 learning opportunities and has a network of over 460 Learndirect Scotland branded learning centres.

EMPLOYMENT AGENCIES

A wide range of employment agencies is to be found on the high street, or through electronic links. Some of these serve a general function as employment agencies, while others operate in particular sectors or labour market niches.

0903 - GUIDANCE AND COUNSELLING PERSONNEL

WIDE RANGES OF PROFESSIONALS ARE INVOLVED IN GUIDANCE AND COUNSELLING

This ranges from teachers in schools, most of whom will specialise and undergo in-service training and trained careers advisers at school, college or HE, to Jobcentre Plus personnel, and to advisers in small agencies whose training and credentials may vary.

The sectoral body with responsibility for standards and qualifications in this field, is the former Employment NTO, has developed professional development packages and competence frameworks. These are now operational. All providers of IAG services funded through Connexions partnerships require accreditation against the National Quality Standards for Learning & Work. This applies to both public and private sector organisations. The Guidance Council (GC) has developed the standards.

THE PROFESSIONAL STANDARDS COVER A RANGE OF ISSUES:

- The breadth of content - information at local, national and international level covering as appropriate housing, child care, health including sexual health and substance misuse, benefits and other financial support, discrimination, learning entitlement, job search, job vacancies and the labour market, occupations, education and training, and other career and personal development opportunities and leisure opportunities;
- The range of formats and languages;
- Other access issues;
- Impartiality;
- The need for a range of support to be available for those young people needing it in order to gain benefit from the information e.g. translation services.

Full qualification links academic study with vocational, evidenced based practice, through the NVQ level 4 in guidance. The guidance qualifications framework is still developing.

In Scotland, Careers Advisers must have a post graduate qualification (part 1) and successfully complete on the job assessment (part 2) to achieve the Qualification in Careers Guidance.

No specific targets have been set, in Scotland, for the training of other non-teaching educational staff. However, Further Education colleges are required to submit strategic plans, which include information on the action they intend to take to develop staff, to the Funding Council each year.