

Education and Lifelong Learning Committee

Careers Wales - 11 May 2005

Briefing Paper

Three representatives from Careers Wales companies will make a short, Power Point presentation to Committee members.

The representatives are:

Wayne Feldon, Chief Executive, Careers Wales Mid Glamorgan and Powys.

Judith Morgan, Adult Guidance Manager, Careers Wales Gwent.

Emlyn Evans, Adult Guidance Delivery Manager, Careers Wales North West.

Wayne Feldon will lead the presentation.

The presentations will focus on the key features of the service provided to adults, namely Information, Advice and Guidance to individuals, work with employers and employees, partnership working and quality assurance.

We will draw attention to innovative developments such as Careers Wales On Line and the Impact Measurement survey.

Annex 1

Careers Wales Client Case Studies

Client A

A woman returner in her early forties was employed as a cleaner for two hours a week and studying part-time at the local college for a foundation level qualification in accounting. She had enrolled on this

College course with the intention of starting a second career in office administration and she felt that it would help her to "keep the books". After making several unsuccessful job applications a friend suggested that she visit the Careers Office for some advice on Job Search techniques.

In the course of discussion about how to present her skills and qualifications to best advantage on a CV the adviser assisted her to fully explore her qualification, employment and general background to see what she could offer to prospective employers. This revealed that she had a good level of secondary education, a basic word processing qualification, specialist skills and experience as a hairdresser and more general customer service skills gained from working as a hairdresser and in the retail and hospitality industries. At the end of the interview she felt she understood much better how to target her job applications, and also which types of job she had the best chance of obtaining

Within 6 weeks she had obtained a part-time post (which would fit in with her continuing family responsibilities) as an assistant in an Opticians shop. She felt that this was an ideal step in the right direction – it gave her the opportunity to use her existing customer care and retail skills and also to gain some administrative experience – organising bookings, keeping client records and monitoring stock levels.

She sees this as a stepping-stone towards her ultimate goal of an office administration job and intends to continue with part time studies at College in the next academic year. She will return to see the adviser before enrolment to discuss whether to continue with the Accounting course or whether to look at developing her IT skills and a broader office administration qualification.

Comments: "the interview with the adviser taught me a lot and it helped me to get my present job...my confidence has improved"

Client B

An experienced bricklayer in his late thirties had been forced to give up the trade because of back problems and had been on incapacity benefit for over a year. He attended a Work Focussed Interview at the local Jobcentre and agreed that he very much wanted to get back to work but would have to consider a change of career and was not at all sure what would be suitable. The Job Centre personal adviser offered him an interview with a Careers Wales adviser and made a booking for him.

Discussions at the initial interview centred on the client's expressed areas of interest, which were Youth Work or possibly Social Work. Information on what the work involved, normal qualification routes and local opportunities were provided and the factors to take into account were weighed up:

- Youth work – the possibility of voluntary or part-time work locally and the opportunity to gain qualifications on the job – but long-term prospects for full-time work quite restricted and were likely to require graduate level educational qualifications.

- Social work – job prospects good but prolonged periods of study necessary, either full time or part-time as an employed trainee. Would need to do consider an Access Course to develop the required study skills and at least one year's recognised voluntary work before being considered for training.

Whilst still interested in these occupations the client recognised the level of commitment required both financial (length of time before he could earn a good wage plus possible fees for study) and academic. He agreed that he would need to think about this further and discuss it with his family. The adviser suggested that he might like to come back at a later date, if he needed to clarify any details or to consider alternatives. She also mentioned that the local Job Match partnership project could provide some support for those job seekers such as himself who were disadvantaged in some way in the normal jobs market and that they might be worth contacting to see what they could offer.

A month later the adviser spotted a job advert in the vacancies list, circulated to Careers Wales as one of the Job Match partner organisations, for an NVQ trainer and assessor in construction skills at a local training establishment. She contacted the client to see if he was interested in the opportunity and put his name forward. The Job Match team introduced him to the employer and he was offered the post with full training as an NVQ assessor as part of the package. He felt that this was an ideal compromise as it allowed him to use his existing skills and also provided the opportunity to work with young people in a practical way, whilst avoiding any further stress to his back.

Support from the Job Match mentors is on going for a period after individuals have been assisted into employment. This resulted in the Careers Wales adviser being approached again to advise the client and his employer on how to meet the additional learning needs that had been identified after he had been in post for 10 weeks. The client was proving to be an effective and popular trainer and was thoroughly enjoying his new role but having trained under the "old " apprenticeship system he was struggling to grasp the concept of training and assessing in "key skills" as well as the obvious vocational ones. The adviser was able to provide local contacts for a "quick" fix discussion to help route the client to appropriate study material and also suggested enrolment on a PGCE FE course which could provide the back-up theory to supplement the NVQ competence assessment.

Client(s) C

Due to reorganization identifying transferable skills and making successful applications for alternative jobs were outcomes for staff in the catering department at the local community hospital. Staff attended individual interviews to help recognize their transferable skills, consider options open to them, and to identify what additional support they might need when going for an internal interview application. Not all wanted to transfer to the main hospital, as it was perceived to be a significantly different work environment with less opportunity for variety.

Staff had limited knowledge of the range of job possibilities and the nature and detail of the types of work they were applying for. They were also unaware of the existence of websites for both NHS

(Wales) and the local NHS Trust, and were introduced to the support this could provide.

As a result one client, who was despondent after a recent unsuccessful interview was inspired to make a further successful application; another who had been offered a job was able to discuss the range of alternatives that were more suited to her strengths, and make a successful application that gave greater scope for achievement.

Client D

Was a classroom assistant, who knew of Careers Wales work with other colleagues in her school. She accessed an adviser at the local careers shop as this suited her working hours.

With a degree in Childhood Studies and relevant experience in a school environment, she needed advice and direction about going into teaching. The adviser contacted the Teacher Training Agency to identify the next steps – to take the required science GCSE - and provided local information on the best route to achieving this.

" I think Careers Wales is a wonderful service as I needed a starting point and got this within half an hour of the interview"

Client E

Recently made redundant from an industrial bakery, where he had been working as an operative, this client was aware from his job search activities that there were opportunities for driving jobs in warehousing. Prior to his redundancy a Careers Wales adviser had provided details of the ELWa ReAct funding package so he chose to follow this up by visiting the local Careers Centre to see what support he could receive for relevant training. Whilst making the client aware that the opportunities for a 22 year old to find employment as a LGV were likely to be restricted initially, because of insurance requirements, the adviser took into account that the client had researched the situation fully and was aware that there could be on-site opportunities initially and long term career prospects for the future, he had also put himself through the required medical and theory test at his own expense.

The adviser supported the client's application to ELWa for a ReAct discretionary training grant to take the appropriate Forklift and Class 2 & Class 1 Large Goods Vehicle driving tests. When the adviser followed up three months later to see what progress had been made client had just found employment using his forklift and Class 2 license, after a further three months and as a result of obtaining his Class 1 driving test, he had moved on to work for a much larger logistics firm with wider options for the future.

Annex 2

Redundancy**Workforce Development**

Deeside Furniture Perkins Chilled Foods

Georgia Pacific Convatec

Ibsen Biopharm Scotts Timber

Arvin Meritor DARA

Tetrapak

Gwynedd County Council Social Services
Department

Trefalyn, Meadowslea & Dobshell Hospital

Mental Health Care Ltd.,

Golfytn Lane, Trelogan, Llanarmon yn Ial, Wepre
Park, Bryn Deva CP and other infant, primary &
junior schools

Wrexham Borough Council

North Wales Police

Alberto Culver Morgan E Rees

Autobar MorganiteNTL

Dewhurst WS Atkins

HSBC David Evans

Kitson Environment TRW Systems

Iceland Distribution

Snowdonia Windows

SPI Europe

Portable Foods/Kelloggs

Home Start

Department of Work and Pensions

Base handling products

Hyder Business Services

IG Lintols

Solicitors practice

Thermomax

Ebbw Vale Development Trust

David Morgans CT Distribution

Tesco Panasonic

Contour Premium Aircraft Seating JA Marshall

Avana YUASA Battery UK Ltd.

Sony St. Gobain Pipelines Ltd.

Breconridge Manufacturing Solutions

South Wales Transformers

Abersychan Comprehensive

Blaenau Gwent County Borough Council
Housing Division

Symonds Hydroclean

CAB