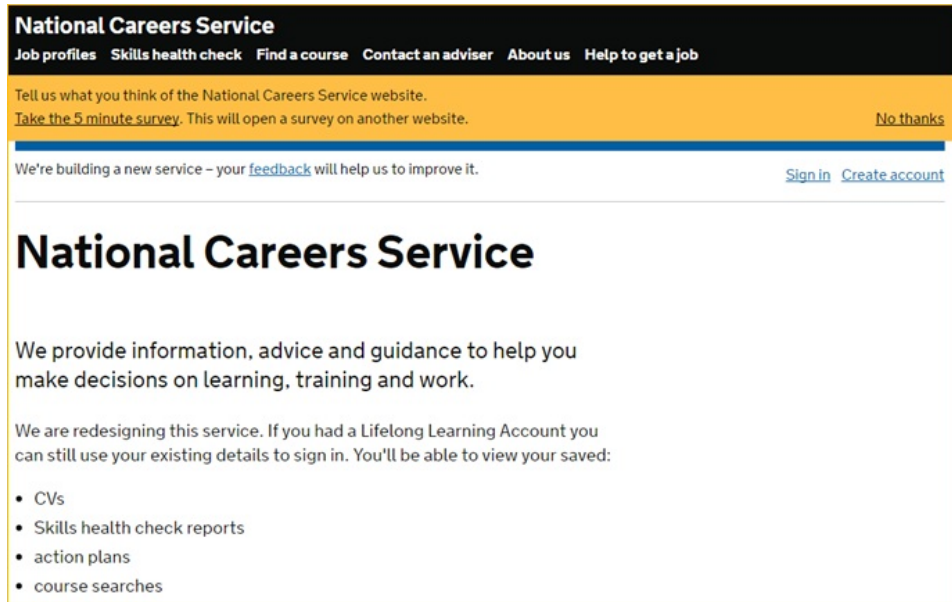


## National Careers Service



### **United Kingdom**

**Founding year:**

2012

**Geographic level:**

National

### **Stakeholders involved:**

Jobcentre+, Local Enterprise Partnerships, etc. are involved in the practice for differing reasons; stakeholders and their roles vary depending on locality and on the kind of public services or community centres that exist in the area.

**Target groups:**

Employed looking for a career change  
Guidance Counsellors  
Higher education students  
School Students/Parents  
Teachers/ Professors  
Unemployed  
Young people

## Is the initiative a Single Access Point? :

Yes

## Providing organisation:

The National Careers Service is delivered through eleven prime contractors in twelve geographical areas

## URL:

[View PDF version](#)

## Stakeholders roles:

Government

## Challenges Addressed:

Exchange and knowledge transfer (among educational professionals, guidance counsellors, etc.)

Facilitation of transition from school education to career selection

Improve matching between skills and jobs

Improvement of guidance/ employment services

Promote self-assessment

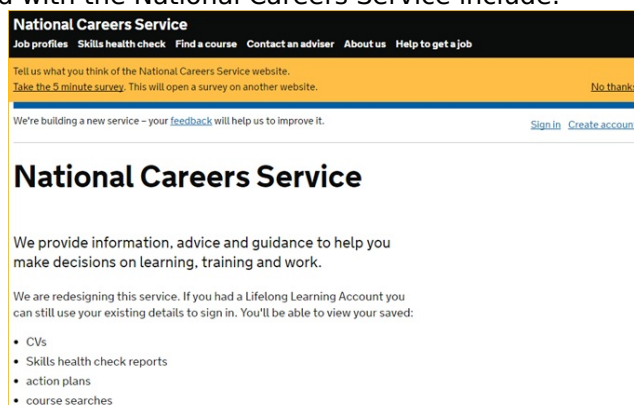
Raise awareness on guidance

Tackling unemployment

## Challenges Addressed description:

The Service aims to **increase the number of people in employment**, improve skills levels and make a difference to people's lives, helping individuals, communities and businesses to succeed. Services associated with the National Careers Service include:

- The **digital service**, including the website, online careers tools, Lifelong Learning Account, job profiles, webchat and social media;
- **Area based** services: confidential and impartial advice, supported by qualified careers advisers in local centres;
- **Local labour market information and brokerage services** for schools, employers, HE/FE institutions and other intermediary organisations.



The National Careers Service (particularly area-based services) is slanted towards the users with the greatest need, which very often means that their ability to choose their own career is less than other groups. Besides progression into employment and learning, a main focus of the service is **empowerment** of users and identifying the **transferable skills** that can help to consider new options.

## Policy objectives:

Access to Lifelong Guidance Services

Assessing the effectiveness of Lifelong Guidance Provision

Assuring the quality of Lifelong Guidance Provision

Career Management Skills

ICT in Lifelong Guidance

Improving careers information

Improving employability and supporting older workers

Raising the skills and qualifications of adults  
 Raising the skills and qualifications of young people  
 Strategic Leadership  
 Supporting people at risk and disadvantaged groups  
 Training and Qualifications of Guidance Practitioners

## INNOVATIVE ASPECTS OF LMI description:

Each National Careers Service contractor is responsible for bringing all their regional/local LMI together for public access. The localised LMI is informed by various sources, such as Local Enterprise Partnership labour market reports, local LMI networks, local businesses and industry. It is accessed by career advisers online through a monthly bulletin and reports.

The digital service aimed at the public uses LMI quite differently, it is informed by various data sources such as the National audit office, the Office for National Statistics. The LMI includes data on job profiles, qualifications etc which feeds into a set of user-friendly tools (as detailed below)

### INNOVATIVE ASPECTS OF LMI:

Blended counselling  
 Effective job matching  
 Innovative user profiling  
 Interoperability with job-search engines  
 Occupational information  
 Personalised educational advice  
 Real time LMI

## INNOVATIVE USE OF ICT description:

- Comprehensive online portal offering supportive

### Job profiles

We have profiles on over 800 different types of job, from archivist to zoologist.

Each one explains:

- the skills and qualifications needed to get into that job
- what the work would be like
- the pay you could expect
- what the career prospects are

Explore the job profiles to find out what a job involves and if it will suit you.

### Search job profiles

Enter a job title



### A to Z index

Choose a letter below to view profiles.

A	A	B	C	D	E	F	G	H	I	J	K
	L	M	N	O	P	Q	R	S	T	U	V
	W	X	Y	Z							

- tools;
- Upon free registration, results and records from all tools can be permanently stored in a **Lifelong Learning Account**;
- Course search tool for exploring an extensive course database ranging from Apprenticeships to flexible learning courses;
- Dedicated funding advice section;
- **Skills Health Check Tool**;
- **Online quizzes**;
- **Action Plan Tool**;
- **Job profile database** currently containing 800 files;
- Advice from trained counsellors is available via **web chat and e-mail**.

### INNOVATIVE USE OF ICT:

Combination with offline elements  
 Connection with third parties (LMI, PES, etc.)  
 e-portfolio  
 Interactive online tools  
 Mobile app  
 Online counselling  
 Personalised information storage  
 Social media utilisation

## Skills Health Check

The Skills Health Check is a set of quizzes and activities designed to help you explore your skills, interests and motivations.

Working through the Skills Health Check can help you decide what kind of jobs might be right for you.

You'll be able to download your report once you've completed at least one assessment.

### Save your progress

You can [sign in](#) or [create an account](#) before starting the Skills Health Check.

Creating an account or signing in before you start means that you can save your progress and return to complete your assessments or download your report at any time.

An account is also:

- free and quick to open
- secure and easy to access

We won't save any information unless you're signed in. Any work you carry out before signing in will be lost if:

- your internet connection is lost
- you leave your internet browser
- your session times out
- you decide to create an account once you've started a Skills Health Check

## Results and impacts obtained:

Evaluation process: All contractors are obliged to support SFA requests to participate in customer satisfaction and progression surveys and other research and evaluation programmes. The 'payment by results' funding model means that contractors are required to capture information about each client at three specific stages in order to receive payment – these are upon completion of a 'Customer Satisfaction Survey' and Action Plan (after the first session), upon completing the Action Plan, and upon progression into work and learning (for at least 3 months). This data informs the SFA's Satisfaction and Progression Survey, which in 2014 reported the following national figures for the unique services:

- Face-to-face  
5,592
- Telephone 3,203
- Online 9,476

Of the above-mentioned sessions, 50% of the clients had progressed in employment (significantly higher than the 46% in Year 2), through changing jobs / getting a job (32%, up from 29% in Year 2), taking up voluntary work (19%), changing career (16%) or achieving a pay rise or promotion (11%). Face-to-face and telephone advice customers were more likely to have achieved employment progression (51% and 50%) than telephone information customers (45%).

## National Careers Service

[Job profiles](#) [Skills health check](#) [Find a course](#) [Contact an adviser](#) [About us](#) [Help to get a job](#)

We're building a new service – your [feedback](#) will help us to improve it.

[Home](#) > [Help to get a job](#)

### CV tips

1. [List achievements, not duties](#)
2. [Tailor your CV](#)
3. [Avoid typing errors, poor spelling and grammar mistakes](#)
4. [Make it easy to read and look good](#)
5. [The right length](#)

Your CV is often how you make a first impression on an employer. It needs to put across the right message, have the right presentation, and have no mistakes.

Employers receive lots of CVs and have to decide quickly who they're going to interview.

Here are some ways to make your CV stand out for all the right reasons.

### ☐ **Success Factors:**

The National Careers Service is considered a success on many levels. Following to the publication of the National Careers Service Satisfaction and Progression Surveys Annual Report, Joe Billington, the Director of the National Careers Service, said that 'the results of the survey are truly remarkable and emphasise the value that the National Careers Service adds to people's lives and careers'. The online tools in particular, the Skills Health Check, the CV Builder and the Job Profiles, are well respected by careers professionals nationally and internationally. Contractors are encouraged to **promote positive case studies** to inspire potential users and celebrate success, encouraging potential clients to use the service.

### ☐ **Points of Attention:**

- **Political changes - the service should be agile enough to respond to changes effectively**
- **Increased digitalisation** of the service in terms of adviser skills and maintenance of websites.
- **Payment by results** funding model – **results are difficult to evidence.**

### **Socio-economic-political context:**

When the National Careers Service was launched in 2012, the national unemployment rate averaged around 8%. The (then) Skills Minister John Hayes said: "With competition for jobs fiercer than ever, now is the time to introduce a careers service that will deliver on its promise...Making available the right advice at the right time and in the right places is to strike a blow for social mobility, social cohesion and social justice - a society that encourages people from wherever they start to journey to the destination of their dreams" Since its launch the National Careers Service is delivered in accordance with contractual guidelines and priorities set out by BIS (Business Innovation and Skills) in its annual letter to the SFA (Skills Funding Agency).

### **Financial requirements:**

The Service is not a profit-making contract; most contractors tend to break even with funding only just covering the costs. Main costs for prime contractors tend to be associated with staff costs, 'ancillary costs' such as marketing, phone service and premises.

### **HR requirements:**

National Careers Service centres employ a range of staff, from qualified professional career advisers and coaches to administrators, marketing staff and managers. Advisers must have a Level 4 Diploma in Career Information and Advice and a Level 6 Diploma in Career Guidance and Development.

### **ICT elements:**

- A single contractor runs the website and the web chat facility and takes basic phone calls from a national 0800 number;
- Fixed terminals and laptops are in place for advisors to record information about clients, and customers have access to computers in public areas;
- Contracted organisations must ensure that data is captured through a robust Data Management System developed according to the contractual guidelines of the Service;
- Employees must ensure that all systems used to access, process, transmit or store personal data are implemented in accordance with the contract and conform to

government guidelines on security.

**Non-ICT elements:**

- The Service supports many different types of customer, using a variety of different delivery methods (face-to-face, telephone, online) to respond to varying needs;
- Qualified career professionals use their professional judgement on appropriate methods and tools for integrating LMI into their delivery.

**Future developments & Trends:**

- Clearer focus toward supporting specific priority groups and less face-to-face activity for customers who should be signposted to the website and telephone service;
- Continuation of the greater focus on the role of employers involved in career guidance and education.

**Type of initiative:**

Public

**Politico-administrative domain clusters:**

Aligning personal capabilities/ ambitions with job requirements

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Source URL: <https://www.cedefop.europa.eu/en/en/tools/resources-guidance/handbook-transferability/case-studies/national-careers-service>