The National Careers Service.

Kieran Gordon,
Chief Executive,
GMCP

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The Vision

Launch of new National Careers Service by John Hayes, Skills Minister on 5th April:

- ***'Belief in the power of advice and guidance to transform lives'***

- ***'Providing authoritative information on learning & work and professional advice on how to use it'***

- ***'For the long term & at the heart of the system'***

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Working Towards a Careers Advice & Guidance Solution

- Statutory duty on schools from September 2012 to secure access to independent & professional careers guidance for young people age 14-16 (consultation on extending the age range to 18);
- Local authorities statutory duty to ensure information, advice & guidance available to young people aged 16-19 to enable them to engage in learning & work;
- The National Careers Service providing webchat and helpline information & advice with face to face services for adults

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Three Channels of Careers Advice

Web https://nationalcareersservice.direct.gov.uk	**Adults, with information of use to young people**
Telephone National#: 0800 100 900	**Young people and adults**
Face to face Locally accessible High St and community locations	**Adults**

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The National Careers Service – Importance of Face to Face Guidance

- *'There is a road from the eye to the heart that does not go through the intellect'* (GK Chesterton)

- Eye to eye contact can account for as much as 55% of information transmission in a conversation;
  the rest being apportioned between 'non verbal auditory' at 38% and formal verbal content at just 7%.

- Plan for 700,000 face to face interviews; capacity for 20 million visits to the website & 1 million webchats in 2012/13

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Priority Groups

- **Low skilled**
- **18-24 year old NEET**
- **Facing redundancy, newly redundant or far from the labour market**
- **On out of work benefits**
- **People with learning difficulties or disabilities**
- **Offenders (**National Careers Service: careers and skills advice to adults in custody from August)

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Service Impact

- A focus on Matrix accredited professional independent guidance
- Underpinned by empirical up to date Learning & Labour Market Information
- Engaging with customers helping them to identify goals & provide advice/assistance in achieving them
- Follow up all customers to identify how this has helped
- Measure outcomes & what works best for customers

Delivery network in place – wide range of locations in towns, cities, rural communities

- **Dedicated National Careers Service Centres**
- **Jobcentres**
- **FE Colleges**
- **Community centres, including local authority sites**
- **Housing Associations**
- **Other Charity and Voluntary organisations**
- **Training Providers**
- **Probation trusts…**

Welcome to the **National Careers Service** website https://nationalcareersservice.direct.gov.uk

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