



# Career Guidance Guarantee

**CDPG**  
Career Development Policy Group

**Career guidance helps people to manage their life, learning and work. People's careers develop over the years and so they need access to career guidance throughout life.**

There is extensive evidence which demonstrates that career guidance is an important part of the education, skills and employment system. Where career guidance is implemented effectively, it supports the efficient functioning of labour markets and skills alignment, bringing significant economic and social benefits.

We believe that England should develop its existing career guidance system and give its citizens a career guidance guarantee.

The Career Guidance Guarantee has been carefully costed. It would require an additional investment of £315m on youth provision and £235m on provision for adults.

This equates to an average additional spend of £47 per person on young people and an additional £6 per head for working age adults.

The evidence suggests that the impacts of career guidance mean that it would pay for itself. Academic studies suggest that for every pound spent on youth guidance the country can expect to receive £2.50. While for every pound spent on guidance with unemployed adults the return is £3.20.

### **A career guidance guarantee**

- Publish a careers strategy
- Finish the Gatsby revolution
- Challenge youth unemployment
- Ensure positive career outcomes from higher level education
- Support lifelong career development
- Ensure quality and professionalism





## Publish a careers strategy

### The issue

- The economy needs a strong link between education, training and employment.
- Working people need career guidance and support for career changes to underpin a dynamic labour market.
- At present, career development support is fragmented and unclear.

### What is needed

- A national lifelong strategy for career guidance involving employers, education providers and careers professionals and linked to wider industrial and skills strategy.
- A clearer, properly funded and more coherent system that guarantees access to career guidance for the population.
- The opportunity for local government, local employers and other key local stakeholders to influence the career guidance services in their area.
- A cross-government forum with the authority to align the delivery of a coherent career guidance system.



## The issue

- The Gatsby Benchmarks provide a robust, evidenced-based framework for careers provision in schools and colleges.
- However, we are still a long way from all schools and colleges meeting all the Benchmarks.

## What is needed

- A trained careers leader in every school and college with protected time to do the job.
- Careers Hubs to be adequately resourced to ensure that they can support all schools, colleges and training providers in their area.
- Funding to ensure every young person receives work-related learning and access to quality experiences of the workplace totaling at least 10 days during compulsory schooling.
- Funding for qualified career development professionals to be embedded in the careers programme and deliver one-to-one guidance sessions, of a minimum of 45 minutes in length, to all young people.
  - Addressing career guidance and career learning in initial teacher education and CPD.
  - Improving the quality of destination data available to schools, colleges and other stakeholders.



# Finish the Gatsby Revolution



# Challenge youth unemployment

## The issue

- Youth unemployment and economic inactivity is growing.
- Most careers support is available to young people through education, making it difficult for other young people to access help.
- Support and training for young people who are NEET is fragmented, inconsistent and difficult to access.

## What is needed

- An entitlement to career guidance for all young people.
- Ring-fenced and long-term funding for local authorities and the National Careers Service to offer sustained statutory support to NEET young people and other young people outside of the formal education system.
- Alignment and enhancement of careers support for SEND young people in mainstream and special education. This should begin in early years and continue through to appropriate support in the workplace.
- The integration of career guidance, and access to a career guidance professional, into all government-funded youth programmes.
- Improving the quality of tracking of young people outside of learning and work.
- Increase the opportunities available to young people to undertake traineeships, supported internships and apprenticeships.



## The issue

- Too many people who complete a higher level education are unable to make full use of their skills and knowledge.
- The labour market for those with higher level skills remains competitive and filled with inequalities, making 'success for all' an ongoing challenge.
- Following a period of higher level education it is unclear where career support should be accessed.
- Careers support in the 19+ sector is not considered as part of the government's careers strategy and so remains fragmented.

## What is needed

- A national strategy to ensure that students and graduates of higher level education receive good career guidance.
- Access to career guidance for everyone using the Lifelong Learning Entitlement to ensure informed decision-making.
- Resourcing to break down the barriers of opportunity for people with disabilities or from low-income or minoritised backgrounds following a period of higher level education.
  - Funding to support SMEs to engage with the higher level education landscape and identify new talent.
  - Increase and promote the professional careers support available to current and former students from higher level education providers.



**Ensure  
positive career  
outcomes from  
higher level  
education**





## Support lifelong career development

### The issue

- The economy faces skills shortages from an ageing population, rising inactivity and reduced workforce immigration.
- Many working people need to retrain or change their jobs to access decent work.
- Many career decisions are made whilst in employment, with little or no access to support.
- Too few adults know about the National Careers Service (NCS) and how to access it.
- The NCS current contract operates on a 'payment by outcomes' basis which does not meet client need.
- Current funding makes it difficult for career guidance providers to recruit and retain qualified career guidance professionals.

### What is needed

- Provide intensive career support for those facing redundancy, unemployment or who have recently left the workforce.
- Reform NCS funding to meet the needs of all adults, collaborate with employers and unions and deliver career guidance through qualified career development professionals.
- Deliver ongoing campaigns to clearly communicate the career guidance people are entitled to.
- Reinvest in Union Learn to widen access to career and learning support for working people.



## The issue

- The benefits of professional careers guidance are poorly understood by the public.
- Professional career guidance can help people to choose the right pathway and develop skills to manage their careers.
- The requirement for career development professionalism is applied inconsistently across different government programmes.

## What is needed

- Acknowledgement that career guidance is a profession and personal guidance is a specialism requiring a minimum Level 6 qualification.
- Assurance that those who provide career development services within all government programmes are appropriately qualified.
- A workforce strategy including government bursaries and enhanced starting salaries to encourage people to join the career development profession and build needed capacity.
- Funding for schools and colleges to gain and maintain the Quality in Careers Standard.
  - Establishment of a *What Works Centre* dedicated to career guidance.



**Ensure  
quality and  
professionalism**



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