

# Career Guidance Guarantee

**CDPG**  
Career Development Policy Group



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**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 economic and social benefits.

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

## A career guidance guarantee



Publish a  
careers strategy



Finish the Gatsby  
revolution



Challenge youth  
unemployment



Develop graduates'  
careers



Support lifelong  
career development



Ensure quality and  
professionalism



## Publish a careers strategy

### The issue

- ☐ The economy needs a strong link between education and employment.
- ☐ Working people need career guidance and support for career change 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.
- ☐ A clearer and more coherent system that guarantees access to career guidance for the population.
- ☐ Giving local government, local employers and other key local stakeholders influence over the career guidance services in their area.
- ☐ A cross-government forum to align the delivery of a coherent career guidance system.



## Finish the Gatsby revolution

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### The issue

- ☐ The Gatsby Benchmarks provide a useful 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.
- ☐ All schools and colleges to be in a Careers Hub.
- ☐ Funding to support work-related learning activities including work experience.
- ☐ Funding for personal guidance for all students, delivered by qualified careers professionals.
- ☐ Addressing career guidance in initial teacher education and CPD.
- ☐ Improving the quality of destination data available to schools, colleges and other stakeholders.



## Challenge youth unemployment

### The issue

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

### What is needed?

- ☐ An entitlement to career guidance for all young people.
- ☐ Funding for local authorities and the National Careers Service to support NEET young people and other young people outside of the formal education system.
- ☐ The integration of career guidance and access to a career guidance professional as part of all government-funded youth programmes.
- ☐ Improving the quality of tracking of young people outside of learning and work.





## Develop graduates' careers

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### The issue

- ☐ The graduate job market is always competitive and filled with inequalities, making 'success for all' an ongoing challenge.
- ☐ Post-Covid19, graduates face even more challenges, which could mean graduate level skills and potential are lost to the economy.
- ☐ Once graduates have left higher education it is unclear where career support should be accessed.
- ☐ Graduate-specific careers support is not widely recognised in the government's investment in careers advice nationally.

### What is needed?

- ☐ Resourcing the levelling up of outcomes for graduates from low-income or minoritised backgrounds.
- ☐ Funding to support SMEs to recruit graduates.
- ☐ A clearer and more coherent national system capable of guaranteeing access to career guidance for graduates.
- ☐ Increase and promote the professional, expert careers support available to graduates from the higher education sector.





## Support lifelong career development

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### The issue

- ☐ Working people are facing challenging times in their careers. Many need to retrain or change their jobs.
- ☐ England has a high-quality National Careers Service (NCS) serving adults. But too few people know about it.
- ☐ Current funding makes it difficult for some employers to recruit and retain career guidance professionals.

### What is needed?

- ☐ Ensure all over-18s are aware of and have access to the NCS and review its funding model to provide complete all-age careers guidance.
- ☐ NCS to work with employers and trade unions to give working people access to career guidance.
- ☐ Provide intensive career support for those facing redundancy, unemployment or who recently left the workforce.
- ☐ Integrate career guidance into the Lifelong Learning Entitlement so people can make informed choices.
- ☐ Deliver a national campaign to clearly communicate the career guidance people are entitled to.



## Ensure quality and professionalism

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### The issue

- ☐ The benefits of professional careers guidance are poorly understood which results in less productive outcomes for job seekers and employers.
- ☐ Individual talent remains unrealised and unmatched to the needs of the economy, worsening the skills shortage.
- ☐ The requirement for career development professionalism is applied inconsistently across DfE, ESFA and DWP 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.
- ☐ Establish a What Works Centre dedicated to career guidance.



For more details, see:

<https://careerdpj.co.uk/>

