



PRESS NOTICE: 6.11.2015

**"Dr. Barrie Hopson
Presents the 9th, 10th & 11th National Validation Certificates
To Careers Education, Information, Advice & Guidance
Quality Award Providers"**

Dr. Barrie Hopson celebrated quality assured professional careers education, information, advice and guidance (CEIAG) provision in schools and colleges as he presented certificates at the CEG Summit Conference in London on 5th November 2015.

Receiving their certificates as their Awards achieved the national validation of England's specialist quality awards were Cambridgeshire's 'Investing in Quality' CEIAG Award, Sheffield's CEIAG Gold Standard and the Staffordshire Entrust CEIAG+ quality award providers. These became the 9th, 10th & 11th Awards to meet **the exacting national validation criteria of the Quality in Careers Standard (QiCS).**

Dr. Barrie Hopson, Chair of the Quality in Careers Consortium which oversees the national validation process, said *"I am delighted that we were able at the third annual Westminster Briefing/Careers England CEG Summit to present these three QiCS certificates. In the context of today's increasingly complex labour markets for young people, and to assist employers to ensure our nation is economically successful, this is **a crucial time for CEIAG for all young people across England**".*

To help schools and colleges to enhance the quality of their overall CEIAG provision, all of England's 12 specialist CEIAG Quality Awards are fully committed to work towards QiCS national validation. 11 of the 12 Awards are now nationally validated.

Dr. Hopson added: *"The three Award providers receiving their national validation are outstanding examples of how a CEIAG Award can significantly help both to raise and then maintain the profile of CEIAG in schools and colleges. These Awards have demonstrated to our validation panel 'excellent collaborative approaches in supporting schools to enhance their overall CEIAG provision'.*

It means that the following 11 specialist CEIAG Quality Awards now meet the over-arching national validation standard. These are:

- 1. Cambridgeshire 'Investing in Quality'**
- 2. Career Connect (Greater Merseyside)**
- 3. Career Mark (Futures)**
- 4. C & K Careers Quality Standard (West Yorkshire)**
- 5. Inspiring IAG (Greater Manchester)**
- 6. Investor in Careers (Careers South West)**
- 7. Prospects Award in CEIAG (Prospects Services)**
- 8. Recognition of Quality Award for CEIAG (Essex County Council)**
- 9. Sheffield Gold Standard for CEIAG**
- 10. Staffordshire Entrust CEIAG+**
- 11. Stoke on Trent CEIAG Quality Award (Stoke on Trent Local Authority)**

Each of these specialist, dedicated CEIAG quality awards aims to ensure that providing CEIAG of the highest quality should be the goal for everyone working with young people across the country in our schools, colleges, work-based learning and in specialist careers guidance organisations.

The Director for QiCS, Paul Chubb, commented:

*"This was an important event for everyone associated with professional, quality assured CEIAG – it was so uplifting to have the **Minister from the Department for Education, Sam Gyimah MP, present at the start of the event and for the Minister to confirm that 'I hope that more schools and colleges will achieve a CEIAG Quality Award which is validated by the Quality in Careers Standard.'** This demonstrates his support for the work each of these Awards and the central national validation teams undertake.*

*The **Quality in Careers Standard has become firmly established** in the fabric of this new era in which schools and colleges have the statutory duty to 'secure independent careers guidance' for all of their students.*

We now have 11 of the 12 CEIAG Quality Awards in England validated against the national criteria of QiCS; and as Dr. Hopson says above, these are indeed the most challenging times both for young people as they progress towards their late teens and early 20s, as they are too for the CEIAG professionals striving to help all young people to gain the skills, knowledge and confidence to take control of their future learning and work, and to secure their economic success.

*For me, the **Quality in Careers Standard** is a real beacon of hope for every young person. With these 11 **Awards** now demonstrating that they meet our 15 national validation criteria, this will assure not only young people and their families but also the nation's employers that, where their local school or college holds one of these Awards, it has in place the essential*

foundations which CEIAG needs to prepare young people to make best use of the careers guidance which they will receive.

All three of the recent Awards to achieve national validation have shown very clearly the benefits of embedding employer contributions to CEIAG effectively into a quality assured Careers programme.

We now look forward to the remaining Award, which is working through its application, coming forward for national validation in 2016.

It is encouraging that in addition to the Minister's speech today endorsing CEIAG Quality Awards, the revised **Statutory Guidance**¹ from the DfE to England's schools 'recommends that all schools should seek to achieve a CEIAG Quality Award'.

After the disturbing **Ofsted Thematic Survey**² of career guidance in England's schools found that 3 out of 4 schools was NOT discharging their duty effectively, and the recent **Sutton Trust Research**³ (**Advancing Ambitions**: October 2014) demonstrating the positive impact of CEIAG Quality Awards on student achievement and progression, we continue to advocate strongly that the Department should go even further, and require Schools to secure a CEIAG Quality Award.

The evidence from the 11 national validation panels we have held across the country is that Quality Awards raise the quality of CEIAG provision, and - crucially in today's economy - ensure that (amongst other matters) all of the valuable contributions of employers to careers education and guidance are properly and effectively integrated into a planned CEIAG programme.

With over 1100 schools and colleges voluntarily working towards or holding a dedicated CEIAG quality award already, we commend - to every Head Teacher/College Principal and school/college governing body - our belief (now endorsed by the DfE's recommendation in its Statutory Guidance) that the statutory duty on schools and colleges to secure independent careers guidance for pupils and students (which covers years 8 through to post-16 since September 2013), will be most effective when these three elements coexist in a school or college:

- Its overall CEIAG programme is quality assured against one of the dedicated Quality Awards available and that Award should meet the QiCS national validation.
- The school/college builds upon its internal professional programme by securing specialist careers advice and guidance services from an external provider, close to the labour market and therefore able to assist young people to make informed choices – such a provider should

¹ Department for Education September 2015:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/440795/Careers_Guidance_Schools_Guidance.pdf

²The *Ofsted Survey 2013* is summarised in the *Careers England Policy Commentary* accessible here: <http://www.careersengland.org.uk/documents/Public/Policy%20Commentary%202023.pdf>

³ Please see NOTES TO EDITORS note 5 and <http://www.suttontrust.com/newsarchive/end-the-postcode-lottery-of-career-guidance-urges-sutton-trust/>

meet the accepted 'industry standard' for advice and guidance on learning and work, the 'matrix Standard'.

•The externally secured provider of careers guidance should employ professional careers advisers who are occupationally competent to professional standards – as determined by the Career Development Institute - and are Registered with the CDI".

ENDS

NOTES TO EDITORS

1. **Further Details Are Available From:** Paul Chubb, Director for the QiCS. Tel: 07976 575536, pac@qualityincareers.org.uk

2. **The Career Development Institute** is working towards establishing a new national framework of qualifications for career development work with all age groups, part of which includes the establishment of a new national Register of careers professionals qualified to the equivalent of QCF (Qualifications and Credit Framework) Level 6. The Career Development Institute became the united professional body for the careers professions on 1st April 2013. For details please see www.cparegister.co.uk and www.thecdi.net

3. **Full details of the QUALITY IN CAREERS STANDARD** are on the dedicated **QUALITY IN CAREERS** website: <http://www.qualityincareers.org.uk>

4. **The Quality in Careers Consortium Board** currently comprises:

- **Dr Barrie Hopson** (succeeding Dame Ruth Silver) as Chair
- Association of Colleges (AoC) nominee = **David Corke**, Director of Policy (Education)
- Association of Employment & Learning Providers (AELP) nominee = **Stella Turner** (on behalf of the AELP Board of Directors)
- Association of School & College Leaders (ASCL) nominee = **Duncan Baldwin**, Deputy Policy Director
- CEIAG Expert Invitee = **David Andrews** (CEIAG Consultant)
- Career Development Institute (CDI) 'careers adviser' nominee = **Jan Ellis** (CDI Chief Executive)
- Career Development Institute (CDI) 'careers educator' nominee = **Sue Barr**
- Careers England (CE) nominee = **Virginia Isaac**, Chair of the CE Quality Task Group
- Higher Education Liaison Officers' Association (HELOA) nominee = Rachel Lister (UK Vice Chair)
- National Association of Head Teachers (NAHT) nominee = **Sion Humphreys**, Assistant Secretary (Secondary)
- QiCS Director = **Paul Chubb** (also Organising Secretary for the Consortium)

5. THE SUTTON TRUST October 2014 research can be viewed here:

<http://www.suttontrust.com/newsarchive/end-the-postcode-lottery-of-career-guidance-urges-sutton-trust/>

A summary of that research is below (with some additional comments from us in italics):

Sutton Trust research report, ***Advancing Ambitions***, by Professor Tristram Hooley of University of Derby et al, shows that **where schools provide good quality career guidance, there are improvements in GCSE results, attendance and access to leading universities.**

It was in 2011 that the coalition government placed the legal duty on schools and colleges to provide career guidance. But the new report says that this was accompanied by ‘weak statutory guidance and little help or support.’ ***We know this only too well.***

The report adds this crucial line about ACCESS: ‘This has resulted in a decline in the quality and quantity of the career guidance available to young people in England and the emergence of a ‘postcode lottery’ where some young people have access to much better career guidance than others.’ ***We know this only too well too.***

The researchers were able to compare schools which had achieved a **CEIAG quality award** for their career guidance with those that had not received such accreditation. Controlling for other factors, they found that schools with the awards had a two percentage point advantage in the proportion of pupils with five good GCSEs, including English and Maths. They also found a small but significant reduction in persistent absences (of 0.5%).

In the sixth form, they found that the proportion of students gaining 3 A levels was 1.5% higher in schools and sixth form colleges with the quality awards than other schools, and students also had higher UCAS scores, though the gains were not repeated in general further education colleges. Sixth form colleges with accredited career guidance through CEIAG QAs showed a significant increase in the number of students going to leading universities.

This provides excellent empirical evidence to support our calls for CEIAG quality awards to be required by DfE to be achieved by schools.