

Inspiration Vision Statement



September 2013

Key Messages and Inspiration Vision

- Careers education is about aspiration as much as advice.
- Information is widely available. As well as advice, we need inspiration.
- The best mentoring and motivation comes from people in jobs.
- Employers, schools and colleges must do more in partnership together.
- Government will help facilitate this using the improved National Careers Service.
- Careers last a lifetime so we will continue supporting young people and adults to develop the career management skills they need.



The world has changed greatly in the last 20 years with many people working in jobs today that didn't exist when their parents left education. The idea of a 'job for life' has disappeared. What's important is to recognise the new opportunities that are available and look to gain the knowledge and expertise that will enable you to work in those areas.

The Government is committed to improving the quality of careers information, advice and guidance, and we believe that the new statutory duty on schools and the equivalent requirements on colleges are an important step towards this. More information than ever is available over the web

including through the National Careers Service website. We are increasing the number and quality of apprenticeships and the introduction of traineeships is another way of helping young people to make the transition from education to work. But we need to do more, especially for young people, to help them navigate their options and make informed decisions all the way through their education and career.

We need to provide more **inspiration** for young people, more real-life contact with the world of work so that when they come to make big decisions, they understand where different choices could take them in the future.

The best motivation and advice tend to come from people in jobs themselves. I am calling on employers to offer more to schools and colleges, so that we are building the workforce they need for the future. I am also calling on educational institutions to seek more opportunities to help learners enter the world of work. I know many social enterprises and charities are already doing important work in this area, bringing benefits to young people and adults across the country. We need to build on and help expand this work.

The Government has an important role to play in setting out a strong framework for information, advice and guidance. We will publish revised statutory guidance to better equip schools to meet their duty later in the year. We will extend and improve the National Careers Service resources to help schools make links into employment for their students. We will make sure young people can understand the pathways others have taken to work and what they have achieved through better, more joined-up destinations data.

The National Careers Service should also play an important role in linking employers, schools, colleges, social enterprises and others, and in enabling young people to do independent research to inform their own decisions.

These policies represent a big culture change in how careers information, advice and guidance is delivered, which we believe will lead to better outcomes for young people and adults.

We can, and should, all do more to inspire young people and support them in making some of the most important decisions in their education and careers.

Young people

I agree with the Ofsted report published today that schools must have high aspirations for all of their students. The best schools demonstrate this: they not only provide an excellent education but place aspiration, work experience, inspiration and mentoring at the core of what they do. Many more schools need to make this a reality. What this means will be different for each school or college and for each young person, but might include:

- Hearing **inspiring speakers** introduce them to a world outside their regular communities and ideas of work.
- **Visits** to real-world workplaces.
- **Understanding opportunities** in the developing labour market, using imaginative resources like plotr (www.plotr.co.uk) and **testing preconceptions** of careers such as in engineering.
- **Widening advice on options** to include apprenticeships, entrepreneurialism or other vocational routes alongside A-levels and University.
- High quality **work experience** that properly reflects individuals' studies and strengths and supports the academic curriculum.
- Help with **CVs and mock interviews**.
- **Mentoring and support** for those who need it most and are at risk of becoming NEET (Not in education, employment or training) to help build the confidence and character needed to ensure a successful career.

The responsibility now lies with schools and colleges, who we have given a powerful new accountability to secure independent and impartial careers guidance for their students.

We will produce Destination Measures to show what happens to young people after they leave education and ask schools to publish on their websites what they do to help their pupils go on into education, training or work. We will learn from what works by trying different interventions in different places.

Schools will also be held to account through Ofsted for the support they deliver. As Sir Michael Wilshaw has set out, from September Ofsted will give greater priority to the inspection of careers advice. I welcome this commitment from Ofsted, along with the commitment to consider young people's destinations when judging the quality of a school's leadership and management. I believe this is an important step for holding schools and colleges to account on the quality of provision for young people.

We will improve our statutory guidance to schools on how to deliver their duty and ask the National Careers Service to act as a facilitator, bringing employers, schools, colleges, charities and social enterprises together. This will bring greater coherence and understanding of what is available and, by giving employers a voice in the classroom, give young people a first hand view of the world of work.

Adults

Inspiration can also be part of an adult's journey through change – too often people feel change is impossible and need an inspiring message to help them take the first step.

It is also the case that most of us will have many different jobs, and sometimes several different careers, over our lifetime. After starting a family, after redundancy, due to the changing world or to fulfil a dream, many of us will find ourselves thinking again about what careers to target and how to change track particularly in a digital world.

This is why the National Careers Service will continue to provide online, telephone and face-to-face support for adults of all ages. We will continue to improve the service provided, with professionally-qualified advisers, up-to-date Labour Market Information, local information, and a payment by results system that means money is targeted with best effect.

In conclusion, there is a challenge to schools and colleges to meet their new duties. But there is also a challenge to us all: to government, to careers professionals and to employers, to respond to the world as it changes, to find new ways of working together. And above all, to inspire, to motivate, to encourage and to strengthen people to meet their full potential.

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