

**National
Careers
Service**

Helping you take
the next step

HELPING YOU

**REALISE YOUR
POTENTIAL**

#ASKNATIONALCAREERS



NORTH EAST

YORKSHIRE & HUMBER

SOUTH EAST

SOUTH WEST

MY ADVISER GAVE ME A LOT TO THINK ABOUT AS WELL AS TIME TO REFLECT ON HOW I COULD IMPROVE. SHE WAS A REAL LIFELINE OFFERING SUPPORT AND REASSURANCE, EVEN HELPING ME WITH MOCK INTERVIEWS. MY PROSPECTS HAVE DEFINITELY IMPROVED FOR THE BETTER AND MY CONFIDENCE HAS IMPROVED.

GRADED OUTSTANDING BY OFSTED

OUTSTANDING

3,000

ORGANISATIONS COLLABORATED WITH ACROSS ENGLAND TO ENSURE THE BEST POSSIBLE SERVICE TO OUR CUSTOMERS

11

METHODS OF SERVICE DELIVERY TO REACH OUR CUSTOMERS, INCLUDING FACE-TO-FACE GUIDANCE, TELEPHONE ADVICE, SOCIAL MEDIA AND A CAREERS PORTAL

98%

OF CUSTOMERS WOULD RECOMMEND THE NATIONAL CAREERS SERVICE TO A FRIEND

40,000

JOB OR LEARNING OUTCOMES SECURED FOR OUR CUSTOMERS

MY NEW JOB IS CLOSE TO HOME, A GOOD MATCH FOR MY SKILLS AND I'M WORKING WITH A GREAT BUNCH OF PEOPLE. IT'S PERFECT FOR ME! MY CAREERS ADVISER MADE ME REALISE WHAT WAS OUT THERE, AND HOW I COULD GET IT. I FELT SO MUCH MORE CONFIDENT AND SURE OF WHAT I NEEDED TO DO AFTER SPEAKING TO HER...SHE DID THAT, FOR ME, AND IT'S PRICELESS. THANK YOU.

IN 2018/19 OUR CAREERS ADVISERS HELPED OVER 490,000 PEOPLE TO MAKE THE RIGHT CHOICES TO IMPROVE THEIR CURRENT AND FUTURE WORKING LIVES.



A WARM WELCOME

The National Careers Service provides access to independent, professional advice on careers, skills and the labour market.

The service is available via webchat and direct face-to-face delivery in the community. You can also contact us via telephone by calling 0800 100 900.

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nationalcareers.service.gov.uk



A LITTLE BIT ABOUT US

The National Careers Service provides free and impartial careers information, advice and guidance to adults and young people to support their decision making about learning and work.

The National Careers Service helps, encourages and inspires people at every stage of their working life, providing the right tools and advising on the right steps to take at the right time. Through online tools, webchats, telephone and face-to-face advice, we help people to improve their job prospects and take control of their careers and working lives.

Telephone Support

Experienced careers advisers are available over the phone to offer confidential, personal and impartial advice on every aspect of jobs, careers and training. Call 0800 100 900. Calls to this number are at no cost to the customer.

The National Careers Service Website

The National Careers Service website contains a wealth of resources. Search online for National Careers Service to find:

- Job profiles detailing over 800 different jobs including entry requirements, skills needs and salary expectations
- Skills Assessment tools to help customers identify their current skills and strengths and, based on that, the careers they may be interested in
- Course Search tools to help customers find training or learning that's right for them. The course search contains 150,000 courses from over 800 colleges and training providers and carries information about success rates, learner and employer satisfaction.

43 MILLION
VISITS MADE TO OUR
WEBSITE IN ONE YEAR



nationalcareers.service.gov.uk

WHO BENEFITS FROM

THE NATIONAL CAREERS SERVICE



RICHARD BENEFITTED



The National Careers Service is available to everyone, including those currently in work. It provides access to independent, professional advice on careers, skills and the labour market.

Whilst everyone can access careers information advice and guidance from the National Careers Service, we are able to provide tailored support for specific groups. We are also able to help those facing redundancy or seeking advice and guidance to support return to work. Our advisers are able to provide further information on this including guidance on how to access additional support.

The National Careers Service in Action

After being unemployed for a year and attending 20 job interviews without success, former sales manager Richard decided to seek help from the National Careers Service and made an appointment with his local adviser.

Meeting at the local Jobcentre, Richard explained his situation to his adviser. Together they identified that Richard could do with some help improving his interview techniques. They also agreed that enrolling on a course would be a great way of plugging the emerging gap in his CV and show prospective employers his willingness to learn new things and use his time productively. Richard says:

"My adviser ran through the qualifications I was thinking about, and we identified Prince 2 training would enhance my prospects for success. She helped me apply for a grant scheme she knew about and we completed the necessary forms. I was also given advice around interview techniques, such as how to more effectively promote myself, and how to answer tricky questions like what I wanted to achieve within the organisation."

Richard's application was successful. Whilst he completed his training, he continued to work with his adviser to get additional support in looking and applying for work. It wasn't long before his determination paid off and Richard managed to secure a new job as a Regional Business Development and Sales Manager:

"With support from the National Careers Service I was able to secure full time employment after being unemployed for over a year. Speaking to a careers adviser helped rebuild my confidence and helped me to plan my career path...it helped me re-focus and get out of the rut I was stuck in. It recharged me. You can end up feeling really depressed when you're out of work, but having someone listen, show interest and give you some great advice is absolutely priceless..."

Never feel alone. Ask for help. The National Careers Service can help you plan and achieve, your goals."

OUR CUSTOMER CHARTER

The National Careers Service provides access to independent, professional advice on careers, skills and training. This Customer Charter sets out how we work with individuals to help them make decisions on learning, training, work and career opportunities.

The service is:

- Available to all adults regardless of prior skills, qualifications or employment
- Free to all customers
- Confidential and impartial
- Delivered by professionally qualified careers advisers
- Designed to inspire, motivate and raise confidence.

Our service offer:

We help individuals

- Explore career options and aspirations
- Understand the local job market
- Develop or enhance CVs
- Search and apply for jobs
- Apply for apprenticeships, training and learning
- Progress in current employment
- Identify key strengths and skills
- Develop an action plan to help individuals achieve their goals
- Make use of the online tools available through the National Careers Service website.

YOU CAN SPEAK TO AN ADVISER IN YOUR OWN LANGUAGE USING OUR TRANSLATION SERVICE. CALL 0800 100 900 AND TELL THE ADVISER WHICH LANGUAGE YOU WOULD LIKE TRANSLATED.



We promise to:

- Treat all customers as unique and talented individuals
- Provide a friendly, knowledgeable and qualified careers adviser via our local face-to-face service or by our Career Line telephone service
- Support individuals to make effective decisions by providing up-to-date, relevant, accurate information, advice and guidance in accessible locations
- Liaise with other organisations where appropriate to help individuals address any barriers to learning or work
- Follow up on all advice sessions to check progress and provide ongoing support where required
- Respond to enquiries within 3-5 working days
- Arrange appointments at a time (and place, if it is a face-to-face meeting) that is convenient to the customer.

Customers can help make meetings with their adviser a success by:

- Attending appointments on time
- Sharing about circumstances and skills
- Being open to new ideas
- Working with the adviser to develop a Careers and Skills Action Plan and taking note of next steps
- Following up on actions agreed to in the Careers and Skills Action Plan
- Using the National Careers Service website and other tools provided by the adviser to assist in career management.

How customer information is shared and stored:

- The National Careers Service keeps accurate records of their discussions with customers to ensure the best service is provided at all times
- If requested Customers also have the right to have information about themselves removed from our records
- Advisers are obliged to take action and share information only when there is an indication that a customer may harm themselves or another.

Providing feedback and helping us to improve services:

- Customers are always asked to comment on whether they are satisfied with the service received
- Customers may be followed up with at a later date to provide feedback and information about both their progress and their satisfaction on their National Careers Service experience.

Equality

The National Careers Service is available to all adults living or working in England, in line with the requirements of the Equality Act 2010.

Accessibility

If you require this information in an alternative format, please let us know. If you have a hearing impairment, you can access this service on the following numbers:

Typetalk – 18001 0800 100 900: 8am-10pm every day

Minicom – 08000 568 865: 8am-10pm every day.

**THE MATRIX STANDARD**

The matrix Standard is the unique quality framework for organisations to assess and measure their information, advice and guidance (IAG) services, which ultimately supports individuals in their choice of career, learning, work and life goals.

The matrix Standard is an outcome based standard. This means that an assessor will look not only at processes used to support IAG delivery but also at results achieved.

This standard helps organisations to improve their services by benchmarking against best practice and it offers accreditation to those that meet the full standard.

As an accredited organisation we display the matrix quality mark to demonstrate that we offer high quality IAG services.

OFSTED

National Careers Service prime contractors are inspected by Ofsted under the Education Inspection Framework. Ofsted's role is to make sure that organisations providing careers advice and guidance do so to a high standard for customers.

Inspectors use all the available evidence to evaluate what it is like to be a customer in the provision. In making the judgements about the organisation's overall effectiveness, inspectors will consider whether the careers advice and guidance is good or outstanding. If it is not at least good, inspectors will consider whether it requires improvement or is inadequate.

Inspectors will also make judgements on the quality of careers advice and guidance, behaviours and attitudes, personal development and leadership and management.

In 2017, two out of eight National Careers Service contractors achieved an Outstanding grading from Ofsted; the rest were rated Good.

OUR CUSTOMER JOURNEY

I need to make a change

e.g. Discuss with your friends/family. Take stock of the help and support available to help you decide.



Engaging with our service

e.g. Meet with a National Careers Service adviser at an accessible and convenient local venue or over the telephone in the comfort of your own home.



Where do I go for support?

e.g. Self-serve through the National Careers Service website. Research options online. Make enquiries with the National Careers Service about help and support available, make an appointment face-to-face or over the telephone.

Skills, interests, values & motivations

e.g. Use the variety of tools and techniques offered by the National Careers Service to identify current skills and interests and match these to initial careers ideas.



How do I get there?

e.g. Agree on shorter term goals and produce a careers and skills action plan to take stock of these goals and the actions required in order to achieve them.



What are my options

e.g. Research initial careers ideas via National Careers Service job profiles and with the support of your careers adviser. Research the local labour market to identify opportunities.

Taking action

e.g. Make all actions SMART – Specific, Measurable, Achievable, Realistic, Time-bound. Breaking them down in to easy to follow steps provides motivation and makes these actions easier to complete.



Keeping momentum

e.g. Recognise achievements and progress as actions are completed. Advisers continue to support throughout this process via further appointments, telephone calls, emails, social media contact, continuing to encourage and inspire.

Achievement

e.g. Actions are completed, shorter term / longer term goals are achieved.



MEET THE TEAM...



Tamsyn Kirton

Careers Adviser, Teledigital

I work on our teledigital service so when I pick up the phone, I don't know who I am going to speak to. To help customers you need to understand their individual circumstances and barriers; you need good engagement skills. It's all about thinking on your feet.

Obviously, we can't pick up on visual clues over the phone, so we have to be attuned to verbal ones. Sometimes it is about tuning in to what's not being said, rather than what the customer is actually telling you. We have had some fantastic training tailored to working over the phone; we have learned different techniques that really make the difference. Because of our specialist training, we get a real feel for the customer and for how our advice is being received.

Research helps us improve our local knowledge. We listen to our customers to learn from them; our Labour Market Information (LMI) team supports us and makes sure our understanding of local labour markets is second to none. The LMI team is really on the ball when there are changes in the market, which means the information we give the client is always up to date.

The National Careers Service team works closely together, and we learn from each other. We give each other feedback and if I hear one of my colleagues using a great technique, I will make a note of it and see if I can use it in my own work.

RESEARCH HELPS US IMPROVE OUR LOCAL KNOWLEDGE. WE LISTEN TO OUR CUSTOMERS TO LEARN FROM THEM.

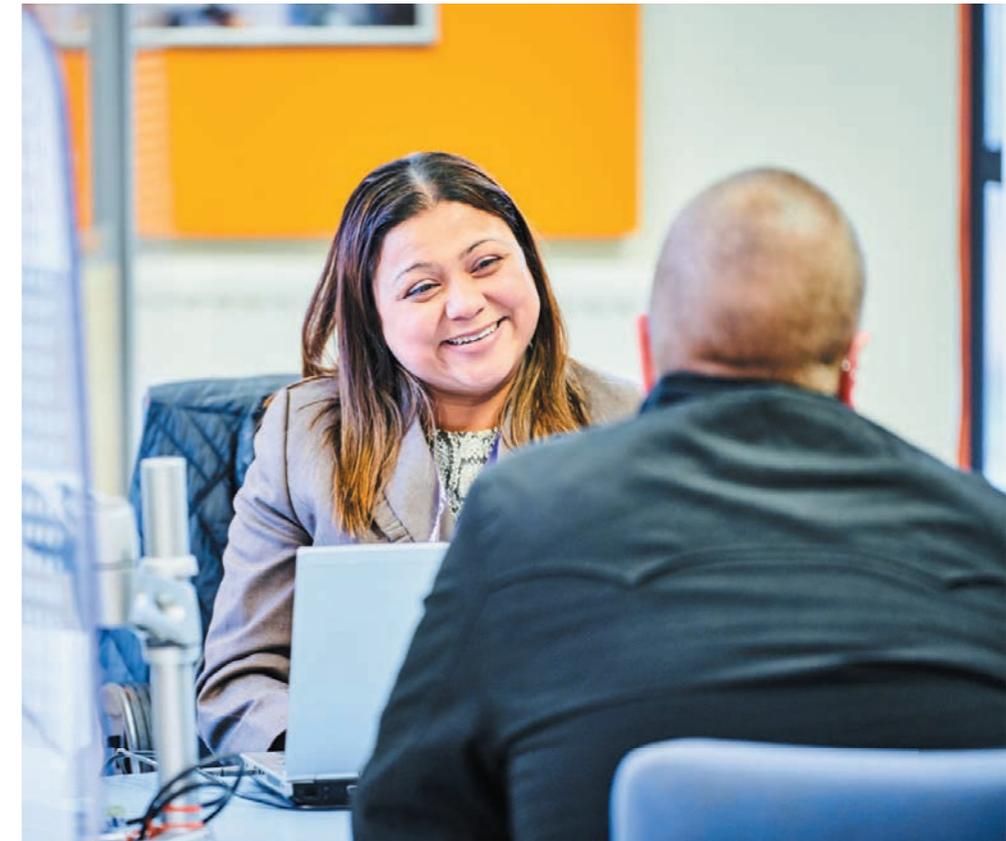
Rochelle Gonsalves

Careers Adviser, in the Community

Training plays a very important role in our jobs. As advisers, we come from a variety of backgrounds, which is important – I came from a HR career; the training ensures we can all pick the right tools to help our customers.

As we offer a tailor-made service you can't use the same approach with every customer which is why we receive a lot of specific training. I have done a Solution-Focused Interview Skills course as well as specific training to use our career management tools – for example, I am a champion for our visual career management tool that helps us work with customers to set goals and identify barriers. And last year, as part of an 'over 50s' programme, we did a lot of work around supporting older workers. You don't always know who you're going to work with or what their needs might be, so the training gives me the confidence to understand how to help our customers.

Mentoring is another aspect of building our skills. We do a lot of buddying up and



run group workshops as a team. Working in pairs is a great way to pick up skills from others. If you need more insight into a particular area and you know that a colleague has that skillset, you can arrange to shadow them for a day and develop your own skills.

I absolutely love my job. As a careers adviser you're always helping different people who face a range of barriers. When you receive an email from a past customer saying you have changed their life – that's huge! Even something as simple as having a customer leave their appointment happier or more confident makes me look at my role in a different light.

AS WE OFFER A TAILOR-MADE SERVICE YOU CAN'T USE THE SAME APPROACH WITH EVERY CUSTOMER WHICH IS WHY WE RECEIVE A LOT OF SPECIFIC TRAINING.

HONE THOSE DIGITAL SKILLS

Love it or hate it, digital technology is now a huge part of our lives. When it comes to career management and job hunting, National Careers Service advisers can help customers to make the most of this technology.

It's an incredibly powerful tool; customers can work with advisers to make the most of the resources available online, or effectively self-serve by visiting and using these websites by themselves, always knowing that National Careers Service advisers are on hand to support when required.

Whether it's how to build and grow a positive online presence, how to use social media platforms such as LinkedIn or how to use the Internet to search and apply for work or access the 'hidden' jobs market, National Careers Service advisers are expertly placed to advise how best to engage with technology to achieve positive outcomes.

Digital literacy is essential in today's labour market. We can ensure customers are properly equipped with these skills and use them to best effect; we can also signpost customers to opportunities where these skills can be further developed, where appropriate.

I WANTED TO RETURN TO LEARNING AND IMPROVE MY SKILLS, I WANTED TO SUPPORT MY TWO CHILDREN WITH THEIR OWN EDUCATION BUT ALSO IMPROVE MY SKILLS. FOR EXAMPLE, I LACKED UP-TO-DATE IT AND MICROSOFT OFFICE SKILLS. THINGS WERE TRICKY, AS I NEEDED TO FIT STUDY AROUND CARING FOR MY CHILDREN.

MY ADVISER SUPPORTED ME TO EXPLORE ALL MY COURSE OPTIONS AND FIND THE ONE THAT WAS RIGHT FOR ME. WE DISCUSSED HOW LONGER-TERM, I COULD PROGRESS ONTO ADDITIONAL COURSES, AND HOW TO GAIN LEARNING SUPPORT AND ADVICE ON FEES AND FUNDING TOWARDS LEARNING.

National Careers Service

Look at the National Careers Service Website for further advice and information.

nationalcareers.service.gov.uk

Useful websites

There are many different job searching websites; here is a list of some to get you started:

findajob.dwp.gov.uk
www.civilservice.gov.uk
www.jobstoday.co.uk
www.gumtree.co.uk
www.cv-library.co.uk
www.jobsite.co.uk
www.reed.co.uk
www.monster.co.uk
www.fish4jobs.co.uk
www.totaljobs.co.uk
www.indeed.co.uk
www.adzuna.co.uk
www.careerbuilder.co.uk
www.myworldofwork.co.uk
s2sacademy.com
www.16personalities.com
www.open.ac.uk/careers
www.planitplus.net
www.careerswales.com/en

Higher Education Degree Courses

www.ucas.com

Volunteer

If you are considering becoming a volunteer, you may find these sites useful.

www.do-it.org
www.volunteering.org.uk
volunteermatters.org.uk

Apprenticeships

For information, and to apply for apprenticeships please visit:

www.gov.uk/apply-apprenticeship

Self Employed

For information on becoming Self Employed please visit:

www.gov.uk/browse/business
www.hmrc.gov.uk/selfemployed

Social Media

To build a professional network of previous and current colleagues and linking with other professionals within your industry, please visit; www.linkedin.co.uk



Facebook contains a wealth of job boards, careers pages and help groups. Consider registering an account on www.facebook.com



Consider registering with www.twitter.co.uk



CAREER MANAGEMENT

The National Careers Service website provides a range of online tools to provide intuitive, personalised support.

Use the career tools on our website to help you with your choices on careers, training and work. Whatever your situation, there's something to help. Whether you want to explore careers, learn about your skills, find a course to study for your future or get help to get a job, our digital tools can help you take the next step on your journey.

For further information see nationalcareers.service.gov.uk



MY ADVISER WENT THE EXTRA MILE, LIAISING WITH ME, THE JOB CENTRE AND OTHER THIRD PARTIES TO HELP ME ACCESS THE RIGHT RESOURCES AND HELPING ME TO APPLY FOR FUNDING TOWARDS A PROFESSIONAL COURSE WHICH WILL BOOST MY CHANCES OF GETTING BACK IN TO WORK. I DIDN'T EXPECT HER TO FIGHT SO HARD, SO THAT I COULD HAVE A CHANCE TO BETTER MYSELF.



The National Careers Service in Action

Nora had been made redundant after 30 years working for the same company. Never having been in this position before, she felt lost. She was so worried about the situation that she couldn't see the skills and strengths she had within herself. After the National Careers Service visited her place of work to give a talk on how it could support employees facing redundancy, Nora called to make a face-to-face appointment.

Nora met with her careers adviser Beccy at a local National Careers Service office. To begin with, they spent some time helping her to pull together a CV; the process helped Nora start to realise all she had to offer a new employer. Nora also learned how to search and apply for jobs online and tips and tricks on how to effectively market and promote herself.

Nora explains *'I WAS SO WRAPPED UP IN FOCUSING ON ALL THESE NEGATIVES I LET MY WORRIES COMPLETELY OVERSHADOW EVERYTHING I HAD GOING FOR ME; BECCY HELPED ME TO GET BACK ON TRACK...SHE HELPED ME TO RECOGNISE MY OWN HANG-UPS AND HELPED ME TO GET OVER THEM.'*

With her renewed confidence and rigour, Norma soon landed her perfect job as an administrator with a local engineering firm. *'IT'S CLOSE TO HOME, A GOOD MATCH FOR MY SKILLS AND I'M WORKING WITH A GREAT BUNCH OF PEOPLE. IT'S PERFECT FOR ME!'*

When asked what difference her adviser and the National Careers Service made to her life, Nora had the following to say: *'BECCY OPENED UP A NEW AND WONDERFUL LIFE FOR ME. I WAS IN A DARK LITTLE PLACE AND FULL OF WORRY ABOUT BEING MADE REDUNDANT. SHE TURNED THE LIGHT ON FOR ME. SHE MADE ME REALISE WHAT WAS OUT THERE, AND HOW I COULD GET IT. I FELT SO MUCH MORE CONFIDENT AND SURE OF WHAT I NEEDED TO DO AFTER SPEAKING TO HER, SHE'S REALLY A CREDIT...SHE DID THAT, FOR ME, AND IT'S PRICELESS. THANK YOU!'*



ECONOMIC SHOCK

REDUNDANCY SUPPORT

The National Careers Service can provide specialist support and advice to customers who have been made redundant or are currently under threat of redundancy.

This can include delivering careers and employability support to individuals or groups on an employer's premises or in an alternative location if required. Our advisers work alongside Local Authorities, LEPs and Jobcentre Plus regional teams to provide a cohesive approach to both employee and employer needs.

EMPLOYER SUPPORT

A dedicated team of careers advisers work with employers to support their redundancy processes; the team tailors their service offer to accommodate requirements, working with at risk personnel to enter new jobs, develop their transferable skills, review training needs and access specialist funding where available.

It is a collective approach which often engages with multiple local support agencies. Support can take many forms depending on the exact requirements of the employer and their staff; for example, in addition to one-to-one or group support, it could include holding a Jobs Fair or Careers Event introducing prospective new employers and organisations to those staff facing redundancy. Where required, this service can be delivered on an employer's premises to minimise operational disruption, or elsewhere as appropriate.

SKILLS WORKSHOPS

The National Careers Service provides a number of skills workshops which are available to all adults. They provide an interactive environment to engage with others to develop or enhance skills and knowledge and improve prospects of employment or career progression.

Workshops cover a range of topics, from employability-focused sessions designed to help customers with CVs, job applications and interview techniques, to specialist sector-specific workshops aimed at groups pursuing a specific career goal. For example, a Renewable Energy sector-specific workshop teaches attendees all about the industry, including the job roles available, entry requirements, and local employment opportunities.

All workshops are delivered by professionally qualified careers advisers and are available at easily accessible venues.



BUZZ

The Buzz workshop uses an interactive personality, skills and careers quiz to help customers identify their strengths and motivations and suggests careers ideas that match their profile.

APPRENTICESHIPS

A chance to explore apprenticeship opportunities, learn more about how they work, and give individuals a chance to look and apply for apprenticeship opportunities.

EXECUTIVE AND PROFESSIONALS

A specialist group workshop aimed at management professionals focusing on networking and executive-level recruitment strategies.

NEW DIRECTIONS

Aimed at career changers, this workshop helps individuals identify their transferable skills and then match these to local employment opportunities.

EXPERIENCE MATTERS

A workshop designed to help individuals aged 50 and above, identifying skills, experience and interests and how to utilise these as part of a midlife career review.

SKILLS HEALTH CHECK WORKSHOP

A workshop designed to help groups of customers complete skills assessments on the National Careers Service website; a careers adviser is on hand to help individuals understand and make use of their results.

TRANSFERABLE SKILLS

An introduction to the various techniques used to help individuals identify their transferable skills and apply them to a range of different career opportunities.

SECTOR SPECIFIC WORKSHOPS

Sector Specific Workshops involve:

An overview of the sector in question, including labour market information, future trends and current vacancies.

Information about job roles in this sector including entry requirements, responsibilities and salary expectations.

How to tailor a CV or job application for roles in this sector and how to prepare for interview.

HEALTH AND SOCIAL CARE

Roles within care are often top of the list of available vacancies in the region; this workshop helps customers identify if a role in care is right for them.

RETAIL / CHRISTMAS RECRUITMENT

Information about the range of retail roles available including local recruitment opportunities. Christmas retail vacancies are often advertised in summer; these vacancies are highlighted to customers when appropriate.

CALL CENTRE / CUSTOMER SERVICE

A rapidly growing sector that many individuals misunderstand; this workshop busts some of the myths surrounding careers in this sector.

ENGINEERING AND MANUFACTURING

A diverse and dynamic sector, this workshop gives individuals guidance around the changing face of Engineering and Manufacturing and the roles currently in demand.

CONSTRUCTION

This workshop looks at local demands and career opportunities in the sector and at expected growth or decline in various construction trade roles.

RENEWABLE ENERGY

A relatively new and cutting-edge sector, this workshop looks at the skills and training requirements of roles within the sector and identifies the newly emerging job roles available.

WAREHOUSING

Warehousing as a sector is undergoing a great deal of transformational change; this workshop helps individuals identify these changes and to match their skills against the demands of employers.

CREATIVE AND DIGITAL

This workshop looks to dispel myths and explore opportunities in the emergent or emerging creative and digital sector depending on the audience.

EXPLORE CAREERS:

We've got over 700 webpages describing individual job roles, with sections on;

- How to become
- What you'll do
- Training opportunities.
- What it takes
- Career path and progression

You can use the job category list to browse or use the search bar if you've got a career in mind. To find out more visit nationalcareers.service.gov.uk

PREPARING FOR EMPLOYMENT

ADVICE ON HOW TO LOOK FOR AND APPLY FOR JOBS

Get advice on the different stages of a job hunt, including how to improve your interview technique and write an effective CV. You can also get help to search for your first job, get back into work or change career direction.

ORIGINALLY MY JOBCENTRE WORK COACH BOOKED ME IN TO SEE THE NATIONAL CAREERS SERVICE AS I WAS LOOKING FOR SOME HELP GETTING IN TO WORK. INITIALLY, I MET WITH SPENCER SO HE COULD REVIEW MY CV AND SUGGEST HOW I COULD IMPROVE IT. LATER, AS MY NEW CV WAS STARTING TO LEAD TO JOB INTERVIEWS I LOOKED TO GET SOME HELP AND ADVICE ABOUT INTERVIEW TECHNIQUES.

"SPENCER OFFERED ME SOME REALLY USEFUL TIPS ON HOW I COULD IMPROVE MY CV. HE WAS FRIENDLY AND HAD SOME REALLY GOOD KNOWLEDGE. LATER, WE PRACTISED INTERVIEW QUESTIONS AND ALSO OTHER TIPS LIKE RESEARCHING THE COMPANY BEFOREHAND. I CONTINUED TO PRACTISE IN MY SPARE TIME AT HOME ON SPENCER'S ADVICE, WHICH AGAIN REALLY HELPED ME DEVELOP MY INTERVIEW SKILLS.





ONE OF THE MOST IMPORTANT THINGS MY ADVISER DID WAS HELP ME REALISE IT MAY STILL BE POSSIBLE TO FIND OPPORTUNITIES RELEVANT TO WHAT I DID MY DEGREE IN, SOMETHING I'D PREVIOUSLY GIVEN UP ON.

APPLICATION FORMS

A workshop designed to teach customers tips and techniques around completing application forms for the best chances of success.

COVERING LETTERS

A workshop to support people draft effective written letters of application and statements of interest to support their job applications.

CREATING A WINNING CV

The workshop helps customers produce or enhance a CV; where IT facilities are available, customers will be able to save an electronic copy of their CV, upload it to websites or print hard copies.

DIGITAL AND SOCIAL MEDIA AWARENESS

How to use social media effectively in job searching and career management: includes an introduction to various social media platforms as well as job and careers websites. Focus is given to online personal branding and networking.

INTERVIEW SKILLS

Preparing effectively for job interviews including researching the role, providing structured and effective answers with examples, leading to improved confidence and performance.

The National Careers Service in Action

Sue, a qualified chef and kitchen manager, found herself claiming benefits for the first time in her life after suffering from a period of ill health and then losing her job. Unable to return to her previous career due to her deteriorating health but unsure of where to turn, she wanted some advice on finding a new career that would afford her a welcome change of pace. Frustrated by the experience of claiming benefits and feeling her confidence and motivation slipping away, she felt she had nothing to lose by contacting the National Careers Service.

After finding out about the service through a leaflet in the Jobcentre, Sue called up and made an appointment to meet with Kerry, her local careers adviser. She talked through her options with her adviser. Matching her skills and preferences to the career opportunities in the local labour market, Sue decided that working on a supermarket checkout was exactly the change in direction she wanted her career to take and explained this to her Adviser. Sue was impressed by Kerry's positive attitude:

"KERRY WAS SO VERY PLEASANT, SO HELPFUL. WHEN WE SPOKE, FOR THE FIRST TIME IN AGES I DIDN'T FEEL LIKE I WAS BEING JUDGED...A LOT OF ORGANISATIONS SHOULD TAKE THE LEAD FROM KERRY. SHE SPOKE WITH UNDERSTANDING AND EMPATHY; I COULD TELL SHE GENUINELY WANTED TO HELP ME."

With her confidence boosted and her motivation reignited, Sue's hard work and effort began paying off. She was invited to two job interviews and assessment days and with further coaching and support from her adviser was successful in gaining a new job as a full time checkout assistant in a well known supermarket. Sue is enjoying her new job, the change of pace and the lifestyle benefits that it brought with it.



SELF-EMPLOYMENT AWARENESS

An independent, impartial view of self-employment including tips and techniques to consider whilst contemplating a business idea. Includes signposting to local organisations where specialist advice is available, where appropriate.

TAKING YOUR NEXT STEPS

A specialist workshop aimed at providing advice and support to individuals with a criminal record, including advice on disclosure, identifying skills and suitable careers options.

GRADUATE JOBSEARCH

A workshop aimed at unemployed or underemployed graduates with a focus on graduate recruitment options.

JOBSEARCH AND THE HIDDEN JOBS MARKET

An inside look in to how employers advertise and fill vacancies – includes tips on applying for work, including the role of networking.

LABOUR MARKET INFORMATION

A workshop providing an in-depth review of the local labour market including industries on the rise, the decline, and local employment and training opportunities.

MOVING FORWARD

A workshop aimed at customers distant from the labour market, using a variety of tools and resources to help individuals identify strengths and skills, look at work experience or volunteering and identify initial careers ideas.

PREPARING FOR EMPLOYMENT

A workshop aimed at customers who are looking for work, to help customers explore their strengths and employability skills.

RETURNING TO WORK

Aimed at parents looking to return to work after a career break, providing support to identify career goals, establish transferable skills and tips on Jobsearch.

STARTING OUT 18-24

A workshop aimed at younger adults, providing tips and advice on various routes into chosen careers, including traineeships, apprenticeships and work experience.

WORK EXPERIENCE

A workshop aimed at promoting the benefits of work experience including gaining work-based skills, exploring new careers, building confidence and filling gaps in work history.



WE PROVIDE INFORMATION,
ADVICE AND GUIDANCE TO
HELP YOU MAKE DECISIONS ON
LEARNING, TRAINING AND WORK.

OUTSTANDING APPRENTICESHIPS

There's never been a better time to consider an apprenticeship. The National Careers Service can help individuals decide whether an apprenticeship is right for them and provide support on taking up an apprenticeship role.

EARN WHILE YOU LEARN: GET A COMPETITIVE SALARY AND YOUR TRAINING PAID FOR.

What is an Apprenticeship?

An apprenticeship is a genuine job and under all circumstances an apprentice will be employed from day one. Apprenticeships combine practical on and off the job training to develop knowledge, skills and behaviours.

An apprentice will:

- Work alongside experienced staff
- Gain job-specific skills
- Earn a wage and get holiday pay
- Attend off the job training during working hours.



What levels are there?

Name	Level	Equivalent educational level
Intermediate	2	5 GCSE passes at grade A*-C or 9-4
Advanced	3	2 A level passes / Level 3 diploma
Higher	4, 5, 6 and 7	Foundation degree and above
Degree	6 and 7	Bachelor's or master's degree

What can apprentices earn?

The national minimum wage (NMW) for apprentices is £4.15 an hour from April 2020. The apprentice NMW applies to apprentices aged under 19, or aged 19 or over and in the first year of their apprenticeship.

Apprentices aged 25 and over, and not in the first year of their apprenticeship, will be entitled to the National Minimum Wage.

Year	Under 18	18 to 20	21 to 24	25 and over
01/04/20	£4.55	£6.45	£8.20	£8.72

This is the legal minimum pay per hour, many receive more. The Apprenticeship Pay Survey 2016 estimated the average gross hourly pay received by apprentices in Great Britain was £6.70 an hour for level 2 and 3 apprentices.

Entry Requirements

Apprenticeships are available to anyone over the age of 16, living in England and have no upper age limit. All vacancies on the Find an Apprenticeship website will clearly state the entry requirements for the job being advertised. There will be different entry requirements depending on the industry, job role and apprenticeship level.

Where to look for an apprenticeship

With so many opportunities on offer, there are several ways you can find an apprenticeship.

More information, including videos of current apprentices, is available at [apprenticeships.gov.uk](https://www.apprenticeships.gov.uk). You can search and apply for vacancies on Find an Apprenticeship on GOV.UK. Once registered on Find an Apprenticeship, email and text alerts can be set up about new apprenticeship vacancies which may be of interest.

The National Careers Service can help you with apprenticeship applications and professional advice on making the right choice.

All information on these pages has been adapted from: A guide to Apprenticeships, ESFA.



The National Careers Service in Action

Joe, 20, had recently finished college and was looking to make a good start to his career. Unsure of exactly which way to turn, he decided to seek some additional help. Looking for convenience Joe called the National Careers Service telephone advice team, and spoke to Claire, a careers adviser.

Claire worked with Joe to review his CV as well as helping to explore the different careers options open to him. As they spoke Joe began to realise he was particularly interested in advice and guidance work, and used Claire's expertise to find out more. Claire also helped Joe to look at different entry routes in to the field. After some continued discussion, Joe focussed on the idea of an apprenticeship as a way of gaining relevant skills and qualifications whilst earning a wage.

Joe was really impressed with the help and advice he received:

"MY EXPERIENCE WITH THE NATIONAL CAREERS SERVICE WAS EVERYTHING I EXPECTED AND MORE! CLAIRE ASSURED ME MY CV WAS A GOOD ONE AND GAVE ME THE CONFIDENCE I NEEDED TO APPLY FOR ALL TYPES OF JOBS. SHE LED ME IN THE RIGHT DIRECTION IN TERMS OF CAREER CHOICE AND HELPED ME COME UP WITH SOME REALISTIC OPTIONS.

I FOLLOWED HER ADVICE AND LOOKED FOR JOBS AND APPRENTICESHIPS ALL AROUND MY LOCAL AREA".

LABOUR MARKET INFORMATION

Labour market information details key economic performance data at a national, regional and local level; this may include information about which industries are on the rise and on the decline, information about salary and working conditions, job roles in demand and employers currently looking to recruit.

Labour market information also looks to identify future trends in the economy - for example, many currently in-demand jobs in the digital and creative sector didn't even exist 10 years ago.

Our National Careers Service advisers are equipped with the latest labour market information, allowing them to provide expert advice and guidance based on evidence, in turn supporting customers to make effective and informed decisions on their career.

Over these two pages are a few trends and headlines about the local economies in which we deliver the National Careers Service.



North East & Cumbria

The North East economy has transformed greatly from its industrial past of mining, ship-building and heavy engineering. Manufacturing remains a strong part of the region's economy, however the region has benefited in recent years with the growth of a strong high-tech and digital/creative sector; the region boasts the highest level of technology start-up companies in the UK. As a result, STEM (science, technology, engineering, maths) careers are often in demand. The health, manufacturing, energy and education sectors are other key employers in the region.

Similar to the North East, Cumbria's labour market also has a large amount of demand for manufacturing, health and retail work; however, Cumbria also features a higher proportion of accommodation, food service and agricultural/forestry work owing to its more rural setting and vibrant tourist economy.

Yorkshire & Humber

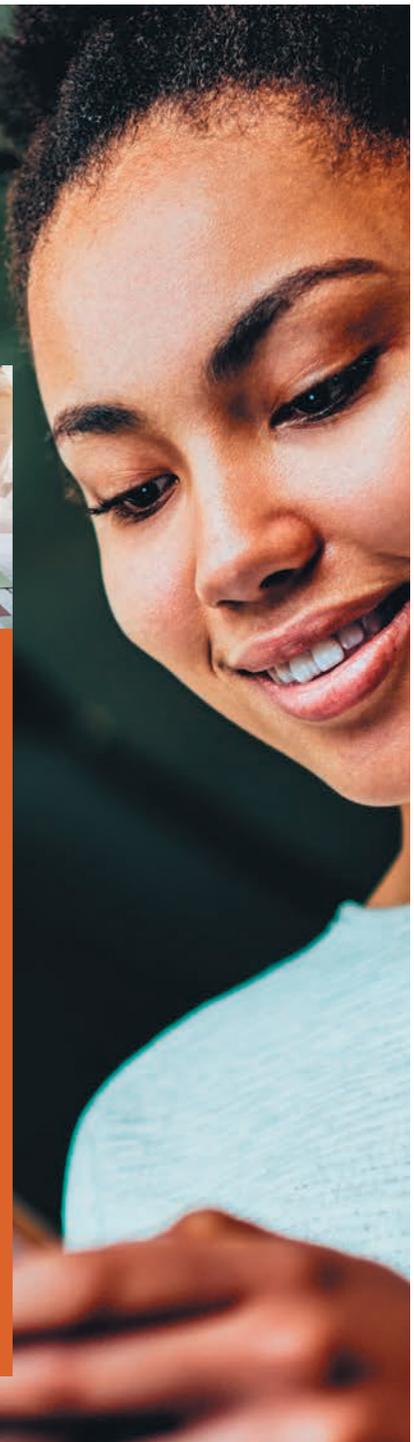
Yorkshire and Humber combines both large rural areas and urban centres including Leeds, Bradford, Wakefield, Sheffield and Rotherham. In the past the region relied heavily on manufacturing, heavy industry, textiles and agriculture however the market in more recent years has developed and diversified. Current growth sectors include financial and commercial services, digital industry, environmental technology, health and education.

South East

The largest and most populous region in the UK, the South East is a prosperous area with a fast-growing economy. The local economy in the South East is also more diverse than many other regions, with less emphasis on the public sector as seen elsewhere in the country. Local growth industries include ICT, pharmaceuticals, aerospace, health and biotechnology. High-tech engineering and manufacturing, notably in the maritime, defence and space industries, is also particularly strong in the South East.

South West

A diverse region comprising of mostly a rural, agricultural and tourism focus in the south and a more industrial focus in the north. The region is home to the largest aerospace cluster in the country; other industrial specialisms in the region include defence and electronics. The region also has a buoyant knowledge economy, leading to a demand for workers in media, digital and financial services.



HOW TO FIND US

We value your feedback because it will help us to improve our service. If you would like to comment, compliment, or let us know about any problems you've had with the service, please contact us using the details below.

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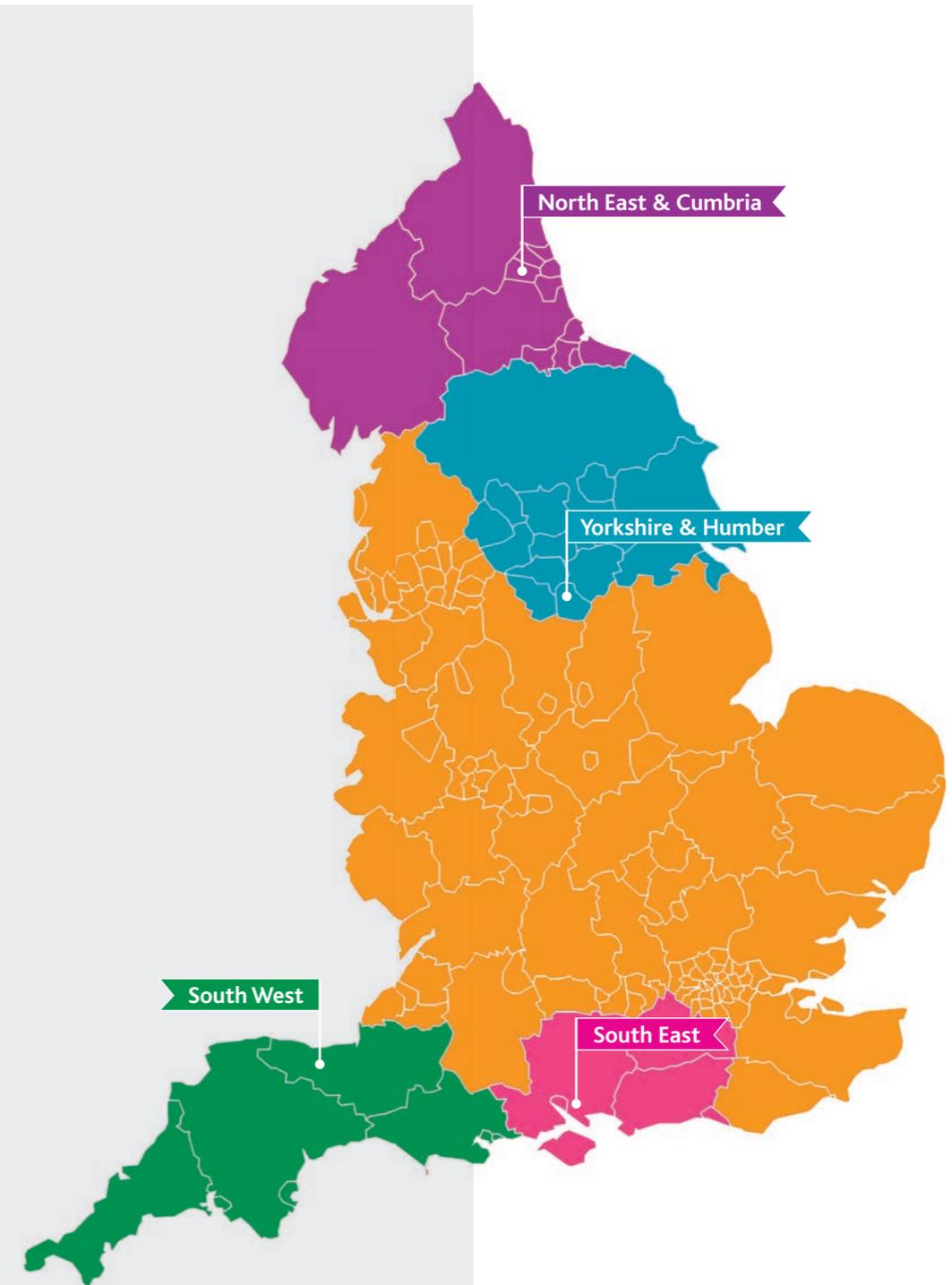
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National Careers Service

Helping you take
the next step



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SIGNIFICANTLY IMPROVED.

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