

# Annual Review

# 2009-2010

Calderdale & Kirklees  
Careers



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## On behalf of the Board of Directors we are very pleased to introduce the Annual Review of Calderdale & Kirklees Careers for the year ended 31 March 2010.

We are particularly proud of:

- operating as a not-for-profit, social enterprise providing high quality careers services for young people and adults in Calderdale and Kirklees.
- our reputation as a trusted and reliable partner and successful deliverer of services.
- meeting our targets.
- our flexible, professional and imaginative response to new challenges.

### Principal Activities

The principal activity of the company continued to be that of providing careers information, advice and guidance services in Calderdale and Kirklees.

The company's income was increased to £5.9m over the preceding year's level of £5.4m. The company's principal contractors were Kirklees Metropolitan Council and The Borough Council of Calderdale. The company delivered services on more than 40 other contracts during the year, with a range of contractors, which made a contribution to the company's overheads as well as to the mission and values of the company.

The range of activities covered by the company's contracts included:

- i) Careers information, advice and guidance to Connexions clients, principally in the 13-19 age range.
- ii) Additional careers work targeted specific groups such as socially disadvantaged young people and Learners with Learning Difficulties or Disabilities (LLDD).
- iii) Information, advice and guidance to adult clients.
- iv) Activities supporting education/business links especially in arranging periods of work experience for young people.
- v) Delivery of training to organisations within the network of careers guidance providers across the North of England.

The company is very highly regarded in its field as a reliable, effective and efficient contractor. The company is regularly assessed by its main contractors and achieves high ratings. The company has Investor in People status, Customer First status, Matrix accreditation, and held the prestigious Charter Mark for eleven years. In 2010, the company will also apply for the Award for Education Business Excellence (AEBE). The company consistently achieves, and often exceeds, virtually all of its targets and objectives, and complies with contractual requirements.

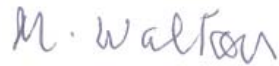
The company is also very successful in engaging with local and regional partnerships and networks. The perception of the company as a willing and valuable partner has been exceedingly beneficial in building and maintaining the company's prestige, influence and reputation. This is also an important reason for the company's success in contracting for services at a consistently high level.

## Annual Review

This review sets out the Company's principal achievements in 2009/10 and re-affirms our commitment to playing our full part in the forthcoming All-Age Careers Service and in providing commissioned services for local authorities to address the needs of vulnerable young people.



**Gerald Hey**  
(Chief Executive)



**Councillor Molly Walton**  
(Chair of the Board)

### Board of Directors at 31 March 2010

#### KMC appointed Directors:

Cllr Molly Walton (Chair)  
Denis Grainger

#### CMBC appointed Directors:

Cllr Grenville Horsfall  
Cllr Keith Watson

#### University of Huddersfield appointed Directors:

Andrew McConnell  
Rev. Paul Wilcock  
Stephen Boyd

#### Business Link Yorkshire appointed Directors:

Seamus Quinn  
Sue Cooke  
Gerald Fryer

#### Calderdale & Kirklees Careers

#### Chief Executive:

Gerald Hey

### The Executive Team at 31 March 2010

Gerald Hey  
*(Chief Executive and Company Secretary)*  
Mike Benton  
*(Head of Service - Calderdale)*  
Steve Collins  
*(Head of Service - Kirklees)*  
Katren North  
*(Head of Business Development)*  
Sarah Thorn  
*(Head of Corporate Performance)*

## Young People

A key focus of activity for the Company's work under its Connexions contracts remains the reduction in the number of young people who are Not in Education Employment or Training (NEET) or whose status has become unknown because we have lost contact with them.

The company plays a key role in the achievement of targets for the local authority areas. The achievement of this target builds on:

- work with young people in schools to ensure they make appropriate career choices and sufficient support to put those into action.
- sustained intensive work with those who have become NEET.
- maintaining contact with all young people who are between 16 and 18 in order to offer an appropriate service and to deliver the September Guarantee.
- advocating on behalf of young people to ensure that they are able to take up and sustain appropriate opportunities after they leave school.

Achievement also depends upon the economic climate. Unfortunately, in this period, the UK economy entered what turned out to be the longest recession since records began over fifty years ago.

### NEET (not in education, employment or training) 16-18

	Achieved 2007/8	Achieved 2008/9	Achieved 2009/10
NEET in Calderdale	8.25%	8.25%	8.7%
Not Known in Calderdale	4.5%	3.7%	4.2%
NEET in Kirklees	8.8%	9.7%	9.4%
Not Known in Kirklees	6.4%	5.0%	4.7%

*"Everything I questioned, my Personal Adviser had an answer for and this really helped me a lot. I don't know what I would have done without her"*

It has been really positive to be involved with Campus Calderdale and Kirklees Collegiates on 14-19 curriculum developments such as the area-wide prospectus and common application process, and to notice the contribution that those developments are making to increasing the number of young people who stay in learning after compulsory education. We continue to track progress on 'Staying in Learning', towards local authority targets.

Staying in learning		2006/7	2007/8	2008/9	2009/10
Numbers staying in learning after Year 11	Calderdale	89.1%	90.1%	91.7%	93.4%
	Kirklees	86.3%	89.0%	90.2%	91.2%
Numbers with whom we have lost contact after Year 11	Calderdale	1.0%	0.9%	0.6%	0.7%
	Kirklees	1.5%	0.9%	0.9%	0.7%

Interventions	2005/6	2006/7	2007/8	2008/9	2009/10
Young people in school	17,968	18,544	19,462	21,615	23,384
Young people outside school	22,728	18,160	20,650	26,291	30,638
Total	40,696	36,704	40,112	47,906	54,022

"Helpful and client-focused staff" -  
Parent re Connexions Centre

Callers at Connexions Centres (Calderdale & Kirklees)	2006/7	2007/8	2008/9	2009/10
Young people	42,763	42,643	48,880	45,182
Adults	16,590	15,118	17,354	23,246
Total	59,353	57,761	66,234	68,428

The annual Year 11 Survey showed again that a high number of young people value the service they have received. **90.5% of respondents were very or quite satisfied** with the service they had received. **88% felt clearer** about their plans after meeting their Personal Adviser.

### Involving Young People in Shaping Our Services

The involvement of young people is central to the development of our services. We regularly consult and involve them through focus groups and surveys in schools and our Connexions Centres. During 2009/10 they took part in the recruitment of all Connexions staff, providing valuable input to the process. Students were also actively involved in the assessment of schools and colleges for the local quality standard.

Young people continue to influence and contribute to the design and content of information booklets and the layout of our Centres. Our annual competition to design the cover of JobFAQs, (although it was difficult to choose from a number of great entries), was won by Jade Lockett, an A Level Graphic Illustration student from Huddersfield New College.



## Work with NEET Clients

Over 300 young people who were not in education, training or employment attended 'Sort It' and 'Don't Know! Want to Know?' events across Calderdale and Kirklees. They met with organisations offering help to increase their skills, knowledge and qualifications and improve their chances in a very competitive job market. The events were organised by Calderdale & Kirklees Careers, together with colleagues from Calderdale and Kirklees Councils. Young people had the opportunity to sign up with local colleges, training providers, community organisations and providers of positive activities and taster courses. Young people and their parents were offered Information, Advice and Guidance provided by Connexions Personal Advisers. Exhibitors brought with them current vacancies and offered young people a place or interview on the day.

Carol Stone, Principal Officer, Young People's Services said **"This is a good opportunity for young people to find out what's available, talk to people who can help, and find out about other services for them"**.



## Work Based Services

The Company's Recruitment Team offers assistance and advice to companies on the recruitment and employment of young people. **960** vacancies were notified to us by employers across the two districts. During the year we visited **865** employers and training providers. We supported **161** young people who were in jobs without training to access suitable training. Overall we placed **2,818 young people into opportunities**.

The Work Experience Team organised **work placements for 7,355 school students** aged 14-16 across Calderdale and Kirklees in 2009/10. **155** students were placed on extended work experience and over **150** students aged 16-18 attended work shadowing placements.

In our 2009/10 survey of employers 80% replied that they participate in work experience because they enjoy helping students and like to maintain links with education. 40% said they would consider using work experience as a method of recruiting their future workforce.

Stephen Peacock, director at Alfred Bottomley Ltd in Halifax has recruited two apprentices, who started out on work placement with the company. **"We have used work experience as a means of assessing candidates' suitability for working in our industry"**

## Comments from young people about work experience

"It was great"

"I think it was fantastic and I missed it when I left"

"It was really informative and it has helped me to choose what I want to do"

"It made me want to work harder and complete all deadlines set"

"It made me decide for certain that I want to be a primary school teacher"

"It made me feel more like an adult"

## Supporting Schools & Colleges

The Training & Development Team continued to work with schools and colleges across Calderdale and Kirklees to drive up standards in the local provision of Careers Education, Information, Advice and Guidance (CEIAG) through offering training and consultancy support and by supporting schools and colleges through the assessment process to gain our local Quality Standards award in CEIAG.

During 2009/10 schools were offered individual training packages and consultancy, a progression from the standard training that was provided previously, which resulted in additional schools taking up the provision. It was pleasing to see an increase in the number of form tutors and Key Stage 4 units coming forward for training and support.

As always, the CEIAG network meetings were appreciated by providers, attracting good numbers at each meeting.

Consultancy support was very well received and included consultancy for working towards the local Quality Standards as well as support to improve CEIAG programmes, policies and evaluation of CEIAG.

As at 1st April 2010 there were **23 holders of our local quality award**, including two Sixth Form Colleges, one Further Education College and two Special Schools. During the year Calderdale College became the first Further Education College to gain the award.

Feedback received from those institutions who have been involved in the Quality Standards assessment process shows that they value gaining and maintaining the award for the positive benefits it offers; these include:

- giving CEIAG a higher profile
- gaining recognition for good practice
- providing an effective audit and self evaluation tool
- enabling the development of more effective CEIAG programmes
- providing excellent evidence for OFSTED inspections
- offering a robust and impartial assessment process.

*"I view the local Careers Network as a vital group which keeps co-ordinators informed with latest CEIAG developments".*



During the year a Working Party was established to look at developing a version of the Quality Standards for local Work Based Learning and Training Providers. These will be launched as a pilot in 2010/11.

### Information For All

**Five publications**, covering **key transition points**, were distributed to over 25,000 young people in Calderdale and Kirklees.

**15,756 homes** received three additional booklets, aimed at parents and carers of Year 9, Year 11 and Year 12 students.

More than **50 schools and colleges** were supported by providing careers and lifestyle information for their students. 34 institutions were awarded the Connexions Information Standard.

We continue to provide a full range of Connexions **information** in our three centres and access to relevant websites and leaflets to individual students in schools. During this time **2,324 individual students** ordered information leaflets.

Our **Workabout website** was upgraded to include moving images on the home page and further expanded with games, interactive activities and additional sections such as 'What's New'.

**3,307 callers** were helped by the Learningline; 105 of these were calls following redundancy.

We continued working with Calderdale and Kirklees Councils to develop their online 14-19 area-wide prospectuses.

We **developed** a new '**Community Learning in Kirklees**' website for Kirklees Neighbourhood Learning Partnership [www.kirkleesclik.org.uk](http://www.kirkleesclik.org.uk) detailing learning provision at level 2 or below. It also has information to support learners and anyone looking for work and their advisers.

The **Learningline** team also worked on a project to deliver advice, on learning and work, via webcam. Following a successful trial at Cleckheaton Library and Information Point we are planning to further develop this technique in other venues.

In July, the Information Services and Training Development Teams worked together to deliver '**IAG in the Spotlight**'. We also supported the four University of Huddersfield Parents Information Evenings.



## Careers 4 Adults

In 2009/10, **19,534 adults** across Calderdale and Kirklees visited one of our Centres to obtain information and advice regarding careers, education and training. This is nearly **2,500** more adults seeking help from us than in the previous year and **4,500** more than 2007/8.

This huge rise in demand reflects the rise in unemployment and the impact of the economic downturn which has been felt deeply in our area. All adults were able to access universal and in depth advice sessions funded by Skills Funding Agency nextstep funding.

During the contract year 2009/10, Careers for Adults advisers delivered **11,280** nextstep advice sessions against a target of **10,841**, which represents **104%** against our contracted profile and we received excellent feedback from the clients. Over **98%** described the service received as good and many added narrative comments.

Many of these customers were referred to our service in our Careers Centres by Jobcentre Plus, but advisers also continued to deliver support out in community centres and at learning providers throughout Calderdale and Kirklees, to help those who had not been referred to our service by official agencies .

In addition, Careers 4 Adults provided 1,836 information, advice and guidance sessions to those taking part in local projects through additional funding such as Access to Employment, Sure Start, European Social Fund and Yorkshire Forward.

*"Thanks for helping me back on my feet. I really do appreciate the time and effort you put in for me"*

*"Thanks for all your support and advice"*

*"Thanks for all those pep talks, they meant a lot to me"*



## C&K Training

This year has C&K Training bidding successfully in new territories. Funding from the Bradford Working Neighbourhood Skills Fund has enabled us to offer a range of programmes: NOCN Level 2, NVQ 2, NVQ 3 and one off CPD days to at least 130 employees from Bradford community learning organisations. The Train to Gain Enhancement Fund offered us another contract to deliver a 15 place NVQ 3 programme in West Yorkshire. We delivered the Children's Workforce Development Council (CWDC) Inductions Standards for Parent Support Advisers from East Riding County Council.

During the year we have delivered training to over **250 candidates** and accredited:

- NVQ 3 Advice and Guidance – 30 full awards and 176 units
- NVQ 4 Advice and Guidance – 11 full awards and 86 units
- NVQ 4 LDSS - 21 full awards and 199 units
- NOCN Level 2 Introduction to Advice and Guidance – 83 candidates achieved this award

Work began on the make-over of the C&K Training website. Take a look at [www.cktraining.co.uk](http://www.cktraining.co.uk)



## Compliments, Comments & Complaints

During 2009/10 **66 compliments** were received by post or email, surpassing the 46 received in 2008/9.

- "I really appreciate all the work you have done for me and all the students" *Head of Year 11*
- "Thanks for all your help with housing and stuff" *NEET client* "Helpful and client-focussed staff" *Parent re Connexions Centre*
- "These [leaflets] really address our progression issues. Do you mind if I put them forward as an example of good practice in IAG to the DCSF?" *Calderdale Council*
- " It was great course with [xxxx] who was an excellent tutor and encouraged much debate within the group" *School Careers Co-ordinator*
- " Your workshop was smashing, thanks" *Adult client* "Thank you for everything you have done to get me back into work" *Adult Client*

In the same period we received **13 complaints** from users (an increase of 6 on the previous year). An analysis of the complaints received showed that:

- Two were from adult clients, one of whom was visually impaired, complaining about being referred to other agencies without their agreement.
- Two complaints were from parents of young male clients that attended our 'Sort It' events expecting to meet employers.
- One was from a young male adult client complaining about the service received with regard to a lack of notification and acknowledgement of employer vacancies.
- Two young people commented on the absence of music and service delivered in the Halifax Connexions Centre
- Two similar complaints were received from adult clients complaining about the company's policy prohibiting the downloading of attachments from USB/personal e-mail accounts.
- One was from one of our College partners raising the issue of perceived negativity of our staff with regard to the Prince's Trust Engage Programme and the perceived impartiality in making referrals.
- Two clients, one of whom was an adult, complained about the Learningline service. One was unable to speak to an adviser due to volume of calls, and one stated that they had not received information that they had requested.
- One client had complained perceiving that they had been unfairly treated at an interview.

Complaints were followed up and resolved; where appropriate, changes were made to working practices.

## Service Feedback and Suggestions

Throughout 2009/10 we continued to collate details about the range of reasons why clients visited our Connexions Centre, what people thought about the services they received and some very valuable suggestions about how we could improve our services for the future.

**68** clients took the time to comment. Some examples of suggested improvements to the service included: providing music in the Centres; opening on a Saturday; having quicker PCs; providing printers and staff being open and honest.

**61** respondents rated our staff as 'excellent' or 'good', and 56 rated our centres as being 'excellent' or 'good'.

## Personnel

This was a busy year for our Human Resources team as we recruited nearly 30 new staff, in order to respond to increased workloads, staff going on maternity leave, several retirements and to fill gaps, left by our very active internal promotion policy. At the end of the year we employed 191 staff a record number since we started as a company in 1995.



With a desire to show that we practise what we preach about offering young people a good start in life, we engaged five apprentices, providing each of them not only with their first full time job but an excellent training programme gaining valuable experience at the start of their career. Our new employees were also more reflective of the ethnic profile of the communities we serve.

With 80% of our staff being female, we introduced a Childcare Vouchers scheme, another element to our family-friendly approach to staff welfare and motivation. We pride ourselves on our low rates of employee turnover, with our staff retention rate being much higher than in comparable organisations. Our sickness record continued to be below national averages, reflecting our positive approach to welfare and support.

## Financial Effectiveness

During 2009/10, the company continued to maintain **a strong financial position** thanks to the successful application of stringent financial measures.

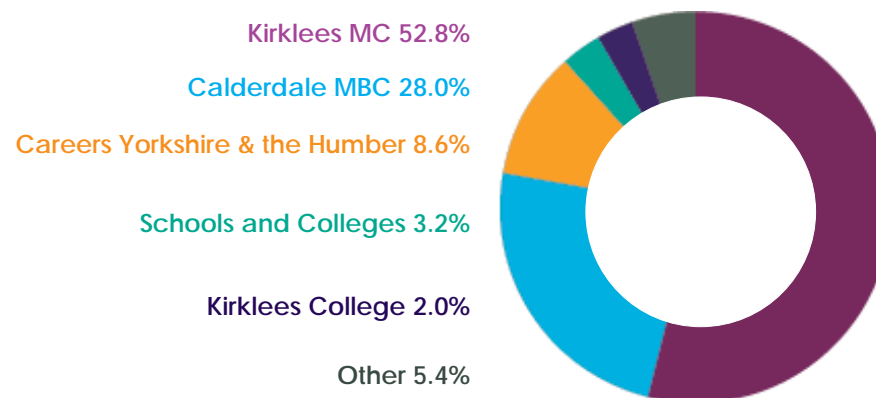
The Company successfully delivered services on over 50 contracts. New contracts were obtained, replacing those coming to an end so that turnover increased by 8% to £5.9 million. £4.0 million was spent successfully delivering young people's information, advice and guidance, including the Connexions service, under contract from Kirklees & Calderdale local councils.

£0.8 million was spent on delivering information, advice and guidance services for adults, including the nextstep service.

£1.1 million was spent on various other services, including engaging young people not in education, employment or training; information products and services; and maintaining work experience database, placing students with employers and training services offered by C&K Training.

In order to maintain delivery levels in the difficult financial climate, the company introduced additional measures to further improve efficiency and overall effectiveness, whilst improving the quality of everything we do.

### Turnover Analysis for 2009/10



## Contact us

We are always interested in **hearing your views**. If you would like to comment on anything contained in this Annual Review or any aspect of the service, visit the Shoutabout section on our website [www.workabout.org.uk](http://www.workabout.org.uk) or telephone our head office.

### Head Office:

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F: 01484 226725

E-mail: [careers@ckcareers.org.uk](mailto:careers@ckcareers.org.uk)



### Dewsbury Connexions Centre

Dewsbury Library  
Railway Street, Dewsbury,  
WF12 8EB

T: 01924 324200

F: 01924 324153



### Halifax Connexions Centre

16 Alexandra Street,  
Halifax, HX1 1BS

T: 01422 342106

F: 01422 348257



### Huddersfield Connexions Centre

24 High Street,  
Huddersfield, HD1 2LR

T: 01484 226800

F: 01484 221478