



CDI Says DIY Is Not Enough

Deputy Prime Minister Nick Clegg yesterday announced support for young people making decisions about their future. Speaking at Southfields Academy in London Mr Clegg said:

"For a lot of the young people I meet, careers guidance currently feels like a tick box exercise squeezed into lunchtime break with a busy teacher, who no doubt already has a lot on their plate. So, we are issuing new guidance for schools, in the next few weeks, that will set out just what good careers advice should look like. And not take-it-or-leave-it guidance."

Mr Clegg went on to outline a new "UCAS style" application system for young people looking for trainee, apprentice or college places, managed by Local Authorities, and a new responsibility for schools to make links with local employers. He also outlined pilot programmes for increased access for 16/17 year olds to Job Centre Plus support as well as increasing support for 15,000 job seekers to reach basic standards of English and Maths.

Whilst broadly welcoming the Deputy Prime Minister's support for improving outcomes for young people, The Career Development Institute (CDI) called for a greater understanding of the role of career professionals to help young people access learning and work.

The CDI's President, Karen O'Donoghue said:

"The promise to produce strong guidance for schools is welcome; we already know from Ofsted that many schools are failing to meet their current duties, often through lack of understanding or resource. Our main concern is that whilst an employer's sector knowledge might be deep, it isn't tailored to the needs of individual young people. To be truly

effective, employer intervention must be part of a planned programme of careers education and independent guidance."

Mr Clegg's announcements follow Parliamentary Under-Secretary of State for Schools, Lord Nash's comment that the idea that face-to-face guidance was necessary was "outmoded".

Ms O'Donoghue added:

"Employers and employer bodies such as CBI, the British Chambers of Commerce and CIPD have lamented the recent crisis in preparing young people for work, mentioning specifically the need for better careers support. It's great that many large employers are stepping up to work with young people but this DIY approach to securing a talent pipeline is neither sustainable nor advisable for the UK economy. Only through structured assessment, personal reflection and strong labour market understanding can good career choices be made - and that's the job of the career development professional."

ENDS

Notes to editors:

1. The Career Development Institute was established in April 2013. The purpose of the CDI is to improve and assure the quality and availability of career development opportunities for all through the promotion of public understanding of Career Development; the development and maintenance of standards of professional practice in Career Development, and the provision of advice on Career Development to policymakers, practitioners and other interested parties.
2. The Career Development Institute currently has 4,000 members drawn from schools, careers service companies and private practitioners.

3. The Career Development Institute maintains the UK Professional Register for Career Development Practitioners. Registration requires a recognised qualification at post graduate equivalent; a commitment to ongoing professional development; sign up to a Code of Ethics for Professional Practice.
4. The Institute works in partnership with government departments, schools, colleges, universities and employers to support the provision of excellent careers information advice and guidance for all those that need it.
5. More information about the CDI can be found at www.thecdi.com

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