

UK Career Development Awards

CSI

2021

UK Career Development Awards **2021**

Three Award presentation events in 2021

**Tuesday 9 March
Wednesday 10 March
Thursday 11 March**

3.30 to 5.00pm

"We are pleased with the wide range of entries, which came from throughout the UK. We feel sure that the success of these awards, now in their ninth year, will inspire even more Members to take part in 2022."

PROGRAMME

TUESDAY 9 MARCH

Keynote speaker:

Dr Deirdre Hughes, OBE

Careers Leader of the Year

sponsored by The Careers and Enterprise Company

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Careers Services Manager of the Year

sponsored by LaunchYourCareer.com

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Use of Technology in Career Development

sponsored by Unifrog

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WEDNESDAY 10 MARCH

Keynote speaker:

Gillian Keegan MP, Minister for Apprenticeships and Skills

Career Adviser/Coach of the Year

sponsored by the British Army

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Innovative Employer Engagement Activity

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Careers Programme in a Special School/College

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Dave Cordle, CDI President

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TUESDAY 9 MARCH

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Careers Leader of the Year

Sponsored by

THE CAREERS &
ENTERPRISE
COMPANY

We are delighted to continue to sponsor the CDI Awards for the 4th year in succession. We recognise that Careers Leaders make a difference - Careers Leaders sit at the heart of education to orchestrate, influence and shape inspirational and impactful careers guidance programmes for young people in schools, special schools and colleges. Thanks to effective Careers leaders across the UK, young people are experiencing meaningful encounters, coordinated personal guidance and opportunities to experience careers embedded in the curriculum. This award celebrates and recognises the excellent work Careers Leaders are doing to ensure more and more young people are empowered and equipped to make well informed decisions about their futures.

SHORTLISTED

Finneen Bradley

Careers Academy Manager & Deputy Head of Learner Services, North West Regional College, NI

The Careers Academy in North West Regional College is managed by Finneen Bradley. It opened in May 2016 and continues to grow from strength to strength with over 40 workshops available. The Careers Academy team have achieved so much, not only for us as team members but for the students of NWRC. Behind us, pushing us, leading us is our manager who has an ethos "anything is possible to a willing heart". She has created and fostered an amazing positive environment. Even the Careers Academy walls are etched with positive buzzwords. Many students report that the second they walk through the doors they can feel the positive environment.

Finneen has led the team to win multiple local and national career awards. She has developed a team, grown our confidence and developed our learning to enable us to deliver a quality careers service. Finneen is motivational, innovative, creative, forward thinking and her approach is always student centred.

Hayley Jacobs

Careers Leader, Bryn Celynnog School, Pontypridd

Hayley has been key to the development of the career leader role in our local authority. She leads by example by championing further professional development and raising the status of the role. She shares her experience readily and has personally supported all of the other 21 schools in our authority in developing their tracking systems. Her recent promotion to her school's leadership team is testament to the hard work, commitment and outcomes she has achieved in her role as career leader. Hayley is now helping to shape the new curriculum for Wales, using her knowledge and commitment to careers education to shape the future of our enterprising, creative contributors, ready to play a full part in life and work.

Mary Henshaw

Careers Leader and Deputy Head, St Damian's RC Science College, Ashton-under-Lyne

Mary is an exemplar professional. She is deputy head in an outstanding secondary school. She has teaching responsibilities. She carries out these duties diligently, yet she still runs a world class careers programme with ease and style.

Mary is an outstanding and compassionate leader; she understands pupils needs and works tirelessly to ensure the school overachieves on its career programme which displays her brilliant work ethic and desire to be the best version of herself every day. She leads by example and drives programmes from start to finish with integrity and honesty throughout, she is by far the greatest leader of a careers programme I have ever come across and the school is lucky to have her. Mary has made careers obligatory, not an option.

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Careers Services Manager of the Year

Sponsored by



Launch Your Career is excited to be sponsoring the Careers Services Manager of the Year Award. We champion excellence in the provision of careers guidance and firmly believe in the importance of a career ecosystem that works equally for everyone. Our innovative and immersive virtual reality career-discovery experience was built based on gamification practices proven to increase engagement and motivation preparing individuals for the world of work.

SHORTLISTED

Sarah Vaughan

Service Manager - Sefton NEET Reduction and Early Intervention Service, Career Connect

An outstanding Career Services Manager, Sarah Vaughan designs and delivers innovative careers information, advice, and guidance services for some of the most vulnerable young people in our society.

Sarah leads our high-performing Sefton NEET Reduction and Early Intervention Service, commissioned by Sefton Council. Her team of 19 delivers careers information, advice, guidance, personal development and career coaching to young people across the borough.

Sarah challenges stereotypes of what these young people can achieve. In just three years, Sarah and her team have reduced the total cohort of young people not in education, employment or training in Sefton by 35%, from 252 in 2017 to 163 in 2020. Out of 151 Local Authorities in England, Sefton was recently ranked in the top four for performance in reducing the number of young people not in education, employment or training - leaping five places up this league table since 2019. Sarah has designed and robustly evaluated an exemplar of best practice that supports Career Connect's social mobility mission and five-year growth strategy.

Steve Jones

Careers & Employer Management Manager, Bridgend College

Steve has successfully managed and led the college careers team to establish an innovative and forward-thinking careers programme. Within the college students are given access to a wide and varied range of careers activities that enhance their education and access to the future job market. This has been recognised through achievement of The Careers Wales Mark and soon to be further highlighted through The Quality in Careers Standard.

The enhancement of opportunities to work with businesses and establishment of a consistent approach to growing these relationships has been instrumental in enabling more work to be created in this area, with exciting new projects. This has all been led through a strong strategic aim, a creative vision, and a proactive and innovative approach.

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Use of Technology in Career Development

Sponsored by

unifrog

Unifrog is sponsoring the CDI Awards as we're on a mission to level the playing field when it comes to young people finding the best opportunities for them. Technology and data democratisation empower young people to make the best choices, lead successful careers, and boost social mobility. It's imperative that we all embrace technology to support students to excel in the post-pandemic economy and we're proud to work with the CDI to achieve this goal.

SHORTLISTED

CareerChat

CiCi The Little Powerhouse that Supports Your Career™, dmh associates in partnership with Pontydysgu

CiCi – the little powerhouse that supports your career™ is a unique careers chatbot designed by DMH Associates in partnership with Pontydysgu. This innovation stems from the 'CareerTech Challenge' competition run by NESTA in partnership with the Department for Education.

The CareerChat team has designed 'CiCi' to provide a personalised, guided career journey experience for adults aged 18+ in three cities – Derby, Bristol and Newcastle. This highly innovative form of 'social technology' is led by UK professional careers and employability advisers, working with AI and labour market intelligence experts. It offers informed, friendly and flexible high-quality, local contextual and national labour market information to adults seeking high quality careers information and advice.

A distinctive factor is CiCi provides access to trained and qualified career development and employability professionals at a local level. The approach involves working closely with city partners and practitioners who are committed to improving individuals' life chances and livelihoods - <https://careerchat.uk/>

CareersCraft

Careers Wales

CareersCraft is an exciting and innovative new careers education resource that has been developed by Careers Wales through the Minecraft Education platform. CareersCraft enables players to develop their future career skills and broaden their horizons through a series of inspiring lesson plans, all linked to the new Curriculum for Wales.

Users will explore some of Wales' iconic landmarks as they complete a range of different challenges and activities at each landmark including:

- Learning about careers in the creative industries as they organise a performance at the Millennium Centre
- Discovering jobs of the past, present and future while organising an event at Caernarfon Castle
- Developing their self-awareness on a trip to Tenby
- Mining for the jobs of the future underground at Big Pit, Blaenavon

While playing the game, children are also developing their integral skills such as problem solving, teamwork and creative thinking – valuable future skills that employers say are so important. Minecraft is the world's most popular video game and the education edition is specifically tailored for use in schools. Welsh Government has made this available to all schools and pupils in Wales.

Sortyourfuture.com

Sortyourfuture.com

Thinking about your future should be exciting, not scary, right? At Sortyourfuture.com, we transform the ordinary task of job hunting into an extraordinary journey of personal discovery, in a way that's never been done before. We inspire and empower young people, providing them with the information and resources they need to make informed decisions about their futures.

Our users come from diverse backgrounds, but they all have one thing in common: they all want, need, and deserve equal access to opportunity. Sort profiles users based on their skills and attributes, rather than their previous experience and qualifications, connecting users to the employment and training opportunities which best suit them. We stack the cards in their favour, presenting them with doors that they didn't know existed, and arming them with the tools and confidence to start knocking. A third of young people have lost hope in their future in 2020. There's no better time to help the nation by enabling young people to unlock and achieve their true potential.

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WEDNESDAY 10 MARCH

Keynote speaker:
Gillian Keegan MP,
Minster for Apprenticeships and Skills

Career Adviser/Coach of the Year

Sponsored by



The British Army is proud to sponsor the Careers Adviser/ Coach of the Year Award which recognises those inspirational careers advisers who help shape the countries future workforce.

SHORTLISTED

Chris Targett

Careers Adviser, CXK

Chris Targett is a dynamic careers adviser who has a vigour, energy and enthusiasm which is hard to match. His background in art and philosophy has inspired a creative force to his work which has led him to develop more visual and kinaesthetic methods, tailored to suit the needs of students with a wider range of learning styles.

He can present to an audience of students or parents with the same ease as with individual clients. He employs innovation, creativity, and technology to support young people, schools, colleagues, and practitioners across the guidance community. His adapted Lego Therapy, his Cabinet of Curiosities, his visual action planning, his embrace of different forms of media have drawn praise from clients and colleagues. Testimonials to Chris are peppered with words and phrases like: "exemplary", "much respected", "best independent advisor we have ever had", "goes above and beyond", "professional", "exceptional", "inspirational and passionate".

Chris never stands still. He constantly and critically reviews his work, modifies his techniques, and improves his practice. He inspires his clients with a sense of excitement, and he inspires fellow careers professionals by sharing his innovation, energy, and passion, all enhancing the reputation of the careers development sector.

Frances Cushway

Careers and Maternity Coach

Through her business The Maternity Coach, Frances specialises in working with mothers before, during and after maternity leave. With 15 years' experience supporting mothers at all stages in their careers, Frances helps them prepare for and plan a confident return to work and ongoing career through individual coaching, workshops and online courses.

Her interest in the changes that happen within women's brains over their lifetime led her to design a unique maternity coaching programme that brings together the psychology of becoming a mother with the practicality of planning their return to work. This highly effective programme runs via face-to-face workshops, and more recently virtually via an online learning platform and live group coaching.

Rob Jones

Careers Adviser, Career Connect

An outstanding career development professional, Rob Jones creates change with some of the most vulnerable young people in our society, challenging stereotypes of what they can achieve. A Careers Adviser with our exemplar Sefton NEET Reduction and Early Intervention Service, Rob delivers careers advisory services for young people who are Elective Home Educated and have complex needs. These young people have "gone off the radar", living unstructured and isolated lives outside mainstream society and beyond the reach of teaching professionals. Rob provides flexible, accessible and inclusive careers information, advice, guidance and coaching to these young people at a critical transition point that could decide their futures.

More young people than ever now need Rob's support, reflecting a dramatic national trend for growing numbers of children not in school. Rob has increased the number of young people he supports year on year since 2017, achieving excellent results and responding creatively to the challenges of lockdown through virtual delivery. Patient and with perseverance, Rob delivers excellent careers information, advice and guidance to make a sustainable difference; up to two years on from working with Rob, 84% of the young people he has supported since 2017 are now in education, employment or training.

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Innovative Employer Engagement Activity

Sponsored by



Department
for Education

We are delighted to support the award for Innovative Employer Engagement Activity. Interaction with employers opens young people's eyes to a range of different career possibilities, challenges stereotypes and helps to prepare them for the workplace. This award recognises the importance of innovative approaches in ensuring as many young people are benefiting as possible.

SHORTLISTED

My Future

Chesterfield Borough Council in partnership with D2N2 Local Enterprise Partnership Careers Hub and Destination Chesterfield

Believed to be the first of its kind in the UK, My Future has delivered an innovative and impactful approach to employer engagement. My Future supports all young people and their parents across Chesterfield and North Derbyshire to engage with employers and access the widest range of high-quality careers advice, employment support, skills and educational programmes.

With a collective desire to tackle the challenges resulting from the Covid-19 pandemic, collaboration between the Local Authority, Local Enterprise Partnership (LEP), and employers has enabled us to create a platform from which to deliver careers education and guidance to young people, with increased access to employers, addressing youth unemployment. Providing accessibility through computer and mobile app means the end user can easily browse the platform and its added features, such as the self-referral tool.

The platform has already proven to be a successful employer engagement and career development tool, benefiting the career development of young people. As a result, there has been lots of interest from other districts in the LEP area and wider Careers & Enterprise Company Network via Hub Lead discussions.

Creative Careers Programme and Discover! Creative Careers Week

Creative and Cultural Skills

The Creative Careers Programme and Discover! Creative Careers Week activities inspire, engage and inform young people and careers professionals through industry-led engagement opportunities. The programme encourages industry to open their doors and speak directly with the future workforce about the realities of working in the creative sector today.

Through this, the industry has put itself at the heart of helping to inspire and inform young people about the breadth of roles across the creative industries. Discover! Creative Careers Week supports a diverse range of young people to learn about real jobs from those that do them, shining a light on the wide range of skills the sector needs and inspiring the next generation to consider and recognise that creative careers are for everyone

Whole School Career Day 5th March 2020

Huntcliff School, Gainsborough

The feedback from students, governors, staff, and guests says it all. Parents saying it is the first time their child has ever come home from school 'buzzing', inspired and animated by the day. To witness first-hand: hundreds of children smiling from ear to ear; full engagement in a wide selection of activities; working with adults from a diverse range of organisations; working with students from different year groups; developing independence, self-confidence and aspirations.

For staff to see how powerful interactive hands-on workshops are in engaging students in real work experiences and see how these relate back to the classroom was transformational for some in their approach to teaching their subject. To have organisations see and experience the very best of teenagers, instilling confidence that they are developing the skills required for their future employability and contributing to this. To know students now in Y12 on courses, following the success of the workshops on the day, shows the true impact of such an event and the value and impact that high-quality careers provision can make. Sharing the event with colleagues to inspire them to offer similar experiences for the benefits of students makes it so worthwhile.

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Careers Programme in a Special School/ College

Sponsored by



The provision of high quality, impartial career development interventions makes a huge difference to young people throughout the United Kingdom and beyond. This award recognises the flexibility, innovation and creativity that is required to bring career development activities to life, and inspire positive engagement of young people in Special Schools or Colleges. As a charity that inspires people to thrive, CXK is delighted to be sponsoring the Careers Programme in a Special School or College Award.

ALP Leicester Careers Programme

ALP Leicester have successfully developed and grown a careers programme within our school and partner schools over the last five years. This has seen over 50 young people with varying special educational needs gain over 50 qualifications, a number of apprenticeships in areas such as Construction and Catering and full-time employment.

CV Builder app

Derwen College

Derwen College has developed an innovative way of creating and presenting a curriculum vitae from a person with special educational needs and disabilities (SEND). The college has worked with industry experts to produce an app which supports people with SEND to populate and send a CV to potential employers with minimal additional intervention.

The app offers options of text prompts, free writing and Makaton symbols depending on a person's preferred method of communication. The app also allows the student to attach video and photographic evidence to illustrate their skills in a way which a qualification certificate doesn't always do.

College staff have found that this more interactive way of putting together a CV has meant that students engage particularly well with the process, and better understand the purpose of the CV. Employers have reported that the digital CV gives a clearer and much fuller picture of what a potential employee is capable of achieving.

The college expects the app (along with its developing suite of 'Support Work' apps) to work hand in hand with skills teaching, career development, and work placement and transition support, to lead to higher levels of employment for our students with SEND.

Project Search: SEND Supported Internships Careers Programme

Derbyshire Education Business Partnership

The programme, known as Project SEARCH, helps young people with learning disabilities and autism from St Martins School and other SEND schools across Derby gain new skills as well as practical, work-based experience through a structured personalised careers programme as they look to make successful transitions from education to a productive adult life.

This careers programme is delivered through a partnership approach involving multiple key stakeholders: Schools > Derbyshire Education Business Partnership > Employer > DFN Project Search, with the students and their families at the centre of what is a 3-stage process; 1. Exploring different careers/sectors in school 2. Personalised careers plan/employability skills 3. Work experience (internship).

It is hoped that at least 60% of the current interns will secure employment (2 have gained employed status already) which offers a huge increase from the 6% national average. The commitment from everyone involved enables young people to shine because it offers personalised support throughout i.e., small changes that make a big difference. When you hear from Imogen's Parent's that this has given her a 'purpose in life' there is no stronger recommendation for why everyone would want to be involved in a careers programme like this.

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CDI Fellowships



Fellowships recognise and honour the commitment of eminent members who have contributed to both the development of the CDI and the career development profession.

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The Bill Law Memorial Award

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NICEC

This award is made by the NICEC Fellows in memory of one of the founders of the organisation, the much loved, respected, and prolific Dr Bill Law. Bill was a friend, and mentor for many across the sector. His research and creativity resulted in some of the most influential theories and concepts which are used across the world. After his death in April 2017, the Fellows decided to offer an annual prize for student research and writing to recognise our rising stars in early career thought leadership. This award is to encourage future career thinkers, researchers and innovative practitioners, and it is open to anyone working in a careers related field in any context.

The award will be presented by Bill's son, Stephen Law.

SHORTLISTED

Jennifer Harper

Jennifer explored the impact of being 'care experienced' on people's higher education choices. She identified three emerging themes – relationships, survival and self-belief – which impact on the career decision-making of care experienced individuals and suggests that targeted career guidance may have a positive impact on individuals' self-belief and understanding of their possibilities.

Kate Collins

Kate focused on the role that emotions play in career decision making and how this might inform the work of career coaches. Not only does Kate encourage practitioners to engage in conversations with clients about the interplay between emotions and career decision making but notes the impact that this might have on practitioners themselves. She notes the importance of practitioners engaging in their own emotional wellbeing.

Liz Painter

Liz used a phenomenographical approach to explore the continuing professional development needs of the little-research and new role of enterprise coordinator (EC). Liz developed a taxonomy of 4 types of understanding by EC of their roles and from this, identified different approaches to recruitment, training and development for ECs. The framework can also be used to develop a competency framework for the role.

Rachel Spittle

Rachel investigated the impact of a career related social media video campaign on student engagement with a university careers service. Rachel used Hootsuite to gather data which found that the use of social media had a positive impact and concludes that even after the pandemic has finished, these approaches have merit for practice.

Sarah Snape

Sarah explored women's identity and its role in career decision making. The study resulted in a new model of coaching (Me as a process). The model consists of two sections: an integrated perspective of the four stages of identity work in career transitions; and coaching questions by stage.

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Rodney Cox Lifetime Achievement Award

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The Rodney Cox Lifetime Achievement Award recognises and honours the commitment of colleagues who have made a significant contribution to the profession during their working lives. It is awarded to individuals who are about to, or have recently retired.

Thank you to our sponsors

THE CAREERS &
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CXK
inspiring people to thrive



Ground Floor, Copthall House,
1 New Road, Stourbridge,
West Midlands. DY8 1PH

Tel: 01384 376464
Email: hq@thecdi.net
www.thecdi.net