

Next Step – the integrated careers service for all adults (19+) in England (18+ for JCP clients)

The new service was launched in August with a series of 9 events across the South East. Julia Valentine, Regional Manager says “We are proud to be delivering this new service which provides access to the best information, advice and resources, to help individuals to make more effective skills, careers, and work and life choices.

Next Step is now available online and through advisers on the telephone or face-to-face. As the face-to-face service we are working with local partners and employers to provide advice and help to clients on developing a CV, improving job search skills for getting back to work; assessing their skills and interests; searching for courses; and finding out if they are eligible for Government funding, or information on childcare.”

Next Step Web Channel goes live

www.direct.gov.uk/nextstep, the third channel of the integrated service came on stream on 1st October and this new website is easy to navigate and register with and includes useful information from the old Careers Advice Service website such as Job Profiles.

One of the strengths of the website is the **CV Builder** and the number of providers in the **Course Directory** has increased. There is a **Skills Health Check tool which includes three new questionnaires**: interests, spatial activity and abstract activity, bringing the total to ten questionnaires. There is no necessity to complete all of them.

Jan Page, Regional Service Development Co-ordinator says “To take full advantage of the functionality of the site clients are encouraged to register for an account with gives them a user name and password to manage their activity on the site. This used to be called a Skills Account. “

Research with clients suggests the new site has been well received. The images of clients in top centre can be scrolled through by clicking on the arrows and they and pose different questions that represent the different barriers faced by clients of the service. Visit www.direct.gov.uk/nextstep to see for yourself. Jan.page@babcock.co.uk

Marketing Materials

Every **Jobcentre Plus** office across the South East was sent an initial stock of Next Step leaflets and appointment cards which we hope were found to be useful. Additional supplies can be requested by e-mailing

Julie.davies@babcock.co.uk

How can I get that job? booklet

This is a new resource full of useful information for clients going through the job search process. It covers how to find vacancies, application forms and online applications, preparing CVs and covering letters, speculative applications and preparing for interview.

Clients must come for a face to face appointment to get a copy of this booklet.

Next Step Partnership with SERTUC UnionLearn

The Next Step service is widening participation to employees through its partnership with SERTUC UnionLearn. A Memorandum of Understanding (MOU) was signed at the 5th Annual Conference in London on 2nd November 2010 by Gennie Mockford, Partnership Development Co-ordinator, Next Step South East, and Barry Francis, South East Regional UnionLearn Manager.

Working closely with Union Learning Representatives (ULRs), Next Step will offer employers a career development service to support their workforce development strategy.

Barry Francis said: 'These MOUs represent vital partnerships in improving the learning experience and career prospects of all our members in London and the South east.'

This partnership is a significant development in the Next Step service delivery to all adults regardless of their employment status or qualification levels and part of the Government's strategy to put learners at the centre of a flexible and proactive skills acquisition process.



Gennie with Barry Francis



Support for Employers

A feature of the new Next Step service is the support that our team of qualified careers professionals are able to provide to employers.

Working in partnership with an organisation's management we are able to help in a variety of areas including

- Change management
- Workforce development
- Redundancy

We can support an employer through different stages of the employee lifecycle, from career development, through to managing lifestyle changes at the end of their working lives. We also provide support to employers facing economic cut-backs.

An example of this partnership working in practice is evident at Bridgestone Corporation Motorsport UK. Bryony Trafford-Smith HR Manager at the company was referred to Next Step by her Train to Gain Account Manager. Bryony is currently supporting around 70 staff through redundancy following Bridgestone's decision not to renew its contract as the Official Tyre Supplier to the FIA Formula One World Championship at the end of the current season. Local Next Step adviser Karen Garner is visiting the company to provide half day workshops for employees on interview skills, CVs and preparing for work. Karen is also undertaking 1 to 1 sessions with individuals looking at their CVs.

Bryony says "This work has been very well received by Bridgestone staff. They feel the company is providing them with quality support at this difficult time." She goes on to say that Bridgestone as an employer has benefited greatly from being able to source this quality Government funded service.

For more information on how we work with employers please contact gennie.mockford@babcock.co.uk

Regional Support Team - up date

Our integrated service has begun with a promising start with over 4,000 calls received for the South East from our telephone channel colleagues since August – nearly 20% of our 24,000 total calls received for this period.

As the service begins to develop further, call volumes remain high and we thank you for your patience when booking appointments during this time.

As a reminder, Jobcentre Plus advisers are to call our freephone regional number – **0800 1954 700** – when arranging appointments and for all queries.

All other callers are to contact the national line – 0800 100 900 – where they will be offered the full Next Step service and transferred through to the South East area. Once an appointment has been made, the caller may contact RST direct on our regional number for any queries.

If you have any feedback on the national or regional line service, or any other queries regarding referrals please contact Stefanie Parry on stefanie.parry@babcock.co.uk

Government Minister on the importance of Careers

On 13th October Adam Micklethwaite, Deputy Director of Adult Advancement at the Department of Business, Innovation and Skills attended our South East Partnership conference and gave our network an up date on careers guidance policy in England. The uncertainty created by the imminent spending review meant Adam wasn't able to go into too much detail however he did say that in the new skills strategy careers guidance remains a priority as evidenced by the appointment of John Hayes as Minister responsible for careers guidance across DfE and BIS.

3 weeks later on 4th November John Hayes, Skills Minister announced a new all age career service to be launched in 2012 in England and called on our sector to rise to the challenge of implementing the new all-age service which will be delivered through a range of channels – online, telephone and in the community – with prioritised intensive face-to-face guidance.

We look forward to working towards meeting that challenge!

