

# Career Guidance for Adults in Wales - Making a Difference

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The Careers Wales Chief Executives' group is delighted to endorse the publication of the adult impact assessment conducted by the Quality Managers of the six Careers Wales Companies and welcome with interest the foreword prepared by the Centre for Guidance Studies. This is the first assessment of the impact of the provision of adult guidance by Careers Wales and it offers a useful insight to the value of careers guidance to our clients and to the Welsh Assembly Government's agenda of lifelong learning, up-skilling the work force and getting more people into employment. In particular the research provides a useful foundation for similar work to be conducted into the impact of careers guidance services to other client groups across Wales.

**Ray Collier, Chief Executive, Careers Wales West**

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The Centre for Guidance Studies (CeGS) is owned by the University of Derby. The Centre aims to bridge the gap between guidance theory and practice. It supports and connects guidance practitioners, policy-makers and researchers through research activities and learning opportunities; and by providing access to resources related to guidance and lifelong learning.

Further copies of this paper are available from the Centre for Guidance Studies or can be downloaded from the CeGS website at [www.derby.ac.uk/cegs](http://www.derby.ac.uk/cegs)

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## FOREWORD

The Centre for Guidance Studies (CeGS) is delighted to publish this Occasional Paper featuring the adult guidance impact evaluation survey carried out by Careers Wales. The main body of this report, written by Kirsteen Reed and Kay Mahony, details how a team of individuals drawn from all of the Careers Wales companies, designed, developed and successfully implemented a survey involving the tracking of 1,000 adults three and six months following their guidance interviews. The report provides valuable evidence of the positive impact experienced by users of the Careers Wales service.

This foreword sets out the wider policy and research issues surrounding the evaluation of guidance-related services, and locates the all-Wales survey within this context. Most importantly, it seeks to draw out the special features of the survey and concludes that, with appropriate support and further development, the underpinning framework could become an established and valuable part of the Careers Wales quality assurance and management information processes.

### The policy context

There is a clear and growing requirement for publicly funded services, including those involving the delivery of information, advice and guidance, to demonstrate the added value of their interventions i.e. greater accountability and improved effectiveness is a recurring theme. This requirement is well established in Wales, as it is elsewhere in the UK, and is also a subject of much debate and research in the European Union and further afield in Canada and the USA.

Achieving and demonstrating best value in the use of public funds is a statutory requirement for local authorities in England and Wales under the Local Government Act 1999. A powerful example of the impact of the 'best value' requirement in England is the Local Government Performance website<sup>1</sup> that, amongst other things, enables comparisons to be made between the performance of local authorities in terms of best value performance indicators. In Wales, equivalent performance indicators exist and continue to develop as part of the implementation of the National Assembly's vision for the delivery of its public services, as set out in *Making the Connections* (2004)<sup>2</sup>. Currently, the Careers Wales companies are working with the National Assembly on the development of performance

indicators and benchmarks for the whole of Wales.

Career guidance policy reviews initiated by the Organisation for Economic Co-operation and Development (OECD), Paris, and extended by Cedefop<sup>3</sup>, the European Training Foundation (ETF) and the World Bank, were carried out in 37 countries between 2001 and 2004. One of the conclusions of these reviews was that policy development for career guidance needs to be supported by data on the financial and human resources allocated to career guidance, on citizen need and demand for services, on user satisfaction, and on the outcomes and cost-effectiveness of career guidance<sup>4</sup>. Within this context, the European Union Expert Group on Lifelong Guidance, set up by the Commission in 2002, has a mandate that includes making recommendations on priorities for performance indicators and benchmarks in the delivery of guidance and guidance-related services. As part of the work programme of this Expert Group, Cedefop commissioned a European-wide study into the availability and use of performance indicators and benchmarking. A preliminary report was published in January 2005<sup>5</sup> and the findings of an extended research project, building on the preliminary study, will be published shortly.

### The research context

Given the scale of investment of public funds in the provision of guidance-related services<sup>6</sup>, and the "best value" policy agenda, it is not surprising that the effectiveness and impact of guidance has been the subject of a great deal of research and review over recent years. For example, a review of the available research evidence for assessing the benefits of guidance published by the Centre for Guidance Studies (CeGS) in 2002<sup>7</sup> summarised the findings of no fewer than 45 contemporary publications linked to the evaluation of guidance-related services. This review makes clear that there is no shortage of "opinion studies", and other evidence, demonstrating the "softer" and the more immediate outcomes of guidance, such as clients' satisfaction or utility ratings and improved CV writing skills. However, the review also makes clear that the evidence to demonstrate the "harder" and longer-term outcomes, such as employment and other career-related life changes, is much weaker. A clear message is that there is a need for larger-scale and longer-term studies to provide more robust evidence of the impact of guidance.

<sup>1</sup> Office of the Deputy Prime Minister: Local Government Performance: <http://www.bvpi.gov.uk/pages/Index.asp>

<sup>2</sup> Available from *Making the Connections* website: <http://www.wales.gov.uk/themes/makingconnection>

<sup>3</sup> Cedefop: The European Centre for the Development of Vocational Training website: <http://www.cedefop.eu.int/index.asp>

<sup>4</sup> Watts, A.G. & Sultana, R.G. (2004) *Career Guidance Policies in 37 Countries: Contracts and Common Themes*, "International Journal for Educational and Vocational Guidance, 4 (3) P105-122".

<sup>5</sup> den Boer, P., Mittendorf, K., Scheerens, J. & Sjenitzer, T. (2005) *Indicators and Benchmarks for Lifelong Guidance*, Thessaloniki, Greece, Cedefop.

<sup>6</sup> In 2002/2003, the Learning and Skills Council (LSC) invested £23.5m in the provision of information and advice services for adults in England.

<sup>7</sup> Hughes, D., Bosley, S., Bowes, L. & Bysshe, S. (2002) *The Economic Benefits of Guidance*, for DfES, Centre for Guidance Studies, University of Derby.

Since the publication of the CeGS review of available evidence, a small number of larger-scale, longer-term impact studies have been carried out by specialist research agencies on behalf of government bodies who fund the provision of guidance-related services. Key examples of these studies are summarised below.

- The Department for Education & Skills (DfES) published a report in early 2005 on a longitudinal telephone survey of over 4,000 recipients of information, advice and guidance services (IAG) in England<sup>8</sup>. The survey, commissioned by DfES, aimed to test out whether the provision of IAG makes a difference to the work and learning outcomes of individuals by tracking them over time. The individuals who were tracked consisted of two groups: namely those who had received “advice and guidance”, and a matched control group of those who had received “information only”. By using two groups whose personal characteristics were broadly similar, the study sought to attribute any differences in the outcomes of the two groups to the impact of the advice and guidance intervention.
- The National Learning and Skills Council (LSC) published a report in 2004 on the impact of information and advice services delivered by nextstep partnerships in England<sup>9</sup>. This national impact survey, and a number of equivalent regional nextstep surveys, involved telephone contact with 2,181 adults of working age some 3 to 6 months after the information and advice had been provided. Unlike the DfES study, the LSC survey methodology did not include a matched control group. However, the methodologies of the two studies were similar in other respects: both used broadly the same work and learning variables to measure impact, and both asked individuals to say how important they felt the IAG service had been in contributing to any career-related life changes.
- The Department for Education & Skills (DfES) commissioned in 2003 a five-year longitudinal study<sup>10</sup>, led by the Institute for Employment Research (IER), Warwick University, in association with CeGS and the National Institute for Careers Education and Counselling (NICEC). This qualitative longitudinal research project is designed to investigate the nature of effective guidance for adults and how, over the longer term, it can add value to post-compulsory learning and enhance employability. The research began with a detailed investigation of 50 in-depth case studies of varied

guidance contexts (2003-2004), including a detailed examination of a guidance interview. Clients' progress will be tracked over a four-year period (2004-2008).

The examples described above highlight the crucial importance of developing both “quantitative” and “qualitative” approaches to assess and measure the impact of career guidance interventions.

### **The place and status of the all-Wales evaluation within the wider policy and research context**

The all-Wales impact evaluation survey presented here is firmly located within the policy context described above; it supports the agenda for 'best value' in the delivery of public services contained within Making the Connections, and it relates directly to the implementation of key recommendations contained in a review of Careers Wales<sup>11</sup>. In addition, the all-Wales impact evaluation, and the planned piloting of guidance-related performance indicators and benchmarks across Wales, featured in the country report<sup>12</sup> recently submitted to Cedefop as part of its further work on benchmarking across Europe.

The findings from the all-Wales evaluation have already been forwarded to the National Assembly and will help inform the work on the development of performance indicators and benchmarks that is currently underway for the whole of Wales. Although this work is still in progress, the performance indicators that are currently being considered for piloting by Careers Wales in 2006/2007 include those linked to: (i) the percentage of adults sustaining a positive outcome from guidance services; and (ii) the percentage of adult clients making career and learning-related decisions in their lives as a result of Careers Wales services. Such indicators relate directly to the methodology and findings of the present survey.

The all-Wales impact evaluation survey is also consistent with the impact research agenda called for in the CeGS review of available evidence for the economic benefits of guidance<sup>13</sup>. Like the DfES and LSC quantitative studies previously described, the all-Wales evaluation is a relatively large-scale, longitudinal study designed to measure the impact of service. In all three studies, clients were tracked by telephone interview, typically some 3 to 9 months after receiving IAG services; and in all three, clients were asked questions that covered: action planning, service

<sup>8</sup> Tyers, C. & Sinclair, A. (2005) *Intermediate Impact of Advice and Guidance*, Research Report 638, London: DfES.

<sup>9</sup> Learning and Skills Council (2004) *The Impact of Adult Information and Advice Services 2004: National Analysis*, Coventry: LSC.

<sup>10</sup> What is effective guidance? Evidence from Longitudinal case studies in England. November 2004 <http://www2.warwick.ac.uk/fac/soc/ier/publications/bydate/egr2004.pdf>

<sup>11</sup> Moulson, R. & Prail, S. (2004) *Careers Wales Review - Final Report*, Welsh Assembly Government.

<sup>12</sup> Hughes, D. & Gration, G. (2005) *Indicators and Benchmarks in Career Guidance - Wales Country Report*, Thessaloniki, Greece, Cedefop.

<sup>13</sup> Hughes et al. (2002) op cit

satisfaction/utility ratings and career-related life changes.

In terms of the findings from the three quantitative studies, it would be unwise to make any detailed comparisons since the methodologies, although similar, were not identical and the level and type of IAG service provided varied from study to study. However, some very general comparisons can be made. For example, high levels of client satisfaction ratings were seen in all three studies: 91% of the all-Wales sample rated the service as “useful” or “very useful”; 86% of the DfES sample were either “very satisfied” or “fairly satisfied” with the service; 80% of the LSC national sample were “satisfied that their needs had been understood”. In addition, a majority of all the adults surveyed in the three studies had experienced one or more significant career-related life changes since receiving the IAG service, with most believing that the IAG service had been an important contributing factor.

### The significance of the all-Wales evaluation and its future development

Although there are similarities between the all-Wales evaluation and the DfES and LSC quantitative studies above - both in terms of methodology and findings - there are important differences that add a special value to the all-Wales survey. The DfES and LSC surveys, like most previously published guidance-related evaluations, were carried out by research consultants, external and additional to the normal quality assurance and management information functions of the service providers. Although the all-Wales survey was driven initially from the National Assembly policy context, and although it benefited from some initial external consultancy support from CeGS, it was essentially an in-house operation with managers, and some practitioners, from the separate Careers Wales companies co-operating and working together to design, implement and evaluate this ambitious project. It is to the credit of all those involved that any partisan organisational interests were put aside to enable a common evaluation framework to be agreed and successfully implemented, and in such a relatively short space of time, across the whole of Wales and encompassing all of the Careers Wales companies.

The fact that the all-Wales evaluation was designed and carried out in-house has three very important implications.

- First, one could argue that such an in-house evaluation is likely, in the long-term, to have a greater and more direct impact in improving the effectiveness and efficiency of the services provided, than would the more traditional external

“one-off” research projects. Given this in-house approach, there is likely to be greater ownership of the process and, thanks to the direct involvement of the companies’ quality managers, a greater likelihood of the results feeding back into mainstream quality assurance processes.

- Second, although it is not always easy to demonstrate because of lack of published financial information, the cost of impact evaluation is likely to be significantly reduced when using the provider’s own staff to help design and implement the process. The review of Careers Wales<sup>14</sup> recommended the use of a large-scale longitudinal impact survey but cautioned whether the required information would be worth the significant financial costs involved. As the subsequent detail in this Occasional Paper makes clear, the Careers Wales companies were able to deliver the project with relatively low unit costs.
- Third, it could be argued that because the all-Wales evaluation has greater ownership and service-impact potential, and because it can be implemented at relatively low cost, it is more likely to be developed and implemented further in the future and more likely to become established practice within Careers Wales quality assurance and management information processes.

Admittedly, compared to the DfES and LSC quantitative studies, the all-Wales evaluation asked fewer questions to a smaller sample of adults and yielded in total less detailed information. Nevertheless, the unit cost per interview is likely to be significantly less than for external consultancies, and essentially useful and relevant data was obtained, including data about clients’ satisfaction levels and clients’ career-related life changes. This is not to say that the all-Wales evaluation framework is without room for further development. With relatively simple modifications, the framework could provide more robust and useful quality assurance and service impact data and, as the detailed report itself indicates, further cost savings could be made. Areas that would particularly benefit from some attention include:

- the software systems for recording, collating and analysing evaluation data collected from across the various company regions;
- the various personnel teams carrying out the interviews, including the issue of possible centralisation; and,
- the cost benefit of a second, follow-up contact with clients.<sup>15</sup>

<sup>14</sup> Moulson, R. & Prail, S. (2004) op. cit.

<sup>15</sup> CeGS has recently been involved in research that questions the cost-benefit of a second follow-up contact with clients when tracking the impact of guidance.

Overall, the approach developed by Careers Wales is to be commended for its directness of application, its cost-effectiveness, and its potential for self-sustainability. The guidance community should eagerly look forward to its continued development and its impact upon the introduction and use of benchmarking across Wales.

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## 1.0 INTRODUCTION AND BACKGROUND

**1.1** In 2004, as part of the Welsh Assembly Government's wider agenda to address evidence based evaluation of services, the then seven careers companies in Wales<sup>16</sup>, in partnership with the representatives of the Assembly, agreed to adopt a common approach to the assessment of the impact of career guidance interviews delivered to adult clients. The survey also addressed issues identified in the Careers Wales Review - Final Report<sup>17</sup> where recommendations advise the department of the Welsh Assembly Government responsible for career services (Training, Schools, Careers and Planning Branch 1) to abandon the collection of assessment information that does not satisfy one of the following criteria:-

- it is significant in measuring the success of delivery of a service; or,
- it is very significant in gaining an overall perspective of the service delivered in a particular area.

The same report recommended that high-volume longitudinal studies would be the only way to provide reasonable long-term answers to the assessment of outcomes. However, the report's authors caution whether the information yielded by large-scale longitudinal studies would be worth the cost involved or would be sufficiently timely to have a real impact on policy. The all-Wales impact evaluation framework of this research project was designed to be a high-volume longitudinal study, to be delivered as cost-effectively as possible.

**1.2** The identification of clients to be tracked commenced in June 2004 and the survey continued until 1,000 adult clients had been contacted. On completion of the survey a report detailing the findings was forwarded to the Welsh Assembly Government. The findings provided the Assembly, and the Careers Wales companies, with key information on the impact of adult guidance services. It was also recognised that the findings could provide a vehicle to enable companies to benchmark performance and share good practice.

**1.3** As well as providing evidence of the impact of guidance, the project was also designed to trial the questionnaire for coherence and intelligibility and to make an overall judgement on the effectiveness of the approach used. The results of the pilot would then inform future impact assessment approaches to different cohorts of clients using Careers Wales services.

**1.4** The development of the impact assessment survey was managed by the Careers Wales Quality Managers Group together with a representative of the Welsh Assembly Government. In the initial development stage the group worked closely with consultants from the Centre for Guidance Studies (CeGS), University of Derby, with expertise in careers guidance impact assessment, to agree the overall strategy and methodology. Subsequently, structured telephone questionnaires were drawn up and agreed by the Careers Wales Quality Managers Group. To ensure a consistent cross-company approach, training was carried out aimed at equipping those selected to carry out the survey with the necessary information, understanding and skills. National standards relating to the conduct of the survey were agreed.

### Careers Wales

Careers Wales is the collective name for the six independent Careers Companies operating in Wales funded by the Welsh Assembly Government to deliver free, impartial, all age information, advice and guidance services. These services include:

- the statutory Careers Service to young people;
- the Education Business Partnership;
- Youth Gateway;
- Adult Guidance Services; and,
- the learndirect advice helpline for Wales.

The work of Careers Wales contributes to the Welsh Assembly Government's lifelong learning agenda encouraging people to engage in learning, skills and career development leading to economic prosperity for individuals and the nation as a whole. Careers Wales offers an equality of service to all clients.

Careers Wales was launched in April 2001 by the Welsh Assembly Government as a national 'all age' career guidance service operating through a confederation of regional careers companies with a common brand name. At its launch, Careers Wales consisted of seven regional companies which reduced to six in April 2005 when Careers Wales Mid Glamorgan and Careers Wales Powys merged.

## 2.0 METHODOLOGY

**2.1** The research was carried out in the following four phases: -

- development of the scope of the study;
- design and development of the questionnaire;

<sup>16</sup> This became six companies in April 2005 when Careers Wales Mid Glamorgan and Careers Wales Powys merged.

<sup>17</sup> Moulson, R. & Prail, S. (2004) op. cit. Section 9, "Towards A Future Framework", paragraphs 9.7 to 9.10, "Measurement of Activity".

- carrying out of the survey; and,
- analysis of the data.

### Development of the scope of the study

**2.2** A review of existing research was carried out to inform the methodology, scope and analysis of the survey. This review revealed that little relevant evidence existed in Wales, so a decision was taken to involve the Centre for Guidance Studies, University of Derby, in order that Careers Wales could learn from studies with which the Centre had been involved. The outcome of this phase was to determine: -

- which adults would be included in the sample, including priority groups, and the overall sample size;
- who would carry out the survey and the training that would be required; and,
- the timing and frequency of telephone contact with the sample and the collection of the data.

#### Statistically valid sample size

**2.3** It was agreed that 1,000 adults would be surveyed, representing approximately 6% of the total 18,000+ adult clients expected to receive guidance services in Wales in 2004/2005. Prior to carrying out the survey, checks were made with the statistics branch of the Welsh Assembly Government who confirmed that this sample would be sufficiently large to be representative of the total cohort.

**2.4** In order to survey 1,000 adults in total, a target number was agreed for each Careers Wales company as follows: -

- Careers Wales Cardiff and Vale: 145
- Careers Wales Gwent: 148
- Careers Wales Mid Glamorgan: 192
- Careers Wales North East: 130
- Careers Wales North West: 97
- Careers Wales Powys: 50
- Careers Wales West: 238

Not only did the total represent approximately 6% of the anticipated throughput of adult guidance interviews for 2004-05, but, in addition, the individual figures given above represented 6% of the anticipated throughput of adult guidance interviews for each Careers Wales company.

#### The Priority Areas

**2.5** The Welsh Assembly Government requires Careers Companies in Wales to ensure that there is no diminution of service to established priority groups,

namely, those unemployed, those looking to return to work, those employed with a highest accredited qualification of NVQ2 or equivalent and those facing redundancy. In practice, this means that Careers Wales is required to ensure that these priority groups represent at least 75% of its total adult throughput. Given this, each company selected respondents from its own clients to ensure a minimum 75% representation of adults from the priority groups.

For 2004-2005, the all-Wales priority groups were to be:

- the unemployed outside of New Deal;
- those looking to return to work;
- employed people with low levels of accredited academic qualifications; and,
- part-time vocational students and those in community education.

#### Reaching the sample size targets

**2.6** It was agreed that each Careers Company's Adult Guidance Advisers would ask their clients if they would be prepared to take part in the telephone survey approximately 3 months post-interview. Lists of those clients who agreed were then sent to a central point in the company ready for the survey teams. The number of adults who declined to be contacted by the survey teams was sufficiently small as to be unlikely to introduce any statistically significant bias into the sample.<sup>18</sup> From the 3 month post-interview point, telephone surveys were carried out until each company reached their total of client responses.

#### Personnel carrying out the survey

**2.7** To help reduce operating costs, and to ensure some degree of impartiality, it was decided that each company would carry out the survey using its own staff and internal resources wherever possible, and that the staff involved would have had no previous contact with the adult clients to be followed-up. Only where this would not be possible would external consultants be used to carry out the interviews.

#### Training that would be required

**2.8** To ensure that all of the company survey teams would carry out the survey interviews to consistent and appropriate standards, it was decided that all staff taking part in the survey would receive the same training using the questionnaires. In all cases, the Careers Wales Quality Managers carried out the training or, where external consultants were used, they followed a set brief. Training was carried out using the standards, guidelines and survey questionnaire designed by the Quality Managers Group.

<sup>18</sup> Unpublished research carried out by CeGS indicates that adults who have had a negative experience of guidance are more likely not to agree to take part in follow-up research and evaluation compared to those who have a more positive experience.

### Standards developed by the Quality Managers Group to support the implementation of the survey

- The survey will be conducted on an all-Wales basis using a common set of questions that effectively underpin the aims of the project, ie to obtain representative data that will enable Careers Wales companies to assess the impact of career guidance interviews with adult clients.
- Clients will be asked if they wish to take part in the survey at the time of their career guidance interview.
- The telephone interview will be conducted through the medium of a language appropriate to those whose views are being sought.
- The anonymity of those providing feedback will be preserved and confidentiality respected in relation to any documentation arising from the survey findings. Data will be stored in accordance with the eight principles of the Data Protection Act.
- Careers Wales staff who are directly involved in the delivery of the service being evaluated will not conduct the impact assessment interview.
- Those undertaking the telephone survey will have undertaken training designed to ensure that they:
  - appreciate the principles underpinning the impact assessment project, including the need to preserve the confidentiality of information provided by clients and the need for objectivity;
  - understand the key aim and objectives of the survey; and
  - are competent in the use of the telephone recording framework.
- Data obtained from the survey will be analysed and reported according to agreed all-Wales standards and format.
- The survey findings will be shared with relevant parties, including the Welsh Assembly Government, within an agreed timeframe.

### *The frequency of telephone calls and the collection of data*

**2.9** It was agreed that the survey would be conducted by telephone in two stages: stage 1 at 3 months post-guidance and stage 2 at approximately 6 months post-guidance. Standard telephone recording questionnaires would be produced for the purpose of conducting the survey and recording the data. It was also agreed that the data obtained would be analysed initially within each Careers Wales company and that, subsequently, comprehensive individual company reports would be produced and shared amongst the seven companies with an All-Wales report to be produced to reflect the analysis of the 1,000 respondents in the seven reports.

### Design and development of the questionnaire

**2.10** The stage 1 questionnaire was designed by the All Wales Quality Managers Group with support from CeGS and from the Welsh Assembly Government. Topics were identified for inclusion in the questionnaire design as follows: outcomes, significance, population groups, targets and tracking, frequency, interviewers, data management and reporting. Items within the topic areas were discussed by the Quality Managers Group and ranked for importance, thereby providing the basis of the questionnaire and its management.

**2.11** Through the stage 1 telephone survey questionnaire, information was collected on the adult clients':

- current work situation;
- representation within the relevant priority group(s);
- satisfaction with the careers guidance interview;
- plans for the future in terms of career aims and intentions to pursue learning and training opportunities;
- career-related changes since the career guidance interview; and,
- perceived positive impact of the career guidance interview.

**2.12** Through the stage 2 telephone survey questionnaire, information was collected on the adult clients':

- further actions taken since last contact;
- career-related changes since last contact; and,
- perceived positive impact of the guidance interview.

### Carrying out of the survey

#### *Client responses*

**2.13** The interviews for stage 1 took place between September 2004 and January 2005. In order to gain responses from 1,000 adult clients of Careers Wales, 3,004 telephone calls were made in total at stage 1, with a number of respondents inviting the interviewer to call back at a more convenient time, and with calls for many respondents being unanswered on the first, second and sometimes third occasion.

**2.14** The interviews for stage 2 took place between December 2004 and May 2005. A total 1,810 telephone calls were made at stage 2 to gain a response from 571 adult clients with, as for stage 1, return calls being necessary for many respondents. In light of the experience of stage 1, a decision had been made prior to the stage 2 survey to limit the number of calls to a maximum of three per client. Any adult client not responding to the third call was noted as a "no contact".

**2.15** It was decided to estimate the amount of staff time notionally required, on average, for each successful follow-up contact with a respondent. This estimated notional average consisted of the following three elements:

- the time required to make the many unsuccessful calls needed to result in the target number of successful contacts;
- the time required to prepare for a call (for example printing off actions plans, and familiarisation with action plans prior to the call); and,
- the time required to ask the interview questions, and record the outcomes, during the successful calls.

**2.16** Taking all of these elements into account, it was estimated that the amount of staff time notionally required for a successful contact was 25 minutes at stage 1, and 11 minutes at stage 2. In other words, although the actual time spent asking the questions during a successful call may have been less than 25 and 11 minutes respectively, from a resourcing point of view these additional time factors needed to be taken into account.

### *Staff and Costs*

**2.17** The type of staff involved in the survey varied between the companies. Three of the four companies who host the learndirect information helpline used colleagues from that service. Other companies used a mix of staff from quality teams, adult guidance senior staff who had not been part of the adult guidance interview, and other company staff trained to use the questionnaire. Two companies used external consultants, one for stage 1 and 2 responses, and the other for stage 1 responses only.

**2.18** A costing exercise was carried that excluded overhead costs and concentrated on the most significant cost factor, namely the staff time required to result in a successful client response. This exercise resulted in a wide range of average response costs across the companies. Calculations showed that in-house tracking had a lower cost compared to tracking that involved the use of external consultants. For example, one company with a 90% use of in-house learndirect staff represented the lowest average cost of £7.68 per response based on a total of 335 responses; whereas another company with a 90% use of external consultants represented the highest average cost of £18.00 per response based on a total of 325 responses. All figures quoted represent a combined average for stage 1 and stage 2 costs, and include on-costs where applicable.

### **Analysis of the data**

**2.19** There were two methods used in recording the data which reflected the resources available at each company: some used an Excel spreadsheet, and the others used an Access database.

Each company collated their own responses and analysis was carried out at a local level to inform the individual companies. In the main, analysis was carried out by the company's Quality Manager. Individual company responses were sent to a central point where the overall figures were collated for the national response. Two members of the Quality Managers Group then undertook the initial analysis of 1,000 stage 1 responses and reported to the whole group. Another member of the Quality Mangers Group undertook a similar exercise with the 571 people who responded in stage 2. That analysis of stage 1 and stage 2 responses is used in this report.

Data was analysed to give a quantitative report, with supporting narrative, that covered the respondent profile and findings relating to the impact of the guidance interview.

## **3.0 RESPONDENT PROFILE**

### *Priority Groups*

**3.1** As already detailed above, the Welsh Assembly Government requires Careers Wales companies to ensure that there is no diminution of service to established priority groups, with a requirement that these should represent at least 75% of its total adult throughput. The data shows that the survey included 86% of the Welsh Assembly Government's definition of priority groups.

**Table 1**

<b>Priority and non-priority groups</b>	<b>Number</b>	<b>%</b>
Priority Groups:		
Employed up to NVQ Level 2	172	17.2
Unemployed	400	40.0
Returns to Employment	85	8.5
Community Education	17	1.7
Redundancy	184	18.4
Non-Priority Groups:		
Employed above NVQ Level 2	142	14.2
<b>Total</b>	<b>1000</b>	<b>100</b>

*Age and gender*

**3.2** As tables 2 - 4 below indicate, the survey sample was representative of the broader Welsh population in terms of both gender and age.

**Table 2**

Gender of the sample			
	Male	Female	Total
Number	522	478	1,000
%	52	48	100

**Table 3**

Age groups within the sample						
	19 - 24 yrs	25 - 35 yrs	36 - 45 yrs	46 - 59 yrs	60 yrs+	Total
Number	257	300	250	176	17	1,000
%	26	30	25	17	2	100

**Table 4**

Age groups within the broader Welsh population (taken from the Census 2001 Wales)						
	20 - 24 yrs	25 - 34 yrs	35 - 44 yrs	45- 59 yrs	60 yrs+	Total
Number	169493	364658	407652	569676	657698	2169177
%	8	17	19	26	30	100

*Career Wales Company and Local Authority Areas*

**3.3** The number of responses achieved within each unitary authority area, for each Careers Wales company, is shown in the table below.

**Table 5**

<b>Careers Wales North West</b>		<b>Careers Wales Gwent</b>	
Gwynedd	28	Monmouthshire	14
Ynys Mon	14	Torfaen	25
Conwy	38	Newport	58
West Denbighshire	17	Blanau Gwent	20
<b>Careers Wales North East</b>		Caerphilly	27
South Denbighshire	13	<b>Careers Wales Cardiff and Vale</b>	
Flintshire	66	Cardiff	96
Wrexham	51	Vale	42
<b>Careers Wales West</b>		Careers Wales Mid Glamorgan	
Carmarthenshire	34	Caerphilly	25
Ceredigion	35	Bridgend	69
Neath Port Talbot	36	Merthyr Tydfil	18
Pembrokeshire	77	Rhondda Cynon Taf	79
Swansea	57	<b>Careers Wales Powys</b>	
		Powys	45
<b>Out of Area (England)</b>	<b>16</b>	<b>Total</b>	<b>1000</b>

## 4.0 IMPACT OF THE GUIDANCE INTERVIEW - STAGE 1

**4.1** The main findings of the impact of guidance at stage 1 of the survey, three months after the guidance interview, are summarised below. The full details of the relevant response data are given in Appendix 1. Key outcomes related to actions taken and career-related changes.

### *Clarity about future plans*

**4.2** At stage 1, clients were asked how clear they were about their future plans, before and after the interview: 37.6% of clients said they were either “clear” or “very clear” about their future plans before their career guidance interview, whereas 82% of clients said that they were either “clear” or “very clear” about their future plans after their career guidance interview. This indicates that the interview had a significant positive impact on clients' action planning.

**4.3** At stage 1, 59.2% of clients reported that they were “not very clear” about their future plans before their interview with an adult guidance adviser. The percentage of those “not very clear” about their action plans after the interview, had fallen to just 14.7%. A high number of positive comments made in response to this question reinforces the view that the interview provided help in focusing on future career ideas/plans. Comments from clients indicate that areas of increased clarity related to:

- greater awareness of a broader range of options;
- provision of key information relating to career areas of interest;
- increased level of focus or realism;
- clarification of redundancy support; and,
- clarification of actions to be taken.

Of the 14.7% who were still “not very clear” following their interview, the most commonly reported reasons included:

- an insufficiency of information;
- health issues;
- a lack of certainty arising out of an increasing number of available options being explored;
- reasons relating to personal issues (for example: “state of mind”); and,
- change in circumstances.

**4.4** Where clients were already clear about their future plans before their interview, comments typically indicated that they “already knew” what they wanted to do, and sought information and guidance to support this, or that the interview “consolidated own ideas”.

### *Taking actions to achieve plans*

**4.5** The high percentage of clients who responded positively in relation to being clearer about their future plans following their guidance interview is reflected in the actions taken towards the achievement of clients' plans, with 78.8% of clients reporting having taken “some actions” or “many actions” to achieve their future plans. Of the 16.9% who had not yet taken any actions, this was frequently reported as being due to changes that had occurred after their interview. Reasons cited as barriers to taking actions were mainly related to personal circumstances, including: -

- change of personal circumstances, including pregnancy, ill-health (personal or family members), other family-related issues;
- change of mind or change in planned timing of actions;
- ideas put on hold at the moment due to developments or lack of developments in their place of employment; and,
- inability to pursue ideas for financial reasons or funding not available.

### *Future actions planned*

**4.6** After 3 months, 61.6% of clients were still intending to take their first or further actions. This figure includes both those who had already taken some actions and those who had not yet taken any actions. Barriers to immediate action cited included many of those outlined in the paragraph above. In addition, some clients stated that they simply wanted time to reflect on the guidance received before taking action.

### *Career-related changes*

**4.7** At stage 1, 59.6% of respondents reported experiencing career-related changes during the three months since the career guidance interview, with many reporting more than one career-related change. Just over half of the changes reported, 55%, were employment-related, with most of the remaining changes related to education, training or voluntary work opportunities. The types and numbers of career-related changes reported are summarised below.

Table 6

Career-related changes reported at Stage 1 (869 changes reported in total)						
New Job	Job Interview	Applications	Education	Training	Voluntary	Other
218	102	157	169	160	24	39
25%	12%	18%	19%	18%	3%	5%
Employment related changes			Other opportunities accessed			
477			392			
55%			45%			

**4.8** Of the individuals who reported career-related changes, 64.3% said that the changes would not have happened had the guidance interview not taken place, whilst 34.5% said the changes would have occurred anyway, without the guidance interview. However, even for those clients who reported that some of the changes would have occurred anyway, their comments indicated that the guidance interview had achieved some impact by providing the impetus for making the changes happen sooner, rather than later.

**4.9** Overall, the positive comments made by respondents indicated that the interview had led to career-related changes by providing a variety of support and information, including: -

- help in acquiring knowledge of, and access to, the funding necessary to implement a proposed change;
- information and guidance about courses;
- help in identifying suitable options;
- general guidance about “which way to go”; and,
- encouragement and confidence-building.

**Outcomes relating to confidence and motivation**

**4.10** At stage 1, 24.9% of respondents reported experiencing other changes during the three months since the career guidance interview, additional to any career-related changes that may have taken place. Of the clients who reported that other changes had taken place since their interview with the adult guidance adviser, 74.3% stated that these other changes would not have occurred without the guidance interview.

**4.11** Many clients made comments that showed that the guidance interview had led to an increase in client confidence, or that it had given clients the encouragement and impetus needed to make changes, or that it had provided clients more focus or a better sense of purpose. These results indicate the “softer” outcomes of career guidance, demonstrating the added value it can bring in providing an empowering and positive experience with an overall benefit for many individuals.

**Some clients reported that the career guidance interview had had a major impact on their lives, and had made a real difference:**

*“The adviser was absolutely wonderful, she rang people and found out all the information that I needed. I wouldn't have known where to start without her. She has helped me to get where I am today.”*

*“Worthwhile service and would recommend to everyone. Changed my life at a time when I really needed help - had been made redundant.”*

*“Thank you for giving me the confidence to try something I wouldn't have tried - first decent job I've ever had.”*

*“The interview made a real difference.”*

**Some clients made positive references to the action plan:**

*“It was good to have what was discussed written down. It gave me something to focus on what I needed to do”*

*“The action plan helped a lot as it was a recap of what was discussed in the interview”*

*“The interview helped a great deal and gave me an action plan to outline things to do.”*

*“I know exactly what to do next as a result of the interview.”*

**Satisfaction rates**

**4.12** At stage 1, 91% of respondents rated the career guidance interview as “useful” or “very useful”. Given that respondents came from a diverse range of backgrounds, including the long term unemployed, retired clients, clients facing redundancy, and employed individuals with varying levels of qualification, this result indicates that the service is able to meet a wide range of individual needs and expectations.

**4.13** When asked whether they had further comments they would like to make about their guidance interview

and/or action plan, the vast majority of respondents were very positive. Adjectives such as “helpful”, “friendly”, “professional”, “excellent”, “very useful”, “informative”, “thorough”, and “knowledgeable”, featured frequently in the comments and, overall, indicated that the benefits of the interview included: -

- broadening outlook;
- helping in decision making;
- leading to a job interview;
- giving a starting point for career change;
- providing information and access to relevant funding;
- helping identify next steps;
- confidence-building; and,
- clarifying of ideas.

**4.14** However, 5.3% of clients were less positive, and did not find the career guidance interview useful. The small number of negative comments offered indicated that: -

- some clients felt that they did not come away with the information they needed;
- the guidance interview might have been useful if personal circumstances had been different, with financial and health difficulties most often involved in these cases;
- some clients may have had expectations of what a careers guidance interview should provide that were different to those of the adviser; and,
- a very small number expressed the view that the adviser did not have enough specialist knowledge.

#### *Requests for further information or help*

**4.15** At stage 1, 27.5% of respondents requested further information or help from Careers Wales. The additional comments made by respondents suggest that this relatively small percentage of clients requesting further information or help reflects the high level of satisfaction that most felt about the service they had already received. Many respondents indicated that they remained satisfied with the service and stated that they would contact Careers Wales directly themselves if they needed further help in the future. Some information requests made during the survey were dealt with immediately, over the phone where possible, and other queries were followed up by appropriate members of staff.

#### *Further contact in 3 months*

**4.16** At stage 1, 83.9% of clients were happy to be contacted for a second time, at six months after the career guidance interview. This high percentage is a possible indicator of the overall value that clients put on the service provided.

## 5.0 IMPACT OF THE GUIDANCE INTERVIEW - STAGE 2

**5.1** The main findings of the impact of guidance at stage 2 of the survey, six months after the guidance interview, are summarised below. The full details of the relevant response data are given in Appendix 2. Key outcomes related to actions taken and career-related changes

#### *Taking actions to achieve plans*

**5.2** At stage 2, 51.3 % of clients contacted for the second time had taken action or further action to progress their career plans since the first contact. This indicates the continuing impact of guidance received, in that individuals are still carrying out agreed actions six months after the guidance interview took place. Some of these respondents could be individuals who had overcome the barriers to action detailed at stage 1, although correlative data to support this is not available.

**5.3** Clients who had not taken any action gave a variety of reasons for this, which included:

- improvements in personal circumstances resulting in no necessity for action, for example, threat of redundancy removed, or transfer within current employment;
- other significant changes in personal circumstances, for example, pregnancy; and,
- decision to make a change “put on hold”.

#### *Career-related changes*

**5.4** At stage 2, 55.9% of respondents reported experiencing career-related changes during the three months since the stage 2 follow-up contact, with many reporting more than one career-related change. The majority of the changes reported, 62%, were employment-related, with most of the remaining changes related to education, training or “other” opportunities. The types and numbers of career-related changes reported are summarised opposite.

**5.5** Of the respondents who reported career-related changes, 58% said that the changes would not have happened had the guidance interview not taken place, whilst 40.4% reported that the changes would have taken place anyway, without the guidance interview. In reporting the career-related changes they had experienced since stage 1, respondents made additional comments that corroborate the assessment of the positive impact of guidance. These comments included references to:

- increased confidence levels following the interview, leading to career-related changes;

Table 7

Further career-related changes reported at Stage 2 (406 changes reported in total)						
New Job	Job Interview	Applications	Education	Training	Voluntary	Other
153	38	62	36	69	5	43
38%	9%	15%	9%	17%	1%	11%
Employment-related changes			Other opportunities accessed			
253			153			
62%			38%			

- the provision of guidance and relevant information directly leading to action and changes;
- the provision of specialist knowledge; and,
- practical help with constructing a CV.

**5.6** Those respondents who said that the career-related change would have occurred anyway, without the help of the adult guidance adviser, gave reasons for this that, typically, indicated that the client had already decided on a course of action prior to their interview, or that family influences had predominated. Comments made by clients citing barriers to change focused on financial and personal circumstances.

#### *Requests for further information or help*

**5.7** At stage 2, 18.6% of clients surveyed requested further information or help from Careers Wales. These were referred to an adult guidance adviser or to learndirect.

## 6.0 CONCLUSIONS

**6.1** The aim of this research was to provide evidence of the impact of Careers Wales adult guidance services on making a difference to clients in terms of: their clarity about future plans; their actions towards achievement of career plans; and the career-related changes that had taken place following the interview. Overall, the results show that the guidance provided had made a difference in several different ways for the majority of the clients surveyed.

**6.2** The majority of respondents say that as a result of the guidance interview they are clearer about their career plans, have carried out actions to achieve their plans, and have experienced significant career-related life-changes where the guidance was a main or contributing factor. The vast majority of respondents say that they found the guidance interview to be useful, with many making very positive and detailed comments about the help and support they received. Respondents also reported 'softer' outcomes from the guidance interview, reflecting the added value of guidance in terms of providing confidence, encouragement, sense of purpose, and greater focus.

**6.3** The research has also been effective in demonstrating that Careers Wales managers and practitioners can successfully design and implement their own in-house research as a means of providing useful data to feed into established quality assurance processes, and as means of making a valuable contribution to evidence-based practice. All key survey targets were delivered cost-effectively and on time, with the target number of survey interviews successfully carried out and with the appropriate number and range of adult clients.

**6.4** There is a current debate on the value of high volume, statistical longitudinal surveys and the comparative value of desk research, smaller sample size studies and qualitative case studies. The results from this research project, and the key features of the underlying framework including the costings information, should inform discussion on the design and methodology of future studies.

**APPENDIX 1 - STAGE 1 DATA**

**Question 1: Before the interview with the Adult Guidance Adviser, how clear were you about your future plans?**

Response	Number	%
Not very clear	592	59.2
Clear	302	30.2
Very Clear	74	7.4
No response	32	3.2
<b>Total</b>	<b>1000</b>	<b>100</b>

**Question 2: After the interview with the Adult Guidance Adviser, how clear were you about your future plans?**

Response	Number	%
Not very clear	147	14.7
Clear	482	48.2
Very Clear	338	33.8
No response	33	3.3
<b>Total</b>	<b>1000</b>	<b>100</b>

**Client comments made in support of Question 2:**

(A representative selection, taken from all Careers Wales Companies' reports)

- "Broadened horizons, gave me options I hadn't considered, made me re-think."*
- "It made a difference and was very helpful."*
- "(I've been) in retail for many years. Had redundancy notice so early I didn't know what to do."*
- "As a mature graduate, I was unsure if, at any age, I would be considered for future employment."*
- "Helped me to explore avenues, having been made redundant."*
- "The Adviser was very helpful in explaining entry requirements."*
- "The interview helped a great deal and gave me an action plan to outline things to do."*
- "I know exactly what to do next as a result of the interview."*
- "Superb service - opened up a great variety of options."*
- "100% clear about intentions."*
- "Gave me information on things that I had not previously thought of."*
- "The interview helped to point me in the right direction and helped me to focus on what is realistic."*
- "Gave me confidence - more positive, motivated."*
- "After speaking to the adviser I was very clear about what I wanted."*

**Question 3: Since your interview, have you taken any action to achieve your future plans?**

Response	Number	%
Many actions	187	18.7
Some actions taken	601	60.1
No actions taken	169	16.9
No response	43	4.3
<b>Total</b>	<b>1000</b>	<b>100</b>

**Question 4: Have any career-related changes happened in your life as a result of your interview with the Adult Guidance Adviser?**

Response	Number	%
Yes	596	59.6
No	396	39.6
No response	8	0.8
<b>Total</b>	<b>1000</b>	<b>100</b>

**Question 5: Would the changes have occurred if you had not had the interview with the Adult Guidance Adviser?**

Response	Number	%
Yes	206	34.5
No	384	64.3
No response	7	1.2
<b>Total</b>	<b>597</b>	<b>100</b>

**Client comments made in support of Question 5:**

(A representative selection, taken from all Careers Wales Companies' reports)

- "I had considered HGV in the past. Approaching Careers Wales helped me to apply for funding."*
- "Previously lacked confidence and would not have made contact with the college."*
- "Wouldn't have known what to do or where to go."*
- "Made things clearer and lots of help and encouragement given."*
- "Adviser guided me to courses."*
- "Gave me the confidence to go ahead."*
- "The interview helped me to identify options open to me and helped make the changes."*
- "Without the interview I would not have progressed into the field of work that was of interest to me."*
- "Wouldn't have known which way to go."*
- "I had planned to take the action anyway, but without the interview I would have made the wrong approach."*
- "I would not have done the computer course, I did not know that it existed."*

*“Without Careers Wales I would not have been aware of the ELWa funding which has enabled me to do my course sooner rather than later.”*

*“I think so - but the interview enabled me to think through the frustrations I had in my job at the time.”*

*“In this instance yes, because I was seeking help with interview techniques. I found the interview very helpful - gave me confidence.”*

**Question 6: Have any other changes happened in your life as a result of your interview with the Adult Guidance Adviser?**

Response	Number	%
Yes	249	24.9
No	691	69.1
No response	60	6.0
<b>Total</b>	<b>1000</b>	<b>100</b>

**Client comments made in support of Question 6:**

(A representative selection, taken from all Careers Wales Companies' reports)

*“I gained a lot of confidence. I was impressed with the adviser's skills and felt much more positive following the interview.”*

*“Just gave me more confidence in achieving my long term goals.”*

*“Made me more focused on the future.”*

*“Easier to apply for jobs - widened outlook.”*

*“I am much happier now that I know where I'm going. It is nice that someone recognised that I could do these things.”*

*“I am now more focused on what I want to achieve.”*

*“More determined to find work.”*

*“More settled and motivated.”*

*“I have since started some voluntary work that has given me confidence.”*

*“I have since started a Pacific Institute course to help with confidence in both my work and personal life.”*

*“Now clear about how to go about reaching the goals I have set myself.”*

*“Confidence building - torn between ideas and commitments before interview - now more focused.”*

**Question 7: Would the changes have occurred if you had not had the interview with the Adult Guidance Adviser?**

Response	Number	%
Yes	39	15.7
No	185	74.3
No response	25	10.0
<b>Total</b>	<b>249</b>	<b>100</b>

**Client comments made in support of Question 7:**

(A representative selection, taken from all Careers Wales Companies' reports)

*“Would not have had the confidence.”*

*“Would not have had the training so quickly.”*

*“Careers Wales has been a catalyst to encourage me to think about my future.”*

*“My employers let me continue on a managers course and assessors course after advice from the Careers Adviser. I wouldn't have known about what could be done.”*

**Question 8: Are you planning to take any action discussed during your interview (or further action)?**

Response	Number	%
Yes	323	61.6
No	201	38.4
No response	0	0.0
<b>Total</b>	<b>524</b>	<b>100</b>

**Question 9: How do you rate the interview with the Adult Guidance Adviser and are there any further comments you would like to make about the guidance interview and/or action plan?**

Response	Number	%
Not useful	53	5.3
Useful	352	35.2
Very useful	558	55.8
No response	37	3.7
<b>Total</b>	<b>1000</b>	<b>100</b>

**Client comments made in support of Question 9:**

(A representative selection, taken from all Careers Wales Companies' reports)

*“Broadened my outlook and possibilities available.”*

*“The adviser was a good listener, patient and gave me confidence to take action.”*

*“Helped come to decisions at the time.”*

*“(I'm) in this country on my own with 2 children ....*

*The Adviser helped with very good advice as I had no idea where to go.”*

*“Adviser was a good listener - brilliant.”*

*“Much more confident after the interview.”*

*“The Adviser was fantastic - would recommend the service to anyone.”*

*“The Adviser was excellent - I gained training and grant aid.”*

*"I thought that Careers Wales was for young people. I am pleased with the help that I have received and have advised friends to use the service."*

*"The Adviser was absolutely wonderful, she rang people and found out all the information that I needed. I wouldn't have known where to start without her. She has helped me to get where I am today."*

*"I found the Adviser was knowledgeable and the encouragement was excellent."*

*"Information and advice - lots to assist - very grateful. Action plan and information have helped me reach career decisions. Necessary service."*

*"Worthwhile service and would recommend to everyone. Changed my life at a time when I really needed help - had been made redundant."*

*"Thank you for giving me the confidence to try something I wouldn't have tried - first decent job I've ever had."*

*"I did find it extremely helpful and it has got me an interview."*

*"Would not have thought of being self employed if I hadn't had the interview."*

*"The interview made a real difference."*

*"The action plan helped a lot as it was a recap of what was discussed in the interview."*

**Question 10: Would you like further information or help from Careers Wales?**

Response	Number	%
Yes	258	27.5
No	679	72.5
No response	0	0.0
<b>Total</b>	<b>937</b>	<b>100</b>

**Question 11: Is it OK to contact you again in 3 months time?**

Response	Number	%
Yes	837	83.9
No	162	16.2
No response	1	0.1
<b>Total</b>	<b>1000</b>	<b>100</b>

**APPENDIX 2 - STAGE 2 DATA**

**Question 1: Have you taken (further) actions since our last ‘phone call?’**

Response	Number	%
Many actions taken	24	4.2
Some actions taken	269	47.1
No actions taken	278	48.7
<b>Total</b>	<b>571</b>	<b>100</b>

**Question 2: Have any career-related changes happened in your life since we last spoke?**

Response	Number	%
Yes	319	55.9
No	252	44.1
<b>Total</b>	<b>571</b>	<b>100</b>

**Client comments made in support of Question 2:**

(A small selection, taken from all Careers Wales Companies' reports)

*“Followed advice and am now gainfully employed”*  
*“I am now currently working as a trainee supervisor at Safeways”*  
*“I applied for UWIC University and got on a course. I've been doing an access course since September”.*  
*“I have started voluntary work in a residential home”*

**Question 3: Would the changes have occurred if you had not had the interview with the Adult Guidance Adviser?**

Response	Number	%
Yes	129	40.4
No	185	58.0
No Response	5	1.6
<b>Total</b>	<b>319</b>	<b>100</b>

**Client comments made in support of Question 3:**

(A small selection, taken from all Careers Wales Companies' reports)

*“Very useful interview spurred me on”*  
*“I would not have gone onto the access course if it wasn't or careers advice”*  
*“The careers interview gave me confidence - it encouraged me to consider my own qualities and experience in a more positive light”*

*“I've got a new job and I'm really enjoying the work - these changes would never have occurred without the help I had from X - his help in constructing my CV”*  
*“The interview gave me the confidence I needed to start applying for courses”*  
*“It would not have happened so soon. I would not have worked out what course I needed to do”*  
*“...counselling training as a direct result of the guidance interview”*  
*“If I hadn't had an interview, I wouldn't have retrained and not been qualified for my new employment”*

**Question 4: Would you like any further information or help from Careers Wales?**

Response	Number	%
Yes	106	18.6
No	465	81.4
<b>Total</b>	<b>571</b>	<b>100</b>