

annual report 2004



Learning from each other

 NAEGA

National Association for Educational Guidance for Adults



NAEGA is a UK-wide practitioner organisation run by members for members. Our members work in many settings including IAG providers, further and higher education, community education, libraries, careers services, the armed forces, voluntary organisations, employer bodies and telephone advice lines.

Our aims are to:

- ◆ Promote the provision of adult guidance services
- ◆ Promote high standards of practice
- ◆ Promote equal access to learning and work opportunities for adults in the UK
- ◆ Work in partnership to achieve our aims.





Report from the NAEGA Board

This report reviews our achievements from July 2003 to June 2004, our 21st year.

21 forever!

The year got off to an excellent start with over 270 participants attending our 21st birthday celebrations at the annual conference in Chester. Congratulations to the North West branch for organising the biggest conference ever.

Working with government

The Board is committed to maintaining good working relationships with government, on the lines of the government compact¹ with the voluntary sector, and we work strategically to extend our influence on developing policy. We continue to hold regular meetings with representatives from the Department for Education and Skills (DfES) and the National Learning and Skills Council (LSC). Adrian Tolson, who has moved into a new job, is greatly missed, but we look forward to welcoming Gary Bollington as our DfES observer. The DfES and the LSC are jointly funding our branch development project (see page 5).

Supporting the sector

NAEGA president, Judy Alloway has represented both NAEGA and the Federation of Professional Associations (FEDPAG) on the Guidance Council (GC) board, of which she is now vice chair. Ann Canham represents NAEGA on FEDPAG. Leigh Henderson, Head of Guidance Policy and Development at the GC, is a co-opted member of the NAEGA board. At the time of writing, he is leaving his post at the GC. We offer him our warm congratulations on his achievements, particularly the national standards, and wish him well in the

future. The GC is going through a major restructuring process, and is moving towards an alliance with the National Institute of Adult and Continuing Education (NIACE). We support this, recognising the benefits to both organisations and will work to ensure that the GC maintains its autonomy within NIACE and its all-age and UK remits.

No minister

In October 2003, Judy Alloway was invited to join the UK delegation at the launch conference for the Organisation for Economic Cooperation and Development (OECD) international review on career guidance and public policy. The UK element included England, Northern Ireland and Wales. Scotland decided not to participate as Careers Scotland was still at an early stage of development. We reported on the review in News and Views.

Judy Alloway and Jo Ward, then chair of NAEGA, also met Ivan Lewis, Parliamentary Under Secretary of State for Skills and Vocational Education. Judy and Jo emphasised the view that the distinction between information/advice and guidance is preventing the development of a coherent approach to adult guidance in England. It is also an unhelpful basis for allocating funding.

Judy represents NAEGA on the DfES IAG long-term review group, which has met regularly over the year.



Flying the flag

We have commissioned new branding as part of our strategy to raise our profile. Our thanks to Jo Ward for seeing this development through before she left for a new job. The new look for NAEGA will be on prominent display in the year ahead.

Onto a winner

As part of CRAC's 40th birthday celebrations, NAEGA was delighted to win a medal for *"making an outstanding contribution to career related learning over the past 40 years"*. We were the only volunteer-run organisation to be nominated. With no paid staff other than a small administrative base, this award recognises the hard work, enthusiasm and commitment of our members. To quote from our nomination: NAEGA *"has kept the flag of adult guidance flying"*.

We will continue to do so.



Board of Directors

Judy Alloway*, President

Anne Lidster**, Vice President

Jo Ward**, Chair

Sue Claydon, Vice Chair

Jane Doyle, Vice Chair

Rosemary Jolley, Treasurer

Julie Johnson, Company Secretary

Kathy Blackmore, Branch Development
Project Manager

Velma Bennett*

Chas Lillystone*

Doug Govan, Scotland

Elaine Morgan, Wales

Ann Canham, NAEGA East Branch Director

Pat Mitchell, Yorkshire and the
Humber Branch Director

Lesley Urbach, London and
South East Branch Director

Kathy Ennis, Chartered Institute of
Library and Information Professionals

Leigh Henderson, Guidance Council

Gary Bollington, DfES Observer

Julia Jones**, previous Chair

Adrian Tolson**, DFES Observer

(*retiring at next AGM **retired during the year)

Developing NAEGA



Branch Development

NAEGA was delighted to receive funding (to March 2005) from the DfES and the LSC to further develop branches in England. Branch boundaries reflect government office regions allowing us to work effectively with other regional and local organisations. We have agreed to fund parallel development in Northern Ireland, Scotland and Wales to ensure our services are available to members across the UK.

A membership survey, carried out at the 2003 conference, identified networking, practitioner skills and professional development as main reasons for joining NAEGA. These will remain the mainstay of branch activity.

We have developed membership and branch packs, along with publicity materials to support future branch activity. We are recruiting a team of mentors to identify the needs and strengths of each area, and to work with members to develop sustainable branches with an annual programme of activities.

Branch Activities

England

Regular branch meetings have taken place in the east of England, London and Yorkshire & Humberside, with speakers on a wide range of specialist topics including: training in social work and probation; the needs of clients with disabilities; guidance and the national skills strategy; the role of psychometric testing in recruitment; e-guidance; and changes on legislation affecting refugees.

We held a series of special events in Bristol, London and Leeds to celebrate the re-launch of the *Challenge of Change*².

Northern Ireland

Members in Northern Ireland were heavily involved in planning for the 2004 conference in Armagh. We warmly welcome the links with the Republic of Ireland, which have been established by the planning committee.

Scotland

Branch events have included a presentation from colleagues at the University of Paisley on supervision for guidance practitioners, illustrated by their work with Careers Scotland, and a lively launch event chaired by Jonathan Brown on the currency of the *Challenge of Change*. At the time of writing, members are being surveyed for their views on the future direction of the Scotland and Northern Ireland branch. This review will identify priorities and activities for the branch programme; establish an effective communication system; and determine potential participation. There are questions about whether the branch can serve the interests of members in both countries, and we hope to resolve this through the review process.

Wales

Elaine Morgan represents Wales on the NAEGA board, although there is, as yet, no formal branch. A joint NIACE Dysgu Cymru/NAEGA event in April 2004 attracted over 60 participants to consider partnership approaches to information, advice and



guidance for learners. There was considerable support for developing an all-Wales branch, and we are forming a planning group to take this further.

For information on branch activity and contacts in your area contact the NAEGA administrative office or see online at www.naega.org.uk

*Kathy Blackmore,
Branch Development Project Manager*

Spreading the Word

This is the first full year of the editorial team. The quality content of our quarterly journal, *News & Views*, continues to keep members updated on the latest issues and information, and encourages lively debate.

In January 2004, we re-published the *Challenge of Change*, an updated and revised version of the original 1986 UDACE text, and launched this at a series of four well-attended seminars, facilitated by Jonathan Brown and Sue Claydon and supported by Carole Barnes, Ruth Hawthorn, Chas Lillystone and Liz Thomson. The interest shown in the events demonstrated the continuing need for publications about giving impartial guidance to adults. Feedback from the events was disseminated widely through email, the NAEGA website and *News & Views*.

In the year ahead, we plan to upgrade our website and *News & Views* as part of our commitment to serving our members.

Carole Barnes, Joy Boyle, Jonathan Brown, Leigh Henderson and Eleanor Speers have been members of the editorial team.

Sue Claydon, Chair, Editorial Team

Looking Ahead

Our main priorities for next year are branch development and, linked to this, promoting NAEGA and raising our profile through improved communication with members.

Our plans include:

- ◆ Continuing branch development in each English government office region, in Scotland and Wales
- ◆ Redesigning our website to meet members' needs
- ◆ Significantly increasing membership across the UK
- ◆ Continuing involvement in national and local policy development.





Guidance across the UK

Northern Ireland

Two key reports will have major impact on the future shape of education. *Future Post-Primary Arrangements in N Ireland* recommends an end to transfer tests at age 11. Formerly known as the 11 plus, the transfer procedure is considered by many a major deterrent to participation in adult learning. Why would people want to re-engage in learning when they “failed” at 11 and have suffered the long-lasting negative effects of selection – or, as our current Minister of Education, Barry Gardiner MP refers to it, segregation?

The consultation for *FE Means Business* has ended. The Department for Employment and Learning (DEL) identifies three key objectives: economic development; social cohesion; and promoting lifelong learning.

Both reports place the learner at the centre of educational policy and present exciting opportunities for innovative approaches to delivering IAG and supporting guidance and advocacy practice.

DEL is currently working on a new strategy for IAG. Detailed information is not yet available, but its strategic plan for 2004-7 outlines its intentions:

- ◆ Re-structure the Careers Service to ensure that face-to-face support is provided to those who most need it, while technology is used to facilitate self-help
- ◆ Integrate guidance policy and quality assurance for the new Careers Service, adult Personal Adviser service, EGSA and the *learnirect*

information and advice line to achieve a coherent, all age approach

- ◆ Ensure that people are aware of the options available to them across all programmes and services and are engaged in learning that best meets their needs.

There has been lengthy delay in introducing the matrix standard, but a recent pilot between DfES and DEL has resulted in six IAG organisations achieving this. We are keen to see the standard rolling out to support and quality assure IAG for adults.

Eileen Kelly

Scotland

Key developments in Scotland have included:

Community guidance strategy developments in local authority areas

Careers Scotland and local community guidance providers have discussed how best to integrate with national and local development of community learning and development policy initiatives.

Integrating guidance in adult literacies

Local areas have received funding to March 2006 to consolidate local action plans within the national literacy initiative. Guidance in engaging and progressing learners is an area for development. Careers Scotland has successfully bid for ESF funding to provide first-level guidance awareness training for up to 300 literacies practitioners.



Careers Scotland

Careers Scotland is now firmly established offering a differentiated level of service based on diagnosis of client need, to help ensure that individuals are equipped with the skills to be self-sufficient career planners. It has commissioned research into the links between career goals and academic attainment, as there is evidence that school pupils with career goals have higher attainment levels than those without.

Careers Scotland has represented Scotland in developing a National Guidance Forum and the International Centre for Career Development and Public Policy, as well as undertaking an OECD case study of careers guidance in Scotland.

Scottish Guidance Forum

NAEGA is a member of the Scottish Guidance Forum, which includes members from the key sectors involved in developing and delivering guidance provision for adults.

Guidance in FE colleges

The Guidance and Student Support Network was established in November 2003 to support guidance in FE colleges. Key themes are influencing policy; providing access to continuous professional development for practitioners; and supporting research.

Liz Thomson

England

Policy developments have been based on the implementation of three documents. The Skills Strategy White Paper, *21st Century Skills – Realising*

our Potential, notes that high quality and easily accessible information, advice and guidance for adults has an important role in meeting the skills challenge. *The National Policy Framework and Action Plan for Information, Advice and Guidance*, DfES, 2003 (NPF) sets out a minimum entitlement to access to information and advice services for adults and the standards those services should meet. *Coherent IAG Services for Adults*, LSC, 2004 sets out how the LSC will deliver the reform of IAG services and implement aspects of the NPF.

The NPF reinforces the use of the term IAG. This is criticised as jargon, and it also means England is out of line with other countries and international organisations, where 'guidance' (EC; Ireland), 'career guidance' (OECD; Northern Ireland, Scotland, Wales) or 'career development' (World Bank; Australia, Canada) are used. The LSC is funding 'enhanced services' for those without level 2 qualifications. Our re-publication of the *Challenge of Change* reminds us all that there is an established definition of the activities of guidance. NAEGA supports the OECD view that an unworkable distinction between information, advice and guidance is a poor basis for allocating resources. The *Challenge of Change* demonstrates how a better model might be developed.

NAEGA has expressed support for the principles of the national skills strategy and much of the content. Nevertheless, we are disappointed about the absence of a clear practical commitment to putting adult guidance at the heart of locally-based strategies for increasing demand for learning.

Judy Alloway



Wales

Adult guidance in Wales is now provided through a client-centred model. All adults approaching Careers Wales receive free guidance services to meet their individual needs. 75% of guidance interviews must be delivered to people falling into four priority groups – employed with qualifications up to NVQ Level 2; unemployed but outside New Deal; returners to the labour market; and part-time students on vocational courses or in community education. Careers Wales companies can also nominate their own local priority groups to meet the needs of their specific communities. Under this new system, fewer information sessions were carried out, but significantly more guidance sessions were held in the same period.

The Welsh Assembly Government commissioned a review of Careers Wales, during 2003-4, comparing the service with national and international guidance services. The review concluded that Careers Wales “is placed towards the forefront of current best practice”. For adult guidance, the review recommended further research into the adult service and its outcomes. At the time of writing, this is due to commence in September 2004. Adult guidance will also form a key part of a benchmarking exercise being undertaken between the seven Careers Wales companies.

Careers Wales continues to network with other relevant organisations. In a key development, Bill Roberts, Careers Wales Mid Glamorgan was seconded to NIACE Dysgu Cymru to take up an adult guidance development role.

The prospect of developing a NAEGA branch in Wales is something to look forward to in 2004-2005.

Elaine Morgan



The International Context

The OECD Career Guidance Policy Review covered 14 countries including the UK; European Commission and the World Bank linked reviews brought the total to 37. The report noted that “governments have an important role in exercising strategic leadership and co-ordinating career guidance services both at the level of policy development and delivery”. It also noted that many services and stakeholders do not come under government management, and should be included not just in delivery programmes, but also more strategically in setting policy goals.

The report recommended setting up permanent national bodies for consultation and advice, on which stakeholders are represented.

Mechanisms in many countries were considered inadequately developed. However, the UK was singled out for praise, with reference to the National Information, Advice and Guidance Board and the Guidance Council.

The need for an international centre for Career Development and Public Policy had emerged from two international symposia in Canada in 1999 and 2001. At the dissemination conference for the OECD review in Toronto in 2003, John Dennehy, Secretary General of the Department for Education and Science in the Republic of Ireland and chair of the OECD Education Committee, announced that the Republic would make guidance a major theme of its Presidency of the EC in 2004, and that they would second an expert to help set up an international centre.

Europe gets it right

Guidance was the theme of a meeting of EU Ministers of Education in Dublin in April 2004, the first time guidance has been addressed at ministerial level. The meeting adopted a resolution recognising the importance of guidance in the context of lifelong learning.

The EC has invited bids from member states to establish national fora in which government and non-government agencies can communicate and debate policy. The Guidance Council (GC) co-ordinated a successful bid from six countries, including the UK. The fora will provide a contact point in each country for the proposed international centre. The bid states: “The GC and its members and partners wish to develop the current arrangements so that the needs of the four UK countries are met equitably and with regard to the differing situation and priorities in each country.”

Although the GC has a UK remit, it has not, in our view, served the needs of countries other than England. We now have an opportunity to develop a larger partnership. NAEGA wishes to ensure that the practitioner voice is heard within the debate.



Company Matters

We have now run for a full year as a limited company. Interchange Legal Services provided initial training for directors and the company secretary, and we have continued to draw on its expertise when necessary. We have fulfilled all legal requirements, including registering directors and completing and filing our first annual return with Companies House. We are about to embark on our first postal ballot of members to elect directors. We have received professional help from Electoral Reform Services in this. I am confident that this election will result in a strengthened board to develop NAEGA Ltd in the coming year.

We have improved our membership database, and have restructured our corporate membership in response to feedback. This means we can provide high quality management information statistics for the board and branches.

Julie Johnson, Company Secretary

Finances

The Board is now responsible for preparing end of year accounts in order to fulfil our statutory responsibilities. The figures given represent the Balance Sheet as at 31st March 2004.

Our finances are in a very healthy position, due primarily to a successful conference, which substantially increased our turnover. We have also received generous sponsorship for our work. In most cases, this is used to support the training and development of adult guidance practitioners working in organisations with limited funding, particularly promoting attendance at our conference. The change in the renewal date for subscriptions has led to nearly £9,000 in advance being held in our bank account for next year.

Because we are now a company limited by guarantee, there has had to be a change of accounts format. This means that this year we are unable to supply comparative figures with last year.

NAEGA is now in an excellent position for growth and further promotion of adult guidance across the UK.

Full audited accounts are available from NAEGA.

Rosemary Jolley, Treasurer

Income and expenditure for the year to 31 March 2004

Income

Annual conference	73,391
Members' subscriptions	39,172
Sale of publications	152
Sponsorships	27,100
Interest	1,871
Total	141,686

Expenditure

Annual conference	55,199
Administration	11,127
Publications/promotion	26,311
Total	92,637

Excess of income over expenditure	49,049
-----------------------------------	--------

Balance of funds at 1 April 2003	43,514
----------------------------------	--------

Balance of funds at 31 March 2004	92,563
-----------------------------------	--------

Auditor: Julia Wilson Accountancy
Bankers: Cater Allen Private Bank



PO Box 459
Belfast
BT2 8YA

Tel: 028 9027 1509

Fax: 028 9027 1507

Email: admin@naega.org.uk

www.naega.org.uk

NAEGA Ltd is registered in England
and Wales, company number 4620661
Registered office: 12 Alvanley Road,
Liverpool L12 8QX