



Every Adult Matters



Annual Report 2007

www.naega.org.uk

 **NAEGA**

Promoting Adult Guidance on Learning and Work



NAEGA is the major UK association for adult guidance practitioners. It is run by members for members. They include staff from information, advice and guidance providers, further and higher education, careers services, voluntary organisations, employer bodies and telephone advice lines.

We promote high quality guidance on learning and work for adults in the UK by providing opportunities for developing good practice for practitioners and by informing and supporting policy development.

NAEGA is a limited company, with a board of directors drawn from the membership. There are no salaried officers. A network of branches supports our work across the UK.

“Now more information, higher quality advice, more opportunities available with a range of courses, an understanding of the financial difficulties people face, all these I think contribute to solving some of the problems.”

Gordon Brown, Chancellor of the Exchequer, The Skills Challenge: a public debate, 8 February 2007

“...Leitch says that one of the crucial things we need to do is have a high quality adult career guidance service. There have been various stabs at this over the years but it's not worked well and to have the kind of careers advice service that people when they're shopping in Sainsbury's or Tesco's or when they're out and about, can access it easily and it's of such quality that people rely on it...”

Alan Johnson, Secretary of State for Education and Skills, The Skills Challenge: a public debate, 8 February 2007

Introduction

NAEGA celebrates its 25th anniversary in 2007, no small achievement for an entirely voluntary organisation.

NAEGA's strengths lie in the diversity of its membership, its ability to encompass a wide range of views whilst holding firm to its principles, a willingness to move with the times and above all, a commitment to guidance and support for adults throughout a lifetime of work and learning.

This year we have consolidated the organisation, and expanded and strengthened our administration, with a view to providing better, more targeted services to members, who continue to support us by attending our annual conference and branch events.

We also appreciate the support of our colleagues in national organisations who continue to recognise the value of NAEGA and the views of its members by consulting us on key issues.

Vivienne Ravis

President

“NAEGA membership gives me the opportunity to get high quality training locally and to network with others working in the field.”

Member of NAEGA East

NAEGA has promoted adult guidance and run a national conference for 25 years. Each year has brought new challenges and opportunities. This year has been particularly busy from a policy development point of view with the IAG review in England, which we contributed to, and the publication of the Leitch review, which has major implications for adult guidance in the future.

Meanwhile, our members have continued to work in a wide variety of settings, offering high quality information, advice and guidance to people from all sorts of backgrounds. We know that the guidance they give can have a profound impact on people's lives. NAEGA aims to contribute to the continuous professional development of practitioners to enable them to continue to provide excellent services.

The NAEGA board set some ambitious targets last year, and we achieved most of them. However, we were not always very good at telling members about our activities and so our top priority for the coming year is to improve our communications with members.

I would like to thank all board members and branch convenors for their contribution over the past year and also a special thank you to Di Middleditch, our tireless administrator, who has moved on to fresh challenges.

Ann Ruthven

Chair

Promoting Guidance

We work strategically by representing members' views to policy makers and influential organisations.

Working with policy makers

We represent the views of members and the interests of adults seeking guidance on learning and work at the highest policy levels.

We continue to have contact with the Department for Education and Skills on guidance matters, and our views are listened to and taken seriously. We have been invited to consultation events and seminars and made detailed contributions, drawing on feedback from our members. Some apparent shifts in policy reflect the views we have expressed.

After the launch of the UK-wide *Leitch Review of Skills* in 2006, we issued a press release welcoming its recommendations for improvements to adult guidance services. The Chancellor of the Exchequer and the Secretary of State for Education and Skills subsequently invited us to a national consultation event in Westminster where the commitment to establishing an adult careers service in England was evident. In response to what we said, the Chancellor acknowledged that there was much good adult careers work but that it was patchy. We followed up the event with detailed letters setting out our vision for a universal careers guidance service for adults.

The case studies provided by members last year formed the basis of an occasional publication which we published in January 2007. *Learning from Adult Guidance*, edited

by Vivienne Ravis, is now being used as source material on university careers guidance courses.

In recent years, the emphasis of our policy work has been largely driven by the English agenda, and we intend to rectify this in the coming year. A first step is to focus the opening session of our 2007 conference on contributions from senior representatives of guidance providers in Northern Ireland, Scotland and Wales.

Working with other organisations

We continue to work closely with other professional guidance associations, through the chair's attendance at the Federation of Professional Associations in Guidance (FEDPAG) and liaison with senior officers. Although we sometimes have differing perspectives arising from our different origins and histories, far more unites than divides us. We continue to widen our circle of national contacts through meetings with, for example, Sector Skills Councils, learndirect and unionlearn.

We support the idea of a national guidance policy forum for the UK, in line with other European countries, some of which have been heavily influenced by the principles underpinning UK guidance practice.

Working with members

We rely on members from across the UK to keep us up to date with policy in the





devolved administrations, Northern Ireland and in different organisational settings, and then to advise on our national response. Our credibility as a national association rests on the strength of our links with guidance practice.

We are exploring ways of identifying and consulting on policy issues which affect members, including seminars, short publications, e-bulletins and branch events.

Achievements last year:

- ▶ Contributed to all stages of the English national IAG review
- ▶ Spoke to the Chancellor about the Leitch review recommendations for an adult careers service in England
- ▶ Published *Learning from Adult Guidance* from case studies provided by members as a contribution to the IAG review
- ▶ Forged stronger links with other UK guidance professional organisations
- ▶ Responded to consultations on the IAG review, the Leitch review and proposals in Scotland
- ▶ Liaised with DfES, Learning and Skills Council, Sector Skills Councils, learndirect advice, Centre for Guidance Studies, the Open University and others on developing and improving guidance services for adults

Plans for next year:

- ▶ Continue to represent views and interests of members in national and UK-wide fora through letters, press releases, conferences and meetings
- ▶ Gather good practice material from across the UK membership and reflect back to members, stakeholders and policy makers
- ▶ Use our position as a UK-wide organisation to foster closer dialogue on policy matters across England, Wales, Scotland and Northern Ireland

“We work with around 9,000 individuals each year, who have chosen a face-to-face service (around 7,000 from our nextstep contract, 1,000 from our Aim Higher contract and around 1,000 from our other smaller contracts). Satisfaction ratings are high: over 99% at the end of January 2006. Clearly some people are comfortable accessing a telephone service, whilst others prefer to seek help face to face. We must offer both, or we risk losing the opportunity to help those who could benefit most.”

Manager of guidance service

Continuous Professional Development

We support the continuous professional development (CPD) of members through events, publications and our annual conference.

CPD strategy and principles of ethical practice

CPD underpins our work and is a valuable benefit of NAEGA membership. We published our CPD strategy, which recognises the diversity of members working in many different organisations and using a variety of skills and knowledge to promote guidance for learning and work. We will continue to refine and develop the strategy on the basis of member feedback.

We also published our principles of ethical practice for practitioners and organisations providing information, advice and guidance services to adults. These provide a foundation for developing reflective practice as part of CPD activities.

Achievements this year:

- ▶ Published CPD strategy
- ▶ Published principles for ethical practice

Plans for next year:

- ▶ Gather feedback to review and develop CPD strategy
- ▶ Develop supporting materials to accompany the CPD strategy and its implementation



Conference

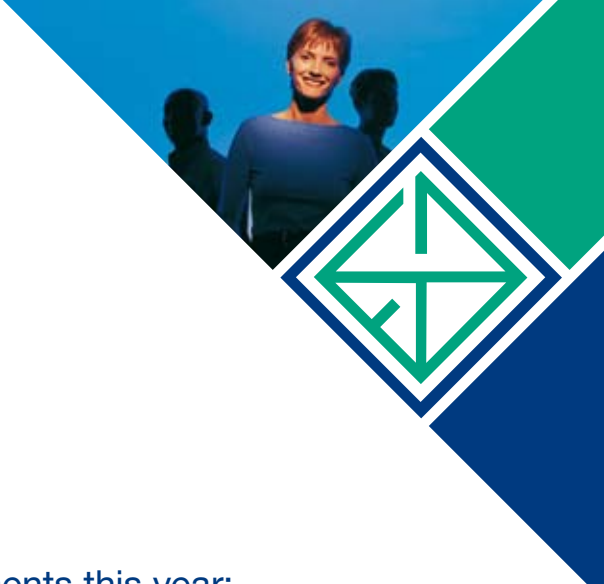
We held our 2006 conference on the theme *Best Practice for the Future*. The conference was a great success, bringing together representatives from across the spectrum to share and influence best practice. We included a European dimension, with an excellent contribution from John McCarthy, Director of the International Centre for Career Development and Public Policy, as well as a wide range of workshops to appeal to delegates from across the sector.

We used feedback from delegates to make changes to our 2007 conference.

Plans for next year:

- ▶ Conference in 2008 will take place in early July. See www.naega.org.uk for details.

nt



“All sessions were useful in their different ways – even the ones I disagreed with – but useful in stimulating debate.”

“A good mixture of speakers all covering realistic issues relating to guidance.”

“Enjoyed the interactive, thought-provoking discussions.”

Branches

Branches organised excellent local events offering members and non-members the opportunity to develop their skills and knowledge. Topics included client perceptions of career guidance and career counselling; the needs of clients with disabilities; and funding issues in higher and further education.

We know that some branches are more active than others and that corporate members may live and work in different areas, so members are welcome to attend branch events in any area. Our forthcoming branch activity calendar will provide a simple guide to all events for the year ahead.

Achievements this year:

- ▶ Varied programme of branch events with excellent feedback

Plans for next year:

- ▶ Review and update the branch development pack
- ▶ Produce a branch activity calendar

“Guidance has had a massive impact on X because she has come a long way. Her self-esteem and confidence have risen immensely, and she has recently accessed guidance again to discuss further progression within her learning.”

College-based guidance worker



Membership

Our members reflect the wide range of organisations and disciplines connected to the guidance field.

We have nearly 700 members from various employment backgrounds across England, Scotland, Wales, Northern Ireland, Eire and Jersey. Our members work for a wide range of organisations including nextstep, careers services, connexions service, learndirect, voluntary and community sector organisations, adult and community learning, libraries, further education, higher education, work-based learning, trade union and sector skills councils, research organisations and private providers.

There is a regular turnover of members as organisations win and lose funding, and this means we have to continue our efforts to retain existing members and attract new ones.

Achievements last year:

- Increased membership from voluntary and community organisations

Plans for next year:

- Produce new leaflet outlining benefits of membership
- Make better links with practitioners undertaking training and encourage them to join
- Increase practitioner membership

Where do members work? %

Adult Guidance	36
Further Education	18
Higher Education	11
IAG Partnership	10
Adult/Community Education	9
Training/Learning Provider	4
Careers Companies	3
Other	3
Voluntary/Community	3
Employment Advice	1
Library & Information	1
TUC/Unions	1

“It’s like no other; it’s for everyone and anyone. You cannot come away from it unchanged. It is totally life changing and I loved it. Though it was sad to see it come to an end, it felt good at the end of the ten weeks to feel ‘ready’. Ready to work again, even if only part-time. Ready to learn new skills and develop the ones I already have got. Ready to live again and enjoy my life rather than see it as something I have to endure.”

Guidance service client

Communications

We keep in touch with members and others through our website, and produce high quality publications and information materials.

We have used our website as our main communication tool for engaging with members and others. Given its importance, we reviewed the site to find out how it is used and how we should develop it to ensure its ongoing effectiveness. Developing the website will be one of our top priorities in the next few months.

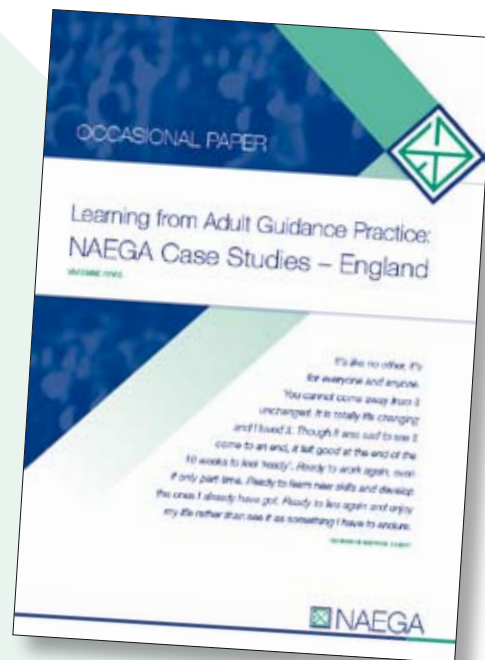
In March 2006, we invited members in England to submit feedback on practice, including case studies, for our submission to the government's *Review of Information, Advice and Guidance in England*. We developed these case studies into a publication, *Learning from Adult Guidance Practice*, which we published in January 2007. This gives a powerful account of the wide diversity of IAG clients and the settings in which IAG services are provided. It clearly demonstrates how flexible and responsive services need to be to meet the needs of adults seeking to improve their lives.

Achievements this year:

- ▶ Published occasional publication *Learning from Adult Guidance Practice*
- ▶ Conducted website review

Plans for next year:

- ▶ Develop website to ensure useful and accessible tool for communication and CPD
- ▶ Publish three occasional publications on various topics



“I have just read the occasional paper and think it is excellent in encapsulating both the work of adult guidance, and the issues that services face. I would like to use this as a reference for the unit I am teaching on organisational studies. I think it is useful for the whole group to know about other sectors and NAEGA's work.”

Carrie Piggott, senior lecturer, career guidance

Governance

We refined our leadership and governance infrastructure to ensure NAEGA functions effectively.

During the last year, we made several changes to our governance structure. We reviewed the Memorandum and Articles of Association to take account of developments since incorporation. We made various amendments, which members adopted at the AGM. Members also approved a proposal to change our name from the National Association for Educational Guidance for Adults to NAEGA.

We tendered for administrative services and appointed Meeting Makers, a Glasgow-based company. An early task is to develop a new membership database.

There were various changes to the board membership, and we would like to record our grateful thanks to all past and current directors for their invaluable contribution.

Achievements last year:

- Appointed new administrators

Plans for next year:

- Develop induction scheme for new directors

NAEGA Board 2006/7

Vivienne Ravis	President
Vacancy	Vice-president
Ann Ruthven	Chair
Derek Catto	Vice-chair
Mo Osborne	Company secretary
Martin Peel	Treasurer
Kathy Blackmore	
Jonathan Brown	
Joanne Lambert	
Karen Royle (NW)	Branch directors
Sue Reeve (NE)	
Elizabeth Gillings (East)	
Ann Ruthven (SW)	
Leigh Henderson (SE)	
Derek Catto (Scotland)	

“...they in time will come off welfare benefits and keep themselves and her child who is much more likely in turn to go on to university. The other key benefit is that the family’s health and well-being are improved and they require fewer health and social services.”

College-based guidance worker



Finance

We ensure that we have effective and efficient decision-making and financial management.

We have maintained and improved our financial systems and procedures to underpin our work and to plan and monitor income and expenditure efficiently.

Achievements last year:

- ▶ NAEGA continues to live within its means
- ▶ Successful conference boosted annual turnover in 2006 and supplemented our main source of income, which continues to be members' subscriptions

Plans for next year:

- ▶ Maintain effective financial systems and procedures
- ▶ Continue to align planned expenditure to our strategic aims and operational objectives within budgetary constraints

Our auditors are:

Wagstaffs Chartered Accountants
Richmond House
Walkern Road
Stevenage
Hertfordshire SG1 3QP

For full audited accounts for 1 January to 31 December 2006 see online at www.naega.org.uk or contact NAEGA.

Income

Subscriptions **78%**

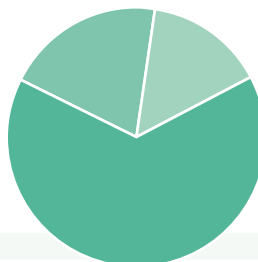
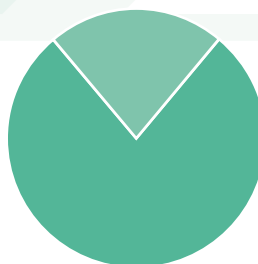
Other net income **22%**

Expenditure

Members' support and communications **65%**

Governance **20%**

Branches **15%**





NAEGA

c/o Meeting Makers Ltd

Crawfurd Building

Jordanhill Campus

76 Southbrae Drive

Glasgow G13 1PP

Tel: 0141 434 1500

Fax: 0141 434 1519

Email: admin@naega.org.uk

www.naega.org.uk

NAEGA Ltd is registered in England and Wales, company number 4620661
Registered office: Richmond House, Walkern Road, Stevenage, Hertfordshire SG1 3QP