

Skills
Development
Scotland

Careers
adviser



Delivering Scotland's Career Services
2022/23

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Introduction

Skills Development Scotland (SDS) delivers the national career service, supporting people to develop the skills and capabilities they need to achieve rewarding careers throughout their working lives.

This report presents key data from our 2022/23 career information, advice and guidance (CIAG) delivery, demonstrating the positive contribution made by SDS advisers and our partners, through their work in communities across Scotland.

Operating against the backdrop of global megatrends such as the climate crisis, the ongoing cost-of-living crisis, and the long-lasting economic and social impacts of the COVID-19 pandemic, we support Scotland's people and businesses to navigate the challenges of a rapidly changing world of work.

Aligned to the ambition of Scotland's National Strategy for Economic Transformation, by delivering all-age, person-centred CIAG services, we support our customers to make decisions about learning and work that are right for them.

As the public sector faces increasing financial pressure, we are resolute in evolving to deliver our services effectively and efficiently while putting the needs of our customers first.

Following extensive consultation across the skills and education landscape, the final report of the Career Review was published in March 2023. It sets out a vision and target operating model for Scotland's future all-age and lifelong career services and how they could be delivered. The Career Services Collaborative, co-ordinated by SDS, is working to oversee the implementation of the Career Review recommendations and ensure career services in Scotland are joined up and career guidance is accessible to all.

In November 2022, we worked with partners and employers, to deliver the second Scottish Careers Week, to showcase the career services support and opportunities across Scotland. Over 210 engagements were held across the country from Shetland to the Borders, which was an increase of fivefold from the first campaign.

We undertake extensive research with young people to understand their career choices and preferred pathways, barriers to participation, influences on career choices and pathways, and experience of CIAG support. We use the insights gained from this research to inform and improve our services.



Sharon McIntyre,
Head of CIAG Operations
Skills Development Scotland

Our 2022/23 Delivery

Services in Schools

Our careers advisers work in partnership with every state secondary school in Scotland, delivering a comprehensive range of career information, advice and guidance to enable young people from S1-S6 to develop their career management skills.

Through our service offer, advisers deliver a range of group work sessions and one-to-one guidance.

Pupils can also access further information and advice through our digital channels My World of Work and Apprenticeships.scot.

Broad General Education S1-S3



We delivered **CIAG** services to

153,449 P7
S3

pupils across Scotland

93% of pupils transitioning from P7 to S1 received a group engagement

89% of pupils in S2 received individual and/or group support

85% of pupils in S3 received individual and/or group support

83% of pupils making option choices in S2/S3 had one-to-one support

80% of S3 pupils with greatest need received extra one-to-one support

Mean score for satisfaction was

8.6/10

from pupils who had an option choice interview

Mean score for satisfaction was

9.0/10

from pupils with greatest need who received extra one-to-one support

Senior Phase S4-S6



A mean score of
9.19/10
from targeted pupils in S4-S6

We delivered **CIAG** services to

93,083 S4
S6

pupils across Scotland

46,792 S4-S6 pupils were identified for targeted support

92% of targeted S4-S6 pupils received one-to-one coaching guidance

87% of targeted S4-S6 pupils improved their career management skills (CMS)

9.19/10 Mean score for satisfaction from targeted pupils in S4-S6

School Leaver Outcomes:

95.7%

of school leavers in 2021/22 were in an initial positive destination approximately three months after the end of the academic year

A breakdown of key outcomes by equality characteristic is shown in the table on Page 5.

Understanding young people's career choices

SDS has three core products which allow us to understand young people's career choices

Young People in Scotland Research
1,500 S1-S6 pupils

Pupils Voice Research
9,000 S4-S6 pupils

Young People's Career Ambitions Research
1,500 school leavers

SDS's research with young people explores **career choices** and **preferred pathways**, **influences** on career choices and pathways, and experience of **CIAG support**.

Career Ambitions



Over a third of S1 to S3 aim to go to **university**.



By S4 to S6 the range of options young people are considering broaden to **university, college and apprenticeships**.



The **sectors that young people want to go into vary considerably by gender**. **Males** are most likely to want to go into STEM related careers such as **Construction, Engineering, IT and Science**, whereas **females** are more likely to want to go into **Teaching, Medicine, caring careers and creative industries**.

Influence



Young people are most influenced by their **strengths and interests** when thinking about their future career.



Parents are also a key influencer on young people's career decisions. However, **parents do not see themselves as a key influencer** on their child's choices.

Job Expectations



Young people in school think that employers are looking for **hard workers** and people with the **right qualifications**.



Whereas **school leavers** think employers are also looking for **soft skills** such as being reliable, a positive attitude and communication skills.



Good pay is priority for school pupils when thinking about a future job, but **school leavers consider more factors associated with fair work** such as job satisfaction, work-life balance and learning new skills.

Key Outcomes By Equality Characteristic

Equality Characteristic	All Targeted Pupils (S4-6)	Females	Males	Disability	Ethnic Minority	Care Experienced
Targeted Pupils Receiving Coaching Guidance	92%	91%	92%	93%	93%	94%
Targeted Pupils with Improved CMS	87%	87%	87%	87%	86%	84%

Post school Services

Our advisers offer person-centred career information, advice and guidance to customers of all ages from a network of SDS centres and community venues nationwide.

For those moving on from school who may need some additional support to find the right career opportunity, our targeted Next Steps service is on offer.

Next Steps customers are aged 16-18.5 years (or 16-25 years with care experience), unemployed and seeking work.

The Next Steps service offer involves young people having regular contact with their local SDS team until they reach their goal of further or higher education, training or a job.

Our 2022/23 Delivery

Next Steps

6,778

customers were supported through
21,010 one-to-one or group
sessions delivered by SDS advisers

 **68%**
of Next Steps customers
progressed to learning,
training or work

 **69%**
of Next Steps customers
progressed to learning,
training or work and
sustained it for at least six
months

 **66%**
of Next Steps customers
who were assessed
improved their career
management skills

Mean score for
satisfaction was

9.5/10

from customers who had
received the Next Steps
service offer

Mean score for
recommending the
Next Steps offer was

9.1/10

from those who had
received the service.

A breakdown of key outcomes by equality characteristic is shown in the table below.

Key Outcomes By Equality Characteristic

	Overall	Female	Male	Disability	Ethnicity	Care Experienced
% Next Steps Customers Progressing	68%	68%	68%	64%	66%	60%
% Next Steps Customers Sustaining	69%	72%	67%	61%	70%	57%
% Next Steps Customers with Improved CMS	66%	66%	65%	69%	64%	62%



Click to read our case studies to find out more about our work with customers

Universal Services

Our advisers also provide a universal service which supports people of all ages and at all stages of their career to take control of their future, which includes:

- information, advice and guidance on career choices
- advice on the routes into careers including jobs, apprenticeships, training and learning
- help with CVs, application forms and interviews
- careers events
- insight into the local labour market
- access to Scotland's careers website, My World of Work
- redundancy support through the PACE Partnership

Universal Services



34,995

individuals across Scotland accessed our universal career service



20,290

of those received one-to-one coaching guidance from SDS advisers



Mean score for customer satisfaction:

9.6/10



Mean score for recommending the service:

9.5/10

CIAG helpline



Total number of calls handled by CIAG helpline:

3,782



Number of customers supported by CIAG helpline:

2,703



Mean score for customer satisfaction:

9.7/10

Partnership Action for Continuing Employment (PACE)

9,899

individuals received PACE information packs

1,758

people facing redundancy received one-to-one CIAG support from SDS advisers



207 employers received PACE support

267 of 349 (77%)



redundant apprentices supported in 2022/23 progressed to alternative learning and/or employment destinations.

A further 25 (7%) were continuing to engage with SDS

In the PACE client experience survey, the level of customer satisfaction was

86%

which is consistent with the 2020 survey.

Parents and Carers

In 2022/23 SDS supported parents and carers by:

- inviting them to attend careers appointments with their child
- attending 557 parents' events in schools and engaging with over 10,000 parents and carers
- attending community events
- hosting a series of webinars on careers topics attended by 3,637 parents and carers
- providing parent and carer focussed content on our digital offers My World of Work and Apprenticeships.scot

The level of satisfaction from parents and carers with SDS services:

7.9/10 Careers appointments

7.4/10 My World of Work

7.8/10 Apprenticeships.scot

7.7/10 Parent and carer webinars

7.9/10 Results Helpline

6.6/10 Overall satisfaction

6.8/10 Likelihood to recommend

6.5/10 Overall effectiveness

Parents Voice Research 2022/23

Parents and carers are a key influencer of young people's career and education choices. As such, we seek regular feedback from this important group on how they talk to their children about careers and their awareness and use of our services through our Parents Voice Research.

The research:

- informs the way we communicate with parents about our service offers
- is used to develop resources/information to enable parents to support young people in their career choices
- increases SDS's knowledge of parents' awareness and understanding of the full range of post school pathways and options open to young people.

[Have a look at the findings from the Parents Voice Research 2022/23](#)

Education Team

SDS's Education Team supports teachers, other practitioners, parents and a wide range of partners across Scotland to play their complementary roles in delivering young people's entitlement to a meaningful career education. One that equips them with the skills, confidence and knowledge needed to make smart choices and take control of their future learning and careers.

In 2022/23 we delivered

 **532**

workshops both virtually and
face-to-face to

 **7,410**
people

The overall satisfaction
rate with the professional
learning delivered was

8.3/10

For further information on the services provided by the Education Team visit the [SDS website](#).

[Read our case studies to find out more about the work of the SDS Education Team in schools](#)

Results Helpline

In August 2022, SDS once again ran its Results Helpline to support learners receiving their SQA results.

The dedicated helpline returned to its normal pre COVID-19 period of delivery over seven working days and was delivered by our expert advisers working remotely across Scotland, who handled 730 calls from young people and their parents or carers.

Information and advice was provided on course vacancies at UK colleges and universities, Confirmation and Clearing, staying on at school, and wider post-school pathways such as apprenticeships, jobs, volunteering and training.

Wider support was also provided over this period through our advisers in schools, SDS centres and community venues.

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SDS is the national skills body and we deliver Scotland's career service in schools, in our centres and with partners in community venues, through our Helpline and online at My World of Work.

You can find more information on our CIAG services at:

www.skillsdevelopmentscotland.co.uk/what-we-do/scotlands-careers-services/