

Improve

food & drink sector skills council

Food and Drink Manufacturing Sector

Careers and
Careers Information Strategy

Contents

Introduction	2
Purpose	2
Vision and Principles	2
Way Forward.....	4
Section 1: Scope of the Careers and Careers Information Strategy	5
1.1. Sector and Sub-Sector Coverage	5
1.2. Careers Information Service (CIS) Delivery Model.....	6
1.3. Core Offer	7
Section 2: Improve Careers and Careers Information Strategy.....	9
2.1. Aim	9
2.2. Objectives.....	9
Section 3: Improves Core Offer Priorities.....	11
Section 4: Improves Enhanced Offer Priorities.....	12
Section 5: Implementation of the Strategy	13
5.1. Nations.....	13
5.2. Way Forward.....	14
Careers and Careers Information Action Plan	15

Introduction

Purpose

The Careers and Careers Information Strategy is the first of its kind within Improve. The aim of the strategy is to define Improves careers and careers information service available to the food and drink manufacturing sector. It will outline any development needs within the careers and careers information service which will include details of how they are to be actioned.

The target audience for this strategy are those individuals that have an interest in careers within the food and manufacturing sector. This audience is made up of a variety of clients such as school children, adult learners, employers, employees, careers advisers/practitioners, training providers and many more.

Improve uses the Careers and Careers Information Strategy as the primary driver of the food and drink manufacture sector, careers information service (CIS). It is in place to ensure that careers information is regularly updated and is easily accessible by the above target audience.

Vision and Principles

The strategy sets the foundation for the development of a comprehensive and responsive service that will help promote skills and support progression at all levels across the sector's workforce.

The careers and careers information service will:

Better facilitate entry into food and drink manufacturing sector

Raise awareness of the food and drink manufacturing sector providing supporting up to date and relevant Labour Market Information

Signpost opportunities for access to qualifications, training and professional development opportunities at and across all levels.

Provide a range of information in relation to careers within the sector identifying key career pathways, information and supporting sample job profiles and case studies.

Maintain consistency throughout the Network of Sector Skills Councils, ensuring the information provided by each are aligned in a similar context.

This strategy is based on the following principles which are inline with and underpin the principles outlined in the Improves Sector Qualifications Strategy (SQS):

UK wide

Improve is committed to developing a strategy that is accessible by anyone across the UK. It will differentiate careers information across the UK.

Appropriate

Careers information made available is to be targeted to meet the needs of Improves target audience and will be informed by social and economic food and drink manufacture sector priorities.

Responsive

The careers information will be responsive to the needs of the targeted audience. Improve is an active member of the SSC Information, Advice and Guidance (IAG) Network ensuring that consistency is maintained across the SSCs.

Easily accessible

Information produced must be accessible by all both electronically and in paper based formats.

Flexible

Improve embrace the fact that up to date careers information needs to be readily available. The information needs to be accurate and tailored to meet the needs of the targeted audience.

Realistic

The food and drink manufacturing sector is diverse and has a range of career pathway opportunities. Improve ensure that the career pathway opportunity information is accessible by all levels of employee, age groups, and levels of academic ability aiding progression within the sector.

Meaningful

The sector needs individuals to be able to access meaningful sector based careers information. Improve ensure that careers information is aimed to provide individuals an access point to sector relevant qualifications, training and potential job/career prospects.

Cross-sector

Improve is committed to working with the Skills for Business Network in the area of cross-cutting themes. The action plan will reflect work already being undertaken.

Common language for learning

If the principles of the strategy are to be realised then common naming conventions and terminology will be required. Careers information will be presented in such a way so that individuals are able to identify and source relevant training / qualification provision.

Way Forward

Improve will implement this strategy by focusing on the highlighted strategic priorities listed within the Core and Advanced Offer. A key aspect will be to maintain links with key stakeholders, such as employers, providers, careers advisers/practitioners, the SSC IAG Network, and any other career related bodies.

The Improve Careers and Careers Information Action Plan (Appendix A) highlights Improves priorities. The action plan is UK wide, covers all sectors within Improves footprint and runs from May 2008 to March 2009 in the first instance.

This strategy will be reviewed annually by Improve. The review will include evaluating all of the strategic priorities outlined in the Careers and Careers Information Action Plan. In addition to this, the service will be regularly reviewed to measure the success of the service, identifying new development needs.

Section 1: Scope of the Careers and Careers Information Strategy

1.1. Sector and Sub-Sector Coverage

The UK food and drink manufacturing sector develops, manufactures, processes, packs and distributes food and drink products for sale within the UK and overseas.

Food and drink manufacturing is the largest manufacturing sector in the UK. It employs some 500,000 people representing around 14% of the manufacturing workforce. The Sector has a turnover of £73.6 bn, 17% of the turnover of the whole manufacturing sector.

The Sector has a variety of distinctive sub-sectors, all of which are within the scope of this Sector Qualifications Strategy. They are:

Agri-food and related industries
Bakery
Brewing
Cereals, Milling and Starches
Convenience Foods
Dairy
Distilling
Fresh Produce
Ingredients Production
Meat and Poultry
Oils and fats
Seafood
Soft Drinks
Sweet Confectionery
Wholesale of other foods, including fish, crustaceans and molluscs.

There are also sub-classes for tea, coffee, pasta/noodles and soups.

The meat and poultry, and bakery sub-sectors provide a very high proportion of the jobs. The majority of companies in the Sector are SMEs, but it is the larger companies that employ a substantial proportion of the workforce. Sixty percent of all employees working in the British food and drink manufacturing sector work in enterprises with 200 or more employees. Only 6% of employees in the sector work in enterprises of 10 people or less.

1.2. Careers Information Service (CIS) Delivery Model

During 2004/2005, research undertaken by Skillset and the Institute for Employment Research (IER) identified that through their existing strong links with industry and employers, Sector Skills Councils (SSCs) have a unique part to play in collecting up to date, relevant, high quality labour market information (LMI), and making it available in an accessible form to careers advisers/practitioners within the wider Information, Advice and Guidance (IAG) community.

With support from the Department for Education and Skills (DfES) and Sector Skills Development Agency (SSDA), this research was further tested by twelve SSCs within the SSC Careers IAG project during 2006/2007. This project was undertaken so that the project members could investigate at an operational level the potential role for the SSC IAG Network in delivery of careers and IAG.

Following the Leitch Review (December 2006) and the challenge set by the FE Reform White Paper (March 2006) for:

"SSCs to produce better labour market information to support the (Ufi Guidance) Trial"

A proposal prepared by Skillset in April 2007 on behalf of the SSC IAG Network, which was accepted by DfES proposed to engage all SSCs in advancing their capacity. This would therefore advance the whole network, to deliver careers and IAG.

The evaluation report from the SSC Careers IAG project of 2006/2007 showed there is:

"a clear business case for all SSCs to be more involved in the delivery of information and advice services for adults in the future. Principally this means ... support to ensure that all SSCs in the SfBN are involved in a mutually agreed process that uses sector LMI and interprets it for use by IAG practitioners."

1.3. Core Offer

The core offer has been formed following a series of SSC IAG Network meetings in 2006/07 necessitated by the increasing demand for careers information to be provided in a relevant, easy to use, consistent and interesting format.

The following section summarises the 18 core offer recommended careers related information and activity which should be provided by all 25 Sector Skills Councils by March 2009. Many SSCs already provide some, or all, of the information and activity detailed.

Labour Market Information (LMI) provision

- Prepare and package information on current labour market trends and market forecasting
- Regional and national LMI made available for use by local practitioners and influencers
- Prepared LMI publications introducing individual sectors and their sub-sectors for careers practitioners and individuals
- Career pathway case studies are made available to compliment sector and regional LMI
- Create sector occupational profiles and be responsible for the monitoring, reviewing and approval of externally produced materials

Strategic and internal

- Dedicated staff to co-ordinate the preparation and communication of information, and to create and sustain necessary partnerships
- A strategy and annual action plan for careers and careers information services are in place
- Ring fence a budget for careers information services
- Support the activities of the network collectively
- Ensure promotion of equal opportunities and impartiality through all core offers

Partnerships

- Partnership agreements in place with UK national stakeholders
- Partnerships in place with careers services in the devolved nations
- Partnerships in place with trade bodies and associations, employers and employer networks

Communications

- Host a dedicated and easily located careers web portal, sector web-based course search and sector web-based job search
- Provide Continuing Professional Development (CPD) opportunities for key careers intermediaries (with co-ordination from the Centre)

The Centre

The Centre is the central support function which is managed for the benefit of all members of the SSC IAG Network in their CIS delivery. The Centre will implement the following recommendations which will avoid duplication and enhance communication between the SSCs:

- Facilitate intra-network communication and sharing of best practice
- Template a 'memoranda of understanding' with key partners, both for use by the network including Improve.
- Communicate network services and activities
- Provide input into researching the views and requirements of practitioners and other key intermediaries such as parents, teachers and client end users
- Represent the network's interests if required, at key conferences, events and in consultation processes

Section 2: Improve Careers and Careers Information Strategy

2.1. Aim

The aim of the strategy is to define Improves careers and careers information service available to the food and drink manufacturing sector. It will outline any development needs within the careers and careers information service which will include details of how they are to be actioned.

For the purpose of this strategy, Improve have broken the careers and careers information service priorities into two; Core Offer Priorities and Advanced Core Offer Priorities.

Improve will use the strategy as the primary driver of its career information development. Ensuring that the information made available to their target audience is relevant, up to date and as accurate as possible.

2.2. Objectives

Develop capability to implement our core CIS offer to comply with minimum standards by April 2009, including:

- development needs arising from self assessment against the core offer
- agree and implement staff and resource development requirements to demonstrate capability to deliver social inclusion, employability and eradicating worklessness agendas
- carry out development in priority areas (e.g. progression route-ways, employability criteria, proactive links with careers partners, LMI for careers professionals, activity to support skills for life and foundation learning tier projects)

Bid for opportunities to develop Sector Job Profiles, and engage with opportunities to deliver network based CIS projects, including:

- submit for job profile development work in sector footprint
- carry out job profile development and amendment as required
- submit project proposal(s) to deliver network projects where these align with our CIS priorities

Continue to roll-out the Schools Challenge programme and maximise use of resources, including:

- assess staffing and resource requirements for roll-out and support
- implement agreed roll-out and support for programme

Review web-based and on-line information, including annual redrafting of:

- case study/job profile development
- progression routes (four nations)
- careers and related areas of the Improve website
- skills funding sources

Review the Matrix Standard accreditation of Improve's IAG provision, in the light of priorities and changes to the Matrix standard.

Section 3: ` Improves Core Offer Priorities

A self assessment exercise was carried out in February 2008 to identify which of the 18 Core Offer recommendations Improve already have provision for. Each of the 18 recommendations were rated on a level of A (no provision available) to D (yes full implemented).

The assessment identified that the following areas were scored on a level of A and B and are therefore are now deemed as Improves IAG 'Core Offer' priorities.

LMI mediated and prepared for careers practitioner audience
Salary levels across sector to be made available
Regional and national LMI interpreted for careers practitioners
Publications introducing whole sector/sub-sectors differentiating for practitioners and individuals and made available in different media
Case studies offered across whole sector, with some challenging stereotypes and produced in different media
Occupational profiles produced for sector occupations and updated on the jobs4you careers website
Implement a Careers and Careers Information strategy and action plan
Maintain / implement partnership agreements with relevant national / regional organisations
Maintain current website and update dedicated careers portal to ensure links to Improve materials are accessible

Section 4: ` Improves Enhanced Offer Priorities

In addition to the Core Offer recommendations listed above Improve intend to offer an Enhanced Offer which include the following:

Bid for opportunities to develop Sector Occupational Profiles, and engage with opportunities to deliver network based CIS projects, including:

- submitting bids for development work within our sector footprint
- carry out job profile development and amendment as required
- submit project proposal(s) to deliver network projects where these align with our CIS priorities

Set up a system for the promotion and for the distribution of the Food and Drink Schools Challenge material. Taking into account producing tracking processes as separate products

Review web-based and on-line information, including annual redrafting of:

- case study/job profile development
- progression routes (four nations)
- careers and related areas of the Improve website
- skills funding sources

Review the Matrix Standard accreditation of Improves CIS provision, in the light of priorities and changes to the Matrix standard.

Section 5: Implementation of the Strategy

Improve will implement this strategy by focusing on the highlighted strategic priorities listed within the Core and Advanced Offer. A key aspect will be to maintain links with key stakeholders, such as employers, providers, careers advisers/practitioners, the SSC IAG Network, and any other career related bodies.

The Improve Careers and Careers Information Action Plan (Appendix A) highlights Improves priorities. The action plan is UK wide, covers all sectors within Improves footprint and runs from May 2008 to March 2009 in the first instance.

I would delete this here as you have it in the next section.

The action plan details how Improve will develop and implement a suitable careers and careers information service. There are currently 10 actions points. These are to be completed within given timescales which are individually set and are reviewed on a regular basis and revised as necessary.

5.1. Nations

During implementation consideration will be given to the four nations, England, Scotland, Wales and Northern Ireland. Consideration will be made to the differences in careers delivery within each, the summary below outlines in brief the nation wide careers services currently in place.

Within England there are currently 47 Nextstep contracts in place. These will run until 31st July 2008, when the contracts will be replaced by 10 contracts, to run from 2008 to 2010. During this two year period there will be a number of pilots run which are in preparation for the new Adult Advancement and Careers Service (AACS) which will launch in 2010. The AACS will be one large service to cover the whole of England.

Scotland has recently gone through major changes to their careers service. On the 1st April 2008 the organisation 'Skills Development Scotland' was launched. This organisation brings together Careers Scotland, Scottish University for Industry, key elements from Scottish Enterprise, and key elements from Scottish Highlands & Islands Enterprise, to provide one comprehensive careers service.

Wales have an all-Wales service 'Careers Wales' which gives all people of all ages free careers information, advice and guidance. Careers Wales is

funded by the Welsh Assembly Government and was set up in 2001 to bring together six careers companies offering one service across Wales.

In Northern Ireland the Department for Employment and Learning and the Department of Education recently published for consultation, 'Preparing for Success', a joint impartial all-age Careers Education, Information, Advice and Guidance (CEIAG) strategy. Currently, adults are eligible to access free Careers Education, Information, Advice and Guidance which is available in conjunction with a number of partner organisations including the Education Guidance Service for Adults (EGSA) and Learndirect.

5.2. Way Forward

Improve will implement this strategy by focusing on the highlighted strategic priorities listed within the Core and Advanced Offer. A key aspect will be to maintain links with key stakeholders, such as employers, providers, careers advisers/practitioners, the SSC IAG Network, and any other career related bodies.

The Improve Careers and Careers Information Action Plan (Appendix A) highlights Improves priorities. The action plan is UK wide, covers all sectors within Improves footprint and runs from May 2008 to March 2009 in the first instance.

This strategy will be reviewed annually by Improve. The review will include evaluating all of the strategic priorities outlined in the Careers and Careers Information Action Plan. In addition to this, the service will be regularly reviewed to measure the success of the service, identifying new development needs.

Careers and Careers Information Action Plan

Improves Core Offer Priorities	
Actions	Deadline
Strategy and Action Plan Develop and Implement Careers and Careers Information Strategy and relating Action Plans (including Equality and Diversity)	Consultation draft – July 2008 Final posted on website - September 2008
Publications Review and Produce relevant case studies for publication on the Improve website (including Equality and Diversity)	6 to be posted on website end of September 2008 Remaining - ongoing.
Progression Routes / Pathways Duplicate existing progression routes / pathways to develop sub-sector routeways in bakery and meat/poultry, for each nation	6 occupations to be produced by – September 2008 Remaining – November 2008
Labour Market Information (LMI) Produce LMI in a user friendly (careers professional) format for English Regions and Nations. Including: update of website and careers portal links and careers professional presentations – taking on board network practice	End April 09
Occupational Profiles Tender for Jobs4u for the updating of existing and creating of new occupational profiles	End April 09
Careers Workshops Organise a schedule of annual workshops for careers professionals within key regional and national areas	Schedule and Arrangements - October 2008

Improves Advanced Offer Priorities	
Actions	Deadline
Network Projects Bid for a network funded projects where appropriate and subsequently deliver	End April 09
Schools Challenge Set up a system for the promotion and for the distribution of the Food and Drink Schools Challenge material. Taking into account producing tracking processes as separate products	January 2009
Matrix Standard Look into the feasibility of Improve undertaking the re-licensing of the Matrix Standard and Action if appropriate	July 2008
SSC Network's Ensure there is attendance at the Foundation Learning Tier / Employability / Adult Literacy Language and Numeracy (ALLaN) Network meetings and follow up any work as appropriate.	Ongoing