

BRINGING INDUSTRY & IAG SERVICES TOGETHER

The Sector Skills Councils' IAG Project

Background

The Skills for Business Network (SfBn) is working to enhance the provision of sector-specific Information Advice and Guidance. Twelve Sector Skills Councils have teamed up to plan, develop and deliver IAG services that will benefit careers advisors and individuals. This exciting project will also facilitate the use and interpretation by advisors of labour market intelligence. This, in turn, will help clients raise their awareness of sectors and industries in order to make meaningful job and career choices.

The Government Skills Strategy sets out proposals for reform for information, advice and guidance for adults in England. This will include the development of an infrastructure to support adults that is *universally available, highly respected and well used*. This Sector Skills Councils' Information, Advice and Guidance Project links directly to the government review by providing an employer perspective through the SfBn. Better sector intelligence will help employers to fill skills shortages and ensure they are recruiting people with a good skills 'match' to meet their requirements.

Which Sector Skills Councils are involved?

There are three groups of Sector Skills Councils participating:

- 4 Pathfinder Sector Skills Councils: Skillset, SEMTA, e-skills UK and Construction Skills – these have already developed strategies to deliver employer IAG requirements within their Sector Skills Agreements
- The second group consists of 6 Sector Skills Councils in the process of addressing Information, Advice and Guidance provision through the Sector Skills Agreement process – Skillfast-UK, COGENT, SkillsActive, Skills for Health, LANTRA and Skills for Logistics
- Group Three comprises of 2 Sector Skills Councils beginning the Sector Skills Agreement process: Skills for Justice and Improve

Project Objectives

- To assess Sector Skills Councils' capacity to plan, develop and implement sector-specific Information, Advice and Guidance services
- To raise awareness of Sector Skills Councils' labour market information, develop ways of making it accessible to advisors and to support its interpretation
- To shape the government review of Information, Advice and Guidance for adults from the employers' perspective

What SSCs are doing in the project

We are:

- Updating and adding to the wealth of sectoral information on the National Guidance Research Forum (NGRF) website – *the* portal for research sources for advisors. Go to www.guidance-research.org
- Running regional workshops to train/support advisors in how to interpret and use LMI, provide the opportunity to meet Pathfinders/employers and enable advisors to find out more about sectors. Contact Christine O'Hara on: christineo@skillset.org
- Developing an on-line learning module to bring the workshop to more advisors nationally. We need to know how this will meet advisors' needs - if you would like to be consulted on this, please contact Caroline Perry on: carolinep@skillset.org
- Linking in to Uff's Guidance Trial project for extended Information, Advice and Guidance through its telephone helpline service
- Testing existing Information, Advice and Guidance services offered by Pathfinders – from face-to-face guidance to interactive toolkits – and supporting Sector Skills Councils to plan IAG services that will meet sectors' needs
- Linking with the TUC and the work of the Union Learning Representatives to share labour market information and enhance the IAG offer within the workplace
- Exploring and showcasing the extent of employer engagement in IAG services within the participating Sector Skills Councils' sectors



Skillset Careers freelance advisors/
industry practitioners at a recent meeting

Timescales and further details

The project runs until September 2006. Skillset, the Sector Skills Council for the Audio Visual Industries (and a Pathfinder Sector Skills Council), has been contracted to manage the project.

For more information on the project, contact Ann Mason, Careers Project Manager on:

annm@skillset.org or 020 7520 5491.