

Personal Guidance Fund

Phase 2 Supplement

To be read in conjunction with the
Personal Guidance Fund Prospectus

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About the Careers & Enterprise Company

Our role is to help schools and colleges to deliver high quality careers support for all young people by:

- Continuing to link schools and colleges to employers and other external careers providers by extending our Network across the country and establishing Careers Hubs.
- Providing training and bursaries for Careers Leaders in schools and colleges.
- Supporting implementation of a best practice standard for careers support, the Gatsby Benchmarks, with tools and targeted funding.

1 | Summary

The Careers & Enterprise Company is committed to recognising our broader role across the Gatsby Benchmarks, including Benchmark 8 Personal Guidance.

The Personal Guidance Fund Prospectus launched in May 2018 set out our aim to evaluate and illustrate a system of personal guidance that responds to the needs of young people, builds on emerging practice, and where all students have access to at least two guidance interventions by the time they leave the education system through a combination of:



Research to understand what current and emerging best practice in personal careers guidance looks like.



Investment funding for projects to develop new emerging practice and cost effective models for delivering personal careers guidance to clusters of schools and colleges. These projects will be used to develop case studies to showcase successful and affordable delivery of Gatsby Benchmark 8. We will use case studies to develop practical implementation and 'how to' guidance to support the scaling of emerging practice across all schools and colleges.



Evaluation to identify the impact of the new approaches and make the case for further investment where the case studies are successful.

Phase 1 of our investment in personal guidance sought applications from organisations seeking to scale and develop existing planned activity and extra training and development opportunities for staff in line with best practice. Phase 1 of the Fund is now closed, and full details of the applications awarded funds are set out in Annex A.

Phase 2 of the Personal Guidance Fund is seeking proposals to develop new activities building on our research themes set out in this guidance. Applications must be received by 3pm on Friday 30 November 2018. We will fund set up costs from March 2019 and fund delivery over one academic year from September 2019 to July 2020.

This document is a 'supplement' to the Personal Guidance Fund Prospectus published on 1 May 2018, and contains important information for organisations applying to Phase 2 of the Fund.

This supplement must be read in conjunction with the Personal Guidance Fund Prospectus.

Table 1 – Key changes for Phase 2 of the Fund

New information	The research themes for Phase 2 applications. Please note all applications for Phase 2 will need to align to at least one of the research themes.
Key changes	<ul style="list-style-type: none"> ● Section 4.1 of the Personal Guidance Fund Prospectus. How to apply - Application forms are now accessed via our website rather than our bidding portal ● There are a number of revisions to the application templates ● There is a new application template – Template A to provide background information on the bid and your organisation
Important clarification	<p>In addition to the eligibility criteria set out in section 4.2 of the Prospectus, you must be able to answer 'Yes' to the following questions to be eligible to submit a proposal</p> <ul style="list-style-type: none"> ● Are you able to begin delivery of the new activities in the 2019/20 academic year? ● Does your programme align to at least one of our Phase 2 research themes?

2 | Phase 2 research themes

We are seeking proposals to develop new activities building on our research themes and supported by our ‘What Works?’ research.

The ‘What Works?’ research published in October 2018 critically assesses the current provision of personal guidance in schools and colleges, to understand the impacts on young people and support evidence based practice.

The research consists of three inter-related phases;

- A rapid evidence review of the academic literature which informs what is currently happening within Personal Guidance delivery.
- Case studies with schools and colleges across England which highlight good practice and the challenges of implementation.
- Expert interviews/focus groups with key thought leaders relevant to the sector.

The research identifies that funding the following themes would add significant value and contribute to a better understanding of ‘What Works?’ in personal guidance delivery.

We will fund a small number of projects that show the impact and cost of delivering personal guidance in line with the following themes, with the aim that where these are successful and cost-effective they can be adopted by schools and colleges. In these projects we will only fund activity that is additional to delivery that is already happening in an area.

All projects in Phase 2 will need to demonstrate how they will support the development of the emerging practice and costs effective models for delivering personal guidance that include / align to **at least one** of the following five research themes.

Research theme	What we are interested in funding
<p>1. Integration Personal guidance does not work in isolation. It needs to be integrated into a broader career guidance programme. This programme should be based on the Gatsby Benchmarks, be supported by senior leadership and involve all staff.</p>	<p>Projects which show how this integration can be achieved and how personal guidance can most effectively be connected to other Gatsby Benchmarks e.g. by making use of LMI or connecting with work experience.</p>
<p>2. Space and time Guidance professionals need appropriate spaces to work in and sufficient time with clients to achieve outcomes. Increasing the length, frequency and intensity of personal guidance is associated with enhanced outcomes.</p>	<p>Such projects should seek to extend access to personal guidance beyond the minimum standard designed to meet the Gatsby Benchmarks by using innovative approaches e.g. early intervention, group guidance, short checking interviews following an initial in-depth guidance interview, drop in and informal guidance and the use of new technologies, e.g. web chat and email comms following a guidance interview. In addition projects may seek different ways for personal guidance to be located in the timetable and also within the institution itself.</p>
<p>3. Preparation and feedback Young people need to be prepared for personal guidance sessions and supported to implement the decisions and plans that they have made in these sessions.</p>	<p>Projects that develop or make use of systems to prepare young people for personal guidance and support them to act on the guidance that they have received. This may include approaches that integrate guidance into the tutorial system or IT based systems.</p>
<p>4. Effective interviews The personal guidance interviews themselves need to be well run and make use of evidence-based approaches.</p>	<p>Projects that make use of a clear and evidence-based approach to interviewing and which offer professionals CPD opportunities, for example in advanced guidance skills and solution focused techniques to enhance their interview skills.</p>
<p>5. Professionalism Personal guidance is a professional activity which needs to be undertaken by an expert practitioner informed by professional and ethical standards.</p>	<p>While all projects are required to ensure that interviews are delivered by a career guidance professional trained to QCF level 6 or above, or by those working towards this level of qualification, we are also interested in projects which include further approaches to enhance professionalism e.g. CPD, communities of practice and other forms of quality enhancement.</p>

In addition to the above research themes we are interested in funding:

- Innovative projects which make effective use of online tools and approaches which are designed to offer efficiencies and to extend access. As above this could also include group guidance, short interviews, and early intervention in addition to enhancing later delivery in Years 12 and 13.
- Projects which embed strong approaches to monitoring and evaluation into the delivery of personal guidance.

All projects must focus on ensuring that particular disadvantaged groups of students or schools and colleges benefit from improvements in the delivery of personal guidance. In particular, we are interested in receiving bids that:

- Target personal guidance to **students with SEND that do not have an Education and Health Care Plan.**
- Develop personal guidance programmes and delivery that support students to make more effective and more informed **transitions into further education.**

As set out in the Prospectus, all applications will need to allocate a minimum of 10% of the funding to the education of careers professionals to train careers guidance staff to QCF level 6 and continuing professional development of the careers guidance staff that are already qualified at QCF level 6 or above.

3 | Next steps

Please review the Personal Guidance Fund Prospectus for detailed instructions on how to apply for funding.

Section 4 of the Prospectus provides important information that clarifies whether your organisation is eligible to apply to the Fund. This includes:

How to apply	<p>Applicants have to register their interest in applying in order to download the application forms and more information will be available on our website (www.careersandenterprise.co.uk).</p> <p>Note registration for Phase 2 is through our website and not the Delta bidding portal. Organisations that applied in Phase 1 that wish to re register for Phase 2 will need to do so through our website.</p>
Eligibility criteria	<p>Pre screen questions to determine your eligibility.</p> <p>This includes questions to self assess the eligibility of the scope and costs of your proposal, the financial health of the organisation and the commitment of the schools and colleges to meeting the Careers Strategy.</p>
Assessment process	<p>The three stages of the assessment process and evaluation criteria:</p> <ul style="list-style-type: none"> I – Determining eligibility to apply II – Initial assessment process III – Final assessment for shortlisted bidders <p>Please note only bids that meet our eligibility criteria will be assessed.</p>

Applicants must submit their application by 3pm on 30 November 2018.

Applicants are advised to carefully read all sections of the Prospectus and supplementary guidance and its Appendices before submitting their application. Late applications will not be accepted. Applicants will have the opportunity to ask us questions by contacting the team (investment@careersandenterprise.co.uk) and registering to join events and webinars via our website

(<https://www.careersandenterprise.co.uk/investment>). Please note that we will not accept any content questions after 5pm on Friday 23 November 2018.

All applications for Phase 2 must be submitted via our website. Only those submitted online will be accepted. We are no longer using the portal used for Phase 1. Applicants who have trouble uploading their form can email us at investment@careersandenterprise.co.uk

4 Further guidance on submitting an application to Phase 2

Please review the eligibility criteria set out in the Personal Guidance Fund Prospectus.

In addition to the eligibility criteria set out in section 4.2 of the Prospectus, you must be able to answer 'Yes' to the following questions to be eligible to submit a proposal

- Are you able to begin delivery of the new activities in the 2019/20 academic year?
- Does your programme align to at least one of our Phase 2 research themes?

We are aware of the significant amount of time that organisations invest in the bidding process, and we would encourage you not to apply if your application does not meet the fund's objectives and the eligibility criteria.

Our personal guidance funding has been in particularly high demand, and requests we received have been up to 30 times the funds available and many organisations, which dedicated significant time and resources to the process, were disappointed.

Applications that did not meet our assessment criteria were not assessed further.

Examples of bids that were not assessed included:

- Not delivering at least one personal guidance interaction by age 16 carried out by a qualified person, and a further interview by the age of 18 if the institutions involved in the application cover these age ranges.
- Not including a minimum of 10% of the funding requested being allocated to training / continuing professional development.
- Including programmes that will not contribute to the development of emerging practice in careers guidance and / or not clearly demonstrating how the funding will be used to develop case studies to showcase successful and sustainable delivery of Gatsby Benchmark 8.
- Submitting incomplete applications and / or applications which lacked any detail of the programme of personal guidance delivery.
- Not defining / targeting disadvantage groups of young people in schools and colleges that will benefit from improvements in the delivery of personal guidance. If you have any questions please contact investment@careersandenterprise.co.uk

Please also review the successful bids in Phase 1 included in Annex A. We are unlikely to invest significant additional funding in these areas alone.

We are looking for bids that are able to demonstrate effective delivery of personal guidance in line with our research themes. As set out in the Prospectus we will only be awarding funding to additional activities and training.

For further guidance on submitting an application, please refer to the following guides:

- A The Good Bidding Guide**
This guide aims to help you to produce successful bids and tenders. It focuses on investment from our funds but is designed to be useful in winning funding from other sources.
- B Characteristics of Effective Programmes**
This highlights excellent practice from our community and provides a framework for effective delivery so that we can all continue to improve careers and enterprise learning for young people.

If you have any questions please contact investment@careersandenterprise.co.uk

Annex A – Projects funded in Phase 1

Organisation	Funds overall	Cost per YP	Location
Achieving for Children	£104,711	£208	Kingston and Richmond
<p>Achieving for Children, (AfC) is a Community Interest Company, created in April 2014 to deliver children's services on behalf of Kingston and Richmond Local Authorities (LA).</p> <p>This project will enhance existing personal guidance delivery ('Next Steps' interviews) that is currently being provided to Year 11 learners with Education and Health Care Plans. Through the project, Next Steps interviews will be extended to Year 10 and Year 13 learners with Education and Health Care Plans and those who are SEN Support, across a minimum of 13 mainstream and special schools in Kingston and Richmond. The interviews will give young people and their families the opportunity to gain local offer information in deciding post-16 options and to explore their long-term aspirations. In addition to CPD and training of AfC careers advisers, the project will provide additional upskilling for school staff, involve families and track progress.</p> <p>The project will focus only on students with Special Educational Needs.</p>			

Organisation	Funds overall	Cost per YP	Location
Adviza	£61,489	£23	Berkshire, Oxfordshire and Buckinghamshire
<p>Adviza is a charity inspiring people to make better decisions that help them progress in learning and work. Adviza works in partnership with schools and colleges providing careers information, advice and guidance for their pupils.</p> <p>Adviza will build on initial pilot work that has already been undertaken through their Continuous Professional Development (CPD) programme by blending the best of careers guidance with new techniques to create a refreshed approach to personal guidance that provides young people with the skills they need to manage their careers now and in the future. All delivery of personal guidance included in this project is already funded by schools, the additional funding will be used to upskill staff and test if the blending of skills results in better value for money for schools. The programme will run across nine schools.</p> <p>The project will focus on all young people with a particular focus on students at risk of becoming NEET.</p>			

Organisation	Funds overall	Cost per YP	Location
Career Connect	£219,518	£90	Liverpool, Salford and Manchester
<p>Career Connect currently deliver Careers Advice and Guidance services in 80% of schools in the Liverpool City Region and Salford.</p> <p>This programme will enhance existing personal guidance delivery to:</p> <ul style="list-style-type: none"> • Develop a sustainable Personal Guidance Community • Provide a robust system of continued professional development to ensure staff are appropriately skilled to deliver an innovative and effective careers programme • Put digital tools at the core of the Personal Guidance Community to drive efficiencies, tailor scalability and ensure a legacy for future delivery • Provide a range of discrete programmes for students from disadvantaged groups to remove barriers and build skills necessary for future success. <p>The project will focus on students at risk of becoming NEET, students from disadvantaged backgrounds and students that are attending alternative provision. The project will also support young people with unrealistic career aspirations.</p>			

Organisation	Funds overall	Cost per YP	Location
Association of Colleges	£431,297	£75	South Devon College, Derby College, Petroc, Barnsley College, City of Westminster College, Heart of Worcester College, The RNN Group, York College, Selby College, Leicester College, Isle of Wight College, Abingdon and Witney College
<p>This programme, led by the Association of Colleges (AoC) will build on existing personal guidance delivery identified across 12 colleges. The programme will create a model of delivery that strengthens the impact and extends the reach and inclusivity of personal guidance within colleges by training curriculum staff to deliver effective triage which supports the successful delivery of every learner receiving a personal guidance interview. The programme will run across 12 colleges.</p> <p>The project targets provision for students in Further Education colleges. 63% of college students come from the four highest decile bands of deprivation. Colleges included in this project will be providing support for students from disadvantaged backgrounds and Special Educational Needs.</p>			

Organisation	Funds overall	Cost per YP	Location
Adviza	£52,677	£96	Buckinghamshire, Bracknell Forest, Oxfordshire and West Berkshire
<p>Adviza's second programme seeks to improve the impact of personal guidance by harnessing the power of parents and carers, actively involving and informing them to ensure their interventions are positive and support good decision making.</p> <p>The programme will also improve the efficiency of the guidance process, by ensuring that any mismatch between the young person's wishes and parental expectations are explored and resolved at an early stage. The programme will run across 5 schools across Oxfordshire, Berkshire and Buckinghamshire.</p> <p>The project targets students with Special Educational Needs, students from ethnic minorities, and students with potential mismatch between aspiration and ability (as identified by teachers and/or parents/carers).</p>			

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