



- Skills Funding Agency (<https://www.gov.uk/government/organisations/skills-funding-agency>)

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Guidance

National Careers Service information for stakeholders and prime contractors

Updated 1 October 2015

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1. Delivering the service

The Skills Funding Agency is responsible for the commissioning, contracting and performance management of the National Careers Service (<https://nationalcareersservice.direct.gov.uk/Pages/Home.aspx>).

All contractors operate as one service using a single brand, tools and IT infrastructure which facilitates signposting and referral between the telephone, face to face and web channels in response to customer needs.

The telephone channel delivers information and advice over the telephone, web chat, email and web forums. There is a separate supplier for the young people's careers helpline and the adult careers helpline. Bi-lingual advisers are also available in eight languages: Farsi, French, Gujarati, Polish, Punjabi, Somali, Sylheti and Urdu.

We deliver face-to-face advice through eleven prime contractors in twelve geographical areas. They are responsible for the engagement of sub-contractors, ensuring that they deliver the brand values and service.

2. Promoting the service

2.1 Career advice app

The National Careers Service has launched an application (app) called Career Advice for Android, Apple and BlackBerry smart phones and tablets. The Career Advice app makes it easier for people to access careers advice and make informed decisions on learning, training and work opportunities and finding and organising a job search whilst on the move.

The Career Advice app provides learning and work related information, including an interactive careers toolkit to help you to develop a CV, search for work, prepare for an interview and more. You can download the free app from Google Play for Android users, from the Apple Store for Apple customers and also from BlackBerry's app store.

2.2 Media kit

A National Careers Service media kit (<https://www.gov.uk/government/publications/national-careers-service-media-kit>) is available for journalists to download. It provides key facts and figures, case study examples and details of how our PR and Media Team can offer support with case studies and media-trained careers advisers to provide expert quotes.

2.3 Case studies

Case studies enable us to put a face to a news story or announcement and make a story credible and appealing to journalists.

More details and examples of case studies can found in the communications toolkit for prime contractors and subcontractors.

Please let us know of any possible case studies by completing a National Careers Service case study submission form (<https://www.gov.uk/government/publications/national-careers-service-case-study-submission-form>) and emailing it to marcomms@sfa.bis.gov.uk.

3. National Careers Service brand assets

All brand assets for the National Careers Service, including logos, images and collateral templates are available on the Skills Funding Agency's brand site (<https://brand.skillsfundingagency.bis.gov.uk/index.asp>). You will need to register online to gain access to the materials on the brand site.

We would encourage all prime contractors, training providers and partners to use the resources available on this site to work with and promote the National Careers Service, following the brand guidelines.

If you have any queries regarding National Careers Service branding, please email marcomms@sfa.bis.gov.uk.

We are unable to supply printed marketing materials for the National Careers Service. We can supply templates, which you can then print out locally.

Due to font licensing law, we cannot distribute the fonts used within these documents. Your printer or designer will need to acquire the fonts according to font licensing and copyright.

4. Prime contractor marketing contact list

Region	Prime Contractor	Contact	Email
West Midlands	Prospects	Ranjett Singh Jandu	ranjeet.singhjandu@prospects.co.uk
South West	Prospects	Marie Howard	marie.howard@prospects.co.uk
London	Prospects	Andrew Coates	Andrew.Coates@prospects.co.uk
Yorkshire and Humber	Careers Y&H	Rachel Percy	Rachel.Percy@aspire-igen.com
Greater Manchester, Cheshire, Warrington & Staffs	Economic Solutions	Carol McDermott	Carol.McDermott@ManchesterGrowth.co.uk
Liverpool City Region, Cumbria & Lancashire	Economic Solutions	Lydia Lauder	Lydia.Lauder@ManchesterGrowth.co.uk
North East	CfBT	Amy Parker	Amy.Parker@cfbt.com

South Central	CfBT	Jackie Piggott	JPiggott@ncs-cfbt.com
South East	CXK	Neil Lakeland	NeilLakeland@cxk.org
Thames Valley	Adviza	Sharon Brown	sharonbrown@adviza.org.uk
Central Eastern	Futures Advice	Anna Goodship	anna.goodship@futuresadvice.co.uk
East Midlands	Futures Advice	Anna Goodship	anna.goodship@futuresadvice.co.uk