



# Cymru'n Gweithio Working Wales



Y gwasanaeth cyflogadwyedd newydd i Gymru  
The new employability service for Wales



## Cymru'n Gweithio Working Wales

#newideichstori  
#changeyourstory

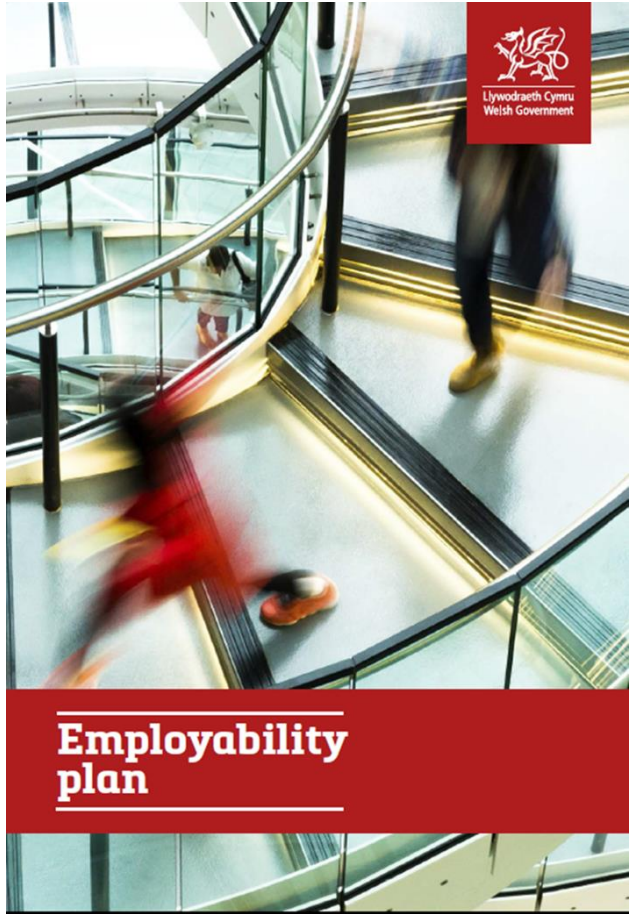




# Working Wales: Employability Plan

There are Four elements to the plan:

- Providing an individualised approach to employability support
- Underlining the responsibility of employers to up-skill their workers, support their staff and provide fair work
- Responding to current and projected skills gaps
- Preparing for a radical shift in the world of work



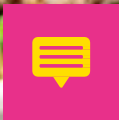


# Policy Context

## The Employability Plan:

- Commits to a series of 10-year targets and describes how they will be met.
- Proposes to reduce complexity and simplify access to support for customers across Wales.
- Commits to the delivery of an individualised approach to employability support
- Commits to creating a more streamlined and efficient system of support to help people into work.





## Working Wales: Key Characteristics

- Will be an Independent national entry point to employability support, which will support and complement existing channels.
- Professional and personalised advice and guidance to identify barriers in progressing towards employment.
- An increase in advisory capacity with a presence across careers centres, job centres and other outreach venues.
- Impartial Referral and Signposting to ALL appropriate provision
- Reduce the complexity of access to support
- Launched 1<sup>st</sup> May, 2019





# Working Wales: What's New?

## What's new?

- **The Name!**
- A dedicated Marketing and Stakeholder Engagement team.
- An improved digital gateway through a new online microsite with enhanced social media and digital marketing. [www.workingwales.gov.wales](http://www.workingwales.gov.wales)
- Re-branding with a fresh campaign to create a strong market presence
- A new online 'Support Finder' to enable individuals to self help and for other practitioners to streamline referral to available support

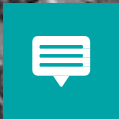




# Working Wales: What's New?

- An enhanced assessment of needs and referral methodology that consistently assesses the support needs of customers.
- Potential for enhanced referrals to existing stakeholders (you) incorporating more detailed analysis of barriers/needs.
- Service Provision Map – for customers and stakeholders





## Working Wales: Who will it support?

- All customers who have left compulsory education are eligible; *regardless of location, accessibility or personal circumstances.*
- Customers who are already 'in work' but feel that they are 'under-employed'.
- Particular focus on *unemployed and economically inactive*
- Customers needing support with significant barriers
- Tier 2 customers (via EPCs and existing YEPPF arrangements)

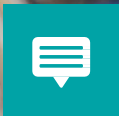




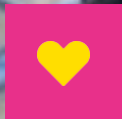
## Working Wales: How will it work?

**'Roving / Virtual' Careers Centre offering Careers Information Advice & Guidance, Assessment of Needs & Barriers and Signposting/Referral at:**

- Careers Centres
- Via Telephone Helpline / Online
- Job Centres
- Partner premises and 'hubs'
- Community Hubs
- Libraries
- Flexible roving service to bring the service to the clients







# Working Wales: How will it Operate?

Variety of channels, responsive to customer requirements, including:

- Face to face information advice and guidance
- Group delivery
- Digital platforms, (WW micro site, on line interactions, telephone, Careers Wales TV channel, social media platforms)
- Events – webinars, open days, employer events





# Working Wales: How will it Operate?

## CLIENT ENTRY TO WORKING WALES

### INFORMATION AND ADVICE

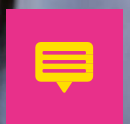
- One-off interventions via face-to-face and telephone contact

### CAREERS ADVISER CASELOAD

- Series of interventions (Guidance interviews /follow up interventions/ agreeing contact arrangements)
- Building Client Profile
- Identifying clear picture of needs and barriers
- At appropriate point, completion of Assessment of Support Needs
- Referral and Signposting

### LIGHT-TOUCH SUPPORT

- Light-touch (STEPS Employability support) where customers have no barriers but need careers advice/guidance/ employability support to next steps





## Working Wales: New Campaign

- National multi-channel marketing campaign to encourage people to 'change their story'.
  - TV & Radio <https://www.youtube.com/watch?v=Ynl2rf-9XQg&feature=youtu.be>
  - Digital outdoor advertising
  - Paid for Social Media adverts
  - Direct Mail
  - Vox Pops
  - Facebook, Instagram, Twitter & LinkedIn
  - CWTV – How to change your story
  - Advice Videos
  - Case studies
  - Stakeholder Engagement
  - Meet the advisers – Roadshows (12 dates across Wales)
  - ...and much more





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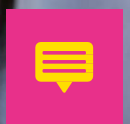




## Working Wales: SUPPORT FINDER

- Online 'Search & Find' Tool based on existing Employment Routes programme.
- Accessible from the new Working Wales microsite and via careerswales.com.
- Simpler to use – designed to meet customer preferences after extensive user research.
- Conforms to WG gel standards (one look and feel)
- Can be used mediated or unmediated.
- Programmes are updated monthly
- <https://beta.careerswales.gov.wales/support-finder>





# Working Wales: SUPPORT FINDER



[Contact Us](#) [News & Events](#)

- [Home](#)
- [Plan your Career](#)
- [Courses and Training](#)
- [Getting a Job](#)
- [Apprenticeships](#)

[Home](#) > [Support Finder](#)

## Support Finder

Looking for help to find work? Want to gain more skills? Search for programmes that can help you improve your skills and work opportunities by using our Support Finder tool.

You don't need to log in to search. Your answers will not be stored after you close this window.

Complete this quick questionnaire to find out what support you might be eligible for in Wales.

1 • • • • • 2 • • • • • 3 • • • • • 4 • • • • • 5

**Get started**

Tell us a little about yourself

Employment and Qualifications

Special Circumstances

Results

**Tell us your Date of Birth \***  
For example 31 03 1980

Day	Month	Year
<input type="text" value="DD"/>	<input type="text" value="MM"/>	<input type="text" value="YYYY"/>

[Why are we asking for this? ▾](#)

**Next >**

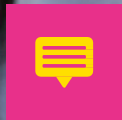
For further support or careers advice call

0800 028 4844

[post@careerswales.com](mailto:post@careerswales.com)

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# Working Wales: SUPPORT FINDER

Home > Support Finder

## Support Finder Results Page



[View and edit your details](#) >

**RESULTS**   FAVOURITES

You can download programmes in two ways:

- Click on 'Find out how to apply'. Download the individual programme details
- Add programmes to favourites. Then click on the favourites tab to download all your favourite programmes in one PDF

You may be eligible for the following programmes:

**i** Important - Adding to favourites allows you to download all your favourites in one PDF. Your favourites will not save after you close the window.

8 results

**ReAct III** [Add to favourites](#) ☆

**Provided by:** Welsh Government (through Careers Wales)

**Location:** All areas of Wales

**Support Available:**  
 ReAct can help turn redundancy into an opportunity to gain the skills you need to get back into work as soon as possible.

- Training grant of up to £1,500
- Employer incentive/ subsidising your first year's wages by up to £3,000. 50% (up to £1,000) of the training you need.
- Money towards childcare and other costs.

**Duration:** Variable  
 The duration will depend on the course you are doing, or the type of support you receive.

**Cost:** Funded

[Find out how to apply](#) >



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**Search Working Wales**

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