

The Careers Adviser Workforce 2025

A follow-up report for the Gatsby Charitable Foundation

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Institute for Employment Studies

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1 Introduction

The Gatsby Foundation (Gatsby) is a charitable foundation that was set up in 1967. It provides funding, commissions research, and supports interventions across six key areas. One of these key areas is education, with a focus on good career guidance, especially in secondary schools and colleges. Gatsby recognises the need for young people to have high-quality career guidance to make informed decisions about their future, and the importance of good career guidance in achieving social justice. In 2013 Gatsby commissioned Sir John Holman to research actions to improve career guidance in England which led to the development of the Good Career Guidance Benchmarks (Holman, 2014) which were adopted from 2018 as part of the Government's Careers Strategy for schools and colleges to guide provision in schools and colleges. To support implementation of the benchmarks requires an appropriate infrastructure including a strong workforce of professional careers advisers.

This current report provides an update and added insights to the IES report commissioned and published in 2021 [‘The professional careers adviser workforce’](#). It provides details of the size and profile of the careers adviser workforce currently working in England, with a focus on the settings they work in and how this has changed over time. This will help Gatsby to understand the challenges in ensuring all young people have access to high quality personal guidance (Gatsby Benchmark 8) but also the issues in providing career guidance for adults as Gatsby interest broadens to include adults.

This updated report follows the method tested and adopted in the earlier study and draws on national data sources that proved most useful:

- The Census of Population (2021), updating the analysis in the previous report that used the 2011 Census data, to explore the demographic characteristics and employment situation of careers advisers.
- Ofqual qualifications data, to investigate the number of career guidance and advice qualifications obtained – this analysis has been updated from the 2024 report.
- The Labour Force Survey (LFS), drawing on the spring quarter datasets to allow for analysis of movement of careers advisers into and out of employment and between occupations and sectors from one year to the next – this analysis has been updated from the 2024 report.
- Calculation of the ratios of key client groups to the number of careers advisers, at a regional level and at a local authority level – this is new analysis for this report.

2 Census results

This chapter presents initial results from the 2021 Census of Population for careers advisers.

2.1 Introduction

In addition to presenting the latest data, comparisons are made with the 2011 Census results to show changes over the last 10 years. However, the 2021 results should be treated with a degree of caution due to the impact of Covid lockdowns on individuals' work status at the time of the Census. The census date for those in England, Wales and Northern Ireland was March 21st, 2021, which occurred during the pandemic - whilst a stay at home order was in force and in the period in which the Coronavirus Job Retention Scheme (or furlough) applied.

The Census questions ask individuals 'in the last seven days, were you doing any of the following' with answer categories: working as an employee; self-employed or freelance; temporarily away from work ill, on holiday, or temporarily laid off (this category was expected to include those off work because they had been furloughed, in quarantine or in self-isolation); on maternity or paternity leave; doing any other kind of paid work; or none of the above. The follow up employment questions ask all respondents (excluding those who selected none of the above) to answer about their main job, or if not working, their last main job. Main job is described as the job in which they usually work (worked) the most hours. These follow up questions ask about employment status, number of hours worked, job title and activities and detail of employer. The aim of the census was to gather data about what people were doing on the census date and the week before, rather than what they might have been doing had the pandemic not occurred. The exception was where individuals were temporarily away from work last week, and were asked how many hours a week they usually worked in their main job, how they usually travel to work, and where they mainly work. The online guidance provided further instructions¹:

How to answer if the coronavirus (COVID-19) pandemic has affected your working hours

If you're currently employed or self-employed and the coronavirus pandemic has changed the hours that you work, select the answer that best describes your current circumstances. If you're away from work on furlough, in quarantine or self-isolating, answer about the hours you were working before being away from work.

¹ <https://webarchive.nationalarchives.gov.uk/ukgwa/20210321074548/https://census.gov.uk/help/how-to-answer-questions/online-questions-help/in-your-main-job-how-many-hours-a-week-do-you-usually-work>

The data are for the Standard Occupational Classification (SOC) unit group SOC 3572 - Careers Advisers and Vocational Guidance Specialists. It should be noted that the occupational classification has changed between the two Censuses – from SOC 2010 for the 2011 Census (when the unit group was SOC 3564) to SOC 2020 for the 2021 Census. However, the title for the relevant 4-digit SOC code has stayed the same and so it is thought that any changes in how occupations of people in roles that involve careers information, advice and guidance have been coded would be minimal.

The Census results have been adjusted for statistical disclosure control reasons, to avoid releasing information that could potentially identify individuals. ONS state:

In order to protect against disclosure of personal information, records have been swapped between different geographic areas and counts perturbed by small amounts. Small counts at the lowest geographies will be most affected.

Thus all figures presented in the tables may or may not have been adjusted upwards or downwards by a small amount from the true figure. This most affects small categories within the breakdowns, such as those whose highest qualification was 'Apprenticeship', those in the 'Other' ethnicity category, and those who are disabled according to the Equality Act definition. Furthermore, where numbers in the category are small, changes over time should be treated with a degree of caution as they are subject to greater volatility than those based on large numbers of advisers.

2.2 Analysis of published national statistics

As explored later in section 2.7, there are grounds to believe that the data on HE-based careers advisers were severely distorted by the effects of the pandemic. Therefore, this section considers careers adviser numbers separately between all other sectors, and the HE sector.

In light of the above caveat, there were 13,692 individuals in England aged 16 and over working as careers advisers or vocational guidance specialists outside of HE in the week before the census date in 2021. They represented 0.05% of all those of working age who were working in the reference week. In 2011, there were 15,379 people in England working as careers advisers or vocational guidance specialists outside of HE, who made up 0.06% of all workers.

The Census uses the Standard Industrial Classification (SIC, 2007) to identify where careers advisers and guidance specialists work. The highest level is known as Section, and this is broken down into Division, then Group and the most disaggregated level is Sub-class which uses 4-digits. It is at the level of Sub-class in the SIC hierarchy where work in schools and colleges can be identified.

Table 2.1 shows the breakdown by industrial Section (i.e. the most aggregated level) of careers advisers who were working in England, along with the sectoral distribution in 2011 for England and Wales (2011 data were not available for England only). The largest Section was education, as it was in 2011; there were 8,100 careers advisers working in

the education sector (covering all ages including HE), who accounted for 50% of all careers advisers, higher than the proportion in 2011 of 42%.

Table 2.1: Careers Adviser and Vocational Guidance Specialists by industry, workplace in England, 2011 and 2021

Industry Section	2021		2011*
	N	%	%
A Agriculture, forestry and fishing	23	0.1	0.2
B Mining and quarrying	4	0.0	0.0
C Manufacturing	297	1.8	0.6
D Electricity, gas, steam and air conditioning supply	24	0.1	0.1
E Water supply, sewerage, waste management	17	0.1	0.0
F Construction	108	0.7	0.5
G Wholesale, retail trade, repair of motor vehicles/motorcycles	182	1.1	0.6
H Transportation and storage	49	0.3	0.2
I Accommodation and food service activities	203	1.3	0.3
J Information and communication	149	0.9	0.8
K Financial and insurance activities	156	1.0	0.4
L Real estate activities	158	1.0	0.3
M Professional, scientific and technical activities	322	2.0	2.1
N Administrative and support service activities	741	4.6	10
O Public administration and defence, compulsory social security	2,326	14.4	9.8
P Education	8,133	50.3	41.8
<i>Education excluding Higher Education</i>	<i>5,626</i>	<i>34.8</i>	<i>19.5</i>
<i>Higher Education</i>	<i>2,507</i>	<i>15.5</i>	<i>22.3</i>
Q Human health and social work activities	2,984	18.4	29.2
R Arts, entertainment and recreation	128	0.8	0.4
S Other service activities	167	1.0	2.6
T Activities of households as employers,	3	0.0	0.0
U Activities of extraterritorial organisations and bodies	3	0.0	0.0
TOTAL (all careers advisers)	16,177	100.0	100.0

* **Note:** Data for 2011 cover careers advisers working in England and Wales combined, as data are not available for England only; however, 94% of advisers in England and Wales in 2011 were working in England and so the distribution for England was likely to be very close to that for England and Wales.

Source: NOMIS 2011 Census of population, and Census 2021 bespoke table CT21_0331

Careers advisers working with adults are found in three SIC Sections – human health and social work activities (particularly other social work activities without accommodation), public administration, defence and compulsory social security (particularly compulsory social security activities), and administrative and support service activities (particularly employment activities). Together, these three Sections accounted for 37% of all careers advisers (6,100 workers), lower than the proportion in 2011 of 49%. Of these, human

health and social work activities was the largest (3,000 careers advisers, 18% of the total), followed by public administration, defence and compulsory social security (2,300 careers advisers, 14% of the total), while the administrative and support service activities sector is the smallest of those involving work with adults (700 careers advisers, 5% of the total).

The remaining 2,000 careers advisers work across the full range of other sectors, accounting for 12% of the total workforce, with the largest sectors being professional services, and manufacturing (each accounting for 2% of the total workforce).

2.3 Bespoke sector analysis

The IES team requested bespoke census tables focusing on careers advisers to obtain detailed results for their profile in England only. The requests used eight industry classifications reflecting the main sectors in which careers advisers work; these were the same industries as used in the earlier research using the 2011 Census data to allow for comparisons over time.

Whereas the data in Table 2.1 were those careers advisers working in England, the data in the rest of this chapter are for those who were resident in England regardless of where they worked, and so may include a small number who work outside of England.

The bespoke industries are as follows:

Bespoke category	Sub-class included
Secondary education	85.31 General secondary education
Technical education	85.32 Technical and vocational secondary education 85.41 Post-secondary non-tertiary education ²
Tertiary education	85.42 Tertiary education, first degree and post graduate level higher education
Other education	85.00 Education not otherwise specified 85.10 Pre-primary education 85.20 Primary education 85.51 Sports and recreation education 85.52 Cultural education 85.53 Driving school activities 85.59 Other education n.e.c 85.60 Educational support activities

² Post-secondary non-tertiary education is grouped with technical and vocational secondary education as it is likely that these individuals have incorrectly specified their industry. There are no programmes categorised as post-secondary non-tertiary education in England (see https://eacea.ec.europa.eu/national-policies/eurydice/content/post-secondary-non-tertiary-education-29_en).

Bespoke category	Sub-class included
Public sector	84.11 General public administration activities 84.12 Regulation of the activities of providing health care, education, cultural services and other social services, excluding social security 84.13 Regulation of and contribution to more efficient operation of businesses 84.21 Foreign affairs 84.22 Defence activities 84.23 Justice and judicial activities 84.24 Public order and safety activities 84.25 Fire service activities 84.30 Compulsory social security activities
Employment activities	78.00 Employment activities
Other social work activities without accommodation	88.90 Other social work activities without accommodation
Other	All other industries with careers advisers

Table 2.2 shows the change in numbers of careers advisers working in the bespoke sectors used for the Census request. There have been increases in some of the major sectors in which careers advisers work, mainly secondary education at school and colleges, and decreases in other sectors, including those that work predominantly with adults such as the employment activities and social work without accommodation.

Table 2.2 Careers advisers & vocational guidance specialists by sector, England, 2011 and 2021

	2011	2021	change	% change
General secondary education	810	1,585	775	95.7
Technical education and post-secondary education	832	1,600	768	92.3
Secondary education total	1,642	3,185	1,543	94.0
Public sector	1,972	2,329	357	18.1
Employment activities	1,651	590	-1,061	-64.3
Other social work activities without accommodation	5,153	2,362	-2,791	-54.2
Working outside of education incl. with adults total	8,776	5,281	-3,495	-39.8
Tertiary education	4,580	2,507	-2,073	-45.3
Other education	2,324	2,439	115	4.9
Other sectors	2,637	2,787	150	5.7
Total	19,959	16,199	-3,760	-18.8

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Careers advisers working in secondary education

The number of careers advisers working in secondary education or technical education (colleges) has nearly doubled between 2011 and 2021, from around 1,600 across both

sectors in 2011 to 3,200 in 2021. It is perhaps worth noting the difference between these two classifications as outlined by ONS³.

General secondary education ‘includes provision of the type of education that lays the foundation for lifelong learning and human development and is capable of furthering education opportunities. Such units provide programmes that are usually on a more subject-oriented pattern using more specialised teachers, and more often employ several teachers conducting classes in their field of specialisation. Subject specialisation at this level often begins to have some influence even on the educational experience of those pursuing a general programme. Such programmes are designed to qualify students either for technical and vocational education or for entrance to higher education without any special subject prerequisite.

This class includes:

- lower general secondary education corresponding more or less to the period of compulsory school attendance
- upper general secondary education giving, in principle, access to higher education’

Technical and vocational secondary education ‘This class includes provision of education typically emphasising subject matter specialisation and instruction in both theoretical background and practical skills generally associated with present or prospective employment. The aim of a programme can vary from preparation for a general field of employment to a very specific job. This class includes: technical and vocational education below the level of higher education.’

Further details about the careers adviser workforce in secondary education are presented in section 2.4 (general secondary education) and section 2.5 (technical education) below.

Careers advisers working outside of education including with adults

The number of careers advisers working outside of education including with adults – that is, in the public sector, in employment activities, and in social work – has fallen between 2011 and 2021, by around 3,500 workers, or 40%.

There have been differences in trends across these three sectors that mostly involve working with adults:

- The number of careers advisers working in the public sector has increased between the two Census years, by 360 or 18%. The majority of careers advisers in the public sector (SIC section O) work in the SIC sub-sectors of compulsory social security activities (SIC 85.42, e.g. JobCentre Plus/DWP), and in general public administration activities (SIC 84.11, e.g. central and local government) – in 2011, around one third of

³ UK Standard Industrial Classification of Economic Activities 2007 (SIC 2007): Structure and Explanatory Notes, Office for National Statistics
<https://www.ons.gov.uk/file?uri=/methodology/classificationsandstandards/ukstandardindustrialclassification/foeconomicactivities/uksic2007/uksic2007web.pdf>

careers advisers working in the public sector worked in each of these sub-sectors; however data on sub-sector for 2021 are not available so it is not possible (yet) to see how sub-sectoral trends have turned out.

- The number of careers advisers working in the employment activities sector has fallen by just over 1,000, or 64%. This sector covers: activities of listing employment vacancies and referring or placing applicants for employment, where the individuals referred or placed are not employees of the employment agencies; supplying workers to clients' businesses for limited periods of time to supplement the workforce of the client; and the activities of providing other human resources. It is possible that careers advisers working in Connexions/National Careers Service for providers who were not local authorities (i.e. private Prime providers) would be classified as in the employment activities sector, and the large fall is likely to reflect the closing down of most Connexions services since 2012.
- The number of careers advisers working in the other social work without accommodation sector also fell substantially, by 2,800 workers or 54%. This sector covers social, counselling, welfare, refugee, referral and similar services which are delivered to individuals and families in their homes or elsewhere and carried out by government offices or by private organisations, disaster relief organisations and national or local self-help organisations and by specialists providing counselling services. In particular, it covers welfare and guidance activities for children and adolescents, and vocational rehabilitation and habilitation activities for unemployed persons provided that the education component is limited, which are the areas most likely to involve careers advice and guidance. Similar to the employment activities sector, it is possible that careers advisers working in Connexions/National Careers Service for providers who were not local authorities (i.e. charitable/third sector Prime providers) would be classified as in this sector, and the large fall is likely to reflect the closing down of most Connexions services since 2012.

Further details about careers advisers working outside of education including with adults are presented in section 2.6 below.

Careers advisers working in other sectors

The number of careers advisers working in tertiary education fell substantially between 2011 and 2021, by just over 2,000 workers, or 45%. Further details about careers advisers in tertiary education, including explanation for the large fall in numbers between 2011 and 2021, are presented in section 2.7 below.

There have been small increases in careers advisers in other education settings (including primary schools), and in those working across the range of sectors outside of education and support for adults.

Sectoral profile of careers advisers

Table 2.3 shows the proportion of careers advisers across the bespoke sectors in the two years. In 2021, 20% of careers advisers were working in secondary schools and in

colleges, compared with 8% in 2011. However, the proportion working outside of education including with adults fell from 44% in 2011 to 33% in 2021.

Table 2.3 Careers advisers & vocational guidance specialists by sector, England, 2011 and 2021 (%)

	2011 %	2021 %
General secondary education	4.1	9.8
Technical education and post-secondary education	4.2	9.9
Secondary education total	8.2	19.7
Public sector	9.9	14.4
Employment activities	8.3	3.6
Other social work activities without accommodation	25.8	14.6
Working outside of education incl. with adults total	44.0	32.6
Tertiary education	22.9	15.5
Other education	11.6	15.1
Other	13.2	17.2

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2.4 Focus on the general secondary education sector

This section focuses on the careers adviser workforce in the general secondary education sector, looking at the geographical distribution, and personal, employment and qualification characteristics.

2.4.1 Geographic distribution of the secondary education workforce

Table 2.4 shows the changes in careers advisers in the secondary education sector, by region. The number of careers advisers in schools has more than doubled in the North West, Yorkshire and The Humber, and in the Midlands, while the smallest increase was in London (46%).

Table 2.4 Careers advisers & vocational guidance specialists in general secondary education by region, England, 2011 and 2021

	2011	2021	change	% change
North East	32	59	27	84.4
North West	95	208	113	118.9
Yorkshire & The Humber	77	186	109	141.6
East Midlands	59	142	83	140.7
West Midlands	57	186	129	226.3
East of England	100	193	93	93.0
London	135	197	62	45.9
South East	169	274	105	62.1
South West	86	146	60	69.8
Total	810	1,585	775	95.7

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2.4.2 Personal characteristics of the secondary education workforce

Almost nine in ten (88%) careers advisers working in secondary education in 2021 were female, and the proportion had increased from 84% in 2011.

Table 2.5 shows the change in the age profile of careers advisers in secondary education. The age profile has got somewhat older, with a small fall in the number aged under 30, and large increases in those aged 50 and over. In 2021, 44% were aged 50 and over compared with 35% in 2011.

Table 2.5 Careers advisers & vocational guidance specialists in secondary education by age, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
16 to 29	151	139	-12	-7.9	18.6	8.8
30 to 39	121	293	172	142.1	14.9	18.5
40 to 49	257	449	192	74.7	31.7	28.3
50 to 59	224	522	298	133.0	27.7	32.9
60+	57	182	125	219.3	7.0	11.5
Total	810	1,585	775	95.7	100.0	100.0

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Table 2.8 shows the change in the ethnicity profile of careers advisers in secondary education. There were increases in those from ethnic minority backgrounds, particularly those from Asian/Asian British and Mixed/multiple ethnic backgrounds, with these groups representing 9% of careers advisers in secondary schools in 2021 (up from 4%).

Conversely, the proportion of careers advisers working in secondary schools from Black, African, Caribbean and Black British backgrounds has fallen to 2% (from 5%).

Table 2.6 Careers advisers & vocational guidance specialists in secondary education by ethnicity, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
White	730	1,404	674	92.3	90.1	88.4
Mixed/multiple ethnic groups	13	74	61	469.2	1.6	4.7
Asian/Asian British	21	64	43	204.8	2.6	4.0
Black/African/Caribbean/Black British	43	33	-10	-23.3	5.3	2.1
Other ethnic group	3	13	10	333.3	0.4	0.8
Total	810	1,588	778	96.0	100.0	100.0

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Table 2.9 shows the change in the disability profile. This indicates that whilst the vast majority of careers advisers in secondary settings are not classified as disabled (under the Equality Act), there has been an increase in the proportion who are classed as disabled, from 7% in 2011 to 10% in 2021.

Table 2.7 Careers advisers & vocational guidance specialists in secondary education by disability, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Disabled Eq Act: activities limited a lot	9	23	14	155.6	1.1	1.4
Disabled Eq Act: activities limited a little	47	139	92	195.7	5.8	8.8
Not disabled under the Equality Act	754	1,425	671	89.0	93.1	89.8
Total	810	1,587	777	95.9	100.0	100.0

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2.4.3 Working hours of the secondary education workforce

Table 2.10 shows working hours and how these have changed. This indicates that most commonly careers advisers working in secondary schools worked full-time, with 58% working between 31 and 48 hours per week (up slightly from 54% in 2011), and the small proportion working very long hours of 49 or more per week has doubled. However, the number and proportion who work short part-time hours (under 16 hours per week) has fallen, from 17% to 7%.

Table 2.8 Careers advisers & vocational guidance specialists in secondary education by working hours, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Part-time: 15 hours or less worked	140	109	-31	-22.1	17.3	6.9
Part-time: 16 to 30 hours worked	219	506	287	131.1	27.0	31.9
Full-time: 31 to 48 hours worked	438	920	482	110.0	54.1	58.0
Full-time: 49 or more hours worked	13	52	39	300.0	1.6	3.3
Total	810	1,587	777	95.9	100.0	100.0

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2.4.4 Qualification levels of the secondary education workforce

Table 2.11 shows the change in the qualifications profile. Most careers advisers have at least Level 4 qualifications, and this proportion has increased to 83% in 2021 from 63% in 2011.

Table 2.9 Careers advisers & vocational guidance specialists in secondary education by highest qualification level, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
No qualifications	6	3	-3	-50.0	0.7	0.2
Level 1 and entry level qualifications	35	30	-5	-14.3	4.3	1.9
Level 2 qualifications	93	73	-20	-21.5	11.5	4.6
Apprenticeship*	1	7	6	600.0	0.1	0.4
Level 3 qualifications	158	165	7	4.4	19.5	10.4
Level 4 qualifications or above	511	1,309	798	156.2	63.1	82.5
Other	6	0	-6	-100.0	0.7	0.0
Total	810	1,587	777	95.9	100.0	100.0

* Note: level of apprenticeship is not asked for in the 2021 Census, and so this could cover any type or level of apprenticeship, for example, trade, advance, foundation or modern.

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2.5 Focus on the technical education sector

This section focuses on the careers adviser workforce in the technical education and post-secondary education (technical education sector).

2.5.1 Geographic distribution of the technical education workforce

Table 2.10 shows that the number of careers advisers in post secondary/technical education more than trebled in the East Midlands (210% increase), and more than

doubled in the East of England and the North West (increases of 135% and 113% respectively). The smallest increase was in the North East, at 39%.

Table 2.10 Careers advisers & vocational guidance specialists in technical education by region, England, 2021

	2011	2021	change	% change
North East	56	78	22	39.3
North West	112	238	126	112.5
Yorkshire & The Humber	106	193	87	82.1
East Midlands	62	192	130	209.7
West Midlands	94	163	69	73.4
East of England	82	193	111	135.4
London	83	144	61	73.5
South East	110	193	83	75.5
South West	127	215	88	69.3
Total	832	1,600	768	92.3

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2.5.2 Personal characteristics of the technical education workforce

Four fifths (81%) of careers advisers in the technical education sector in 2021 were female, a similar proportion to 2011 (82%).

Table 2.15 shows the change in the age profile of careers advisers in technical education. The age profile has become older, with a fall in the number aged under 30 coupled with an increase in those aged 50 and over. In 2021, 39% were aged 50 and over compared with 31% in 2011.

Table 2.11 Careers advisers & vocational guidance specialists in technical education by age, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
16 to 29	159	198	39	24.5	19.1	12.4
30 to 39	211	372	161	76.3	25.4	23.3
40 to 49	204	414	210	102.9	24.5	25.9
50 to 59	206	446	240	116.5	24.8	27.9
60+	52	170	118	226.9	6.3	10.6
Total	832	1,600	768	92.3	100.0	100.0

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Table 2.16 shows the change in the ethnicity profile of careers advisers in technical education. The proportion from white backgrounds remains virtually unchanged, whereas

the portion from mixed/multiple ethnic groups has increased whilst the proportions from Asian/Asian British and from Black, African, Caribbean and Black British backgrounds have fallen.

Table 2.12 Careers advisers & vocational guidance specialists in technical education by ethnicity, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
White	725	1,404	679	93.7	87.1	87.5
Mixed/multiple ethnic groups	17	92	75	441.2	2.0	5.7
Asian/Asian British	48	62	14	29.2	5.8	3.9
Black/African/Caribbean/Black British	39	39	0	0.0	4.7	2.4
Other ethnic group	3	8	5	166.7	0.4	0.5
Total	832	1,605	773	92.9	100.0	100.0

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Table 2.13 shows the change in the disability profile of careers advisers in technical education. There was a small increase in the proportion reported as disabled (with activities limited a little) up to 12% from 8% in 2011.

Table 2.13 Careers advisers & vocational guidance specialists in technical education by disability, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Disabled Eq Act: activities limited a lot	15	31	16	106.7	1.8	1.9
Disabled Eq Act: activities limited a little	67	197	130	194.0	8.1	12.3
Not disabled under the Equality Act	750	1376	626	83.5	90.1	85.8
Total	832	1,604	772	92.8	100.0	100.0

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2.5.3 Working hours of the technical education workforce

Table 2.18 shows working hours and how these have changed. This indicates that most commonly careers advisers working in technical education worked full-time 68% (up slightly from 64% in 2011). The number and proportion who work very part-time hours has fallen, from 10% to 3%.

Table 2.14 Careers advisers & vocational guidance specialists in technical education by working hours, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Part-time: 15 hours or less worked	79	47	-32	-40.5	9.5	2.9
Part-time: 16 to 30 hours worked	214	462	248	115.9	25.7	28.8
Full-time: 31 to 48 hours worked	531	1084	553	104.1	63.8	67.6
Full-time: 49 or more hours worked	8	11	3	37.5	1.0	0.7
Total	832	1,604	772	92.8	100.0	100.0

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2.5.4 Qualification levels of the technical education workforce

Table 2.19 shows that qualifications profile is largely the same in 2021 as in 2011. Most careers advisers have at least Level 4 qualifications, 72% in 2021 and 71% in 2011.

Table 2.15 Careers advisers & vocational guidance specialists in technical education by highest qualification level, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
No qualifications	2	7	5	250.0	0.2	0.4
Level 1 and entry level qualifications	22	31	9	40.9	2.6	1.9
Level 2 qualifications	55	90	35	63.6	6.6	5.6
Apprenticeship*	5	7	2	40.0	0.6	0.4
Level 3 qualifications	150	307	157	104.7	18.0	19.2
Level 4 qualifications or above	592	1,157	565	95.4	71.2	72.2
Other	6	4	-2	-33.3	0.7	0.2
Total	832	1,603	771	92.7	100.0	100.0

* Note: level of apprenticeship is not asked for in the 2021 Census, and so this could cover any type or level of apprenticeship, for example, trade, advance, foundation or modern.

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2.6 Focus on careers advisers working outside education including with adults

This section provides information on careers advisers working outside education including with adults, providing details for this group as a whole, and some breakdowns by the three sub-sectors – public sector, employment activities, and social work.

2.6.1 Geographic distribution of careers advisers outside education

Table 2.16 shows the change in employment levels by region between 2011 and 2021 for careers advisers working outside education including with adults. There were decreases in numbers across all regions, with the largest falls in the East Midlands (59%) and Yorkshire and The Humber (53%), and the smallest falls in the East of England (26%) and the South East (28%).

The table also shows the changes in each of the three sectors in which careers advisers work with adults. In the public sector, although there was an increase in England as a whole, in two regions there were falls in the number of careers advisers in the public sector – a 6% fall in numbers in the East Midlands, and a 1% fall in numbers in the South West. By contrast, numbers in the North East increased by 56%, and numbers in the North West and South East increased by 36%.

There were falls in the numbers of careers advisers in the employment activities and social work sectors across all regions, with a general north-south divide – regions in the south experienced below average decreases in numbers of careers advisers, and regions in the midlands and the north, with the exception of the North West, experienced above average decreases.

Table 2.16 Careers advisers & vocational guidance specialists working outside education by region, England, 2011 and 2021

	2011	2021	change	% change	% change in		
					Public sector	Emp. activities	Social work
North East	577	336	-241	-41.8	56.1	-87.5	-65.2
North West	1,377	825	-552	-40.1	35.7	-46.5	-60.0
Yorkshire & The Humber	1,028	479	-549	-53.4	5.1	-78.0	-61.4
East Midlands	913	372	-541	-59.3	-6.0	-76.5	-68.1
West Midlands	1,023	623	-400	-39.1	24.6	-73.6	-51.5
East of England	757	559	-198	-26.2	18.1	-53.3	-43.4
London	1,125	745	-380	-33.8	1.8	-68.8	-40.8
South East	1,118	808	-310	-27.7	36.0	-54.4	-45.2
South West	858	526	-332	-38.7	-1.4	-52.1	-50.4
Total	8,776	5,273	-3,503	-39.9	18.0	-64.6	-54.2

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2.6.2 Personal characteristics of careers advisers outside education

There is a higher proportion of male workers among careers advisers working outside education in comparison with the workforce as a whole – 28% and 24% respectively – and the proportion of male advisers has increased slightly since 2011 when they made up

26% of the workforce. The proportion of male careers advisers in 2021 was highest in the employment activities sector (34%) followed by the public sector (31%).

Table 2.17 shows the change in the age profile of careers advisers working outside education. The age profile has become older, with the proportion of advisers aged between 30 and 49 falling from 55% in 2011 to 46% in 2021, and the proportion aged 50 and over increasing from 30% in 2011 to 39% in 2021.

Table 2.17 Careers advisers & vocational guidance specialists outside education by age, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
16 to 29	1,344	821	-523	-38.9	15.3	15.5
30 to 39	2,409	1,112	-1,297	-53.8	27.4	21.1
40 to 49	2,410	1,314	-1,096	-45.5	27.5	24.9
50 to 59	2,101	1,411	-690	-32.8	23.9	26.7
60+	512	623	111	21.7	5.8	11.8
Total	8,776	5,281	-3,495	-39.8	100.0	100.0

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Careers advisers in the employment activities sector are on average much younger than those in the other sectors outside education – 52% of advisers in employment activities are aged under 40, compared with 35% of those in the public sector, and 34% of those in social work.

Table 2.18 shows the change in the ethnicity profile of careers advisers working outside education. The proportion from white backgrounds fell substantially between 2011 and 2021, from 86% to 80%, while there increases in the proportions among ethnic minority groups, and particularly those of Asian/Asian British ethnicity (from 6% to 9%). The employment activities sector had the most ethnically diverse workforce, with advisers from ethnic minority groups comprising 23% of the total workforce (compared with 22% in the public sector, and 19% in social work).

Table 2.18 Careers advisers & vocational guidance specialists outside education by ethnicity, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
White	7,514	4,196	-3,318	-44.2	85.6	79.5
Mixed/multiple ethnic groups	152	140	-12	-7.9	1.7	2.7
Asian/Asian British	517	465	-52	-10.1	5.9	8.8
Black/African/Caribbean/Black British	546	412	-134	-24.5	6.2	7.8
Other ethnic group	47	66	19	40.4	0.5	1.3
Total	8,776	5,279	-3,497	-39.8	100.0	100.0

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Table 2.19 shows the change in the disability profile of careers advisers working outside education. There was a large increase in the proportion reported as disabled, up from 9% in 2011 to 15% in 2021, with the increase mainly among those whose day-to-day activities are limited a little. The proportion of workers with a disability was slightly higher in the employment activities sector (16%) than in the public sector or in social work (both 15%).

Table 2.19 Careers advisers & vocational guidance specialists outside education by disability, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Disabled Eq Act: activities limited a lot	186	134	-52	-28.0	2.1	2.5
Disabled Eq Act: activities limited a little	606	657	51	8.4	6.9	12.4
Not disabled under the Equality Act	7,984	4,489	-3,495	-43.8	91.0	85.0
Total	8,776	5,280	-3,496	-39.8	100.0	100.0

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2.6.3 Working hours of careers advisers outside education

Table 2.20 shows working hours of careers advisers working outside education and how these have changed since 2011. There has been relatively little change in working patterns between the two Census years – the proportion working between 16 and 30 hours per week has fallen very slightly (24% to 23%), while there has been a small increase in the proportion working standard full-time hours of 31 to 48 hours per week (69% to 70%). Part-time working is most common in the social work sector (38% working part-time, compared with 20% in the public sector and 21% in employment activities), and the proportion of part-time workers in social work increased between 2011 and 2021, while in the other two sectors outside education the proportions working part-time decreased.

Table 2.20 Careers advisers & vocational guidance specialists outside education by working hours, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Part-time: 15 hours or less worked	464	291	-173	-37.3	5.3	5.5
Part-time: 16 to 30 hours worked	2,092	1,204	-888	-42.4	23.8	22.8
Full-time: 31 to 48 hours worked	6,066	3,683	-2,383	-39.3	69.1	69.7
Full-time: 49 or more hours worked	154	103	-51	-33.1	1.8	2.0
Total	8,776	5,281	-3,495	-39.8	100.0	100.0

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2.6.4 Qualification levels of careers advisers outside education

Table 2.21 shows that the proportion of careers advisers working outside education with qualifications at Level 4 or above has fallen, from 75% in 2011 to 70% in 2021, while there has been an increase in the proportion with Level 3 qualifications or apprenticeships, up from 13% in 2011 to 20% in 2021; the proportion with qualifications at Level 2 or below, or with 'other' qualifications, has fallen slightly (12% in 2011 to 11% in 2021).

Table 2.21 Careers advisers & vocational guidance specialists outside education by highest qualification level, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
No qualifications	74	80	6	8.1	0.8	1.5
Level 1 and entry level qualifications	336	145	-191	-56.8	3.8	2.7
Level 2 qualifications	579	328	-251	-43.4	6.6	6.2
Apprenticeship*	25	75	50	200.0	0.3	1.4
Level 3 qualifications	1,100	955	-145	-13.2	12.5	18.1
Level 4 qualifications or above	6,558	3,667	-2,891	-44.1	74.7	69.5
Other	104	30	-74	-71.2	1.2	0.6
Total	8,776	5,280	-3,496	-39.8	100.0	100.0

* Note: level of apprenticeship is not asked for in the 2021 Census, and so this could cover any type or level of apprenticeship, for example, trade, advance, foundation or modern.

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2.7 Focus on the tertiary education sector

In section 2.3 above, it was shown that the number of careers advisers in the tertiary education sector – universities and other post-secondary education – fell substantially between 2011 and 2021, by 45%. This is in contrast to the large increases in the secondary and technical education sectors.

The key change in the tertiary education sector was a large fall in the number of young (16-29) careers advisers, working short part-time hours, and with Level 3 as their highest qualification level – these are likely to be student careers advisers working in university careers services. It may have been the case that at the time of the 2021 Census, university careers services were operating online only or in a hybrid manner and so demand for student careers advisers was much less than in 2011. This section focuses on each of these three characteristics – age, working hours and qualification levels – in turn.

Table 2.22 shows the changing age profile of careers advisers in tertiary education. The number of advisers aged under 30 fell by 85% between 2011 and 2021, a fall of 2,700 advisers. This is in stark contrast to the other age groups, where there were large increases in the numbers of advisers, by at least 43% (50-59 year olds), and an overall increase of 49% among those aged 30 and over. The number of careers advisers in tertiary education would be expected to have increased between 2011 and 2021 as total student numbers increased by nearly 20% over this time.

In 2011, advisers aged under 30 made up 70% of all careers advisers in tertiary education, while in 2021 this proportion was only 20%.

Table 2.22 Careers advisers & vocational guidance specialists in tertiary education by age, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
16 to 29	3,226	493	-2,733	-84.7	70.4	19.7
30 to 39	460	686	226	49.1	10.0	27.4
40 to 49	417	622	205	49.2	9.1	24.8
50 to 59	370	529	159	43.0	8.1	21.1
60+	107	177	70	65.4	2.3	7.1
Total	4,580	2,507	-2,073	-45.3	100.0	100.0

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Table 2.23 shows the changes in careers advisers in tertiary education by working hours. The number of advisers working short part-time hours of up to 15 per week fell by 95% between 2011 and 2021, or 2,900 advisers; this resulted in advisers working up to 15 hours per week making up just 7% of the total in 2021, compared with 67% in 2011. The number of advisers working 16 hours or more per week increased by 54% over this period.

Table 2.23 Careers advisers & vocational guidance specialists in tertiary education by working hours, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
Part-time: 15 hours or less worked	3,066	168	-2,898	-94.5	66.9	6.7
Part-time: 16 to 30 hours worked	476	597	121	25.4	10.4	23.8
Full-time: 31 to 48 hours worked	1,011	1,692	681	67.4	22.1	67.5
Full-time: 49 or more hours worked	27	50	23	85.2	0.6	2.0
Total	4,580	2,507	-2,073	-45.3	100.0	100.0

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Table 2.24 shows the changes in careers advisers in tertiary education by their highest qualification level. The number of advisers with qualifications at Level 3 fell by 92% between 2011 and 2021, with nearly 2,200 fewer advisers, and the proportion of the total they comprised fell from 52% in 2011 to 8% in 2021. The number of advisers with qualifications at Level 4 or above increased by 30% between the two Census years, and as a proportion of the total this group increased from 37% in 2011 to 89% in 2021.

Table 2.24 Careers advisers & vocational guidance specialists in tertiary education by highest qualification level, England, 2011 and 2021

	2011	2021	change	% change	2011 %	2021 %
No qualifications	23	8	-15	-65.2	0.5	0.3
Level 1 and entry level qualifications	77	16	-61	-79.2	1.7	0.6
Level 2 qualifications	256	51	-205	-80.1	5.6	2.0
Apprenticeship*	5	7	2	40.0	0.1	0.3
Level 3 qualifications	2,365	191	-2,174	-91.9	51.6	7.6
Level 4 qualifications or above	1,713	2,227	514	30.0	37.4	88.9
Other	141	4	-137	-97.2	3.1	0.2
Total	4,580	2,504	-2,076	-45.3	100.0	100.0

* Note: level of apprenticeship is not asked for in the 2021 Census, and so this could cover any type or level of apprenticeship, for example, trade, advance, foundation or modern.

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To summarise the changing picture regarding student advisers in university careers services between 2011 and 2021:

- The number of careers advisers working short part-time hours of up to 15 per week fell by 2,900;
- The number of careers advisers aged 16 to 29 fell by 2,700, a slightly smaller fall than the numbers working short part-time hours, as some (postgraduate) student advisers may be aged 30 and over; and

- The number of careers advisers with qualifications at Level 3 fell by nearly 2,200, again a smaller fall than the numbers working short part-time hours, as some (postgraduate) student advisers may have Level 4+ qualifications while working as a student adviser.

3 Analysis of entry and exit flows

This chapter explores flows into and out of the careers adviser workforce, using data from Ofqual on new qualifications in careers advice and guidance, and from the Labour Force Survey on movements into and out of the occupational group over time.

3.1 Ofqual data

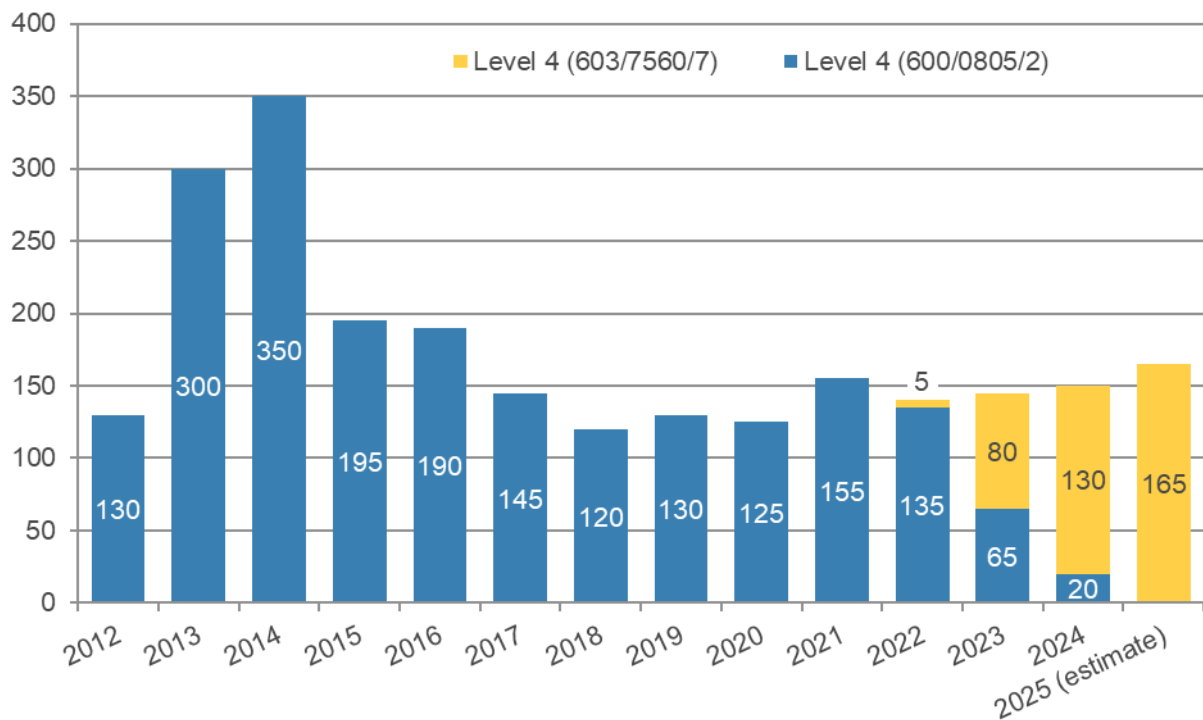
Data on the numbers of individuals gaining qualifications for careers advisers were obtained from the Ofqual website. Investigation of the site identified relevant qualifications at Level 4 and Level 6:

- OCR Level 4 Diploma in Career Information and Advice
- OCR Level 6 Diploma in Career Guidance and Development

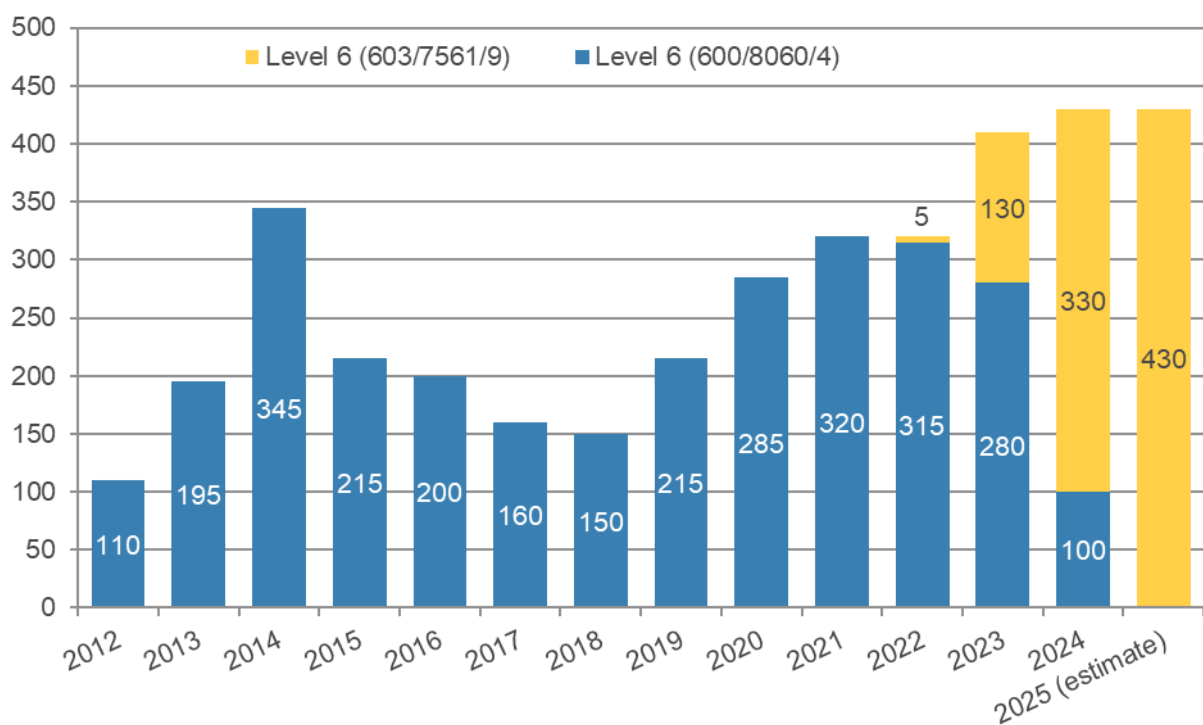
For each level, there has been a change in the Ofqual reference for the qualification in 2022, with some qualifiers gaining qualifications under the old reference, and some under the new reference, in 2022 and 2023.

Figure 3.1 shows the number of people gaining qualifications at Level 4 from 2012 to 2023. The number was highest in 2014, at 350, and since then it has been much lower, averaging around 150 per year since then.

Figure 3.2 shows the number of people gaining qualifications at Level 6 from 2012 to 2023. As with Level 4 qualifications, there was a peak in 2014 after which numbers dropped off somewhat, although there has been an increase in numbers over the last few years, and the highest number was in 2023 at just over 400, where it has remained.

Figure 3.1 Number of qualifiers in Level 4 Diplomas in Career Information and Advice

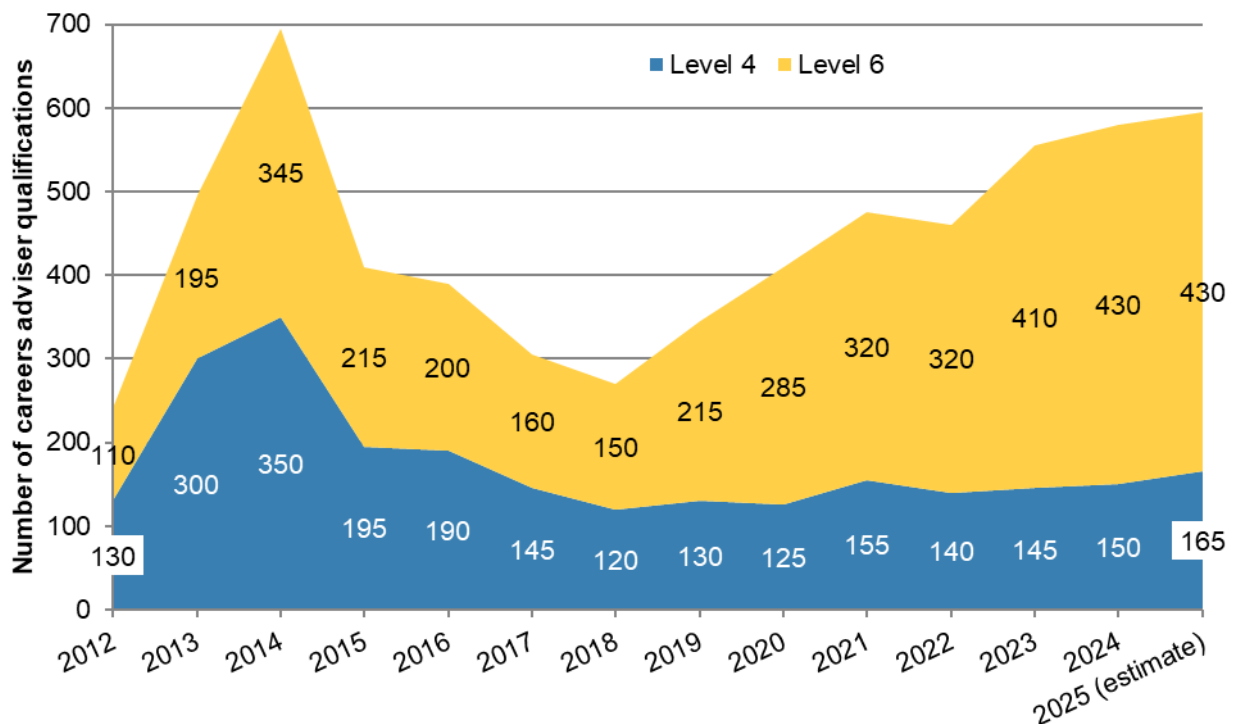
Source: Ofqual

Figure 3.2 Number of qualifiers in Level 6 Diplomas in Career Guidance and Development

Source: Ofqual

Figure 3.3 shows the two levels combined, that is the total number of individuals gaining qualifications in careers guidance qualifications at either Level 4 or Level 6. This shows the large peak in 2014 at around 700, and then numbers tailing off to reach 270 in 2018, before rising again to over 400 from 2020 onwards, and reaching nearly 600 in 2025 (estimate based on two months of data).

Figure 3.3 Total number of Level 4/6 qualifiers in careers guidance qualifications



Source: Ofqual

3.2 Labour Force Survey data on labour market flows

The earlier report presented analysis of Labour Force Survey (LFS) data on the characteristics of the careers adviser workforce, as the 2011 Census data were almost a decade out of date at that point. The limitations of the LFS, in terms of it being a sample rather than a Census, were described in the earlier report.

As the 2021 Census data have only recently been released, there is less value in providing data on workforce characteristics from the LFS, given the limitations. However, the LFS also provides details of labour market changes, as the spring quarter each year asks respondents about their employment status, occupation and sector 12 months previously. Thus it is possible to identify people who move into and out of particular occupations over time.

3.2.1 Flows in and out of employment

Table 3.1 shows the average annual flows into the careers adviser workforce over the period 2016 to 2023, and in the period 2018 to 2025. On average, 94-95% of careers

advisers working in any one year had been working the previous year, while entrants from full-time education numbered around 500 (accounting for 2.0% to 2.4% of the workforce), and – this is broadly similar to the figure from the Ofqual data. The other main entry flow was from unemployment (1.8% in 2016-23, and somewhat lower at 1.1% in 2018-25), while those entering from inactivity, including looking after family/home, accounting for an average of 1.6% of the workforce each year between 2016 and 2023, and 0.7% of the workforce each year between 2018 and 2025.

Table 3.1 In-flows into careers adviser workforce by status one year ago, average across 2016-23 and 2018-25

	2016-23		2018-25	
	Number	%	Number	%
Working in paid job or business	21,380	94.2	21,560	94.9
Unemployed, actively seeking work	400	1.8	260	1.1
Full time student	540	2.4	460	2.0
Looking after family or home	90	0.4	90	0.4
None of these	280	1.2	340	0.3
Total	22,680		22,710	

Source: LFS spring quarters 2016-23 and 2018-25 aggregated; numbers rounded to nearest 10

Table 3.2 shows the out-flow destinations of those who were working as careers advisers one year ago, and shows that in the period 2016 to 2023 95% were still working, while 1.5% had retired (around 320 per year), 1.3% had become unemployed (around 270 per year), and 2.7% had become inactive, mostly looking after the family/home or to study. Looking at the period 2018 to 2025, the average out-flow rate was slightly higher at around 6.4% per year, particularly to unemployment (3.1% compared with 1.3% in 2016-23), while the rates of out-flow to retirement or other inactive statuses were slightly lower than in 2016 to 2023.

Table 3.2 Out-flows out of careers adviser workforce one year ago by current status, average across 2016-23

	2016-23		2018-25	
	Number	%	Number	%
Working	20,020	94.5	20,430	93.6
Unemployed	270	1.3	670	3.1
Looking after family/home	290	1.3	200	0.9
Student	250	1.2	250	1.1
Inactive, other reason	50	0.2	50	0.2
Retired	320	1.5	230	1.1
Total	21,190		21,810	

Source: LFS spring quarters 2016-23 and 2018-25 aggregated; numbers rounded to nearest 10

3.2.2 Flows between careers advisers and other occupations

The analysis above shows that 19 out of 20 careers advisers are still working from year to year, with in-flows and out-flows accounting for around 5% of the workforce each year.

However, not all people working as careers advisers and who were in employment 12 months' previously were working as careers advisers before; some would have been in other occupations and moved into a careers adviser role. Similarly, not all people working as careers advisers a year ago and who were still in employment were still working as careers advisers and some will have moved into other roles.

Flows into and out of careers adviser roles were much larger than flows into and out of employment. Looking first at those moving out of careers adviser roles, on average 8% of those working as careers advisers one year ago had moved into another occupation a year later (8.3% in 2016-2023 and 8.0% in 2018-25). In terms of the occupations advisers moved to, over the whole period 2016 to 2025:

- 29% moved into professional occupations, including further education teaching professionals, business research/project management professionals, psychotherapists, nurses, and engineering professionals;
- 24% moved into personal service occupations, including teaching/education support assistants, and care workers;
- 21% moved into managerial occupations, including managers and directors in social services and in charities;
- 13% moved into associate professional occupations, including youth and community workers, and vocational and industrial trainers; and
- 13% moved into administrative occupations, often in national or local government (these could include roles at JobCentre Plus).

Flows into careers adviser roles from other occupations were on average larger than flows out to other occupations, with around 13% of careers advisers having entered from other occupations each year (14.1% in 2016-18 and 12.8% in 2018-25).

- 42% moved in from associate professional occupations, mainly similar roles such as human resources and industrial relations officers, counsellors, vocational and industrial trainers, and child and early years officers, as well as associate professional roles in the health, legal and marketing sectors;
- 28% moved in from professional occupations, mainly those in teaching/education, but also in advertising and business and financial project management;
- 16% moved in from managerial occupations, including managers and directors in charities; and
- 14% moved in from administrative or personal service occupations.

3.2.3 Comparisons with other occupations

Figure 3.4 shows the size of the in-flows to and out-flows from the careers adviser workforce in comparison with two similar occupations that are the same minor occupational grouping as careers advisers:

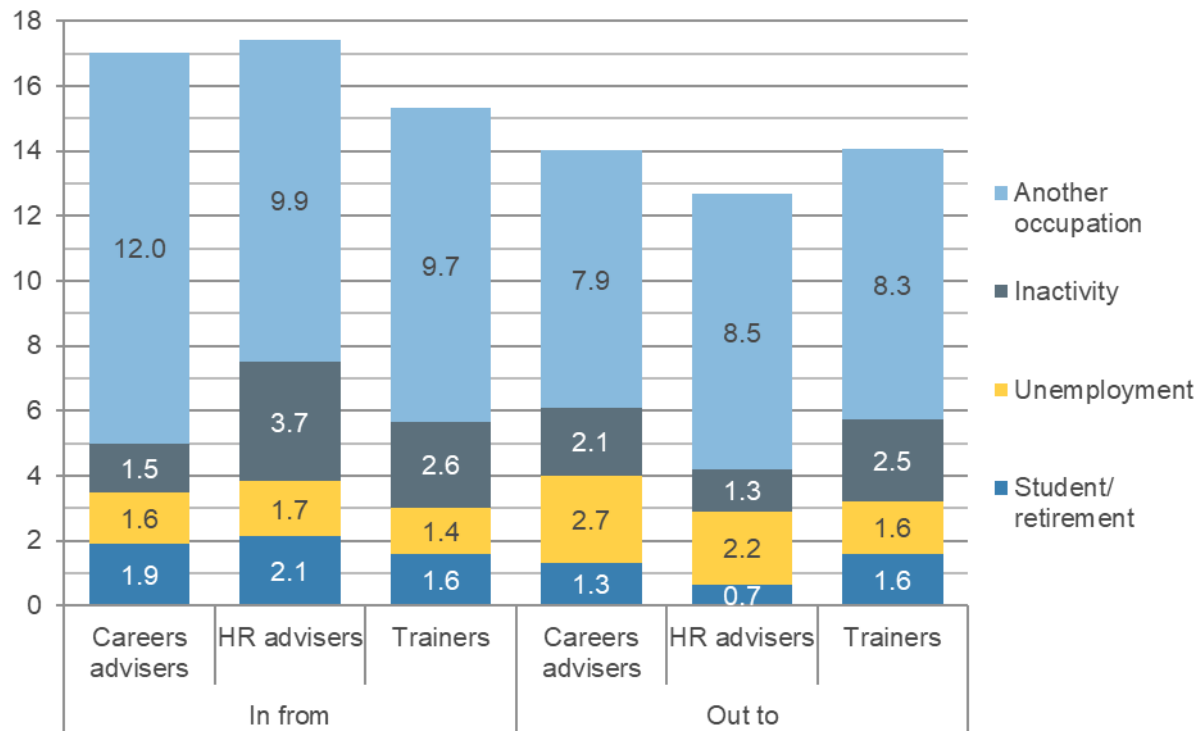
- Human resources and industrial relations officers
- Vocational and industrial trainers and instructors

Data cover the whole 10 year period from 2016 to 2025.

The average in-flow from outside of employment to the careers adviser workforce is lower than for the other two comparator occupations – 5% of careers advisers were not in employment the previous year, compared with nearly 8% of HR advisers and 6% of trainers. However, the in-flow to the careers adviser workforce from other occupations was higher than in the other two occupations, at 12% for careers advisers compared with 10% for the other occupations. Thus the total in-flow rate for careers advisers is 17%, very slightly lower than the rate for HR advisers but higher than the rate for trainers.

The average out-flow rate from the careers adviser workforce was slightly higher than the rate for HR advisers, but the same as the rate for trainers. On average 6% of careers advisers left employment each year, and a further 8% moved into a different occupation, giving an out-flow rate of 14%, while the out-flow rate for HR advisers was just over 12% (4% leaving employment and almost 9% to other occupations).

Figure 3.4 Total number of Level 4/6 qualifiers in careers guidance qualifications



Source: LFS spring quarters 2016-25 aggregated; numbers rounded to nearest 10

4 Ratio of careers advisers to client groups – regional analysis

The results presented in Chapter 2 present a detailed picture of the size and characteristics of the careers advisers and vocational guidance specialists. However, it is also important to consider the size of the workforce in relation to the size of the potential client groups for careers advice, to gain understanding of the likely size of caseload per adviser, in advice to young people (in or out of school/college) and to adults. This chapter presents data on the ratios of key client groups per adviser across the different regions in England, relating the type of adviser in terms of sector to the nature of the client group.

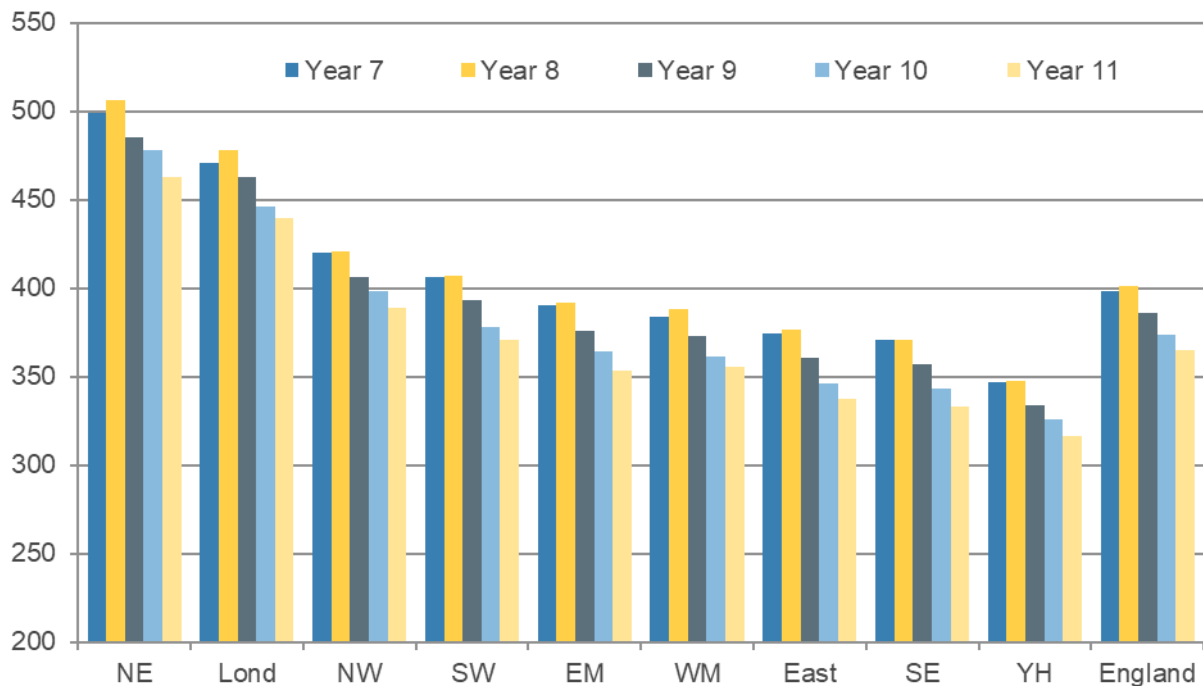
4.1 Advisers per school/college pupils

Table 4.1 shows the number of advisers in secondary education and technical education in each region, the number of pupils across Years 7 to 13/14 (ie pupils aged 11 to 18) in 2021, and the number of pupils per adviser. The South West, East Midlands and Yorkshire and The Humber had the lowest numbers of pupils per adviser, at just over 900, while in London there were more than 1,600 pupils per adviser; there were also above average numbers per adviser in the South East, North East and the West Midlands.

Table 4.1 Total pupils aged 11 to 18 per careers adviser in education, England, 2021

	Advisers by sector			Pupils ('000s)	Pupils per adviser		
	Secondary	Technical	Total		Total	Sec	Tech
North East	59	78	137	160.8	1,174	2,726	2,062
North West	208	238	446	461.1	1,034	2,217	1,937
Yorkshire & The Humber	186	193	379	346.3	914	1,862	1,794
East Midlands	142	192	334	303.7	909	2,139	1,582
West Midlands	186	163	349	393.1	1,126	2,114	2,412
East of England	193	193	386	403.6	1,046	2,091	2,091
London	197	144	341	552.2	1,619	2,803	3,835
South East	274	193	467	559.1	1,197	2,040	2,897
South West	146	215	361	326.5	905	2,237	1,519
Total	1,591	1,609	3,200	3,506.5	1,096	2,204	2,179

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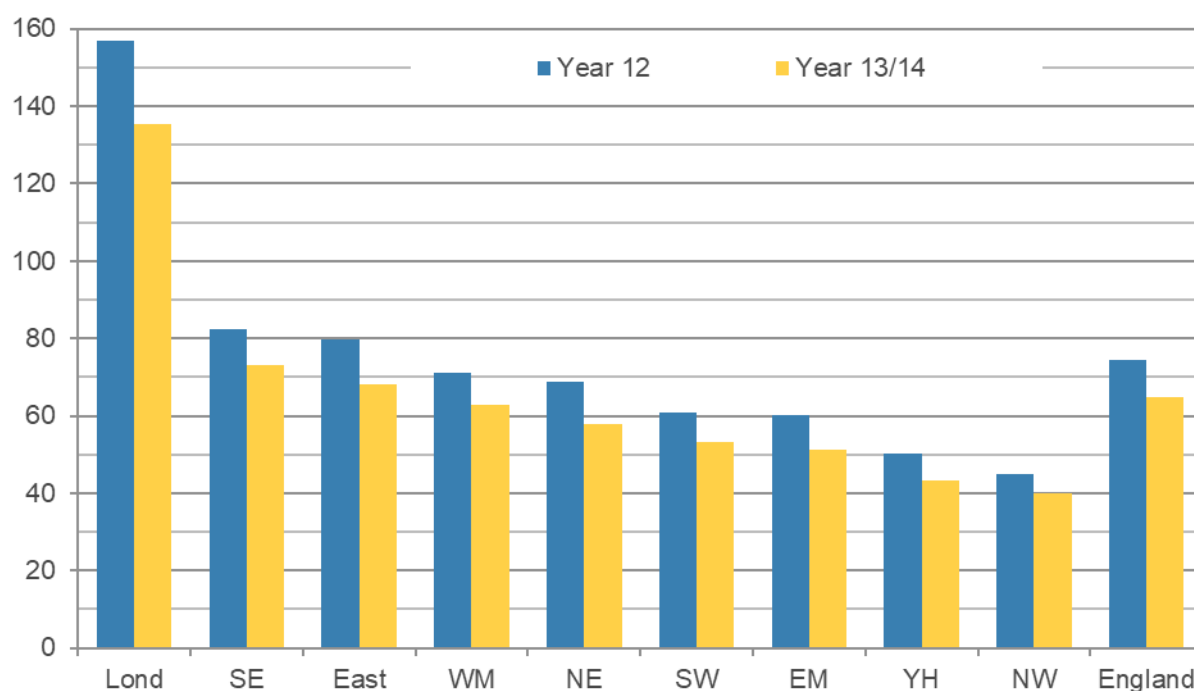
Figure 4.1 Pupils per careers adviser in Key Stages 3 and 4, England, 2021

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Figure 4.1 above shows the ratio of pupils per careers adviser in 2021 by each Year group in Key Stages 3 and 4. The ratio was highest in the North East, with around 500 Year 7 and 8 pupils per adviser, followed by London and the North West, while the ratio was lowest in Yorkshire and The Humber, with just under 350 Year 7 and 8 pupils per adviser. The number of pupils per adviser tended to decrease as the Year group increased, although in some regions there were more Year 8 pupils per adviser than Year 7 pupils.

Figure 4.2 shows the ratio of pupils per careers adviser in 2021 by the Year groups in Key Stage 5. London stands out as having the highest number of pupils per adviser, followed by the South East and East region, while the ratio was lowest in the North West and Yorkshire and The Humber.

Table 4.2 shows the ratio of pupils per adviser using 2024 pupil numbers compared with the 2021 Census figures for careers adviser numbers. Across all regions there has been an increase in the ratio, although the ranking of the regions is very similar to the ranking in 2021.

Figure 4.2 Pupils per careers adviser in Key Stage 5, England, 2021

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Table 4.2 Total pupils aged 11 to 18 per careers adviser in education, England, 2024

	Advisers by sector			Pupils ('000s)	Pupils per adviser		
	Secondary	Technical	Total		Total	Sec	Tech
North East	59	78	137	167.4	1,222	2,837	2,146
North West	208	238	446	485.5	1,089	2,334	2,040
Yorkshire & The Humber	186	193	379	363.0	958	1,952	1,881
East Midlands	142	192	334	323.4	968	2,277	1,684
West Midlands	186	163	349	415.2	1,190	2,232	2,547
East of England	193	193	386	429.7	1,113	2,226	2,226
London	197	144	341	577.7	1,694	2,932	4,012
South East	274	193	467	596.2	1,277	2,176	3,089
South West	146	215	361	342.5	949	2,346	1,593
Total	1,591	1,609	3,200	3,700.5	1,156	2,326	2,300

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4.2 Advisers per pupils with EHCP

Table 4.3 shows the number of pupils aged 11 to 25 in 2021 with an Education, Health and Care Plan (EHCP) per careers adviser in secondary and technical education across the regions of England. The number of pupils with an EHCP per adviser was lowest in the East Midlands, Yorkshire and The Humber and the South West, and these three regions had the lowest number of 11-18 pupils per adviser. London had the highest number per adviser, as was also the case with all pupils, followed by the South East and the North East.

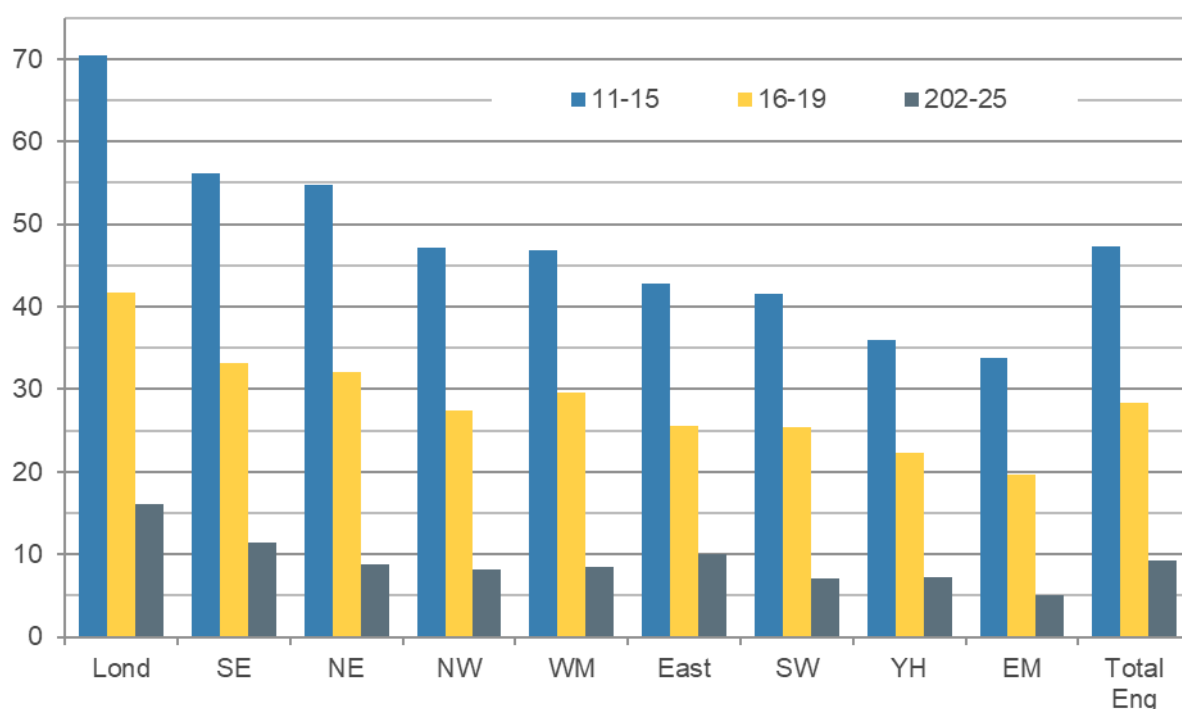
Table 4.3 Pupils aged 11 to 25 with an EHCP per careers adviser in education, England, 2021

	Advisers by sector			Pupils	Pupils per adviser		
	Secondary	Technical	Total		Total	Sec.	Tech.
North East	59	78	137	13,091	96	222	168
North West	208	238	446	36,919	83	177	155
Yorkshire & The Humber	186	193	379	24,832	66	134	129
East Midlands	142	192	334	19,551	59	138	102
West Midlands	186	163	349	29,661	85	159	182
East of England	193	193	386	30,272	78	157	157
London	197	144	341	43,709	128	222	304
South East	274	193	467	47,083	101	172	244
South West	146	215	361	26,701	74	183	124
Total	1,591	1,609	3,200	271,819	85	171	169

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Figure 4.3 shows the ratios of pupils with an EHCP per adviser for three age groups of pupils – 11 to 15, 16 to 19, and 20 to 25. The regional patterns in overall numbers per adviser were largely mirrored across the three age groups, although there was a relatively high number of pupils aged 20 to 25 with an EHCP in the East region.

Table 4.4 shows the regional ratios using 2024 pupil statistics in comparison with the 2021 adviser numbers, and the rank order of the regions was very similar to the 2021 pupil data, although there were relatively large increases in the ratios in the South West and the East region in comparison with other regions.

Figure 4.3 Pupils with an EHCP per careers adviser, England, 2021

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Table 4.4 Pupils aged 11 to 25 with an EHCP per careers adviser in education, England, 2024

	Advisers by sector			Pupils	Pupils per adviser		
	Secondary	Technical	Total		Total	Sec.	Tech.
North East	59	78	137	16,433	120	279	211
North West	208	238	446	50,650	114	244	213
Yorkshire & The Humber	186	193	379	32,943	87	177	171
East Midlands	142	192	334	26,840	80	189	140
West Midlands	186	163	349	37,400	107	201	229
East of England	193	193	386	41,005	106	212	212
London	197	144	341	56,183	165	285	390
South East	274	193	467	63,653	136	232	330
South West	146	215	361	36,300	101	249	169
Total	1,591	1,609	3,200	361,407	113	227	225

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4.3 Advisers per young people not in education, employment or training (NEET)

Another key client group for careers advisers working with school leavers and young adults is those who are not in education, employment or training (NEET), with data on the number of NEET young people coming from the Labour Force Survey. Table 4.5 shows the ratio of young people aged 16 to 24 who were NEET in 2021 to careers advisers working in secondary and technical education, plus those working with adults. The ratio was highest in the East Midlands, with 71 young NEET people per adviser, followed by Yorkshire and The Humber (ratio of 66), while it was lowest in the East of England (48) and the South West (48).

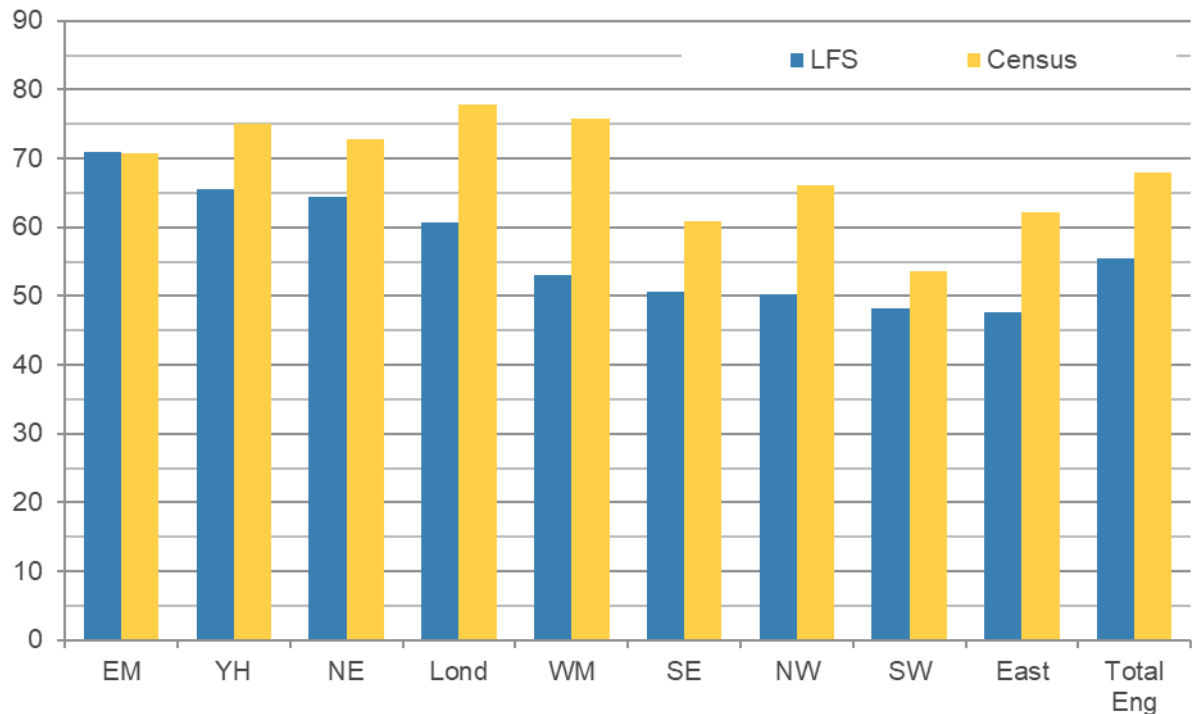
Table 4.5 Young people aged 16 to 24 not in education, employment or training per careers adviser in education and those working with adults, England, 2021

	Advisers by sector			16-24 NEET	NEET YP per adviser		
	Sec./tech. ed.	Adults	Total		Total	Sec./tec h. ed.	Adult s
North East	137	446	583	37,541	64	274	84
North West	446	1,182	1,628	81,893	50	184	69
Yorkshire & The Humber	379	700	1,079	70,751	66	187	101
East Midlands	334	554	888	63,018	71	189	114
West Midlands	349	876	1,225	65,047	53	186	74
East of England	386	858	1,244	59,173	48	153	69
London	341	1,319	1,660	100,648	61	295	76
South East	467	1,297	1,764	89,297	51	191	69
South West	361	821	1,182	56,957	48	158	69
Total	3,200	8,053	11,253	624,323	55	195	78

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Data on young NEET people are also available from the 2021 Census, and Figure 4.4 present the ratios using the number of NEET young people from both the LFS and the Census. For England, the ratio using the Census was somewhat higher than that using the LFS, and in some regions, particularly London, West Midlands, the North West and the East of England, the ratio was much higher using the Census data than using the LFS data.

Figure 4.4 Young people aged 16-24 not in education, employment or training per careers adviser, England, 2021



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Table 4.6 shows the ratio using 2024 numbers for young NEET people from the LFS. In comparison with 2021, there have been large increases in the ratios in the North West, the West Midlands, the East of England and in the South West, and relatively small increases in Yorkshire and The Humber and the North East.

Table 4.6 Young people aged 16 to 24 not in education, employment or training per careers adviser in education and those working with adults, England, 2024

	Advisers by sector			16-24 NEET	NEET YP per adviser		
	Sec./ tech. ed.	Adults	Total		Total	Sec./ tech. ed.	Adults
North East	137	446	583	41,358	71	302	93
North West	446	1,182	1,628	134,737	83	302	114
Yorkshire & The Humber	379	700	1,079	79,395	74	209	113
East Midlands	334	554	888	74,597	84	223	135
West Midlands	349	876	1,225	97,715	80	280	112
East of England	386	858	1,244	88,916	71	230	104
London	341	1,319	1,660	122,355	74	359	93
South East	467	1,297	1,764	107,382	61	230	83
South West	361	821	1,182	78,624	67	218	96
Total	3,200	8,053	11,253	825,078	73	258	102

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4.4 Advisers per young adult over school leaving age

Table 4.7 shows the ratio of all young people aged 18 to 23, regardless of their labour market status, to advisers specialising in advice to adults, in 2021. The East Midlands and Yorkshire and The Humber stand out as the two regions with the highest ratios of 18-23 year olds per adviser working with adults, at 672 and 588 young people per adviser respectively, while there is relatively little variation across the other regions.

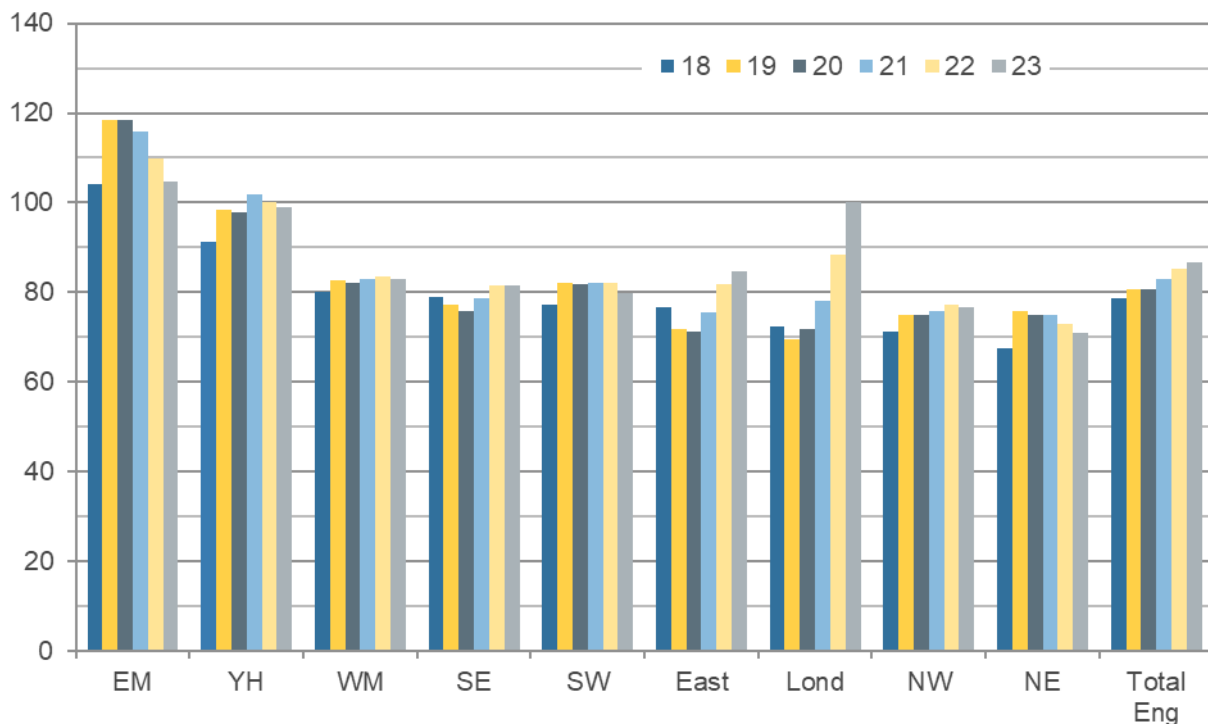
Table 4.7 Total young people aged 18 to 23 per careers adviser in education, England, 2021

	Advisers by sector				18-23 Not in work ('000s)	YP 18-23 per adviser			
	Public admin	Social work	Other	Total		Total	Public admin	Social work	Other
NE	206	116	124	446	195.0	437	947	1,681	1,573
NW	331	332	519	1,182	533.2	451	1,611	1,606	1,027
YH	187	244	269	700	411.7	588	2,202	1,687	1,531
EM	142	194	218	554	372.0	672	2,620	1,918	1,707
WM	284	283	309	876	432.7	494	1,524	1,529	1,400
East	268	248	342	858	396.3	462	1,479	1,598	1,159
Lond	347	324	648	1,319	633.1	480	1,824	1,954	977
SE	355	370	572	1,297	614.2	474	1,730	1,660	1,074
SW	207	251	363	821	398.4	485	1,925	1,587	1,098
Total	2,327	2,362	3,364	8,053	3,986.7	495	1,713	1,688	1,185

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Figure 4.5 shows the ratios by single year of age. London has a substantial degree of variation in the ratio by age, with the ratio increasing from the age of 21, likely due to inward migration of university graduates and other young adults from other regions (and overseas) to work in the capital. In other regions the differences by age are generally less stark, although in the East Midlands the ratio is lower for 18 and 23 year olds than for those in the intervening years.

Table 4.8 shows the ratios for 2024, using regional population estimates produced by ONS. There has been little change in the ratio in the East of England, while there have been increases of nearly 10% in the ratios in London, the North East, and the North West.

Figure 4.5 Young people aged 18-23 per careers adviser, England, 2021

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Table 4.8 Total young people aged 18 to 23 per careers adviser in education, England, 2024

	Advisers by sector				18-23 Not in work (‘000s)	YP 18-23 per adviser			
	Public admin	Social work	Other	Total		Total	Public admin	Social work	Other
NE	206	116	124	446	211.1	473	1,025	1,819	1,702
NW	331	332	519	1,182	577.6	489	1,745	1,740	1,113
YH	187	244	269	700	430.7	615	2,303	1,765	1,601
EM	142	194	218	554	378.5	683	2,665	1,951	1,736
WM	284	283	309	876	452.8	517	1,594	1,600	1,465
East	268	248	342	858	394.0	459	1,470	1,589	1,152
Lond	347	324	648	1,319	690.1	523	1,989	2,130	1,065
SE	355	370	572	1,297	622.7	480	1,754	1,683	1,089
SW	207	251	363	821	419.1	510	2,025	1,670	1,155
Total	2,327	2,362	3,364	8,053	4,176.5	519	1,795	1,768	1,242

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4.5 Advisers per adults not in employment

The final client group that is investigated is adults of working age (16 to 64) not in employment, that is either unemployed and actively looking for work, or economically inactive. The number of adults not in employment is compared with the number of careers advisers working with adults in each region – those working in the public administration, social work, or other sectors including employment activities, but excluding those in tertiary education.

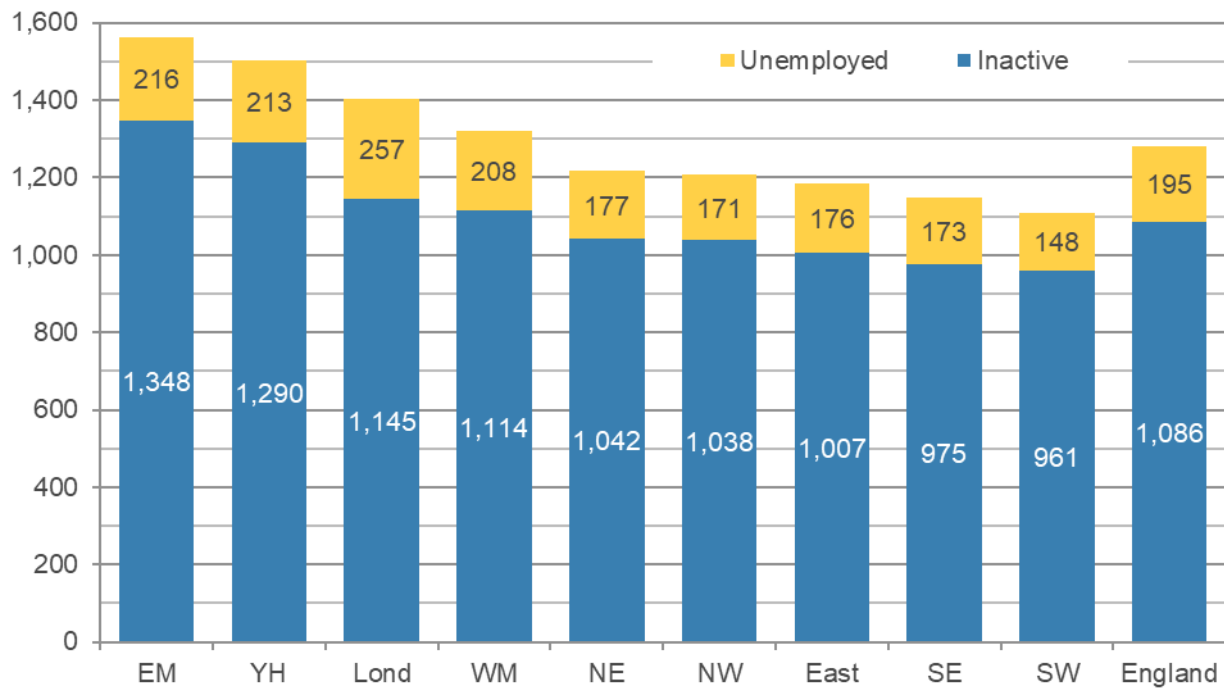
Table 4.9 shows the ratio of out-of-work adults in 2021 to careers advisers working with adults across the different regions in England. The ratio was lowest in the South West, at around 1,100 out of work adults per careers adviser, and was highest in the East Midlands, at 1,560 out of work adults per adviser. The ratio was also above the national average in Yorkshire and The Humber (1,500), London (1,400) and the West Midlands (1,320).

Table 4.9 Working age adults not in employment per careers adviser in education, England, 2021

	Advisers by sector				16-64 Not in work ('000s)	YP 18-23 per adviser			
	Public admin	Social work	Other	Total		Total	Public admin	Social work	Other
NE	206	116	124	446	544	1,219	2,639	4,686	4,383
NW	331	332	519	1,182	1,429	1,209	4,317	4,304	2,753
YH	187	244	269	700	1,052	1,503	5,627	4,312	3,912
EM	142	194	218	554	867	1,564	6,102	4,467	3,975
WM	284	283	309	876	1,158	1,322	4,077	4,091	3,747
East	268	248	342	858	1,015	1,183	3,789	4,094	2,969
Lond	347	324	648	1,319	1,849	1,402	5,329	5,707	2,854
SE	355	370	572	1,297	1,490	1,149	4,197	4,027	2,605
SW	207	251	363	821	911	1,109	4,400	3,628	2,509
Total	2,327	2,362	3,364	8,053	10,314	1,281	4,432	4,367	3,066

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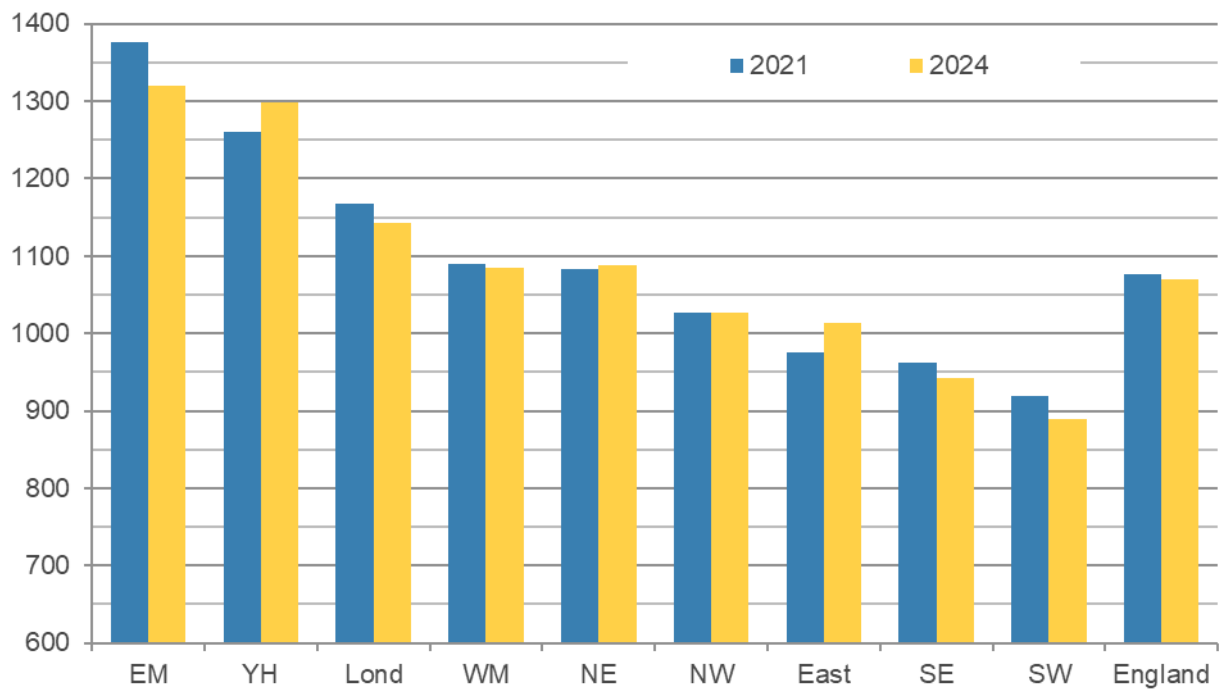
Figure 4.6 shows the ratios for unemployed and inactive adults separately. London has the highest ratio of unemployed adults per adviser, and the third highest ratio of inactive adults per adviser. The South West has by far the fewest unemployment adults per adviser, which the ratio of inactive adults per adviser is lowest in the South West, the South East, and the East of England.

Figure 4.6 Unemployed and inactive adults per careers adviser, England, 2021

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Figure 4.7 shows the ratios for all out of work adults for 2021 and 2024, and shows very little change between the two years.

Figure 4.7 Out of work adults per careers adviser, England, 2021 and 2024



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5 Ratio of careers advisers to client groups – local authority analysis

The analysis of the ratio of client groups to careers advisers was extended to look at variation by local authority.

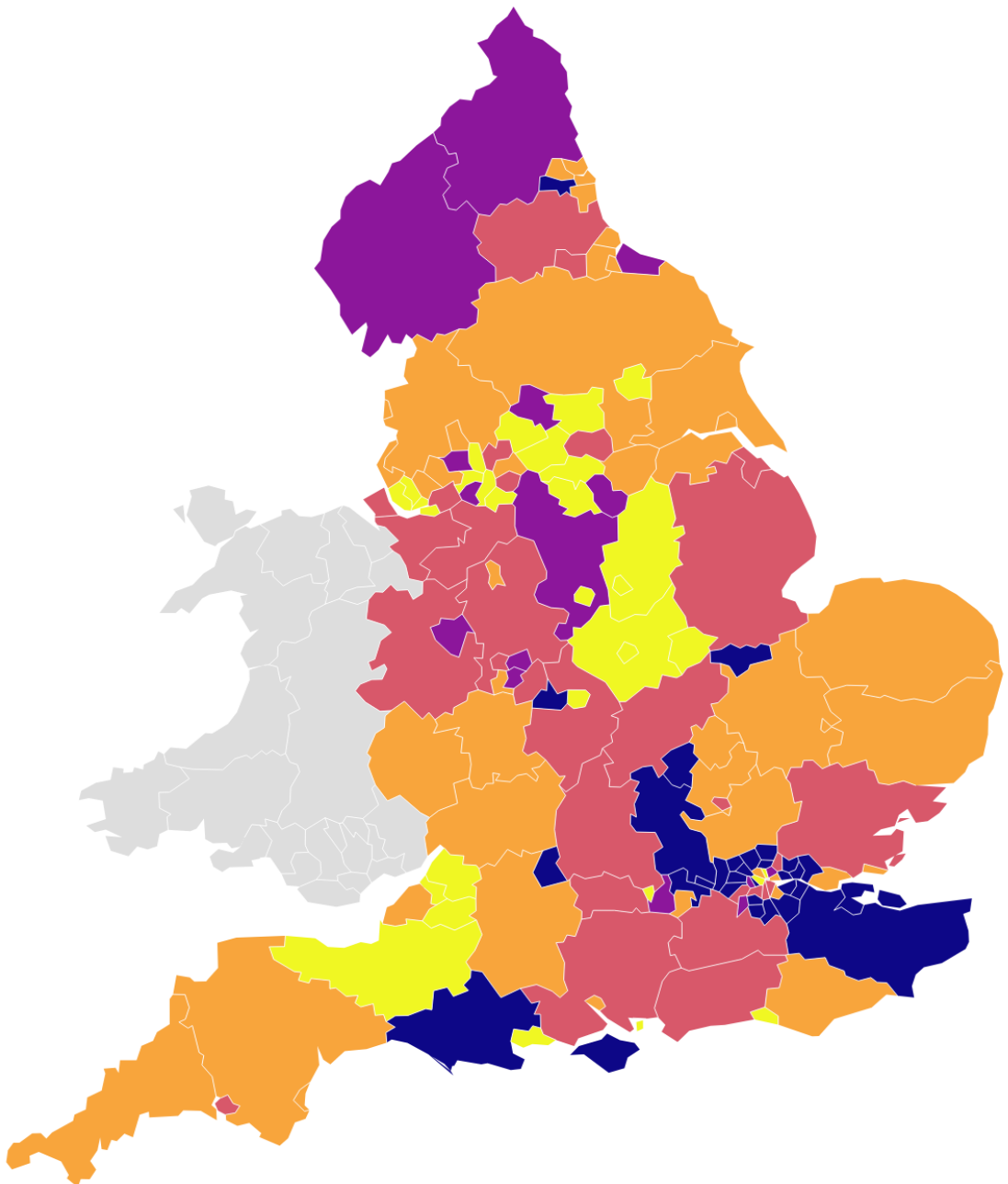
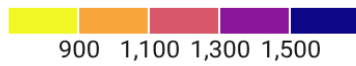
Bespoke Census 2021 requests made by other organisations/individuals requested breakdowns by 4-digit SOC for local authorities, providing data for the total number of SOC unit group SOC 3572 - Careers Advisers and Vocational Guidance Specialists at a local authority level, but without the sectoral breakdown that was requested for this research. Some requests specified workplace population, ie where people worked rather than their residence, and it is these data on the number of careers advisers working in each local authority that have been used as the basis of the local analysis here.

The regional proportions of careers advisers working in each bespoke sector were applied to each local authority in that region to estimate the number of careers advisers working in each bespoke sector at a local authority level.

The ratios of the client groups to these estimates of advisers working specifically with those client groups were then calculated, and the results are presented graphically in the following maps. Separate maps are presented for London so that the differentiation between the boroughs can be seen more clearly.

Figure 5.1 Pupils aged 11-18 per adviser working in secondary/technical education, England, 2021

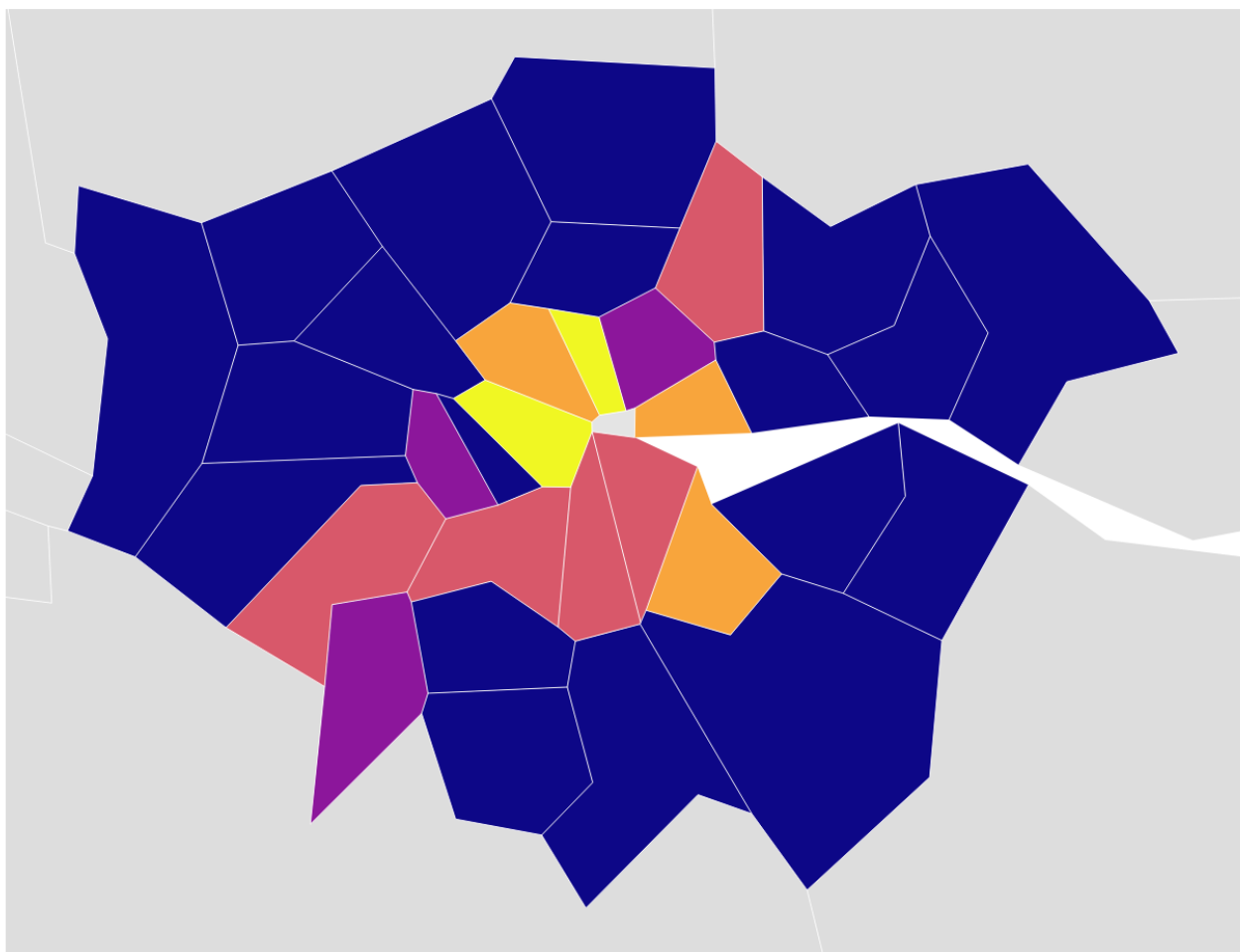
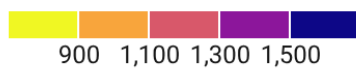
Ratio of 11-18 pupils per secondary/technical education-based adviser



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Figure 5.2 Pupils aged 11-18 per adviser in secondary/technical education, London, 2021

Ratio of 11-18 pupils per secondary/technical education-based adviser, London

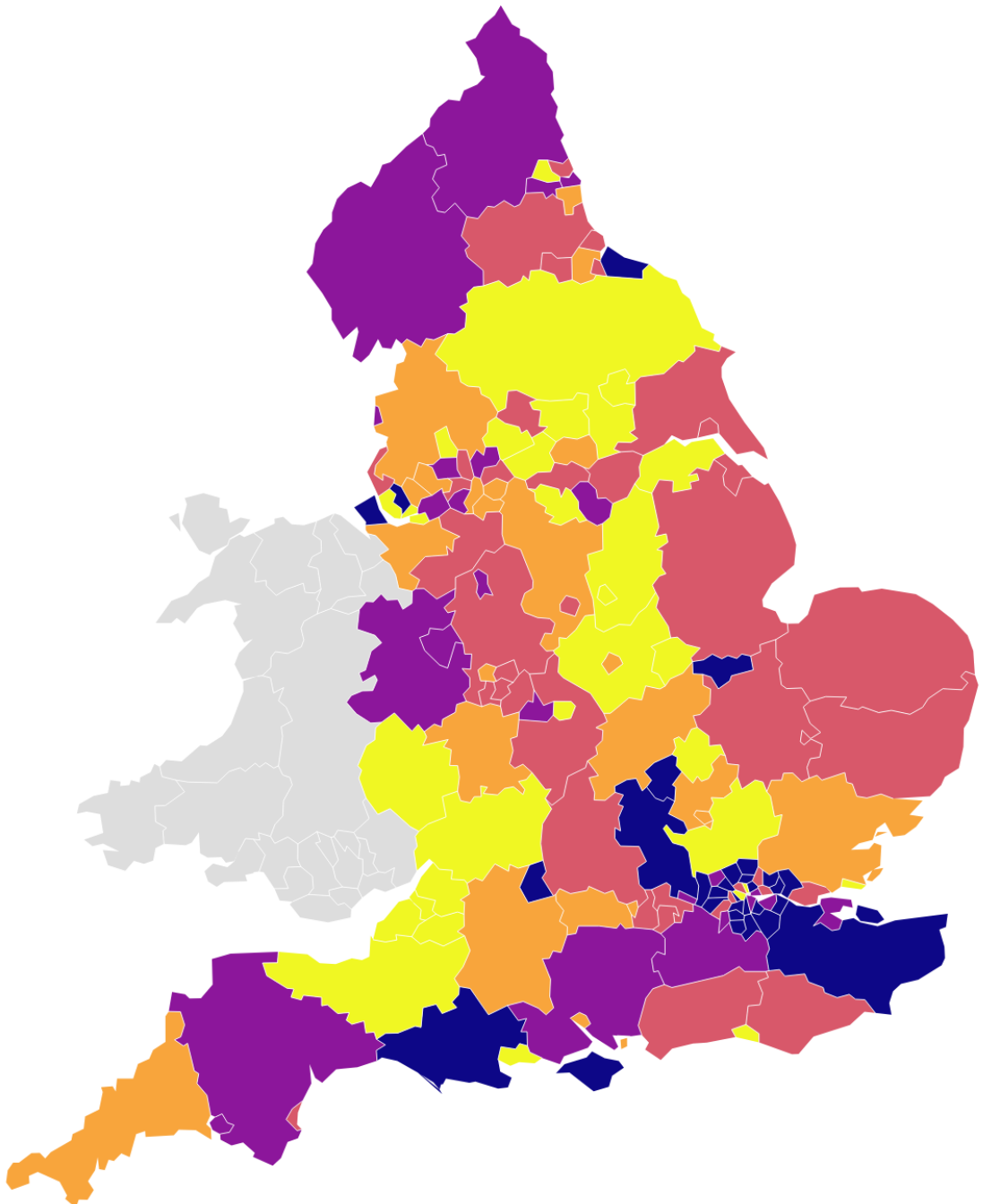
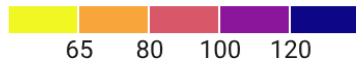


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Figure 5.3 Pupils aged 11-25 with an EHCP per adviser in secondary and technical education, England, 2021

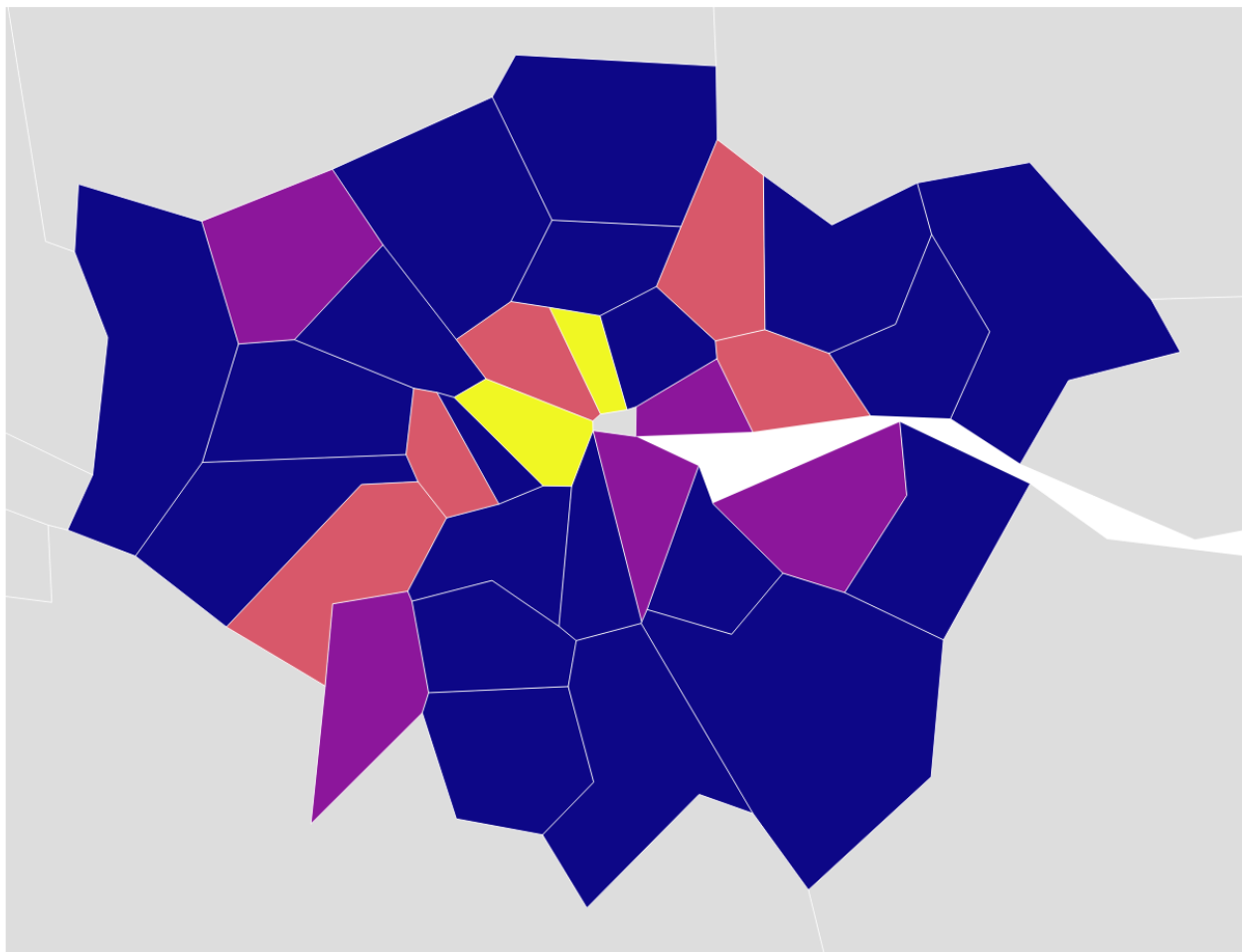
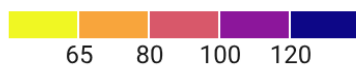
Ratio of young people with EHCP per secondary/technical education-based adviser



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Figure 5.4 Pupils aged 11-25 with an EHCP per adviser in secondary and technical education, London, 2021

Ratio of YPs with EHCP per secondary/technical education-based adviser, London

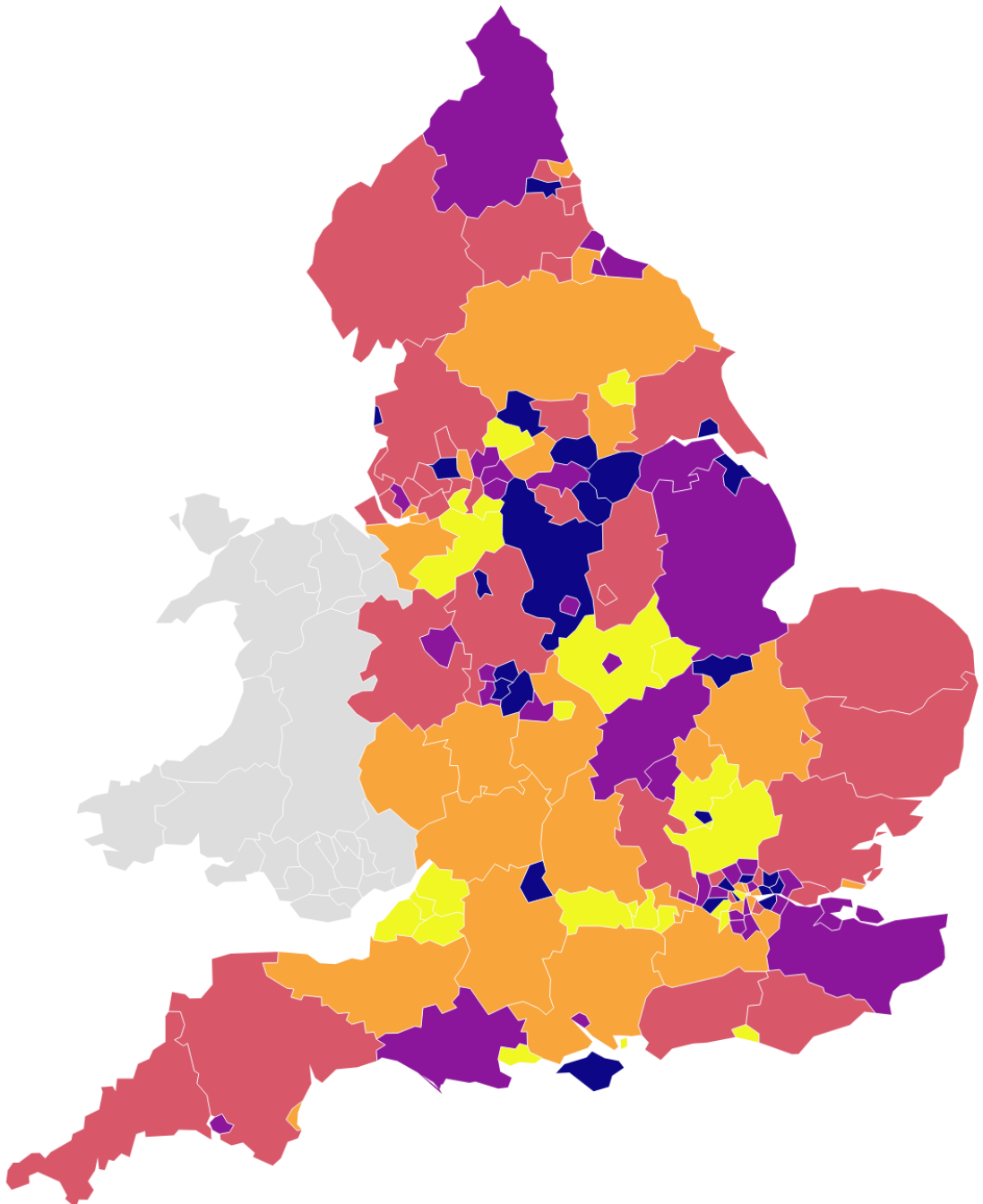
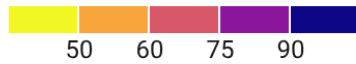


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Figure 5.5 Young people 16-24 not in education, employment or training per careers adviser working in secondary & technical education or with adults, England, 2021

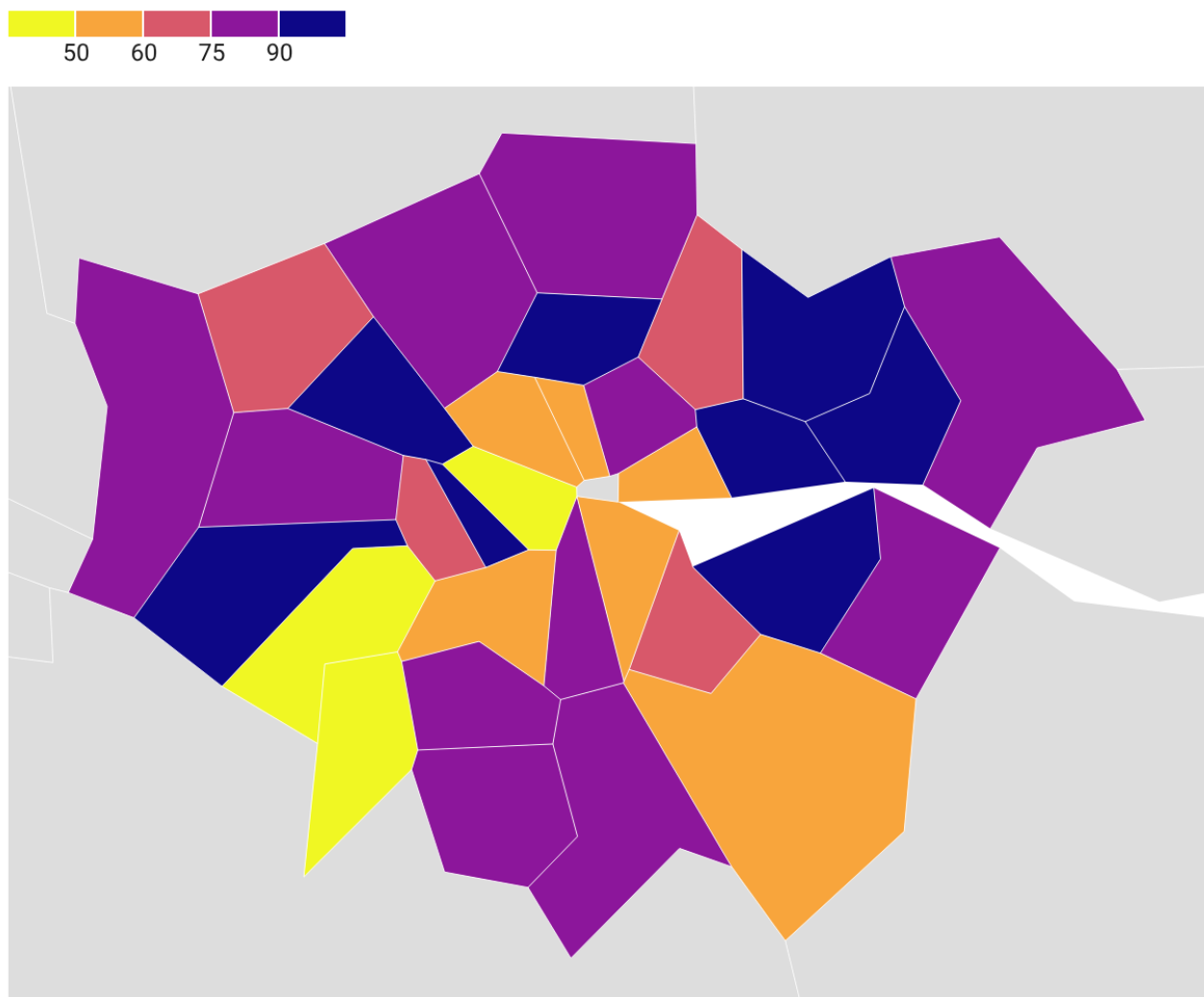
Ratio of young NEET people per secondary/technical education-based adviser and those working with adults



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Figure 5.6 Young people 16-24 not in education, employment or training per careers adviser working in secondary & technical education or with adults, London, 2021

Ratio of NEET YPs per secondary/technical education-based advisers and those working with adults, London

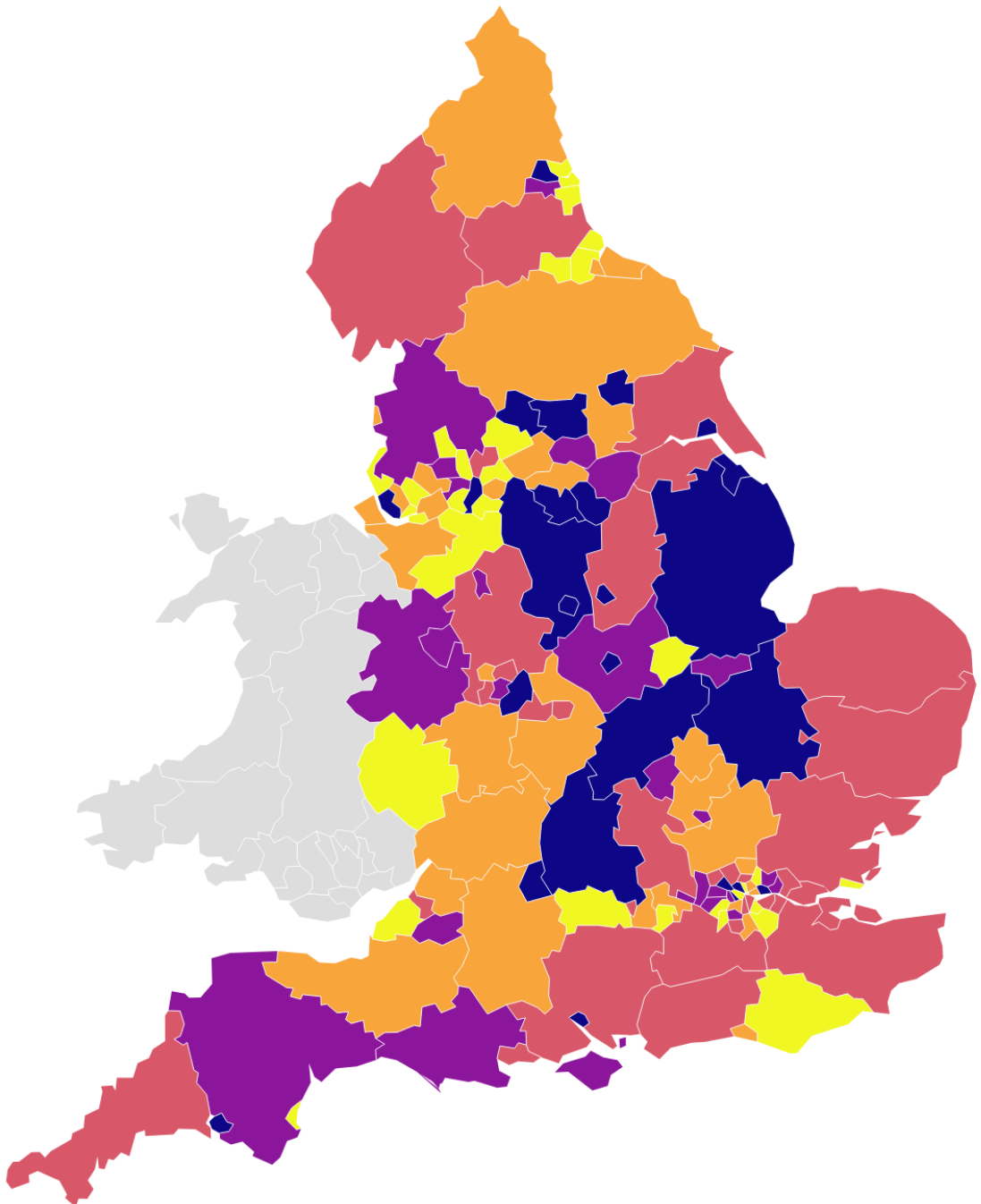
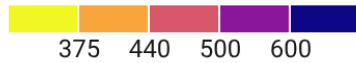


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Figure 5.7 Young people 18-23 per careers adviser working with adults, England, 2021

Ratio of 18-23 year olds per adviser working with adults

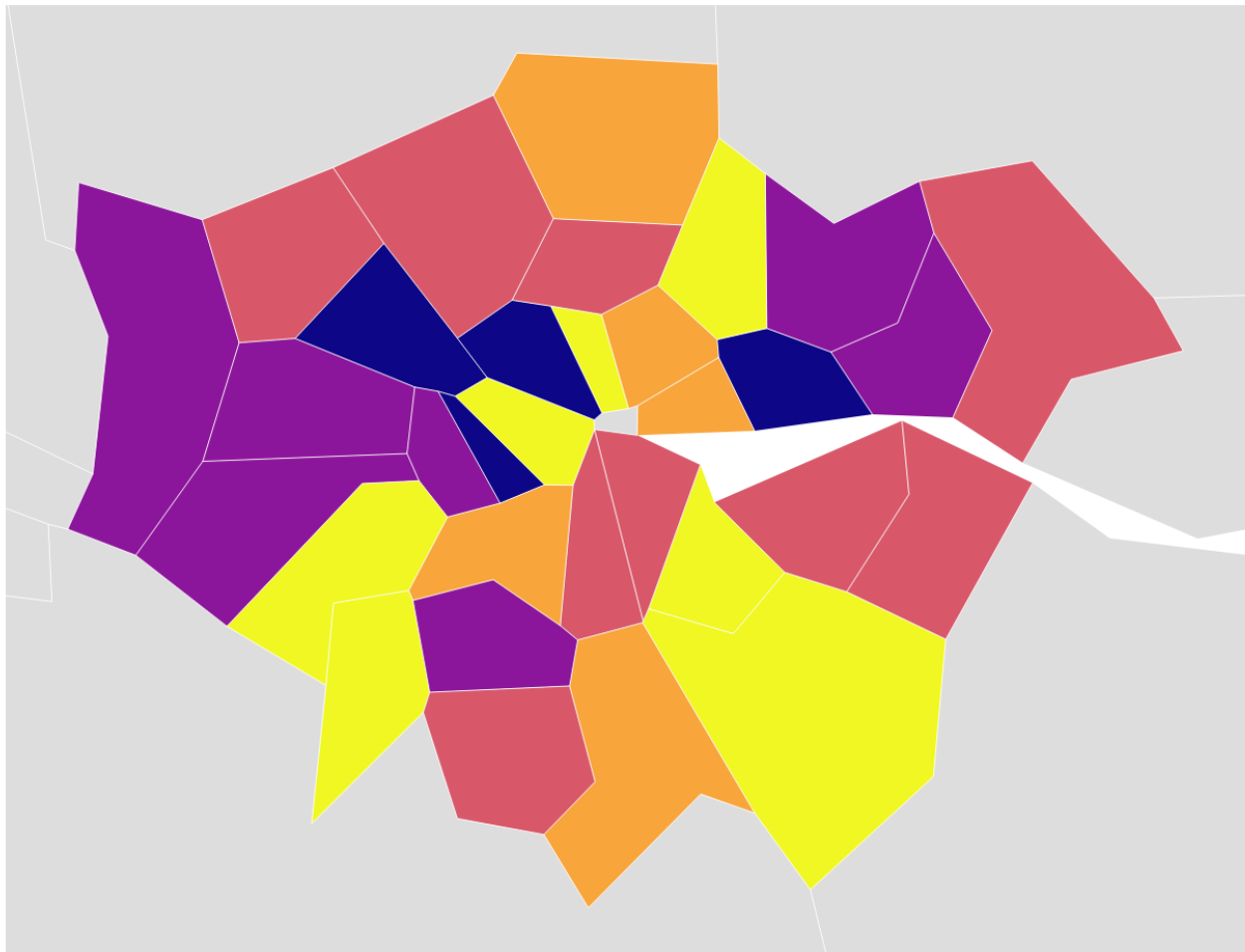
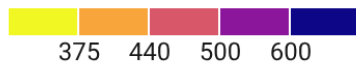


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Figure 5.8 Young people 18-23 per careers adviser working with adults, London, 2021

Ratio of 18-23 year olds per adviser working with adults, London

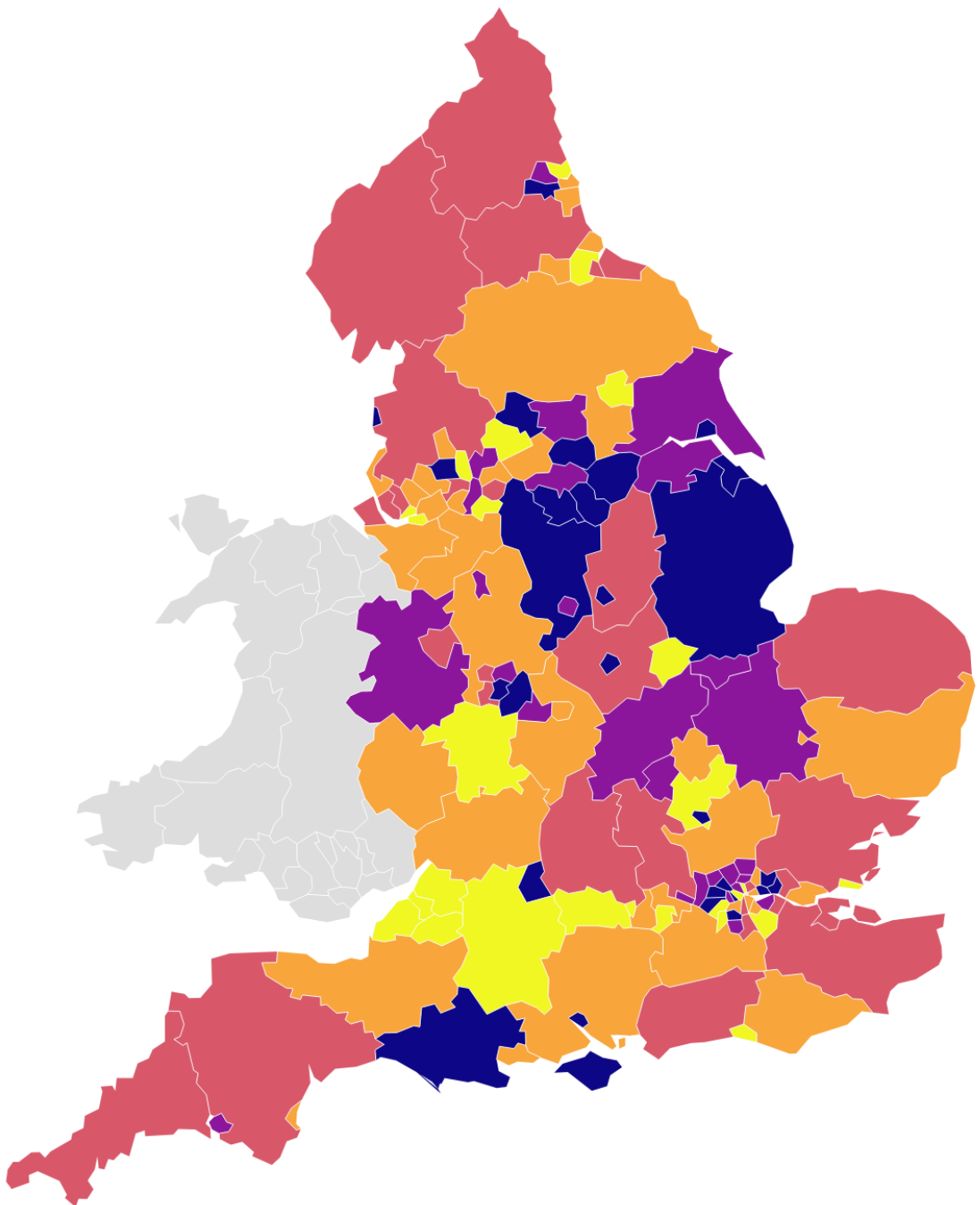
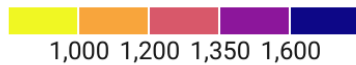


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Figure 5.9 Unemployed and inactive adults 16-64 per careers adviser working with adults, England, 2021

Ratio of unemployed/inactive adults to Careers Advisers

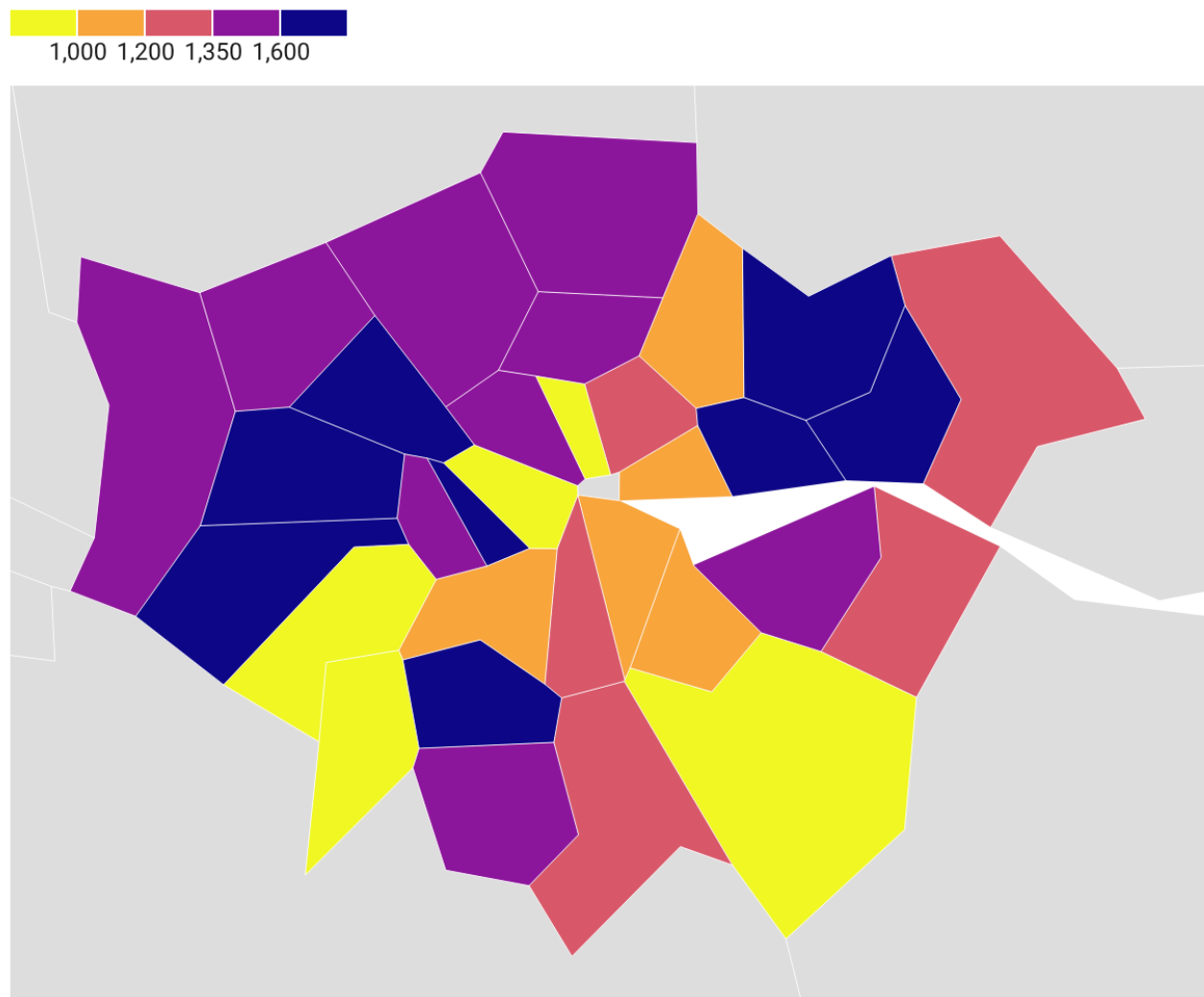


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Figure 5.10 Unemployed and inactive adults 16-64 per careers adviser working with adults, London, 2021

Ratio of unemployed/inactive adults to Advisers in London



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Appendix – understanding distinction between careers advisers and job brokers etc. in the Standard Occupational Classification

There is a concern that the data for careers advisers based on the Standard Occupational Classification may include workers in JobCentre Plus or other settings that deal with job brokerage or benefits processes rather than providing professional careers advice.

Advisers in relation to the social security/benefits system and jobseeking, rather than careers advice, are likely to be found under a number of different SOC 4-digit classifications to 3572 which encompasses careers advisers.

Benefits advisers and job brokers in Jobcentres (and other national govt agencies) would fall under the following SOC unit group.

4111 National government administrative occupations

National government administrative occupations undertake a variety of administrative and clerical duties in national government departments, and in local offices of national government departments.

Typical entry routes and associated qualifications

Entry is possible to junior grades within this group with GCSEs/S grades, and/or relevant practical experience higher grades require A levels/H grades or equivalent, although many entrants are graduates. NVQs/SVQs, apprenticeships and professional qualifications are available for certain areas of work.

Tasks

- assists senior government officers with policy work, external liaison or general administrative work
- undertakes administrative duties specific to the operation of hm revenue and customs offices, job centres, benefits agency offices and other local offices of national government
- maintains and updates correspondence, documents, data and other records for storage in files or on computer
- classifies, sorts and files publications, correspondence etc. In offices and libraries
- responds to telephone enquiries and other forms of correspondence
- performs miscellaneous clerical tasks such as proof reading printed material, drafting letters, taking minutes etc

Related job titles

This includes national government benefits officers in Jobcentre Plus such as personal advisers, job brokers, and social security officers, as well as other similar job titles in government agencies such as work coaches, employment advisers, benefits advisers & officers, claims advisers, benefits assistants etc.

Benefits advisers in local government would fall under the following SOC unit group.

4112 Local government administrative occupations

Local government administrative occupations undertake a variety of administrative and clerical duties in local government offices and departments.

Typical entry routes and associated qualifications

Entry is most common with GCSEs/S grades. Evidence of keyboard skills may also be required in some posts. Off and on-the-job training is provided. NVQs/SVQs in administration are available at levels 2 and 3.

Tasks

- computes cost of product/services and maintains and balances records of financial transactions
- prepares and checks invoices and verifies accuracy of records
- receives and pays out cash and cheques and performs closely related clerical duties
- updates and maintains data, correspondence and other records for storage or despatch
- arranges, classifies and indexes publications, correspondence and other material in libraries and offices
- performs other clerical duties not elsewhere classified including preparing financial information for management, proof reading printed material and drafting letters in reply to correspondence or telephone enquiries

Related job titles

This includes benefits advisers, officers and assistants in local government, and employment advisers in local government.

More senior staff, such as team leaders, supervisors and managers, would fall under the following unit groups:

- 3560 Public services associate professionals – team leaders and supervisors in JCP, benefit team leaders in local government, work coach team leaders in government agencies etc.
- 3229 Welfare and housing associate professionals (not elsewhere classified) – benefits advisers in welfare/housing/social work teams

(Sources:

<https://www.ons.gov.uk/methodology/classificationsandstandards/standardoccupationalclassifications/soc/soc2020> - Vol 1 structure/description; Vol 2 coding index)

Careers advisers and vocational guidance specialists – SOC 3572

The list of job titles within SOC 3572 in the coding index is as follows:

- Adviser, career
- Adviser, careers
- Adviser, personal
- Assistant, careers
- Broker, employment
- Coach, career
- Coach, employment
- Coach, job
- Consultant, career
- Consultant, careers
- Consultant, engagement, employer
- Consultant, outplacement
- Coordinator, education, careers
- Coordinator, placement
- Counsellor, outplacement
- Counsellor, redundancy
- Leader, careers
- Officer, abroad, year
- Officer, advisory, careers
- Officer, careers
- Officer, employment, youth
- Officer, employment
- Officer, placement
- Supervisor, placement
- Teacher, careers
- Tutor, guidance, graduate

Inclusive Terminology

The terminology used to define ethnicity continues to evolve, and greater awareness has arisen about gender, cognitive differences as well as of disability. IES seeks to be a learning organisation; as such we are adapting our practice in line with these shifts. We aim to be specific when referring to each individual's ethnicity and use their own self-descriptor wherever possible. Where this is not feasible, we are aligned with Race Disparity Unit (RDU) which uses the term 'ethnic minorities' to refer to all ethnic groups except white British. RDU does not use the terms BAME (black, Asian, and minority ethnic) or BME (black and minority ethnic) as these terms emphasise certain ethnic groups and exclude others. It also recommends not capitalising ethnic groups, (such as 'black' or 'white') unless that group's name includes a geographic place. More broadly, we understand that while individuals may have impairments it is society that disables them, hence we refer to disabled people. Not all people identify with male or female and we reflect their self-descriptions in our work and use the term non-binary should abbreviation be necessary. We value neurodiversity. Where possible we always use people's self-descriptors rather than impose categories upon them.

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