



Making Choices in Working with Children, Young People and Families

Launch event report:

**Marriott Hotel Leeds October 31st 2006
SkillsActive London November 2nd 2006**

Compiled by Barbara Morris



department for
education and skills
creating opportunity, releasing potential, achieving excellence

Making Choices in Working with Children, Young People and Families Orientation programme.

Launch report: Leeds and London events

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Introduction

This report presents information from the launch events of the new Making Choices in Working with Children, Young People and Families orientation programme.

The launch events were held in Leeds and London and were hosted by the Children's Workforce Development Council and SkillsActive.

The events were facilitated by Barbara Morris, the consultant responsible for the review of the original Making Choices programme and the subsequent re-write of the new programme.

A full copy of the report from the review can be downloaded from the SkillsActive website at www.skillsactive.com

Delegates at the launch were presented with an overview of the work of the three key partners in the project who were:

- The Department for Education and Skills
- The Children's Workforce Development Council
- SkillsActive

Barbara presented an overview of the review process and the main findings from the consultation, before introducing the new programme and accompanying materials.

Delegates had the opportunity to explore the new materials, including viewing the new DVD which accompanies the programme. They were then invited to ask questions and to air any concerns. This dialogue is included in this report. The new programme and DVD were warmly met with very positive feedback.

Barbara gave thanks to the strategy group, made up of the key partners and to the advisory group, organisations and individuals who took part in the whole review process.

Margaret Brandon (DfES) and Paul Bonel (SkillsActive) extended thanks to Barbara for her part in the production of the new programme.

Copies of the presentations from the events are contained in this report.

Every Child Matters: Building a Children's Workforce

Maggie Brandon
DfES
Early Years Team
Workforce Development Division

Every Child Matters

- **System-wide reform driven by the five outcomes children and young people have told us they want:**
 - **Being healthy**
 - **Staying safe**
 - **Enjoying and achieving**
 - **Making a positive contribution**
 - **Achieving economic well-being**
- ***An effective children's workforce is crucial***

Children's Workforce: Vision

- A children's workforce that is:
 - more integrated and coherent
 - stable yet flexible and responsive
 - attractive and valued
 - skilled and trusted
 - well led, well managed, properly supervised
- and that works across boundaries in the interests of children, young people and families

Children's Workforce: Size and Sectors

- Around 3.5m workers - 1.7m paid; 1.8m unpaid (with most of latter working in sports & leisure)
- Of the total, 59.5% are employed in the public sector, 38.8% in the private sector, 1.7% in the voluntary sector
- FE and HE workforces comprise 0.6m and 0.3m workers respectively – bringing the total estimated number working with 0-19s to 4.4m.

RECRUITMENT

- **The Government is committed to helping to develop a higher quality early years and childcare workforce.**
- **It is vital that we continue to recruit and retain good quality staff to support the expansion of the sector and a more highly qualified workforce is essential.**
- **We need a skilled, intelligent and competitive workforce where more men, people from ethnic minorities, older people and people with disabilities have the opportunity to make a real difference in the future attainment of children and lives of their families.**

RECRUITMENT 2

- **The sector is growing and changing and there are a range of job opportunities, training and qualifications to be gained offering potential for development and flexibility in working with children.**
- **We are looking to attract new recruits from as wide a range of backgrounds as possible to offer positive role models representative of an increasingly diverse society.**
- **More and more men are choosing to work in the early years and childcare sector.**
- **The sector needs to draw on a wider pool of talent if it is to ensure children receive the best quality early years, playwork and childcare provision.**

Summary

- **Our 10 year strategy sets out our aim to have a children's workforce that will be world-class.**
- **Achieving this depends crucially on the workforce. It is important that we offer young children a good start in life. That will depend on having a skilled and diverse workforce.**
- **This is an exciting time to join the early years, childcare, and playwork sector, it is one of the fastest growing in the country. Opportunities for training and qualifications and clear pathways and career progression will help make it a better choice.**

Jenny Platt/Sophie Lowles
Projects Officer

**Children's Workforce
Development Council**

www.cwdcouncil.org.uk

one vision

CWDC will create a world-class workforce for children, young people and families

one mission

CWDC will improve the lives of children, young people and families by:

- ensuring people who work with children, young people and families have the best possible training, qualifications, advice and support
- helping children's organisations and services to work together better so the child is at the centre of all services

our role

- Sector skills body
- Workforce reform
- Funding body for Early Years Professionals

our goals

- Strengthen workforce excellence through the creation of new training opportunities, career development and flexible career pathways between sectors
- Ensure all workers have the skills and qualifications they need and work to increase recruitment into the children's workforce and improve the retention of high quality employees
- Help the workforce deliver joined up services and improved communication across the sectors. Continue to recognise the unique qualities and contributions of individual professions

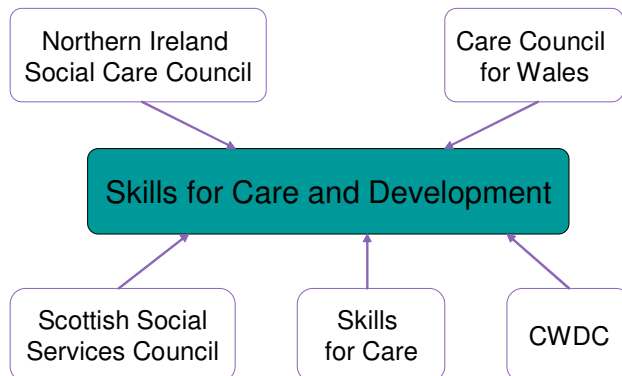
the footprint

We work on behalf of 500,000 workers in England including:

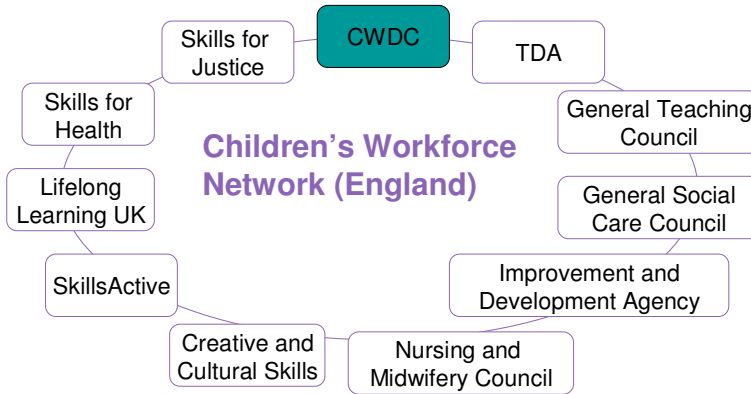
- Early years and childcare workers
- Children's social workers and social care workers
- Foster carers
- Connexions personal advisers, learning mentors, education welfare officers, CAF/CASS workers

This is our 'footprint'

sector skills council



the bigger picture



our priorities for 2006-2007

- Early Years Professional Status
- Developing a Sector Skills Agreement
- Integrated Qualifications Framework
- CWDC Induction Standards
- Recruitment, rewards and retention

Welcome

Paul Bonel
Director of the Playwork Unit

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Welcome

Dawn Newton
Quality Standards
Programme Manager
SkillsActive Playwork Unit

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The Role of SkillsActive

- Advise Government and influence decision makers
- Promote the image of the Sector to the public
- Set National Occupational Standards for training and qualifications

2

The Role of SkillsActive cont.

- Ensure the quality of training and qualifications
- Help people find the jobs and training they need
- Help the industry attract and retain the right staff
- Attract funding to meet employers training needs

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A little history

- The first Making Choices was completed in 2000
- Funded by DfES it was a joint venture between SPRITO and the EYNT0
- It was piloted in Bradford, Cambridge, Devon, London and Woking
- A Making Choices, Scotland was also produced based on the English version by SPRITO, Scotland and the EYNT0
- Since 2002 we have issued **2334** certificates and **25** CoP Training Providers have run the programme

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Why is Making Choices Important?

It is a really useful tool to aid:

- Recruitment and retention
- Imparting vital information to people entering the sector
- Demonstrating both the commonalities and differences between the sectors
- The sharing of information between sectors – everyone who participates will have a very basic understanding of Playwork, Early Years, Child Care and Foster Care

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Why is Making Choices Important?

It is an integral part of our UK Strategy

The Making Choices Programme fits very well into a number of the themes in Quality Training, Quality Play 2006-2011

- Professional Status
- Education, Training and Qualifications
- Cross Sector Working

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Cross Sector Working

In particular the Making Choices Programme complements the work SkillsActive is engaged in with partners on

- The Transitional Module
- The 14-19 Specialised Diploma
- The Integrated Qualifications Framework
- Embedding the Common Core

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**Review of Making Choices and new programme:
Barbara Morris Consultant**

Review of Making Choices 2005

The aim of the review was to:

- Bring the programme up to date
- Ensure it met the needs of the sector
- Bring it in line with current and future trends in the development of children's services

67 organisations and 23 past participants contributed to the review

Consultation events were held in Newcastle, London and Derbyshire

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Findings from the review

- Still a demand for the programme in most areas
- Programme should be shorter in duration (was 4-6 wks)
- Activities should be more creative
- Should be broader to reflect changes in the workforce
- New agendas such as every child matters should be included
- Support materials such as the video need updating
- Should stay focused on orientation not try to be a training course

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New Making Choices

- New name: **Making Choices in Working with Children, Young People and Families**
- Designed to be delivered over 3 days (12 hours, still flexible)
- Refers to the children's workforce with a focus on early years education, playwork, child care and foster care
- Trainers pack includes CD containing all materials including power point presentations
- New video and DVD showing scenes from nursery, childminders, family centre, school, play centre, out of school club, special school, adventure playground, foster carer and young people

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Aims of the programme

- *To help people make an informed choice about choosing a career in working with children young people and families in order to enable the ongoing expansion of the children's workforce.*

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Objectives of the programme

By the end of the programme, participants will have an awareness of:

- *The diverse service available to children young people and families*
- *The specific roles and responsibilities involved in working in early years education, child care, playwork and foster care*
- *The importance and relevance of training to work within the children's workforce*
- *The training and career opportunities available to them within the children's workforce*
- *Possible sources of information for supporting career choices*

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SESSION 1:

What's it all about?

Aims

- Welcome to participants and establish the purpose of the programme
- Begin to identify the wide range of services available to children, young people and families and the benefits that high quality services offer

Learning outcomes

- Identify different types of services available to children, young people and families
- Identify the benefits of high quality services for children, young people and families based on the Every Child Matters agenda

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SESSION 2: Who, What and Why?

Aims

- *Identify and explore specific roles and responsibilities of children and young people's workers*
- *Identify specific knowledge and skills required to become a children and young people's worker*

Learning outcomes

- Identify specific roles and responsibilities of children and young people's workers within early years education, child care, playwork and foster care
- Identify the important skills and knowledge for children's workers in relation to working with children, young people and families

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SESSION 3: What next?

Aims

- *Identifying and planning career opportunities*
- *Identifying appropriate training and qualification routes within the children's workforce*

Learning outcomes

- Identify appropriate training and qualification routes within the four sectors identified
- Complete an individual action plan that enables career choice

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Examples of activities

- Games – verbal and non-verbal communication,
- DVD/video
- Representing childhood experiences by drawing or modelling with dough
- Reflective games with parachute, string, drawing
- Placement visits (optional)
- Homework task – finding services in the area
- Discussion and presentations
- Meeting practitioners and other professionals
- Quiz – Find a job!
- Individual action plans
- Role play
- Selecting flash cards (for knowledge and skills)
- Interviews with advisors

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What does the package contain?

- Ring binder containing:
 - CD
 - Guidance for delivery
 - Session plans
 - Tutor notes
 - Reference materials
 - Worksheets
 - Task cards
 - Handouts
- Case studies
- Quiz sheet
- Register
- Evaluation form
- Publicity leaflet
- Publicity poster
- Also: video and DVD
- Sample of student folders

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Purchasing the pack

- Providers must be signed up to the Code of Practice with SkillsActive or register with the Children's Workforce Development Council (CWDC)
- Packs can be ordered from either SkillsActive or CWDC
- Cost £100 complete package (includes video/DVD)
- Additional student folders available to order @ £1.10
- Advertising banners can be borrowed from regional centres for playwork education and training
- Banners can be purchased by organisations

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Contact details

SkillsActive

Playwork Unit
Castlewood House
77-91 New Oxford
Street
London
WC1A 1PX
T: 020 7632 2020\2021
E: info@skillsactive.com

CWDC

3rd Floor Friends
Provident Hse
13-14 South Parade
Leeds
LS1 5QS
T: 0113 2446311
E: info@cwdcouncil.org.uk

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Code of practice and registration

SkillsActive Code of Practice & CWDC Registration

- *Why do we need the Code of Practice and Registration processes?*

1. Establish guidance, principles and minimum standards for the delivery of the Making Choices in Working with Children, Young people and Families programme, that all participants should expect

2. Allow us to monitor the take up of the Making Choices in Working with Children, Young people and Families programme and to measure the success of its delivery

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The Main Criteria

The SkillsActive Code of Practice and the CWDC Registration process are based upon the following criteria:

- *The needs of the learner*
- *The competence of trainers*
- *Equal Opportunities*
- *Health and Safety*
- *Quality Assurance*

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SkillsActive Additional criteria

The SkillsActive Code of Practice has the following additional criteria that are specific to the Playwork Sector:

- *Introduction of learners to the playwork sector*
- *Induction into the workplace*
- *Career progression and routes into training and accredited qualifications*

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To apply for the SkillsActive Code of Practice...

Please Contact:

SkillsActive Playwork Unit

Code of Practice

SkillsActive Playwork Unit

77-91 New Oxford Street

London WC1A 1PX

Tel: 020 7632 2021

E: Kiran.sahota@skillsactive.com

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To Register with the CWDC...

Please Contact:

*CWDC
3rd Floor
Friends Provident House
13-14 South Parade
Leeds
LS1 5QS*

Tel: 0113 244 6311

Email: jenny.platt@cwdcouncil.org.uk

*Or download the Registration pack
from our website at:*

<http://www.cwdcouncil.org.uk/qualifications/makingchoices.asp>

Frequently asked Questions

Code of Practice

If training providers are already registered with the Playwork Unit Code of Practice (COP), will they have to register again for the new programme?

If providers are signed up to the SkillsActive COP they will not be required to re-register for the new programme. If providers were previously signed up to the Early Years NTO, they will need to re-register with CWDC.

What is the cost of registration for the COP?

SkillsActive COP initial registration cost is currently £100 for voluntary (not for profit) organisations and £150 for private and Further Education organisations, with an annual re-newel fee of £45

CWDC registration currently costs £50. SkillsActive COP providers have additional benefits to the CWDC registration process which is reflected in the cost.

Why does the COP ask for session plans?

The SkillsActive COP is for providers who wish to run different playwork courses and the sample session plans are needed for monitoring quality of planning. However, session plans are not required for Making Choices alone and are not a requirement of the CWDC registration.

Should tutors be occupationally competent in all areas in order to deliver the programme including foster care?

It is unrealistic to expect that tutors will have expertise in all areas but they must be competent in at least one area. Tutors will need to be aware of their limitations and provide evidence of how they will address the gaps in their knowledge, by for example the use of co-tutors, visiting speakers, other professional services or comprehensive signposting information.

Content of the programme

Why does the programme not include teaching assistants?

The new programme focuses on the greatest area of need with regard to gaps in recruitment and expansion of services. Feedback from colleges and employers indicates that there is no shortage of people taking up teaching assistant training or applying for vacancies in schools. There is however information within the pack with regard to teaching assistants for those who choose this option.

Why have the activities on interview skills been taken out of the new programme?

The programme is not intended to prepare participants for work and does not want to give the impression that participants can apply for jobs having completed the programme. However, training providers may wish to consider a follow up session on interview skills and CV writing.

Why does the pack feature the old QCA framework for qualifications and outdated language such as 'Nursery Nurse'?

At the time of writing the pack the QCA framework was the most current and 'user friendly' tool available, however, at the present time the new Qualifications and Credit Framework (QCF) is under development. In addition, the introductory paragraph stresses that a new integrated qualifications framework for the children's workforce is being developed and makes reference to appropriate websites for up to date information.

The term 'nursery nurse' is still widely used and it is helpful to talk about the diversity of job titles as part of this exercise. The same applies to the exercise in session 3 where there are sample job advertisements. The language used has deliberately been unchanged from real adverts to aid participants being able to interpret different language used including reference to old qualifications such as NNEB.

Why does foster care have to be included in the programme when it is such a different area of work?

Foster caring is as important as any of the other areas of work with children young people and families and is experiencing the same difficulties with regard to recruitment of workers. Although it is a different area of work it is still within the remit of the children's workforce development council. Foster carers can progress a worthwhile career and there are qualifications for foster carers at level 3.

Why is there not more information on foster care?

The pack gives basic information on foster care (pg 31) and on qualifications for foster carers (pg 69) as well as the contacts for obtaining further information and resources (pg 95). Training providers are advised to get in touch with their local foster care service through the local authority to find out specific local information on training and payment as this differs from area to area. They should also be able to advise on specialist training for foster carers for more complex forms of foster caring.

Are the activities for foster carers not too detailed with regard to working with children who have been abused?

Foster caring is a specialist area and many foster children have been abused. It is not intended to put people off but rather to be realistic and to allow the opportunity to talk about many different types of fostering and some of the issues which may arise. Training providers may if they prefer write their own scenarios for the activities if they feel this is more appropriate.

Can the activities be changed?

Yes. Trainers may adapt the activities but must be careful to still cover the key learning outcomes for the sessions.

How could the programme be used for graduate level students?

The programme is flexible enough to be adapted to meet the needs of a diverse range of participants. Graduate level participants may wish to spend time considering higher level qualifications and training and related career routes such as Social Work, Teaching and the Early Years Professional. It should not however be assumed that graduate students will not benefit from starting their training on a lower level course if they have no previous training or experience in the children's workforce.

Programme materials

Why are the documents on the CD in PDF format, could they not be available in word to allow for adaptations to be made?

PDF is the most efficient way of condensing large amounts of data and the documents are read only to prevent changes being made. Word documents would allow too much change and the danger is that the programme would become too far removed from the original which would effect standardisation. The draft letter to settings in the appendix is in word format to allow for necessary amendments.

Could the DVD be used as a recruitment tool by EYDCPs or others who are not training providers in their own right?

In order to purchase the pack, providers must have the COP or be registered. EYDCPs may obtain a pack and DVD via one of their own approved training providers who is registered, however, they may not run the Making Choices programme themselves and will not be able to apply for certificates for individuals if they do so, unless they have the COP or become registered. It is recognise however that the DVD would be a very useful tool for a variety of purposes including induction and training of staff such as Children's Information Service or Connexions staff and therefore SkillsActive/CWDC are considering selling it separately.

Should individuals complete the Making Choices programme prior to undertaking the new 14-19 diploma?

This is not a requirement but would be very good practice and would make an excellent introduction for young people.

Advertising and promotion

Will there be any further advertising material produced for the programme?

There are two types of advertising posters within the pack, which can be printed off the CD Rom or photocopied. There is also an 'information leaflet' available from SkillsActive and also in the appendix of this report. The programme will be advertised on the DfES website and information will be sent to all local authorities.

Can the advertising banners be purchased or borrowed for use locally?

Yes. The free standing banners are available on loan from the nine centres for playwork education and training around the country (contact details from SkillsActive website). SkillsActive also hold banners for loan. However, the banners can be purchased for a cost of approximately £300, details are available from SkillsActive.

If training providers are competent in both playwork and early years, and want to run Making Choices, should they apply to SkillsActive or CWDC for the COP or registration?

Either, the training provider may choose which option they think would be the most appropriate and beneficial to them, however if they wish to run other playwork training, then they should apply to SkillsActive.

Certificates and registration

Do participants have to have 100% attendance to be awarded a certificate?

Yes as this shows the commitment made by the participants and maintains the status of the Making Choices programme. However feedback from providers highlighted concerns that this was unfair and discouraging to participants who experienced genuine difficulties (such as childcare problems) and were unable to attend. Providers may produce their own attendance certificate for those not completing 100% although in order to maintain the status of the programme this is not encouraged.

Who will issue the certificates?

SkillsActive if the provider is registered to their COP or CWDC if they register with them.

Funding

Is there a registration fee for participants?

No. There is no individual registration fee, however certificates cost £8.00 per participant.

How can providers buy the pack?

By contacting SkillsActive or the CWDC.

How can training providers recover the cost of delivering the programme, should participants be charged?

The main funding source for Making Choices is through Local Authorities (Sure Start or EYDCPs). Individuals ideally should not be charged to attend. Local Skills Councils (LSCs) may have funding available which they can allocate for the programme (until July 2007). The allocation code for this source of funding is 00284920.

Other issues

Is Making Choices mandatory for local authorities?

The programme is not mandatory but it has strong backing from the DfES who see it as a cornerstone for building on the bigger picture of the expansion of the children's workforce and an essential tool for recruitment.

How can Making Choices help retention?

Participants who make an informed decision about their choice of training and career routes, are more likely to complete training and qualification courses than those who enter the profession with unrealistic expectations.

Will the pack be updated with new materials?

Yes. Some of the money from the sale of the packs will be used to review and update the pack in the future. The first review is planned to happen after the first year. Providers who register with CWDC or SkillsActive to run Making Choices or buy the pack will receive updates such as the integrated qualifications framework.

Contact details

Department for Education and Skills

Workforce Development Division
Sanctuary Buildings – 2E
Gt Smith Street
Westminster
SW1P 3BT
Tel: 020 7925 6043
www.dfes.gov.uk

SkillsActive Playwork Unit

Castlewood House
77-91 New Oxford Street
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Tel: 020 7632 2020\2021
Email: info@skillsactive.com
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Children's Workforce Development Council

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Making Choices in Working with Children, Young People and Adults

Information on the new programme

The new *Making Choices in Working with Children, Young People and Adults* programme, is to replace the original Making Choices orientation programme, from July 2006. The programme has been funded by the Department for Education and Skills.

What is the aim of the new programme?

The aim of the programme is to help people make an informed choice about choosing a career in working with children, young people and families, in order to enable the on-going expansion of the children's workforce.

What are the main objectives of the programme?

By the end of the programme participants will have an awareness of:

- The diverse services available to children, young people and families
- The specific roles and responsibilities involved in working with children, young people and families, in Early Years Education, Childcare, Playwork and Foster Care
- The importance and relevance of training for working with children, young people and families

- The training and career opportunities available within the children's workforce
- Possible sources of information for supporting career choices

SkillsActive

cwdc

Who will be the target audience?

The programme will appeal to a wide audience including those who are making early career choices, returning to work or learning, changing careers or for those already working in the children's workforce who wish to further their careers, or move into a different sector.

How long is the programme?

The programme allows for flexibility in its delivery with an overall total of 12 hours. The programme could be delivered over a series of six, 2 hour sessions or as three full days.

Who can deliver the programme?

Training providers who are signed up to the Code of Practice, through SkillsActive or by registering with the Children's Workforce Development Council (CWDC), may deliver the programme.

What does the training pack include?

The training pack contains the following:

- Session plans
- Tutor notes and Reference materials
- Handouts
- Publicity leaflet
- Registration and evaluation forms
- CD-ROM containing all materials plus Power Point Presentation slides

Are there any other support materials?

There is a film provided on video and DVD which accompanies the programme. The film features a variety of settings within Early Years, Childcare, Playwork and Foster Care. The production of the video/DVD was been funded by the CWDC.

Does attendance on the programme give participants a qualification?

No. The programme will be accredited with SkillsActive and participants will receive a certificate. Completion of the programme does however indicate that participants have taken time to consider their options before choosing to enter the sector and are aware of the importance of undertaking appropriate training.

Why does the programme cover these four sectors?

The four sectors were chosen because Early Years, childcare, Playwork and Foster Care have some immediate capacity and quality challenges in terms of

recruitment. The training pack does however contain information regarding the wider children's workforce and related sectors.

Does the programme cover all four nations?

The new programme relates to the children's workforce in England only. However many of the exercises are relevant to the other countries of the UK and the programme could be adapted.

How much will the programme cost?

The cost of the package which includes the training pack, CD, DVD, Video and sample student folders is £100.

Who might fund the programme?

When seeking sources of funding you may wish to consider approaching some of the following organisations:

- Local Authority Sure Start
- Children's Fund
- Early Years Development and Childcare Partnerships or Children's Services
- Learning and Skills Council
- Children's Trust
- Primary Health Trust
- Jobcentre Plus

How can I obtain the pack?

By registering your interest with either of the following:

SkillsActive

The Playwork Unit
Castlewood House
77-91 New Oxford Street
London
WC1A 1PX

Tel: Stacey Baker or Kiran Sahota
020 7632 2020
Email: admin@skillsactive.com
www.skillsactive.com

**Children's Workforce
Development Council (CWDC)**
3rd Floor Friends Provident House
13-14 South Parade
Leeds
LS1 5QS
Tel: 0113 244 6311

Email: info@cwdcouncil.org.uk
www.cwdcouncil.org.uk

**How can I apply for the code of
practice or become registered for
delivery of training?**

By contacting either SkillsActive or
CWDC as above.

department for
education and skills
creating opportunity, releasing potential, achieving excellence