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Skills Funding
Agency

1. Delivering the service

The Skills Funding Agency is responsible for the commissioning, contracting and performance management of the [National Careers Service](#).

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

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

The service is contracted into 12 geographic areas in England (West Midlands; South West; London; Yorkshire and Humber; Greater Manchester, Cheshire, Warrington & Staffs; Liverpool City Region and Cumbria & Lancashire; North East; South Central; South East; Thames Valley; Central Eastern; East Midlands) awarded to 7 contractors. These organisations deliver face to face and telephone information advice and guidance to adults aged 19+ (18 if out of work and on benefits) and in custody service in

prisons and in the community.

2. Promoting the service

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

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

Please let us know of any possible case studies by completing a [National Careers Service case study submission form](#) and emailing it to marcomms@sfa.bis.gov.uk.

3. National Careers Service brand assets

All brand assets for the National Careers Service, including logos, images and collateral templates are available on the [Skills Funding Agency's brand site](#). You will need to register online to gain access to the materials on the brand site.

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

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

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

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

4. Prime contractor marketing contact list

| Area | Name | Job Title | Email |
|-----------------------------------|-----------------|--|--|
| Futures Advice East Midlands | Michelle Wright | National Careers Service Director - East Midlands Region | michelle.wright@futuresadvice.co.uk |
| Futures Advice Central Eastern | Emily Jones | National Careers Service Director - Central Eastern Region | Emily.Jones@futuresadvice.co.uk |
| Thames Valley Adviza | Maninder Hayre | Assistant Delivery Director | maninderhayre@adviza.org.uk |
| South West Prospects Services Ltd | Grant Neems | Operational Lead | Grant.Neems@prospects.co.uk |
| CXK | Craig Garton | Director of Operations and Quality | Craiggarton@cxk.org |

| | | | |
|--|----------------|---------------------------------------|--|
| Careers Yorkshire and the Humber | Rosie Cantrell | Area Director | rosie.cantrell@aspire-igen.com |
| North England Education Development Trust (CfBT) | Elaine Inglis | Assistant Director (North of England) | einglis@cfbt.com |
| Education Development Trust (CfBT) South of England | Mark De Backer | Assistant Director (South of England) | mdebacker@ncs-cfbt.com |
| Liverpool City Region, Cumbria and Lancashire Economic Solutions | Carol Jamieson | Director for Adults & Skills | Carol.Jamieson@ManchesterGrowth.co.uk |
| London Prospects Services Ltd | Janice Pigott | Regional Director | Janice.Pigott@prospects.co.uk |
| West Midlands Prospects Services Ltd | Kalpana Patel | Regional Director | Kalpana.Patel@prospects.co.uk |
| National Contact Centre: Serco | Joe Wallace | Account Manager for NCS | Joe.Wallace@serco.com |
| Course Directory: Tribal Education | Darren Lloyd | Business Development Manager | darren.lloyd@tribalgroup.com |
| CDS Atos SE | Sophie Davies | Account Manager | Sophie.davies@atos.net |

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