Chairman’s Foreword

I’m delighted to announce another hugely successful year for Careers Wales, with all six regional companies and the Careers Wales Association working closely in partnership with other organisations to deliver a first-class careers service.

The launch of Careers Wales Online was a big development and to date over 89,000 people in Wales have registered with the site, smashing our target of 80,000.

Careers Wales has been working in partnership with many organisations to ensure the success of Careers Wales Online, including the Welsh Local Government Association, the Welsh Assembly Government’s 14-19 team, Future Skills Wales and the Sector Skills Councils. Together we have created an outstanding resource for the people of Wales.

CLIC was also launched this year, contributing to the Welsh Assembly Government’s Extending Entitlements strategy. In creating this national service for our young people, we were lucky enough to have the support and partnership of several organisations including Funky Dragon, Childline, Legal Services Commission, Young Scot, Youth Information Workers and Young People’s Partnerships across Wales. We hope to continue with these valuable partnerships throughout the continuous development of both Careers Wales Online and CLIC.

Key Strategic Aims

Our key strategic aims are defined by our brief from the Welsh Assembly Government. They are:-

- To help individuals to move successfully into education, training and sustainable employment and make informed decisions about their careers and learning options.
- To encourage individuals to be ambitious about their careers and personal goals and be committed to lifelong learning.
- To be acknowledged as the high quality market leader in lifelong career planning and education business links.
- To make a positive, expert contribution to national curriculum development and relevant debate about adult and young persons’ career development.

Another success at the Careers Wales Quality Awards
Executive Director’s Report by Lesley Rees

To date, 2004-2005 was one of our most successful years thanks to staff at the six Careers Wales companies and at Careers Wales Association.

Careers advice and guidance enables individuals to manage and plan their own learning and work pathways in line with their own life goals and interests, and our career advisers have once again excelled themselves in their delivery. The role of the career adviser is very much citizen-centred, as recognised by the Welsh Assembly Government strategy ‘Making the Connections: Delivering Better Services for Wales,’ and we are delighted that Careers Wales is mentioned in that document.

Our career advisers continue to play a key role in the success of Careers Wales. Their unbiased but up-to-date information has helped countless young people and adults on their career path this year.

Equal opportunities is central to all guidance activities and all Careers Wales advisers are trained to challenge any inequality and stereotypical views that they come across, whether in group activities or one-to-one interviews.

Each Careers Wales company has an equal opportunities policy, promoting equality in all areas from race and religion to disability and gender. Every adviser has taken part in equal opportunities awareness training, which is also now part of the Careers Wales induction programme.

Although Careers Wales is making strides in tackling gender stereotyping in the workplace, the issue is the result of a multitude of lifelong socio-cultural influences and the extent to which the guidance profession can influence change is limited - but it hasn’t stopped us trying. All our advisers are trained in equality and diversity to help them challenge stereotyping with young people and adults to break some job moulds.

We want to continue to develop this approach to challenging stereotyping and will continue to work closely with key partner organisations like the Equal Opportunities Commission, Chwarae Teg and Commission for Racial Equality to share best practice and develop positive approaches to tackling inequality.

Young people, schools and colleges

Working with young people and schools and colleges remains a key component of Careers Wales’ service and 2004/05 saw even more activity in this field across Wales.

As well as offering one-to-one careers interviews, Careers Wales helps young people to make education and training choices for their future. We also have bases in every school and college in Wales to provide work experience opportunities and links with businesses in the community.

This year saw Careers Wales coordinate careers conventions aimed at school and college pupils ranging from Year 9 to Year 13, promoting careers in a wide range of sectors including science, engineering and manufacturing.

We were supported by large engineering companies as well as SMEs which took the time to demonstrate the range of careers the sector can offer young people.

Girls were targeted for careers in construction and engineering at our girls-only event for Year 9 pupils called ‘Girls Behaving Constructively’. As well as hands-on exercises, the pupils got to talk to female role models actually working in the sector for advice and tips.

Science and engineering were also the focus of the WISE experience for girls, which was run by Careers Wales companies across Wales in conjunction with Techniquest, to encourage more girls to get involved with science and technology.

Youth Gateway

Careers Wales is involved with young people from all backgrounds and our Youth Gateway programme, which began in 1999, has had yet another hugely successful year.

The beginning of 2005 saw the launch of our newest Youth Gateway programme, Youth Gateway Pre-16. It is a million pound project that aims to engage with people under 16 on issues such as truancy, low achievement, dissatisfaction and low motivation.

It is an important step towards tackling the problems affecting many young people in Wales at an earlier, more influential age.

Youth Gateway in action

Youth Gateway Pre-16 uses a range of services to help young people to build confidence, self-esteem, motivation and personal aspirations. It also provides the latest labour market information and advice on applying for jobs and interviews, as well as helping to build skills in word processing, presentations and using databases.

The projects have been rolled out across all Objective Three areas in Wales, thanks to a £674,000 grant approved by the Welsh European Funding Office (WEFO), part of the Welsh Assembly Government, which has also match-funded the scheme.

Operating in Newport, Monmouthshire, Wrexham, Flintshire and Powys, the new projects will work with over 2,500 young people under the age of 16 who are experiencing difficulties in school.
Adam Edwards

This year saw our work with young people shine through in the form of Adam Edwards, a 17 year-old from Ebbw Vale.

Three years ago, Adam was excluded from school with no GCSEs and few job prospects. But thanks to help from Careers Wales Gwent, he won a place in one of the UK’s top dance schools and now has huge potential for a career in contemporary dance.

To get Adam back on track, Careers Wales Gwent organised home tuition to keep his education going and set about finding him work experience that could help his prospects.

Adam had enjoyed dancing lessons at school so a place was arranged for him at the Sherman Theatre in Cardiff. Adam started dancing during the training sessions and within a week the director of a show at the theatre offered him a part in the production.

Adam decided he wanted a career in dancing. Despite having no qualifications, Careers Wales secured him a place to study a BTec National Diploma in Dance.

After two years, he got an audition at The Place, London School of Contemporary Dance - the top dance school in the UK - for one of only 40 places open to study a BA Honours degree in contemporary dance. He was accepted.

Tsunami project

One Youth Gateway project, run by Careers Wales Mid Glamorgan and Powys, helped young people to show off their art skills with a project run by Poppins Design at the Millennium Stadium in Cardiff.

Ahead of the Tsunami Relief concert at the stadium, participants painted pictures of the stars taking part. Some were even signed by the stars after the concert. The Eric Clapton signed picture reached a bid of £10,000! We’d like to thank everyone involved who helped raise such a fantastic amount of money for such a good cause.

Careers Wales Quality Awards

The Careers Wales Quality Award, now in its second year, is another commitment from Careers Wales to working with schools and colleges to develop and maintain high standards in career education and work-related learning.

This year saw 13 schools and colleges throughout Wales collect the annual Careers Wales Quality Award.

The award recognises high quality teaching in careers in any establishment where 14-19 year-old students are studying and aims to promote continued improvement in standards across Wales. We are delighted that so many schools and colleges qualified for the award this year and hope to see even more working towards the criteria for next year’s.

Woodlands High School

A special needs school was one of the schools to receive a Careers Wales Quality Award 2005 for its outstanding commitment to the careers education of its pupils.

Woodlands High School in Cardiff teaches its students about different occupations, equal opportunities and further education using puppets and costumes.

Anne Dunne, recently retired headmistress at Woodlands High School, said: “We wanted to bring the idea of choosing the right career for life for the students and we’ve been able to do that using role-plays and fun costumes like police uniforms and nurses outfits.

“We’ve also been looking to break stereotypes for certain jobs in this way too. We’re delighted to be given a Careers Wales Quality Award for our work.”
Employers

Careers Wales works closely with employers of all sizes and from all sectors across Wales and 2004/05 has seen more success for the Education Business Links teams, as well as support in business services like recruitment.

The Education Business Links and Workforce Development teams in our six regional companies work closely with businesses in their local communities.

They not only provide local schools and colleges with access to businesses and entrepreneurs in their area, but also benefit employers too.

Careers Wales facilitates links between businesses and schools and colleges to provide work experience placements, mentoring, mock interviews for students and enterprise days.

These collaborations not only give pupils a taste of the world of work, they also give employers a valuable insight into their future workforce and give them the opportunity to shape the skills base of the next generation of workers. It also keeps employers up-to-date on the latest in education and training and helps them to give something back to the community.

The business services on offer from Careers Wales’ Workforce Development Teams have also been benefiting organisations across the length and breadth of Wales.

Recruitment services have again proved popular. Supporting businesses recruiting 16-19 year olds, the Careers Wales teams offer free advice on training, qualifications, available funding, wages and working hours.

Many businesses have taken advantage of our comprehensive recruitment service, which includes providing free job advertising in careers centres, vacancy bulletins and on www.careerswales.com.

Careers Wales has also facilitated the applications and interviews process for some businesses too, providing an application screening and handling service and offering support during the interview stages, including use of an interview facility where necessary.

We have also been working with organisations to enhance their career development programmes and identify the training needs in their workforce.

The Workforce Development Teams create tailored packages in line with organisational and individual needs and objectives. They also give guidance on how to best utilise the wide network of training and education providers, both locally and nationally.

The redundancy counselling on offer has once again proved to be a valuable asset to our business services portfolio, supporting employers and employees through the difficult process of redundancy and helping people to get back into the labour market.

Dyfed Powys Police

By linking up with Careers Wales West, the force was able to provide local students with the opportunity to undertake a master class in what it is like to be a police officer, as an alternative to the traditional five day work placement.

Kitted out in full forensic gear, the students got a taste of everything from preserving a crime scene using fingerprint equipment and cameras, to crowd control techniques in a stimulated ‘real work’ situation that allowed them to experience the practical side of police work – something they could not have experienced during a work placement.

Sixth form students from West Wales had first-hand experience of Education Business Links in action this year, thanks to the Scientific Support Team from Dyfed Powys Police.

North East Wales NHS Trust

Careers Wales North East has been working to support catering staff at North East Wales NHS Trust who were facing redeployment.

The Trust offered catering staff the opportunity to consider staying in a catering role or to look at other career options in the Trust, but many were not sure what should be their next step.

Careers Wales organised individual careers guidance interviews for all staff involved, helping them to recognise their transferable skills, consider all the options open to them and identify any support they may need to move careers.

Staff also attended an interview skills workshop set up by Careers Wales. This incorporated their own specific issues and support needs. As well as helping them to gain confidence, the workshop helped them to prepare for interviews, respond well to questions and deal with different interview scenarios. They also received help preparing their CVs so they were ready to apply for any new post.

Winning personality

Careers Wales North West worked closely with Gwynedd Council’s Social Services department to develop its management development programme using Careers Wales’ psychometric and personality testing service.

After using Cattell’s 16PFS personality questionnaire, managers received individual feedback on their results, giving them a fascinating insight into themselves and their roles as managers. The department was so impressed, it is considering making it part of all future management training programmes.
Adults

As an all-age careers information, advice and guidance service, Careers Wales works with adults across Wales who are looking to change career, find a job or learn a new skill.

This year thousands of adults have looked for support in their next career or education steps with Careers Wales and www.careerswales.com

With access to information on every learning opportunity in Wales, the Learning Choices database at www.careerswales.com/learningchoices has become a valuable resource for all. It covers all courses available in Wales, from business studies and management to agriculture, cookery and property.

More and more adults are now embracing learning than ever before. Some have simply wanted to learn a new skill as a hobby, such as a new language or a practical skill like carpentry, others wanted to be able to help more with their children’s homework and some wanted to secure a promotion at work. Whatever the reason, we are very encouraged to see more adults taking a positive attitude towards lifelong learning.

This year, Careers Wales became strategic partners with Chwarae Teg on its ‘Ready, SET, Go’ project, which will run until December 2006. It aims to encourage more women to go into non-traditional training and employment.

As well as running staff development activities on diversity and flexibility in the workplace as part of the teacher training programme, Careers Wales’ adult guidance advisers are also supporting the guidance activities for a series of ten week taster programmes for women who are interested in careers in science, engineering and technology.

Into the classroom...

Ray Bengall from Aberystwyth spent 13 years as a geophysicist for an oil and gas exploration company before he decided on a career change and took on the role of area manager in the retail trade.

But Ray was not happy with his new career choice. After meeting with Careers Wales Mid Glamorgan and Powys, he decided to make the most of his physics degree and try his hand at teaching.

Careers Wales arranged for Ray to observe lessons at a local school, where he caught the teaching bug and began studying for a PGCE.

He is now working at the local high school that first captured his imagination for teaching.

“I’ve always loved physics, but I didn’t want to be a geophysicist for the rest of my life and was desperate for a change,” said Ray.

“Careers Wales was incredibly supportive and gave me plenty of encouragement and advice to help me find my niche as a teacher. It’s a whole new direction with lots of new challenges and rewards. I’m very grateful to them for helping me to make this happen.”

Careers Wales Online

After years of development and piloting, Careers Wales’ revolutionary new careers information, advice and guidance service, www.careerswales.com, was launched in November 2004.

The service was developed in response to a challenge set by Minister for Education and Lifelong Learning Jane Davidson, who officially unveiled Careers Wales Online. She tasked Careers Wales with developing ‘a flexible, accessible and highly innovative service that will reach people of all ages and situations’.

Now fully in place, Careers Wales Online is a bilingual, all-age careers information, advice and guidance site that is revolutionising the way careers services are delivered in Wales. Schools and colleges and communities with access to the Internet now have access to Careers Wales Online.

It has dedicated pages for our key target groups, including under 16s, 16-19 year olds, adults, employers and professionals, providing information relevant to each group.

Working with the very latest in ICT, the site includes:

• Information on more than 600 different careers
• Tools to create CVs and application letters, along with top tips on how to do so
• Interactive features on preparing for job interviews and work experience
• Information on job, education and training opportunities for school and college leavers in Wales
• Advice on education, training and career development
• Celebrity case studies
• Regular articles and news updates
• A series of interactive quizzes and tutorials focusing on self-development and personal development issues
• A library of current documents and resources for education and training professionals
• Lesson plans
• Labour market information
• A weblinks directory
• Future Skills Wales Job Outlook database to help users search for job opportunities in their area

The jewel in the crown of Careers Wales Online though is its ground-breaking ‘e-portfolio’. This personal system allows people to establish and maintain their own progress record online for the first time, making it accessible at any time from any location.
Careers Wales Online is designed for people of all ages in Wales, from students making subject choices to adults looking to change career or learn a new skill.

Matthew Saunders is a Year 11 pupil at St Martins School in Caerphilly and was one of the first students to log onto www.careerswales.com after he had a careers interview with Careers Wales Mid Glamorgan and Powys.

He was keen to find a modern apprenticeship programme to join and was shown how to search for all the opportunities available in Wales using www.careerswales.com. In just one day, by accessing the site at home, Matthew found several apprenticeship schemes he was interested in and started applying immediately.

With a number of interviews lined up, Matthew has also been using the site to prepare for his job interviews.

“It's a brilliant site, especially if you register,” said Matthew. “The games are good, particularly the interview game. It’s fun to play and teaches you how to prepare for an interview step-by-step.

“I’m not a computer nerd but Careers Wales Online has helped me learn, find out about myself and even apply for jobs without even leaving the house!”

Another happy customer...

Award Winning

And it is not just our users who have recognised the benefits of our new service. In March 2005, just four months after its launch, Careers Wales Online won a prestigious Interactive BAFTA Award for Technical and Social Innovation at the world’s largest and most celebrated interactive entertainment awards.

Careers Wales Online was also nominated for two Technology Wales Awards for ‘Best Use of Technology in the Public Sector’ and ‘Best Use of Technology in Education and Training’ in April 2005.

There has also been international recognition for the service this year. As well as London and York, the site has also received interest from European projects looking to develop it for other uses and from other career services in Scotland, Australia and New Zealand.

We are delighted that Careers Wales Online has been so well received. Everyone involved has a huge amount to be proud of and we are very grateful for their hard work and dedication in creating such a fantastic resource for education and learning in Wales.

Continuing professional development

Equal opportunities is central to all guidance activities and all Careers Wales advisers are trained to challenge any inequality and stereotypical views that they come across, whether in group activities or one-to-one interviews.

Each Careers Wales company has an equal opportunities policy, promoting equality in all areas from race and religion to disability and gender.

Every adviser has taken part in equal opportunities awareness training, which is also now part of the Careers Wales induction programme.

Careers Wales Online is also supporting Careers Wales in its equal opportunities policy. Not only does it highlight training and employment opportunities in all occupations for everyone, it includes case studies of individuals and companies who are positively challenging stereotypes in their career choice.
Another exciting development for 2004/05 was the arrival of CLIC - a national information and advice service for young people in Wales, www.cliconline.co.uk, that was also launched in November 2004.

Careers Wales Association won the prestigious contract to develop and maintain the service, re-named CLIC, from the Welsh Assembly Government and will continue to build on the work of the previous provider Canllaw Online.

Aimed at 11-25 year olds throughout Wales, CLIC is designed around the Assembly’s ‘Extending Entitlement 2000’ document that states young people have a basic right to information on ten different topics that affect their every day lives including health, education, relationships, employment and training and the law.

The Assembly-funded project is designed specifically for young people and has links to similar projects across Europe. The Welsh Assembly Government is extremely positive and proactive in promoting services that offer support on the issues facing young people.

Careers Wales wanted to involve young people in every step of the way during the development stages and nearly 200 young people from across Wales took part in the consultation process to develop the CLIC name and logo for example.

It was officially launched in November 2004 by the Minister for Education and Lifelong Learning Jane Davidson in Cwmbran. During the launch, she said: “Careers Wales recognises, as does the Assembly, that young people are entitled to this information and advice, but don’t want to be continually bombarded with information when they’re least likely to take notice of it.

“What they want is to be able to access that information where and when they need to. CLIC meets this need and provides a holistic view to information, advice and guidance services.”

The bilingual site, www.cliconline.co.uk, offers information and advice to 11-25 year olds on the following topics:

- Law and Rights
- Health
- Family and Relationships
- Money
- Housing
- Education
- The Environment
- The World, Wales and Europe
- Employment and Training
- Sport and Leisure

Development of the CLIC service will continue over the next three years to ensure the information and advice provided is accurate and up-to-date and easily accessible to all young people in Wales.

Careers Wales has been working very closely in partnership with key organisations across Wales to ensure that the information on the site is appropriate, accurate and reflects current issues and developments. Organisations such as the Legal Services Commission, Funky Dragon and Save the Children have been extremely supportive and positive about the role of CLIC in the provision of information to young people in Wales.

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- Education
- The Environment
- The World, Wales and Europe
- Employment and Training
- Sport and Leisure

The new team

The new CLIC team is now in place and we are delighted to welcome on board the nine new CLIC coordinators who have been appointed from Careers Wales companies across Wales.

With representatives from each company, the new co-ordinators will be responsible for promoting and improving access to CLIC in their regions.

Special thanks also has to go to Lynda Dix, CLIC’s national coordinator, who joined the Careers Wales Association team in February 2005 and has been working tirelessly to ensure the service delivers at the highest standard for young people.

It is thanks to this team that CLIC is providing young people in Wales with a new medium for accessing vital information and advice on important issues that they might not be able to discuss with anyone else. We are looking forward to watching the service expand and develop even further over the next few years.
### Main contract achievements for key activities

<table>
<thead>
<tr>
<th></th>
<th>Performance 2001/02</th>
<th>Performance 2002/03</th>
<th>Performance 2003/04</th>
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<td>Group Sessions</td>
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<td>13,331</td>
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<td>Placements into Employment &amp; Training **</td>
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<td>39,998</td>
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* Interviews by Careers Advisers and other staff with young people up to age 19.

** Includes placings into employment, training and education.

*** Figures for 2002-2003 include ESF (European Social Fund) funded clients.

### Total Income 2004-05 for Careers Wales

- **WEST**: 10%
- **MID GLAM**: 13%
- **POWYS**: 14%
- **GWENT**: 11%
- **CARDIFF & VALE**: 21%
- **NORTH WEST**: 11%
- **NORTH EAST**: 17%

For full details, see the financial information chart 2004/05 opposite
## Financial Information 2004/05

### Income and Expenditure Account 2004-05

<table>
<thead>
<tr>
<th></th>
<th>CAREERS WALES</th>
<th>NORTH EAST</th>
<th>NORTH WEST</th>
<th>CARDIFF &amp; VALE</th>
<th>GWENT</th>
<th>POWYS</th>
<th>MID GLAM</th>
<th>WEST</th>
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<td><strong>INCOME:</strong></td>
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<td>726</td>
<td>408</td>
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### Balance Sheet at 31.3.2005

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<th>(£000's)</th>
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<td>(975)</td>
<td>(832)</td>
<td>(1,023)</td>
<td>(270)</td>
<td>(1,042)</td>
<td>(1,366)</td>
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<tr>
<td>Creditors (Falling due after 1 year)</td>
<td>(1,445)</td>
<td>(256)</td>
<td>(104)</td>
<td>(1,018)</td>
<td>(43)</td>
<td>-</td>
<td>-</td>
<td>(24)</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>7,805</td>
<td>973</td>
<td>814</td>
<td>1,300</td>
<td>828</td>
<td>171</td>
<td>1,634</td>
<td>2,085</td>
</tr>
<tr>
<td><strong>Total Reserves</strong></td>
<td>7,805</td>
<td>973</td>
<td>814</td>
<td>1,300</td>
<td>828</td>
<td>171</td>
<td>1,634</td>
<td>2,085</td>
</tr>
</tbody>
</table>
## Directors of Careers Wales Association 2004/05

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hywel Jones</td>
<td>Chairman, Careers Wales Association Chair, Careers Wales West</td>
</tr>
<tr>
<td>Alan Boxford</td>
<td>Chair, Careers Wales Cardiff and Vale</td>
</tr>
<tr>
<td>Alan Tillotson</td>
<td>Chair, Careers Wales Powys</td>
</tr>
<tr>
<td>Andrew Wilkinson</td>
<td>Chair, Careers Wales Gwent</td>
</tr>
<tr>
<td>Barbara Warner</td>
<td>Chief Executive, Careers Wales Powys (Resigned 30/6/04)</td>
</tr>
<tr>
<td>Gwyn Thomas</td>
<td>Vice Chair, Careers Wales North West</td>
</tr>
<tr>
<td>Jeff Cocks OBE</td>
<td>Chair, Careers Wales Mid Glamorgan (Resigned 31/3/05)</td>
</tr>
<tr>
<td>John Llewellyn</td>
<td>Chief Executive, Careers Wales North West</td>
</tr>
<tr>
<td>John Troth OBE</td>
<td>Chair, Careers Wales North East</td>
</tr>
<tr>
<td>Joyce M'Caw</td>
<td>Chief Executive, Careers Wales North East</td>
</tr>
<tr>
<td>Mark Freeman</td>
<td>Chief Executive, Careers Wales Cardiff &amp; Vale</td>
</tr>
<tr>
<td>Ray Collier</td>
<td>Chief Executive, Careers Wales West</td>
</tr>
<tr>
<td>Trina Neilson</td>
<td>Chief Executive, Careers Wales Gwent</td>
</tr>
<tr>
<td>Wayne Feldon</td>
<td>Chief Executive, Careers Wales Mid Glamorgan</td>
</tr>
</tbody>
</table>

**Directors of Careers Wales Association**

With the exception of the Chief Executives, all Directors are non-executive and are unpaid. A register of directors’ interests is held at our registered office and may be viewed by arrangement with the Company Secretary.