

02 September 2011

**Over 860,000 adults improve their job prospects thanks to Next Step –
including aspiring fashion designer Chloe Studd**

Over 860,000 adults across England have improved their job prospects thanks to Next Step, the adult careers and skills advice service, since it launched one year ago.

An ambitious young business woman from Yorkshire and a museum visitor assistant from London are a few of the 863,000 adults who have benefited from free careers and skills advice and support.

Thanks to revamping her CV with some help from Next Step, aspiring fashion designer Chloe Studd, 22, from Lowestoft, is now on her way to her dream career in fashion.

After finishing university with a degree in Textile Design for Fashion, Chloe was struggling breaking into the highly competitive fashion design industry as all the jobs on offer seemed to require experience or an internship. Not knowing what to do, she turned to Next Step for help.

“My Next Step adviser was a great help,” Chloe said. “She suggested I try to get a job in fashion retail in my home town to give me some experience, as well as earning money rather than working in a bar, which seemed to make sense.”

Next Step provides information and advice to support adults in making appropriate decisions on a full range of careers, learning and work opportunities. Advisers are professionally qualified to provide careers advice to every visitor to the service, whatever their qualification, skill level or

employment status, fuelling the potential of millions of adults and helping them move on in work and life.

Chloe received help developing her CV, looking for jobs and interview techniques and, as a result, ended up with two jobs to choose from.

She started work with Sawdust, an independent designer shop in Lowestoft, as manager where she gained experience in all areas of fashion retail and management. “I really enjoyed this job got some great experience,” she said. “One of the highlights was going to London on a buying trip where I was the main buyer for womenswear, shoes and accessories.”

However, a turn of good luck a few months later saw a relative working for a member of staff at designer Boden. Explaining Chloe’s desire to get into design, it was suggested Chloe forward her CV for consideration for a seven week work placement – Chloe was successful and she was offered the work.

Following the successful placement Chloe was offered a full-time permanent job with Boden as Print Design Assistant – and she is loving her new role.

Chloe continued:

“I’m really glad I went to see Next Step because it’s resulted in me getting a job in retail, which no doubt helped me secure my job with Boden through the experience of retail it offered. I would recommend Next Step to anyone looking for careers advice and support.”

Next Step adviser Donna Massey, who helped Chloe, said:

“This is always a busy time for young people as they consider their next step after finishing college or university. And for people like Chloe, who have just

left full time education and not sure what their next move should be, sometimes all they need is the time to talk through their options.

“Often, it is a person’s CV that can let them down and as this is the first communication individuals have with potential employers, it is important to get it right. Whether looking at getting into work, changing career or moving up the career ladder, Next Step can provide tailored advice to help people achieve their goals.”

Support is available to all adults in England, aged 19 and over (or 18 and over if referred by Jobcentre Plus), online by searching for Next Step, over the phone on 0800 100 900 with a local adviser, and face-to-face, supported by a comprehensive website full of careers information, advice and tools such as a CV builder and the Skills Health Check.

Across England, since Next Step went live:

- Over 620,000 adults have received face-to-face advice locally
- Over 240,000 adults have received advice over the telephone
- There have been over 2.8 million visits to the Next Step website
- There are over 1,700 followers of Next Step through our social media pages on Twitter and Facebook
- There have been over 155,000 ‘My Next Step’ accounts created
- The service is also available over the telephone through bi-lingual advisers in: Punjabi, Sylheti, Somali, Urdu, Gujarati, Polish, French and Farsi

To find out more visit [direct.gov.uk/nextstep](https://www.direct.gov.uk/nextstep), call 0800 100 900, 8am – 10pm, seven days a week to speak to an adviser or to arrange a face-to-face appointment in your area.

ENDS

Notes for Editors

The figures broken down by region/local authority area are available on request.

Interviews

- Interviews with Chloe Studd and images are available on request.
- We also have a team of media trained advisers, who as well as providing front line advice, are happy to take part in media activity such as radio interviews or even live webchats.

Case studies

- Photographs of the case studies are available. There are also other case studies (from young adults to older workers) available from the press office to support your article/feature.

Please contact Skills Funding Agency press officer, Laura Tiplady on pressoffice@skillsfundingagency.bis.gov.uk or 07799 861 229.

Next Step is available to all adults in England, aged 19 and over (or 18 and over if referred by Jobcentre Plus), whatever their qualification, skill level or employment status, fuelling the potential of millions of adults, through our three channels:

- Online: direct.gov.uk/nextstep
- Telephone: 0800 100 900, 8am – 10pm, 7 days a week
- Face-to-face: Call 0800 100 900 to arrange an appointment in your area

The service is also available, over the telephone, with bi-lingual advisers in the following languages:

Punjabi	0800 093 1333*
Sylheti	0800 093 1444
Somali	0800 093 1555
Urdu	0800 093 1118*
Gujarati	0800 093 1119
Polish	0800 093 1114
French	0800 093 1115
Farsi	0800 093 1116

Lines are open Monday to Friday, between 9am – 5pm. *Urdu and Punjabi lines are open 9am – 8pm

Careers services in Wales, Scotland and Northern Ireland are the responsibility of the Devolved Administrations.



Skills Funding Agency

The Skills Funding Agency funds and regulates adult further education and skills in England.

It is responsible for channelling funding swiftly, efficiently and securely to further education colleges and other providers, primarily in response to customer (employer and learner) choice on programmes. It operates through customer focused services: National Apprenticeship Service (NAS) and Next Step.