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COMPANIES HOUSE 30/01/96

Accounts of Independent Schools Careers Organisation

(A Company Limited by Guarantee) Company Number 373984

INCOME AND EXPENDITURE ACCOUNT for the year ended 31 August 1995

	Notes	1995	1994
		£	£
Income			
School membership subscriptions	147,088	151,286	
Careers Guidance Scheme fees 2	837,811	814,710	
Consultation fees	2,499	1,118	
Publications	117,939	69,800	
Computer programs	48,613	25,349	
Courses	6,398	(262)	
Careers for Women	7,479	10,960	
Computer Scheme Subscriptions	2,600	-	
		<u>1,170,427</u>	<u>1,072,961</u>
Donations		3,388	3,744
Income from listed investments		25,720	27,476
Interest on deposits		17,399	11,531
		<u>1,216,934</u>	<u>1,115,712</u>
Expenditure			
Direct costs of services –			
Ability test charges	213,455	201,026	
Publications – CareerScope	40,270	40,155	
Others	22,152	16,787	
		<u>275,877</u>	<u>257,968</u>
Staff costs –			
Salaries	535,941	472,322	
Social security costs	43,392	39,768	
Pension costs 2 & 8	46,834	60,092	
		<u>626,167</u>	<u>572,182</u>
Travelling/Meetings		92,890	81,491
Administrative expenses –			
Establishment and office	106,425	87,406	
Hire of equipment	5,793	5,597	
Auditors' remuneration	6,353	6,250	
Depreciation	9,466	7,752	
Operating leases	18,990	18,990	
Development	3,866	3,867	
		<u>150,893</u>	<u>129,862</u>
		<u>1,145,827</u>	<u>1,041,503</u>
Surplus on ordinary activities		71,107	74,209
(Deficit) on sale of investments		-	(5,535)
Surplus on revaluation of investments		14,171	5,540
Surplus for the financial year		<u>£85,278</u>	<u>£74,214</u>

In the above two financial years, the company had no gains or losses other than the surpluses and all of the results derived from ordinary activities.

BALANCE SHEET at 31 August 1995

	Notes	1995	1994
		£	£
Fixed assets			
Tangible assets	3	30,677	29,582
Investments	2 & 4	587,934	523,763
		<u>618,611</u>	<u>553,345</u>
 Current assets			
Debtors	5	124,165	112,655
Cash on deposit account		160,164	113,707
Cash on current account		3,540	5,212
		<u>287,869</u>	<u>231,574</u>
 Creditors (amounts due within one year)	6	(102,764)	(73,708)
Net current assets		185,105	157,866
Total assets less current liabilities		803,716	711,211
 Deferred fee income	2		
Due within one year		(134,308)	(129,922)
Due after more than one year		(128,112)	(125,271)
		<u>(262,420)</u>	<u>(255,193)</u>
 Net assets		<u>£541,296</u>	<u>£456,018</u>
 Reserves			
Income and expenditure account			
Balance at 1 September 1994		456,018	381,804
Surplus for the financial year		85,278	74,214
		<u>£541,296</u>	<u>£456,018</u>

B. J. Bowden

Chairman

J. E. K. Smith

Hon. Treasurer



Approved on

17th October 1995

NOTES TO THE ACCOUNTS for the year ended 31 August 1995

1 Status

The Independent Schools Careers Organisation is a company not having a share capital and limited by a guarantee not exceeding £1 per member. It is a registered charity (no. S10106Z/1) and is thus not liable to taxation on any surplus of income or surplus on disposal of investments. Tax relating to investment income and covenanted donations is recoverable.

The Organisation has a licence to dispense with the word 'limited' from its title.

2 Accounting policies

The following accounting policies have been consistently applied to those items which are considered material in relation to the company's accounts.

(a) Accounting convention

The accounts are prepared under the historical cost convention as modified by the revaluation of investments.

(b) Deferred fee income

Fees received under the Careers Guidance Scheme are taken credit for in the income and expenditure account over the period during which the services will be provided. The proportion of each year's fees applicable to services to be provided in future years is carried forward as deferred income.

(c) Investments

Investments are stated at market value at the balance sheet date. The surplus or deficit compared with cost or the previous value is taken to the income and expenditure account in accordance with SORP 2.

(d) Directors' emoluments

The company's Memorandum of Association provides that no remuneration or benefits shall be given to any member of the Council.

(e) Depreciation of fixed assets

Depreciation is calculated on cost at the following annual rates:

Office equipment	10%
Computer equipment	20%

(f) Payments under operating leases

Operating lease charges are written off to the income and expenditure account as they fall due.

(g) Pension scheme

Contributions payable under the scheme are charged to the income and expenditure account in the period in which they are made.

3 Tangible fixed assets

	Office equipment £	Computer equipment £	Total £
Cost			
At 1 September 1994.....	45,626	54,504	100,130
Additions.....	2,483	8,495	10,978
Disposals.....	-	(695)	(695)
At 31 August 1995.....	48,109	62,304	110,413
Depreciation			
At 1 September 1994.....	33,520	37,028	70,548
Charge for the year.....	2,574	6,892	9,466
Disposals.....	-	(278)	(278)
At 31 August 1995.....	36,094	43,642	79,736
Net book value			
At 31 August 1995.....	12,015	18,662	30,677
At 31 August 1994.....	12,106	17,476	29,582

NOTES TO THE ACCOUNTS for the year ended 31 August 1995

4 Investments

	Common investment funds £
Market value at 1 September 1994.....	523,763
Additions during the year at cost	50,000
Surplus on revaluation of investments	14,171
Market value at 31 August 1995	<u>£587,934</u>

The investments which are stated at a valuation of £587,934 (1994: £523,763) had an original cost of £546,417 (1994: £496,417).

	1995 £	1994 £
Fees receivable.....	69,963	64,484
Other debtors.....	34,984	29,248
Pension prepayments	6,621	6,095
Prepayments and accrued income	12,597	12,828
	<u>£124,165</u>	<u>£112,655</u>

Other debtors include £18,597 which is due after more than one year in respect of car loans which are repayable over four years (1994: £14,057)

	1995 £	1994 £
Trade creditors	65,424	27,299
Taxes and social security	19,851	14,839
Accruals	17,489	31,570
	<u>£102,764</u>	<u>£73,708</u>

7 Employees

The average number of employees was as follows:

	1995 Number	1994 Number
Services to schools	18	18
Administration and office	14	13
	<u>32</u>	<u>31</u>

8 Pension costs

There is a defined contribution pension scheme. The assets of the scheme are held separately in an independently administered fund. Pension costs represent contributions payable by the company to the fund and amounted to £46,834 (1994: £60,092).

9 Operating leases

There are commitments for operating leases during the coming year.

In respect of leases terminating:

	Land and buildings £
After 5 years	<u>18,990</u>

10 Note of historical cost surpluses and deficits

	1995 £	1994 £
Reported surplus for the year	85,278	74,214
Difference between a historical deficit/(surplus) on sale of investments based on cost and the actual deficit/(surplus) on sale of investments based on market value.....	-	1,952
Unrealised surplus on revaluation taken to the income and expenditure account	(14,171)	(5,540)
Historical cost surplus for the year	<u>£71,107</u>	<u>£70,626</u>

AUDITORS' REPORT TO THE MEMBERS OF THE INDEPENDENT SCHOOLS CAREERS ORGANISATION

We have audited the financial statements on pages 17-20 which have been prepared on the basis of the accounting policies set out on page 19.

Responsibilities of council members

Company law requires the council members to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the income and expenditure of the company for that period. In preparing those financial statements, the council members are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The council members are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Responsibilities of auditors

It is our responsibility to form an independent opinion, based on our audit, on the financial statements and to report our opinion to you.

Basis of opinion

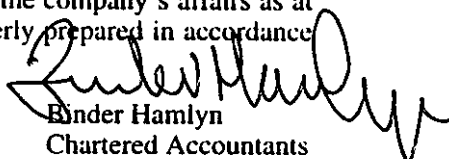
We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the council members in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements give a true and fair view of the state of the company's affairs as at 31 August 1995 and of its surplus for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

20 Old Bailey
London EC4M 7BH
17th October 1995


Binder Hamlyn
Chartered Accountants
Registered Auditors

FINANCE

1995 has been another good year with strong income growth of 9%. There was a particularly strong performance on sales of publications and computer programs where income grew by 69% and 92% respectively. Total expenditure increased by 10% reflecting decisions to strengthen ISCO's staffing position and to support the new income streams which are now a very important component of our overall services.

The surplus on our operations was £71,107 compared with £74,209 last year. After taking account of investment gains and losses, we made a net surplus of £85,278 which has been taken to reserves. These amounted to £541,296 as at 31st August 1995 compared with £456,018 at the start of the year.

ANNUAL REPORT for 1994-95

Chairman's Statement

Our National Director and his staff have faced most taxing demands over this last financial year, but in spite of this they have produced excellent results once again. This has carried on the good work of the last four years during which time we have been able to rebuild our reserves following a number of years of deficits.

This last year we have recorded an operating surplus of £71,107 in addition to a revaluation surplus on our investments of £14,171.

The operating surplus has benefited from significant increases in sales of publications and computer programs and in spite of a small drop in membership fees. Careers and Higher Education Guidance Scheme fees have shown a small increase in spite of the adverse conditions and this is encouraging for the future. This continuing strength has enabled us to keep our fee increases to very low figures for this next year.

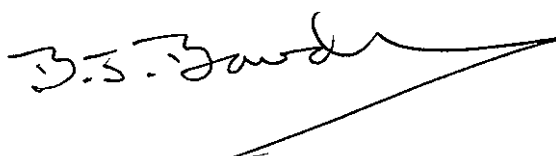
The Annual Conference in January was held at Cirencester and was on the theme of Land Based Careers. Those who attended it were generally agreed that it was a very successful and happy conference.

There was a great deal of activity concerning the Government's continuing programme of putting the careers service out to private tender. This has entailed much contact and work both at regional and national level in order to keep close to developments.

I thank most sincerely Graham Searle, Keith Beale, the Regional Directors, the administrative staff and those involved with the publications and computer sales for this excellent result.

This year has seen a number of changes on the Finance Committee. Margaret Angus and Parry Rogers have retired after serving for a number of years. I thank them for their enthusiastic and valuable contributions to our deliberations. Adrian Bridgewater has joined the Council and Finance Committee and brings to ISCO a wealth of experience in the careers field.

My thanks for the continuing support of the members of the Finance Committee and the Council.



Report from the National Director

The national scene

Once again there has been pressure from the Government to enhance the quality of careers education and guidance. In all these developments – the enhanced guidance for years 9 and 10 and the Competitiveness White Paper targeted at the training of careers advisers – ISCO has been involved. We have been represented on working groups set up by the Employment Department and the Schools Curriculum and Assessment Authority (SCAA). Most recently we have been invited to participate in the National Careers Service Consultation Group to consider longer term strategy.

To keep Heads and Careers Advisers in touch, ISCO organised Conferences in Manchester and London at which representatives from the Education and Employment Departments and SCAA spoke. In addition, Government initiatives have been a constant theme in the ISCO Newsletter and at Regional Meetings for staff.

As the Careers Services have been contracted out ISCO has, wherever possible, made arrangements with the new providers. We have very good relations with the Institute of Careers Guidance and we are members of the National Advisory Council for Careers Education and Guidance.

We have welcomed the Government's emphasis on careers education and we continue to encourage good practice in our schools. Our Careers Education Programmes fitted with Government plans and their sales to maintained and independent schools have made a major contribution to our income.

Services to schools

Our principal work has been to support staff in member schools and to provide practical help to them and to their students and parents. There has been a growth in the number of group sessions, interviews and in-service help provided by Regional Directors. We have kept in touch with higher education developments and with UCAS; advice on all aspects of admissions to universities and colleges is a vital part of our work.

The sale of publications has again gone well and there has been a tremendous increase in the take-up of DISCOURSE – the Higher Education computer program – particularly alongside ECCTIS.

The most important source of income remains our Careers and Higher Education Guidance Scheme, including the Morrisby Profile. We have worked closely with the Morrisby Organisation and greatly value that link. Enrolments have increased over the last two years and we hope that this trend will continue. A great deal of work has also gone into developing the Careers Experience Courses for students.

ISCO Staff

Angela Read left in April to become Head of the new International College in Felixstowe. She gave sterling service to ISCO and we wish her every success. Her successor is John Watson who was in charge of careers at Uppingham and previously at Bryanston. In the South West Janet Cuthbert-Smith has been joined by Sue Miller with whom she has split the Region. Helen Toon joined the staff at Camberley to meet the growing demand for information and guidance.

ISCO has had another successful year and my thanks go to all the Regional Directors, the staff at Camberley, especially Keith Beale, and to Brian Bowden and the Council for their unfailing support and encouragement.

Changes in school membership during the year (to 31st August, 1995)

The following schools joined ISCO during the year commencing 1st September, 1994:

The Albany College	Laurel Bank School	St Margaret's School for Girls
Ayton School	Leicester High School	St Mary's College, Crosby
Castle Hall School	The New School, Butterstone	Salesian College
Collingham School	Padworth College	Sidcot School
Heathfield School, Ascot	Priory College	Trinity School, Croydon
Hereford Cathedral School	The Red Maids' School	Walthamstow Hall
Holy Trinity College	Riverston School	King's College, Madrid
Immanuel College	St Anselm's College	
Kirkstone House School	St Dunstan's College	

Resignations as at 31st August, 1995:

Ashbourne College	Monkton House Educational Trust	St Dominic's School
Brentwood School	Notre Dame Senior School	St Mary's School, Shaftesbury
Croft House School	Redland High School	Upper Chine School – (Ryde School merger)
Dean Close School	Ruthin School	West Heath
Felixstowe College – (Closed)	St Michael's, Burton Park – (Closed)	West Buckland School
King's School, Rochester		
Lawnside – (Closed)		

These changes increased the total number of schools in membership to 389.

The following schools were in membership of ISCO Careers for Women during the same year:

Bruton School for Girls	King's College, Taunton	St Margaret's School, Hampstead
Francis Holland School, NW1	Putney Park School	St Swithun's School
Godolphin and Latymer School	Redland High School	
Headington School		

Total 9.

Council Membership

Retirements –

Governing Body Members:

G. M. L. Blackburne-Kane (Allhallows)

Member Heads:

J. F. X. Miller (Framlingham College)

J. V. Tyson (St. Edmund's School)

M. Higginbottom (Aldenham School)

Co-opted Members:

P. F. C. Begg (Reed International)

Mrs M. Angus (Orwell Park School)

Proposed for Election/

Re-election –*

Governing Body Members:

Mrs C. Avent (Leighton Park School)*

R. D. Johnston (High School of Dundee)*

H. R. Lewis (King's College School)*

P. M. Rossiter (Stowe School)

R. P. Kennedy (Wycombe Abbey School)

Member Heads:

Mrs A. Griggs (St. George's School, Ascot)*

Mrs J. Scott (South Hampstead High School)*

Miss M. Connell (More House School)

A. P. Millard (Giggleswick School)

R. M. Reynolds (Newcastle-under-Lyme School)

Co-opted Members:

K. Bell (Price Waterhouse)*

I. Mackay (Construction Industry Training Board)*

J. D. Andrewes (Crown Agents)*

Sir Bob Reid (London Electricity plc)*

Mrs C. Carter (Girls' Public Day School Trust)

G. Ward (University of Hertfordshire)

A. A. Bridgewater (ECCTIS 2000 Ltd)

The Careers and Higher Education Guidance Scheme

Details of enrolments into the Careers and Higher Education Guidance Scheme (CHEGS) over the last four years are as follows:

	<i>Standard Enrolments</i>	<i>Younger Siblings</i>	<i>"All-in" GCSE Year</i>	<i>"All-in" Lower VI</i>	<i>Children of Staff</i>	<i>Total</i>
1991/92	4177	1164	6333	446	341	12461
1992/93	3961	1070	6162	492	318	12003
1993/94	3890	964	6415	506	298	12073
1994/95	4191	1084	6065	555	333	12228

The trend towards testing Year 10 before the summer holidays has continued with a further six schools taking this option. The 'double' testing of both IVth and Vth forms in these schools increased the total enrolments from 11989 to 12073 last year and from 12019 to 12228 this year.

The increased enrolments this year is encouraging considering that a few All-in schools left the scheme at the beginning of the year. All-in enrolments still represent over 54 per cent of the total.

The overall increase in enrolments is further evidence that the scheme is seen as a great benefit to schools, parents and, most importantly, the students, who have access to careers guidance for up to eight years from their date of enrolment for the once only enrolment fee.

The group sessions carried out by Regional Directors with students who have received their Morrisby reports have significantly increased the awareness of pupils and parents and eased the task of school staff. They should enable students, parents and schools to make more effective use of the reports over a number of years.

Careers experience courses for pupils

	1992/93	1993/94	1994/95
Applications for courses	3796	3978	3929
Students placed on courses	2757	2925	2755
Number of courses	165	164	148

Considerable extra effort went into developing the careers experience courses programme during the year, including the appointment of a Courses Development Director who, in a consulting capacity, has worked towards improving the quality and scope particularly of the ISCO national courses. Welcome financial support has been received from Marks & Spencer to help with the cost of improving the cover of the Careers Experience Courses booklet.

Amongst the twelve new national courses offered this year were 'The Persuasion Industry' – a look at careers in advertising and public relations – with the assistance of the Advertising Association, and 'Flying High' – a one-day course on careers in the air travel industry held at Gatwick airport in collaboration with BAA Gatwick, National Air Traffic Service (formerly CAA) and British Airways.

As an innovation, two residential courses were arranged. 'Careers in Aviation Science' was held at Bloxham School under the leadership of John Farley – formerly chief test pilot for British Aerospace. Two three-day visits were made to CERN (The European Centre for Particle Physics) to meet and hear from some of the world's leading physicists about their work in this most fascinating international research facility.

Despite the generosity of many organisations who have contributed to the 1994/95 course programme, there remains a reluctance to commit time and resources to the same degree that ISCO has experienced in the past due, at least partly, to the reduced budgets with which employers have been operating during the recession. In order to maintain the high quality of courses it has, therefore, been necessary to make a charge against those courses for which we have been unable to find a host or sponsor, or

where we have been obliged to pay for accommodation and meals. In making these charges, it is not the aim to make a profit but simply to cover some of ISCO's costs.

Courses organised locally by Regional Directors for sixth formers continue to be popular. There were 48 this year, intended mainly, but not exclusively for pupils from their areas. As usual, some were oversubscribed. A total of 977 applications were made for 767 places. Topics were varied and included most of the main professions, such as law, banking, accountancy, architecture, medicine, engineering and veterinary science. Some other areas explored were hotel management, food science, retail management, stockbroking, air traffic control, business studies, advertising, film and media.

Careers courses are the single most effective way of allowing students to explore career possibilities in the safety of a group of similar-minded people from their own age and experience group. It is ISCO's aim to provide such courses of the very highest quality for students at participating schools.

The Aiglon Course

This took place for the fifth year in succession at its usual venue in the Swiss Alps. The course attracted 41 sixth formers from 18 schools based in the UK and on the Continent, including a strong contingent from Sir James Henderson, British School of Milan. The participants particularly valued the stimulating contributions from the Business School, Lausanne, Edwin Brown, Bridport Associates, Chase Manhattan Bank, ICI and IBM. The presenters from these organisations, who gave very generously of their time, covered multi-national marketing, financial services, accountancy and human resources. It was clear from the high quality of the final group presentations, based on a marketing project involving the launch of a new international fast food chain, that the sixth formers had worked extremely hard and that they had learnt a great deal about the business world and the skills employers were seeking.

We are enormously grateful to Aiglon College for all the efforts made at a busy time in the school year, especially by Chris Higgs, to ensure the success of the course. We fully intend to run this event on similar lines in June 1996.

Organisations at present involved in student courses on ISCO's behalf:

Abbot Mead Vickers
Advertising Association
Andersen Consulting
Armed Forces
 Royal Navy
 Army
 Royal Air Force
Arts & Design Admissions Registry
Association of Teachers & Lecturers
BAA London Gatwick
Bank of England
Bank of Scotland
Barings plc
Bartle Bogle Hegarty
Bates Dorland Ltd
Birmingham & West Midlands Society of Chartered Accountants
Bridport Associates
Bristol Spaceplanes Ltd
British Aerospace
British Airways
British Broadcasting Corporation
British Home Stores
British Telecom
Bromley Council, Legal Dept.
Bromley Magistrates' Court
Business School Lausanne
CERN - European Laboratory for Particle Research
CL Laing & Cruickshank Investment Management Ltd
Cabair College of Air Training

Cable & Wireless plc
Cambridge University Dept of Clinical Veterinary Medicine
Cameron Markby Hewitt
Chartered Insurance Institute
Chase Manhattan Bank
City & Guilds of London Art School
College of Law, Chester
Construction Industry Training Board
Cranfield University, Silsoe College
Cranswick Watson
Crieff Hydro
Crown Prosecution Service
DUO (UK) Ltd
De La Rue plc
De Montfort University
Department for Education
Dipp Lupton Broomhead
East Anglian Daily Times
Edict Editorial Services
Edward Harris Associates
Edwin Brown Associates
Ernst & Young
Esso Petroleum Co Ltd
European Business Management School
European Business School
Eversheds Hepworth & Chadwick
FOSFA International
Faulds Advertising Agency
Forte Hotels

Four Seasons Hotels
 Freshfields
 GKN plc
 Gardiner & Theobald
 Glasgow Caledonian University
 Goodwood Racecourse Ltd
 Grey London
 Historic House Hotels Ltd
 IBM (UK) Ltd
 ICI
 Institute of Education
 Institute of Management West End Branch
 Institution of Electrical Engineers
 J Walter Thompson Ltd
 Jardine Insurance Services Ltd
 John Laing plc
 John Lewis Partnership
 KLC Ltd
 KPMG Peat Marwick
 King's College Law School, University of London
 Leo Burnett Ltd
 LIFFE
 LV Group
 Law Society of Scotland
 Lay & Wheeler Ltd
 Lazard Brothers
 Leeds City Magistrates' Court
 Leicester General Hospital
 Leigh Williams
 Lincoln's Inn
 Lloyd's of London
 London Commodities Exchange
 London Guildhall University
 London International Petroleum Exchange
 London Metal Exchange
 London Society of Chartered Accountants
 Lovell White Durrant
 Lucas Industries plc
 Lupton Fawcett
 McCormicks
 Manchester Airport Air Traffic Control
 Marks & Spencer plc
 Michael Brown Associates
 Mountview Theatre School
 National Air Traffic Services, Civil Aviation Authority
 National-Standard Co Ltd
 Norton Rose
 Nottingham Trent University
 Ogilvy & Mather Ltd
 Ove Arup Partnership
 Powergen

Price Waterhouse
 Procter & Gamble
 Publicis Ltd
 Queen Margaret College
 Radio Workshops
 Reaseheath College
 Rolls Royce
 N M Rothschild & Sons Ltd
 Royal Agricultural College
 Royal College of Veterinary Surgeons
 Royal Dutch Shell
 Royal Free Hospital School of Medicine
 Royal Geographical Society
 Royal Holloway University of London
 Royal Institute of Chartered Accountants of Scotland
 Royal Society of Architects in Scotland
 St Bartholomew & Princess Alexandra & Newham
 College of Nursing & Midwifery
 St Mary's College, Strawberry Hill
 St Paul's Chamber
 Savoy Hotel
 Shandwick PR Co Ltd
 Simmons & Simmons
 Simpson & Curtis & Co
 Sir Robert McAlpine & Sons Ltd
 Slaughter & May
 Sparsholt College Hampshire
 TASC Teacher Training Agency
 Tante Marie School of Cookery
 Tilney & Co
 Touche Ross & Co
 University of Aberdeen
 University College London
 University of Birmingham
 University of Bradford, School of Pharmacy
 University of Exeter
 University of Leicester Medical School
 University of Reading
 University of Stirling
 University of Surrey
 University of Technology, Loughborough
 University of Westminster
 Walker Crips Weddle Beck plc
 Walker Morris
 S G Warburg plc
 West Herts College
 Westland Helicopters
 Willis Coroon
 Writtle College
 Zeneca Group plc

Employer Subscribers, Contributors and Sponsors 1994/95

* Bank of Scotland
 * BAT Industries plc
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 * Cazenove Service Co
 * Esso UK
 * The Fishmongers' Company
 * Gibbs Hartley Cooper Ltd
 * GKN plc
 * IMI plc
 * James Finlay plc
 * John Lewis plc
 * John Swire & Sons

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 + Price Waterhouse

TSB Group plc

Subscribers

Courses and conferences for staff

1995 National Conference

The Royal Agricultural College at Cirencester hosted the Annual Conference from the 4th to the 6th of January as the first event in its 150th anniversary. The subject matter extended well beyond the farming stereotype. Far from being at the beginning of the food chain it soon became clear that the farm stands somewhere in the middle, with suppliers before it and supermarkets after it. The number working on the farm has diminished but many more are working in food-buying for the supermarkets, for agricultural consultants and for contractors. These all require highly qualified specialists, and offer opportunities for pupils from ISCO schools, after suitable training in universities or agricultural colleges.

The presentations covered an enormous range of careers: agriculture, research, land management, horticulture, recreation and leisure, the food industry, forestry, landscape design, fish, game and wild-life.

The level of the presentations was uniformly high. Sir Colin Spedding gave realistic and thoughtful talks at the beginning and the end on trends in careers in the countryside and on how to view the future.

As always the visits were the core of the Conference. They gave the delegates the chance to find out about the careers from the practitioners on the spot. Each group visited a country estate. The second visits were to a variety of related activities, eg horticultural research, forestry, auctioneering, veterinary medicine and brewing.

At the Conference Dinner the delegates heard a lively and fascinating speech from Simon Seligman, Education Officer on the Chatsworth Estate, who was at an ISCO school and had followed an interesting route to Chatsworth.

As usual a great deal of the benefit for delegates was the chance to exchange ideas and experience in the pleasant atmosphere of the College.

We are most grateful to the Royal Agricultural College for arranging the Conference and to the many speakers and visit hosts.

1994 Scottish Conference

The theme of the Annual Scottish Conference was "Careers in Hospitality Management", covering leisure, sport and tourism. It was held, appropriately, at the Crieff Hydro hotel and delegates undoubtedly appreciated the facilities of this splendid family hotel set in the Perthshire countryside. According to a representative from the Scottish Tourist Board Scotland does better than the rest of the UK in attracting tourists, but it has to adapt to modern trends and expectations if it is to continue its success. Other speakers were drawn from a wide range of organisations, representing hotels, sports centres, airlines, a riding school, museums and arts administration. The higher education input came from Napier, which has a long tradition of running hospitality management courses. What was clear was that there are many ways in to the hospitality industry and good opportunities for well-qualified, flexible people to move around.

Seminars and other events

A number of other events for careers advisers were held around the country during the year. For example, there was one on hotel management and the airline industry, hosted by Forte and British Airways. Christie's and the Tate Gallery together helped us run a day on 'Careers in Fine Arts and Auctioneering'. A 'Careers in the Law' briefing was held in association with the Law Society and King's College Law School. Seminars in London and Manchester focused on government initiatives on careers, there were events covering publishing, construction and opportunities in hi-tech companies in Yorkshire. Visits were also arranged to Keele and Portsmouth universities.

Training courses

This year the annual residential training course for new careers advisers was held in August at the Royal Agricultural College at Cirencester and attracted 40 teachers. A further training day for Morrisby profile training was held in London in December. In-house training courses on the use of Morrisby were also held in schools throughout the country.

The demand for training has increased thanks to Government initiatives to enhance careers education and guidance in years 9 and 10, and the Competitiveness White Paper which has now extended to years 11 and 12. As a result great interest has been shown in the three ISCO Careers Education Programmes – Option Choice for year 9, Explore for year 10 and Directions for year 11 (Scottish second, third and fourth years) – and these have been sold extensively to schools and careers services. Training courses have been run in the use of all these programmes in London and at a number of in-house training sessions at the request of schools, as well as general training sessions introducing staff to careers work. A Careers Education Programme for years 12 and 13 (Scottish fifth and sixth years) is currently being developed and a new progressive Study Skills pack for years 9, 10, 11 and 12 will be piloted in the autumn term.

This year has also seen initial discussions between ISCO and Canterbury Christchurch College on the viability of running an accredited training course for teachers in ISCO schools wishing to obtain the Advanced Certificate in Careers Education and Guidance (ACCEG). The course will be based on the Open College 'Careers Work' pack, supported by termly workshops run jointly by ISCO and the College, and should commence in January 1996. Fifty teachers have expressed interest in the course so far.

We are grateful to the following organisations, in addition to those already mentioned, which helped with and hosted courses and visits for staff.

Admiralty Interview Board
Bathurst Estate
Bicton College
COIC
Centre International de Glion
Charing Cross & Westminster Medical School
Chatsworth Estate
Construction Industry Training Board
Council of Science & Technology Institutes
Courage Brewery
Department for Education
Department of Employment
Department of Trade & Industry
Edinburgh University
Englefield Estate
Freshfields
Gardner Merchant
Glasgow University
Gloucester Livestock Market
Hatherop Estate
Hobsons Publishing
Horticultural Research Institute at Wellesborne
Institute of Landscape & Amenity Management
Institute of Petroleum
James Capel
King's College London
Lincoln's Inn
Linklaters & Paines
McCann Erickson
Manchester University
Medicus Communications Ltd

Moray House Institute of Education
Morrisby Organisation
Napier University
National Trust
Newcastle University
North Yorkshire Careers Guidance Services Ltd
Offices and Aircrew Selection Centre, MOD Cranwell
Perschore College
Queen Mary's University Hospital
Richard Holden Associates
School Curriculum & Assessment Authority
Scottish Agricultural College
Scottish Council of Independent Schools
Scotvec
Sherborne Estate
South Bank University
Sparsholt College Hampshire
Stevenson College
Surrey Careers Service
Teather & Greenwood
Times Newspapers Ltd
Town House Hotel
Tyler & Fletcher
UCAS
University College London
University of Aberdeen
University of Keele
University of Manchester
University of Portsmouth
William Jacks Motor Group
Writtle College

Schools which helped with and hosted courses and visits for staff.

Aiglon College
Castle Hall School
Fettes College
Manchester High School for Girls
Mary Erskine School
Newcastle-under-Lyme School
Queen Margaret's School, York
Queen's Gate

Reed's School
St George's College, Weybridge
St Paul's School
St Peter's School
Scarisbrick Hall School
Solihull School
Stamford High School
Westminster School

Computer activities

Once again the supply of computer programs to schools increased the contribution of this activity to net income. Subscriptions increased and the contribution grew by 92%.

The principal reason for the increase was the offer of DISCOURSE linked to ECCTIS 2000 on the latter's CD-ROM. ECCTIS saw DISCOURSE as the natural front-end to its extensive courses database. Our sales of DISCOURSE grew threefold as a result. Sales of the other two Worth programs, ISCOM and DISCOVER, also continued to increase in both maintained and independent sectors.

A large part of the increased margin was ploughed back into the development of Windows versions of all the programs. DISCOURSE, ISCOM and DISCOVER have been combined in new integrated programs – ISCOPE for Windows and ISCPDOS and DOS. A new ISCOM-DISCOVER combination is also being launched. All the programs have been improved to take full advantage of the Macintosh as well.

The contents and norms of the programs have been revised and updated. More A-level subjects have been included in the ISCOM and DISCOURSE questionnaires.

Subscriptions to ECCTIS by independent schools increased by 22%. The number of member schools using it increased too, but a third still do not have this essential aid for students to plan their education after school. A completely redesigned version known as ECCTIS PLUS was launched in April. This takes full advantage of Windows to make it easier to use the database and to gain more from it. DISCOURSE for Windows will be linked to ECCTIS PLUS shortly.

Sales of MICRODOORS, the COIC occupational database, continued to increase. We had added last year the POTTER GUIDE to our range and this year we brought in CID and SUBJECTWISE to coincide with the Government funding of careers information and guidance for years 9 and 10 (Scottish second and third years). We market third-party programs only if they are of good quality, relevant to the needs of member schools and give us a margin over direct costs.

Regional Directors have demonstrated the Worth programs at a number of exhibitions organised by the local careers services for teachers, as well as at national events. Their portable computers have been well used at these events. A large part of the success this year is due to their efforts.

A heavy burden has fallen on the staff in Camberley in answering queries, administering a business that has increased so dramatically in the number of subscribers and products, and in physically dispatching the orders. This they have done willingly, cheerfully and efficiently. Thanks are due also to Worth Software and to ECCTIS.

Liaison with other organisations

In addition to those organisations and institutions mentioned in previous sections, during the year ISCO staff visited or were associated with the following:

Accor Group
AGCAS
AGR
Allied Dunbar
Ashwell House
Askham Bryan College
Barclays Bank
Birkbeck College
Brunel College of Further Education
Careers services (various)
CASCAID
CfBT Education Services
Cheltenham and Gloucester College of Higher Education
Coopers and Lybrand
Coutts Career Consultants
CRAC
Distributive Occupations Training Council
ECCTIS
Edge Hill College
Exacta Circuits
Fletcher Jones
Forestry Commission
Gap Organisation
Gordon Methven Associates
Greig Middleton & Co Ltd
GSA
Halton College of Further Education
Hobsons Publishers
HMC
ISAI
ISIS
Kleinwort Benson
Leeds Metropolitan University
Lothian Region Surveying Dept.
Merrill Lynch

Micro Metalsmiths Ltd
Mobil Oil
NACCEG
NACGT
Nestle
North Yorkshire Business Education Partnership
Playford Ros Ltd
Queens University
RSA
J. Sainsbury
St Helens College, Merseyside
SCAA
Selfridges
SHMIS
Singer and Friedlander
Sun Microsystems
TECs (various)
Thames Valley University
TMO
Trotman Publishers
Trust House Forte
UCAS
United Distillers
University of Leeds
University of Manchester
University of Oxford
University of St Andrews
University of Southampton
University of Strathclyde
University of Ulster
University of the West of England
University of York
University Careers Services (various)
Wellpark Consultancy Services

Advisory work

Advisory interviews

The number of interviews carried out by Regional Directors and their assistants has increased sharply from 2632 to 3433. It has been ISCO's policy to give direct help to schools wherever possible and this is reflected in these figures. These include both those following the Morrisby Tests and those requested subsequently. These may take place in term-time or in the holidays or after the pupil has left school. If practice university interviews are included the figure is even higher.

In addition, post-Morrisby group sessions have been provided to explain the Morrisby reports to pupils prior to their individual interviews. Work has also been carried out on action planning and ideas circulated to schools.

Regional Directors spend a great deal of time dealing with pupils' and parents' queries on the telephone, approaching 2000 in the year. This does not include those received at Camberley or by the Information Service. The availability of this sort of contact and advice in the holidays is very much appreciated by parents, especially when the question or problem to be resolved is fairly urgent.

Personal development courses

A number of Regional Directors have run courses for pupils in individual schools which come under the heading of personal development. These have been greatly appreciated by both pupils and heads. They have included interview training workshops and prefect training and sessions dealing with topics such as leadership, group dynamics, time management, decision making, study and presentation skills.

Parents' evenings and careers conventions

These can make heavy demands on Regional Directors' time, but they are extremely valuable in giving them the chance to meet parents and pupils and various school staff. School careers advisers appreciate the additional support when the evenings are concerned with crucial subject choices and Regional Directors are often asked to speak on options, higher education, etc.

ISCO continues to help run advice stands at national and regional careers events, in particular those organised by *News International* and *The Guardian*. For the News International fair ISCO staff wrote the student workplans designed to prepare students to make the most of their visit and these were sent to all participating schools, both state and independent. Pupils seen are from maintained schools and sixth form colleges, as well as from independent schools, some of which are non members. Contacts made on these occasions help to raise the organisation's profile and staff use the opportunity to sell publications and computer programs.

In addition, Regional Directors have displayed ISCO publications and computer programs at Careers Service Information Days throughout the country.

London Office

Judith Elkan took over the office from Peter Taylor on 1st November 1994, on his retirement. From the beginning Kalyani Menon gave part of her time to the office, providing great support.

There has been a general reorganization of the office space at 27 Marylebone Road; we were offered more convenient accommodation on the 7th floor there, and moved from the 4th floor in March. The number of Morrisby tests has been increasing, and 100 were administered during the year. With a separate room, we can now accommodate up to six people at a time, and we no longer need to hire rooms for this purpose. With our change in accommodation, it will also become possible for people to come by appointment to browse in our resource material. Our computer programs, ISCOM, DISCOURSE and DISCOVER, as well as the ECCTIS data base, are available both during interviews and for consultation by our clients.

Apart from the interviews connected with Morrisby reports, when students come frequently accompanied by their parents, we also offer in-depth interviews for people at other stages of their lives. We have been busy seeing new graduates who are searching for jobs, young people who have made mistakes in their choice of higher education courses and want help in changing, as well as sixth-formers who want advice on higher education. Some people would like to find out about working in Europe, or service overseas. We have even had some adults considering a change from an established career.

Every day there are a number of telephone calls, which vary from simple requests for information to lengthy discussions. These are often with ISCO parents about their children; it is a source of satisfaction that enrolled members know to make use of our service.

The production of a new leaflet about the London office will bring us to the notice of a wider public. We are attracting more people from outside ISCO schools, whom we serve on a professional fee basis.

ISCO Careers for Women Service

Former members of Careers for Women are gradually taking up full membership of ISCO and the introductory subscription has enabled some of these schools to sample the benefits of full membership. Kalyani Menon has continued her traditional activities of interviewing and speaking in member schools. As a Trustee of two funds to help women to train for careers she has gained insight about current courses and the availability of grants from LEAs. She has also attended meetings in her role as President of the Association of Heads of Independent Schools and this led to giving a special lecture to girls and parents at an ISCO school.

Work with adults through CfW has now almost ceased, not having been advertised since summer 1993. Miss Menon has, however, shared in the increased interviewing, including adults, at the London Office. This has ensured a close similarity between the former CfW and modern ISCO and it has been good to see the two strands merge naturally.

Course Vacancy Information Service

Every year from mid-August to the end of September the Camberley office provides information to pupils, parents and teachers from member schools on course vacancies in further and higher education. The vacancy information comes from UCAS via ECCTIS and is updated each day. Many of the enquiries require counselling as well as information and several telephone calls.

This year the number of enquiries at 34 by 7th September was down on last year's 58. This is a continuation of the downward trend over the last three years. We believe it is due to more realistic applications, perhaps more accurate predictions by the schools, certainly the widespread advertising of vacancies by many universities and colleges before the A-level results are known, more of a marketing orientation by the institutions and the many sources of information, eg the newspapers and teletext.

It is very satisfying to be able to help young people at this stressful time and to hear that they have found the right places.

Careers Information Service

Our Careers Information service based at Hereford has continued to provide a service to enrolled students, parents and careers staff in member schools. We estimate that over 3000 enquiries are received each year by telephone, fax or letter. In dealing with these enquiries we endeavour to maintain our standards of being prompt, helpful and accurate.

Many of the calls received from students and parents are requests for counselling and advice and not merely for factual information. In most cases we are able to provide the help required, but when it is apparent that a personal interview is needed the student is referred to the appropriate Regional Director or, if the student has left school, to the London office.

Much of the work of the Information Service is concerned with producing the first five publications listed in the next section.

ISCO Publications

The annual *ISCO Sixthformer's Guide* was published in January 1995 and its circulation remains at over 10,000 copies. Continued sponsorship by Barclays Bank and the addition of some advertisements helped us to maintain the selling price at a modest level.

The Directory of Independent Further Education (second edition), published in September 1993, satisfies a steady demand.

A new edition of the annual *SOCRATES/ERASMUS: The UK Guide* was published in July 1995 in association with the UK ERASMUS Student Grants Council at Kent University. This Guide has been further expanded to provide information on how each participating university assists students embarking on an ERASMUS programme.

The new series of 115 *Careers Infosheets*, published last year, has been popular with schools in both the state and independent sectors. Schools purchasing the complete set are permitted to photocopy individual sheets and to use them as handouts. Large numbers of single sheets have been ordered by parents through *CareerScope*.

We are currently engaged in producing a new edition of our other major series – *ISCO Guidelines*. These are single sheets each giving guidance on a separate career topic. All the 20 current *Guidelines* are being re-written and updated and the total is being increased to 30. Publication is expected in early October 1995.

Opportunities in the 'gap' year has sold steadily and a new edition is planned for 1996.

CareerScope is going from strength to strength. Ever-increasing interest from advertisers led to an extra eight pages, giving more space for editorial. Another innovation was a separate supplement in each issue covering a particular topic – studying abroad, learning languages and what to do after A level results. The editor always welcomes comments and suggestions for articles.

Study Skills and *Skills for Management* training programmes, as well as *Option Choice*, *Explore* and *Directions* careers education programmes, have continued to sell well.