



**Cheshire College
South & West**

Careers, Education, Information, Advice and Guidance (CEIAG) Policy

Key Information	
Policy Reference Number	CCSW - CEIAG
ELT Post Responsible for Update and Monitoring	Deputy Principal / CEO
Published on Website	Yes
Date Approved by ELT	12 November 2024
Date Approved by Governor's Committee (if applicable)	25 November 2024
Date of Next Policy Review	25 November 2027

1. Aim/Scope

- 1.1. This policy applies to all learners and potential learners, including those on Apprenticeship programmes, Higher Education programmes and both full-time and part-time learners.
- 1.2. The College has statutory responsibilities to provide independent advice and guidance to all learners. The College is committed to going beyond its statutory duties and is committed to providing a high quality and rich careers provision to all learners.
- 1.3. This policy responds to the College's statutory duties, national Information, Advice and Guidance (IAG) quality standards, the Education Inspection Framework (Ofsted) and the requirements of the UK Quality Code for Higher Education.
- 1.4. The College has undertaken research, review and reflection to develop a Careers Strategic Plan which this Policy aligns to. An extensive Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis has been undertaken to develop a Strategic Action Plan which is reviewed regularly, to further enhance and continuously develop a highly aspirational and relevant programme for learners.
- 1.5. This policy will not discriminate either directly or indirectly against any individual on the grounds of gender, race, ethnicity or nationality, sexual orientation, marital status, religion or belief, age, disability, socio-economic status or any other personal characteristic.

2. General Policy Statement

- 2.1 The College recognises that high quality careers education and guidance is critical to learners' development and future opportunities. Supporting learners to acquire self-development and career management skills will aide their transition into further training and employment, thus supporting the economy.
- 2.2 The College is committed to:
 - 2.2.1 providing all learners and potential learners with access to informed, impartial, confidential and supportive careers education and guidance;
 - 2.2.2 establishing and maintaining strong working relationships with feeder schools to promote a wide range of technical and academic pathways available;
 - 2.2.3 working closely with industry and employer partners to ensure learners leave the College with the skills, knowledge and attributes required by employers; and
 - 2.2.4 working closely with local and national university partners to ensure learners have access to high quality information regarding Higher Education (HE).
- 2.3 The College works towards the eight Gatsby Benchmarks as a national measure of best practice within the sector, ensuring the careers programme:
 - 2.3.1 provides a stable careers programme;
 - 2.3.2 learns from career and labour market information (LMI);
 - 2.3.3 addresses the needs of each pupil;
 - 2.3.4 links curriculum learning to careers;
 - 2.3.5 provides encounters with employers and employees;
 - 2.3.6 provide experiences of workplaces;
 - 2.3.7 provides encounters with further and higher education; and
 - 2.3.8 provides personal guidance
- 2.4 The operational responsibility for implementing this policy lies with the designated Operational Careers Lead (CEIAG Supervisor) who works alongside the Strategic Careers Lead, the Director of Marketing and School Partnerships. This policy will be monitored and reviewed regularly at appropriate intervals by Senior Management and the designated Careers Lead.
- 2.5 The College recognises under the Provider Access Legislation (formerly known as the 'Baker Clause') that it has a statutory duty to ensure learners have access to impartial information, advice and guidance to support them in making decisions about their next steps. In doing so, the College works closely with feeder schools,

employers, the National Careers Service (NCS) and other providers to meet the demands of this requirement.

- 2.6 The College's Information, Advice and Guidance provision is externally validated against the nationally recognised Matrix Standard. This is a quality assurance framework formally adopted by the Department for Education (DfE) as the industry standard to ensure the quality of delivery for Information, Advice and Guidance services. Providers are assessed against the standard every three years, with continuous improvement checks completed annually.

3 The College's Careers, Education, Information, Advice and Guidance provision is underpinned by eight key objectives:

- 3.1 **Learner-Centred Approach**
Ensuring careers education is tailored to the unique needs and aspirations of individual learners, emphasising a personalised approach to guidance and development.
- 3.2 **Quality Information and Advice**
Providing current, impartial, and accurate career information and advice, which incorporates labour market information to guide learners effectively.
- 3.3 **Curriculum Integration**
Providing clear links between careers and curriculum, with an understanding of technical and transferable skills within the curriculum.
- 3.4 **Work Experience and Industry Links**
Fostering strong links with local and national employers and industries, creating opportunities for learners to engage in work and industry placements, apprenticeships and experiences of the workplace.
- 3.5 **Inclusivity and Equality**
Ensuring that career education is accessible, inclusive, and sensitive to the diverse needs of all learners.
- 3.6 **Technology and Online Resources**
Embracing digital platforms and advancements within technology to support career exploration, self-assessment, and career readiness in line with sector leading practices.
- 3.7 **Professional Development**
Continuously develop and train staff to deliver high-quality career guidance and education, in accordance with best practices within the sector.
- 3.8 **Monitoring and Evaluation**
Regularly assess the impact and effectiveness of the career education programme, using national benchmarks, best practice within the industry, and quality assurance mechanisms as a reference point for improvement.

4 Designated Responsibilities

- 4.1 The College recognises that an effective CEIAG requires the support and contribution of a broad range of staff. A tiered a tiered cross college approach means that dedicated roles within the College have specific responsibilities linked to CEIAG.
- 4.2 All staff contribute to and support CEIAG, and are responsible for:
- 4.2.1 understanding, promoting and contributing to the careers programme;
 - 4.2.2 providing information, advice and guidance to learners or potential learners;
 - 4.2.3 supporting learners in developing their self-esteem and confidence in exploring and navigating the different pathways available, enhancing positive outcomes; and
 - 4.2.4 participating in relevant professional training to keep up to date with key trends and have an awareness of appropriate resources that they can use to support learners with their career decision making.
- 4.3 The Governing Body will appoint a Governor with special responsibility for Careers, Information, Advice and Guidance and will undertake appropriate training.

- 4.4 An Operational Careers Lead will manage the Careers Advisors and day-to-day running of the Careers Service and careers provision. The Operational Careers Lead will report to the Strategic Careers Lead who is a member of the College Senior Leadership Team (SLT) with lead responsibility for Careers, Information, Advice and Guidance.
- 4.5 Careers Advisers will be trained to (or working towards) a Level 6 qualification in Careers Advice and Guidance and will be required to update their skills and knowledge annually.
- 4.6 Senior Leaders and the Quality team will be responsible for ensuring the quality of provision, integrating into current observation practices of Teaching, Learning and Assessment. In addition, the careers team will undergo formal and peer observations.
- 4.7 Evaluation of the provision will be the responsibility of the identified Careers Lead within the College Senior Leadership Team (SLT), including feedback from learners, employers, parents and colleagues.
- 4.8 Learner destinations, retention, achievement and success will be analysed annually in relation to CEIAG, using this information to enhance the careers programme.
- 4.9 An annual CEIAG programme will be delivered to local partners ensure school partners, local authority and other key external stakeholders receive up-to-date current information and practice. This will be overseen by the Strategic Careers Lead.

5 Designated Leadership Responsibilities

- 5.1 The Colleges named Strategic Careers Lead has overall responsibility for the delivery of Careers Education, Information, Advice and Guidance, including:
 - 5.1.1 ensuring that the information gained from learners' destination data is used to support curriculum planning;
 - 5.1.2 planning, implementing and quality assuring the careers programme;
 - 5.1.3 leading on the integration and access to key Labour Market Information (LMI) such as Lightcast data and information, delivering annual training on how to use the data;
 - 5.1.4 being an active member of key forums such as Enterprise Cheshire & Warrington's Labour Market Information Steering Group, Into Work Board, National Careers Service (local delivery group) and Employer Advisory Boards;
 - 5.1.5 advising the Senior Leadership Team (SLT) and Executive Leadership Team (ELT) on updates to policy, guidance and national context for CEIAG; and
 - 5.1.6 ensuring compliance with the legal requirement to provide independent careers guidance.
- 5.2 The Operational Careers Leader is responsible for:
 - 5.2.1 ensuring the careers programme meets the expectations of the Gatsby Benchmarks;
 - 5.2.2 collecting destination data for learners and ensuring that this information is used to support curriculum planning;
 - 5.2.3 managing the delivery of careers guidance;
 - 5.2.4 ensuring that staff have received appropriate training for their role; and
 - 5.2.5 providing advice and support to staff on CEIAG.
- 5.3 Assistant Directors (ADs) are responsible for:
 - 5.3.1 strategic oversight of how careers, employers and universities are embedded within their curriculum area;
 - 5.3.2 ensuring that their curriculum meets the local skills needs by working with industry so that learners are equipped with the key skills, knowledges and behaviours needed for a successful transition on to their next steps;
 - 5.3.3 leading on the quality and reporting on the assurance of all careers-related activities.

5.4 The Designated Governor is responsible for:

5.4.1 understanding, promoting and contributing to the careers policy;

5.4.2 reviewing and challenging the effectiveness of the careers programme; and

5.4.3 ensuring the careers provision is regularly reviewed at Governor committees.