Learn. To Change.

Careers Education, Information, Advice and Guidance Policy and Provision

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Prepared for: QA group

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Version control

This policy applies to all Apprenticeships in England

Document information	
Version 1.35	Minor amendments

Document Approval		
Name	**Position**	**Viewed / comments**
Naomi Lavender	Quality Director	Approved

Revision History			
Version	**Issue date**	**Author**	**Description of change**
1.0	01/09/2022	Naomi Lavender	New Policy
1.1	20/06/2023	Brett Cuming	Reviewed. No changes to policy content
1.2	27/11/2023	Naomi Lavender	Revised in line with CIAG.
1.3	29/05/2024	Naomi Lavender	Revised in line with the new CIAG process.
1.31	30/06/2024	Naomi Lavender	Updated to new branding. No changes to policy.
1.32	14/01/2025	Emma Hambidge	Minor amendments
1.33	19/09/2025	Emma Hambidge	Minor Amendments
1.34	09/10/2025	Emma Hambidge	Amendments in line with Careers Strategy
1.35	29/09/2026	Emma Hambidge	Minor amendments.

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Purpose

To ensure that all learners and prospective learners have access to high quality, impartial Careers Education, Information, Advice, and Guidance (CEIAG) to enable them to make informed decisions, to achieve their full potential, meet their career aspirations, and succeed in life.

Effective CEIAG will support the business in achieving learner outcome objectives, progressions, and high satisfaction scores.

Outcomes of effective CEIAG are:

- Career development and progression planning for learners, where learners feel empowered to make informed decisions and have the support they need.
- Learners feel safe, complete regular progress reviews, and often move to the next level of the programme.
- Employers understand how to induct a learner safely into the business, manage an apprentice, and support their programme of learning.
- Parents (where applicable) feel confident in learners' safety.

The effectiveness of the CEIAG services will be monitored and assessed through achievement, retention, and satisfaction targets via Customer experience and Retention teams.

It is QA's policy to adhere to the *Gatsby Benchmarks* for effective and meaningful delivery in CEIAG services which includes:

Gatsby Benchmarks
1) A stable careers programme 2) Learning from the career and labour market 3) Addressing the needs of each learner 4) Linking curriculum learning to careers 5) Encounters with employers and employees 6) Experiences of workplaces 7) Encounters with further and higher education 8) Personal guidance

Our aim is to ensure that:

- All apprentices have visibility and access to careers education, information, advice, and guidance.
- Services meet the relevant quality standard for learning and work.
- All learners receive current, accurate, inclusive, and quality-assured information.
- We collect, review, and share feedback to continually improve our services.
- Staff are knowledgeable and able to address learners' needs.
- We provide impartial information, advice and guidance to potential candidates, existing learners, employers and parents, detailing:
  - Results in retention and achievement rates
  - Progression rates

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- Relevant survey results

All learners will:

- Have an initial careers education, information, advice, and guidance conversation before starting their apprenticeship.
- Receive an initial assessment.
- Agree an Individual Learning Plan that accounts for their' specific needs.
- Have their progress reviewed and be offered impartial CEIAG and referral advice.
- Receive CEIAG information and advice on progression and career development at the end of their apprenticeship.

Careers Education, Information, Advice, and Guidance is embedded within programmes and delivered throughout the apprenticeship journey:

- As part of the recruitment / application process, QA will talk to learners about career and personal development goals whilst reviewing suitability, eligibility, and entry requirements. Learners are given access to various information resources to support their decision making.
- Digital Learning Consultants, Digital Learning Advisors, and Skills Coaches will discuss career aspirations and how apprenticeships are enriching the learner's career via regular progress reviews. Providing appropriate information, advice and guidance where required. Digital Learning Consultants, Skills Coaches and Tutors may also refer to real work examples and provide their own career journey examples if beneficial.
- During the period of training, QA offers appropriate and ongoing careers information, advice, and guidance to learners, providing the best opportunity to achieve the agreed apprenticeship. This can be seen at various stages of the apprenticeship journey:
    - Initial CEIAG conversation prior to starting the apprenticeship programme, exploring expectations, motivations, and aspirations.
    - Progress reviews: DLC explores learner progress, career aspirations and personal development.
    - Access to Safeguarding Support: Information is provided at induction and throughout the apprenticeship through progress reviews.
    - Via the Learner & Employer information portals: A directly accessible resource for learners and employers.
    - Access to Careers Education, Information, Advice, and Guidance resources, learning activities and wider apprentice community through our partnership with the Association of Apprentices
    - Engagement with the Careers Information, Advice, and Guidance team and Learner Experience and Outcomes team should the learner express dissatisfaction or difficulties with their experience, progress, or career development/ opportunities
- Career enrichment and success are reviewed via regular evaluations which provide an opportunity for learners to give feedback on how successful they feel the programme has been in supporting this.

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- Career prospects and progression opportunities are all discussed at exit from training programmes and learners provided with the opportunity to access further careers education, information, advice, and guidance if needed.

QA provides the following resources for effective delivery of CEIAG services:

- Tailored careers information and advice on career enhancement or other training options during, and on completion of, training programmes to meet individual needs.
- Deliver a training programme that encourages learners to stay motivated and inspired to enrich and develop their career.
- Information on career opportunities and programmes in relation to the relevant industries.
- All learners can access the Association of Apprentices (AoA) resources, social and professional networks, learning guidance and support to enhance their journey. AoA supports the learners' personal and professional development and AoA Connect provides a platform to communicate and engage with learners across the country. The e-learning titles offer apprentices valuable guidance and learning activities as they strive to grow and excel in their chosen fields.
- Guidance on the right provision, following an assessment of training needs, to reach successful achievement and promote career development.
- Pastoral support and guidance on-programme to assist retention of learners.
- Staff with the relevant knowledge and experience to support and guide learners.
- Industry specific webinars
- All resources are to be made available to learners and partners via the learner and employer portals.

Through effective provision of CEIAG services our learners will:

- Be able to understand and articulate their career goals and pathway.
- Experience meaningful employer interactions and real-world work environments.
- Develop and improve employability skills through exposure to real-work situations and engagement with employers.
- Stay motivated to continue and succeed in their chosen apprenticeship programme.
- Align their strengths, interests, and values to their personal goals with enhanced self-awareness.

We are committed to providing a confidential service to our customers and respect that:

- Our learners deserve the right to confidentiality to protect their interests. By guaranteeing confidentiality, we safeguard the services of giving careers, information, advice, and guidance.
- QA will manage information in compliance with the Data Protection Act 2018.
- We acknowledge that, on rare occasions, it may be necessary to break the basic rules of confidentiality in situations where the safety, rights and liberties of other people or the person giving information may be seriously at risk.

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Responsibilities

- QA recruitment representatives are responsible for providing CEIAG to prospective applicants on application and recruitment.
- CEIAG team will provide initial CEIAG to in place learners and ongoing CEIAG for all learners.
- Delivery staff provide learners with on-programme support to retain learners and enable them to successfully complete their apprenticeship.
- Delivery and CEIAG staff provide learners with guidance on exit from programmes in relation to employment opportunities and career advancement.
- The Quality Director has overall responsibility for managing the front line CEIAG services.

Quality Assurance & Evaluation

The provision of CEIAG services is quality assured via the collection and analysis of participant feedback, and analysis of key performance data in respect of learner retention, achievement, and progression. The Quality Director will be responsible for monitoring the front-line delivery, including the observation of the CEIAG service, and identifying areas for continuous improvement.

- Staff will raise suggestions and provide feedback via managers.
- Partners will raise feedback and suggestions via Account Managers, Delivery teams, the QA complaints process, and satisfaction surveys.
- The outcomes from all forms of feedback and managers will be subject to discussion at the Quality of Outcomes meeting and Senior Management Team (SMT) meetings.

Policy Review

- The next review of this policy will take place during September 2027.

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