



ADULT EDUCATION WOLVERHAMPTON

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

Document Information		
Title	Careers Education, Information, Advice and Guidance (CEIAG) Policy and Procedure	
Version	5.0	
Status	Approved	
First Issued	September 2019	
Maintained by	Careers Guidance Officer	
Next Review Date	November 2026	
Revision History		
Version	Date	Details
1.0	September 2019	
2.0	February 2021	Revisions incorporated the CDI principles
3.0	October 2022	
4.0	November 2023	Revised all policy, Gatsby Benchmarks
5.0	November 2026	Reviewed policy and updated with revised Gatsby Benchmarks

CAREERS EDUCATION, INFORMATION, ADVICE AND GUIDANCE POLICY AND PROCEDURE

1. Purpose of the Policy

This policy states how Adult Education Wolverhampton (AEW) is committed to providing high quality, independent and impartial careers education information, advice and guidance (CEIAG), in response to current guidance.

It supports the implementation of our Mission Statement:

“To make a positive difference to the lives of individuals and communities through high quality learning that inspires, challenges and leads to further learning and employment”

AEW also promote service values in line to achieving its mission and vision. AEW values are determined by the acronym PRIDE, illustrated below:

P	Professionalism	Maintaining the highest standards of service and conduct at all times
R	Respect	For our students, our communities, the environment and each other
I	Integrity	Doing the right thing; being honest, trustworthy, ethical and fair
D	Diversity	Learning from and valuing the diversity that our students, our staff and our communities bring to our Service
E	Excellence	Striving to achieve consistently highest standards and to exceed the expectations of our students and other stakeholders

2. Policy Statement

AEW aims to provide high quality, independent and impartial CEIAG services about learning and work opportunities to clients. AEW recognise that all students and clients should have access to impartial information, advice and guidance at the right time to make important decisions, feel supported in doing so to make realistic and well-informed choices to enter and progress in learning and work.

3. Context

This policy is informed by national guidance and professional standards including:

- The Gatsby Benchmarks for Good Career Guidance (updated 2024 and implemented nationally from September 2025)
- The Matrix Standard
- The Careers Development Institute (CDI) Code of Ethics
- National Careers Strategy and Department for Education careers guidance

The updated Gatsby Benchmarks maintain the original eight benchmarks but strengthen expectations around careers leadership, inclusion, employer engagement, parental engagement and the use of data to evaluate impact.

4. Aims

The Careers Education Information, Advice and Guidance (CEIAG) services will enable students and clients to:

- Develop an awareness and understanding of the range of opportunities for learning, work and career development available to them
- Gather, understand and interpret information and how to apply it to their own situation
- Consider and explore a range of options according to their own needs and circumstances
- Improve the success, progress and employability of our students/service users through access to high quality CEIAG and outstanding learning opportunities
- Meet the strategic aims of the service by providing innovative opportunities to help people find employment and prepare students for their future careers
- Provide information, advice and guidance which helps remove barriers that stand in the way of personal and economic choices
- Ensure every student has access to appropriate resources and that delivery is differentiated to meet individual learning support needs
- Contribute to improvements in achievement, punctuality, attendance, retention, pass rates and progression to positive destinations
- Ensure CEIAG is embedded across curriculum areas, including English and Maths
- Promote equality of opportunity, celebrate diversity and challenge stereotypes
- Deliver CEIAG in accordance with the Principles for Coherent Information Advice and Guidance contained within the Matrix Standard
- Deliver CEIAG in line with the Gatsby Benchmarks for Good Career Guidance.

5. Principles

AEW is a member of the Careers Development Institute and adopts their principles as a basis for its CEIAG Services detailed below:

5.1. Accessibility

AEW promotes access to career development activities and services in a range of ways that are appropriate and ensure inclusion, enhanced by strong networks and collaborative approaches involving Student Services, curriculum teams, internal and external partners and stakeholders.

5.2. Accountability

CEIAG frontline staff are accountable for their career development activities and services and must submit themselves to whatever scrutiny is appropriate to their role, including student feedback, CDI Discipline and Complaints Procedure.

5.3. Autonomy

CEIAG frontline staff encourage individual autonomy in making decisions and always act on the individual's best interests.

5.4. Competence

AEW monitor and maintain their fitness to practice at a level that enables them to provide an effective service, representing our professional competencies, training and experience accurately and function within the boundaries.

5.5. Confidentiality

AEW respects the privacy of individuals, disclosing confidential information only with informed consent, except where there is clear evidence of serious risk to the client or welfare of others and inform clients of the limits of confidentiality and data sharing from the outset.

5.6. Continuous Professional Development

CEIAG frontline staff maintain their professional competence, knowledge and skills through participation in continuous professional development informed by reflective practice and the National Occupational Standards Career development

5.7. Duty of Care – to Clients, Colleagues, Organisations and Self

AEW has a duty of care and always act in the best interest of our clients.

AEW develop and maintain professional and supportive working relationships with colleagues both inside and external to our own organisation and respect the contribution of other career development professionals to the activities and services on offer.

CEIAG frontline staff fulfil their obligation and duties to the organisation except where to do so would compromise the best interests of the clients.

AEW has a duty of care to themselves both in terms of personal integrity, personal safety and our capacity to practice in order to provide an effective service to clients.

5.8. Equality

AEW actively promote equality and diversity and work towards the removal of barriers to personal achievement resulting from prejudice, stereotyping and discrimination. All clients are treated equally regardless of their gender, age, race, ethnicity, disability, religious beliefs or sexual orientation.

5.9. Impartiality

AEW ensure that professional judgement is objective and takes precedence over any external pressures or factors that may compromise the impartiality of career development activities and services. The advice provided is based solely on the best interest of and potential benefits to the client. Where impartiality is not possible, this is declared to the client from the outset.

5.10. Justice

AEW is just and fair to all clients, respect their human rights and dignity and adhere to any legal requirements and obligations.

5.11. Transparency

AEW provides career development services in an open and transparent manner.

5.12. Trustworthiness

AEW act in accordance with the trust placed in them, ensure that the clients' expectations are the ones that have reasonable expectations of being met and honour agreements and promises.

6. GATSBY Careers Guidance

AEW is committed to providing high quality CEIAG and the GATSBY benchmarks are an integral part of its delivery plan:

AEW is committed to providing high quality CEIAG and the Gatsby Benchmarks for Good Career Guidance form a key framework for delivery.

The benchmarks were refreshed nationally in 2024 and continue to guide careers provision across further education and adult learning.

6.1 Stable Careers Programme

AEW has a structured careers programme led by the Careers Guidance Officer. Careers education is embedded within organisational strategy and delivery and is supported by leadership and quality assurance processes.

6.2 Learning from Career and Labour Market Information

Students and clients have access to up-to-date labour market information and career pathways. This supports individuals to make informed choices about learning, skills development and employment opportunities.

6.3 Addressing the Needs of Each Student

AEW recognises the need for personalised guidance at different stages of learning. Career guidance is tailored to individual needs, supporting inclusion, challenging stereotypes and raising aspirations.

6.4 Linking Curriculum Learning to Careers

Curriculum learning is linked to career opportunities and employability skills. AEW works with local employers and stakeholders to ensure curriculum delivery reflects labour market needs.

6.5 Encounters with Employers and Employees

Students have opportunities to learn from employers through activities such as guest speakers, enterprise events, employability workshops and networking opportunities.

6.6 Experiences of the Workplace

Students are encouraged to gain first-hand experience of workplaces through work placements, volunteering and employer engagement activities where appropriate.

6.7 Encounters with Further and Higher Education

CEIAG services provide information about a full range of progression routes including further education, higher education, apprenticeships and employment.

6.8 Personal Guidance

CEIAG is available for prospective, current and former students. Guidance is tailored to individual needs and includes one-to-one sessions, Passport 2 Employment sessions, volunteering opportunities, CV support, interview preparation and employability skills.

7. Procedures

CEIAG staff will:

- Provide accurate and appropriate information and advice on all aspects of AEW and its courses and, where necessary, signpost to appropriate alternative services.
- Respond to requests for information (made by email, letter or telephone) in a prompt and efficient manner, within 2 working days (unless specified otherwise).
- Attend Open Days, enrolment events and other events in order to offer guidance services to potential students, parents and guardians.
- Make potential / actual students aware of our CEIAG Policy.
- Provide year round informed and impartial guidance services through individual appointment slots.
- Address the individual aspirations of each potential / actual student during guidance sessions.
- Ensure a differentiated approach is provided for students with SEND and Educational Health Care Plans.
- Ensuring that gender stereotyping is avoided in all career advice and that they adhere to the organisations principles of equality, diversity and inclusion.
- Provide training for curriculum staff on UCAS application procedures and other topics on request.
- Ensure sufficient and appropriate representation upon request city wide.
- Deliver CEIAG for students progressing internally and externally upon request.
- Deliver bespoke vocational specific group guidance sessions in classes.
- Promote the careers calendar which focuses on inspiring individuals and progression routes.
- Work with marketing to create suitable and accurate marketing materials.

The Marketing Team will:

- Make clear in all promotional material the opportunities available to students and service users.
- Ensure that all information in printed or web format is accurate and updated regularly.
- Ensure that the stocks of prospectuses and other information materials are current and appropriately displayed.

Curriculum staff will:

- Provide specific course information and advice to enable prospective students to make suitable choices pre-entry, on course and progression.
- Ensure that they are aware of specialist services, maintaining effective working links and making referrals, on course and progression careers guidance when required.
- Ensure that students are aware of specialist services, tutorial and course-based support.
- Ensure that there is an appropriate combination of careers education, information, advice and guidance opportunities which are appropriate to their students' needs.
- Promote equality of opportunity, being aware of confidentiality issues and dealing sensitively with information disclosed by students.
- Linking subject content to development of career thinking.
- Making connections between the development of transferrable skills across the curriculum and career development.

8. Monitoring, Review and Evaluation

- Measure and improve the quality of careers education information, advice and guidance through various sources such as: staff feedback, student feedback and destination tracking.
- Measure Student Services success and impact using set Key Performance Indicators (KPI).
- Undertake an annual self-assessment review (SAR), which will inform the Quality Improvement Plan.
- Review the CEIAG Policy and Procedure and ensure it is shared with all staff and students.
- Briefing notes will be forwarded regularly to the Senior Management Team (SMT).

9. Data Protection and Confidentiality

Any records maintained as part of the CEIAG process are kept in accordance with Data Protection and Confidentiality Guidelines.

CEIAG services are regularly and systematically monitored, reviewed, and evaluated and actions are taken to improve services in response to the findings.