



Heart of Yorkshire Education Group

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

Review Cycle: Every 2 years

Next Review Date: September 2027

Person Responsible: Careers Leader

Approving Body: Executive Team

1. Purpose

The policy supports the Heart of Yorkshire Education Group mission statement “...positively transform our students lives and the communities we serve by putting them at the heart of everything we do.” through high quality CEIAG. The policy outlines how our approach to CEIAG enables students to overcome barriers and develop aspirational skills and career goals.

The student cohorts in scope of the policy are 16-19 study programme, 19-24 EHCP, 14-16 and 19+ adult provision.

2. Context

The policy supports the Heart of Yorkshire Education Group strategic values of Collaboration, Ambition, Inclusion and Respect. Through its implementation, our students are enabled to access Labour Market Information (LMI), make informed career decisions, and to develop the work-related skills that contribute to meeting the local and national skills needs; whilst equipping students to achieve sustainable employment.

Careers education, information, advice and guidance is a whole College group responsibility, delivered through the inclusion of curriculum planning/delivery, employer talks, visits and work placement activities, careers themed events, digital/virtual resources, and both internal and external collaboration with specialist stakeholders.

The policy addresses the groups commitment to

- The National Careers Strategy (2025)
- The Post 16-Skills Plan
- The key priorities of the regional LEPs that cover the communities that we serve
- The CDI Career Development Framework
- 2025 Gatsby Benchmarks
- The Maturity Model for Careers
- Student, Parent, Employer, and Stakeholder feedback

The Heart of Yorkshire Education Group recognises the Career Development Institute (CDI) definition of a career as being...

‘A career refers primarily to the sequence and variety of work roles, paid or unpaid, that individuals undertake throughout their lives; but it is also the construct which

enables individuals to make sense of valued work opportunities and how their work roles relate to their wider life roles'

CEIAG consists of three essential and distinct components :

- **Careers Advice & Guidance**

A means of helping individuals to apply their knowledge, skills and information to make realistic choices and appropriate decisions about current and future options, and to form an effective individual action plan towards achieving their objectives.

- **Careers Education**

A means of helping individuals to apply their self-knowledge to the various opportunities in education, training and employment in relation to their future plans. It helps an individual to develop the skills necessary to obtain and analyse information, to be realistic about personal capabilities and aspirations and to make informed decisions about future career options. Careers education is provided through a stable and progressive programme that is an integral part of the wider group education curriculum.

- **Careers Information**

Online and print resources providing access to Labour Market Information (LMI), educational programmes, career learning, employment sector and skill requirements, apprenticeships (including higher degree apprenticeships), training, voluntary and other personal development opportunities.

The education group meets its requirements to secure independent and impartial career guidance, in line with current legislation, through activities that include meaningful encounters with other educational organisations and employers, such as:

- access to and/or co-location with other agencies, currently the National Careers Service
- the organisation of the education groups Your Future Week activities and Mock interview activities- featuring a wide range of visiting speakers from universities, employers, apprenticeship and training providers.
- guest speaker talks by and visits to local and national university events and employers
- access to relevant careers related LMI and other related software programmes
- submission of college group compass evaluation submissions
- membership to the Careers Enterprise Company (CEC) Enterprise Adviser Network (EAN)

3. Policy

3.1 Statement of Aims

The College group is committed to providing a high quality, impartial and professional CEIAG service accessible to all potential and current students. This service enables clients to make informed and realistic decisions about their education, training and career needs, whilst also encouraging them to achieve their personal potential. The College group will:

- a) Provide high quality, impartial and professional careers information, advice and guidance in line with national guidelines and regulations, delivered by clearly identified, named and qualified careers staff employed by the College group as well as from an appropriate careers company, e.g. National Careers Service, Education Development Trust, etc.
- b) Provide a careers information, advice and guidance service accessible to all prospective and current students.

- c) Ensure students studying across the College group benefit from a stable and well-planned careers education programme (informed by regional skills needs, enterprise partnerships and Local Skills Improvement Plans (LSIPs), that helps them develop their career plans. The delivery of which comes from relevant College group staff who are trained to deliver this programme – including the careers team, curriculum area teachers, the HE Student Experience team, and others.
- d) Provide up-to-date, accurate and comprehensive careers information and resources for current students, including up to date labour market information (LMI).
- e) Provide up to date and accurate information around green skills and green careers in line with sustainability and the future job market.
- f) Promote and raise the profile of CEIAG, including the role of Careers Leader, the Careers Advisers, and the role of curriculum and wider College group staff, throughout the College group and in the local community.
- g) Manage the College group UCAS Apply system and provide support to students and staff.
- h) Monitor the effectiveness and quality of the College group CEIAG provision through regular evaluation and review with feedback from students, staff, parent/carers and employers.
- i) Maintain and review a service level agreement with the National Careers Service (or equivalent service) to provide support for students aged 19+ at the College group.
- j) Implement and review protocols for partnership working with any other organisation(s) providing careers information, advice and guidance on the College group premises.

3.2 Careers Guidance

Careers guidance will be available and accessible to current and prospective students via individual guidance interviews and a drop-in service. The guidance available will:

- be delivered by clearly identified, named and L6 qualified careers staff employed by the education group, as well as from the National Careers Service (NCS)
- be delivered in an appropriate, confidential setting with access to IT and a phone
- be available at the point of need, and be recorded in a professional manner
- be available to individual students within their ProMonitor records
- be appropriate to the needs and abilities of clients
- be impartial, clear and transparent, be up-to-date, accurate and reliable
- be informed by labour market information (LMI)
- promote equality of opportunity, challenge stereotypes and raise aspirations

Each careers guidance interview will help clients to:

- agree their guidance, advice and information needs
- feel comfortable with discussing the personal information required while being aware of the limits of confidentiality
- identify, explore and discuss all opportunities available to them
- identify other sources of information to help them
- produce a realistic career action plan, where appropriate
- identify other sources of guidance and support and make referrals if appropriate

3.3 CEIAG Student Entitlement

The DfE statutory guidance for careers (2021, effective from September 2022) provides a framework for all college groups to ensure students have access to a stable careers programme and impartial CEIAG aligned to the Gatsby Benchmarks. The College Group Careers Policy and programme which includes the 'Student Careers Entitlement', ensures that Heart of Yorkshire Education Group meets statutory requirements (see Appendix 3).

3.4 Careers Education

Careers education will help students to:

- a) understand themselves better and develop their abilities to:
 - identify personal strengths, weaknesses and values
 - reflect on their own interests and skills in relation to careers opportunities
 - reflect on their personal and professional skills and behaviours
 - describe what they can achieve as an individual
 - develop skills in self-reliance and self-presentation
 - develop individual learning and team-working skills
 - explore and deal appropriately with issues such as equal opportunities, harassment and health & safety
- b) investigate careers and opportunities available, and enable them to:
 - gain experience and an understanding of the world of work
 - understand the changing pattern of work, careers and the labour market
 - recognise the value of different qualifications for their future
 - identify the relative advantages and disadvantages of different education and training routes
 - effectively collect and research information as part of the career planning process
 - explore work placement/experience opportunities
- c) produce and implement career plans, and make decisions by:
 - identifying opportunities and their implications for them as individuals
 - deciding on necessary and realistic steps to move forward
 - discussing their ideas with relevant people and justifying their career decisions
 - making realistic plans to implement these decisions
- d) manage transitions to new situations by:
 - making use of help and support offered
 - reviewing previous experience and how to adapt it to a new situation
 - identifying the skills and strategies required to successfully adapt to new situations

The Careers Team and the wider staff (including Heads of curriculum, curriculum tutors, pastoral tutors, the work placement team, etc.) work collaboratively to plan, develop and deliver a comprehensive careers education programme for all students across the education group.

3.5 Careers Information

Careers information at the Heart of Yorkshire Education Group is a mixture of commercially bought and publicly available resources along with bespoke information produced by CEIAG staff. It includes a range of careers software to help students with making informed career decisions. It is up-to-date, appropriately informed by LMI, and accessible to all current students. Careers information and resources are promoted across the education group.

4. Monitoring and Reporting

Review Cycle: Every 2 years
Next Review Date: September 2027
Person Responsible: Careers Leader
Approving Body: Executive Team

4.1 Careers Guidance

- CEIAG encounters, interventions, and activities are recorded and tracked within ProMonitor, ProSolution and ProMetrix.
- The Careers Leader will regularly monitor and review CEIAG data, and feedback back accordingly to relevant colleagues/processes.
- Student work placement, work experience and enrichment experiences are recorded and traced within Navigate.
- Student feedback is collated, reviewed, and utilised to positively inform both strategic and operational development and improvement.
- Curriculum delivery is planned, considerate of skills demands, and informs strategic direction and planning.
- The education group quality assurance processes, strategic KPI's, destination, and ..., are all informing/informed by the above recorded and traced data insights.

Appendix 1 - Link to the Careers Entitlement and Careers Plan

<https://www.wakefield.ac.uk/about-us/student-support/careers-entitlement-calendar>