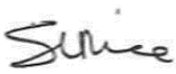


Careers Education, Information, Advice and Guidance Policy

Policy/Plan Ownership	Learner Experience Manager and Admission and Progression Officer
Approved by	Management Team
Approval date	31st January 2026
Implementation date	31st January 2026
Version	V1.0
Review date	Review and refresh every 2 years within Skills & Learning and in line with BCP Council Policy & Research Team review dates and significant local or national updates Review due January 2027
Head of Service	Sarah Rice
Signature	

1.0	Version control First version.
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1. Intent of this policy

This policy details Skills & Learning’s implementation of Careers Education, Information, Advice and Guidance (CEIAG) across the Service. Skills & Learning is committed to delivering high-quality, comprehensive and impartial CEIAG to all its learners. This policy supports the implementation of Skills & Learning’s mission statement:






Mission statement:

To inspire and empower every learner to unlock their potential and develop the skills and knowledge needed to succeed in both their personal and professional lives.

Vision statement:

Transforming lives and our communities through education and skills, for adults and young people.

Skills & Learning also follows Bournemouth, Christchurch and Poole’s core values, which are embedded within the Service. These are:

Value	BCP definition	CEIAG example
 <p>We treat everyone with respect</p>	We value diversity of thought and inclusion of all views, positively engaging with each other and our partners, working in diverse communities, to deliver the outcomes we need.	We treat every learner with equity and demonstrate Fundamental British Values when delivering CEIAG.
 <p>We are passionate about our communities</p>	Everything we do is intended to improve the lives, well-being and environment of Bournemouth, Christchurch and Poole. We are community champions and passionate local advocates.	Staff at Skills & Learning are passionate about supporting learners in the local community to progress and strive towards their goals.
 <p>We have integrity</p>	We ensure that every decision is based on legal, ethical and moral principles and we always strive to do the right thing, even when no one is watching.	All CEIAG given to learners is impartial and accurate, allowing learners to make an informed decision about what they would like to do next.
 <p>We embrace innovation</p>	We make decisions and pursue continuous improvement through the use of technology, data and insights and we embrace opportunities to be creative and innovative.	Staff use innovative approaches to solving problems and encourage learners to do the same, giving them the tools to progress with their goals.
 <p>We take pride in what we do</p>	We take pride in aspiring to be the best in our business, working hard every day to deliver the highest quality service to our customers.	Learners are encouraged to show pride in their achievements, working hard on their action plans and celebrating successes.

2. A definition of Careers Education, Information, Advice and Guidance

Below are the definitions of Information, advice and guidance, according to the Matrix standards:

<p>Careers Education:</p> <p>Careers education is the delivery of learning about careers as part of the curriculum. Careers education is often closely related to work experience and other forms of work-related learning.</p>
<p>Information:</p> <p>This is the provision of information without any discussion about the relative merits of each of the options. It can be provided through printed materials (such as leaflets), audiovisual materials, computer software and / or verbal information to the service user on a face-to-face basis or by another channel such as through digital means.</p>
<p>Advice:</p> <p>This is the provision of advice, over and above the provision of information. It may require an explanation of some of the information provided and how to access and use information and identify the need for and location of, follow-on services, including in-depth services such as guidance or casework.</p>
<p>Guidance:</p> <p>This is an in-depth interview or other activity conducted by a suitably trained adviser, which helps clients to explore a range of options, to relate information to their own needs and circumstances and to make decisions</p>

3. Context

This policy is informed by:

The Matrix National Standards
 The Gatsby Benchmarks
 The Ofsted Inspection Framework (Nov 2025)
 BCP's values
 Learner Support Policy
 Equality and Diversity

4. Aim of CEIAG at Skills & Learning for learners

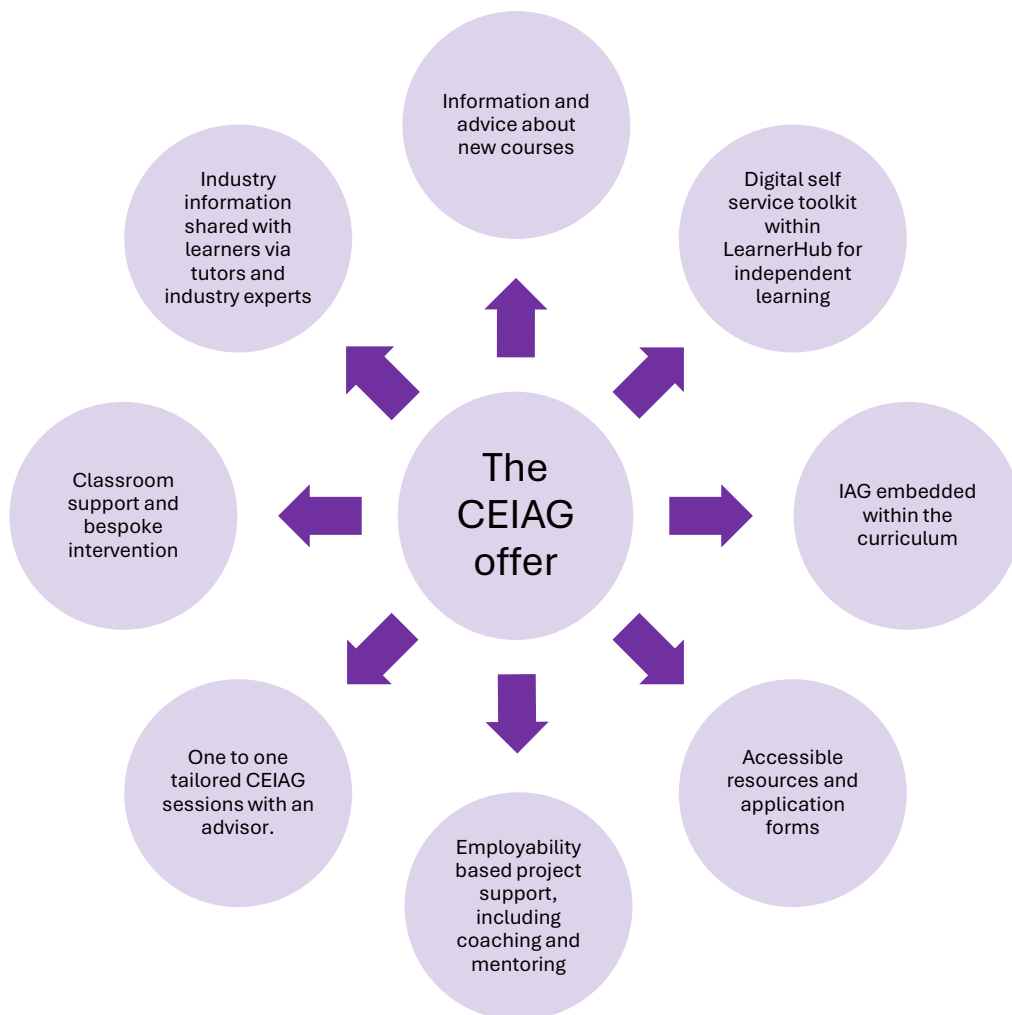
- To develop an awareness and understanding of the opportunities available to them e.g. new or alternative courses, career/work opportunities, volunteering opportunities and/or the development of employability skills.
- To provide high-quality information and advice and guidance which is embedded within the Teaching & Learning and Learner Experience Team.
- To ensure CEIAG is embedded within every course.
- To empower learners to be reflective and consider a range of potential available options.
- To provide learners with the tools and resources needed to develop their employability skills to gain and sustain employment.

- To enable learners to make informed decisions about their next steps, helping them to take actionable steps to achieve their goals. This can include careers advice, new courses or employment progression.
- To allow learners opportunities to progress and develop.
- To provide learners within the classroom or one-to-one setting, provision that is tailored to the class or learners' needs.
- Contribute to improvements in achievements, attendance, retention and progression.
- To actively promote and follow BCP's Equality and Diversity Policy.
- To ensure the CEIAG service is delivered within the Gatsby Benchmark guidelines and the Matrix Standard.

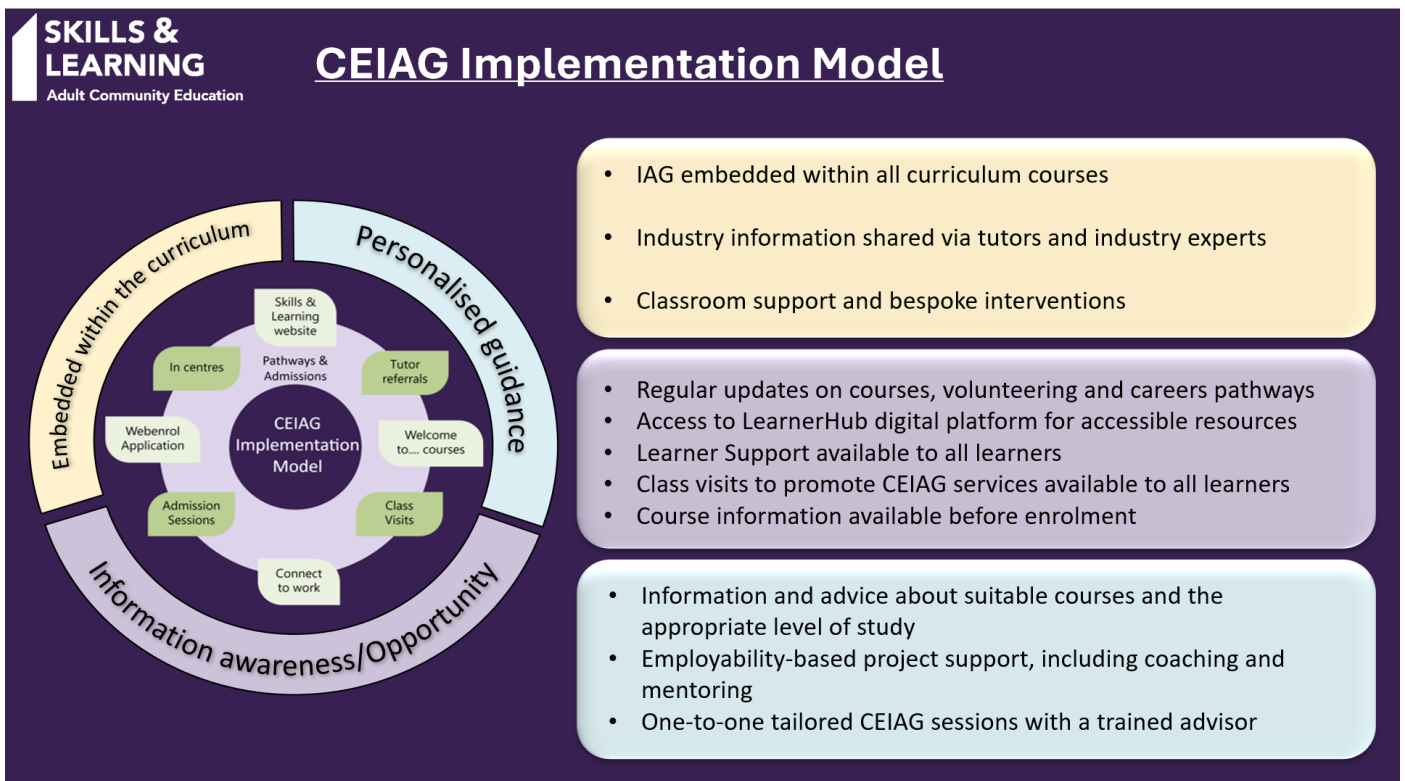
5. Our CEIAG offer

Different aspect of CEIAG is delivered across the service by a range of staff. For example, information is provided by staff throughout the learners' journey and begins prior to enrolment. All staff provide information to learners. Trained advisors offer tailored one-to-one coaching and mentoring support through CEIAG appointments.

At Skills & Learning, we offer:



6. CEIAG implementation model



7. Monitoring, review and evaluation of CEIAG

At Skills & Learning, we measure and improve the quality of CEIAG provision through:

- Staff and learner feedback surveys, including information about learners' destinations
- Hearing the learners' voice through visiting classes and the Learner Forum.
- Evaluation before and after one to one appointments.
- Reviewing information given through telephone calls and at centres by staff
- Regular reviews of the information given during the admission process
- Developing Skills & Learning's provision through utilising local and national data, including labour market information
- Quality Assurance monitoring through observations, learning walks and reviewing planning, enabling continuous improvement.
- Self Assessment Review (SAR) which informs the Quality Improvement Plan (QIP)
- Regular policy reviews

8. How the impact of CEIAG is measured

The impact of CEIAG is measured through:

- Survey analysis
- Re-enrolment data
- One-to-one action plan outcomes
- Feedback from the Learner Forum

- Postcard feedback
- Feedback added to Individual Education Plans (ILPs)
- Tutor planning document annotation

9. Data protection and confidentiality

Information is held in accordance with the UK General Data Protection Regulation (GDPR). Information may be shared with tutors, appropriate Skills & Learning staff and the Department for Education as required.