

# **Careers Education, Information, Advice and Guidance (CEIAG) Policy 2025/26**

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## **1. Policy Statement**

This Policy has been drafted in accordance with the quality agenda and requirements identified within the following nationally published documents:

- Careers guidance and access for education and training providers (Department for Education, updated May 2025)
- Careers Strategy: making the most of everyone's skills and talents (Department for Education 2017)
- Matrix quality standard for Information, Advice and Guidance (IAG)
- Common Inspection Framework (Ofsted)

City of Portsmouth College is committed to offering all students and prospective students (applicants) an effective and impartial programme of Careers Education, Information, Advice and Guidance (CEIAG). The aim is to support students in making informed choices which will suit their interests and abilities, sustain their personal and employability development over time, and enhance their life chances.

These core aims are underpinned by our values of optimism, friendliness, flexibility, openness, and willingness to learn. We will work with a clear sense of purpose to achieve these aims, offering courtesy and fairness to all and respect for the rights and beliefs of all.

The key objectives of this policy are to:

- Make clear the College's CEIAG commitment to its students
- To set out the involvement of all staff in CEIAG activities
- To support the College's commitment to providing a high-quality service and continuous improvement
- To work with The Careers and Enterprise Company to access their external support for the College and to provide input into the national requirement for services to be measured against the Gatsby Benchmarks

## **2. Entitlement Statement**

All users of the College's CEIAG service are entitled to a service which is:

- Of high quality, impartial and delivered by appropriately qualified and trained staff
- Based in a dedicated, open access and well signposted service area
- Welcoming, friendly, personalised, and aspirational
- Fully aware of and responsive to diversity, equity, inclusion & equality of opportunity and the need to challenge stereotypes
- Designed to develop self-confidence, self-sufficiency, and optimism
- Integrated with other College services e.g., Learning Support, Wellbeing and Safeguarding, Tutorial Support, Curriculum, Enrichment and Work Experience and Industry Placements.
- Aligned to the needs of business and the wider local community
- Structured to support the continuous improvement of the quality of students' experience

### **2.1 Objective for Students**

- To make potential, current, and former students fully aware of their entitlement to up-to-date, impartial, accessible CEIAG which will be available at all stages of their progression; from initial application through to completion of their courses and for an appropriate time after leaving the College
- To promote optimism, raise aspirations, challenge stereotypes, and encourage

students to consider a wide range of careers

- To encourage self-development through support self-assessment of strengths, limitations, aspirations, values, needs, and potential
- To encourage the use of internally mediated (and some unmediated) information sources to explore, research and evaluate opportunities in apprenticeships and other employment, higher education, further education and training schemes, gap year activities, internships, work experience and volunteering
- To encourage development of employability skills/competencies, a broad understanding of the world of work and an ability to respond to changing opportunities through engagement with the Enrichment programme
- To encourage prospective and current students to take advantage of work experience/placements/insights and the full range of other progression related insight opportunities through engagement with the Work Experience and Industry Placement programme
- To encourage participation in continued learning, through work-based training, further or higher education
- To help all students to establish criteria for their career management decisions and to assist them at transition stages through research, application, and interview support
- To refer students to other specialist support networks in College when this is most appropriate to ensure they can address barriers to their learning and progression
- To refer students to specialist external agencies when this is most appropriate to ensure they receive expert, realistic and unbiased support
- To work rigorously in support of all students in their efforts to secure a viable, secure post college destination appropriate to their aims, programme of study and personal circumstances

## **2.2 Objectives for Staff**

- To ensure that CEIAG is delivered by appropriately qualified, knowledgeable, and experienced staff
- To ensure that all Careers, Enrichment, Work Experience, and other staff in student support functions undertake professional training and development in line with their role, in order to be able to offer appropriate information and advice to students, parents and other college staff
- To ensure that careers information and advice is available to individual students within one week of a request for such support. Information and advice will be provided by all members of the Careers team and appropriately trained members of the Enrichment and Work Experience/Industry Placement team
- To ensure that more in-depth careers guidance is available to individual students within one week of a request for such support. Guidance to be provided by appropriately trained members of the Careers team
- To develop, on behalf of students, effective working relationships with other relevant stakeholders including; partner schools, HE institutions, other local colleges, training providers, employers, Southern Universities Network (the NCoP project), EBP etc.

## **2.3 Objectives for Stakeholders**

- To create methods for the delivery of information so as to ensure parents/carers are well informed about the support offered by the Careers team e.g., via the website, social media, letters home, College events, face-to-face meetings etc.
- To provide information to parents/carers of prospective students to enable them to support their child with decisions on post-16 institutions and course choices

- To inform parents/carers of current students of all forthcoming events and activities relating to the students' progression journey
- To provide information and opportunities to HE and FE institutions, training providers and employers on how they can support students e.g., attendance at Careers events including HE, apprenticeship and employment fairs, workshops, and seminars, engaging with work experience opportunities etc.
- To seek stakeholder feedback on relevant activities and events and to consider these responses carefully in the development of future provision
- To keep the College governors informed of the work of the Careers and Employability teams and to create opportunities for them to influence the work of these teams

### **3 Roles and Responsibilities**

#### **3.1: Students' Responsibilities**

- To be actively involved in, and take ownership for their progression planning and career development
- To participate in all relevant tutorials, careers coaching programme, careers education and guidance activities in order to strengthen their understanding of education, training, employment, and other progression opportunities
- To work co-operatively with staff and other students, respecting the views of others and the principles of Equity, Equality, Diversity, and Inclusion
- To contribute to the ongoing evaluation and improvement of the service

#### **3.2 Staff Responsibilities**

##### **3.2.1 Executive and Governors**

The College corporation will nominate a Governor with overview of the provision of CEIAG support. This Governor will support a member of the Management Team to be the named Careers Leader as set out in statutory guidance. The corporation will also be responsible for:

- Having ultimate accountability for the Careers programme and provision
- Ensuring an appropriate and timely response to recommendations from the Careers Lead

The Executive will appoint a member of the Management Team named as the Careers Leader as set out in the statutory guidance. This will normally be the Vice Principal: Student Experience. The Executive will also be responsible for:

- Ensuring that all staff are aware of this Policy and the accompanying Strategy for development of the College's careers service
- Ensuring that there are sufficient, qualified, and experienced staff and up-to-date resources for the delivery of the service and development strategy

##### **3.2.2 Assistant Principal Student Experience: Strategic Oversight for CEIAG**

Responsible for devising a high quality, stable careers programme which meets the expectations of the latest government guidance and its Gatsby Benchmarks. They are also responsible for:

- Developing a strategy for ongoing development of the CEIAG programme
- Working with the link governor and SMT to ensure that the careers team and programme are properly resourced
- Reporting on careers performance and contributing towards the improvement plan

- Development of policies and procedures relating to CEIAG

### **3.2.3 Careers & Tutor Manager**

Shared responsibility for planning and responsible for the implementation of the strategies set by the Assistant Principal for Student Experience. They are also responsible for:

- Ensuring that progression and destination information for all students is recorded so that destinations can be tracked and information used to improve the effectiveness of the careers service
- Ensuring that the Careers Strategy is published on the College's website
- Evaluation of the careers programme and subsequent measures to ensure improved relevance and effectiveness for students
- Managing a team of Careers staff so as to be able to deliver the objectives and services set out in the Careers Strategy
- To work with other departments to advise upon processes such as internal and external enrollments

### **3.2.4 Careers Lead**

Careers Leads are responsible for supporting the tasks of the Careers & Tutor Manager as well as providing guidance for Careers Advisers in their role. Other responsibilities include:

- Liaison with curriculum managers and teaching staff to embed careers education into the delivery of subject content
- Liaison with all other student-facing support services in College to ensure that
- individual students are signposted to and/or receive assistance appropriate to identify needs
- Planning and implementing careers-related events for COPC students
- To implement and manage a booking system for careers appointments for students

### **3.2.5 Careers Advisors**

Careers Advisors are responsible for:

- Liaison with external partners, such as employers, partner schools, other learning and training providers, support networks, engagement agencies etc. to support delivery and enhancement of the careers service
- Delivers individual and group impartial information, advice, and guidance to students
- Works closely with Enrichment, Work Experience/Industry Placement, and curriculum colleagues to provide a seamless experience of accessing opportunities to experience the world of work and develop employability skills
- Support the creation and delivery of engaging content within the Careers and Tutorial programme which inspires students and supports aspiration and confidence

### **3.2.6 Work Experience and Industry Placement Officers**

Work Experience and Industry Placement Officers are responsible for:

- Support students in arranging, securing Work Experience and Industry Placements
- Liaise with the Careers Advisor to ensure, where possible, the placement

- matches the aspirations of the student
- Working with employers to contribute to the wider careers' agenda e.g., guest speakers, live briefs, attendance at CEIAG events etc. (Gatsby Benchmarks)

### **3.2.7 All COPC staff**

All staff have a responsibility to:

- Support the development of students' confidence and self-esteem to access learning, apply experience, and make positive progression
- Participate in relevant professional training and maintain an up-to-date awareness of appropriate resources that they and their students can use to support career decision making
- Participate, as appropriate, in adviser networks and appropriate training to
- maintain awareness of alternative education and training provision, locally and nationally
- Provide timely and sufficient course information and advice to enable prospective students to make suitable choices
- To refer students to the careers staff

## **4. Resources**

Good practice can be accessed through the guidance from the Careers Development Framework, which can structure the approach for careers-based activities. Resources should reflect the most recent guidance and legislation to ensure high-quality IAG is provided. Any changes to legislation will be shared among careers staff and appropriate training will be provided where necessary. Careers Manager and Careers Leads are responsible for ensuring resources are appropriate and up to date, to include:

- Up to date legislation and any amendments to these are available to careers staff
- Recognised CPD opportunities for careers staff are shared
- To ensure that advice and guidance are informed by up-to-date labour market information for, for example, local and regional employment trends, job vacancies, graduate employment trends, apprenticeship developments (at all levels), HE course vacancies etc.
- To ensure that comprehensive, up-to-date online and hard copy resources are available to students in the Student Hub areas at all times when the areas are open
- To ensure that relevant resources are shared with other student-facing staff in order to support their own delivery of IAG e.g., the School Liaison team, Admissions staff, Enrichment, and the applicant interviewing team, subject teachers etc.
- To ensure that the delivery of careers education is properly resourced with activities and information appropriate to the needs of different groups of students
- To ensure that regular opportunities exist (including by self-referral) for individual careers guidance and action planning with subject teachers, tutors, careers teachers where appropriate
- To ensure the monies allocated for careers work are properly allocated in the interests of students and the objectives of the service

## **5. Assessment, Review and Evaluation**

- To seek, record and respond to service user feedback on the undertakings of the Careers, Enrichment and Work Experience/Industry Placement teams
- To undertake an annual self-assessment review (SAR), including a departmental development plan, and engage fully in the validation process with



- SMT and governors
- To hold and retain the Matrix Quality Standard for information, advice, and guidance services
- The Careers & Tutor Manager & Assistant Principal for Student Experience will review this Policy on an annual basis, following evaluation of the service and monitoring of the students' destination information

## **5.1 Gatsby Benchmark Evaluation**

The Careers and Enterprise Company's *Compass* self-assessment tool is used across three points of the year to measure compliance with Gatsby Benchmarks.

Compass scores are discussed with the Enterprise and Skills Executive from Portsmouth City Council to ensure that any underperforming benchmarks are being addressed and an agreed plan of action is put in place. The involvement of PCC staff allows for standardization of our self-assessment and the same assessments made by other local schools and colleges.

Compass reports are published three times a year (November, March, and June) to show the history and improvement of the Gatsby Benchmarks.

## **5.2 Matrix Standard**

City of Portsmouth College were most recently accredited with the Matrix Standard for CEIAG in March 2025. The careers department will endeavor to maintain this benchmark and adhere to high quality CEIAG standards set out by Matrix ([matrixstandard.com](http://matrixstandard.com)).

## **6. Review**

The policy will be reviewed on an annual basis and when there are substantial changes to personnel or related policies.

## **7. Roles and responsibilities**

The Colleges Senior Management Team will monitor the implementation of the policy and:

- ensure staff are aware and comply with the procedures
- actively promote this policy
- take corrective actions when issues for improvement are identified.

## **8. Policy Distribution and Communication**

A copy of this Policy is posted on the College website.

## **9. Associated College Policies and Strategies:**

This policy links with the following COPC policies and strategies:

- Careers Strategy
- Quality Improvement Strategy
- City of Portsmouth College Self-Assessment Review