

Careers Education, Information, Advice and Guidance Policy

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Frequency of Review*	24 months

**Policies will be reviewed more frequently if legal changes or good practice require*

Review History:		
Date	Reviewed by	Reason for review
Jun 2017	Careers & Employability Manager	Policy written (replaces previous Careers Education and Occupational Guidance Policy December 2018 to encompass cross-college Careers Education, Information, Advice and Guidance and apprentices)
Jun 2018	Assistant Principal, Teaching and Learning	Reviewed. No amendments
Dec 2019	Assistant Principal Learning Experience	Reviewed. Amended to update OFSTED, KaMCOP project work and updated roles/titles.
Aug 2021	Vice Principal Information and Learning Resources	Reviewed. Amended to incorporate Gatsby more clearly and incorporate West Kent and Hadlow Careers Teams.
Aug 2023	Careers and Employability Manager	Reviewed, updated sections and responsibilities as well as context.
January 2024	Vice Principal Information and Learning Resources	Updated sections 10.1, 10.1.2 to reflect current staffing and 11.2 current access to LMI. 2.1 reflect Vision/Mission Appendix updated.

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Related policies: Admissions Policy;
Prevent Policy,
Equalities Policy; and
Data Protection Policy.

1. Definitions

Careers' guidance: Refers to a coherent programme of activities that inform, inspire and motivate young people, preparing them for work and helping them to understand where different education and training choices could take them in the future.

Impartial: Showing no bias or favouritism towards a particular education or work option.

Independent: External to the College. External sources of careers guidance and inspiration could include employer visits, mentoring, websites, telephone and helpline access. Taken together, these external sources could include information on the range of education and training options, including apprenticeships.

2. Introduction

North Kent College ("the College") has various campuses and incorporates Hadlow College. This Policy outlines the College's approach to the provision of Careers Education, Information Advice and Guidance ("CEIAG") and employability skills education for its learners, prospective learners and apprentices.

Careers' education helps learners to acquire the knowledge; employability skills; attitudes; and attributes to plan and manage their life, learning and work. Learners' understanding of careers and progression routes, as well as their level of preparation for the workplace, supports their ability to progress effectively within learning and the labour market. Good careers education can have a positive effect on soft outcomes such as improved attitudes, self-confidence, aspirations and decision making- skills.

This policy relates to the Prevent Policy, together with a number of other policies; it ensures, as far as possible, that the College is fulfilling its duty in sections 26 and 29 of the Counter-Terrorism and Security Act 2015 and the Prevent Duty. The College will participate fully in work to prevent people from being drawn into terrorism and will ensure that, should this occur, that there are procedures to deal with them.

2.1. The delivery of CEIAG in the College underpins the College's Vision:

2.1.1. Train and educate learners who will be seen as the first choice by employers

and incorporate the following element from the Colleges Mission:

2.1.2. "To provide all of our students with the very best foundations and opportunities to pursue their future learning and / or careers"

It contributes to increasing participation, retention and achievement by raising aspirations, helping learners to make informed choices and to develop career management skills.

The Policy applies to both full and part time learners in Further Education and to apprentices.

3. Policy Context

3.1. Statutory duty

The Education Act 2011 introduced a new duty, section 42A, into Part VII of the Education Act 1997, requiring Further Education Colleges to secure access to independent careers guidance for students up to and including the age of 18 and students aged 19 to 25 years old with a current Education Health and Care Plan (“EHCP”). Careers’ guidance must be presented in an impartial manner and promote the best interests of the students to whom it is given. Careers’ guidance must include information on all options available in respect of 16-18 education or training, including apprenticeships and other work based- education and training options.

3.2. UK Careers strategy: making the most of everyone’s skills and talents (2017)

This document published in December 2017 introduced the eight [Gatsby Benchmarks](#). These were introduced as a requirement for all schools and colleges across the UK to meet by December 2020

The eight benchmarks are:

- 3.2.1. A stable careers programme;
- 3.2.2. Learning from careers and labour market information;
- 3.2.3. Addressing the needs of each student;
- 3.2.4. Linking curriculum learning to careers;
- 3.2.5. Encounters with employers and employees;
- 3.2.6. Experiences of workplaces;
- 3.2.7. Encounters with further and higher education; and
- 3.2.8. Personal guidance.

The College tracks progress against the Gatsby Benchmarks at a learner level using the Passport to Employability which has been reviewed and revised for 23/24.

3.3. Technical and Further Education Act 2017

- 3.3.1. Section 41, of the Technical & Further Education Act 2017 (“the Act”), requires Ofsted’s “comment” on careers guidance provided to students in FE, 6th form colleges and designated institutions. The Act defines students as those 16 to 18 and those up to age 25 with an EHCP.

3.4. **Ofsted Education Inspection Framework (2022) (“EIF”)**

The EIF requires Ofsted’s ‘comment’ on careers guidance provided to students in FE, 6th form colleges and designated institutions.

- 3.4.1. Careers features in the criteria inspectors will use to assess Further Education and Skills providers’ overall effectiveness.
- 3.4.2. Inspectors will review how well high-quality, impartial, careers guidance enables learners to make progress and move on to a higher level of qualification, employment, further training or independent living when they are ready to do so.
- 3.4.3. Inspectors will use a range of evidence to evaluate personal development, including the quality of careers information, education, advice and guidance, and how well these benefit learners in choosing and deciding on their next steps.
- 3.4.4. The inspectors will consider whether the College is providing an effective careers programme that offers advice, experience and contact with employers, to encourage learners to aspire, make good choices and understand what they need to do in order to reach and succeed in their chosen career.
- 3.4.5. For personal development to be judged “Good” (Grade 2) or above:
 - 3.4.5.1. the provider prepares learners for future success in education, employment or training by providing: unbiased information to all about potential next steps; high-quality, up-to-date and locally relevant careers guidance; and opportunities for encounters with the world of work.

3.5. **Matrix Standard**

The Matrix Standard is the unique quality framework for the effective delivery of information, advice and/or guidance on learning and work. Designed to promote continuous improvement, the Standard quality assures the delivery of information, advice and guidance (“IAG”) services. It promotes the delivery of high-quality information, advice and/or guidance by ensuring organisations plan, deliver, review, evaluate and develop their service.

The Careers Team at North Kent College initially attained Matrix accreditation in 2009, undergoing an external re-assessment against this standard every three years and an annual continuous improvement check. The last full assessment was in February 2022 and the team was successful in retaining accreditation.

4. Principles

The key principles upon which this Policy is based are that CEIAG delivered within the College is:

- 4.1. personalised, provides opportunities to identify and respond to the needs of the individual, and builds on previous learning and experience;
- 4.2. inclusive, recognises and promotes equality and diversity, challenges stereotypes and is sensitive to faith, culture and background;
- 4.3. transparent, impartial and provides opportunities for confidentiality;
- 4.4. enhanced by strong networks and collaborative approaches involving curriculum teams and external partners, including employers; and
- 4.5. provides comprehensive information, advice and guidance.

5. Policy Statement

The College is committed to providing high quality, Careers Education, Information, Advice and Guidance, which helps potential learners, enrolled learners, apprentices and recent alumni plan and manage their progression through learning and work.

Careers Information Advice and Guidance is delivered by a professionally qualified and experienced team of Careers Advisers, who are Matrix Standard accredited and are working closely with the Careers Enterprise Company and who will, at all times, provide person-centred, impartial and confidential advice and act in the best interests of the individual. Careers Information Advice and Guidance is delivered in accordance with the Statement of Service in Appendix 2.

5.1. North Kent College is committed to:

- 5.1.1. ensuring that potential learners have access to current labour market information and impartial Careers Guidance prior to enrolment should they require it, to assist them in choosing an appropriate course or apprenticeship;
- 5.1.2. providing IAG services to learners and apprentices at all stages in their programmes, as required;
- 5.1.3. referring or signposting learners to other provision and sources of support, where appropriate to the learner;
- 5.1.4. providing a planned programme of careers education and work related activities to support learners in the development of employability skills with the completion of the Passport to Employability. This programme will be tailored to the vocational area they are studying;

- 5.1.5. providing learners with opportunities to engage with employers through employer presentations, employer visits and work experience;
- 5.1.6. supporting learners applying to Higher Education through the Universities and Colleges Admissions Service (“UCAS”) application process; encouraging and making students aware of the benefits of Higher education through the Kent and Medway Collaborative Outreach Programme (UniConnect) project being run at the College since September 2019; and
- 5.1.7. in addition organising enrichment opportunities for students raising aspirations, challenging stereotyping and promoting equality and diversity.

6. Roles and Responsibilities

- 6.1. **The Deputy Executive Principal - Teaching, Learning and Improvement has overall responsibility for the delivery of careers and employability education to students and is responsible for:**
 - 6.1.1. ensuring that Careers and Employability education is delivered across the curriculum.
- 6.2. **The Vice Principal – Information and Learning Resources has responsibility for the delivery of careers advice and guidance to students and is responsible for:**
 - 6.2.1. ensuring that there are sufficient qualified, experienced Careers’ guidance staff and up-to-date resources;
 - 6.2.2. advising on the development of College’s policy and strategy for CEIAG; and
 - 6.2.3. reviewing delivery of IAG by the Careers Team against the Matrix standard
- 6.3. **The Deputy Executive Principal – Strategy and Curriculum is responsible for:**
 - 6.3.1. overseeing IAG within the College’s apprenticeship provision;
 - 6.3.2. ensuring that apprenticeship information and advice to prospective apprentices is provided to support them to make suitable choices, pre-entry and during the induction phase;
 - 6.3.3. ensuring that apprentices are aware of the Careers Service provision in the College.

6.4. The Careers and Employability Manager is responsible for:

- 6.4.1. managing the IAG activities of their Careers teams;
- 6.4.2. developing and updating the Careers Programme;
- 6.4.3. establishing links with Curriculum areas to plan Careers Team input to the curriculum;
- 6.4.4. developing appropriate materials for use within the curriculum; and
- 6.4.5. overseeing delivery of College Higher Education and other events.

6.5. Careers Advisers and Officers are responsible for:

- 6.5.1. delivery of one-to-one IAG sessions for learners and potential learners;
- 6.5.2. delivery of IAG sessions to groups of learners;
- 6.5.3. ensuring that careers information resources are up-to-date and relevant;
- 6.5.4. referral of learners who drop out (or at risk of dropping out) to alternative provision or other sources of support;
- 6.5.5. co-ordinating UCAS applications and carrying out targeted support to students from KaMCOP target areas, as well as the wider offer to all students; and
- 6.5.6. supporting the delivery of events organised by curriculum or other staff.

6.6. Assistant Principals and Heads of Curriculum are responsible for:

- 6.6.1. ensuring that there is a planned programme of careers education activities, appropriate to the learners' needs, on all programmes for which they have responsibility, including activities involving employers and work experience opportunities.
- 6.6.2. ensuring that course information on the website is comprehensive and current;
- 6.6.3. ensuring that the Careers Team is notified of any changes made in course provision;
- 6.6.4. liaising with the careers team with regard to inputs to groups of learners; and

- 6.6.5. co-ordinating the collection of destination information from previous students.

6.7. **Lecturers**

All lecturers contribute through their role as course tutors or vocational tutors with specific knowledge of their sector.

6.7.1. **Lecturers are responsible for:**

- 6.7.1.1. providing course information and advice to enable prospective learners to make suitable choices pre-entry and during induction activities;
- 6.7.1.2. ensuring that learners are aware of the Careers Service provision in the College
- 6.7.1.3. making referrals to the Careers Team for:
 - 6.7.1.3.1. course and progression careers guidance, where appropriate;
 - 6.7.1.3.2. delivery of a programme of relevant careers education activities, either within a dedicated employability hour, or as an integral part of the curriculum
 - 6.7.1.3.3. supporting careers events organised by the Careers Team, for example the Higher Education Fayre;
 - 6.7.1.3.4. assisting with the collection of learner destination information, as directed by the Head of Curriculum; and
 - 6.7.1.3.5. promoting equality of opportunity, being aware of
- 6.7.1.4. confidentiality issues and dealing sensitively with information disclosed by learners.

6.8. **Reception and Front of House colleagues are responsible for:**

- 6.8.1. handling initial enquiries about courses; and
- 6.8.2. referral of queries to Admissions, curriculum staff or Careers Team, as appropriate.

6.9. Admissions Officers are responsible for:

- 6.9.1. handling straightforward course enquiries; and
- 6.9.2. referral of queries to Curriculum staff or Careers Team as appropriate.

7. Students are responsible for:

- 7.1 To be actively involved in and take ownership for their progression and careers development.
- 7.2 To attend punctually all planned employability sessions, careers education and guidance activities.
- 7.3 To work co-operatively with staff and fellow students, respecting the views of others and the principles of Equality and Diversity.

8. Careers Information

All learners have access to comprehensive up-to-date information on learning opportunities and career choices. They can independently access the careers library in the Learning Technology Centres, at Dartford, Gravesend and Hadlow as well as the Careers Hub at Tonbridge, at times advertised. Learners can access a wealth of CEIAG resources accessible via the College's Virtual Learning Platform (Moodle) and/or MyDay, including CEIAG software (UniFrog) which they can use to explore careers suited to their qualifications and interests.

Learners and staff have access to regional Labour Market Information via the Careers & Employability page on MyDay which contains LMI for all, Kent Choices, and ONS Labour Market Overview. Learners and staff can access course and apprenticeships information using UniFrog, eCLIPS and the National Careers Service website all of which offer accurate and impartial careers information and advice, all of which are available on the Careers & Employability page on the MyDay platform.

9. Careers and Employability Education

Course tutors have responsibility for the delivery of a Careers and Employability Programme with close cooperation from the careers team which is delivered either as an integral part of the curriculum or in some areas through a dedicated "employability hour," depending on the course programme. Departments work to establish strong industry links and utilise these in the delivery of IAG. The College has a "Passport to Employability" programme which is used to track progress towards the achievement of the Gatsby Benchmark requirements at a learner level and has been reviewed and updated this year. Use of the Passport to Employability enables learners to:

- 9.1. develop an awareness and understanding of the range of opportunities for learning, work and career development available to them, including apprenticeships and self-employment;
- 9.2. consider and explore the range of options according to their own needs and circumstances;
- 9.3. develop an understanding of the local and national labour market;
- 9.4. develop the necessary employability skills, tailored to the particular industry, where appropriate;
- 9.5. engage directly with employers, for example with outside speakers delivering presentations, visits to employer premises and through careers events.

10. Careers Guidance

- 10.1. The College employs a team of suitably qualified Careers Advisers and Careers Officers who deliver IAG services, in accordance with the “Principles for Coherent Information Advice and Guidance” which are set out within the Matrix standard framework, as follows:

10.1.1. Accessible and Visible

The College provides a service for all learners and potential learners from pre-course information, advice and guidance through to help with progression. Careers Services at the College are based in the Learning Technology Centres at Dartford, Gravesend and Hadlow as well as the Careers Hub at Tonbridge and are therefore easily accessible and visible.

10.1.2. Professional and Knowledgeable

Careers Advisers employed by the College hold or are working towards a relevant Careers Advice qualification at Level 6/7, with some team members also holding or working towards Level 4 and participate in regular professional development to ensure that their knowledge is current and diverse.

10.1.3. Effective Partnerships

The Careers Team develops links with Careers Teachers in local schools through its participation in relevant CEIAG Networks.

The College Careers Team has strong links with local training providers, National Careers Service and Youth Contract providers. Regular referrals are made between partners and stakeholders.

The Careers Team have forged a close working relationship with CEC (Careers & Enterprise Company) The Careers Lead &

Employability Manager have subsequently enrolled on the Careers Lead training programme.

10.1.4. Availability, Quality and Delivery

College Careers Advisers provide a highly responsive and flexible year-round service to learners and prospective learners designed to meet the needs of learners and prospective learners.

10.1.5. Diversity

The Careers Service aims to meet the needs of all its customers, irrespective of age, ability, ethnicity, religion, sexual orientation and/or gender.

10.1.6. Impartial

Careers Advisers offer a professional service and follow the code of ethics for Careers Advisers laid down by the Career Development Institute, including impartiality. Careers Advisers operate independently in the College and their impartiality is never compromised.

10.1.7. Responsive

The Careers Team provides a responsive service designed to meet the individual needs of learners and apprentices at each stage of the learner/apprentice journey (see Appendix 1).

10.1.8. Friendly and welcoming

Careers Advisers endeavour to provide a friendly and welcoming service to learners and prospective learners and are non-judgemental and professional in their approach.

10.1.9. Enabling

Careers Advisers support learners to access and use information to help plan their careers.

10.1.10. Awareness

All learners are made aware of the IAG services available to them at induction, where they receive an introductory talk from a Careers Adviser and complete an online induction, which also explains the services available. The service is promoted on noticeboards and television screens throughout the College and via course tutors.

Prospective learners are made aware of the IAG services available to them via information on the website and are given an

opportunity to request a guidance interview when completing the online application form.

10.1.11. **Data Protection and Confidentiality**

Careers Advisers maintain records of guidance interviews that are kept confidential to the Careers Team and information is never shared without the explicit permission of the learner. Learner records are kept in accordance with the College's Data Protection Policy.

- 10.2. Learners, potential learners and apprentices who require an impartial and confidential careers guidance interview with a College Careers Adviser can self-refer or be referred by any member of staff at the College at any point in their learner journey.

A prospective learner may benefit from careers guidance, for example, if they:

- 10.2.1. are uncertain of course choice;
- 10.2.2. do not have the minimum grades for the course chosen;
- 10.2.3. have a poor rationale for their course choice;
- 10.2.4. have non-existent or unrealistic career plans; and/or
- 10.2.5. have low confidence about previous studies.

On-course learners may benefit from careers guidance, for example, if they:

- 10.2.6. need help with planning their career path;
- 10.2.7. are considering leaving the College before their course ends;
- 10.2.8. are approaching the end of their course;
- 10.2.9. need help with applying to university or to another College;
- 10.2.10. need help with job search activities; and/or
- 10.2.11. Apprenticeships.

The IAG Learner Journey and Apprenticeship Journey Maps, in Appendix 1, illustrate various entrance points and journeys that might be taken by learners and apprentices.

Guidance Services are provided in line with the Statement of Service to learners in Appendix 2.

- 10.3. Careers Advisers provide a drop-in service to learners when they are available. Alternatively, learners may make an appointment by contacting

the Careers Team Email directly or leaving their details at the LTC reception, in which case the Careers Adviser will contact them to offer an appointment.

Prospective learners can request a guidance interview with a Careers Adviser via the online College application form. A Careers Adviser will contact them by telephone to undertake an initial diagnostic interview and will offer a one-to-one guidance interview where appropriate within three weeks of the request.

- 10.4. Additionally, learners aged 16+ (and prospective learners aged 13+) have access to website and telephone based services provided by the National Careers Service and are encouraged to make use of these resources alongside College provision.

The National Careers Service can be accessed online at <https://nationalcareersservice.direct.gov.uk> and over the telephone at 0800 100 900 between 8am and 10pm, seven days a week.

In addition to website and telephone based services, learners and prospective learners who are 19+ at the time of interaction (18 or over if a Jobcentre Plus customer on out of work benefits or in custody) can access face-to-face guidance delivered by the National Careers Service. (Telephone 0800 100 900 to make an appointment with an adviser at a local access point.)

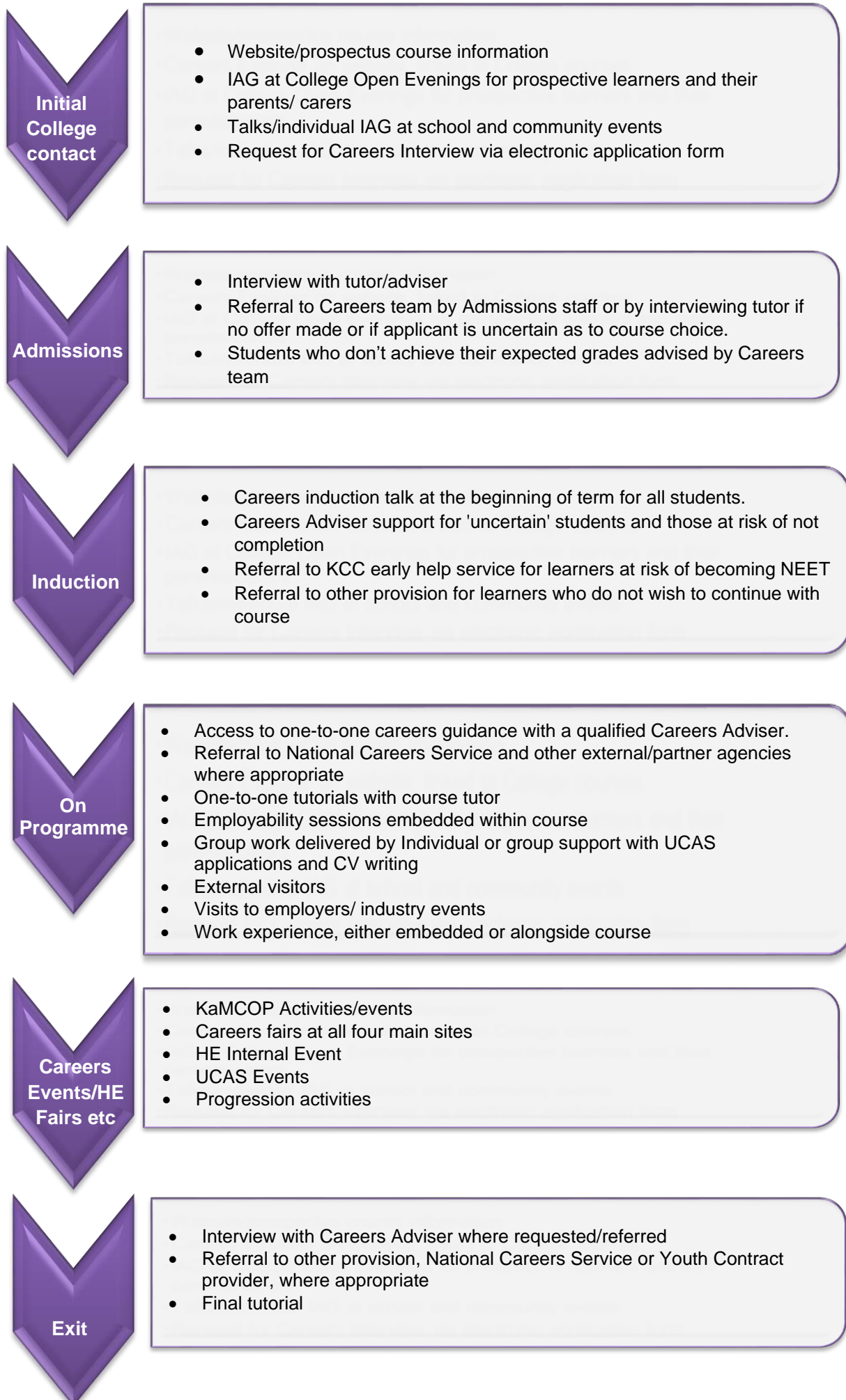
11. Monitoring and Evaluation

IAG delivery within the College has a range of quality assurance mechanisms and is reviewed and evaluated through:

- 11.1. regular reviews of the delivery of IAG by the Careers Team against the Matrix standard;
- 11.2. completion of the Compass+ assessment tool for each campus every term with the Careers Enterprise Company in order to maintain and improve the offer available to young people.
- 11.3. internal review of the quality of Careers and Employability Education through lesson observations, Ofsted judgements, learner surveys and feedback questionnaires;
- 11.4. Careers Team Self-Assessment Review;
- 11.5. Curriculum Area Course Reviews; and
- 11.6. Tracking and analysis of learner outcomes and destinations.

Appendix 1:

CEIAG Learner Journey – Full/part-time learners



CEIAG Learner Journey – Apprenticeships

Initial College Contact

- Apprenticeship and course information
- Careers Explorer on website
- IAG at College Open Evenings
- Talks/individual IAG at school and community events
- Interview with Work Based Learning Manager
- Referral for interview with a Careers Adviser if applicant uncertain

Employer Contact

- NKC assists employer defining a job role and recruitment to any new vacancy
- Interviews with employer and selection

Apprenticeship begins

- IAG within induction programme
- Referral for interview with Careers Adviser if apprentice does not settle
- Referral to KCC early help service for apprentices at risk of becoming NEET

On programme

- Access to one-to-one careers guidance with qualified Careers Adviser
- Referral to National Careers Service and other external/partner agencies where appropriate
- Access to one-to-one reviews with Assessor
- Employer based vocational skills training
- Referral to other employers or other provision for apprentices who are withdrawn, lose employment or are made redundant.

Exit

- Interview with Careers Adviser where requested
- Referral to other provision, National Careers Service or Youth Contract provider where appropriate
- Final review with Assessor

Appendix 2: Information, Advice and Guidance

Careers Team - Statement of Service

North Kent College offers a range of Careers Information, Advice & Guidance services to current and prospective learners and to apprentices. We have a team of qualified and experienced Careers Advisers delivering a free, impartial and confidential service.

We aim to:

1. deliver a quality assured service that is accessible, professional, confidential, impartial and responsive to the needs of learners and prospective learners;
2. support prospective learners, current learners and alumni with information, advice and guidance relating to education, training and employment;
3. offer learners support with information, advice and guidance on careers and progression routes, including Higher Education, throughout their learning programme;
4. help learners to develop career management and employability skills; and
5. promote and support equality of opportunity through the provision of services to meet the needs of all, regardless of ability, age, gender, sexual orientation or ethnicity.

We will:

1. offer pre-entry guidance with a Careers Adviser, via the online College application form and promotional leaflets distributed at College open days in College and at external events;
2. introduce the services to all learners and explain the careers resources available to them during their induction;
3. support our learners throughout their programme of learning through: one-to-one guidance interviews, group presentations, careers events and provision of up-to-date careers resources;
4. encourage learners to undertake independent careers research and explore opportunities to develop skills for employment through volunteering, work experience and part time jobs;
5. refer learners to other learning and training providers and other sources of support, as appropriate; and
6. work in partnership with universities to deliver activities to encourage and support students considering Higher Education.

So that:

1. learners are enrolled on a programme that meets their career aims and at an appropriate level;
2. learners are aware of their progression options;
3. learners possess the career management skills and confidence to successfully progress into employment, apprenticeships or Higher Education; and
4. the College continues to improve student retention and achievement, in accordance with its Vision and Mission.

The Careers Team can be contacted in person in the Learning Technology Centres at Dartford, Gravesend and Hadlow, at the Careers Hub in Tonbridge, via Reception at any campus or by emailing careers@northkent.ac.uk.