

Careers Education Information Advice and Guidance (CEIAG) Strategy 2025 - 2028

Document revision history

Document Reference	Version	Introduced/Changed by	Summary of changes	Approval date	Date of review
OP001	V2	Elizabeth Lovatt	Document refresh	07/05/2026	30/01/2028
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Purpose

This document sets out Gen2's overall intent and commitment of the Careers Education Information Advice and Guidance (CEIAG) provision.

Scope

All learners on programmes directly provided by Gen2 are in scope of the policy. In addition, this policy covers potential Gen2 learners via CEIAG provided through school engagement and the recruitment process.

Intent

As a City & Guilds Business our purpose is to help people into a job, on the job and onto the next job. Our CEIAG activities aims to prepare learners for future success and encourage individuals to raise their aspirations and assist them to plan and manage their personal progression or career planning, both short (e.g. stepping stones) and long term (e.g. achieving chartered status). At its core it's about helping our learners find their next best step or pathway based on aspiration and skill rather than circumstances or stereotype.

Things that may be covered in CEIAG include:

- apprenticeship information
- employability skills
- life skills (confidence building, networking)
- vocational information (what specific jobs involve, key skills or attributes, entry requirements, training routes)
- labour market information
- job and apprenticeship search
- application forms
- CV writing
- interview skills
- career progression opportunities and career pathways
- further training/education e.g. higher education options including HNC and HNDs (HTQs) and level 5-degree apprenticeships.

Roles and Responsibilities

Learner responsibilities:

- To be actively involved in, and take ownership for their progression planning and career development.
- To participate in all relevant sessions in order to strengthen their understanding of education, training, employment and other progression opportunities.
- To work co-operatively with staff and other learners, respecting the views of others and the principles of Equality and Diversity.
- To contribute to the ongoing evaluation and improvement of the service.

All staff responsibilities:

- Support the development of learners' 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 so that they and their learners can make use of to support career decision making.
- Sharing any useful careers-based information or market intelligence to the School Engagement and Careers Lead.

Trainers/Assessors responsibilities:

- Providing generic CEIAG via informal questions in lessons and 1 to 1 reviews.
- Facilitating and delivering of sessions where appropriate.
- Signposting and providing requests to the Careers and School Engagement Lead and/or Student Services team.
- Use opportunities to link their subject or lesson with a range of career paths.
- Supporting and promoting careers and aspirations with learners and encouraging participation at events
- Attending and supporting a range of open evenings and careers events

Centre/Curriculum Managers responsibilities:

- Ensuring and monitoring that CEIAG sessions are promoted and enabled
- That teams are committed to CEIAG
- Ensuring that industry specific careers education is embedded throughout all programmes in their area.

Leadership and Governance responsibilities:

- Making strategic decisions in relations to CEIAG.
- The overarching governance and scrutiny of CEIAG.

Recruitment and Student Services responsibilities:

- Providing CEIAG and signposting as appropriate throughout the learner journey.
- Monitoring CEIAG and providing guidance upon findings.

Careers and School Engagement Lead responsibilities:

- Operationally lead the careers programme.

- Support the curriculum teams to develop and monitor careers led provision.
- Build strong partnerships with stakeholder organisations.
- Collate and evaluate careers education activity and its impact.

Marketing and Social Value Responsibilities:

- Working with the Careers and School Engagement lead to ensure relevant and timely information is provided in a dedicated area on the website
- Promotion and management of Gen2 open evenings across Cumbria, providing a range of CEIAG
- Support for National Careers Week with events and promotion of activities to staff and learners
- Development and promotion of a range of careers information including Gen2 progression pathway, case studies etc

Implementation

Gen2 is committed to a coherent approach to delivering CEIAG through 5 main objectives.

The objectives reflect the principals of the Gatsby Benchmarks and ensures that impartial information, advice and guidance is accessible.

Objective 1: A stable high quality careers programme

We will support our objective by:

- Ensuring that our careers programme is delivered by individuals with the right skills.
- Enabling learners to have an understanding of a range of opportunities available to them and the skills that are valued in the workplace.
- Careers information will be published on the website in a way that enables learners, parents and carers, staff and employers to access and understand it.
- Developing a programme that will raise the aspirations of all learners but is also tailored to meet individual needs where appropriate.
- Ensuring there is a clear focus on the skills that employers value and that can support preparation for work.
- Developing collaborative partnerships with external agencies/services to support the referral and signposting process.
- Providing initial guidance at recruitment/onboarding stage to ensure learners are put on to the correct programme following an assessment of their needs.
- Careers, information advice and guidance services are embedded throughout the learner journey (recruitment, onboarding, on programme and completion).
- All current learners are able to access support via Student Services for initial careers discussions and will be signposted as appropriate.
- At recruitment stage, all candidates will undertake an interview. CEIAG will be given at or following this interview.
- Having an active school engagement programme and supporting with their obligations under the updated Provider Access legislation and technical education reform.

Objective 2: Learning from career and labour market information/resources/awards

We will support our objective by:

- Utilising and further embedding relevant labour market information to ensure staff and learners are informed in their decisions and advice
- Implementing high quality careers provision resulting in endorsement via appropriate accreditation.

Objective 3: Addressing the needs of each young person

We will support our objective by:

- Utilising and further embedding relevant labour market information to ensure staff and learners are informed in their decisions and advice
- Staff will challenge misconceptions and stereotypical thinking

- Gen2 will keep records of all CEIAG interactions for each learner through-out their learner journey and use this to analyse and make improvement where required to ensure we meet individual needs.
- Use sustained and longer-term destination data as part of the evaluation process and use alumni as part of the careers programme.

Objective 4: Linking curriculum learning to careers

We will support our objective by:

- Ensuring relevant staff support Gen2's approach to CEIAG and are able to link the content of programmes with careers with direct links as part of the curriculum planning process.
- Ensuring an effective referral process to the School Engagement and Careers Lead
- Understanding the career goals and aspirations of our learner and supporting them through the delivered curriculum

Objective 5 and 6 : Encounters with employers and experiences of workplaces

We will support our objective by:

- Further building and enhancing opportunities available
- Realising opportunities for learners to develop skills by engaging with local employers, businesses and professional networks to ensure real-world connections with employers.
- Realising opportunities for learners who are not on apprenticeships to have encounters of work experience
- Ensuring there is a clear focus on the skills, experience and qualifications that employers value and can support preparation for work
- Enabling learners to gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant for employment
- Creating a bank of resources e.g., leaflets, website
- Developing marketing material for employers that will enable them to easily understand the impact of involvement in CEIAG
- Develop Careers CPD programme to ensure all staff can effectively support all learners.

Objective 7: Encounters with further and higher education

We will support our objective by:

- All learners who are considering Higher Education will be given the opportunity interact with 2 HE providers.

Objective 8: Personal guidance and addressing the needs of each learner

We will support our objective by:

- Ensuring learners with particular needs and those who are at risk are appropriately supported and identified through close working relationships with a range of educational and support agencies, including Gen2 Student Services.

- Ensuring that careers guidance for learners with special educational needs and disabilities (SEND) is differentiated, where appropriate, and based on high aspirations and a personalised approach.
- Establishing and building on feedback
- Ensuring learners receive progress reviews at agreed stages of the learner journey with an area of focus on CEIAG.
- Considering accessibility to CEIAG for all learners, including those on programmes where they are not in centre every day
- Ensuring all learners are made aware of, and have access to, specialist professional and impartial CEIAG.
- Ensuring learners are aware of CEIAG services throughout the learner journey

Making it Happen and Governance

We recognise the importance of putting in place effective arrangements for the management and delivery of the programme.

In order to deliver our objectives, we will produce an annual CEIAG action plan. This action plan will be produced each year and will be a living document changing as and when new best practise or labour market insights change. The action plan will be reported on and monitored at SMT and to Governors.

The careers programme will be made available to learners and other stakeholders via the Gen2 website.

Outcomes and Measuring Success

Our success will be measured by:

- Conducting surveys at regular intervals
- Tracking and analysing destination data to measure the impact of CEIAG
- Achievement of the actions on the action plan
- Course progression data
- Retention of learners in the year

We are committed to continuously improve, reflecting on and reviewing our provision, seeking always to enhance and improve our CEIAG service.

Our measures are:

- 90% of apprentices who complete their apprenticeship progress immediately into full time education or employment
- 100% of learners have access to student support services
- 100% of new apprentices undertake preassessment and receive a tailored training plan which will include career aspirations
- Attendance at over 80 school engagement events annually
- Run a minimum of 6 open evenings, involving employers and providing Information, Advice and Guidance

- Minimum of 2 school visits per year to be held at Gen2 premises.
- Minimum of 3 external CEIAG events per year.

Our outcomes are:

- Our learners are supported into secure and sustainable employment or education.
- A skilled and productive society

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