

POLICY/PROCEDURE: CAREERS EDUCATION, INFORMATION, ADVICE AND GUIDANCE (CEIAG) POLICY

Approval required by:	Executive	Y	Governing Body	N
Senior Lead:	Vice Principal Curriculum and Student Experience			
Responsible Manager:	Head of Student Services			
Date approved:	June 2025			
Date to be reviewed:	June 2027			

Significant changes to policy:

New policy, which will replace the current IAG policy.

Impact of changes:

New policy to provide information on how we are providing CEIAG in line with statutory guidance and the updated Gatsby benchmarks.

SCOPE AND PURPOSE

The purpose of this Careers Education, Information, Advice and Guidance (CEIAG) Policy is to outline the college's approach to delivering high-quality, impartial, and inclusive careers support. CEIAG at Barnsley College empowers potential and current learners to make informed decisions about their education, employment, training and next steps.

This policy applies to 16–18 learners, adult learners, apprentices, and those with special educational needs and/or disabilities (SEND).

POLICY AIMS

- Provide access to up-to-date, impartial, and inclusive careers information and guidance.
- Inspire and equip learners with the knowledge, skills and attitudes to make well-informed, realistic career choices.
- Support students to overcome barriers in achieving their career goals and develop their knowledge to be work ready and able to self-manage career decisions in the future.
- Support learners to progress into positive destinations including higher education, apprenticeships, training, and employment.
- Embed careers education across the curriculum.
- Meet the requirements of the Gatsby Benchmarks and relevant statutory guidance quality standards, including the Matrix Standard.
- To provide staff with guidance to deliver effective CEIAG.

BACKGROUND

Gatsby benchmarks have now been in place for just over 10 years. With significant technological advances, innovation in education and major shifts in the labour market, these benchmarks along with statutory guidance [Careers guidance and access for education and training providers -](#)

[GOV.UK](https://www.gov.uk) have now been updated to ensure that the framework is fit for the future and should be implemented from September 2025

DELIVERY OF CAREERS EDUCATION, INFORMATION, ADVICE and GUIDANCE

Our CEIAG is structured around the updated Gatsby benchmarks:

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each student
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

Gatsby Benchmark	Careers Education, Information, Advice and Guidance (CEIAG) Entitlement
1. A Stable Careers Programme	<ul style="list-style-type: none">• Comprehensive careers programme across all study areas with regular careers events, employer-led workshops, and industry insight events.• Access to the Careers & Enterprise Hub for resources, career advice, and development.• Embedded careers tutorials within study programmes for consistent guidance.• Parents and guardians invited to annual information evenings, promoting shared understanding and support for informed student decisions.• Termly newsletters for students, parents, and guardians outlining developments, opportunities, and support.• Careers strategy reviewed annually, published on the college website, and accessible to stakeholders (in line with the Baker Clause).
2. Learning from Career and Labour Market Information (LMI)	<ul style="list-style-type: none">• Career Coach platform enabling exploration of personalised pathways supported by a visual LMI tool.• Tube Map: A 24/7 digital progression hub with dedicated LMI pages, fostering independent research.• Compass: Platform for apprentices providing guidance aligned with real-time LMI.• Website-integrated LMI dashboards for all learners, updated with current employment trends and sector needs.

3. Addressing the Needs of Each Student	<ul style="list-style-type: none"> • One-to-one career guidance tailored to individual needs, including bespoke support for SEND and vulnerable learners. • Personalised Careers Guidance Action Plans to monitor aspirations and track progress. • Targeted interventions and planning support for disadvantaged and underrepresented students. • Specific NEET prevention support will be provided through early identification of at-risk learners, with targeted interventions including mentoring, 1:1 guidance, and progression planning. Referral processes are in place to ensure timely and appropriate support. • HEPPSY involvement to raise aspirations and offer specialist progression advice. • Students' aspirations and intended destinations are captured through careers interviews and termly academic 1:1 reviews. • Tracking system to monitor CEIAG access and impact, ensuring equality and inclusion.
4. Linking Curriculum Learning to Careers	<ul style="list-style-type: none"> • Industry Weeks: Themed curriculum experiences contextualising academic learning with employer expectations. • Guest speakers and curriculum-embedded employer interactions across subjects. • Real-world, project-based learning linked to labour market needs. • 'My Skills Advantage' targets used to map and track employability skill development, aligned to Skills Builder. • Annual CPD for teaching staff on career learning and industry links within subject areas.
5. Encounters with Employers and Employees	<ul style="list-style-type: none"> • Employer Engagement Days: Regular interaction through fairs, panels, and networking. • Live employer projects built into programmes of study. • Alumni and industry expert guest speakers included within curriculum and careers events. • Employer masterclasses and talks held in specialist employer academy spaces.

6. Experiences of Workplaces	<ul style="list-style-type: none"> • Work experience opportunities across study areas, including green sector and virtual placements. • Industry placements matched to learner goals, study areas, and regional skill needs. • Supported internship pathways and apprenticeship engagement promoted. • Guided workplace visits and employer open days to increase familiarity and confidence.
7. Encounters with Further and Higher Education	<ul style="list-style-type: none"> • Trips and open days to universities, training providers, and technical institutions. • UCAS and post-18 application support, including personal statement writing and decision-making. • Promotion of Higher Technical Qualifications (HTQs), with specialist support. • Local engagement with FE/HE institutions and outreach partners.
8. Personal Guidance	<ul style="list-style-type: none"> • One-to-one careers appointments are available with qualified Level 6 advisers, offering dual perspectives from both occupationally competent staff in curriculum areas and fully qualified careers advisers. • Support for CVs, applications, interview preparation, and professional communication. • Career planning workshops and employability training embedded across levels. • Career resilience and goal-setting workshops. • CEIAG support extended to students learning remotely or off-site, ensuring accessibility for all.

EMPLOYER ENGAGEMENT

Our sector-specific Employer Academy spaces, enable us to examine how well our curriculum knowledge reflects industry practice and to identify and consider the needs of employers and other stakeholders in the local, regional and national economy.

Through employer engagement, employers and industry professionals are able to influence our curriculum design, structure, sequencing and assessment, so that all students are better prepared and skilled for the current and future labour market.

MONITORING AND EVALUATION

The 2025 updates require enhanced monitoring and evaluation processes, we will ensure:

- Tracking of student engagement with online career resources, including COMPASS, Tube map and ZeroGravity
- Continual review of student destinations through careers interviews and tracked within their personalised careers guidance plans
- Review and evaluation of all student outcomes using both positive achievement and destination data, identifying any gaps within demographics
- Monitoring and reporting of curriculum CEIAG audits to inform activity towards Gatsby Benchmarks via performance reviews
- Termly self-evaluation using the Careers and Enterprise Company tools to monitor achievement of Gatsby Benchmarks
- Matrix annual continuous improvement check

QUALITY, COMPLIANCE AND STATUTORY GUIDANCE ALIGNMENT

- Meets requirements under the Baker Clause (provider access legislation).
- Aligns with Careers Strategy (DfE) and current statutory guidance for careers in education (most recent update: January 2023).
- All CEIAG-related activities—including guidance sessions, employer encounters, and progression planning—are systematically logged through Navigate to support robust record-keeping, impact evaluation, and compliance with statutory guidance.
- The college is committed to achieving and maintaining the **Matrix Standard** to ensure continuous improvement in our IAG services
- Progress is monitored using Compass + and the impact maturity model

ROLES AND RESPONSIBILITIES

Principal and Governors: Support the CEIAG strategy and ensure regular monitoring and reviewing of careers provision.

SMT Careers Lead: Ensure the implementation of Careers Education and initiatives into the college-wide curriculum through Performance Reviews and Business Planning processes.

Careers Leader: Operational delivery of the careers strategy, staff CPD, tracking and monitoring

Curriculum Teams: Embedding CEIAG within subject areas

Careers & Enterprise Team Leader: Continue leading the adaptation and coordination of CEIAG provision.

Careers Advisers: Delivering impartial, personalised 1:1 guidance.

DATA PROTECTION AND CONFIDENTIALITY

Any records maintained as part of the IAG process are kept in accordance with Data Protection and Confidentiality Guidelines.

EQUALITY AND DIVERSITY

An EqIA is not required for this policy.

LINKED POLICIES AND PROCEDURES

Data Protection.

Single Equality Scheme.

Work Experience Policy

LOCATION AND ACCESS TO THIS POLICY

This policy is available on:

Buzz

Website.



Careers Education, Information, Advice and Guidance Activity (CEIAG) Timeline

Activity	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Students												
A Level Results Day Support	/											
GCSE Results Day Support	/											
IAG – 1:1 Appointments	/	/	/	/	/	/	/	/	/	/	/	/
Freshers Event Support – Promotion CEIAG		/										
UCAS Clearing Support	/											
Right Course Review and IAG Referral		/	/									
Academic Reviews and CIAG Referral				/	/		/	/		/	/	
UCAS Form and Personal Statement Checking Service	/	/	/	/	/	/						
UCAS Outreach Support – Departmental		/	/	/	/						/	/
UCAS Drop-In Sessions	/		/									
UCAS Support – 1:1 Appointments	/	/	/	/	/	/						
Employer Engagement – Guest Speakers		/	/	/	/	/	/	/	/	/		
Volunteers Fairs				/	/							
Mock Interviews - University Preparation						/	/	/	/	/		
Mock Interviews/Interviews Prep 1:1 Appointments - All Destinations	/	/	/	/			/	/	/	/	/	/
Careers Tube Map Tool	/	/	/	/	/	/	/	/	/	/	/	/
Apprentice Compass Tool	/	/	/	/	/	/	/	/	/	/	/	/
HE Employability Webinar Sessions	/	/	/	/	/	/	/	/	/	/	/	/
Apprenticeship Training Webinars	/	/	/	/	/	/	/	/	/	/	/	/
14-16 1:1 CEIAG Appointments		/	/	/			/					
Barnsley College Staff Apprentice Training				/			/	/	/			
Open Events – Careers Team Support	/										/	
Student Finance Application Support – Drop-In Sessions								/				
Application/Confirmation Event – Promotion of CEIAG							/					
Student Finance Application – 1:1 Appointments	/	/					/	/	/	/	/	/
CV Support – 1:1 Appointments	/	/	/	/	/	/	/	/	/	/	/	/
1:1 CIAG Appointments – All students including 16-18, HE and Adults	/	/	/	/	/	/	/	/	/	/	/	/
National Careers Week Event								/				
Barnsley College's Enterprising Futures (BCEF) Fund Applications		/	/	/	/	/	/	/	/	/	/	
Futurepreneurs Applications		/				/						
Industry Insight Weeks		/	/	/	/	/	/	/	/	/		
Student Newsletter (Termly)		/				/			/			
SEND 1:1 CIAG Appointment Offer	/	/	/	/	/	/	/	/	/	/	/	/
Parents and Carers												
Parent and Carer Newsletter (Termly)		/				/			/			
Careers Team Support at Foundation Learning Parents Evening								/				
Parents Engagement Events – Student Finance, UCAS, Careers and Next Steps			/				/					
Parent and Carer 1:1 CIAG Appointments (with student)	/	/	/	/	/	/	/	/	/	/	/	/
Staff												
General UCAS Refresher Training		/									/	
Advancing Access - UCAS Updates												/
Advancing Access - Supporting Young People to Make Changes						/						
Advancing Access - Personal Statements		/										
Meaningful Career Conversations with Students	/	/	/	/	/	/	/	/	/	/	/	/
Quality Assurance												
Parent and Carer Feedback	/	/	/	/	/	/	/	/	/	/	/	/
Student Feedback (Forums)				/				/		/		
CIAG 1:1 Feedback	/	/	/	/	/	/	/	/	/	/	/	/
Student Surveys			/			/						
COMPASS Evaluations					/			/				/
Matrix Continuous Improvement Check (CIC)											/	
Internal Leadership Review - Career Impact								/		/		