

Careers, Education, Information, Advice and Guidance (CEIAG) Policy

2025 - 2026

1. Policy Statement

Central Training Group is committed to providing high-quality Careers Education, Information, Advice and Guidance (CEIAG) to support all learners in making informed decisions about their education, training, and career pathways.

Our CEIAG provision is impartial, inclusive, and aligned with statutory guidance, funding requirements, and recognised best practice.

Our provision incorporates the DfE's strengthened requirements from May 2025 which requires Independent Training Providers to follow this guidance as a statement of good practice as well as including progressive workplace experiences.

Effective CEIAG enables learners to understand the full range of progression opportunities available to them, develop employability skills, and achieve positive, sustained destinations.

Central Training Group are committed to publishing the CEIAG programme summary online via our website.

2. Scope

This policy applies to:

- All learners, including apprentices and adult learners
- All delivery programmes and pathways
- All staff involved in teaching, training, assessment, learner support, and employer engagement

3. Aims and Objectives

Our CEIAG provision aims to:

- Support learners to make informed and realistic career choices
- Promote equality of opportunity and challenge stereotypes
- Raise aspirations and support progression into further learning, apprenticeships, or employment
- Ensure learners understand labour market opportunities relevant to their programme and region
- Embed career learning within the curriculum
- Engage parents/carers in CEIAG through information sharing, events and access to resources to support learner decisions.

- Prevent NEET) Not in Education, Employment or Training) by identifying at risk learners and providing targeted interventions.

4. Legislative and Regulatory Context

This policy aligns with:

- Department for Education statutory guidance on careers guidance
- Education Inspection Framework (Ofsted)
- Funding body requirements
- Equality Act 2010
- The Gatsby Benchmarks of Good Career Guidance

5. The Gatsby Benchmarks

Central Training Group aligns its CEIAG strategy with the eight Gatsby Benchmarks:

Benchmark 1: A Stable Careers Programme

- CEIAG is embedded within the organisation's strategic and quality improvement plans
- A named senior leader has responsibility for CEIAG
- The CEIAG programme is reviewed annually using learner feedback, destination data, and quality assurance findings
- The programme is published online, is outcome focused and sequenced by learner stage. It includes parent/carer involvement and is evaluated on a yearly basis.

Benchmark 2: Learning from Career and Labour Market Information (LMI)

- Learners have access to up-to-date labour market information relevant to their sector
- Labour Market Information is embedded into curriculum delivery and reviews
- Learners are supported to understand local, regional, and national employment trends
- Delivery is sequenced and interpreted impartially by advisers.

Benchmark 3: Addressing the Needs of Each Learner

- CEIAG is personalised and responsive to individual learner needs
- Additional support is provided for learners with SEND or other identified needs
- Progression planning is reviewed regularly through tutorials, reviews, and assessments
- Maintain records of individual participation, advice, aspirations, and destinations.

- Use data for equity analysis, with tailored support for vulnerable groups (e.g., disadvantaged, care leavers) and vocational profiling for SEND learners from EHCP reviews

Benchmark 4: Linking Curriculum Learning to Careers

- Tutors and assessors contextualise learning within real occupational roles
- Employers contribute to curriculum delivery where appropriate
- Learners understand how knowledge and skills gained link to career progression
- Provide annual opportunities per subject/programme area.
- Support staff via CPD and training opportunities.

Benchmark 5: Encounters with Employers and Employees

- Learners have opportunities to engage with employers, including workplace mentors, guest speakers, and site visits
- Employer engagement is meaningful and relevant to the learner's programme
- Ensure at least two meaningful encounters per year, with preparation, interactive elements, reflection, and diverse employers from priority sectors.

Benchmark 6: Experiences of Workplaces

- Apprentices gain substantial workplace experience through their employment
- Non-apprentices are supported to access work placements or work-related learning opportunities where appropriate
- All learners access at least one meaningful workplace experience during their programme, prioritising in-person placements.
- Ensure that experiences include real tasks, employer feedback, and reflection, aligning with the DfE's work experience guarantee.
- For apprentices, build on employment; for others, facilitate placements co-designed with employers.

Benchmark 7: Encounters with Further and Higher Education

- Learners are informed about progression routes including higher-level apprenticeships, further qualifications, and professional pathways
- Information is impartial and reflects the full range of options

- Provide at least one encounter per year/programme with FE/HE providers, covering full options (e.g., T Levels, Higher Technical Qualifications, universities) via talks, visits, or tasters, with impartial explanation.

Benchmark 8: Personal Guidance

- Learners can access impartial careers advice from appropriately trained staff or external specialists
- One-to-one guidance supports career planning and progression decisions

6. Roles and Responsibilities

Senior Leadership Team

- Provide strategic oversight of CEIAG
- Ensure sufficient resources are allocated
- Monitor impact and outcomes
- Governing bodies provide oversight, link CEIAG to institutional priorities (e.g., inclusion, attendance), and ensure compliance with provider access legislation.

Tutors, Assessors, and Trainers

- Embed CEIAG within delivery and reviews
- Signpost learners to appropriate guidance and resources
- Challenge stereotypes and promote equality
- Participate in CPD to link curriculum to careers and support encounters/experiences.
- Collaborate with local authorities, Careers Hubs, and the Careers & Enterprise Company (CEC) for resources, data sharing, and employer networks.

Learner Support and Quality Teams

- Monitor CEIAG effectiveness through feedback and quality assurance
- Track destinations and progression outcomes

Employers

- Support career development through mentoring, workplace learning, and progression discussions.
- Provision of work experience placements.

7. Equality, Diversity and Inclusion

CEIAG provision is inclusive and accessible to all learners. We will:

- Promote equality of opportunity
- Challenge discrimination and stereotyping
- Provide reasonable adjustments where required
- Tailor support for SEND learners using vocational profiling and Access to Work funding
- Promote diverse role models and challenge biases in all activities.

8. Information, Advice and Guidance Delivery

CEIAG is delivered through:

- Initial advice and guidance
- Induction and onboarding activities
- Tutorials and progress reviews
- Curriculum delivery and assessment
- Employer engagement
- Progression planning and exit guidance

9. Monitoring, Review and Evaluation

- Learner feedback is gathered regularly
- Destination data is analysed to inform improvement
- CEIAG provision is reviewed annually
- Findings inform quality improvement planning
- Incorporate Ofsted inspection criteria for personal development and annual self-reporting to DfE.

10. Policy Review

This policy will be reviewed annually or in response to changes in statutory guidance or organisational strategy.

11. Related Policies

- Data Protection Policy
- Privacy Notice

12. External Sources

- [Careers guidance and access for education and training providers - GOV.UK](#)
- [A New Chapter for Careers Guidance | Gatsby Benchmarks](#)
- [Further_education_and_skills_inspection_toolkit.pdf](#)

Policy Owner: Director of Quality

Next Review Date: August 2026

CEIAG Timetable August 2025 – July 2026

August

Progression Advice
 Student Bursary Support
 Course Enrolment Advice (SP)
 Course Enrolment Advice (App)
 Thought of the Day
 Career Pathways
 Developing Employment Related Skills
 Centre Open Days

September

Swap Don't Drop
 Progression Advice
 Student Bursary Support
 Course Enrolment Advice (SP)
 Course Enrolment Advice (App)
 Thought of the Day
 Employment Related Expo
 Developing Employment Related Skills
 Centre Open Days

October

Swap Don't Drop
 Progression Advice
 Course Enrolment Advice (App)
 Thought of the Day
 Career Pathways
 Employment Related Expo
 Developing Employment Related Skills

November

Progression Advice
 Course Enrolment Advice (App)
 Thought of the Day
 Career Pathways
 Employment Related Expo
 Developing Employment Related Skills

December

Progression Advice
 Course Enrolment Advice (App)
 Thought of the Day
 Career Pathways
 Employment Related Expo
 Developing Employment Related Skills

January

Swap Don't Drop
 Progression Advice
 Student Bursary Support
 Course Enrolment Advice (SP)
 Course Enrolment Advice (App)
 Thought of the Day
 Developing Employment Related Skills
 Work Experience Preparation

February

Swap Don't Drop
 Progression Advice
 National Apprenticeship Week
 Course Enrolment Advice (App)
 Thought of the Day
 Developing Employment Related Skills
 Work Experience Activities

March

Progression Advice
 Course Enrolment Advice (App)
 Thought of the Day
 Work Experience Activities
 Employment Related Expo
 Employment Related Projects
 Developing Employment Related Skills

April

Progression Advice
 Student Bursary Support
 Course Enrolment Advice
 Thought of the Day
 Employer Insight Days
 Work Experience Activities
 Employment Related Projects
 Developing Employment Related Skills
 Centre Open Days

May

Progression Advice
 Course Enrolment Advice
 Thought of the Day
 Career Pathways
 Employer Insight Days
 Work Experience Activities
 Employment Related Projects
 Developing Employment Related Skills
 Centre Open Days

June

Progression Advice
 Course Enrolment Advice
 Thought of the Day
 Career Pathways
 Employer Insight Days
 Work Experience Activities
 Developing Employment Related Skills
 Centre Open Days

July

Progression Advice
 Course Enrolment Advice
 Thought of the Day
 Career Pathways
 Employer Insight Days
 Developing Employment Related Skills
 Centre Open Days

