



Careers Education, Information, Advice and Guidance Policy

Version Control: 1.6
Effective From Date: February 2026
Responsible Officer: Head of Quality and Safeguarding
Approved by: Governors/ Senior Leadership Team
Review Due: 12/02/27

Summary of Changes

Version	Review date	Comments
Version 1.6	12/02/2026	The update includes clear procedural stages aligned with the learner journey. Responsibilities at every level are set out. Amendments to staffing roles titles have been made. Expectations on monitoring and measuring the CEIAG process are clear.

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1. Purpose

Runway Training is committed to providing high-quality, independent and impartial careers education, information, advice and guidance, in line with the matrix Standard and the Gatsby Benchmarks.

We aim to provide services that promote the value of learning for learners and apprentices of Runway Training, prospective learners and apprentices of Runway Training, and employers or other organisations representing current or prospective learners and apprentices. This supports learners and apprentices in planning and managing their career pathways, from learning through to sustainable employability and progression.

At Runway Training, our values include a staff commitment to education and to enabling our learners and apprentices to reach their potential, including developing their self-esteem and self-confidence. We believe that every individual should be treated with courtesy and fairness, and we respect one another's rights and beliefs, regardless of gender, marital status, age, disability, race, religion, sexual orientation, or position within the organisation.

The key strategic aim of this policy is to ensure that all learners, apprentices and potential learners and apprentices have access to impartial Careers Education, Information, Advice, and Guidance (CEIAG), and that there are appropriate resources and opportunities for learners and apprentices to develop the knowledge and skills needed to make successful career choices and progression as they transition to further study and work.

2. Scope

This policy applies to all members of Runway Training, including staff, learners, apprentices, governors, and visitors. It also covers individuals who use our services or are employed through agencies, contractors, or subcontractors.

Staff, learners and apprentices working or studying on premises not owned by Runway Training will remain subject to the policy.

3. Policy Statement

Runway Training aims to provide a CEIAG service that:

- Empowers all learners and apprentices to plan and manage their futures
- Responds to the needs of each learner and apprentice as an individual
- Raises aspirations
- Promotes equality and challenges stereotypes
- Develops and designs curriculum provision that is aligned to industry and community growth and that underpins increased opportunities for learners and apprentices
- Provides opportunities for learners and apprentices to develop the skills and attributes that employers seek
- Provides impartial, person-centred and free from institutional bias CEIAG
- Ensures the service is accessible and available
- Ensures confidentiality
- Is delivered by appropriately qualified and experienced staff
- Is quality assured
- Is forward-thinking, responsive and innovative

4. Definitions

Careers Education, Information, Advice and Guidance (CEIAG) is a planned programme of learning and activities that supports learners and apprentices in making informed decisions about their career pathway.

Careers Education is the delivery of career-related learning within the curriculum. It is often linked to work-related learning and work experience. This provision enables learners and apprentices to develop knowledge and understanding of work and to build employability skills through their work-related interactions.

Information is data provided to learners and apprentices about opportunities, delivered through various media, both mediated and unmediated, including face-to-face contact, written and printed materials, telephone helplines, IT software, and websites.

Advice involves helping a learner or an apprentice understand and interpret information, providing information and answering questions, and clarifying misunderstandings. It also involves the teacher or employability advisor understanding the learner's or apprentice's circumstances, abilities, and targets, and advising on options and how to follow a given course of action. Teachers and employability advisors identify needs and signpost and refer learners and apprentices who may need more in-depth guidance and support. The teacher or employability advisor's work is usually delivered one-to-one but may also be delivered in groups.

Guidance aims to help learners and apprentices better understand themselves and their needs, and to confront barriers to understanding, learning and progression. Teachers and employability advisors will resolve issues and conflicts, develop new perspectives and solutions, and enable learners and apprentices to better manage their lives and achieve their potential. Guidance may also involve advocacy for some learners and apprentices, as well as referrals to specialist guidance and support. This involves more in-depth one-to-one work by guidance-trained staff.

Gatsby Benchmarks

As part of our commitment to CEIAG, Runway Training works closely in accordance with the Gatsby Benchmarks, which identify 8 Principles that set out a framework for good Careers Guidance. These are:

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
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

5. Stages

It is important that learners and apprentices leave Runway Training with a clear sense of themselves as individuals, an awareness of the opportunities available to them, and the ability to make decisions about their own lives. They should be prepared for transitions from their current positions, for example, from full-time education to the world beyond, from long-term unemployment into employability, or from employability to career progression. This policy will support these aspects of personal and social development.

Runway Training's Careers Education Programme aligns with the Gatsby Benchmarks, ensuring Runway Training:

- Provides a stable careers programme suitable for the length and type of programmes delivered
- Uses learning from career and labour market information
- Addresses the needs of learners and apprentices
- Links curriculum learning to careers and to local, regional and national skills needs
- Provides opportunities for encounters with employers and employees
- Provides experiences of workplaces
- Provides opportunities for encounters with further and higher education
- Provides personal guidance

Expert delivery of the Runway training programmes enables learners and apprentices to gain the knowledge, skills, behaviours, confidence, and resilience they need to successfully manage their future pathways in learning and work.

CEIAG is delivered by Runway Training team members throughout the learner journey. The careers programme begins before a learner or apprentice enrolls on a learning programme and continues after they progress to the next stage of learning or employability, including after completing their apprenticeship. The three main stages of CEIAG provision at Runway Training are as follows:

Stage 1: Enquiry, interview and enrolment: Initial CEIAG will be conducted by relevant team members, depending on the programme a learner or apprentice will undertake and its length. This will ensure that individual career aspirations and relevant training options are discussed at the early stages of screening and recruitment. Additional information outlining the different career pathways and job opportunities linked to their chosen programme of study, and, if relevant, the specific qualification of the programme (not all programmes of learning have a qualification, especially the employability courses delivered over a short period of time), will also be discussed at this stage. The main aim of CEIAG at this stage is to ensure that each learner and apprentice is on the right course, at the right level, and with the right employer, where applicable.

Stage 2: Induction and on programme: CEIAG will form part of the continuous dialogue between the learner and apprentice and their teacher or employability adviser, depending on their programme of study. Where applicable, learners and apprentices will complete a careers journey, including activities that complement their vocational learner journey. The main aim of CEIAG at this stage is to encourage the learner and apprentice to explore roles and responsibilities in their chosen industry or in different industries that could provide suitable employability opportunities; challenge stereotypes and explore a wider variety of opportunities; and provide ongoing guidance to develop the knowledge, skills and behaviours required for their chosen career, or for a different sector of employability if their career aspirations change during this time.

Stage 3: Destination/exit: Towards the end of a learner's or apprentice's programme, teachers and employability advisers will provide further advice and guidance on the learner's or apprentice's planned destination, including signposting to any additional training or support required to meet their career goals. The main aim of CEIAG at this stage is to ensure learners and apprentices are fully informed and prepared for progression to the next level of employability or training. After completing their training, learners and apprentices are contacted to assess the impact of their learning on their careers and to identify any additional training needs.

The delivery of CEIAG will involve a range of activities and interventions, including but not limited to:

- Initial Pre-course CEIAG discussions
- Induction Process

- Completion of Individual Learning Plan (ILP)
- Ongoing assessment, enrichment activities, progress reviews and progress to learner and apprentice destination monitoring
- Career workshops and activities
- Work experience opportunities
- Career fairs and employer engagement events
- Career guidance sessions
- Online resources and tools for self-assessment and exploration
- Industry-specific visits and guest speakers
- Exit CEIAG monitoring
- Sustained Learner and apprentice Destination monitoring

Responsibilities

Governors are responsible for:

- Ensuring the CEIAG policy is effectively implemented and that appropriate resources are allocated to support its delivery.
- Overseeing the appointment of a designated CEIAG Careers Lead responsible for coordinating the CEIAG programme and its integration into learners' and apprentices' journeys.
- Ensuring Runway Training is fully compliant with legal and regulatory requirements.
- Ensuring this policy is reviewed regularly.

Managers are responsible for:

- Leading the strategic planning, implementation, and evaluation of the CEIAG programme in consultation with relevant stakeholders.
- Integrating CEIAG opportunities into the curriculum/training and providing guidance and support to learners and apprentices as they explore career options and next steps.
- Liaising with appropriate teams to establish links with external organisations, employers and professionals to facilitate work-related learning experiences and careers-related activities.
- Overseeing a training programme that provides training and support to teachers and employability advisers to enhance their ability to deliver appropriate CEIAG to learners and apprentices.
- Providing accurate reports on the impact of the CEIAG programme at Runway Training, with clear KPIs that are monitored regularly.
- Establishing expectations for excellent engagement and promoting all aspects of CEIAG where appropriate.

The Careers Lead is responsible for:

- Developing, implementing and evaluating the impact of a Careers Education Calendar for Runway Training, mapping academic and employability-year events.
- Liaising with relevant teams to build links with external organisations, employers and professionals to facilitate work-related learning experiences and careers-related activities.
- Creating a training programme to provide training and support for teaching staff and employability advisers, enhancing their ability to deliver appropriate CEIAG to learners and apprentices across the provision. Attending Network events, building links with key agencies and sector and regional specific employers, and cascading relevant guidance to areas of Runway Training.
- Providing accurate reports on the impact of the CEIAG programme at Runway Training, with clear KPIs against targets, regularly monitored.

Teaching and Employability Advisers are responsible for:

- Providing CEIAG at the enrolment stage of a learner or apprentice's journey so they are enrolled on programmes that develop their careers.
- Providing career advice to learners and apprentices, and expert guidance and support in exploring career options and next steps.
- Tracking all CEIAG activities by maintaining accurate records.
- Celebrating learner and apprentice achievements as a positive way to motivate learners and apprentices. Ensuring regular CPD is undertaken in relation to CEIAG.
- Managing the performance of learners and apprentices who do not engage with CEIAG activities, and recording all actions taken to re-engage.
- Tracking and correctly recording all activities that fall under CEIAG.
- Planning how learners and apprentices are given the relevant opportunities to catch up on any missed CEIAG activities. Recording these appropriately.
- Celebrating achievements should be a positive tool as well as support for at-risk learners and apprentices. Recording these where appropriate.
- Supporting learners and apprentices to develop employability skills and to set realistic and achievable career goals.

Learners are responsible for:

- Actively engaging with the CEIAG programme
- Attending relevant sessions
- Taking ownership of their career development and employability opportunities

Parents/Carers/Guardians are responsible for:

- Supporting Runway Training's Parental/Carers/Guardian engagement strategy (Annex 2)
- Engaging in an open communication approach with Runway Training and being proactive in mutual support for the learner or apprentice to create a strong sense of partnership between parents/carers/guardians, learners or apprentices, and Runway Training.

6. Monitoring

Runway Training will monitor and measure how learners and apprentices are introduced to a wide range of careers, employability opportunities, and educational pathways, promoting understanding of the world of work and education, and the skills required for success.

We will review how guidance on developing essential employability skills, including communication, teamwork, problem-solving, and adaptability, is monitored, and how we provide appropriate support for SEND learners and apprentices. Ensuring financial support and guidance are provided where possible.

Runway Training will review how impartial careers guidance is tailored to the individual's needs, to ensure they consider the widest possible range of careers and/or progression opportunities available to them. Raising awareness of social mobility and how to navigate through this.

Ensuring we equip learners and apprentices with the information and resources needed to make well-informed career decisions, including educational pathways, training options, and labour market trends.

Monitoring to ensure that all individuals, regardless of background, have equal access to CEIAG services and support, promoting diversity and challenging stereotypes.

Collaborate with external organisations, education establishments, employers and industry experts to enhance the range and quality of CEIAG opportunities available to our learners and apprentices. This will include Work Experience.

Compliance is checked regularly through:

- Staff training records and performance
- The design and content of the curriculum and how well it meets the learner, apprentice and employer needs
- Assessment of learners' and apprentices' understanding and recall of learning, KSBs and CEIAG
- SLT and Governor meetings
- Feedback received from learners, apprentices, employers and staff
- Self-Assessment Report and Quality Improvement Plan activities and review
- Management Reports from each team
- Comments, compliments and complaints received from learners, apprentices, employers and other stakeholders
- Completed career plans
- Completed career/review meetings
- Learner and apprentice surveys
- Progression reviews
- Impacting monitoring through the destination's dashboard
- Work Experience reflections
- Employer reviews of CEIAG and preparation for work experience.
- Quality improvement plan for CEIAG and destinations

Effectiveness will be measured through:

- The SLT and Governors' meeting minutes and actions
- Feedback received from learners, apprentices, employers and staff and any improvements or alterations to the procedures
- Robust recording of all CEIAG interventions during the learner/apprentice journey
- Observations of staff to ensure they are embedding CEIAG with all learners and apprentices.
- Impact of CEIAG training to learners, apprentices and staff
- Progress on Quality Improvement Plan Action Points
- Learners and apprentices develop transferable skills
- Learners and apprentices can identify potential career pathways
- Learners and apprentices build confidence, self-esteem, resilience and motivation
- Learners and apprentices can identify progression opportunities and the knowledge, skills and behaviours required to access these opportunities
- Destination data

7. Linked Policies

- Safeguarding and Child Protection Policy
- Health, Safety and Welfare Policy
- Learner/apprentice Recruitment Policy
- Online Safety and Social Media Policy
- Equality, Diversity and Inclusion and Anti-Bullying and Harassment Policy
- Learner Engagement and At-Risk Policy

- Comments, Compliments and Complaints Policy (3Cs)
- Data Protection (GDPR) Policy
- Neurodiversity Policy
- SEND Policy

8. Legislation and Guidance

This policy is written in accordance with the following guidance:

Careers guidance and access for education and training providers (Updated May 2025)

Careers Strategy – making the most of everyone’s skills and talents (December 2017)

Good Career Guidance – Gatsby Benchmarks (Updated September 2025)

Quality in Careers Standard (Updated May 2025)

The matrix Standard for IAG (Updated September 2021)

9. Review

This policy will be reviewed annually and updated accordingly by the Governance Board. Where necessary, the review will be more frequent to ensure compliance with current legislation. The Head of Quality and Safeguarding will be responsible for this policy.

10. Appendices

Annex 1 - A guide for learners, apprentices, parents, carers and employers.

Runway Training Careers Programme – A guide for learners, apprentices, parents, carers and employers.

Our Commitment to Our Learners and Apprentices

Our commitment is to ensure that all learners, apprentices and potential learners and apprentices have access to impartial CEIAG, enabling them to find the right role with the right employer.

We will provide resources and opportunities for learners and apprentices to develop the knowledge, skills and behaviours needed to make successful career choices as they transition into further study, work and/or qualifications.

We will ensure that learners and apprentices are fully informed and supported to:

- Fully access an enriched CEIAG Learning Programme
- Identify and develop transferable skills
- Identify potential career pathways
- Build confidence, self-esteem, resilience and motivation
- Identify progression opportunities

Our Careers Programme

Runway Training team members deliver our CEIAG Programme throughout the learner and apprentice's journey

The programme begins before a learner or apprentice has joined their programme with us and continues after they have progressed to the next stage of their learning or employability.

Runway Training’s Careers Programme

Stage 1

Pre-Programme:

For Learners, Apprentices, Parents and Carers

Careers aspirations explored

Access to information about future steps provided

Information about appropriate programmes of learning to successfully achieve career goals

Information provided on the appropriate programmes and the entry criteria

Access to current programme vacancies, along with information on pay and benefits provided

Information on how programmes work

Additional learning needs are identified

Runway Training’s Teachers and Employability Advisers will

Use:

Skills scans

Initial assessments for English and Mathematics

IT assessment

Knowledge, Skills and Behaviours review

Support CV development and review qualifications

Support with interview preparations

Match learners with suitable employers depending on the programme

Provide learners and apprentices with suitable resources, including online resources

Stage 2:

Induction:

For Learners and Apprentices

Be provided with their career document relevant to their programme of learning

Receive information about the learning programme requirements

Explore and agree on optional units of their qualification relevant to their career goals, depending on the learning programme accessed

Receive information about learning enrichment activities or modules

Understand how to access career resources

Plan appropriate reviews for the duration of their programme

To ensure they receive regular feedback from their teacher or employability adviser, and the teacher or employability adviser responds to their learning, employability, support and well-being needs

On-Programme:

For Learners and Apprentices

Receive a programme of knowledge, skills, and behaviour development towards their chosen career path.

Receive 1-2-1 and group-based teaching and learning sessions, which support individualised learning and peer-to-peer support

Receive dedicated English, mathematics and IT support

Receive appropriate and agreed learning support where required

Access enriched learning and guidance to support continued development

Undertake formal reviews to ensure we respond to the learner and apprentice's needs and identify support and well-being requirements

Runway Training's Teachers and Employability Advisers will

Introduce learners and apprentices to appropriate careers information

Liaise with apprentice employers and the workplace to ensure the apprentice settles in well

Liaise with work experience employers to ensure the learner settles in well

Ensure all learners and apprentices know how and where to access CEIAG resources

Ensure all learners and apprentices are accessing the required CEIAG resources and completing relevant modules

Runway Training's Teachers and Employability Advisers will

Embed CEIAG opportunities into training sessions and formal reviews, providing expert guidance and support to learners and apprentices in exploring career opportunities and next steps

Track all CEIAG activities by maintaining accurate formal review records

Celebrate learner and apprentice achievements as a positive tool to motivate learners and apprentices

Signpost learners and apprentices to specialist careers sessions and resources that will develop their employability skills

Stage 3:

Post Programme:

For Learners and Apprentices

Receive CEIAG guidance and planning prior to the end of their programme
Be prepared for their progression to the end-point assessment if on an apprenticeship
Be prepared for their progression to meaningful and sustainable employability
Receive individualised support, providing information and guidance about next steps and onward destinations

Runway Training's Teachers and Employability Advisers will

Ensure access to appropriate and up-to-date careers information is maintained
Ensure post-programme access to appropriate and up-to-date careers information is maintained
Ensure learners and apprentices receive dedicated support from suitably trained CEIAG staff
Review the learner's and apprentice's CV to ensure achievements and experience are well documented

Annex 3 - Parent/Carer Engagement Strategy

Parent/Carer Engagement Strategy

This Parent/Carer Engagement Strategy sets out Runway Training's approach to building strong partnerships with parents/carers and explains how we involve them in the journeys of younger learners and apprentices to foster a supportive and collaborative learning environment.

It aims to promote active involvement and positive relationships between parents/carers and Runway Training to enhance learners' and apprentices' achievement, well-being, and the overall experience for everyone.

Objectives

Runway Training aims to achieve the following objectives:

- **Enhance communication:** Establish clear and effective communication channels between Runway Training and parents/carers to keep them informed about learners' and apprentices' progress and career activities.
- **Involve parents/carers in decision-making:** Actively seek parental input to shape Runway Training learners' and apprentices' journeys and activities, fostering a sense of ownership and shared responsibility.
- **Support learning at home:** Provide parents/carers with resources and guidance to support learners and apprentices and to encourage progress.
- **Celebrate diversity:** Recognise and respect the diverse backgrounds, cultures and languages of parents/carers, ensuring our engagement efforts are inclusive and accessible to all.
- **Strengthen community partnerships:** Collaborate with parents/carers, community organisations and local businesses to enhance the experiences and opportunities for our learners and apprentices.

We will achieve this through:

- **Communication:** Providing parents/carers with the opportunity to be informed about learners' and apprentices' attendance and academic progress.
- **Providing careers information:** Providing parents/carers with up-to-date information and important resources via our website and email.
- **Feedback:** Seek feedback and suggestions from parents/carers via surveys, focus groups and open forums.

Evaluation and Review

We will regularly evaluate the effectiveness of our Parent/Carer Engagement Strategy by gathering feedback from parents/carers, team members, learners, and apprentices. This feedback will inform any necessary adjustments to the strategy.