

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

Empowering Futures Academy Ltd  
(Alternative Provision)

Policy Name	CEIAG Policy
Site	Birmingham
Version	1.0
Approved By	Director / DSL
Date Reviewed & Confirmed	<b>18 January 2026</b>
Next Review Due	<b>January 2027</b>

## 1. Policy Statement

Empowering Futures Academy Ltd (“Empowering Futures”) is committed to providing high-quality, impartial Careers Education, Information, Advice and Guidance (CEIAG) to all learners accessing our Alternative Provision. We recognise that learners referred through Local Authority and school-commissioned routes may have experienced disrupted education, SEND, SEMH needs, trauma, or barriers to engagement and progression.

Our CEIAG provision is **personalised, trauma-informed, safeguarding-led, and progression-focused**, supporting learners to make informed decisions about education, training, apprenticeships, employment, or supported pathways. CEIAG is embedded across our curriculum and aligned with **Local Authority commissioning expectations**, including **Coventry CAP** and **Birmingham** pathways.

## 2. Scope of the Policy

This policy applies to:

- Learners of compulsory school age and post-16 learners (where applicable)

- Learners commissioned by **Coventry City Council, Birmingham City Council, and Walsall Council**

- Learners referred by schools under Alternative Provision arrangements ●

Learners attending full-time, part-time, phased, or blended programmes

The policy applies across all Empowering Futures delivery sites:

- **WEETC – Coventry**
- **Evolve Centre – Birmingham**
- **Argyle House - Coventry**

### **3. Legal and Statutory Framework**

This policy aligns with:

- **Education Act 1997 (Section 42A)**
- **Education and Skills Act 2008**
- **Keeping Children Safe in Education (KCSIE) 2025**
- **Working Together to Safeguard Children (2023)**
- **DfE Statutory Guidance: Careers guidance and access for education and training providers**
- **Local Authority Alternative Provision commissioning requirements**
- **Equality Act 2010**

CEIAG is delivered in a manner that promotes safeguarding, inclusion, and equality of opportunity.

### **4. Gatsby Benchmarks Mapping**

Empowering Futures aligns its CEIAG provision to the **Gatsby Benchmarks**, adapted appropriately for an Alternative Provision context.

### **Gatsby Benchmark 1 – A Stable Careers Programme •**

CEIAG is embedded within all Empowering Futures programmes.

- Careers learning is documented within learner placement plans, reviews, and progress reports.
- Provision is quality-assured through leadership oversight and LA reporting.

### **Gatsby Benchmark 2 – Learning from Career and Labour Market Information**

- Learners access up-to-date information on:
  - Local labour markets (Coventry, Birmingham, West Midlands)
  - Skills shortages and growth sectors
  - Vocational and technical routes
- Information is delivered in accessible, learner-friendly formats appropriate to need.

### **Gatsby Benchmark 3 – Addressing the Needs of Each Learner**

- CEIAG is **fully personalised**.
- Learners with SEND, EHCPs, SEMH needs, or anxiety receive tailored guidance.
- Careers planning aligns with EHCP outcomes where applicable.
- Barriers to progression (attendance, confidence, regulation) are addressed alongside careers planning.

### **Gatsby Benchmark 4 – Linking Curriculum Learning to Careers**

- Careers learning is embedded across:

- Vocational pathways
- Employability and life-skills delivery
- Project-based and practical learning
- Learners understand how skills gained link to real-world progression routes.

## **Gatsby Benchmark 5 – Encounters with Employers and**

### **Employees**

- Where appropriate and safe, learners are supported to engage with:
  - Employers
  - Training providers
  - Apprenticeship pathways
- Encounters may be virtual, on-site, or supported introductions, reflecting learner readiness.

## **Gatsby Benchmark 6 – Experiences of Workplaces**

- Work-related learning is adapted to learner need and risk profile.
- This may include:
  - Vocational tasters
  - Simulated work activities

- Supported work-readiness experiences
- All activities are risk-assessed and approved.

## **Gatsby Benchmark 7 – Encounters with Further and Higher Education**

- Learners are supported to explore:
  - Colleges and training providers
  - Apprenticeships
  - Supported internships
  - Alternative progression routes
- Information is shared in collaboration with schools and LAs.

## **Gatsby Benchmark 8 – Personal Guidance**

- Learners receive **1:1 careers guidance** appropriate to age, need, and placement duration.
- Guidance is impartial, supportive, and outcome-focused.
- Careers discussions are documented and shared with commissioning partners where required.

## **5. CEIAG Delivery Model**

CEIAG is delivered through:

- 1:1 careers guidance sessions
- Group employability and careers workshops
- Vocational tasters and practical learning
- CV writing and application support

- Interview preparation and confidence building
- Progression and transition planning

Delivery is flexible and responsive to engagement, wellbeing, and safeguarding considerations.

## 6. Impartiality and Equality

- CEIAG at Empowering Futures is **impartial and unbiased**.
- Learners are supported to consider all appropriate routes, including:
  - Further education
  - Apprenticeships
  - Training providers
  - Supported pathways
  - Employment routes

Reasonable adjustments are made in line with the **Equality Act 2010**.

## 7. Safeguarding and CEIAG

- CEIAG is delivered within a safeguarding framework.
- Careers discussions may identify safeguarding or wellbeing concerns. • All concerns are escalated in line with the Safeguarding and Child Protection Policy.

## 8. Roles and Responsibilities

## **Careers Lead**

### **Rhean White – Director**

- Overall responsibility for CEIAG strategy and quality
- Ensures compliance with statutory guidance, Gatsby Benchmarks, and LA expectations
- Oversees progression tracking and reporting

## **Designated Safeguarding Lead (DSL)**

### **Rhean White – Director**

- Ensures CEIAG delivery aligns with safeguarding requirements
- Leads on escalation where careers discussions raise safeguarding concerns

## **Deputy Designated Safeguarding Lead (DDSL)**

### **Ra**

- Supports the DSL
- Acts in the DSL's absence

## **Staff and Tutors**

- Embed careers learning within delivery
- Support learners to explore realistic and aspirational pathways
- Signpost learners to additional guidance where needed

## **9. Local Authority Alignment**

## **Coventry CAP**

- CEIAG supports re-engagement, progression, and reintegration objectives
- Careers outcomes are shared through CAP reviews and reports
- Provision aligns with Coventry's focus on reducing NEET and improving post-16 readiness

## **Birmingham Commissioning**

- CEIAG supports employability, vocational progression, and transition planning •
- Careers guidance aligns with Birmingham safeguarding and inclusion priorities •
- Progression planning supports commissioning outcomes and reporting requirements

## **10. Information Sharing and Partnerships**

- Careers information is shared appropriately with:
  - Referring schools
  - Local Authorities
  - Parents/carers (where appropriate)
- Empowering Futures works with:
  - Colleges and training providers
  - Apprenticeship providers
  - Employers and community partners

All information sharing complies with GDPR and data protection legislation.

## **11. Monitoring and Review**

- CEIAG provision is reviewed regularly.
- Learner engagement, destinations, and progression outcomes are monitored.
- Feedback informs continuous improvement.

## **12. Policy Review**

This policy is reviewed annually or sooner if:

- Statutory guidance changes
- Local Authority commissioning requirements are updated
- Quality assurance processes identify the need for review

## **13. Related Policies**

- Safeguarding and Child Protection Policy
- Attendance Policy
- SEND Policy
- Behaviour Policy
- Equality and Diversity Policy
- Data Protection Policy