



Careers Education, Information, Advice and Guidance Policy

Policy reference	POL-447
Policy area	Student Policies
Policy owner	Director of Student Experience, DSL, SMHL
Policy author	Head of Careers Education & Careers Leader
Level of consultation	Level 3
Approval level	Senior Leadership Team
Review date	July 2026
Approval date	September 2026
Next review date	July 2028

Delivering Exceptional Careers Education, Information, Advice and Guidance (CEIAG)

1. Policy Statement

Birmingham Metropolitan College (BMet) is committed to delivering an outstanding, inclusive and transformational Careers Education, Information, Advice and Guidance (CEIAG) service that enables all students to make informed, ambitious and realistic decisions about their future.

Careers education at BMet is central to the college's mission to improve life chances, raise aspirations and support social mobility. It ensures that every student—regardless of background, starting point or mode of study—has access to high-quality, impartial and personalised careers support.

BMet recognises that exceptional careers education is not a standalone service, but a whole-college responsibility that directly contributes to student success, progression, retention and destination outcomes.

The college is committed to:

- Embedding careers education across all curriculum areas
- Providing impartial, high-quality and personalised guidance
- Supporting progression into employment, apprenticeships, higher education and higher-level skills
- Raising student aspirations and challenging stereotypes
- Ensuring equitable access to careers support for all students, including SEND, vulnerable and adult students
- Strengthening employer engagement and labour market alignment
- Using data and impact evidence to continuously improve provision

This policy ensures BMet meets statutory requirements and sector best practice while positioning careers education as a driver of institutional excellence.

2. Purpose

This policy defines BMet's strategic and operational approach to Careers Education, Information, Advice and Guidance (CEIAG) for prospective and current students.

It ensures:

- All students receive accurate, impartial and up-to-date careers guidance
- Students understand progression pathways linked to their study programmes

- Careers education is embedded within the curriculum and tutorial framework
- Staff understand their role in supporting student progression
- Careers provision aligns with national policy and quality standards
- The college delivers equitable access to careers support in line with its Diversity and Inclusion commitments

This policy is informed by:

- The Department for Education Careers Guidance for FE Colleges
- The Skills for Jobs White Paper
- The Gatsby Benchmarks for Good Career Guidance
- The Careers Development Institute (CDI) Framework
- The Ofsted Education Inspection Framework
- The Matrix Standard for Information, Advice and Guidance
- The Careers Impact System & Careers Impact Maturity Model (The Careers and Enterprise Company)

3. Scope

This policy applies to:

- All current BMet students (full-time, part-time, apprenticeships and adults)
- Prospective students engaging with recruitment and admissions processes
- All curriculum and support staff contributing to CEIAG delivery
- All campuses and delivery locations, including off-site and employer-based provision

4. Strategic Context and Careers Impact Maturity

BMet is committed to delivering careers education that is not only compliant, but sector-leading, evidence-based and strategically embedded.

To support this ambition, BMet will align its careers provision with the Careers Impact System and Careers Impact Maturity Model developed by The Careers and Enterprise Company.

4.1 Purpose of the Maturity Model

The Careers Impact Maturity Model provides a structured framework for evaluating how effectively careers education is embedded across the organisation and how it contributes to:

- Student progression and destinations
- Curriculum quality and design

- Employer engagement
- Strategic leadership and governance
- Continuous improvement and accountability

4.2 Strategic Use at BMet

BMet will use the model to:

- Position careers education as a driver of institutional improvement
- Strengthen leadership accountability for progression outcomes
- Embed careers across curriculum planning and delivery
- Improve use of labour market intelligence and destination data
- Enhance employer engagement and industry alignment
- Strengthen provision for SEND, vulnerable and adult students

4.3 Key Dimensions of Careers Maturity

BMet will develop careers maturity across six key areas:

Leadership and Strategy

Careers is embedded within the college strategic plan and actively monitored at senior leadership and governance level.

Organisational Culture

All staff recognise careers education as a shared responsibility that contributes to student success.

Curriculum Integration

Careers learning is systematically embedded across all programmes of study.

Employer Engagement

Strong, sustained partnerships with employers shape curriculum and progression pathways.

Student Journey and Progression

Students experience a structured, progressive careers journey from entry to destination.

Impact and Evaluation

Robust data, feedback and destination tracking inform continuous

improvement.

4.4 Measurement of Impact

BMet will undertake annual self-assessment against the Careers Impact Maturity Model to:

- Identify strengths and areas for development
- Inform departmental improvement plans
- Strengthen curriculum planning and delivery
- Enhance student outcomes and destinations

5. Policy Principles

BMet's CEIAG provision is underpinned by the following principles:

- Impartiality: All advice is unbiased and student-centred
- Inclusivity: All students have equitable access to careers support
- Ambition: Careers education raises aspirations and challenges expectations
- Progression: All activities focus on meaningful next steps
- Integration: Careers is embedded across curriculum and student experience
- Evidence-informed: Provision is shaped by data, LMI and student outcomes
- Collaboration: Careers is delivered through partnership across the college and with external stakeholders

6. Entitlement to Careers Support

All students at BMet are entitled to:

- Access to impartial careers advice from qualified advisers
- A structured careers programme embedded within their study programme
- One-to-one careers guidance at key progression points
- Access to Labour Market Information and progression data
- Support with UCAS, apprenticeships and employment applications
- Access to employer encounters and work experience opportunities
- Tailored support for SEND, vulnerable and adult students
- Engage with 8 days of volunteering activities

7. Delivery of Careers Education and Guidance

Careers education is delivered through:

- Curriculum integration across all programmes

- Tutorial and personal development programmes
- Centralised careers events and workshops
- One-to-one guidance interviews
- Employer engagement activities
- Digital careers platforms and resources

Qualified Careers Advisers provide impartial guidance, supported by curriculum staff, personal tutors and careers champions across all campuses

8. Student Journey

BMet delivers a structured careers journey:

- Pre-entry and recruitment guidance
- Induction and early career planning
- Career exploration and development
- Progression planning and transition support
- Alumni and destination tracking

At each stage, students receive targeted interventions to support informed decision-making and successful progression.

9. SEND, Vulnerable and Priority Students

BMet is committed to ensuring equitable careers provision for all students, with enhanced support for:

- EHCP students
- Care experienced students
- Looked after children
- Students known to external agencies
- Students at risk of NEET

Support includes early intervention, tailored guidance, adapted resources, supported employer engagement and multi-agency collaboration.

10. Adult Students

Adult students receive flexible, personalised and progression-focused CEIAG, including:

- Career change and career planning support
- Skills audits and progression mapping
- Flexible access to guidance (day, evening and online)
- Employability support and job search guidance
- Sector-specific labour market information

11. Employer Engagement

Employer engagement is central to CEIAG delivery.

BMet will:

- Develop strategic employer partnerships
- Embed employer input into curriculum design
- Expand work experience and placements
- Deliver employer-led learning experiences
- Strengthen recruitment pathways into employment and apprenticeships

12. Volunteering

- Students will be supported and encouraged to engage with 8 hours of volunteering activities and events.

13. Staff Responsibilities and CPD

All staff contribute to careers education.

BMet will ensure:

- Mandatory CPD on careers education and guidance
- Training on labour market information and progression pathways
- Development of Careers Champions in all curriculum areas
- Access to industry experience and employer engagement opportunities

14. Quality Assurance and Monitoring

The effectiveness of CEIAG will be monitored through:

- Gatsby Benchmark tracking
- Student surveys and feedback
- Destination and progression data
- Employer feedback
- Internal quality reviews
- Careers Impact Maturity Model self-assessment

The Head of Careers and Careers Leadership Team will report termly on performance and impact.

14. Compliance and Review

This policy ensures compliance with statutory guidance and will be reviewed annually to ensure alignment with:

- National policy developments
- Ofsted expectations
- Labour market changes
- College strategic priorities

All staff are required to understand and comply with the Policy.