

2023  
V3

Advice

Support

# Information, Advice & Guidance Policy

Guidance

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## Introduction

The aim of this policy is to ensure that all IAG staff across the company understand and work within the standards and procedures applicable to the service. This will be achieved by ensuring that the standards and procedures detailed in this policy underpin all IAG activities undertaken by Debut. Debut aims to provide high quality, impartial, information, advice and guidance services which promote the value of learning to learners of the College, prospective learners of the College and employers or other organisations representing current or prospective learners.

The IAG services support the college values in that its staff are passionate about education & enabling our learners to reach their potential. The IAG staff seek especially to develop the self-esteem and self-confidence of learners. We share with the rest of the college our belief that every individual should be treated with courtesy and fairness and we respect the rights and beliefs of each other, regardless of gender, marital status, age, disability, race, religion, sexual orientation or position within the organisation.

We value new ideas and approaches and seek new opportunities and solutions to meeting the IAG needs and demands of our learners, employers and the local community whilst supporting national and regional education and economic strategies. We seek to encourage and celebrate creativity and to be supportive of innovation, learning from all that we do. We believe that our staff and learners should work in an environment of friendliness, with a clear sense of purpose to achieve our mission and realise our vision.

### Our VISION

Transforming lives and inspiring learners to reach their potential. We strive to provide tailored educational paths that will lead our students to success, both professionally and on a personal level. By providing the necessary tools, support and guidance, we endeavour to show them how to create opportunities for themselves. We want to empower learners to take ownership of their lives, so they feel confident in making decisions about their futures. Through motivating and training all our learners, we know they have the opportunity to achieve a better future for themselves.

**In this respect we provide careers advice throughout learner programmes, offer wider curriculum activities and industry workbooks to enhance knowledge, motivation to learners to set higher goals for themselves as well as additional value added courses within the learner's programme.**

### Our MISSION

Provide an excellent standard of training to each individual who walks through our doors, we aim them with the skills, knowledge, behaviour and passion required for working within this competitive and demanding industry. Our strong bond of collaboration with learners, employers and parents promotes and inspires progression opportunities that will secure professional employment and big career goals. We are committed to ensuring every learner is trained with an excellent work ethic providing future organisations with reliable, skilled, innovative staff who have valuable skills to improve and grow businesses.

**In this respect we link topics such as British Values, Equity & Diversity to the industry, incite high standards of customer service, encourage completion of work experience, instil a passion to strive towards continuous personal development and ensure our staff are supportive in all aspects of service delivery.**

Our CORE VALUES

We respect everyone, value diversity and are committed to equity. Work together to create an environment where all staff and learners are innovative, creative and passionate. Strive for an outstanding academy through continuous improvement and development. Individualise training to meet the diverse needs of all learners we enrol. Contribute positively and responsibly to our environment and community.

**In this respect we are dedicated as a training provider to ensuring Equity and Diversity is an essential part of the learner's curriculum, create opportunities for staff and learners for their CPD, create learning programmes that address skills gaps, encourage learner and staff participation in community projects and charities and provide IAG within a wide range of local events.**

The three main areas of our approach regarding IAG are:

- Implementation as an employer
- Implementation as a service delivery organisation/training provider
- Implementation of effective information to the wider community

## **Objectives**

Debut is committed to create an IAG experience for the learner that is:

- Outstanding and delivered in an excellent environment
- Aspirational, designed to inspire and motivate
- Personalised to suit the learner
- Planned to guide learners on to the right courses and to support and stretch them
- Developing self-confidence to make decisions for themselves, whether it relates to the current programme they are on, enrichment training choices or future learning or career choices
- Advising them of alternative opportunities if Debut cannot meet their needs
- Coaching them to be successful within the industry and progress on to their next steps

This policy should also assist Debut to fulfil those elements of our Vision and Mission Statements which may be relevant to IAG:

- **Inspire and develop all learners to realise their full potential and take ownership of their future.** We want our IAG to help them make positive decisions that will improve their lives and point them towards their future career aspirations.
- **Arm learners with the skills and passion required for working in the industry.** We want all our staff to be supportive, encouraging, motivating and pass on their skills and knowledge to our learners so they have the tools to succeed and be the best they can be.
- **Create an outstanding academy.** We would like our learners to benefit from high standards of teaching and learning, as well as receiving appropriate, impartial and timely information & guidance regarding a wide range of subjects from courses, funding, next steps, keeping safe and future employment.

## Definitions

For the purposes of this policy the term Information, Advice and Guidance (IAG) is used as an umbrella term to denote a range of guidance activities and processes. The following definitions have been used:

### Information

Information is data on opportunities conveyed through different media, both mediated and unmediated including face-to-face contact, written/printed matter, telephone help lines, ICT software, social media sites, over media such as Zoom and websites.

### Advice

This involves:

- having designated staff to provide advice on specific aspects based on their expertise and field of responsibility, i.e Contract Manager for specific funding or qualification or Diploma Course Officer
- helping a learner understand and interpret information
- providing information and answers to questions and clarifying misunderstandings
- understanding their circumstances, abilities and targets
- advising on options or how to follow a given course of action
- identifying needs – signposting and referring learners who may need more in-depth guidance and support. Advisory work is usually provided on a one-to-one basis but may also be in groups.

### Guidance

Aims to support learners to:

- better understand themselves and their needs
- confront barriers to understanding, learning and progression
- resolve issues and conflicts
- develop new perspectives and solutions to problems
- be able to better manage their lives and achieve their potential. Guidance may also involve advocacy on behalf of some learners and referral for specialist guidance and support. This involves more in-depth one-to-one work by guidance trained staff

## Referral

Guidance may involve advocacy on behalf of some learners and referral for specialist guidance and support. Referral happens in person-to-person advice or guidance when another member of staff, agency or provider offers services that more closely match the learner's needs.

All clients that use the IAG at the college, i.e. learners, prospective learners and other stakeholders, are entitled to a service that is:

Accessible and Visible Access to IAG should be free from direct or indirect discrimination. Services should be recognised and trusted by clients, have convenient range of entry points from which clients may be signposted or referred to the services they need, and be open at times and in places which suit clients' needs. So, in addition to the Learner Support, IAG is provided on the College website, within the academy premises, in prospectus leaflets and marketing material and is available free of charge to any individual on request. IAG staff from Debut also visit Schools and Apprentice Roadshows to ensure a wider audience is obtained.

Professional and Knowledgeable IAG frontline staff should have the skills and knowledge to identify the client's needs quickly and effectively. They should have the skills and knowledge either to address the client's needs or to signpost or to refer them to suitable alternative provision.

The learning and development needs of each of the College IAG services is identified during the business planning and staff appraisal processes, alongside learner priorities. The identified needs include professional and subject updating via long and short courses, leadership and management, employability skills and other developmental activities. Where necessary, staff should complete an IAG qualification.

Clients have the right to information, advice and guidance that is impartial, unbiased and realistic. Where appropriate, referrals will be made to external agencies or collaborative partners.

Integrated Links between IAG services should be clear from the clients' perspective, regardless of the programme or location of their study. Where necessary, clients will be supported in their transition between services.

Aware of, and responsive to Diversity. The range of IAG services should reflect the diversity of clients' needs and reflect both clients' present and future needs.

Enabling Enquirers, learners, parents, employers. Staff and partners should be able to make informed choices about ways in which the college can meet their individual training and development needs. IAG services should encourage and support clients to become lifelong learners by enabling them to access and use information to plan their careers, supporting clients to explore the implications of both learning and work in their future career plans.

- Patient, Friendly and Welcoming IAG services should encourage clients to engage successfully with the service. Clients are made aware of this entitlement through the Debut website, prospectus and other social media as through in-house workshops. During Induction and occasionally during the year, learners will be visited in their tutor groups by members of the IAG services who introduce themselves and explain the nature of their services. IAG posters are also visible throughout the academy sites. Parents and other stakeholders are made aware at Open Events and Parents' Evenings held both in the college and at local secondary schools.

### Adapting for COVID-19

In order to keep everyone safe, we will adapt how we provide IAG, this may involve:

- Conducting Inductions in smaller groups at Debut (distanced spaced), ensuring precautions are met regarding sanitizing, wearing masks, taking temperatures and contact information for track and trace
- Providing IAG over Zoom (if careers events with Partners such as schools cannot go ahead)
- Provide IAG in email or hard copy for schools to share to prospective clients if schools careers events do not go ahead
- Providing IAG in the form of Zoom presentations (participating with other providers) with prospective clients listening
- Staggering start times of Inductions onsite at Debut. This will include planning inductions on quieter days to minimise contact.

### Key Personnel

Key Personnel at Debut who are responsible for aspects of IAG delivery are:

Carla Hales Director

Kersti Harding - Business Development Director & ALL Contract Manager

Linda Edwards - General Manager, IAG Lead & Contract Manager for 16-19 years

Grace Ogden - Apprenticeship Coordinator

Bobbie Hales - Centre Manager SLH & Functional Skills Tutor

Charlotte McHiggins - Teaching, Learning & Assessment Lead & Centre Manager

Kailea Walsh - Quality & IQA Lead

Jade Schaverien - Learner Liaison Officer

Poppy-Ann Lowe - Marketing & Events Manager

Nikki Roberts - Sales & Recruitment Manager Adult Loans

## Training

Debut is accredited through MATRIX to ensure their IAG process meets the standards of this kite mark.

Debut ensures that the IAG it provides meets the standards required by:

- Ensuring staff training is refreshed intermittently or via recognised CPD
- Information regarding funding is up-to-date and it's criteria is imparted fully
- Information regarding course expectation and standards are comprehensively provided so applicants are fully aware of course content
- Course information is provided in several formats, such as brochure, PowerPoint, via website, careers workshops, 1:1 meetings and prospectus
- Lead IAG staff are trained to gain a qualification in this field

## Impartiality

The impartiality of information, advice and guidance is assured in the following ways:

- Analysis of retention & success data
- Analysis of results from interview and induction questionnaires
- Learner review forms
- Observation of guidance and tutorial sessions
- Standardised interview paperwork
- External assessment of IAG provided by Matrix
- Learner Voice Input
- Observations

## Booking on Open Evenings

Debut has a designated webpage on their website: [www.debutacademy.com](http://www.debutacademy.com) which provides dates of all open evening events, location, times they will take place and a link to a registration form so prospective applicants can book a session.

We aim to provide open evenings at all our centers to make accessibility easier for potential customers. During peak times we will hold one to two open evening dates per month at our centres at Wickford, Brentwood and Stanford Le Hope.

## Confidentiality & Data Protection

Debut is committed to ensuring confidentiality during the admissions process to comply with the requirements of the Data Protection Act 1988 and in line with its own separate policies on Data Protection and Confidentiality. All client records, be they stored manually or electronically, are held in secure premises. Electronic records are stored on stand-alone computers accessible through the normal password protocols. Personnel will ensure that all records are accurately stored and can be reliably retrieved. Records are only accessible to staff directly concerned with the delivery of projects and services to the client. Hard copy data is destroyed via a designated and specialised company that handles sensitive or confidential information.

## **Linked Policies**

Please refer to Debut's linked policies below for additional information regarding IAG Standards:

Advanced Learning Loan Policy  
Confidentiality Policy  
Data Protection Policy  
Equal Opportunities & Inclusion Policy  
Complaints Policy  
Freedom of Information Policy  
Initial Assessment Policy  
Induction Procedure – Learner Policy  
Induction Procedure – Staff Policy  
Counselling Policy  
Communications Policy  
Careers Advice & Guidance Policy  
Diploma Course Training Policy  
Guidance Policy  
Learner Support & Super Group Policy  
Learner Contribution & Learner Voice Policy  
Meetings Policy  
Mentoring – Staff Policy  
Marketing & Advertising Policy  
Observation of Teaching, Learning & Assessment Policy  
Quality Assurance Policy  
Questionnaire & Feedback Policy  
Staff CPD/Personal Development Training Policy  
Skills for Life/Transferrable Skills Policy  
Teaching & Learning Policy

Policy Revision

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