

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

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

Organisation: Martec Training

Policy Owner: Operations Manager

Approved By: Senior Leadership Team

Date Approved: August 2025

Review Date: August 2026

1. Purpose

Martec Training is committed to providing high-quality, impartial Careers Education, Information, Advice and Guidance (CEIAG) that enables learners to make informed decisions about their education, training and career progression.

Our careers programme supports learners to:

- understand the labour market
- develop employability skills
- make informed career decisions
- progress into sustained employment or further learning
- achieve their career ambitions.

Our CEIAG programme is learner-centred, inclusive and aligned with current statutory guidance and the Gatsby Benchmarks where appropriate.

2. Scope

This policy applies to:

- Apprentices
- Adult learners
- Study Programme learners
- Supported Internships (where applicable)

- Employers
 - Parents and carers (where appropriate)
 - All Martec staff involved in learner support
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3. Our Commitment

Martec will ensure all learners receive:

- impartial careers information
 - independent careers guidance where appropriate
 - information about apprenticeships, technical education, higher education and employment
 - access to current Labour Market Information (LMI)
 - opportunities to meet employers
 - support to develop employability skills
 - progression planning
 - additional support for vulnerable learners and those with SEND.
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4. Aims

Our CEIAG programme aims to:

- Raise aspirations.
 - Improve career readiness.
 - Develop confidence and employability.
 - Increase understanding of career pathways.
 - Support informed decision making.
 - Reduce barriers to employment.
 - Promote equality of opportunity.
 - Support progression into positive destinations.
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5. Careers Programme

Learners will have access to:

Careers Education

- Employability workshops
- CV writing

- Interview preparation
- Digital employability skills
- Professional behaviours
- Financial wellbeing
- Workplace expectations

Careers Information

Information on:

- Apprenticeships
- Higher Technical Qualifications
- Higher Education
- Degree Apprenticeships
- Professional qualifications
- Career pathways
- Local labour market trends

Careers Advice

Delivered by:

- Skills Coaches
- Tutors
- Employer Engagement Team
- Curriculum Leads

Careers Guidance

Where appropriate, learners may receive independent careers guidance from qualified careers advisers or be signposted to external specialist services.

6. Labour Market Information (LMI)

Martec ensures learners receive up-to-date information about:

- local employment opportunities
- regional skills shortages
- salary expectations
- future growth sectors
- emerging industries
- employer expectations.

This information is embedded throughout learning programmes.

7. Employer Engagement

Employer involvement is central to our careers programme.

Learners benefit from:

- employer talks
- workplace visits (where appropriate)
- guest speakers
- industry masterclasses
- networking opportunities
- mock interviews
- work-based learning
- apprenticeship progression opportunities

8. Equality, Diversity and Inclusion

Martec is committed to ensuring CEIAG is accessible to all learners regardless of:

- age
- disability
- ethnicity
- gender
- religion or belief
- sexual orientation
- socioeconomic background

Careers guidance actively challenges stereotypes and promotes equality of opportunity.

9. Learners with Additional Needs

Learners with SEND or additional learning needs will receive tailored careers support which may include:

- additional one-to-one guidance
- adapted resources
- employer matching
- supported progression planning

- liaison with employers and external agencies.
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10. Roles and Responsibilities

Senior Leadership Team

Responsible for:

- strategic oversight
- monitoring quality
- ensuring compliance
- allocating appropriate resources

Operations Manager

Responsible for:

- implementation of the careers programme
- quality assurance
- staff development
- monitoring learner outcomes

Tutors and Skills Coaches

Responsible for:

- embedding careers learning
- discussing progression regularly
- identifying learners requiring additional support
- recording careers discussions

Employer Engagement Team

Responsible for:

- sourcing employer opportunities
- promoting apprenticeships
- arranging employer encounters
- supporting progression into employment

Learners

Expected to:

- engage positively

- attend careers activities
 - develop career plans
 - seek guidance when needed
 - take ownership of their progression.
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11. Monitoring and Evaluation

The effectiveness of the CEIAG programme will be monitored through:

- learner feedback
- employer feedback
- destination data
- achievement and progression rates
- quality assurance observations
- learner surveys
- annual policy review

Continuous improvement actions will be incorporated into the Quality Improvement Plan.

12. Quality Standards

Martec aims to align its careers programme with:

- Current Department for Education Careers Guidance
 - The Gatsby Benchmarks (where applicable)
 - Matrix Standard principles
 - Ofsted Education Inspection Framework
 - Apprenticeship funding requirements and quality expectations.
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13. Confidentiality

Careers guidance discussions will be treated confidentially in accordance with Martec's:

- Data Protection Policy
- GDPR requirements
- Safeguarding Policy

Information will only be shared where there is a safeguarding concern or with learner consent where appropriate.

14. Complaints

Learners who are dissatisfied with any aspect of the CEIAG service should follow Martec's Complaints Policy.

15. Policy Review

This policy will be reviewed annually or sooner if:

- legislation changes
- Department for Education guidance is updated
- Ofsted requirements change
- organisational changes require revision.

Reviewed August 2025

To be reviewed August 2026

Responsibility of Operations Manager

Signed



Simon Kitson

Operations Manager