

PRESS NOTICE: 23 September, 2015

**"ENGLAND'S 11th CAREERS QUALITY AWARD  
ACHIEVES NATIONAL VALIDATION"**

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**Dr. Barrie Hopson**, chair of the Quality in Careers Consortium, **established to oversee the national validation of England's specialist quality awards for all four aspects of careers education, information, advice and guidance (CEIAG)** announces today **THE 11TH CEIAG QUALITY AWARD TO MEET THE EXACTING NATIONAL VALIDATION CRITERIA OF THE QUALITY IN CAREERS STANDARD (QICS).**

**Dr. Hopson said** *"In the context of helping young people to gain the skills, knowledge and confidence to take control of their learning and work pathways in today's increasingly complex labour markets, and to assist employers to ensure our nation is economically successful, **this is a crucial time for CEIAG for all young people across England**".*

*So, to help schools and colleges to enhance the quality of their overall CEIAG provision, all of England's 12 specialist CEIAG Quality Awards have become fully committed to work towards QICS national validation.*

*Six national validation panels were held across the country in 2013, three in 2014 - and this year has seen the ninth in Cambridge on 27<sup>th</sup> March, the tenth in Sheffield on 2<sup>nd</sup> July, and the 11<sup>th</sup> in Staffordshire on 17<sup>th</sup> September.*

*I am delighted to confirm that the **Staffordshire ENTRUST CEIAG+ Quality Award** is now the **11<sup>th</sup> CEIAG Quality Award in England to meet the overarching national validation by the Quality in Careers Standard.***

*The **Staffordshire ENTRUST Quality Award** is another excellent example of how a CEIAG Award can significantly help both to raise and then maintain the profile of CEIAG in schools and colleges, beginning with the essential support of strategic leadership and management teams in schools and colleges seeking to secure the Award.*

*This now means that the following 11 specialist CEIAG Quality Awards meet the over-arching national validation of the Quality in Careers Standard. These are:*

- 1. Career Connect (Greater Merseyside)**
- 2. Career Mark ( Futures)**
- 3. C & K Careers Quality Standard (West Yorkshire)**
- 4. Inspiring IAG (Greater Manchester)**
- 5. Investing in Quality (Cambridgeshire)**
- 6. Investor in Careers (Careers South West)**
- 7. Prospects Award in CEIAG (Prospects Services)**
- 8. Recognition of Quality Award for CEIAG (Essex County Council)**
- 9. Sheffield Careers Standard Gold Quality Award**
- 10. Staffordshire Entrust CEIAG+ Quality Award**
- 11. Stoke on Trent CEIAG Quality Award (Stoke on Trent Local Authority)**

*Each of these specialist, dedicated CEIAG quality awards aims to ensure that providing CEIAG of the highest quality should be the goal for everyone working with young people across the country in our schools, colleges, work-based learning and in specialist careers guidance organisations."*

**QiCS Director, Paul Chubb, added:**

*"This really is further encouraging news for us all to be able to celebrate – we now have 11 of the 12 CEIAG Quality Awards in England validated against the national criteria of QiCS.*

*Everyone knows that these continue to be the most challenging times both for young people as they progress towards their late teens and early 20s, as well as for the CEIAG professionals striving to help all young people to gain the skills, knowledge and confidence to take control of their future learning and work, and to secure their economic success.*

***The Quality in Careers Standard has established itself as a real beacon of hope for every young person.***

*With these 11 Awards now demonstrating that they meet our exacting national validation criteria, this will assure not only young people and their families but also the nation's employers that, where their local school or college holds one of these Awards, it has in place the essential foundations which CEIAG needs to prepare young people to make best use of the careers education and guidance which they will receive.*

*We now look forward to the remaining Award, which is working through its application, coming forward for national validation in the coming months.*

*The **Quality in Careers Standard** has become firmly embedded in the fabric of this changing era in which schools and colleges have the statutory duty to 'secure independent careers guidance' for all of their students.*

*The evidence from the 11 national validation panels we have held across the country is that Quality Awards raise the quality of CEIAG provision, and - crucially in today's economy - ensure that (amongst other matters) all of the valuable contributions of employers to careers education and guidance are properly and effectively integrated into a planned CEIAG programme.*

*Over 1000 schools and colleges now voluntarily are working towards or hold one of these dedicated CEIAG quality awards which meet our exacting national validation criteria.*

***So we commend - to every Head Teacher/College Principal and school/college governing body – this recommendation (as confirmed by the Department for Education in its March 2015 revised Statutory Guidance<sup>1</sup> to schools) that the statutory duty on schools and colleges to secure independent careers guidance for pupils and students (which covers years 8 through to post-16 since September 2013), will be most effective when these three elements coexist in a school or college:***

- *Its overall CEIAG programme is quality assured against one of the dedicated Quality Awards available and that Award should meet the QiCS national validation.*
- *The school/college builds upon its internal programme by securing specialist careers advice and guidance services from an external provider, close to the labour market and therefore able to assist young people to make informed choices – such a provider should meet the accepted 'industry standard' for advice and guidance on learning and work, the 'matrix Standard'.*
- *The externally secured provider of careers guidance should employ professional careers advisers who are occupationally competent to professional standards – as determined by the Career Development Institute".*

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[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/417895/Careers\\_Guidance\\_Schools\\_Guidance\\_March\\_2015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417895/Careers_Guidance_Schools_Guidance_March_2015.pdf)

## NOTES TO EDITORS

1. **Further Details Are Available From:** Paul Chubb, QiCS Director. Tel: 07976 575536, [pac@qualityincareers.org.uk](mailto:pac@qualityincareers.org.uk)
2. **Full details of the QUALITY IN CAREERS STANDARD are on the dedicated website:** [www.qualityincareers.org.uk](http://www.qualityincareers.org.uk)
3. **The Career Development Institute** is establishing a new national framework of qualifications for career development work with all age groups, part of which includes the establishment of a new national Register of careers professionals qualified to the equivalent of QCF (Qualifications and Credit Framework) Level 6. The Career Development Institute became the united professional body for the careers professions on 1st April 2013. For details please see [www.thecdi.net](http://www.thecdi.net)
4. **Full details of the matrix STANDARD are on the dedicated website:** <http://matrixstandard.com/>
5. **The Quality in Careers Consortium Board currently comprises:**
  - **Dr Barrie Hopson** (succeeding Dame Ruth Silver) as Chair
  - Association of Colleges (AoC) nominee = **David Corke**, Director of Education & Skills Policy
  - Association of Employment & Learning Providers (AELP) nominee = **Stella Turner** (on behalf of the AELP Board of Directors)
  - Association of School & College Leaders (ASCL) nominee = **Duncan Baldwin**, Deputy Policy Director
  - CEIAG Expert Invitee = **David Andrews** (CEIAG Consultant)
  - Career Development Institute (CDI) 'careers adviser' nominee = **Jan Ellis** (CDI Chief Executive)
  - Career Development Institute (CDI) 'careers educator' nominee = **Sue Barr**
  - Careers England (CE) nominee = **Virginia Isaac**, Chair of the CE Quality Task Group
  - Higher Education Liaison Officers' Association (HELOA) nominee = **Rachel Lister** (UK Vice Chair)
  - National Association of Head Teachers (NAHT) nominee = **Sion Humphreys**, Assistant Secretary (Secondary)
  - QiCS Director = **Paul Chubb** (who also acts as Organising Secretary for the Consortium)