

PRESS NOTICE: 7.4.2014

"7th CEIAG QUALITY AWARD ACHIEVES NATIONAL VALIDATION"

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 7th CEIAG Quality Award to meet the exacting national validation criteria of the Quality in Careers Standard (QICS)**.

Dr. Hopson said *"In the context of today's increasingly complex labour markets for young people, and to assist employers to ensure our nation is economically successful, this is a crucial time for CEIAG for all young people across England"*.

To help schools and colleges to enhance the quality of their overall CEIAG provision, all of England's 12 specialist CEIAG Quality Awards are fully committed to work towards QICS national validation. Six panels were held across the country in 2013, and the seventh was held in Liverpool on 31st March 2014.

We are delighted that we can confirm that the "Career Connect" CEIAG Quality Award Standard is now the 7th CEIAG Quality Award in England to meet the overarching national validation by the Quality in Careers Standard.

The Career Connect Quality Award is another outstanding example of how a CEIAG Award can significantly help both to raise and then maintain the profile of CEIAG in schools and colleges. The Career Connect Award demonstrated to our validation panel an 'excellent developmental approach ... in supporting schools and colleges to enhance their overall CEIAG provision'.

It now means that the following 7 specialist CEIAG Quality Awards now meet the overarching national validation standard. These are:

- 1. Career Connect (Greater Merseyside)**
- 2. Career Mark (Nottinghamshire Futures)**
- 3. C & K Careers Quality Standard (West Yorkshire)**
- 4. Inspiring IAG (Greater Manchester)**
- 5. Investor in Careers (Careers South West)**

6. **Prospects Award in CEIAG (Prospects Services)**

7. **Recognition of Quality Award for CEIAG (Essex County Council)**

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."

Project Leader for QiCS, Paul Chubb, commented:

"This is such encouraging news to be able to celebrate – we now have more than 50% of the 12 CEIAG Quality Awards in England validated against the national criteria of QiCS.

As Dr. Hopson says above, these are 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.

*For me, the **Quality in Careers Standard** is a real beacon of hope for every young person. With these 7 Awards now demonstrating they meet our 16 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 guidance which they will receive. We now look forward to the remaining 5 Awards, which are already working through their applications, coming forward for national validation in the coming months.*

*The **Quality in Careers Standard** is becoming firmly established in the fabric of this new era in which schools and colleges have a new statutory duty to 'secure independent careers guidance' for all of their students.*

*It is worth remembering that the **House of Commons Education Select Committee**¹, in January 2013, recommended that **all schools** should be required to work towards a dedicated CEIAG Award which is nationally validated by QiCS. After the disturbing **Ofsted Thematic Survey**² of career guidance in England's schools found that 3 out of 4 schools was NOT discharging their duty effectively, we continue to advocate that this recommendation from the Select Committee should urgently be implemented by the Department for Education. **The evidence 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.***

1. **The House of Commons Education Select Committee** Report is summarised in the Careers England Policy Commentary accessible here: <http://www.careersengland.org.uk/documents/Public/Policy%20Commentary%2018.pdf>

²The **Ofsted Survey** is summarised in the Careers England Policy Commentary accessible here: <http://www.careersengland.org.uk/documents/Public/Policy%20Commentary%2023.pdf>

With over 1100 schools and colleges voluntarily working towards or holding a dedicated CEIAG quality award already, we commend - to every Head Teacher/College Principal and school/college governing body - our belief 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”.

ENDS

NOTES TO EDITORS

1. **Further Details Are Available From:** Paul Chubb, Project Leader for the QiCS. Tel: 07976 575536, paul.chubb@careersengland.org.uk

2. **The Career Development Institute** is working towards 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.cparegister.co.uk and www.thecdin.net

3. **Full details of the QUALITY IN CAREERS STANDARD are on the Careers England website:** <http://www.careersengland.org.uk/quality.php?page=introduction>

4. **The Quality in Careers Consortium Board currently comprises:**

- **Dr Barrie Hopson** (succeeding Dame Ruth Silver) as Chair
- Association of Colleges (AoC) nominee = **Joy Mercer**, Director of Policy (Education)
- 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 /**Karleen Dowden**, lead on careers guidance and apprenticeships
- CEIAG Expert Invitee = **David Andrews** (CEIAG Consultant)
- Career Development Institute (CDI) ‘careers adviser’ nominee = **Rebecca Towner**
- Career Development Institute (CDI) ‘careers educator’ nominee = **Sue Barr**
- Careers England (CE) nominee = **Virginia Isaac**, member of the CE Quality Task Group
- Higher Education Liaison Officers’ Association (HELOA) nominee = **Nathalie Mortimer** (UK Vice Chair)
- National Association of Head Teachers (NAHT) nominee = **Sion Humphreys**, Assistant Secretary (Secondary)
- QiCS Project Leader = **Paul Chubb** (Executive Director, Careers England)