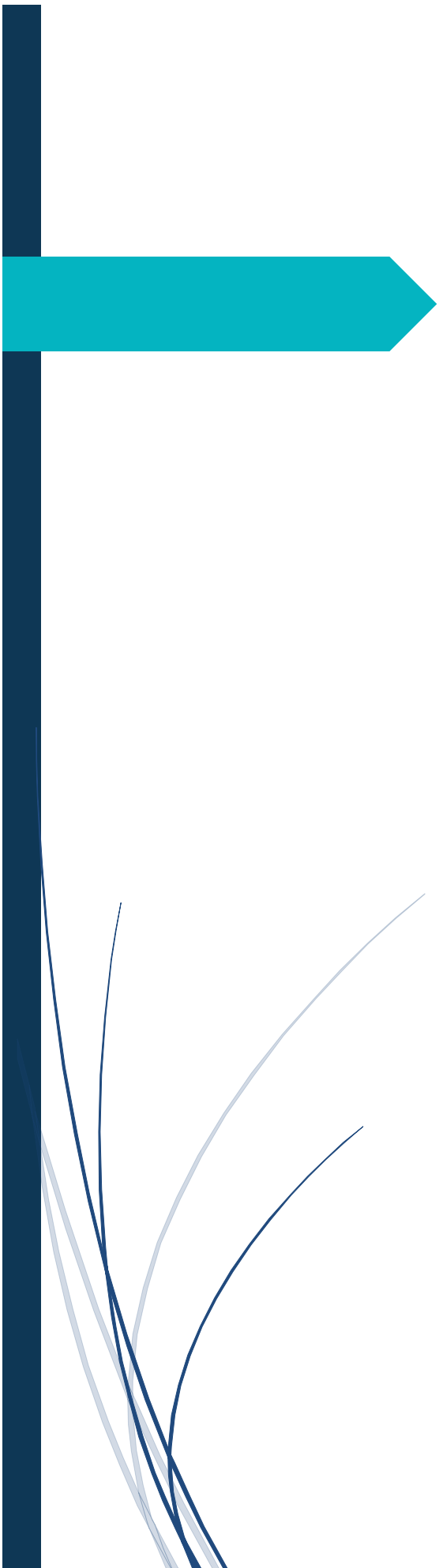




Careers Education, Information, Advice and Guidance (CEIAG) Policy

Pure College
August 2026

Contents

Policy Statement	Page 3
Scope	Page 3
Aims	Page 3
Guiding Principles	Page 3
Legal and Regulatory Framework	Page 4
Careers Education	Page 4
Careers Information Advice and Guidance	Page 4
Inclusion and Support for Students with SEND	Page 4
Employer Engagement	Page 5
Roles and Responsibilities	Page 5
Monitoring and Evaluation	Page 6
Equal Opportunities	Page 6
Complaints	Page 6
Review	Page 6

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

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

Policy Owner: Careers Leader

Approved By: Senior Leadership Team

Date Approved: August 2026

Review Date: August 2027

Reviewed/Updated

Date	Comments	Print	Sign
July 2026	Policy Created	Amanda Noon	

Policy Applies to	
All Pure College inclusive of Pure College	
Pure College Only	✓

For the avoidance of doubt and unless expressly stated to the contrary any reference to Pure College should be treated as including Pure College, and any reference to client should be treated as including a Student of Pure College.

Policy Statement

Pure College is committed to ensuring that all students have access to high-quality, impartial and inclusive Careers Education, Information, Advice and Guidance (CEIAG).

We believe that every student has the right to develop the knowledge, skills, confidence and aspirations needed to make informed decisions about their future and successfully transition into sustained employment, apprenticeships, further learning, supported internships or other positive destinations.

Our careers programme supports students to:

- Understand their strengths, interests and ambitions.
- Explore career pathways and opportunities,
- Develop employability and life skills.
- Gain meaningful encounters with employers and workplaces.
- Make informed decisions regarding progression.
- Prepare for adulthood and independence.

Careers education will be personalised for our students and aligned to individual outcomes and aspirations.

Scope

This policy applies to:

- All students enrolled with Pure College.
- All teaching, support and management staff.
- Employer partners.
- Parents, carers and advocates where appropriate.
- External Careers Guidance Professionals.

Aims

The aims of this policy are to:

- Underpin a consistent and impartial approach to CEIAG.
- Support students towards positive progression outcomes.
- Promote aspiration and challenge barriers to success.
- Embed equality, diversity and inclusion in careers guidance.
- Underpin the development of employability, independence and resilience.
- Ensure statutory and regulatory requirements are reflected.
- Support access to relevant labour market information.
- Ensure access to independent careers guidance.

Guiding Principles

Our careers provision will be:

Student-Centred

Supporting each student to identify their own aspirations, strengths and goals.

Inclusive

Accessible to all students regardless of disability, learning difficulty, background, sex, gender, age, culture or personal circumstances.

Aspirational

Encouraging students to aim high and explore a wide range of opportunities.

Impartial

Providing unbiased information on all progression routes.

Collaborative

Working with employers, families, local authorities and external agencies to support student progression.

Legal and Regulatory Framework

This policy is informed by:

- The Gatsby Benchmarks of Good Career Guidance.
- The SEND Code of Practice.
- The Equality Act 2010.
- Ofsted Education Inspection Framework.
- Skills and Post-16 Education Act 2022.

Careers Education

Students will develop knowledge and understanding of:

- Career pathways.
- Employment sectors.
- Qualifications and progression routes.
- Workplace expectations.
- Financial capability.
- Labour market information.

Careers Information

Students will have access to:

- Labour market information.
- Apprenticeship opportunities.
- Further and higher education pathways.
- Supported internship opportunities.
- Employment opportunities.
- Employer information.

Information will be provided in accessible formats where required.

Careers Advice and Guidance

Students will receive:

- One-to-one careers guidance.
- Career planning support.
- Progression discussions.
- Support with applications, CV writing and interviews.
- Individual action planning.

Guidance will be impartial and focused on the student's best interests.

Inclusion and Support for Students with Special Educational Needs or Disabilities (SEND)

Careers provision for students with SEND will include:

- Person-centred planning.
- Careers discussions linked to Education, Health and Care Plan (EHCP) outcomes where applicable.
- Additional transition support.
- Accessible information and resources.
- Employer engagement opportunities.
- Supported work experience placements.
- Preparation for Adulthood outcomes.

Reasonable adjustments will be made as needed to ensure all students can fully participate in careers activities.

Employer Engagement

Meaningful employer engagement is critical to preparing students for employment.

The provider will seek to:

- Develop relationships with local employers.
- Facilitate workplace visits.
- Arrange employer talks and workshops.
- Offer work experience opportunities.
- Promote supported internships and employment pathways.
- Celebrate employer champions supporting inclusion.

Roles and Responsibilities

The Senior Leadership Team will:

- Ensure effective implementation of this policy.
- Provide strategic oversight.
- Allocate appropriate resources.
- Monitor impact and outcomes.

The Careers Leader will:

- Coordinate the careers programme.
- Monitor Gatsby Benchmark performance.
- Develop employer partnerships.
- Ensure careers activities are delivered effectively.
- Evaluate student outcomes.

Tutors and Learning Support Staff will:

- Embed careers learning within the curriculum.
- Support students with career planning.
- Identify student aspirations and support needs.
- Contribute to progression planning.

Governors will:

- Review progress against the policy and Gatsby Benchmarks.

- Provide appropriate challenge and support to leaders.
- Appoint a Careers Lead Governor.
- Monitor student progression, destinations and outcomes.

Students are encouraged to:

- Participate fully in careers activities.
- Reflect on their strengths and interests.
- Take ownership of career planning and progression goals.

Parents and Carers will be involved where appropriate in:

- Career discussions.
- Transition planning.
- Progress reviews.
- Destination planning.

Monitoring and Evaluation

The effectiveness of the careers programme will be monitored through:

- Student destination data.
- Student feedback.
- Employer feedback.
- Parent and carer feedback.
- Gatsby Benchmark assessments.
- Observation and quality assurance activities.
- Ofsted inspection outcomes.

Findings will be used to inform continuous improvement.

Equal Opportunities

Pure College is committed to ensuring careers provision promotes equality of opportunity.

Students will be encouraged to explore career pathways without limitations based on:

- Disability.
- Gender.
- Race.
- Religion or belief.
- Sexual orientation.
- Age.
- Socio-economic background.

The provider will actively challenge stereotypes and promote diversity and inclusion.

Complaints

Any concerns regarding careers guidance or careers provision should be raised through the College's Complaints Policy. Complaints will be investigated promptly and fairly.

Review

This policy will be reviewed annually to ensure compliance with current legislation, guidance and organisational priorities.