

The Adult College of Barking and Dagenham

Information Advice and Guidance (IAG)

Lead Responsibility	Service Manager Business Support
Designated Officer	Student Services Manager
Advisory Officer(s)	Quality Manager Employment, Apprenticeship Manager
Approved by	Service Manager – Business Support
Date of approval	September 2025
Date of next review	August 2027

A note to all teaching staff:

Please click [here](#) using a curriculum device to find a full list of Work and Skills policies & procedures

Please click [here](#) using an LBBD device to find a full list of LBBD policies

Policy Statement

1. Rationale

Work & Skills aims to provide high quality, impartial, information, advice and guidance (IAG) services which promote the value of learning & employment to service users, residents, employers, and partners.

Our IAG services have a pivotal role within the service. We work to promote the benefits of employment & learning, helping individuals to address and overcome barriers to learning and accessing and sustaining employment, and supporting them in making realistic and well-informed choices. We also offer impartial advice and guidance to support service users in their next steps into further education, volunteering, and employment. Staff who provide IAG services are appropriately qualified and trained to offer such services to service users.

1.1. Work & Skills provides a confidential IAG services which is free, available to service users, prospective learners, residents, and employers, and is provided through face to face, telephone, virtual, online and email. IAG is available at the start of a service user's journey, at strategic points, and on request.

1.2. The policy applies to Information, Advice and Guidance services offered by all Work & Skills staff.

1.3. Services include:

- Pre-entry information and advice on learning, training opportunities and employment.
- Information and advice on the support available.
- On course and exit information and advice.
- Access to B & D Works who provide free confidential information, advice, and guidance, designed to assist service users with getting back into employment or securing more sustainable employment.
- A confidential and impartial guidance service available from the National Careers Service, for users that need further support or that are not eligible to use the service.

1.4. The range of support available includes:

- Pre-course IAG: courses and programmes on offer, entry criteria, financial assistance, & additional learning support.
- On course IAG: progression from Introduction and Access courses to main courses, qualifications, accreditation, personal goal setting, support, and loan of equipment for those who are digitally excluded.
- Destination guidance: progression and next steps into further training, higher education, volunteering opportunities and employment.
- B & D Works post registration: 1-1 information, advice & guidance, better off calculations and in work benefit advice, support in removing barriers, education and training assessments, specific IT application training, setting short and long term employment focussed goals, CV preparation, covering letters, application form filling, personal statement guidance, interview techniques / mock interviews, computer/iPad/telephone/printing and scanning resources, support from dedicated apprenticeship and construction teams, employer engagement team.
- B & D Works destination: In work support, progression, and next steps, supporting with sustainable employment.

Those whose needs cannot be met by the services are signposted to more suitable provision.

2. Aims & Objectives

2.1 Aims

This policy clearly states the Service's commitment to the provision of coherent, impartial, and effective IAG services. Our aim is for all adults to make informed choices about their learning, and employment opportunities.

2.2 Objectives

- Provide high quality information and advice to service users and potential users.
- Support and encourage adults to seek advice and make informed, confident choices.
- Provide information and advice on progression routes both within and outside of our provision.
- Operate to Matrix Standards.

We will achieve these objectives by focusing on the needs of the individual and enabling service users to access and use information to inform and support current and future actions.

OTHER STATEMENTS

3. Definitions

'Information, advice and guidance' denotes a range of impartial guidance activities and processes that support choices made by service users, the key elements of which are defined as follows:

Information: information is data conveyed through different media including written/printed matter, face-to-face contact, via telephone and the websites on course & employment opportunities and support services.

Advice: advice helps service users to understand or consider their skills, abilities, and the options open to them. It supports a service user to understand and interpret how the information provided may relate to their personal situation.

Guidance: guidance aims to support service users to better understand their needs, to confront barriers and to make informed and appropriate choices. Guidance can also be defined as a process which allows individuals the opportunity to clarify their goals, explore new ideas, research opportunities, assess skills and interests, make decisions, set goals, and manage their career planning or transition skills. Guidance may involve advocacy on behalf of some service users and referral for specialist guidance and support. This involves more in-depth one to one work by guidance trained staff.

4. TARGET GROUPS

All service users and staff who provide information, advice and guidance to service users and their stakeholders.

Evaluation of progress will be carried out by:

- Measuring, information and advice services against Matrix Standards
- Recording and analysing feedback from service users.