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# SIMPLIFYING, RATIONALISING AND SECURING ‘QUALITY IN CAREERS’



**PAUL CHUBB, MBE  
INTRODUCES THE  
SINGLE NATIONAL  
CEIAG QUALITY  
AWARD**

**F**rom the end of March this year major changes have meant that England’s 12 CEIAG Quality Awards have been replaced by a single national award with a range of national, regional and local ‘Licensed Awarding Bodies’. This is the ‘Quality in Careers Standard’.

Ministers at the Department for Education have welcomed this simplification and rationalisation, and have speedily issued revised *Statutory Guidance* (April 2017) which recommends all schools to achieve the *Quality in Careers Standard*.

[www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools](http://www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools)

Quality in Careers uniquely accredits the four components of the CEIAG:

1. Careers Education
2. Careers Information
3. Careers Advice
4. Careers Guidance

1100 schools, colleges and work-based learning providers in England either hold or are working towards the Standard - including 30% of England’s state secondary schools and 30% of England’s sixth form colleges. Learning providers outside of England - e.g. in Northern Ireland, the Isle of Man, and the Channel Islands - can also access the Standard.

You can read much more about how the Standard is governed and operates, as well as the requirements we set for accreditation of CEIAG, in the *Guide to the Standard* on our website [www.qualityincareers.org.uk/documents/the-guide-to-the-standard-april-2017.pdf](http://www.qualityincareers.org.uk/documents/the-guide-to-the-standard-april-2017.pdf)

Our Licensed Awarding Bodies have met our exacting national licensing criteria. You can find out more about them via this dedicated page on our website

[www.qualityincareers.org.uk/documents/licensed-awarding-bodies.pdf](http://www.qualityincareers.org.uk/documents/licensed-awarding-bodies.pdf)

## How does it operate?

Learning providers seeking *Quality in Careers* accreditation are free to choose which Licensed Awarding Body to work with - just like schools and colleges are well-used to choosing between awarding bodies for qualifications. The key is there is now **one single national CEIAG award**.

Direct approaches to each Awarding Body will answer questions about availability, costs, and their approaches to the journey of quality assurance and development of outstanding CEIAG.

Learning providers are always **assessed by external occupationally competent CEG professional**



**assessors.** Across England we currently have over 100 CEG assessors - there’s no other assessment force of its kind, dedicated to the accreditation of the highest quality CEIAG provision.

We all want the very best futures for our sons and daughters, so parents need to be assured that schools and colleges provide top quality careers support. Therefore, if a school or a college holds the national award, parents - and young people’s future employers - can be assured that it provides its students with careers support of the quality of the best. Why? Because *Quality in Careers* requires schools and colleges to demonstrate to an external independent assessor that their programme of careers education, enterprise and employability (including work-related learning opportunities) for all their students:

- has strong leadership from the Head Teacher/Principal, the senior leadership team, and the governing body;
- with effective training for staff involved in planning and delivering the programme.

Employers, as well as further and higher education providers, must be involved in the programme to open up and increase students’ understanding of a wide range of options, routes and providers of apprenticeships, colleges and universities.

We require learning providers to demonstrate that their careers programme will:

- educate, prepare and inspire young people as they make decisions about their future learning and work choices,
- improve their motivation and aspiration,
- develop their career learning skills, knowledge and attributes, and
- increase their understanding of work-based issues such as prejudice, stereotyping, discrimination and equal opportunities.

So, by achieving the national *Quality in Careers Standard*, parents and young people’s future employers can be confident that the careers support provided by schools, colleges and WBL providers will help every student to gain the knowledge, skills and confidence to take control of their futures.

**Paul Chubb, MBE is  
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Director**