

Code of Ethics for Delivering Information, Advice and Guidance (IAG)

1. Purpose

This Code of Ethics outlines the principles and standards of professional conduct expected from all staff who provide information, advice and guidance (IAG) to apprentices, employers and other learners. Its purpose is to ensure that all guidance supports individual and organisational development, wellbeing and success, while maintaining fairness, confidentiality and professionalism.

2. Core Ethical Principles

a. Integrity and Honesty

- Provide accurate, unbiased and up-to-date information at all times.
- Avoid misleading apprentices, employers and other learners or making false promises about outcomes, opportunities or qualifications.
- Declare and manage any conflicts of interest that could influence advice or decision-making.

b. Confidentiality

- Respect the privacy of individuals and handle all personal information in accordance with data protection laws (e.g. GDPR).
- Share information only with authorised individuals and only when it benefits the person or is required by law.

c. Impartiality

- Deliver guidance that is free from discrimination, bias or personal opinion.
- Present all available options fairly, allowing individuals to make informed choices.
- Ensure equality of opportunity for all apprentices regardless of background, gender, race, religion, disability or age.

d. Professional Competence

- Maintain up-to-date knowledge of apprenticeship standards, qualifications and career pathways.
- Seek continuous professional development (CPD) to ensure advice remains current and relevant.
- Recognise personal limits of expertise and refer individuals to appropriate specialists when necessary.

e. Respect and Dignity

- Treat every individual with respect, empathy and patience.
- Recognise and value diversity in learning styles, experiences and aspirations.
- Encourage individuals to take ownership of their own learning and career progression.

f. Transparency and Accountability

- Clearly explain the role and limits of the IAG service at the outset.
- Be accountable for the advice and guidance given.
- Encourage feedback from stakeholders to improve the quality of service delivery.

g. Duty of Care

- Prioritise the wellbeing and safety at all times.
- Identify and appropriately respond to safeguarding concerns or barriers to learning.
- Support individuals' holistic development—academic, personal and professional.

3. Implementation

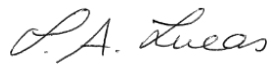
All staff delivering IAG must:

- Follow this Code of Ethics in all interactions with stakeholders.
- Receive training in safeguarding and data protection.
- Report unethical conduct or breaches of this code to a line manager or compliance officer.

4. Review

This Code of Ethics will be reviewed annually to ensure its continued relevance, compliance with legislation and alignment with best practice in the education and training sector.

Signed:

A handwritten signature in black ink, appearing to read 'S.A. Lucas'.

Sally Lucas
Executive Director
3rd August 2026