Coventry & Warwickshire Chamber of Commerce Training
Training | Skills | Growth

Information, Advice and Guidance (IAG) Service Aims

Coventry and Warwickshire Chamber Training is a uniquely positioned, specialist training company delivering exceptional standards of business focussed learning and development

'Totally Business Centric'

- Employer-led with learning that meets real business needs
- Employers involved in design and delivery of learning
- All learning to have a strong business focus
- Learning in a business environment (not a college)
- Be the first choice for Apprenticeships
- Staff with strong business credentials and experience
- Work with the best & most aspirational employers & learners

Goals

- employer focussed in all aspects of learning delivery
- business-led courses that meet real business needs
- raise aspiration, awareness and attainment for personal & professional growth
- valued partner in learning with employers and individuals
- provide high quality, relevant and appropriate information, advice & guidance
- provide a comprehensive range of courses across all 'core' business disciplines
- offer a progressive range of learning from level 1 to level 5 and above
- be innovative, engaging and effective in training delivery

Values

- **Integrity**: Being honest, transparent, and ethical in all our dealings
- **Accountability**: We will take responsibility for all our actions and outcomes
- **Innovative**: Encouraging creativity at every opportunity and celebrating new ideas to drive progress
- **Diverse and Inclusive**: We will always value diverse perspectives and promote equality within our business and within our customers' businesses
- **Customer Focused**: Always prioritising customer satisfaction and delivering value
- **Collaborative**: Fostering teamwork, cooperation, and shared goals across the Chamber Group and with our partners

We aim to deliver a consistent and high standard of service and will:

- treat you politely and with respect
- be welcoming with professionally trained & experienced staff
- listen to what you have to say
- respect your right to confidentiality
- be open, honest and fair with equal treatment for all
- ensure you have all the information to make the right choices
- do everything we can to meet your needs
- provide an objective, unbiased source of information and guidance
- offer you information to support your career and learning progression
- give you choice in how you access services
- ensure that you feel safe
- support you in ways which enable you to enjoy and achieve
- value and respect the diversity of all of our customers
- provide impartial, non-judgmental and confidential advice
- work in partnership with others to improve our services
- learn from your compliments, comments and complaints

a) The Scope of Information, Advice and Guidance Available

The Information, Advice and Guidance (IAG) service provides continuous, impartial and confidential support to individuals throughout their entire learning journey — from initial enquiry to programme completion and progression.

IAG is available at key stages:

- **Pre-enrolment:** Information about programmes, entry requirements, and career pathways.
- **Induction**: Guidance on roles, responsibilities, expectations, and available support services.
- **During the programme**: Ongoing advice on academic progress, workplace learning, wellbeing, and progression planning.
- **Exit and progression**: Support with next steps, including higher-level qualifications, employment, or career development opportunities.

b) Tailoring Information, Advice and Guidance to Recipient Needs

The IAG service is individualised and learner-centred, ensuring that advice reflects each person's circumstances, career aspirations and learning goals.

Tailoring is achieved through:

- Initial assessment and skills diagnostics to identify starting points and support needs.
- Regular progress reviews and one-to-one guidance sessions.
- Targeted referrals to internal or external specialists (e.g. mental health, learning support).
- Adapted delivery methods (in-person or workplace-based) to suit different learning environments.

c) Delivery and Staffing

The IAG service is delivered collaboratively by a team of qualified and experienced professionals, including:

Tutors and Training Advisors: Providing day-to-day learning and vocational guidance.

Recruitment Specialists: Offering impartial careers and progression advice in line with Matrix standards.

Safeguarding Leads: Supporting wellbeing, personal development and safeguarding matters.

Line Managers and Workplace Mentors: Reinforcing guidance within the employment setting.

All staff involved in IAG delivery are appropriately trained and hold relevant qualifications (e.g. IAG Levels 2/3, AET/Assessors Award, Safeguarding and Mental Health First Aid).

d) Recipient Groups and Eligibility

The IAG service is available to:

- All apprentices across all programmes and levels.
- Prospective apprentices seeking pre-enrolment advice and course information.
- Employers and workplace mentors seeking guidance on supporting apprentices effectively.
- Eligibility is open to anyone enrolled or intending to enrol on an apprenticeship. Specialist or external referrals may be made where additional needs are identified (e.g.wellbeing support).

e) Intended Benefits

The IAG service aims to:

- Enable individuals to make informed and confident decisions about their learning and career progression.
- Support retention, achievement and positive destination outcomes.
- Enhance personal development, employability and self-awareness.
- Promote wellbeing, safeguarding, and equality of opportunity.
- Strengthen engagement between apprentices, employers and Coventry and Warwickshire Chamber Training (CWCT).

f) Key Partnerships

The effectiveness of the IAG service is enhanced through active collaboration with:

- Employers and workplace mentors to align training with career development opportunities.
- Awarding organisations and professional bodies to ensure up-to-date qualification information.
- Local careers services and Jobcentre Plus for progression and employability support.
- External welfare, safeguarding and mental health agencies for specialist interventions.
- Sector networks to ensure compliance with national policy and best practice.

g) Feedback and Complaints Mechanisms

To maintain continuous improvement, individuals are encouraged to provide feedback through:

- End-of-programme surveys and learner voice activities.
- One-to-one reviews and exit interviews.

Any concerns or complaints regarding the IAG service can be raised following CWCT's Complaints Procedure, which ensures:

- Complaints are handled fairly, promptly, and confidentially.
- Clear escalation routes are in place.
- Outcomes are communicated transparently, with feedback used to improve future service delivery.

Summary

The IAG service underpins the learning experience by ensuring that individuals receive relevant, accessible and impartial support tailored to their individual goals and circumstances. Through collaborative delivery, clear communication and continuous feedback, the service empowers individuals to achieve their full potential and progress confidently in their chosen careers.