

# Strategy for Providing Information, Advice & Guidance

## Introduction

**CW Chamber Training** is committed to providing high quality information, advice and guidance to all learners, employers and key interested parties on learning and career development. This will ensure consistency, efficiency, appropriateness of service to needs through an easy to use, flexible approach.

## Principles

The principles at the heart of the service are:

- Learner centred to safe guard individual needs
- Impartial and objective
- Confidential
- Equal in opportunity with a fair and equitable service
- Open for access and visible to potential users
- Clear, understandable, open and honest
- Effective in making connections
- Friendly and welcoming
- Empowering to support informed decision making

Effective client engagement is a critical business process that requires a professional approach at all times.

## Service Aims & Objectives

**CW Chamber Training** aims to provide a service that is accessible to all potential learners. Employers and individuals will be provided with a clear package of information, comprised in a variety of formats delivered by competent staff. **CW Chamber Training** will seek feedback from employers and individuals to inform service planning and continuous improvement.

## Scope of Clients

The following summary of learners is indicative of the target audience for **CW Chamber Training's** services; however it is not exhaustive and provision is open to those outside of this scope upon request. Geographical coverage will be primarily delivered across Coventry and Warwickshire to:

- Young people, school and college leavers, junior employees
- Adult employees working primarily in Coventry & Warwickshire
- Employers
- **CWCT** employees

## Aims

To provide information, advice and guidance to individuals whether engaged in the labour market or seeking employment with training; employers; prospective and current learners and staff relating learning, career enhancement and employment.

One of **CW Chamber Training**'s strategic priorities is to deliver a curriculum which meets local and regional skills needs, to enable learners to achieve and make a positive contribution in their role. We are committed to providing a responsive provision which meets the needs of business and the wider community.

## Objectives

- To provide relevant and up to date information in a variety of formats
- To raise aspirations and support individuals in fulfilling their potential
- To empower individuals to make informed choices that enhance their career pathways and support life long learning
- To enable learners to enjoy and achieve
- To support employers in developing their work force and contributing to the economic prosperity of the region
- To enable learners to reach their potential and be stretched to higher levels
- To enable those seeking employment to develop realistic vocational goals and expectations
- To enable individuals to stay safe
- To provide a network of delivery partners and support agencies which will address all aspects of need and barriers to progression
- To work closely with other stakeholders and partners to provide relevant, appropriate advice to potential learners
- To develop and maintain close links with key external agencies so as to provide a cohesive, seam less service
- To provide all information in accessible formats, taking full account of issues relating to disability
- To deliver a service which reflects the diversity of learners' needs
- To design provision which meet the needs of business and the wider community

## Practices

**CW Chamber Training** is committed to working in accordance with the matrix standard as a framework for providing a comprehensive and considered service to clients. This will take into account staff competence and only those considered by the company to have appropriate skills will be appointed into advisory roles. As a long standing IiP approved organisation, **CW Chamber Training** will ensure on going staff training and development to keep skills up to date and refreshed.

There are 3 aspects to the service:

- **Provision of Information**

This relates to the provision of information on learning and career opportunities and will be offered through leaflets and brochures, over the internet or via the telephone. The service may be delivered directly to the recipient or to an employer at a venue of preference – outreach or in-centre. Increasingly information will be accessed electronically, including social media channels.

- **Provision of Advice**

Interaction for advice will principally be on a one to one basis as this usually requires a personal explanation of information. This is the second stage in the process and may again involve an employing organisation or may be at a stage prior to matching with an employer.

Advice will be provided by an appropriately qualified and competent person, deemed by **CW Chamber Training** to possess sufficient experience and expertise to deliver professional and knowledgeable information, advice and guidance.

Flexibility will be a key facet of the service; with advice available at a time and location appropriate to the individual. Potential learners will be made aware of service aims so as to ensure expectations are effectively managed.

- **Provision of Guidance**

**CW Chamber Training** will provide guidance to individuals in either a one to one or group setting. The purpose is to explore the range of options available in relation to needs and aspirations. Advisors will assess all aspects of the individual picture and present relevant options for consideration in decision making. **CW Chamber Training** will offer guidance based upon learning and career opportunities.

## **Referrals**

**CW** will ensure that it develops and maintains a network of partner agencies to which it can refer learners based upon their agreed needs. This will support learner progression. Where referral is required, individuals will be linked to approved agencies listed in the Support Network Directory as part of **CWCT Chamber Training's** Safeguarding Strategy.

## **Promotion of the Service**

**CW Chamber Training** will ensure the service is promoted in such a way as to maximise awareness amongst the broadest range of prospective learners.

The success of this activity will be measured by the number of learners effectively engaged. Targets will be established as part of **CW Chamber Training's** quality objectives and performance management.

## **Resources**

**CW Chamber Training** is committed to providing a fully resourced service, ensuring that learners are able to access equipment and facilities that are of an appropriate standard. Learners will be able to access the internet for research purposes; leaflets and other materials will be of a certain standard to promote understanding. Web based tools such as UCAS progress, Find an Apprenticeship and the Course Directory will be used to promote services to a broad audience.

## **Safeguarding**

**CW Chamber Training** will deliver a service which safeguards the needs of individuals. We will ensure that prospective learners are provided with advice and guidance regarding personal safety when undertaking employer interviews as part of their entry into a learning opportunity. Thereafter, safeguarding will remain a core aspect of **CW Chamber Training's** in-learning advice and guidance service.

## **Staff Training**

**CW Chamber Training** will ensure that appropriately experienced and qualified staff provide information, advice and guidance to individuals. This includes national accreditation in Advice and Guidance. **CW Chamber Training** is accredited to deliver qualifications in Advice and Guidance.

## **Planning, Evaluation & Continuous Improvement**

This strategy will be reviewed annually as part of the Management Review. It will also be considered as part of the team's self assessment of the service.

## **Key Partners and Stakeholders**

- National Careers Service
- National Apprenticeship Service
- Job Centre Plus
- The Job Shop (Coventry)
- Coventry & Warwickshire Association of Training Providers
- West Midlands Training Provider Network
- Education and Skills Funding Agency
- Further Education Institutions
- Higher Education Institutions
- Schools and Sixth Form Colleges
- The Chamber
- City and County Councils
- Community Support Groups
- Related Specialist Service Providers

## **Other Related Policies**

Other related Policies to be read in association with this strategy:

- Statement of Service
- Confidentiality Policy
- Referral Policy
- Recruitment Policy
- Staff Training Policy
- Marketing Policy
- Customer Feedback Policy
- Initial Assessment Policy
- Data Protection Policy
- Privacy Policy
- Complaints Policy
- Computer Acceptable User Policy
- Progression & Exit Strategy
- Safeguarding Policy