



Employment, Business and Skills

Information, Advice and Guidance Strategy

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Employment, Business and Skills - Information Advice and Guidance Strategy

1. Introduction

Employment, Business and Skills (EBS) department is part of Waltham Forest Council's Regeneration, Planning and Delivery Directorate. EBS is Waltham Forest Council's direct provider of skills, training and employment opportunities for borough residents and learners. Employment, Business and Skills (EBS) recognises the pivotal role that information, advice and guidance plays in helping adults to make informed choices and supporting them to address and overcome barriers to learning, getting a job and running their business.

The purpose of Information, Advice and Guidance within our EBS is to support enquirers considering undertaking a course, employment opportunities, in work career progression, business startup and or wellbeing. Through high quality IAG, enquires are enabled to access good skills and careers advice so that all get a good start and are well prepared for the next stage in their education, training or employment journey. As a funded provider of adult and community learning, EBS is funded through the GLA (Greater London Authority), ESFA (Education and Skills Funding Authority) and ESF (European Social Fund).

The availability of high-quality local information, advice and guidance provision for learning, work and business is key to the success of national policies development. To make informed choices, people need access to good quality, comprehensive and impartial information and advice about local learning, training, business and work opportunities available to them and helping in turn to increase employability and productivity. It is a key element in helping EBS to achieve its mission. EBS emphasis opportunities for independent self-assessment and decision making by providing information and advice that is accessible, impartial, relevant and up to date.

Our Vision: To create and target opportunities that connect our residents and learners with high-quality jobs, qualifications and supports our businesses, to raise the level of skills for life, work and wellbeing.

In determining the framework for the Information and Advice Service provided by the service, we have been mindful of the principles for delivering IAG and the principles and standards laid down in the Matrix Quality Standard.

Information Advice and Guidance (IAG) includes an entitlement for enquirers and learners at the following stages:

- Pre-entry
- Induction



- On-programme
- On exit

2. Information and advice in Employment, Business and Skills means:

Providing information on all aspects of learning, employment and business related support services and procedures without any discussion about the relative merits of options. Advice means there is more interaction between the service and the service user, usually on a one to one basis. The intention is to help the enquirers decide an appropriate option for them. The service's information, advice and guidance is aimed at adults who may be interested in undertaking learning, getting a job (or promotion in job) and starting or growing a business with the service now or sometime in the future. It is also aimed at employers, community and voluntary groups and other organisations that employ or support our users.

Those whose needs are not met by the service are signposted elsewhere.

3. Our aim is for all adults to make informed choices about their learning, getting a job (or promotion in job) and starting or growing a business.

4. Our objectives for information and advice are to:

- Provide high quality information and advice to users and potential users.
- Encourage adults to seek advice and make informed, confident choices.
- Improve the skills and knowledge of frontline staff.
- Provide information and advice on progression routes both within and outside of our provision
- Operate to Matrix Standards.

5. We will achieve these objectives for Information and Advice by:

- Operating no wrong door policy – adults can find out about the full range of services and provision available to them irrespective of their initial point of contact.
- Focusing on the needs of the individual.
- Being friendly and welcoming – people are greeted and dealt with in a professional and pleasant way.
- Enabling – by enabling users to access and use information to inform and support current and future actions.
- Offering confidentiality – The service is confidential, personal information is not passed on without the person's prior permission



- Being professional and knowledgeable – Frontline staff have the skills and knowledge to identify quickly and accurately a person’s needs.
- Online information – Meets accessibility standards and links to points access as appropriate.

6. Contribution to equalities and diversity will be demonstrated by:

- Having services available at times, places and in formats to meet the needs of adults from economically deprived wards and those from the range of ethnic minorities in Waltham Forest.
- Providing some key information in braille or community languages when requested.

7. Evaluation of progress will be carried out by:

- Measuring information and advice service against Matrix Standards.
- Recording and analysing feedback from learners.