



Careers Education & Information, Advice & Guidance Strategy

2025-2027

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Careers Education & Information, Advice & Guidance Strategy

Introduction

At Wirral Met College, we are committed to delivering an ambitious, inclusive, and high-quality careers education programme. Our Careers Strategy 2025-2027 sets out our vision, priorities, and measures to ensure that all students are equipped with the knowledge, skills, and opportunities they need to succeed in their chosen career paths. By aligning with the Gatsby Benchmarks, Careers Impact Review measures, the Wirral Met College Strategic Plan 2024-2027, and the needs of the Liverpool City Region, this strategy ensures that Wirral Met College continues to lead the way in preparing students for life and work.

We also recognise the importance of collaborative partnerships in enhancing our careers provision. We are proud to work in partnership with Stoke-on-Trent College and Sandwell College as part of a Community of Practice relationship, sharing best practices and innovative approaches to careers education and employability.

Intent

The intent of the Careers Strategy is to ensure that every student at Wirral Met College is equipped with the knowledge, skills, and experiences needed to make informed career decisions, achieve their aspirations, and succeed in their chosen career paths. The strategy aims to:

- Provide a high-quality, inclusive careers programme that meets the needs of all students, regardless of background or ability.
- Align careers education with the Gatsby Benchmarks, statutory guidance, and the Wirral Met College Strategic Plan 2024-2027 to ensure consistency and excellence in delivery.
- Address local and regional labour market demands, preparing students to contribute to the economic growth of the Liverpool City Region and beyond.
- Foster strong partnerships with employers, higher education providers, and local authorities to enhance opportunities for students.
- Promote ambition, resilience, and confidence in all students to support lifelong success.

Implementation

The Careers Strategy will be delivered through a comprehensive, embedded, and responsive approach that ensures all students have access to outstanding careers education, information, advice, and guidance (CEIAG). Key elements include:

Differentiated Careers Provision by Programme Type

Wirral Met College offers a diverse range of study programmes, and our careers provision is tailored to meet the unique needs of each group:

- 16-18 Study Programmes – Students receive structured careers education through their tutorial curriculum, with access to work experience, employer encounters, and careers guidance.
- Apprenticeships – Employer-led skills development is at the core of our apprenticeship provision, ensuring apprentices receive careers guidance tailored to industry progression pathways.
- Adult Learners – A focus on upskilling, reskilling, and career progression through flexible careers guidance and employability support.
- Higher Education (HE) – Careers support is embedded in HE courses, with a focus on graduate employability, industry placements, and progression to further study.
- Specialist Support and ESOL – Students benefit from a differentiated model where personal tutors deliver the tutorial curriculum, and Pastoral Coaches provide pastoral support to meet their individual needs, ensuring equality of opportunity and achieving the best outcomes.

Individual Career Plans

- Every learner will receive an Individual Career Plan, outlining their pathway with Wirral Met College and beyond.
- These plans will be reviewed and updated during 1:1 meetings to ensure they remain relevant and support the learner's ambitions and progression.
- The Individual Career Plan will capture learning, experiences, and goals, providing a personalised roadmap for career success.

Curriculum Integration

- Careers education will be fully embedded within the curriculum, with all subject areas contributing to employability outcomes.
- Lessons will incorporate Labour Market Information (LMI) and progression pathways relevant to industries within the Liverpool City Region and beyond.

Gatsby Benchmarks

The college will use the Gatsby Benchmarks to structure and evaluate careers provision, with a focus on:

- Delivering a stable careers programme.
- Facilitating meaningful employer encounters and experiences of the workplace.
- Offering personalised careers guidance to all students.

Student Support and Personalised Guidance

- Students will receive one-to-one careers guidance from qualified advisers, with additional support for disadvantaged and vulnerable groups.
- Individual Career Action Plans will be developed and reviewed regularly.

Employer and Community Engagement

- Strengthen relationships with employers to co-design curriculum content and increase opportunities for work placements, apprenticeships, and industry projects.
- Actively participate in the Liverpool City Region Careers Hub and collaborate with other colleges to share best practices and resources.

Careers and Employability Steering Group

- A quarterly Careers and Employability Steering Group will oversee the delivery and continuous improvement of careers provision, ensuring alignment with the Wirral Met College Strategic Plan 2024-2027.
- The Steering Group will include senior leaders, curriculum heads, the Careers Leader, employer representatives, and student Course Reps.

Parent and Carer Involvement

- Host parent/carers events and provide resources to support student career planning.

Monitoring and Evaluation

- Use Compass+ and Careers Impact Review measures to track progress against strategic goals and the Gatsby Benchmarks.
- Share best practice with Stoke-on-Trent College, Sandwell College, and the Liverpool City Region Careers and Enterprise Hub to continuously improve careers education and employer engagement.

- Regularly review outcomes through student surveys, destination data, and employer feedback.

Intended Impact

The Careers Strategy will deliver measurable outcomes that demonstrate the effectiveness of careers education, guidance, and employer engagement at Wirral Met College. These outcomes will be assessed through:

- Student progression and destination data collected six and 12 months post-completion.
- Student feedback and employability confidence assessments before and after careers interventions.
- Employer engagement metrics, including employer satisfaction and work placement uptake.
- Gatsby Benchmark evaluations using Compass+.
- Careers and Employability Steering Group reviews to inform continuous improvement and future planning.

The specific targets and actions will be embedded within the Careers and Employability Action Plan, which will form the operational framework for the Careers and Employability Steering Group.

Leadership and Governance

The Careers Leader will oversee the strategy's implementation, supported by the quarterly Careers and Employability Steering Group. Annual reports will be presented to senior leaders and governors to ensure accountability and transparency.

Monitoring and Evaluation

Impact will be reviewed quarterly by the Careers and Employability Steering Group, with comprehensive analysis presented annually to senior leaders, governors, and stakeholders. This process will ensure accountability and continuous improvement in delivering meaningful outcomes for students, employers, and the community.

Conclusion

Wirral Met College's Careers Strategy 2025-2027 reflects our commitment to excellence in careers education, ensuring every student can achieve their aspirations while meeting the needs of the local economy. Through collaboration, innovation, and a student-centred approach, we will create opportunities for all, empowering students to build successful futures.