

1. Vision and Purpose

JGA Group is committed to providing high-quality Information, Advice and Guidance (IAG) that enables learners to make realistic, well-informed decisions about their education, training and career pathways. Our vision aligns with the updated Gatsby Benchmarks, which emphasise:

- **A stable, leadership-backed careers programme** (Benchmark 1)
- **Clear communication of the careers offer to learners, parents/carers, staff, employers and governance**
- **Inclusion and impact for every learner**, including those with SEND or disadvantaged backgrounds

Our strategic goals remain:

- Driving educational change with the communities we serve
- Providing exceptional learning opportunities
- Achieving outstanding outcomes for learners and employers

The updated benchmarks reinforce that careers guidance must be a **strategic driver**, not a standalone activity, and must be visibly championed by senior leaders and governors.

2. People and Resources

IAG is a whole-organisation responsibility. All staff contribute to helping learners understand their strengths and progression pathways. In line with updated Gatsby expectations:

Leadership & Governance

- Careers guidance must have **explicit backing from senior leadership and governance**, with oversight from the Academic Board (Benchmark 1).
- Providers must demonstrate how careers work aligns with organisational goals and quality improvement.

Qualified Advisers

- Each business area will continue to have nominated IAG advisers qualified to at least Level 3, with at least one adviser qualified at or working towards Level 4.
- Learners have access to a Level 6-qualified Careers Adviser for full guidance interviews.

Inclusion & Accessibility

Updated Gatsby Benchmarks emphasise:

- **Equal access to high-quality careers information for all learners**, including SEND and disadvantaged groups (Benchmark 2).
- **Parent/carers engagement** as a core expectation across the programme.

JGA's commitment to cultural awareness, inclusive practice and personalised support aligns directly with these strengthened criteria.

3. Programme and Provision

Evidence shows that mixed-model delivery is most effective. JGA's programme already includes embedded employability skills, specialist support, enrichment activities and employer engagement. The updated Gatsby Benchmarks reinforce and extend these expectations:

Benchmark 2 – Learning from Career & Labour Market Information

- Learners, parents/carers and staff must have access to **high-quality, up-to-date labour market information**.
- Information must be personalised and accessible for SEND learners.

Benchmark 3 – Addressing the Needs of Each Learner

- Providers must track **aspirations and intended destinations**, not just actual destinations.
- Programmes must be inclusive and differentiated.

Benchmark 4 – Linking Curriculum Learning to Careers

- Curriculum must explicitly connect learning to real-world pathways and sectors.
- Staff must embed careers relevance consistently.

Benchmark 5 – Encounters with Employers

- Learners must have **meaningful and varied encounters** with employers.
- Encounters must be planned, recorded and evaluated for impact.

Benchmark 6 – Experiences of Workplaces

- Updated definition emphasises **meaningful workplace experiences**, aligned with the Government’s Work Experience Guarantee.

Benchmark 7 – Encounters with Further/Higher Education

- Learners must have encounters with FE, HE and training providers that broaden understanding of progression routes.

Benchmark 8 – Personal Guidance

- All learners must have access to **qualified personal guidance**, with increased emphasis on impact and follow-up.

JGA’s enrichment activities, employer talks, project briefs and specialist coaching align strongly with these benchmarks.

4. Partnerships

The updated Gatsby Benchmarks emphasise the importance of **meaningful, varied encounters** with employers and learning providers (Benchmarks 5, 6, 7). JGA’s strong partnerships with employers, community organisations and FE/HE providers support:

- Real-life project briefs
- Work experience placements
- Guest talks and masterclasses
- Sector-specific insights
- Collaborative curriculum development

These partnerships directly support the strengthened expectations around **employer engagement, parent/carers involvement, and community collaboration**.

5. Performance Monitoring and Evaluation

The updated Gatsby Benchmarks place a stronger emphasis on **impact, inclusion and data-informed improvement**.

Quality Assurance

- JGA maintains MATRIX accreditation and rigorous internal QA processes.
- Careers provision must be monitored termly, with self-reporting encouraged by DfE for ITPs.

Impact Measurement

We will evaluate using:

Destination Data (Benchmark 3)

- Tracking intended and actual destinations.
- Feeding outcomes into SAR and SMT monitoring.

Feedback (Benchmarks 1, 8)

- Quarterly feedback via Progress Reviews.
- Employer feedback where appropriate.
- Informal feedback via Head of Delivery "coffee catch-ups".
- "You Said, We Did" published improvements.

Programme Review

- Annual Academic Board review of IAG provision.
- Systematic review aligned with MATRIX and Gatsby Benchmarks.
- Monitoring inclusion, accessibility and impact for all learner groups.

Summary of Gatsby Benchmark Integration

Gatsby Benchmark	How JGA Now Meets the Updated Expectation
1. Stable Careers Programme	Leadership-backed, governance oversight, whole-organisation strategy, published programme.
2. Labour Market Information	Accessible LMI for learners, parents/carers and staff; SEND-inclusive.
3. Needs of Each Learner	Tracking aspirations, intended destinations, personalised support.
4. Curriculum Links	Embedded employability and sector relevance across curriculum.
5. Employer Encounters	Varied, meaningful employer interactions and project briefs.
6. Workplace Experiences	Meaningful work experience aligned with Work Experience Guarantee.
7. FE/HE Encounters	Structured exposure to progression routes.
8. Personal Guidance	Access to Level 6 adviser; guidance embedded and evaluated for impact.

JGA Group

Information, Advice and Guidance Strategy

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Policy Owner	Lisa MacCormac, Senior Director, Quality and Performance