



Lancaster &
Morecambe
College

Celebrating 200 Years of Learning

Careers Strategy

2025-2026





College Vision and Purpose

VISION:

A place of excellence for training in the technical and creative industries; justly proud of our aspiring, adaptable and work-ready graduates.

PURPOSE:

- Working in positive partnership with employers and other stakeholders to equip our learners to excel in the industry and life skills required for their future destinations.
- Contributing through education and training to social mobility, community cohesion and economic wellbeing in our local and wider area.

SCOPE AND PURPOSE

Lancaster and Morecambe College (LMC) is committed to providing an outstanding experience to all our learners, supporting them to progress into positive destinations and achieve their full potential. Our careers strategy outlines the range of careers education, information and guidance (CEIAG) available and reflects our aim to remove barriers and to support learners to make informed choices about their careers and education progression.

It applies to all current and prospective learners and apprentices at the College and is inclusive of all levels and modes of study programme, including full-time year 10 and 11 learners accessing provision on campus. It also includes information about how the College will meet its statutory requirement for all 16-18-year olds, and up to the age of 24 for those young people with Education and Health Care Plans (EHCP).

LMC's Engagement team provides a wide-ranging service to prospective and current learners and apprentices including pre-entry, on-course and post-qualification support, information, advice and guidance. It works collaboratively with the Lancashire Careers Hub, employers, schools and partner agencies to ensure that learners have access to relevant and up-to-date information about the local, regional and national labour market (LMI).

We support learners and apprentices to understand the world of work fully; to appreciate what skills, qualifications and behaviours they will need to develop and sustain successful employment. We encourage learners to consider all their options and broader career routes, including those outside of their local community. This social mobility awareness is fundamental to the education process as well as the development of career aspirations.

Impartial and unbiased CEIAG is delivered by the Student Engagement team, and the careers provision is managed by the Head of Engagement, who is a L6 qualified careers leader.



LMC is continually developing its CEIAG provision to reflect 3 of the key principles of the Quality in Careers Standard, which it achieved in March 2025;

- CEIAG that is age and developmentally appropriate, enabling all learners to make the progress they are capable of in determining and managing their learning, leisure and working lives
- CEIAG that upholds the UN Convention on the Rights of the Child, enabling learners to participate fully in designing, implementing and evaluating career learning for themselves and their peers
- CEIAG that is underpinned by the UN Sustainable Development Goals enabling learners to aspire to rewarding careers based on social justice and sustainable living and working.

The Careers Strategy is embedded across the whole provision and is delivered by a team of staff at a variety of levels including; Tutors, Apprentice Progress Coaches, Training Coordinators, Learning Support and Engagement staff. We are committed to ensuring that central CEIAG staff are qualified to (or working towards) a minimum Level 4 IAG / careers-related qualification. Our CEIAG Coordinator and Careers Lead are qualified to a minimum of Level 6.

The strategy is written in accordance with DFE guidelines and is aligned with the Gatsby Benchmarks, CDI Framework and the Quality in Careers Standard (QCS)

The College is committed to ensuring that:

- Every learner can access support and guidance with a professionally qualified careers advisor
- Our careers programme is aligned to the Gatsby Benchmarks and CDI framework, and reviewed annually
- Learners and apprentices gain an understanding of career pathways, through a range of classroom learning, Skills Academy sessions and employability workshops
- We help raise aspiration and challenge stereotypes to improve social mobility, assisting learners and apprentices to reach their full potential.
- LMC learners and apprentices develop key employability skills and behaviours needed for the world of work.
- All LMC learners and apprentices have opportunities to engage with HE institutions, employers, apprenticeship providers, industry specialists, and community and voluntary agencies throughout their time on programme
- We accommodate the needs of all learners and apprentices, adapting and sources CEIAG resources to make them accessible to all
- Curriculum subject specialists are offered regular industry updating and are working to industry standards as a minimum.
- Destinations data and alumni feedback is used to review and support the development of our CEIAG programme.

THE GATSBY BENCHMARKS

The eight Gatsby Benchmarks of Career Guidance (updated 2025) underpin the DFE Career Strategy and set the standard for LMC's CEIAG Programme.

1. A Stable Careers Programme:

- Lancaster and Morecambe College has a stable, structured careers programme supported by all staff, in particular the Senior Leadership Team, and has an appropriately trained Careers Lead responsible for it.
- The programme is published on the Lancaster and Morecambe College website and is accessible to learners, parents, carers, staff and employers.
- The programme will be reviewed regularly and feedback from students, employers, parents/carers, alumni and subject specialists will be used to identify areas for development.

2. Learning from Career and Labour Market Information:

- All learners have access to relevant information regarding career paths and the labour market (LMI) to inform their decisions.
- Parents and carers are encouraged to access and use information about regional and national labour markets and available study options

3. Addressing the Needs of Each Student:

- Our CEIAG programme actively seeks to raise aspirations, challenges stereotypical thinking and addresses the needs of its learners.
- We keep records of the individual guidance, and associated actions, given to learners and this is held within individual ILPs and review sessions.
- Workshops and tutorials are designed to help develop skills required to assist decision making at crucial stages, and are adapted to meet the needs of the learners across all vocational areas and academic levels.





4. Linking Curriculum Learning to Careers:

- Learners will develop a clear understanding of how their course embeds the knowledge and skills required to progress across a range of occupations within their chosen sector
- Subject specialists and CEAG staff are offered opportunities to take part in industrial updating and ongoing CPD and training.

5. Encounters with Employers and Employees:

- Learners annually participate in at least two meaningful employer encounters, with at least one of these being delivered through their curriculum area.
- Learners have at least one meaningful encounter with an employee related to their industry of choice.
- LMC will take account of learners' own part-time employment and the influence this has had on their development.

6. Experiences of Workplaces:

- By the end of their study programme, every learner will have had at least one meaningful workplace experience and / or taken part in a relevant piece of work-related activity.

7. Encounters with Further and Higher Education:

- By the end of their programme of study, every learner will have had the opportunity to meet with representatives from HE & FE institutions at external events, at LMC progression days or at sector specific events.

8. Personal Guidance:

- LMC will provide each learner with the opportunity to meet with a CEAG advisor and discuss careers progression.
- LMC works hard to nurture a culture of ambition and inclusivity while supporting all learners through a diverse and differentiated curriculum offer.

PRINCIPLES

Key principles of the strategy are that CEIAG is differentiated and supports individual progression, empowering learners and apprentices to make fact-based decisions and manage their life choices to sustain employability throughout their lives.

ROLES AND RESPONSIBILITIES

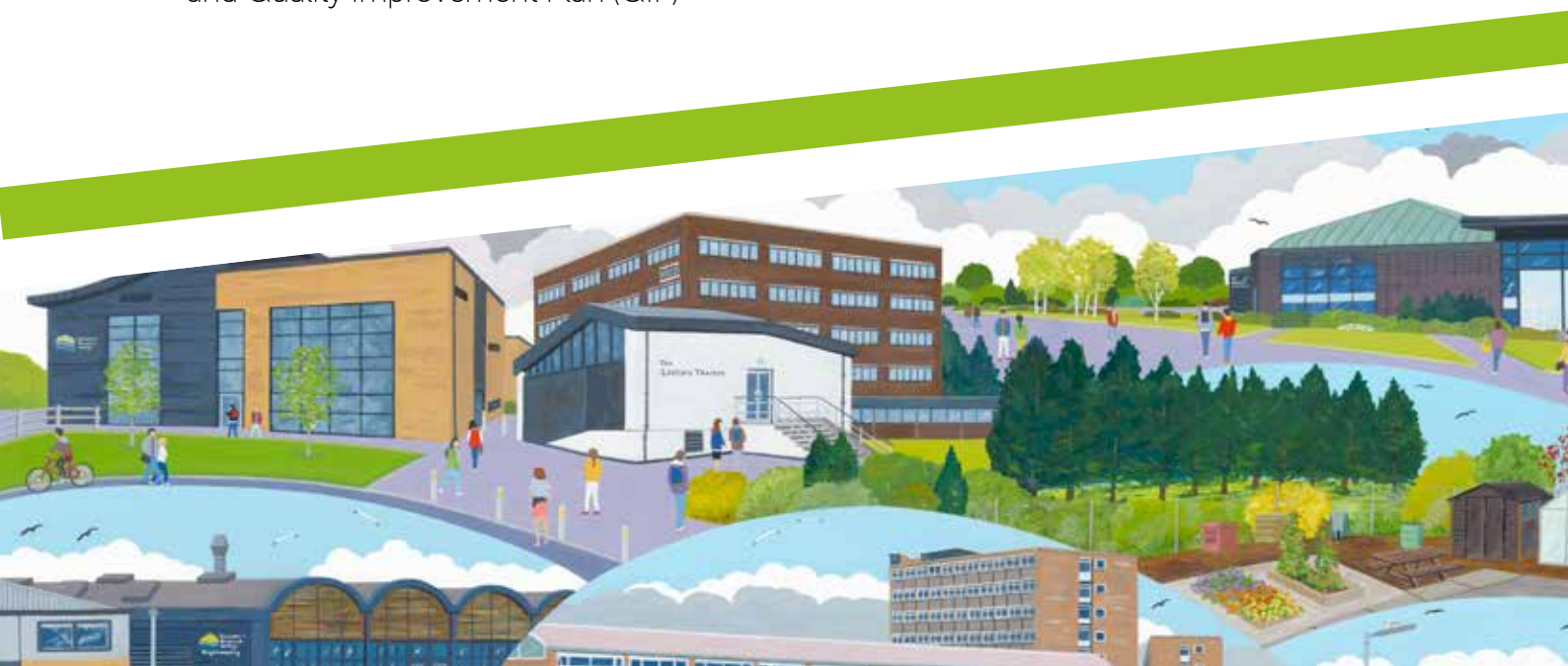
To maintain and run an effective Careers Strategy and service. Several groups and individuals within the College are identified, along with their roles and responsibilities, in order to provide support and guidance to the service.

The Governing Body will:

- Monitor and hold to account performance of the Career Strategy.
- Identify an active Careers Link.

The Senior Leadership Team will:

- Lead and influence development for the Career Strategy across the College.
- Ensure staff are aware of the Career Strategy and the responsibility of all to implement its effective delivery.
- Support all staff involved with careers guidance including: Careers Leader, CEIAG Coordinator, Engagement Team, Work Placement Coordinators, Additional Learning Support, Work Based Skills Co-ordinators, Advisors, PAMs and Tutors.
- Ensure staff have access to training, resources, and support appropriate to their role.
- Ensure the College meets and exceeds the statutory careers requirements. (Being fully Gatsby compliant).
- Ensure all of the staff involved in the delivery of the Careers plan are prepared for OFSTED inspections.
- Quality assure the Careers Programme for the College to ensure it continuously improves and that it meets the targets and expectations set out in the Self-Assessment Report (SAR) and Quality Improvement Plan (QIP)



The Careers Lead will:

- Influence the development of the strategy and implement the delivery of the College's programme of CEIAG.
- Establish an innovative and challenging career programme that meets the expectations set out in the Gatsby Benchmarks, including differentiation required to meet the needs of students with EHCPs and SEND.
- Ensure the College has published on its website the details of the Careers Programme and the roles associated.
- Ensure the destinations of learners and apprentices from the College are tracked and that this information is used to improve the effectiveness of the College's Careers Programme.
- Establish and maintain effective relationships with external partners, such as employers, schools, other learning providers and career guidance services, as well as ensuring that the various elements of the College's careers provision are coordinated and managed through a stable and embedded programme.
- Maintain regular contact with the designated Lancashire Career Hub Enterprise Coordinator, to complete termly Compass evaluations and attend Career Leader review meetings.
- Develop and maintain links with Careers and Enterprise Company, attending relevant CPD and training opportunities.
- Ensure the Engagement Team support the development of material that is influenced by labour market information, is accurate and informative and that showcases the College alumni and careers.

Engagement Deputy Manager and CEIAG Coordinator will:

- Work alongside the Careers Leader and the wider Engagement Team to develop and implement the College Careers Strategy, including activities that are planned and delivered by all aspects of the team such as Admissions, Work Placement Teams a
- Work with the Careers Leader to ensure effective quality assessments for the services are undertaken and achieved, such as the matrix Standard and Quality in Careers Standard.
- Monitor the reports from the team and challenge appropriately to ensure the service is delivered effectively and aligned to the Careers Strategy.
- Ensure that skills and training issues for staff are identified and responded to appropriately.
- Provide impartial CEIAG to all learners and apprentices, with a particular focus on one-to-one appointment for 16-19-year olds, and those aged up to 24 with an ECHP, who are in full-time further education.
- Oversee the continued development of the Tutorial System, ensuring that resources are effectively managed and that the Careers Leader is notified of any gaps identified.
- Link with curriculum areas and Employer Engagement team to plan, develop and deliver suitable careers education activities to learners and apprentices.



- Provide support or training for College staff on the use of the UCAS system, effective personal statements and reference writing upon request.
- Ensure effective and appropriate careers information and resources are updated and regularly reviewed.
- Adhere to the College calendar of activity for CEIAG through effective advance planning and engagement of employers and resources to ensure all events are successful. Update the calendar with specific detail for each event.
- Gather feedback from all clients of the service, including employers and those engaged to deliver to learners or apprentices to influence development of the service in the future.
- Keep abreast of changes within the College environment to ensure they can advise and guide learners or apprentices effectively, such as course changes, entry requirements, fees and fee waivers and financial support mechanisms.
- Be a key point of contact for progression and ensuring learners make the right next steps in education and into the world of work.
- Ensure that gender stereotyping is avoided in all career interventions and that they adhere to College principles of equality, diversity and inclusion.
- Make effective use of Local Market Information to support careers interventions, including use of LMI for ALL, and making those resources widely available to students, and parents / carers as appropriate.
- Ensure learners and apprentices have access to a wide range of careers and employability interactions through meaningful encounters with employers, universities and other training providers where appropriate.



Programme Area Managers, Tutors, Advisors and Work Experience Co-ordinators will:

- Provide sufficient course information and advice to enable prospective learners or apprentices to make suitable choices during interview or enrolment activity.
- Ensure schemes of learning have careers-related learning embedded within all levels.
- Implement centralised tutorial and support programmes to relevant learners.
- Identify starting points and skills development.
- Complete all relevant review regarding progress and destination.
- Ensure that learners or apprentices are aware of services, by maintaining effective working links with the CIAG lead and make appropriate and timely referrals for course advice, progression and careers guidance when required.
- Ensure learners and apprentices develop knowledge and understanding of employability skills and how they can develop these skills further through effective career planning, engaging with employers and undertaking work related learning and work placement.
- Ensure that all learners have meaningful encounters with employers that are relevant and linked both to the course of study and the sector / industry they are being prepared for.
- Promote equality of opportunity, by challenging industry stereotypes and being aware of confidentiality issues and dealing sensitively with information disclosed by students.
- Support employer engagement events.
- Support learners in gaining work experience and voluntary positions.





QUALITY ASSURANCE

The College will maintain the quality of its Careers Strategy through engagement with external quality boards as well as a robust internal review process. We will work with external agencies such as the Careers & Enterprise Company and Lancashire Careers Hub to ensure that we keep up-to-date with best practice in the sector and are positioned to take advantage of all support available to maintain continuous development.

The standards we will undertake are:

- Matrix accreditation – reaccreditation due June 2026
- Quality in Careers Standard – accreditation achieved March 2025
- Use of the Compass tool for the College to analyse the strength of Careers provision, which measures our CEIAG programme against Gatsby Benchmarks - termly





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