

**An Adult Information,
Advice and Guidance (IAG)
Strategy and Action Plan
for Coventry & Warwickshire
2004-2007**

Prepared by the Coventry & Warwickshire Adult Guidance Network (IAG Partnership)
Strategy Group

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Contents

1	Introduction – context and purpose	1
2	Government policy	2
3	The benefits of IAG	2
4	Local research findings	3
5	Vision, aims and objectives	8
6	Delivering the Action Plan	9
7	The adult IAG action planning framework	11
8	Appendix 1 – IAG policy context and links	13
9	Appendix 2 – Action planning tool	17

1 Introduction – context and purpose

This IAG Strategy and Action Plan has been produced in the light of a number of recent policy developments at a national level and a range of new insights that have been gained into the workings of the Coventry and Warwickshire IAG Partnership locally. The IAG Strategy Group¹ that has drafted this document notes, in particular:

At a national level

- The re-focusing of national LSC IAG priorities, with less emphasis now on capacity building within IAG Partnerships and more on the requirement to meet stretching new targets, both in terms of the *volume* and *quality* of delivery.
- Recognition of the central importance of adult IAG in delivering key aspects of the National LSC's Workforce Development Strategy and the Government's Skills Strategy.
- A parallel shift in the importance being attached to gathering good intelligence about the nature of local IAG take-up, client profiles, service impacts and outcomes – strengthening the evidence base for planning and evaluating delivery.
- A growing awareness that good 'IAG' both underpins and increases the successful delivery of a range of learning and work related services to adults in a variety of settings – formal and informal, community and work-based.
- A requirement to see improvements in the quality of the *strategic* thinking, planning and management that goes into the successful delivery and development of IAG services.

At a local level

- Local LSC commitment to raising achievements and increasing the demand for learning by adults by ensuring that every adult has access to good quality Information, Advice and Guidance on careers options and education and training opportunities.
- The diversity of local IAG partner interests and activities.
- Seeing 'IAG' increasingly as a key component of support services that address a range of adult development issues and needs, including, but not exclusively, those related to learning and work.
- Providers valuing the IAG route as a staff development and quality improvement tool – acquiring the body of knowledge and skills that underpin good IAG practice.
- An awareness that adult IAG needs can be met in a variety of ways and contexts, not all of which will qualify for specific programme funding.
- Understanding that broadening the base and reach of 'the IAG approach' will require a more robust analysis of local needs and opportunities – which is also likely to mean accessing a range of different funding sources.

¹ Members of the Strategy Group include representatives from: the LSC Coventry & Warwickshire, Coventry & Warwickshire Learning Partnership, further and higher education providers, the IAG Partnership, CSWP Connexions, Business Link and the voluntary sector.

2 Government policy

A summary of recent public policy statements and research reports that contain references to IAG is contained in Appendix 1. Among other things, this shows that adult IAG has been moving up the Government's agenda – albeit unsteadily at times – and is being seen increasingly as a prerequisite for the successful delivery of a range of other key policy objectives, from basic skills through to workforce development. The most recent and important of these pronouncements – the Skills Strategy White Paper – stops short of suggesting that adult IAG should become a universal entitlement. But the logic of this conclusion – given the weight of argument and evidence that is mounting in its favour – is becoming irresistible.

3 The benefits of IAG

Practitioners have accumulated a good deal of local knowledge about the benefits and impacts of effective IAG delivery. Beneficiaries are known to include **individual clients**, of course, who successfully progress into further learning or work, and **communities** whose capacity to achieve new collective horizons is built up. But there are also positive impacts on **local learning and labour markets**, as people become more confident and ambitious, more mobile and better equipped to compete. The **business benefits** of IAG, especially in relation to basic skills and wider workforce development, are also now much more widely acknowledged, as we have seen in almost every government publication recently. So, too, are the assumed knock-on effects to the **economy as a whole**.

We summarise below the sorts of impacts that a high quality, impartial IAG service can deliver, many of which are more qualitative than quantitative in nature:

- **For the individual**
 - Increased levels of participation in the labour market and learning
 - Improved career prospects
 - Increased earning power
 - More personal fulfilment (confidence, self-assurance, self-worth)
 - Higher aspirations

- **For the community**
 - Increased stock of 'social capital'
 - More active citizenship
 - More engagement with community activities, activism and voluntary work
 - More good neighbourliness/social solidarity
 - Less ill-health
 - Less crime
 - More communal security
 - More caring and sharing

- **For the learning and labour markets**
 - Higher retention rates
 - Higher completion rates
 - Higher achievement levels
 - Less waste
 - More skilled and mobile workforce

- **For business and the economy**

- Better informed decision-making about learning and work
- More skilled workforce
- Lower absenteeism
- Higher productivity
- Improved business performance

But what and where is the ‘hard evidence’ that adult IAG adds value in these ways and at these levels? We know that providers’ client feedback surveys consistently yield positive assessments of the value of the service to users. And internal tracking of client outcomes – for example in one local FE college – shows that learners who use professional IAG services before choosing a course of study are more likely to stay on the course and to achieve a qualification at the end of it. Yet much of this evidence remains piecemeal and fragmented. There is, as yet, no *consistent or coherent* body of intelligence (locally or nationally) linking the use of adult IAG services to positive learning, work or personal development outcomes.

In an attempt to remedy this, the national LSC is running the first of what will become a series of impact studies, including a national follow-up of IAGP funded service users and a wide-ranging evaluation of the recently piloted ‘Enhanced Services’. In addition, clients who have participated in an Enhanced Service pilot programme in Coventry and Warwickshire will be interviewed as part of a six month follow-up.

Partners are aware that there are considerable difficulties involved in trying to isolate the effects of the bundles of events and influences that impinge on individuals’ decisions, choices and outcomes. Nevertheless, these studies should begin to cast much clearer light on the extent to which IAG can be shown to make a positive difference to learning, work and personal development outcomes for individuals.

This Strategy commits partners to adopting a more systematic approach to the collection and use of client feedback, impact and evaluation data, in line with national LSC funding guidance. Partners realise that they must be able to demonstrate a range of IAG-driven benefits if they are to argue convincingly for IAG as an underpinning element and prerequisite for the delivery of learning and work services across the board.

4 Local research findings and emerging issues

4.1 Local IAG provision

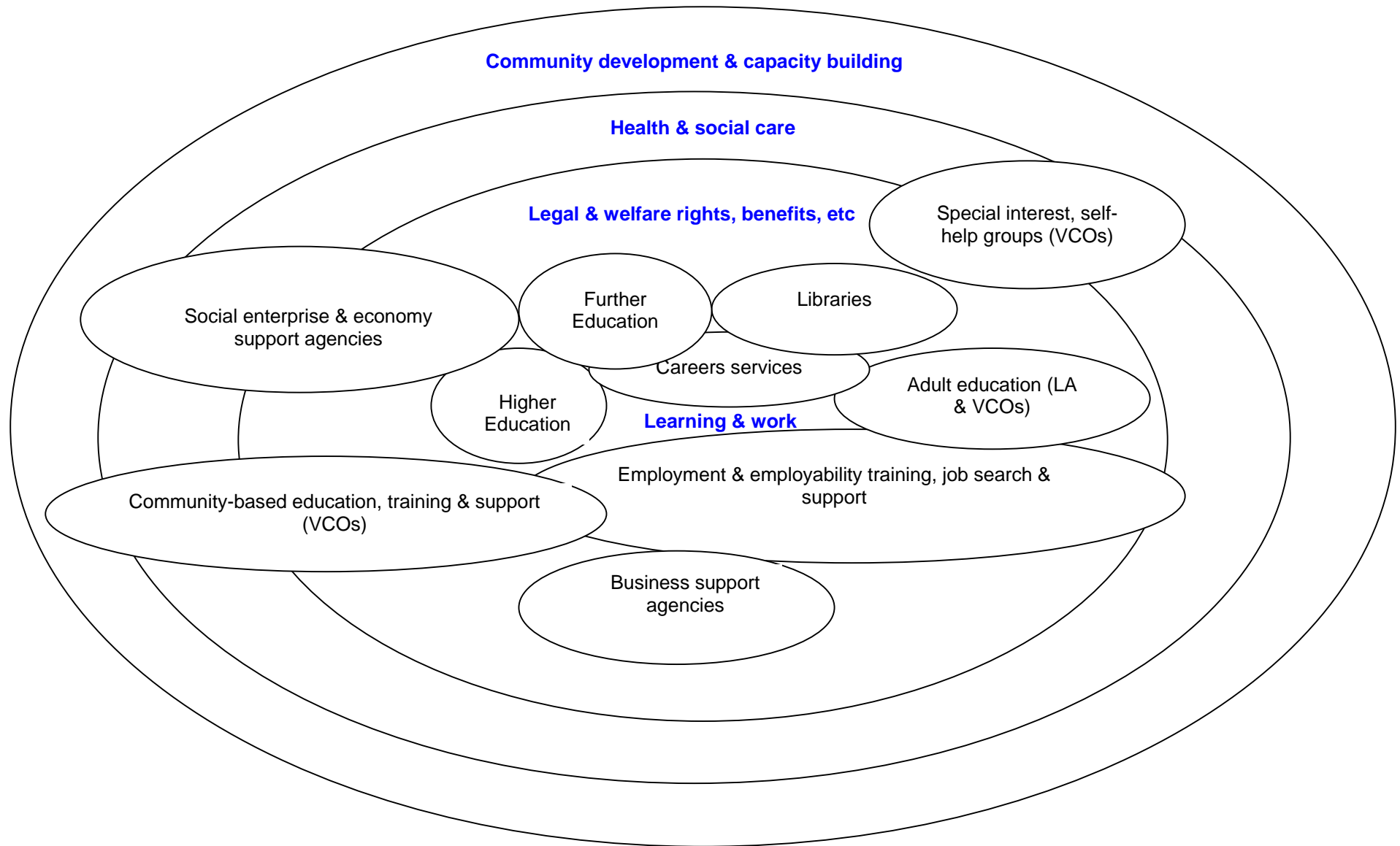
The local LSC commissioned a special study of adult IAG provision, funding and costs in 2002.² This involved a survey of the then Adult Guidance Network (IAG Partnership) membership, based on a postal questionnaire, telephone interviews and a series of more in-depth case study visits. The main findings and issues are summarised below.

- In 2002, adult ‘IAG’ was being defined in very different ways by IAG Partnership members. It was focused on meeting a wide range of IAG needs (not just learning or

² Investigating Adult Information, Advice and Guidance Provision in Coventry and Warwickshire – Final Report, UK Research Partnership Ltd, for the LSC Coventry & Warwickshire, February 2003.

work) and was *embedded* in the delivery of other services, including adult education, community capacity building, and social and health care (see Figure 1).

Figure 1:
The diversity of IAG delivery



- IAG Partnership members use IAG as a *tool* to help clients move on in their lives – wherever that might lead them. Most IAG Partnership members are IAG pragmatists not purists. The key distinction is between IAG as a *professional practice* in its own right and IAG more loosely defined as an *essential skill* for professionals working in other fields.
- Whilst we should undoubtedly celebrate the *diversity* of IAG provision captured in this research, there is a risk of all this drifting into *inconsistency* – into a disjointed patchwork of services rather than a well-understood and planned series of IAG interventions in different settings, designed to meet a range of different needs.
- Most IAG services are targeted at disadvantaged groups and communities. This implies that a good deal of IAG delivery was reaching groups that the LSC nationally had identified as priority targets.
- The local LSC was (and is) presiding over a very large proportion of IAG funding overall but via a range of different funding streams that lack *strategic* coherence.
- Estimates of potential demand for IAG are speculative. This may be an area where the IAG Partnership and LSC could join forces in segmenting and quantifying the market for IAG services based using much better intelligence.
- Some members complained that matrix quality standards were either expensive and bureaucratic or an insult to the professionalism of their staff. Others were more positive and valued the support they got from the Partnership in helping them improve the quality of what they were doing.
- Almost all members had used IAG Partnership support services of one sort or another – notably, quality assurance, staff training, resources and networking.
- A substantial number said they would like the IAG Partnership to carry on with its ‘business as usual’. Most are content with the style and content of IAG Partnership services, have benefited from membership, and would be happy to see the network continuing.
- Some said the IAG Partnership should support members on more of a *sectoral* basis in future, identifying the development and funding needs of voluntary sector members, for example, or of FE providers. There might be scope as well for developing more *geographically* focused networks of provision, something akin to ‘neighbourhood IAG’.
- The way forward may be to constitute the IAG Partnership as a financially and ‘politically’ independent partnership, working alongside other key stakeholders in the area to define and meet adult IAG needs. The view emerging was that the IAG Partnership needed in any case to become a more *inclusive* and *strategic* body.
- The local LSC also needs to establish much greater internal coherence and focus in the funding, planning and management of adult IAG across the sub-region. And they need to decide whether they want to position adult IAG as a core, underpinning investment to support the successful delivery of all the LSC’s other learning and skills objectives.

- The study as a whole begged some very important questions about the future role of the IAG Partnership (and local LSC) in planning, overseeing and supporting the delivery of adult IAG services across Coventry and Warwickshire.
- The IAG Partnership and stakeholders need to focus much more in future on:
 - **The knowledge pool** – to create an improved, more comprehensive and consistently updated knowledge pool covering learning (and work) opportunities across the sub-region.
 - **Provision** – producing consistently updated and more inclusive information about the extent, range, effectiveness and impact of adult IAG provision (including a new set of Management Information protocols that ‘read across’ different funding streams and regimes).
 - **Need** – developing a more systematic and strategic understanding of adult IAG needs, opportunities and priorities.
 - **Planning and funding** – taking a more integrated view and internally coherent approach to the planning of local LSC funding for adult IAG (in all its various guises and contexts).
 - **Strategy** – producing an adult IAG strategy for Coventry and Warwickshire, with a strong focus on *purpose and need*, balanced by a realistic assessment of the *national policy and funding drivers*.

4.2 The role of the Higher Education Guidance Worker (Coventry)

The Higher Education Guidance Worker was employed to provide impartial pre-entry advice and guidance for adults who were thinking about entering HE. The project was set up in Coventry in September 2002 and was funded for a year by the local LSC and Coventry University from the widening participation budget. The project was designed to establish a model of working with under-represented groups and offer impartial guidance delivered through a variety of channels. It was also intended to identify local barriers to progression into HE.

An evaluation of the role, completed in late summer 2003, had two main objectives:

- 1 To determine the extent to which local barriers (attitudes and understandings, financial circumstances, course information and language support) were preventing the Coventry HE advisory service from delivering more opportunities to local learners and thereby widening participation in HE.
- 2 To report on and recommend ways in which barriers that were amenable to local influence and change might be overcome.

The relationship between ‘demand’ for HE and the supply of appropriate routes into it is not at all straightforward. It is not simply a case of improving the stock of *knowledge* about opportunities, although that is clearly part of the solution and would doubtless increase the number of referrals being made from local agencies to the HE Guidance Worker. But that is not really the point. It is much more about *creating an IAG infrastructure and culture of awareness at all levels in the supply chain* – an infrastructure that is appropriate to clients’

needs, circumstances and aspirations, and that is tuned in to clients' *readiness* to move on.

A range of financial, cultural, language, institutional and logistical barriers were found to be preventing more disadvantaged adults in Coventry getting into HE. Some of these are much more amenable to local influence and potential change than others. Recommended local actions to address these sorts of barriers include:

- Seeing what funding might be available to provide on-going language support for ESOL students who enter FE and HE.
- Building financial IAG into local referral networks, to be available as a matter of course at every progression/transition point in the educational system for adults.
- Promoting and deepening a positive customer service culture within all the education institutions (FE and HE).
- Persuading the two Universities to adopt a more proactive policy towards engaging with locally disadvantaged communities.
- Promoting more positive images and role models showing HE as a way out of poverty.
- Working with community-based agencies to improve their frontline advisers' and managers' understanding of local learning progression routes, including HE opportunities.
- Finally, making the findings and recommendations of the study available to the IAG Strategy Group. A more strategic approach needs to be taken to supporting the learning progression of disadvantaged adults in the community, to which the HE Guidance Worker in Coventry has made an important contribution.

5 Vision, aims and objectives

Members of the IAG Strategy Group have reflected on evolving national policies, and debated local issues and research findings, in a series of workshops designed to flesh out a shared vision and aspirations for adult IAG services in Coventry & Warwickshire. On this basis, they have adopted the following draft statement of their vision, aims and objectives:

Vision

To offer all adults in Coventry and Warwickshire an entitlement to a high quality, impartial Information, Advice and Guidance (IAG) service designed to help them make real progress in their learning, work or personal development.

Aims

- **An essential underpinning:** to establish IAG as an essential underpinning and prerequisite for the delivery of all learning, work and personal development services to adults in Coventry & Warwickshire.

- **An integrated and inclusive network:** to build on existing partnership achievements locally to create an integrated and inclusive network of IAG providers and other stakeholders representing a diverse range of sectors and special interests.
- **A quality service:** to support all partners in continuously improving the quality of their IAG-related services where these represent essential underpinnings of their offer to clients in a range of different settings.

Objectives

1. To achieve closer integration of service planning and delivery between all IAG stakeholders in the area (providers, partners, complementary agencies, policy makers and funders) in order to meet both nationally set and locally determined IAG targets.
2. To encourage and support innovative IAG delivery and the sharing of good practice.
3. To further enhance and extend the content, coverage, responsiveness and depth of IAG services by:
 - (a) understanding the nature and extent of adults' and employers' IAG needs in Coventry and Warwickshire;
 - (b) acting on this understanding to identify and fill gaps in service delivery;
 - (c) developing and exploiting new opportunities to reach and deliver IAG to excluded groups in the wider community, including the workplace.
4. (a) To measure the impact of IAG services on clients' learning, work and other personal development outcomes.
 - (b) To use what is learned from these impact measures to improve the quality and effectiveness of service delivery.
5. To continue building the capacity of IAG Partnership member organisations and their staff to deliver high quality IAG and IAG-related services.
6. To secure the funding and other resources required to meet the above aims and objectives.

6 Delivering the Action Plan

The Action Planning Framework outlined below breaks down our Aims and Objectives into a series of more specific activities. This Framework was discussed with members of the IAG Partnership at a special strategy seminar held in October 2003, where partners were asked to say how they could contribute to delivering the vision. A wide range of member organisations attended the seminar and spent half a day discussing the Action Plan in some detail.

One of the most interesting and important issues to emerge from this consultation was a widespread feeling that the Action Plan needed to reflect and engage with local level concerns and conditions more directly. It needed to be seen as relevant and sensitive to the needs of client communities 'on the ground' and to the specific local environments within which partners are operating. This more bottom up approach would strengthen partners' understanding and ownership of the Strategy – rooting it more securely in locally defined needs and opportunities.

This approach implies not only more *ownership* of the Strategy and Action Plan, of course, but also more *control*. The Strategy Steering Group has therefore agreed that responsibility for the delivery and detail of the Action Plan should be devolved to four local IAG 'cluster groups' covering distinct geographical areas across Coventry and Warwickshire. These clusters will be made up of both LSC contracted IAG delivery partners (cluster lead partners) and other IAGP members who have an interest in taking the Strategy forward in their areas. In this way, members will steer the Strategy from the bottom up, making sure that the delivery of its main aims and objectives takes into account specific local needs and circumstances.

Lead cluster partners will develop and manage the local action planning process in each of the four geographical areas, under contract to the IAGP. They will be supported by an IAGP Co-ordinator operating out of the central CSWP office. A copy of the initial planning tool for each cluster group is shown in Appendix 2. This translates the Action Planning Framework into a plain English guide that outlines what the main objectives and activities are for local delivery. In effect, this establishes a working agenda for each of the local cluster groups to get them started. Reporting links and accountabilities will be agreed with the central IAGP team and local LSC. But the principles of devolved responsibility, local flexibility and grass roots leadership will remain at the heart of this new approach.

7 The Adult IAG Action Planning Framework: To offer all adults in Coventry and Warwickshire an entitlement to a high quality, impartial Information, Advice and Guidance (IAG) service designed to help them make real progress in their learning, work or personal development.

Aims	Objectives	Activities
<p>1. An essential underpinning: to establish IAG as an essential underpinning and prerequisite for the delivery of all learning, work and personal development services to adults in Coventry & Warwickshire</p>	<p>1 Achieve closer integration of service planning and delivery between all IAG stakeholders in the area (providers, partners, complementary agencies, policy makers and funders) in order to meet both nationally set and locally determined IAG targets</p> <p>Stakeholders to include: careers services; FE colleges and training providers; voluntary and community employment support and training organisations; adult education and other local authority services; Jobcentre Plus; Connexions; learndirect; Universities; Business Link, the local LSC and employers</p>	<ul style="list-style-type: none"> • Promote the benefits of IAG • Promote wider understanding (and ownership) of national targets • Influence and contribute to stakeholders' strategies and plans • Contribute and add value to stakeholders' services
<p>2. An integrated and inclusive network: to build on existing partnership achievements locally to create an integrated and inclusive network of IAG providers and other stakeholders representing a diverse range of sectors and special interests</p>	<p>2 Encourage and support innovative IAG delivery and the sharing of good practice</p>	<ul style="list-style-type: none"> • Promote and share good practice across a range of sectors and settings

Aims	Objectives	Activities
<p>2. An integrated and inclusive network (continued)</p> <p>3. A quality service: to support all partners in continuously improving the quality of their IAG-related services where these represent an essential underpinning element of their offer to clients in a range of different settings</p>	<p>3 Further enhance and extend the content, coverage, responsiveness and depth of IAG services by:</p> <p>(a) understanding the nature and extent of adults' and employers' IAG needs in Coventry and Warwickshire</p> <p>(b) acting on this understanding to identify and fill gaps in service delivery</p> <p>(c) developing and exploiting new opportunities to reach and deliver IAG to excluded groups in the wider community, including the workplace</p>	<ul style="list-style-type: none"> • Improve knowledge of needs in different delivery settings, sectors and areas • Identify target client groups • Develop partners' capacity to fill gaps in (a) the marketing and (b) the delivery of IAG, especially in newly identified and growing areas of need
	<p>4 (a) Measure the impact of IAG services on clients' learning, work and other personal development outcomes</p> <p>(b) Use what is learned from these impact measures to improve the quality and effectiveness of service delivery</p>	<ul style="list-style-type: none"> • Support the development of shared MIS, research and reporting procedures • Conduct longitudinal impact studies in a range of settings, sectors and areas • Promote and share good practice
	<p>5 Continue building the capacity of IAG Partnership members and their staff to deliver high quality IAG and IAG-related services</p>	<ul style="list-style-type: none"> • Encourage and support the adoption of the matrix standard where appropriate • Promote and support staff development (via qualifications, good practice sharing and competency programmes) across all stakeholders and sectors • Promote the 'Samsonization' of service outlets across all sectors • Promote and share good practice across a range of sectors and settings
	<p>6 Secure the funding and other resources required to meet the above aims and objectives</p>	<ul style="list-style-type: none"> • Support and inform the IAG Partnership's Delivery Plan for 2003-2004 • Identify and secure additional funding from other sources

8 Appendix 1 – IAG policy context and links

Source	Level	Explicit references to IAG
Success for All – DfES	National	None
Success for All – Circular 03/09 (Implementation of the framework for quality and success) May 2003	National	None
Skills for Life – the national strategy for improving adult literacy and numeracy	National	Five key references, including: “ Information, Advice and Guidance Partnerships have a vital role in ensuring that, within their networks, there are services which meet the needs of people with poor literacy and numeracy skills”. (Para. 82)
Delivering Skills for Life	National	Section 6: ‘How well are learners guided and supported?’, covering “... the quality and accuracy of guidance given to prospective learners to steer them towards the most appropriate programme and level of study”.
LSC Workforce Development Strategy – national policy framework to 2005	National	Section on ‘Raising informed demand for workforce development: Information, Advice and Guidance ’: “The development of high-quality, relevant and timely information, advice and guidance for individuals and employers is critical if we are to raise informed demand for workforce development amongst employers and individuals. It must be an integral component of all LSC activity supporting workforce development”.
Challenging Age – IAG for Older Age Groups (DfES) 2003	National	“ Guidance for older people [...] represents a huge area of potential and opportunity with benefits for employers, individuals, communities and the national economy. The challenge [...] is to identify and introduce strategies and interventions that are genuinely successful in preventing the continued human waste of older people’s abilities, experience and potential.”
HEFCE/LSC Partnerships for Progression – call for strategic plans to release funding (Nov 2002)	National	None
A New Commitment to Neighbourhood Renewal – National Strategy Action Plan, Neighbourhood Renewal Unit, ODPM	National	None
21 st Century Skills – Realising Our Potential (The Skills Strategy White Paper), cmd 5810, August 2003	National	Numerous references to IAG peppered throughout the document, notably: Section 1 – Overview 1.19 – For individual learners (e) Provide better information, advice and guidance on skills, training and qualifications, so that people know what is available, what the benefits are, and where to go. To achieve this, we will combine the network of local advice partnerships with the national advice helpline provided by <i>Ufi/learnirect</i> . Section 2 – Skills for Employers, Support for Employees 2.11 (d) Support for Larger Employers <i>Through the increase in the Union Learning Fund, announced in the 2003 Budget, we will build the positive contribution that Union Learning Representatives can make in helping employers identify skill needs and ways of meeting them, as well as providing information, advice and guidance to employees.</i>

Source	Level	Explicit references to IAG
		<p>Better information for employers 2.31 Employers, employees and advisers (including Union Learning Representatives) will also benefit from the reforms discussed in chapter 4 on improving information, advice and guidance (IAG) for adult learners. There is much more we can do to bring together the existing national information services provided by Ufi/learndirect and Worktrain with local IAG provision, so that linked information about job opportunities, training opportunities, and labour market trends is readily available.</p> <p>Section 4 – Skills for Individuals Better information, advice and guidance for learning and work 4.33 High quality and easily accessible information, advice and guidance (IAG) has an important role in helping people to understand the opportunities and support available. For young people, the expansion of the Connexions Service to cover all 47 LSC areas has begun to improve support and advice. Connexions provides a range of guidance and support, including careers advice to young people aged 13-19 years old, while targeting extra help to those who need it most to help remove barriers to learning.</p> <p>4.34 Many adults get careers advice through their employers, and there are many private career consultancy firms providing guidance commercially. Universities and colleges have careers services for their students and Jobcentre Plus offers its clients advice about learning for work.</p> <p>4.35 There are two nationally available IAG services – Ufi/learndirect, which gives information and advice both by telephone and internet on learning opportunities, and Worktrain, which is a website linking information on job opportunities with relevant training opportunities. There are IAG Partnerships, funded through the LSC, in each local area, which bring together the existing IAG providers (careers service companies, Connexions, higher education, further education, voluntary and community organisations, libraries and Jobcentre Plus).</p> <p>4.36 College and university students, and people at work, may well have a clear sense of how to access the service targeted specifically on their needs, and get excellent advice. But there is a gap for those adults who are not already in education or training, who cannot access advice at work, and who cannot afford to pay for advice. For them, the current array of existing services for adults, and the links between different parts, can be hard to understand. But they may be the people most in need of good advice.</p> <p>4.37 We have taken some steps already to improve services for adults. The Ufi/learndirect national advice service handled nearly five million enquiries in 2002-03. The LSC has increased its funding for local IAG services. But a lot more needs to be done to improve the quality, consistency and visibility of provision. We will take the following action:</p> <p>a. The LSC and Ufi/learndirect will integrate the learndirect national advice service with the work of the local IAG services. At present, national and local services do not always use each other's information or cross-refer clients to get the best advice. In future, all funding for the Ufi/learndirect national advice service and local services will be channeled through the LSC, supporting consistent planning and monitoring of services nationally and locally.</p>

Source	Level	Explicit references to IAG
		<p>b. We will work with the LSC and Ufi/learn<i>direct</i> to define the range of IAG services which adults should be entitled to expect, and the standards to which those services should be delivered. This will be supported by a clear national brand, national marketing and local LSC marketing, so that users know what is available where they live.</p> <p>c. We will continue to require all LSC-funded IAG providers to be accredited against the 'matrix' standard through which we measure their quality and encourage improvements.</p> <p>d. As announced in the 2003 Budget, the Department for Education and Skills (DfES) will work with the Department for Work and Pensions (DWP) to draw together the labour market information that employers and individuals require to make choices about learning and work. The DfES has begun work on improving information available on-line, and developing training for IAG practitioners in using labour market information.</p> <p>4.38 We will publish, before the end of the year, an action plan for improvement which carries forward all of these elements.</p> <p>Section 7 – Partners for Delivery</p> <p>7.40 We want to encourage this good practice across the whole LSC and Jobcentre Plus networks in England. The main elements are:</p> <p>b. Jobcentre Plus is a member of each local Information, Advice and Guidance (IAG) Partnership. Through local framework agreements, every IAG Partnership will ensure that Jobcentre Plus staff are fully briefed on the services other IAG partners can offer, so that they can signpost clients to appropriate help. Jobcentre Plus also has a role in helping these IAG providers to provide a relevant and robust service by keeping them aware of relevant labour market information, and of Jobcentre Plus services and programmes.</p> <p>c. IAG Partnerships' services will include support in cases where claimants have started a training programme when they take up jobs, to help them receive advice on how they might complete their studies – either part-time, or through their new employer.</p> <p>7.41 We especially want to provide better support for women returning to the labour market after a period bringing up children or caring for dependants. Many of them have a valuable range of skills to offer. But they may lack confidence in knowing how best to move back into employment, and feel that they need to update their previous skills and knowledge, or acquire new skills and qualifications in order to move into new careers. Women returners will be helped by other reforms in this strategy, including the new learner entitlement for those without qualifications, better learner support, and better IAG. From April 2004, DWP will pilot a work search premium, offering an additional £20 per week for lone parents who have been on Income Support for more than a year and who are actively seeking work, rising to £40 per week when the lone parent starts working more than 16 hours per week.</p>

Source	Level	Explicit references to IAG
Delivering Advantage – West Midlands Economic Strategy and Action Plan – Update 2004-2010 (Consultation Draft)	Regional	Pillar 2 – ‘A learning and Skilful Region’. Section 6.3 Workforce Development priorities include: <i>“Raise awareness of high value added employment opportunities via the development of specific vocational guidance and labour market information – focussed action to raise aspirations and consequent take up of training”.</i>
LSC Coventry and Warwickshire: Strategic Plan 2002-2005	Sub-regional	Aim 2: ‘To raise the achievement and increase the demand for learning by adults’. Objective 2.1 <i>“To ensure that every adult has access to good quality information, advice and guidance on careers options and education and training opportunities”.</i>
An Engine of Growth – the Economic Regeneration Strategy for Coventry, Solihull and Warwickshire	Sub-regional	Pillar 4 – ‘Promoting a learning and skilful region’. Strategic Priorities include <i>“To improve the quality, effectiveness and efficiency of guidance, education and training delivery”.</i> ‘Key action 5.5.6 will <i>“Ensure that every young person and adult has access to good quality information, advice and guidance on careers options and education and training”.</i>

9 Appendix 2 – Action Planning Tool for Coventry & Warwickshire: To offer all adults in Coventry and Warwickshire an entitlement to a high quality, impartial Information, Advice and Guidance (IAG) service designed to help them make real progress in their learning, work or personal development.

Aims (1-3)	Objectives (1-6)	Activities	Our cluster group will help to deliver this by ...	The cluster partners leading on this are ...
<p>1. An essential underpinning: to establish IAG as an essential underpinning and prerequisite for the delivery of all learning, work and personal development services to adults in Coventry and Warwickshire</p> <p>2. An integrated and inclusive network: to build on existing partnership achievements locally to create an integrated and inclusive network of IAG providers and other stakeholders representing a diverse range of sectors and special interests</p>	<p>1 Get everyone with an interest in IAG locally working more closely together to meet national and local IAG targets, including:</p> <ul style="list-style-type: none"> - FE colleges and training providers - Voluntary and community employment support and training organisations - Adult education and other local authority services - Jobcentre Plus - Connexions - learndirect - Universities - Business Link - The local LSC - Employers (public, private and voluntary sector) 	<ul style="list-style-type: none"> • Promote the benefits of IAG more widely • Promote wider understanding (and ownership) of national LSC targets • Influence and contribute to partners' own plans – get IAG put onto everyone's agenda • Show how IAG can improve partners' outputs and outcomes 		
	<p>2 Encourage new and better ways of delivering IAG and help people share their experience of what works well</p>	<ul style="list-style-type: none"> • Help people share their experience of what works well in a range of different organisations and places (e.g. the Learn and Earn Shop, FE colleges and outreach centres, voluntary and community organisations, etc.) 		

Aims (1-3)	Objectives (1-6)	Activities	Our cluster group will help to deliver this by ...	The cluster partners leading on this are ...
<p>2. An integrated and inclusive network (continued)</p>	<p>3 Get more IAG delivered to more and different sorts of people by:</p> <p>(a) understanding adult and employer IAG needs in Coventry and Warwickshire a lot better</p> <p>(b) acting on this understanding to fill gaps in IAG delivery</p> <p>(c) getting out and delivering IAG to people who've been left out so far, including in the wider community and workplace</p>	<ul style="list-style-type: none"> • Learn more about adult IAG needs in a wider range of organisations and places across Coventry and Warwickshire • Find out what sorts of people and places would benefit most from an extended IAG service • Help partners fill gaps in their capacity to (a) market and (b) deliver IAG, especially to the sorts of people and places that would benefit most from an extended IAG service 		

Aims (1-3)	Objectives (1-6)	Activities	Our cluster group will help to deliver this by ...	The cluster partners leading on this are ...
<p>3. A quality service: to support all partners in continuously improving the quality of their IAG-related services where these represent an essential underpinning element of their offer to clients in a range of different settings</p>	<p>4 (a) Find out what difference IAG services make to people's learning and work decisions, progress and personal development</p> <p>(b) Use what is learned from this to improve the quality and effectiveness of service delivery</p>	<ul style="list-style-type: none"> • Share more client information, research results and reports with partners • Carry out longer-term follow-up and destination surveys, covering clients from a range of different organisations and places • Help providers share and spread experience of what works well 		

Aims (1-3)	Objectives (1-6)	Activities	Our cluster group will help to deliver this by ...	The cluster partners leading on this are ...
	5 Carry on building the capacity of IAG Partnership members and their staff to deliver high quality IAG and IAG-related services	<ul style="list-style-type: none"> • Encourage and support the adoption of the matrix standard where appropriate • Promote and support staff development (e.g. via training and the sharing of good practice) amongst all members • Promote the 'Samsonization' of service outlets across Coventry and Warwickshire • Promote and share good practice in a range of different organisations and places 		

Aims (1-3)	Objectives (1-6)	Activities	Our cluster group will help to deliver this by ...	The cluster partners leading on this are ...
	6 Find the money and other resources needed to meet the above aims and objectives	<ul style="list-style-type: none"> • Understand and support the IAGP's Delivery Plan for 2003-2004 • Suggest alternative sources of funding for adult IAG, and work with partners to secure additional funds • Offer other resources to help develop the IAGP's role and extend its reach 		

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