

# Coherent Information, Advice and Guidance (IAG) Services for Adults

PHOTO REDACTED DUE TO THIRD PARTY RIGHTS OR OTHER LEGAL ISSUES

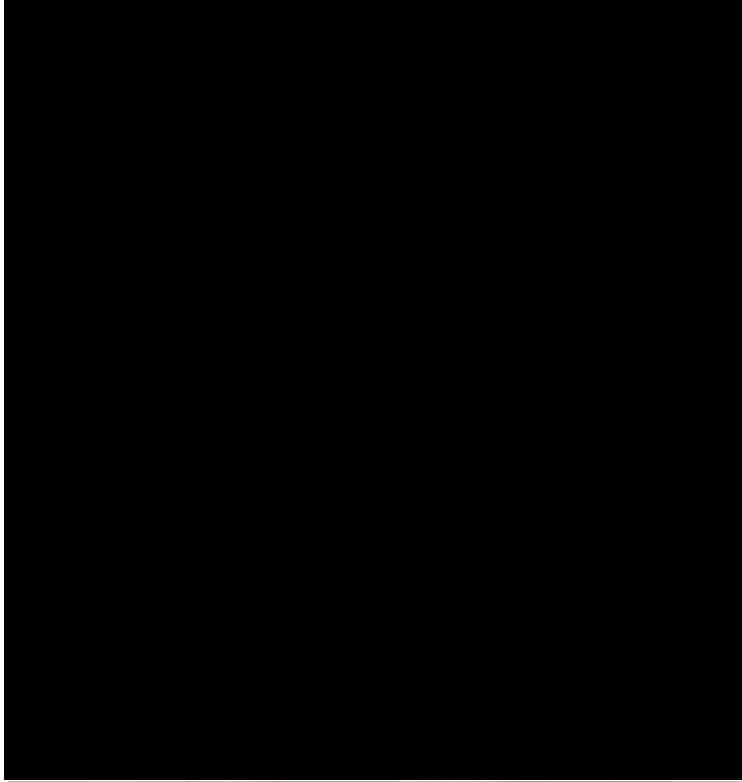
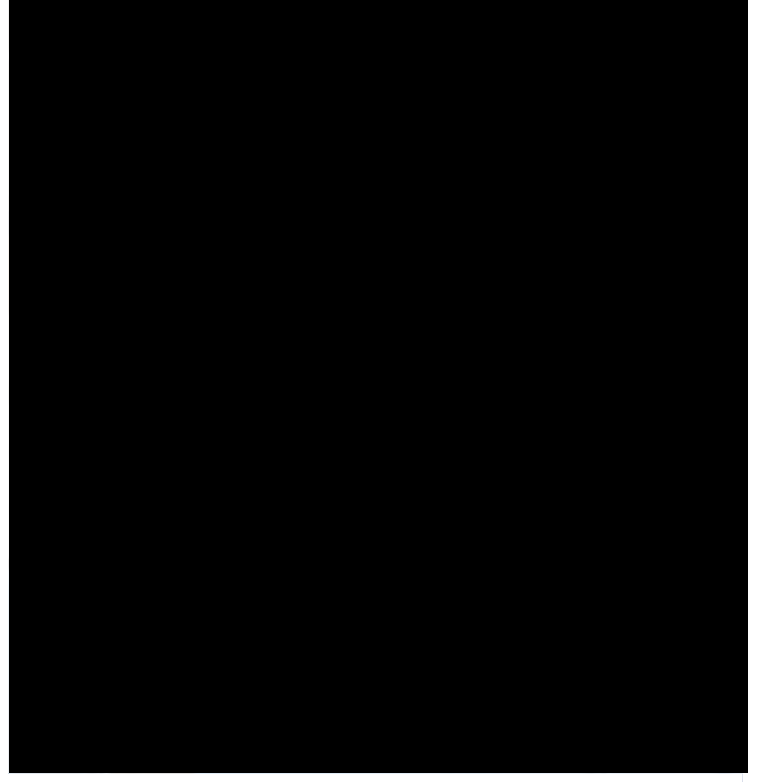


PHOTO REDACTED DUE TO THIRD PARTY RIGHTS OR OTHER LEGAL ISSUES



# Contents

	paragraph
Foreword	
How to use this document	1
Vision for IAG for Adults	5
Customer Entitlement to IAG Services for Adults	8
IAG and the Skills Strategy	11
Other Links to the Skills Strategy	15
The Contribution of IAG for Adults to LSC Objectives	16
The Scope of the LSC IAG Strategy for Adults	19
Seven Key Objectives for IAG for Adults	24
The National Policy Framework	33
Principles of Coherent IAG Service Delivery	35
Access to core IAG services	46
Delivering the LSC IAG Strategy for Adults	52
The LSC Strategic Board for IAG	53
Appendix 1: Action to Support the Seven Key Objectives	
Appendix 2: LSC Corporate Objectives and Key Tasks	
Appendix 3: Resources to Support the Delivery of the LSC IAG for Adults	

## Foreword

The availability of high-quality local Information, Advice and Guidance (IAG) services for learning and work is key to the success of national policies for learning and skills development. The number and range of adults involved in learning is planned to increase dramatically over the next few years, widening participation in learning and raising levels of achievement. To make informed choices, people need access to excellent-quality, comprehensive and impartial information and advice about local learning and work opportunities and their relevance to the labour market.

The Skills Strategy *21st Century Skills – Realising our Potential* (DfES 2003) recognises that high quality and easily accessible information, advice and guidance for adults has an important role to play in meeting the skills challenge. This document responds to the recommendations for improving IAG services contained within the White Paper and sets out the LSC's strategy to deliver a nationally recognised high quality and better integrated IAG service for adults.

The strategy provides a strategic planning framework for the LSC, working with key partners and stakeholders, to deliver a coherent and integrated IAG service for adults. It seeks to ensure that the contribution of IAG services for adults is clearly positioned within all LSC policy and programme areas to support meeting LSC objectives.

Specifically the strategy:

- > sets out the vision for IAG for adults;
- > sets out the entitlement of adult customers to a range of IAG services;
- > makes explicit the contribution of IAG services for adults to the delivery of LSC policy and programme objectives;
- > describes the scope of the strategy;
- > identifies seven key objectives for the strategy; and
- > identifies how we will meet the seven objectives.

We hope that this document will provide LSC staff, IAG providers and other key partners with a firm foundation on which to build excellent IAG services, so that people know what is available and where to go to get the skills qualifications and training that they need.

## How to use this document

### For the LSC

1

One of the key actions for the strategy is the establishment of a local Strategic Board for IAG that will produce a three-year vision and strategy for delivery of IAG in their local area by 1 August 2004. It is intended that local LSCs will use this document to support the establishment of the Strategic Board and as a template for developing their vision and three year strategy for IAG for adults.

2

Of course, many actions to deliver the LSC IAG strategy will also need to be taken at a national level and this document will be supported by an LSC action plan that will provide more detailed milestones timescales and responsibilities to be produced by 31 March 2004.

### Partner organisations

3

The success of the LSC strategy for IAG for adults depends on the strength of partnership working between organisations such as Jobcentre Plus, Connexions, Business Link and other key partners. This strategy provides, for many, an opportunity to build on existing positive relationships and good practice. We hope this document will effect a more strategic approach to the delivery of all IAG provision in the local area and encourage senior representatives from a range of organisations to become members of the Strategic Board for IAG where they actively contribute to the development of a three-year vision and strategy for IAG to the benefit of all our service users.

### For IAG Providers

4

Detailed LSC Funding Guidance for the delivery of IAG services using LSC IAG funds will be published by 31 March 2004. IAG providers should use this strategy document to:

- > identify their contribution to delivery of the LSC IAG strategy;
- > ensure that services are delivered in line with the strategy;
- > consider their role and contribution to the vision and strategy of the Strategic Board for IAG in their area; and
- > support the production of their delivery plan for 2004/2005.

# Improve the participation and achievement of adults in learning and work by ensuring that excellent information, advice and guidance on skills, training and qualifications is at the heart of everything that we do

## Vision for IAG for Adults

5 The LSC strategy for information, advice and guidance for adults aims to improve the participation and achievement of adults in learning and at work by ensuring that excellent information, advice and guidance (IAG) on skills, training and qualifications is at the heart of everything we do.

6 For the LSC this means:

- > a clear, coherent and consistent offer for service users that is clearly communicated to the public through national and local marketing;
- > visible and accessible services so that service users know how to gain entry to services;
- > coherence in delivery so that services are joined up from the service users perspective;
- > high quality wherever IAG is delivered to adults; and
- > providing clear evidence of impact and achievement.

7 We will achieve this by making sure that the LSC fulfils its responsibility for coherent strategic planning and coordination of IAG services for adults and has an effective plan for the purchase and delivery of IAG services to adults across all its funding and programme responsibilities.

## Customer Entitlement to IAG Services for Adults

8 For individuals and employers, this means that, within available resources, all adults aged 20 and over, with no upper age limit, should have access to free, comprehensive and up to date information on learning and work opportunities.

9 Free advice on how to interpret that information will also be available to priority target groups. This will include developing new approaches to IAG that will engage new service users and build demand for information and advice on learning opportunities.

10 Priority target groups will be determined at national and local level to meet LSC strategic objectives in line with wider government policy, including those identified in *21st Century Skills – Realising our Potential*. We will focus on supporting adults without a Level 2 qualification and providing support for adults to achieve Level 3 skills in areas of sectoral or regional skill priority.

## Information, Advice and Guidance and the Skills Strategy – 21st Century Skills – Realising our Potential

11

The Government Skills Strategy *21st Century Skills – Realising our Potential* (DfES 2003) recognises the important role information, advice and guidance has in helping people to understand the opportunities and support available to them.

12

The Skills Strategy gives four objectives for the reform of information, advice and guidance for adults and this LSC strategy for IAG responds to the need to implement these reforms. These are to:

- > integrate the **learnirect** national advice service with the work of the local IAG services for adults. In future, all funding for the Ufi/**learnirect** national advice service and local services will be channelled through the LSC, supporting consistent planning and monitoring of services nationally and locally;
- > 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 with a clear national brand, and national and local LSC marketing service users, so that users know what is available where they live;
- > ensure that all LSC-funded IAG providers are accredited against the '**matrix**' standard for IAG services through which we measure their quality and encourage improvement; and
- > 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;
  - encourage Jobcentre Plus staff to consider the role that learning and training could play in helping inactive benefit claimants prepare to return to the labour market, including referral to further information, advice and guidance on learning.

13

*21st Century Skills – Realising our Potential* also specifies the importance of enhancing information, advice and guidance services in prisons, offering advice on skills and jobs.

14

Employers, employees and advisers, including an expanded and strengthened network of Union Learning Representatives, will also benefit from the reforms in improving information, advice and guidance for adult learners.

## Other Links to the Skills Strategy

15

The LSC strategy for information, advice and guidance services for adults will also contribute to the delivery of other key actions contained in the skills strategy such as the:

- > introduction of an entitlement to free learning for all those studying for their first full Level 2 qualification;
- > provision of targeted support for higher level skills in priority areas to meet sectoral and regional needs;
- > introduction of an adult learning grant for some learners;
- > reform of financial support for adults and the need to provide information to promote and advise on this;
- > development of support for basic ICT skills through UK on line centres, including an on line skills diagnostic tool;
- > opportunities for progression in lifelong learning and particularly 'first steps' learning to build confidence for those with low skills;
- > development of learning communities and encouragement for individuals, families and employers to see themselves as members of a learning community;
- > better information for employers, particularly about the quality of training; and
- > closer working between Jobcentre Plus and the LSC to provide a better service for individuals and employers.

## The Contribution of IAG for Adults to LSC Objectives

16

High quality information, advice and guidance makes a number of key contributions to meeting the vision, mission, aims, objectives, and targets of the LSC as set out in the LSC corporate plan. Contributions include:

17

For individuals and employers:

- > encouraging and raising participation by placing individual learners at the heart of the system. Service user centred approaches are central to high quality IAG practice;
- > motivating service users and providing the necessary encouragement and support to enable them to attain personal goals and qualifications. Motivation, encouragement and support are integral to the IAG process;
- > helping service users identify and develop their skills and potential, find and retain satisfying work, and contribute to improvements in national competitiveness;
- > helping service users appreciate the wider advantages of learning in respect of their own lives, including personal enrichment and the widening of individual horizons;
- > Improving service users' chances of success by ensuring the right qualifications are undertaken at the right level;
- > providing access to IAG for employed service users to meet the identified skills needs of their employers;
- > encouraging a culture of career development skills and allowing service users to take more responsibility for their own learning and skills;
- > informing service users and groups about the effects of labour market change and helping them to relate this information to their own situation, including their personal learning objectives; and
- > promoting equality of opportunity and improved access to provision by making information widely available and targeting those service users who may need more help to access appropriate learning opportunities.

### Research into the impact of IAG services conducted Autumn 2003 showed:

- > Seventy six per cent of adults surveyed engaged in learning.
- > Forty three per cent of unemployed adults surveyed moved into work.
- > Forty three per cent of adults with no qualifications and 39 per cent of adults with a Level 1 qualification undertook some form of learning as a result of receiving IAG services.

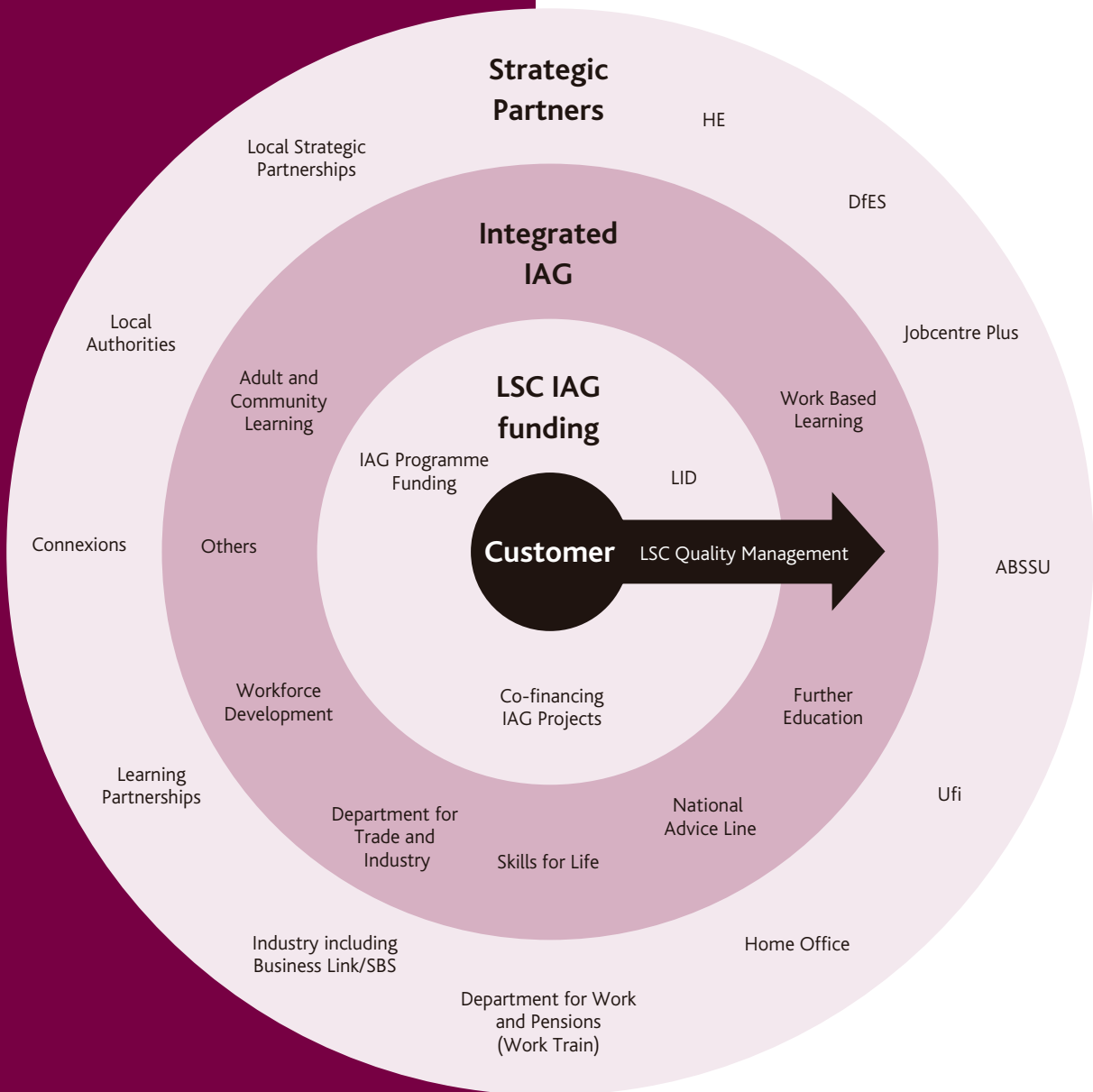
*The Impact of Adult Information and Advice Services*  
– Milburn, Trinnaman, La Court, Autumn 2003.

18

For the LSC and other strategic partners:

- > gaining better information from potential service users to identify learner demand for provision and using this information to shape the pattern of future learning opportunities;
- > stimulating a greater demand for learning among current non-service users by aligning demand more closely to provision;
- > making a contribution to the LSC's task of gathering evidence that the attainment of the right knowledge and skills leads to employment, progression and personal fulfilment;
- > using the intelligence gathered by IAG advisers to support effective planning for provision and remove barriers; and
- > improving retention and achievement and reducing inefficiency costs or wasted opportunities arising from wrong decisions.

## Scope of the IAG Strategy for Adults





## The Scope of the LSC IAG Strategy for Adults

19

The LSC strategy for IAG for adults places the service user at the heart of the strategy with a range of support available from both LSC-funded and other externally funded IAG services.

20

Some of the actions needed to deliver the LSC IAG strategy for adults will focus specifically on the use of IAG programme funds to ensure delivery of the core service entitlement and to drive up quality, for example through local tendering arrangements, to a national specification and through the **matrix** quality standard.

21

Other actions will be driven through the broader remit of the LSC to integrate and quality assure IAG throughout all of its provision. For example, through the outcomes of Strategic Area Reviews, Performance Review and the Adult Learning Inspectorate (ALI) Common Inspection Framework for further education, adult and community learning and work based learning providers.

22

The LSC also works with a range of other strategic partners that deliver information advice and guidance services for learning and work. To ensure a coherent and integrated service from a service user's perspective, the IAG strategy for adults includes LSC actions to support strategic partnership arrangements with these key organisations.

23

In annex 1 of this document we examine in more detail some of the actions we need to take at each of these levels to deliver the LSC strategy for IAG.

PHOTO REDACTED DUE TO THIRD PARTY RIGHTS OR OTHER LEGAL ISSUES

## Seven Key Objectives for Information Advice and Guidance for Adults

24

We have identified seven key objectives for delivery of a successful LSC IAG strategy for adults. These are to:

25

### Objective One

Ensure that excellent information and advice on learning and work is an integral part of all LSC-funded provision.

26

### Objective Two

Develop a flexible IAG infrastructure that meets the needs of the learning and skills agenda at national and local level.

27

### Objective Three

Achieve an integrated IAG service to ensure 'joined up' provision from a service user's perspective.

28

### Objective Four

Ensure that all information on learning opportunities, LMI and funding support is up to date, accurate, comprehensive and quality assured and is made widely available to potential service users.

29

### Objective Five

Improve advice services that help the service user interpret and use the information they have been given.

30

### Objective Six

Raise the quality and effectiveness of IAG services to adults.

31

### Objective Seven

Measure the impact of IAG services for adults on meeting LSC and Skills Strategy objectives.

32

In annex 1 we examine in more detail how we will meet each of these objectives.

## The National Policy Framework

33

The LSC has worked with the DfES to agree a National Policy Framework and Action Plan for Information Advice and Guidance for Adults (DfES December 2003).

34

The National Policy Framework establishes a minimum core IAG service that customers should have a right to expect from the 1st August 2004. The Framework includes:

- > a set of principles of coherent service delivery; and
- > minimum standards of access to the core IAG service.

## Principles of Coherent IAG Service Delivery

35

The following principles have been developed and accepted by the National IAG Board which includes representatives from the LSC, DfES, higher education, ABBSU, Connexions, DWP and Ufi/learnirect.

36

**Accessible and Visible** – IAG services should be recognised and trusted by clients, have convenient entry points from which clients may be signposted or referred to the services they need, and be open at times and in places which suit clients' needs.

37

**Professional and Knowledgeable** – IAG frontline staff should have the skills and knowledge to identify quickly and effectively the client's needs. They should have the skills and knowledge either to address the client's needs or signpost or to refer them to suitable alternative provision.

38

**Effective Connections** – Links between IAG services should be clear from the client's perspective. Where necessary, clients should be supported in their transition between services.

39

**Availability, Quality and Delivery** – IAG services should be targeted at the needs of clients and be informed by social and economic priorities at local, regional and national levels.

40

**Diversity** – The range of IAG services should reflect the diversity of clients' needs.

41

**Impartial** – IAG services should support clients to make informed decisions about learning and work based on the client's needs and circumstances.

42

**Responsive** – IAG services should reflect clients' present and future needs.

43

**Friendly and Welcoming** – IAG services should encourage clients to engage successfully with the service.

44

**Enabling** – IAG services should encourage and support clients to become lifelong learners by enabling them to access and use information to plan their careers, supporting clients to explore the implications for both learning and work in their future career plans.

45

**Awareness** – Adults should be aware of the IAG services that are relevant to them, and have well informed expectations of those services.

## Service users are entitled to access a core information and advice service

### Access to Core IAG Services

46

The National Policy Framework requires that service users should be entitled to access the core services through a combination of:

- > 24 hour access to website to submit e-mail requests;
- > 24 hour access to an answer-phone service to leave a request;
- > free phone access to the integrated IAG service through a National Entry Point, available 8am – 10pm seven days a week;
- > centres for information available a minimum of five days a week;
- > appointments for advice available outside normal working hours wherever possible, for example to meet the needs of shift workers; and
- > outreach provision.

47

It is not expected that every IAG provider will meet all the minimum standards but arrangements for the delivery of IAG services in each LSC area will ensure that all service users have access to this range and level of service.

48

As part of the 'no wrong door' approach, all staff should be competent to identify service users' needs and refer them to appropriate provision to meet their needs.

49

The National Policy Framework proposes the following minimum response times to user requests:

- > 24 hour response to requests for information. The response could take the form of a text message, phone call, email or face-to-face;
- > where service users require signposting to alternative or further sources of IAG, this should be done within 24 hours of the original enquiry;
- > if information has to be sought elsewhere, the service user should be advised of this within three working days; and
- > appointments for advice should be available within five working days of the date of receipt of the original request.

50

The balance between supported face-to-face and self-help services will vary depending on the nature of the area and service user group.

51

The National Policy Framework also specifies the minimum content of the core information and advice service to ensure national consistency of services available to service users. Further details of the minimum core information and advice service can be found in the National Policy Framework and Action Plan for information, advice and guidance for adults (DfES 2003).

The successful delivery of the LSC strategy will depend on a clear commitment to work across LSC divisions to gain greater internal coherence... recognising that IAG 'language' is not universally understood and may not always be helpful

### Delivering the LSC IAG Strategy for Adults

52

The successful delivery of the LSC strategy will depend on a clear commitment to:

- > work across LSC divisions to gain greater internal coherence of IAG provision recognising that IAG 'language' is not universally understood and may not always be helpful;
- > in particular, work closely with colleagues who are responsible for delivering the widening adult participation agenda and workforce development strategy, ensuring we are reaching non service users as well as learners;
- > ensure that high quality IAG is integrated effectively across all LSC-funded programmes including further education, work based learning and LSC-funded adult and community learning;
- > establish a more explicit entitlement for IAG in learning to be made available to all learners (and potential learners) and expect all providers to be clear about how this will be delivered through the plans they present to the LSC;
- > ensure the capacity and competence of LSC IAG-funded providers to deliver high quality IAG services through shared good practice and models for staff development that include continuous professional development;
- > work with the Connexions Service to ensure the effective transition of young people from Connexions services to IAG services for adults at the appropriate age; and
- > work with partners to ensure coherence with non LSC-funded IAG provision, including those managed by other government departments such as the Department for Work and Pensions, in particular Jobcentre Plus.

### The LSC Strategic Board for IAG

53

To deliver the LSC IAG strategy for adults, the LSC will chair a local Strategic Board for IAG convened by the LSC at local level. These will include senior representatives from Connexions, Jobcentre Plus, Business Link and other senior partners, such as higher education, and ensure a more strategic approach to:

- > producing a three-year vision and strategy for IAG in the local area;
- > delivering the seven key objectives of the LSC IAG strategy for adults;
- > planning and ensuring the delivery of coherent local IAG services in line with the National Policy Framework for IAG;
- > ensure services are clearly focused on the delivery of skills strategy and LSC objectives and provide added value that benefits the service user;
- > targeting of local priority groups while ensuring the universal entitlement is met;
- > contributing to and drawing on findings of LSC Strategic Area Reviews as they relate to IAG;
- > the effective integration of IAG in all LSC-funded provision including IAG programme funds, IAG delivered through further education, adult and community learning, work based learning and workforce development. This should also include Local Intervention and Development Fund (LID) and ESF co-financing, including locally funded guidance provision; and
- > working with key stakeholders and partners including Business Link and higher education institutions to ensure integrated 'joined up' services in their local area.

54

The LSC Strategic Board for IAG may be formed as a separate group to manage IAG or become the responsibility of an already existing strategic partnership, so long as the group is convened and chaired by the LSC.

## Appendix 1: Actions to Support the Seven Key Objectives

### Objective One

Ensure that excellent information and advice on learning and work is an integral part of all LSC-funded provision

#### We will achieve this by:

Defining what excellent and integral IAG for adults looks like for all learners and potential learners throughout all LSC-funded provision.

Working with national policy leads, local LSCs and partners to:

- > map IAG for adults across all LSC programme areas;
- > identify strategies, policies, the role of IAG and effective practice; and
- > pilot differing approaches to the integration of excellent IAG for adults through demonstration projects.

Establishing common processes for the collection of data relating to IAG across ESF and LID-funded IAG provision.

Ensuring that the purpose of IAG and the systems needed to deliver it are clearly defined and set out in the LSC Funding Guidance.

Ensuring that IAG for adults is evidenced in local LSC Strategic Plans to support working towards Strategic Area Reviews in 2005.

Establishing clear links to learner support funding and learner entitlements, such as the Adult Learner Grant and Level 2 entitlement.

Ensuring all LSC IAG funded providers deliver to common standards of service for IAG services as specified in the action plan of the DfES National Policy Framework for IAG.

Agreeing a set of actions to ensure learners in further education, adult and community learning and work based learning are supported by high quality IAG services.

Identifying where LSC-funded IAG services should target support for adults aiming for Level 3 qualifications in collaboration with Sector Skills Councils and Regional Skills Partnerships.

Developing an effective internal communications strategy for the LSC for IAG for adults.

**Objective Two****Develop a flexible IAG infrastructure that meets the needs of the learning and skills agenda at national and local level****We will achieve this by:**

Putting in place high level Strategic Boards for IAG, convened and chaired by the local LSC. Strategic Boards for IAG will be responsible for strategic planning for IAG services in their area and will include at the local level Connexions, Jobcentre Plus, Business Link representatives and other senior partners, such as higher education.

Ensuring that services are clearly focused on the delivery of the Skills Strategy, LSC objectives and supports the agendas of our key stakeholders while providing added value that benefits the service user through local Strategic Boards at a local level.

Building 'no wrong door' approaches so that users are directed to the full range of IAG provision, whatever their needs.

Procuring services through a national specification for IAG to ensure consistent IAG services to service users, including delivery of the core IAG service as specified in the National Policy Framework.

Moving to three-year funding for IAG programme fund contracts in line with LSC policy for contracting.

Defining the role of IAG within workforce development.

Ensuring the objectives of the Workforce Development Strategy, as it relates to IAG, are implemented, including work with Union Learning Representatives, Employer Training Pilots and Sector Skills Councils.

Building the capacity of local IAG services to support workforce development.

Identifying and building effective working relationships with appropriate intermediaries, such as Business Link and Sector Skills Councils at local and national level.

Producing a publication on Working Together with Business Link as part of a series of good practice guides.

Working with colleagues to implement actions for IAG for adults in the LSC's Widening Adult Participation Strategy.

Working effectively with partners in the voluntary and community sector as IAG and learning providers and as source of specialist expertise.

**Objective Three****Achieve an integrated IAG service to ensure 'joined up' provision from a service user perspective****We will achieve this by:**

Working with Ufi/**learn**direct to integrate the **learn**direct national advice service with the work of the local IAG services for adults, including responsibility for the contract for **learn**direct telephone helpline and advice service.

Working with Ufi/**learn**direct to implement the IAG National Policy Framework, including actions to achieve the Government's programme of reform for IAG.

Agreeing a clear national LSC IAG brand to sit alongside a national overarching identifier and national marketing strategy for IAG.

Putting in place local LSC marketing for IAG for adults, so that users know what is available where they live and produce a Statement of Service for customers.

Ensuring the continued development of IAG services that are joined up from the perspective of the service user, in conjunction with other organisations, including Connexions, Jobcentre Plus, higher education careers services and Business Link.



**Objective Four**

**To ensure that all information on learning opportunities, LMI and funding support is up to date, accurate, comprehensive and quality assured and is made widely available to potential service users**

**We will achieve this by:**

Implementing the minimum standards for information services in conjunction with Ufi/**learn**direct across all LSC IAG-funded providers.

Ensuring, with other LSC colleagues, that the continuing requirement for all LSC-funded learning providers to provide information on learning opportunities to the national system is met.

Contributing to setting in place robust systems for the collection of nationally consistent information on learning supply, including learning that is not funded by the LSC.

Ensuring, with other LSC colleagues, that data collected on learning opportunities, LMI and funding support is 'fit for purpose' and allows for gaps in learning provision to be identified at local level.

Defining the role of local IAG services in identifying gaps in IAG services, learning provision and funding support.

Ensuring that systems are in place for IAG services to contribute effectively to the identification of unmet needs and capture feedback on gaps in provision and learner demand.

Ensuring access to information, including LMI and funding support, is made widely available to service users through a range of media.

Working with Jobcentre Plus to effectively share LMI and ensure all IAG providers and Jobcentre Plus staff have a good understanding of each other's services.

**Objective Five****To improve advice services that help the service user interpret and use the information they have been given****We will achieve this by:**

Reviewing the outcomes of the enhanced services 'pilots' to decide future delivery of targeted in-depth services.

Ensuring all advice and guidance services funded through LID and ESF co-financing are integrated and quality assured.

Implement the minimum standards for the delivery of advice services.

Ensuring resources for advice are targeted towards individuals with qualifications below Level 2.

Working with the DfES, the Home Office and other government departments to support the enhancement of IAG services for offenders in prisons and the community at national and local level.

Working with appropriate learning providers to focus LSC IAG funded support for adults aiming for Level 3 qualifications in areas of sectoral or regional skill priority.

Working with DWP and Jobcentre Plus to support service users in considering learning and training opportunities and improving referral between IAG services and Jobcentre Plus.



### Objective Six

#### To raise the quality and effectiveness of IAG services for adults

##### We will achieve this by:

Drawing on the outcomes of LSC Strategic Area Reviews (StARs) that relate to IAG for adults, to raise the quality and effectiveness of IAG services.

Requiring all LSC-funded IAG providers, funded from IAG programme funds, to have achieved the '**matrix**' standard to measure their quality and encourage improvement.

Reviewing the outcomes of inspections of IAG provision in further education colleges, adult and community learning and work based learning and work with the Adult Learning Inspectorate to take forward actions arising from this review.

Requiring all LSC IAG providers funded through LID and ESF co-financing to be accredited to **matrix**.

Actively encouraging all LSC funded IAG provision, not currently directly funded from IAG funded programmes, including further education colleges, work based learning and adult and community learning, to be accredited to **matrix**.

Ensuring the Performance Review process for all LSC-funded providers takes account of the contribution of IAG for adults to the quality of the adult learner experience.

Ensuring the competence and capacity of staff to deliver high quality IAG services across all LSC IAG-funded provision.

Underpinning the skills and knowledge of LSC IAG-funded staff with good schemes for continuing professional development in the sector.

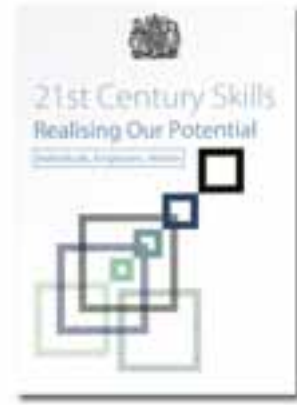
Ensuring that robust systems for measuring customer satisfaction with IAG services are an integral part of continuous quality improvement of IAG.

Establishing mechanisms to support learning from experience and sharing of good practice relating to IAG.

Working with partners, including DWP/Jobcentre Plus and other government agencies to ensure that LMI is defined and understood, and IAG practitioners are trained in the use of LMI.

Working with partners including DWP/Jobcentre Plus and other government agencies to ensure that LMI is shared, utilised and available to employers, IAG providers and individuals.

Establishing a national resource service for IAG to develop resource materials that will support innovative approaches to the delivery of IAG and consistency in the quality of service.



### Objective Seven

#### Measure the impact of IAG services for adults on meeting LSC and Skills Strategy objectives

##### We will achieve this by:

Establishing meaningful baseline data and improve data capture techniques and service user record systems for IAG.

Establishing effective impact measures for IAG against LSC objectives.

Using information on learner demand to help shape the pattern of future learning opportunities at a local level.

Implementing effective impact measures for IAG against LSC objectives.

Continuing to evaluate the impact of IAG on delivering LSC objectives.

Ensuring LSC Strategic Area Reviews (StARs) are undertaken with full consideration of the implications for IAG services.

## Appendix 2: LSC Corporate Objectives and Key Tasks

The LSC mission is to raise participation and attainment through high quality education and training which puts learners first.

Our vision is that, by 2010, young people and adults will have knowledge and productive skills matching the best in the world.

The Secretary of State has asked the Learning and Skills Council:

- > to raise participation and achievement by young people;
- > to increase demand for learning by adults and equalise opportunities through better access to learning;
- > to raise skills levels for national competitiveness;
- > to improve the quality of education and training delivery; and
- > to improve effectiveness and efficiency.

Key targets for the LSC are to:

- > extend participation in education, learning and training;
- > increase the engagement of employers in workforce development;
- > raise the achievement of young people;
- > raise the achievement of adults; and
- > raise the quality of education and training customer satisfaction.

The LSC must also demonstrate that individual learners are placed at the heart of the system and this requirement is set out for local LSC participation strategies.

### Remit Letter

The Remit Letter from the Secretary of State in 2000 asks the LSC to 'further develop coherent IAG services for adults'. Paragraph 48 of the remit letter sets out what is expected of the LSC in relation to IAG services.

'High-quality information, advice and guidance (IAG) will be essential if people – especially non-learners – are to be drawn into learning, and helped to ensure that they make the right choices about learning. And beyond that, every learner, in whatever form of provision, should have access to readily available, impartial and high-quality IAG about learning and work.'



### Appendix 3: Resources to Support the Delivery of the LSC IAG Strategy for Adults

- > LSC Funding Guidance 2004/2005
- > Information Advice and Guidance for Adults – The National Policy Framework and Action Plan (DfES December 2003)
- > Working Together with Higher Education (September 2003)
- > Working Together with Connexions (March 2003)
- > Quality Development Fund Projects: (2002-2003)
  - improving working arrangements with key national agencies;
  - developing the employer and trades union agenda;
  - the role of intermediary agencies in promoting information advice and guidance in the workplace;
  - national staff development model for LSC staff, IAG staff and partnership staff;
  - development of a national technologically-based management information system.
- > Skills for Life Resources Pack (May 2003)
- > The Impact of Adult Information and Advice Services Survey (Milburn, Trinnaman, La Court – for LSC 2003)
- > DfES Professional Development Guides (2002)



© LSC January 2004

Published by the Learning and Skills Council. Extracts from this publication may be reproduced for non-commercial, educational or training purposes on condition that the source is acknowledged and the findings are not misrepresented.

This publication is available in an electronic form on the Council's website: [www.lsc.gov.uk](http://www.lsc.gov.uk)

Reference MISC/AA000/0942/04