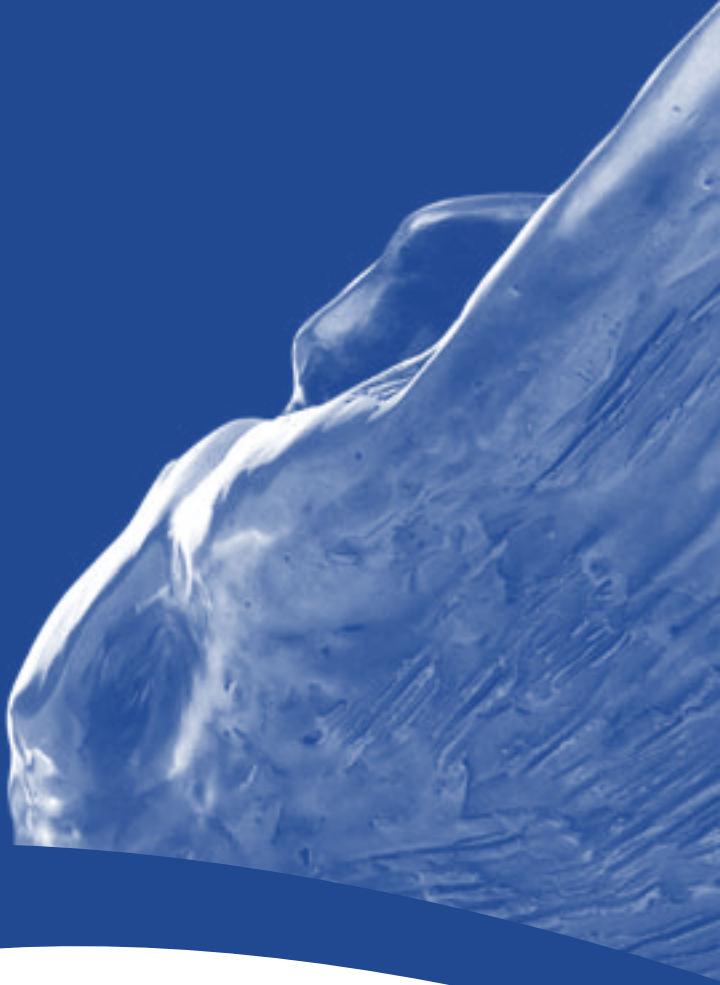


# Principles for Coherent Information Advice and Guidance Delivery



Information, advice and guidance (IAG) services should promote the value of learning, be accessible to people and provide them with the help they need to enter and progress in learning and work

In January 2001, the Secretary of State for Education and Employment supported the setting up of a high level strategic body called the National Information Advice and Guidance Board. The Board's purpose was to ensure that a coherent set of arrangements for information, advice and guidance on learning and work were in place to meet the needs of individuals and which contribute to removing the barriers to access.

As part of the Board's work programme it produced a set of Principles for Coherent IAG Service Delivery. The Principles are implicit throughout the 10 Elements of the **matrix quality standard for information advice and guidance services**.

# The Principles for Coherent Information Advice and Guidance Delivery are:

## **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;

## **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 to signpost or to refer them to suitable alternative provision;

## **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;

## **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;

## **Diversity**

The range of IAG services should reflect the diversity of clients' needs;

## **Impartial**

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

## **Responsive**

IAG services should reflect clients' present and future needs;

## **Friendly and Welcoming**

IAG services should encourage clients to engage successfully with the service;

## **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;

## **Awareness**

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



The cover illustration shows a detail from 'Metamorphosis', an original sculpture by Will Bishop that was commissioned exclusively for the **matrix** Standard. The **matrix** Standard is about people doing their best and achieving their potential. Metamorphosis expresses these qualities, providing an artistic embodiment of the values of the Standard.



**ENTO** is the custodian of the **matrix** Standard and acts as the Standard Setting Body.

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