

# NATIONAL IAG BOARD PRINCIPLES

## 10 key principles for delivering information, advice and guidance

**Awareness** – adults should be made aware of IAG services, and have well-informed expectations about them.

**Accessible and visible** – IAG services should be recognised and trusted; have convenient entry points from which customers can be referred to other services they need and be available at times that meet customers' needs.

**Availability, quality and delivery** – IAG services should be targeted at the needs of the customers – and informed by agreed priorities.

**Diversity** – services should reflect the diversity of IAG customers' needs (for example, those with disabilities; single parents; those with health difficulties and those aged over 50) and take account of issues connected with ethnicity and gender.

**Effective connections** – effective links between the services to make sure there is 'no wrong door' approach from the perspective of the IAG customer.

**Enabling** – IAG services should encourage and support customers to become lifelong learners; to plan their careers and help them explore implications of learning and working in supporting career goals.

**Impartial** – IAG services should support customers in making informed decisions about learning and work, based on customers' circumstances.

**Friendly and welcoming** – so that customers engage successfully with the service.

**Professional and knowledgeable** – staff delivering IAG services should have the skills and knowledge to look after customers' needs – or refer them to alternative sources of IAG.

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