

**A MEMORANDUM OF UNDERSTANDING: 2010/2011  
BETWEEN CAREERS ENGLAND AND THE INSTITUTE OF CAREER GUIDANCE**

1. This updated Memorandum of Understanding (MoU) is between the UK's foremost professional association of career guidance practitioners (The Institute of Career Guidance - ICG) and Careers England (the trade association for key employers in the career guidance industry in England covering, through their publicly-funded contracts, services in the majority of England's localities either for adults and/or for young people).

2. Its principal purpose is to ensure that the ICG and Careers England will always seek to find common ground in external activities aimed at:

- promoting the 'common cause' i.e. the economic and social benefits arising from provision of effective career guidance services provided by a range of organisations and delivered by competent practitioners to citizens of all ages across England; and
- demonstrating the beneficial contribution of professionally prepared and delivered career information, advice and guidance for people of all ages (which is manifestly impartial) to securing employment skills and advancement, community development and cohesion, and economic prosperity.

3. Nothing in this MoU precludes independent action by either party, both of whom recognise and respect the distinctive perspectives of each other's primary role and position. The intention of both parties, however, is that they will seek to collaborate wherever and whenever appropriate on joint projects with the aims of working together to:

- raise the profile of impartial career guidance services, winning support for the 'common cause' at local, regional and national levels
- lobby policy makers and shapers on the 'common cause' – both through joint action and through seeking to strengthen collaborative activity (including via the "Careers Alliance" involving ICG, CE, the National Connexions Network and the Association for Careers Education and Guidance)
- enhance the regard for the ICG as the voice of the career guidance profession, and for Careers England as the informed voice of career guidance employers across England
- promote the benefits of membership of Careers England for organisations and of the ICG for practitioners
- secure meaningful alliances with organisations and bodies within the career guidance community and beyond
- promote joint CPD (Continuing Professional Development) wherever practicable and desirable. In support of this objective Careers England recognises the Registered Practitioner status of ICG members as the quality standard for career guidance practitioners.

4. Each party will identify a key point of contact in their organisation to act as the leader in promoting this MoU. During 2010/2011 these will be:

- ICG: Jan Ellis, Business Development Manager
- Careers England: Paul Chubb

5. This MoU will be subject to review by the Boards of both parties in early 2011 for further implementation.

Signed by:  
*Jan Ellis*

Dated: 30.9.2010  
*Paul Chubb*

Authorised Signatory of the ICG

Authorised Signatory of Careers England