



NATIONAL LICENSING PROFESSIONAL ADVISERS: April 2025

1. INTRODUCTION

Each **Licensed Awarding Body** operates under a licence with the Consortium.

When we're appointing and reviewing Licensed Awarding Bodies, the Quality in Careers Consortium Board has established a small team of expert **National Licensing Panel Professional Advisers** to assist the **Quality in Careers Director** by providing professional advice to the national licensing panels and to act as the primary link from the national team with their allocated Awarding Bodies.

Working closely with the Quality in Careers Director, our **Professional Advisers**:

- undertake an impartial scrutiny of a potential or an existing Licensed Awarding Body's application for its licence (whether the initial application or a relicensing) and advise whether to defer or to proceed with convening a national panel;
- produce a preparatory brief for the Director to approve and issue to the panel;
- attend the national panel;
- write the national panel report for the Director to approve and issue to the national panel for confirmation prior to its formal presentation to the Awarding Body;
- undertake annual Continuing Quality Improvement Reviews (CQIRs) with Licensed Awarding Bodies – producing CQIR reports for the Director to approve and issue to the Awarding Body.

2. THE TEAM OF PROFESSIONAL ADVISERS

ANTHONY BARNES

From April 2025 Anthony will act as the Professional Adviser for National Endorsement Panels for primary school quality awards only.

- Anthony is an independent careers education consultant, trainer and materials developer – well known and highly respected nationally in the careers education world.
- He has written extensively on quality assurance in CEIAG and has experience of developing quality award schemes including the Careers Excellence Award that was used by the VT Careers Management Group before 2003.
- Anthony was a local authority inspector for careers education for seven years.
- He wrote a distance learning pack for Ofsted inspectors on how to inspect careers education and guidance. He also took part in school inspections for Ofsted as a team inspector and in Connexions inspections as an additional inspector.

- He was part of the management group for the Government’s careers education support programme until 2010.
- He also served as part of the working group convened by the Careers England ‘Quality Task Group’ to consider the proposals which led to the initial development of the Quality in Careers Standard in 2012.
- Anthony became one of the first to be appointed as a Professional Adviser for Quality in Careers. He is highly experienced and has previously acted as the lead Adviser working with the Director bringing his knowledge and skills to work on the Standard’s national criteria, the [Guide to the Standard](#) and the [Assessment Guide](#), as well as undertaking CQIRs with Awarding Bodies and serving as the Professional Adviser on a number of Licensing Panels.
- Anthony is now only acting as Professional Adviser for our National Endorsement Panels for primary school quality awards.

CLAIRE NIX

- Claire is a qualified careers adviser with over 25 years’ experience working as a manager, trainer and consultant in the careers education and guidance sector. She has built a strong national reputation.
- Claire is a Fellow of NICEC. She has also served on the Board of the Career Development Institute.
- She was project manager for the Government’s careers education support programme until 2010.
- She led the establishment of the CEGNET website and development of the national resources pack to support statutory careers education. She also led the quality assurance strand for the 3-year national STEM Careers Awareness project.
- Claire has previously had lead responsibility for quality assurance in a range of different businesses and worked with a range of the earlier quality award schemes for CEIAG. She has also led health check and quality audits in individual schools and local authorities and was an additional inspector in Connexions inspections.
- She has also been an external examiner for the QCG course at Canterbury Christ Church.
- Claire joined the Quality in Careers national team in 2014 and, after primarily undertaking CQIRs of our Awarding Bodies, she became fully involved as a national Professional Adviser for Quality in Careers at Licensing Panels for Awarding Bodies.
- She also acts as Organising Secretary for the Quality in Careers Consultative Group which provides the forum for our Awarding Bodies to come together to consider shared views on the Standard and assessments.

IFFAT AHMAD

- Iffat is joining us this year. Currently she is a highly experienced and L6 qualified Careers Leader at Batley Girls High School. She has a broad range of skills, knowledge and educational experience acquired over 28 years, with particular expertise in parental engagement, pastoral care, and project management. She has raised the profile of the Careers Programme within the school curriculum, local community and with Governors as well as across the Trust family of schools. Iffat has also undertaken many Ofsted Inspections for her school and was recently awarded Outstanding for Personal Development in January 2025.
- Iffat was nominated by the Quality in Careers Consortium for the CDI Career Leader of the

Year, and she was honoured to receive this award in 2024.

- Iffat was the Aim Higher Project Officer for Kirklees LEA from 2008-10, which led to development work with a range of Employers and Higher Education Providers. She was also Project Lead for the Primary programme and Careers in Allied Health Professions.
- Iffat was awarded the Kirklees Community Liaison Officer in 2008, as she was recognised for her community and parental engagement work. She also successfully gained the Leading Parent Partnership Award (LPPA) 2019 & 2024 for Batley Girls' High School.
- Batley Girls' High school was the first school in Kirklees to hold the Quality in Careers Standard and has held this award since 1999. The school's case study is included on the Quality in Careers website.
- Iffat was also part of the C+K Careers 'Quality in Careers Standard steering group'. Her experience and knowledge on assessing reports and schools' good practice will contribute to her experience as a Professional Adviser for Quality in Careers.
- Iffat is presently going through an induction period prior to joining us. She retires from her role with Batley Girls High School in July 2025 and from September 2025, she will be fully involved as a Professional Adviser for Quality in Careers at Licensing Panels for Awarding Bodies and undertaking CQIRs of our Awarding Bodies.

EMMA MORRIS

- Emma is also joining us this year. She is a registered career development professional (RCDP) with experience in strategically leading, designing and delivering high-impact CEIAG policies, programmes, and services across the public sector, including in secondary, further, and higher education settings.
- Her Level 6 Career Development Professional apprenticeship end-point assessor commented on her "excellent" understanding of careers work in schools and her professionalism and commitment to making a positive difference in the CEIAG sector. She was awarded 'Professional Services Apprentice of the Year' and 'Degree Apprentice of the Year' at the National World News & Observer Series Apprenticeship Awards 2023.
- Emma's work has been recognised and shared as best practice by organisations such as the Careers & Enterprise Company, National Careers Week CIC, the Local Government Association (LGA), the Department for Education, and the Young Women's Trust. She was awarded "Careers Champion" status by her local Careers Hub and Ofsted described a school careers programme she created as "inspiring" and "highly beneficial".
- She has supported the CEIAG sector through activities such as coaching and mentoring careers leaders, speaking at events including the AELP National Conference, membership of the Careers & Enterprise Company's Careers Lead Advisory Group, supporting widening participation and social mobility initiatives including Uni Connect, and volunteering for organisations such as the Young Women's Trust, the Apprenticeship Ambassador Network, and National Careers Week CIC.
- As an apprenticeship consultant, Emma applies her expertise in CEIAG to lead West Sussex County Council's apprenticeship strategy, from commissioning to end-point assessment, across approximately 200 schools.
- Emma is presently going through an induction period prior to joining us. From September 2025, Emma will be fully involved as a Professional Adviser for Quality in Careers at Licensing Panels for Awarding Bodies and undertaking CQIRs of our Awarding Bodies.