



Careers, Education Info Policy (2024-2025)

Rationale for Careers Education Information Advice and Guidance (CEIAG)

Careers Education, Information Advice and Guidance make a major contribution to preparing young people for the opportunities, responsibilities and experiences they will encounter at school, in further education and in working life. It aims to help all students make a successful transition to adulthood by:

- Supporting young people to achieve their full potential
- Empowering young people to plan and manage their own futures
- Providing comprehensive information on all options
- Raising aspirations
- Supporting inclusion by promoting equality, diversity, and social mobility and challenging stereotypes
- Enabling young people to sustain employability and achieve personal and economic well-being throughout their lives
- Promoting participation in learning

The CEIAG programme at Stoke Damerel Community College follows the principles of the Gatsby benchmark¹ which sets out a framework of good practice –

1. A stable and embedded programme of career education and guidance
2. Good quality information about future study options, jobs and the labour market
3. Opportunities for advice and support tailored to young people's needs
4. Subject teaching linked to careers
5. Opportunities to learn from employers and employees

6. Experiences of workplaces

7. Opportunities to hear from representatives of FE, HE and apprenticeship providers

8. Personal guidance from a professionally qualified careers adviser, at the right time.

Purpose

Stoke Damerel Community College is committed to career, employability and enterprise learning and development and it intends to fulfil its statutory obligations by providing a best-practice careers service.

It supports the school's overall vision and is included in the School Improvement Plan. Governors and senior leaders have a key role in developing and approving the policy and a strategic plan and this process ensures a high profile and a secure place for CEIAG within the school curriculum.

This policy supports and is underpinned by key school policies including Curriculum, Special Educational Needs, SMSC and Equality and Diversity.

Commitment

Stoke Damerel Community College is committed to providing a planned programme of career education activities for all year groups, with opportunities at key transition points to access impartial information and expert independent advice and guidance.

It is also committed to maximising the benefits for students by using a whole school approach involving parents, carers, employers, past students (Alumni), external Information Advice and Guidance (IAG), providers, the wider community and FE and HE establishments.

Management

A senior leader has strategic responsibility for CEIAG and oversight of the Careers and Employability Manager.

The senior leader and Careers and Employability Manager will review and evaluate the provision with all stakeholders including young people, parents, employers and external IAG providers, taking into account the school's destination information annually.

Careers Team

Campus Careers Manager

- Develop external links to support CEIAG within curriculum areas
- Support the development of employability skills
- Develop links with local and national employers
- Signpost students to appropriate CEIAG advice and information
- Provide 1:1 Impartial Information Advice and Guidance to students in years 9,11, 12 and 13.
- Support the delivery of the careers education programme
- Liaison with local FE colleges, Training Providers and Universities
- Providing advice and training to support teaching staff in the delivery of career education.
- Next Steps is a National Outreach programme to inspire young people to Higher Education. Coordinating events for students in Years 12- 13 under the Next Steps contract

STEAM Coordinator

- Coordinates STEAM events in the school
- Coordinate STEAM club
- Coordinate a whole school approach to integrating STEAM cross-curricular learning
- Develop a team of STEAM ambassadors within the school
- Delivers assemblies across the school
- Liaison with local FE colleges when they have STEAM events

All teaching staff

- Link curriculum areas to careers
- Support the development of employability skills
- Promote progression routes within their curriculum area
- Feedback specific student needs (or opportunities) to the Campus Careers Manager
- Signpost students to appropriate CEIAG advice and information
- Engage with SDCC careers Continuous Professional Development

Pastoral Team

- Ensure they are familiar with Stoke Damerel Community College's careers plan and its objectives
- Working with the Campus Careers Manager to provide additional support for the NEET risk group
- Encourage students to think positively about their career prospects and what they could be doing to enhance their life chances
- Feedback specific student needs (or opportunities) Campus Careers Manager
- Year 10 tutors and the year team support students in identifying appropriate work experience
- Engage with Stoke Damerel Community Colleges careers Continuing Professional Development

Enterprise Adviser

- Brings the world of work into school.
- Supports the careers manager with the careers programme.
- Provides support between school and employment

Students

- Students to provide feedback on events and the school's CEIAG

programme

- Students to engage in the activities that are provided to them

Parents and carers

- Parents and carers support and help students to explore and research their options, make decisions and manage their career development.
- Parents and carers support students to engage effectively with the school careers programme.
- Parents and carers provide feedback on the careers programme

Curriculum Provision

There is a planned programme of learning experiences as part of students' entitlement to CEIAG, which is mapped against the ³Career Development Institute (CDI) Careers Development Framework

The Career Development Institute Framework identify six learning areas:

- **Grow throughout life**-Grow throughout life by learning and reflecting on yourself, your background, and your strength
- **Explore possibilities**-Explore the full range of possibilities open to you and learn about recruitment processes, and the culture of different workplaces.
- **Manage career**-Manage your career actively, make the most of opportunities and learn from setbacks.
- **Create opportunities**-Create opportunities by being proactive and building positive relationships with others.
- **Balance life and work**-Balance your life as a worker and/or entrepreneur with your wellbeing, other interests and your involvement with your family and community.

- **See the bigger picture**-See the big picture by paying attention to how the economy, politics and society connect with your own life and career.

In addition all students have access to the Unifrog Careers Platform. Unifrog brings all the available information into one comprehensive, user-friendly platform that helps students make the best choices, and submit the strongest applications.

Years 7 and 8

- **Careers Education** as part of the PSHE programme
- **Enterprise Adviser**, various talks, and activities
- **Assemblies** for both year groups to raise awareness of options post-16 including apprenticeships and T Levels
- **Encounters** with employers through vocational interest groups linking the world of work to the curriculum to understand the skills that employers expect.
- **Subject teachers** linking curriculum learning to careers
- **STEAM** career workshops, events and visits
- **BAE Roadshow** for year 7 students
- **Curriculum Collapse** NatWest bank finance 'building blocks' session.

Year 9

- **Careers Education** as part of the PSHE programme with differentiated resources for SEND
- **Careers Fair** with local further education colleges, apprenticeship training providers, local employers such as, Babcock, NHS, Higher Education providers, and representatives from the Armed Forces
- **Enterprise Adviser**, various talks, activities
- **Assemblies** on general options, Further Education, T Levels, and apprenticeships
- **STEAM** activities, visits and events over the year for students

- **Next Steps South West** project for targeted students incorporating Higher Education and technical training routes awareness, and career workshops.
- **Encounters with employers** through vocational interest groups linking the world of work to curriculum learning and identifying the skills that employers require
- **Subject teachers** linking curriculum learning to careers
- **Curriculum Collapse** NatWest bank finance 'building blocks' session.

Year 10

- **Careers Education** as part of the PSHE programme. A range of differentiated activities for those students with SEND.
- **Careers Fair** with local further education colleges, apprenticeship training providers, local and national employers such as, Babcock, NHS, Higher Education providers, and representatives from the Armed Forces
- **Enterprise Adviser**, various talks, and activities
- **Assemblies** on general options, HE awareness, and presentations from employers
- **Work experience**, Students in Year 10 are given the opportunity to participate in work experience
- **Encounters with employers** through vocational interest groups linking the world of work to curriculum learning and identifying the skills that employers require
- **Subject teachers** linking curriculum learning to careers.
- **STEAM activities**, visits and events over the year for all students

Year 11

- **Careers Education** as part of the PSHE programme. A range of differentiated activities for those students with SEND.
- **Collapsed curriculum events**
- **Careers Fair** with local further education colleges, apprenticeship training providers, local and national employers such as, Babcock,

NHS, Higher Education providers, and representatives from the Armed Forces

- **Enterprise Adviser**, various talks, and activities.
- **GWR women into the railway's** targeted group work about the full range of career opportunities for women in the Railways, skills required and information on the recruitment process and training.
- **Assemblies** held over the year – Option Choices at KS5 and qualifications including talks from Further Education providers and apprenticeship opportunities.
- **1-1 careers advice and guidance interviews** for all students with the Campus Careers Manager.
- **Apprenticeship Master classes**-specific support on applications, CV writing, interview preparation, and personal statements.
- **Information** sessions with the 6th form team for all students.
- **Parental support** and advice on request.
- **Transition support** from CSW Group Ltd/ local authority for those students with an EHCP leaving Stoke Damerel Community College to assist with their transitions.
- **1-1 career** guidance interviews, differentiated according to the student's needs.
- **Encounters with employers** through vocational interest groups linking the world of work to curriculum learning and identifying the skills that employers require.
- **Work with Department of Work and Pensions school adviser** CV writing workshops, employability skills sessions, interview skills sessions, and mock interviews.
- **Subject teachers** linking curriculum learning to careers and further and higher education.
- **STEAM activities**, visits and events over the year for all students.
- **Destination data** is collected and analysed to inform changes to the careers programme. Ensuring that the careers programme supports all student's progression. Destination information is shared with CSW Group Ltd on behalf of the local authority.

Sixth form

- **1-1 careers advice and guidance interviews** offered to sixth form students who are making a transition, differentiated for students with additional needs.
- **Intensive support** for students on university choices and support in writing personal statements.
- **6th form Wider Curriculum**- incorporating the Next Steps South West offer covering; **NSSW** Pre-campus visit talk, University of the West of England campus visit, how to select university courses, personal statement support, how to make them effective, Post 18 options, Higher and Degree level Apprenticeships, university costs, student finance and budgeting, student life
- **Enterprise Advisor**- various talks, and activities.
- **Careers Fair** with local further education colleges, apprenticeship training providers, local and national employers such as, Babcock, NHS, Higher Education providers, and representatives from the Armed Forces
- **A range** of differentiated activities for those students with SEND.
- **Wider curriculum**, employer workshops.
- **Parental** support and advice at parents' evenings and on request.
- **Previous** students (Alumni) visit the school to talk about Gap Year opportunities and life at University.
- **Enterprise Adviser**, various talks, activities and assemblies.
- **Assemblies** for both year groups to raise awareness of options post-16 including apprenticeships, GAP year opportunities and employment.
- **Encounters** with employers through vocational interest groups linking the world of work to the curriculum to understand the skills that employers expect.
- **Subject teachers** linking curriculum learning to careers.
- **STEAM** career workshops, events and visits.
- **1:1 guidance interviews** to support students' option choices.
- **Destination data** is collected and analysed to inform changes to the careers programme. Ensuring that the careers programme supports all student's progression. Destination information is shared with CSW Group Ltd on behalf of the local authority.

Parents and Carers

- **Information and support** are provided to parents and carers to help their children explore and research their options, make decisions and manage their career development. Labour market information both local and national. Achieved through careers education, employability and enterprise designated section on the school website and regular updates in the school newsletter.
- **Specialist careers support** Careers and Employability Manager available at parents evenings, open evenings and parent information evenings.

Staff

- **INSET** training days to support staff to integrate career education into the curriculum.
- **Information and Support** on the careers section of the school website.

Evaluation

The Senior Leadership Team lead and Campus Careers Manager will be responsible for the monitoring, review and evaluation of the programme and provision in place. Students will be consulted on the impact of activities and events and changes made as a result of the feedback.

- **Students** will be asked to complete evaluation questionnaires after career guidance interviews, training sessions and career events.
- **Visitors** representing local businesses will be asked to evaluate the effectiveness of the interaction with the school and pupils.
- **Teaching staff** will be asked to reflect on how to further embed careers into the curriculum.
- **Parents** will be asked to provide feedback.

- **Senior Leadership Team link**, Campus Careers Manager to use the Careers and Enterprise company Compass and Tracker Tools to evaluate and develop the school careers programme.

Provision

Elements of the above will require access to individual information advice and guidance through:

- **Internal staff**, external visitors and mentors.
- **Impartial sources** using email, telephone, web chat and forums via websites, the National Careers Service², Next Steps South West and specialist face-to-face careers guidance.

We will secure additional access to face-to-face external specialist careers guidance as stated in the Education Act 2011 for our vulnerable students as defined by the Trusts governing body. The contract for this is currently held by CSW Group Ltd.

Resources

The school will provide resources for the successful implementation of this policy by securing:

- **Budget** agreed annually to cover internal needs, CPD training opportunities and commissioning of external sources.
- **Staffing resources** to adequately deliver the programme.
- **Information** both electronic and hardcopy providing information for students, parents and staff.
- **Designated** space for individual, group and research sessions.
- **Access** to the careers platform **Unifrog** for all staff and students

Partnerships

The policy recognises the range of partners that support the CEIAG offer within our school.

These include:

- Enterprise Adviser.
- Careers and Enterprise Company and the Career Hub.
- External provider commissioned by Local Education Authority to carry out transition support for students with an EHC Plan and students with additional vulnerabilities (CSW Group Ltd).
- Next Steps South West project to raise aspirations, achievement and awareness of Higher Education.
- Liaison with Post-16 providers and higher education institutions. Delivered through specifically targeted programmes, 1-1 independent careers guidance, whole cohort activities and group sessions.
- Local Authority, employers and training providers.
- Parents and carers.

Approvals and review

This policy is reviewed annually/biennially in discussion with staff and external partners and key priorities for action are identified and included in the school improvement plan.

References

¹The Gatsby Charitable Foundation (2014). Good Career Guidance. London: Gatsby.

<https://www.gatsby.org.uk/education/focus-areas/good-career-guidance>

²Next Steps South West

https://nextstepssw.ac.uk/content/uploads/2024/06/NSSW_School-College-2024_25_digi-v3.pdf

³Careers Development Institute Careers Framework

<https://www.thecdi.net/resources/cdi-framework>

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