



# Careers Education, Information, Advice and Guidance Policy (CEIAG)

**Work Related Learning, Enterprise and Work Experience.**

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Park High School is committed to providing high quality Careers Education, Information, Advice and Guidance (CEIAG) to all students and recognises the important role that careers education / work-related learning plays in:

- Raising aspirations and inspiring young people to achieve their full potential.
- Empowering young people to make well-informed decisions when planning and managing their own futures.
- Preparing young people for the opportunities, responsibilities and experiences of life, so they make a successful transition from school to adult life.
- Equipping young people with the skills, attitudes, knowledge and understanding to sustain employability and achieve personal and economic wellbeing throughout their working lives.
- Promoting equality, diversity, social mobility and challenging stereotypes.

This policy document is in line with legislation and guidance documents detailed below:

- DfE Careers strategy: making the most of everyone's skills and talents December 2017.
- DfE Careers guidance and access for education and training providers. Statutory guidance for governing bodies, school leaders and school staff updated July 2021.
- DfE new Guidance on Work Experience 4 October 2013.
- Section 42A and 45A of the Education Act 1997.
- Gatsby Foundation Good Career Guidance 2014.
- CDI (Careers Development Institute) Framework for Careers, Employability and Enterprise Education March 2018.
- Section 29 of the Education Act 2011 placed schools under a duty to secure independent and impartial careers guidance for young people in Years 9 to 11 and from September 2013 was extended to Years 8-13.
- National Curriculum programme of study for PSHCEe and citizenship.

## **Commitment**

Park High School is committed to providing a planned programme of careers education, information, advice and guidance (CEIAG), Work Related Learning and Enterprise for all students in Years 7-13. The CEIAG programme is a planned, progressive programme of activities which supports students in choosing 14-19 pathways that suit their interests and abilities and helps them to follow a careers path and sustain employability throughout their working lives. Park High School have secured the services of Prospects, to provide our independent and impartial career guidance. The careers adviser is level 7 qualified and is in school two days per week. Our careers adviser ensures that careers education, information, advice and guidance is:

- Presented in an impartial manner.
- Includes information on the full range of education or training options, including apprenticeships and other vocational pathways.
- Guidance that the person giving it considers will promote the best interests of the students to whom it is given.

Park High School achieved the Quality in Careers Standard Award, through Investor in Careers in December 2018 and is committed to the reassessment of the award in December 2021.

## **Links with other policies**

The policy for CEIAG supports and is underpinned by a range of key school policies / action plans, including:

- Safeguarding and Child Protection Policy.
- School Development Plan.
- SEN Policy.
- PSHCEe Policy.
- Teaching and Learning Policy.

## Objectives

The CEIAG programme is designed to meet the needs of all students at Park High School. It is differentiated and personalised to ensure progression through activities that are appropriate to students' stages of career learning, planning and development.

The CEIAG programme makes a major contribution to preparing young people for the opportunities, responsibilities and experiences of life.

Careers Education forms an integral part of our curriculum. The three main areas of careers learning are:

- Self-Development – understanding themselves and the influences on them.
- Career Management – Make and adjust plans to manage change and transition.
- Career Exploration – Investigate opportunities in learning and work.

In line with statutory guidance, Park High is committed to working towards meeting the eight Gatsby Benchmarks. Appendix 1

- The school will work to ensure that an embedded programme of career education and guidance is known and understood by students, parents, teachers, employers and FE and HE institutions.
- Continue to provide every student, and their parents/carers, access to good quality information about future study options and labour market information, to minimise the number of students who are not in education, employment or training (NEET) when they leave school.
- Opportunities for advice and support will be tailored to the needs of each student. Appropriate guidance will be provided during each key stage and will embed equality and diversity throughout, including for disadvantaged students and those with SEND.
- All departments will continue to link curriculum learning with careers, promoting STEM careers by teachers of STEM subjects.
- From Year 7 to Year 13 every student will have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace.
- In Year 10, all students complete a one-week Work Experience placement. This provides them with first-hand experiences of the workplace. In Year 12 workplace experiences take the form of work shadowing, workplace visits or work experience during the summer.
- All students will continually be made aware of the full range of learning opportunities that are available to them.
- All students have opportunities for guidance interviews with a Level 7 qualified careers adviser during their time at Park High School.
- To improve the transition from school to working life.
- To encourage participation in continued learning including higher and further education.
- To ensure students follow courses or programmes post 16 that are appropriate to their longer-term aspirations and needs.
- To develop enterprise and employment skills, relating these skills, attitudes, concepts and knowledge learned in school to applications in the wider world.
- To increase access and choices for all students.
- To focus students on their future aspirations improving employability through developing effective links with external partners.
- To be aware of career opportunities available to them as individuals.

## CEIAG Learner Entitlement Statements – see appendix 2

All students are entitled to be fully involved in an effective CEIAG programme. All students have access to unbiased,

confidential, personalised and impartial careers advice and are actively encouraged to take responsibility for their futures and plan and manage their own personal development and career progression. Students have access to relevant up to date information via the Careers & Employability page on [Sharepoint](#).

### **Parental involvement**

Young people do not make career decisions in isolation and parents/carers can have substantial impact, as well as a clear interest in the right outcomes for their young person. The school encourages parental involvement in the careers programme and holds several events for parents/carers.

- Review days - invited into school to discuss their son /daughter's progress, targets set with tutors.
- Parents/Carers Evenings - invited into school to discuss their son / daughter's progress with subject teachers.
- Year 10 Progression Routes Evening - talks from FE and HE institutions and apprenticeship providers about all the pathways available to their students after Year 11 and beyond.
- Volunteering for career events within school and offers of work experience opportunities.
- 1:1 Career guidance meetings, invited to attend.
- Year 9 Preferences Evening – GCSE & Vocational choices.
- Year 11 Careers Fair.
- Parents/Carers are kept up to date with career-related events and activities via letters and emails home, the school website and social media.
- There is a dedicated page on the Careers & Employability webpage for parents/carers.
- The Careers Lead attends all Parents Evenings and annual reviews

### **Curriculum Delivery**

The careers programme includes careers education sessions, career guidance activities (group work and individual interviews) and information and research activities, work-related learning (including one week's work experience in Year 10 and opportunities in Year 12).

Careers work is largely delivered as part of the school's PSHCEe programme for Years 7 to 13 in the form of a series of curriculum sessions including those devoted to Careers and Work-Related Learning. Additionally, there are assemblies, seminars, tutorials, drop down days, local businesses involvement and 1:1 session. The delivery is both formal and informal and permeates the whole curriculum.

The range of opportunities offered to Park High students evolves on a yearly basis. For example:

- Year 7 & 8 Ignite Programme.
- Year 7 & 8 Forest School.
- Year 9 & 10 Brilliant Club.
- Year 10 Young Enterprise.
- Year 9 Feeding Britain's Future, your skills & subjects.
- Year 12 Taking Hospitals into Schools event.
- Year 12 / 13 Kick Start Medicine Programme.
- Year 12 / 13 Oxbridge Support Programme.

## Visibility of careers

CEIAG opportunities and pathways are made visible to students both in classrooms and communal areas by:

- A dedicated Careers & Employability display board at the front of the school.
- Screens at reception and around the school, with rolling information about local college and 6th form Open Days or upcoming events.
- A wall display with stories and pictures from Work Experience and Preparing For Opportunities Day.
- Wall displays in classrooms showing the different careers linked to a specific subject, as well as case studies of different people and the jobs they do.

Careers information resources are shared and celebrated on the school [website](#), Sharepoint, a platform called [Start Profile](#) and [Unifrog](#), a programme for students to record their achievements, interactions and opportunities. Within the designated Careers & Employability room, which is accessible to students from 8.30am - 4.30pm everyday, there are a range of paper-based materials from information leaflets to prospectuses.

## Career guidance meetings

Students are entitled to appropriate guidance to meet their individual needs. Our independent Careers Adviser attends Park High School two days a week and conducts 1:1 guidance interviews mainly with students in Years 10, 11 and 12 and other targeted students throughout the year.

We recognise the key role that parents/carers play in career choices and they are welcome to attend these interviews with their child. The Careers Adviser also leads group work sessions with students in Years 8 and 9, attends careers events and attends Year 9 Preferences Evening. The work carried out with students is documented through [Unifrog](#) and students are tracked through the school to ensure that they make well informed choices post 16 and manage that transition successfully. All students at Park High can request an appointment with the Careers Adviser. The Careers & Employability Coordinator or Careers Adviser attends the annual reviews for students with an Education Health Care Plan in Years 7 – 13.

## Monitoring, Review and Evaluation

Careers Education is monitored and evaluated annually by the Careers & Employability Co-ordinator using the CDI (Careers Development Institute) Framework for Careers, Employability and Enterprise Education. When reviewing the programme, the School Improvement Plan is used to ensure that the careers department is fully supporting the whole school aims.

The Careers & Employability Co-ordinator works with the PSHCEe lead and all tutors to evaluate the current programme and plan the next one. All educational visits are evaluated by both the facilitator and students through questionnaires and online surveys. These are analysed and the results form a part of the annual review. These outcomes identify areas for development, set goals and agree strategies to ensure they are effective.

Careers Guidance is monitored and evaluated annually through discussion with key staff, senior management team and by way of an online survey to students post 1:1 guidance interviews.

The Service Level Agreement, with our external provider, is reviewed termly and annually.

Evaluations are completed by students and external providers after any career events for feedback, which is then used to enhance future provision.

Year 11 progression data is used to monitor the effectiveness of both careers education and careers guidance. This is also taken into consideration when reviewing the careers education programme.

The Careers & Employability Coordinator (Careers Lead) and the Work-Related Learning and Enterprise Lead both meet with the Deputy Headteacher weekly. Reports are submitted to the governors termly.

## **Staffing**

Responsibility for CEIAG within Park High School is a partnership between the teaching staff, Careers & Employability Co-ordinator (Careers Lead), Pastoral Team and the Independent Careers Adviser who are responsible to the Deputy Headteacher. Work related learning, Work experience and Enterprise are planned and implemented by the Work-Related Learning Coordinator and reports to the Deputy Headteacher.

All staff contribute to CEIAG through their roles as tutors and subject teachers. Specialist sessions are delivered by Form Teachers and complemented by external providers which include both external and internal visits. The careers programme is planned, monitored and evaluated by the Careers & Employability Co-ordinator and overseen by the Deputy Headteacher and link Governor. The independent Careers Adviser provides specialist careers guidance. Careers information is available via Sharepoint and on the [website](#) for parents/carers, students and teachers. These resources are maintained by the Careers & Employability Co-ordinator. Careers information can be accessed via the internet. Staff training needs are identified by an online survey and Form Tutors are kept updated via the Careers & Employability Coordinator attending their team meetings.

## **Employer and External links**

A range of external providers are invited into school to support the careers programme. These might include local colleges, universities, training providers, apprenticeship organisations, employers, school alumni, or staff from various projects. In all cases, such staff and organisations will be vetted for suitability by the relevant staff at school.

## **Resources and budget**

The school is committed to providing the resources to enable an effective careers programme. The Careers & Employability department has its own budget. The Careers & Employability room has relevant, up to date information in a range of media, formats and languages. Students have access to IT facilities. Specialist equipment and support are available for individuals with learning difficulties and /or disabilities. Additional information resources include participation in local events and activities, and work with employers, business and other organisation.

## **PARK HIGH SCHOOL Provider Access Policy Statement. – See Appendix 3**

Several events integrated into the school careers programme will offer providers of education or training an opportunity to come into school to speak to students and/or their parents/carers. Providers should speak to the contact name below to identify the most suitable opportunity for access to Park High students.

Providers are welcome to leave a copy of their prospectus or other relevant course literature for the Careers & Employability room, which is available to all students at break and lunch times and before and after school.

A provider wishing to request access should contact: Mrs Donna Foster, Careers & Employability Coordinator  
Telephone: 0208 951 6299. Email: [dfoster4.310@parkhighstanmore.org.uk](mailto:dfoster4.310@parkhighstanmore.org.uk)

If you would like this policy in a different format please contact Mrs Foster, details above.

## References

### **The Gatsby Benchmarks**

<http://www.gatsby.org.uk/uploads/education/good-career-guidance-handbook-digital.pdf>

### **The Career Development Institute Careers Framework**

<http://www.thecdi.net/Careers-Framework-2018>

### **Careers guidance and access for education and training providers**

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/672418/Careers\\_guidance\\_and\\_access\\_for\\_education\\_and\\_training\\_providers.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/672418/Careers_guidance_and_access_for_education_and_training_providers.pdf)

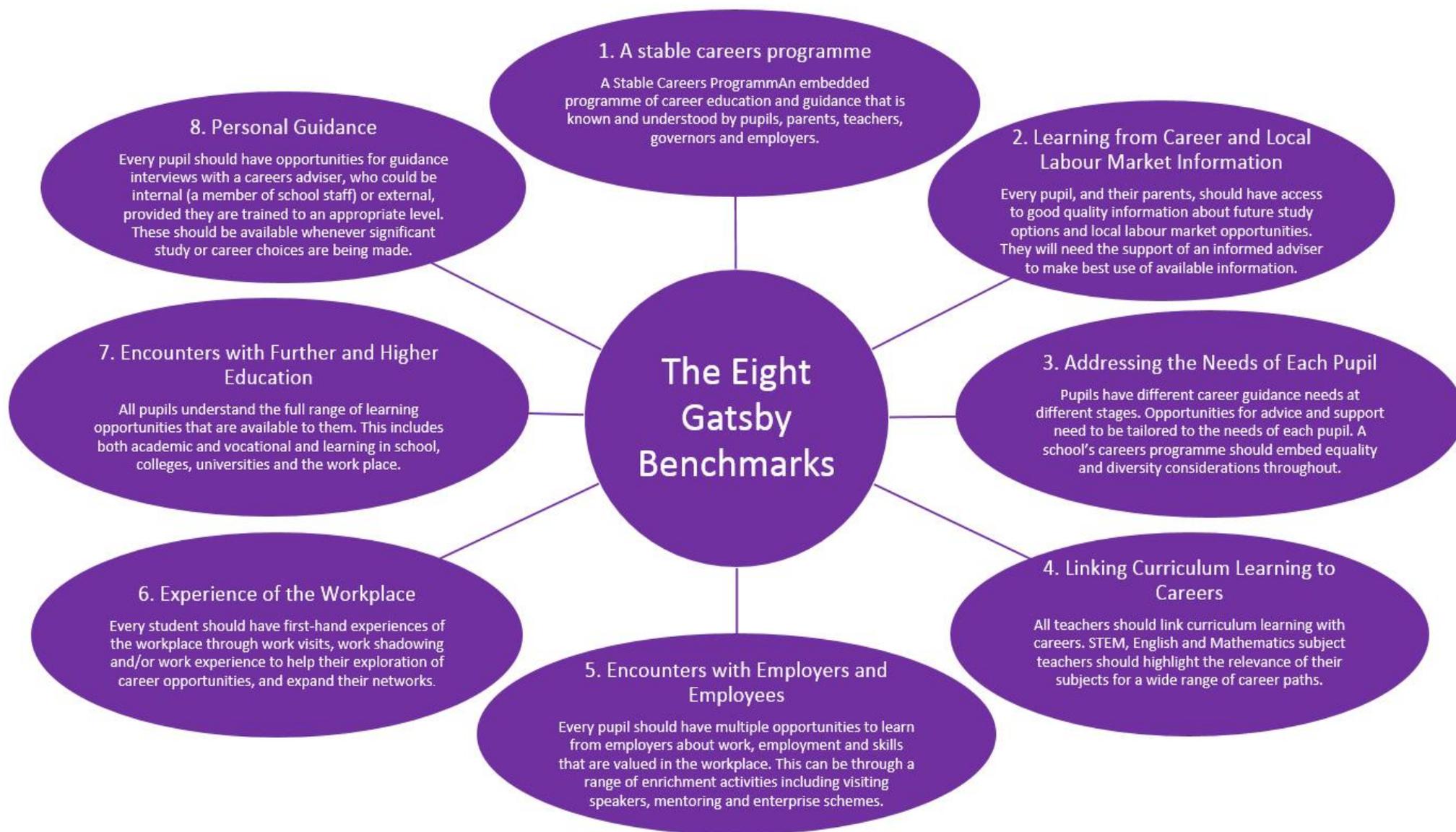
### **Careers strategy: making the most of everyone's skills and talents**

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/664319/Careers\\_strategy.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf)

### **Quality in Careers Standard**

<https://investorincareers.org.uk>

## Appendix 1 – Gatsby Benchmarks



Gatsby Benchmark	How Park High School meets each Gatsby Benchmark
<p><b>1.</b> <b>A Stable Careers programme</b></p>	<p><b>Year 7:</b> Visit to Kidzania  <b>Year 8:</b> This is Me today workshop  <b>Year 9:</b> All about You workshop, Careers PSHCEe preferences  <b>Year 10:</b> Parent presentation evening, covering post-16 pathways  <b>Year 10:</b> Careers PSHCEe module Work related learning covering CVs, interview skills  <b>Year 11:</b> Careers PSHCEe module covering career research, skills and pathways  <b>6<sup>th</sup> Form:</b> Parent presentation evening on UCAS student finance  <b>6<sup>th</sup> Form:</b> PSHCEe module covering UCAS applications, apprenticeships and student finance</p>
<p><b>2.</b> <b>Learning from careers and labour market information</b></p>	<p><b>All years:</b> Comprehensive school careers &amp; employability website with access to key software  Unifrog</p> <ul style="list-style-type: none"> <li>• Start Profile .com</li> <li>• What do graduates do</li> <li>• Careerometer</li> </ul> <p><b>Year 7:</b> Career Fridays during registration  <b>Year 8:</b> Career Thursdays during registration</p>
<p><b>3.</b> <b>Addressing the needs of each student</b></p>	<p><b>All years:</b> Personal recording of activities, responsibilities, competencies using <b>Unifrog</b>  <b>Year 11:</b> Detailed action plans produced from 1:1 Career guidance interviews  <b>Post 16 and Post 18:</b> destination data monitored by Careers &amp; Employability Coordinator</p>
<p><b>4.</b> <b>Linking curriculum learning to careers</b></p>	<p><b>All years:</b> Links to careers within subject lessons  <b>All years:</b> Displays around school and link to careers for each subject on Park High website  <b>Year 7 &amp; Year 8</b> Ignite Programme – English  <b>Year 9 &amp; Year 11:</b> ‘Careers in this Subject’ assembly to support GCSE preferences and post 16 pathways  <b>Year 12:</b> Sociology trip to Royal Courts of Justice</p>
<p><b>5.</b> <b>Encounters with employers and employees</b></p>	<p><b>All years:</b> Visits to businesses and companies, assemblies  <b>All years:</b> External speakers  <b>Year 8:</b> Speed Networking event  <b>Year 9:</b> HP World of Work  <b>Year 10:</b> Mock interview event, Preparing for Future Opportunities Day  <b>Year 12:</b> Royal Courts of Justice - Sociology</p>
<p><b>6.</b> <b>Experiences of workplace</b></p>	<p><b>Year 10:</b> One week work experience virtual or in person  <b>Year 12:</b> Work place visits related to subjects - Sociology trip to Royal courts of Justice, linking criminology unit.</p>
<p><b>7.</b> <b>Encounters with further and Higher Education</b></p>	<p><b>All years:</b> Careers Fair  <b>Year 9:</b> Visits to Universities – Bucks New University, City, University of London,  <b>Year 9:</b> Brunel University STEM and Computer Science Saturday workshops  <b>Year 10:</b> Preparing for Future Opportunities Day  <b>Year 10:</b> Brilliant Club  <b>Year 11:</b> Assemblies, workshops and Day in the life of a College student  <b>Year 12:</b> Taster day visits to Universities  <b>Year 12:</b> Visit to UCAS convention  <b>Year 13:</b> Mock Oxbridge and Medical interviews with staff from another school  <b>Year 12 &amp; 13:</b> Visits from university representatives, including UCAS Evening</p>
<p><b>8.</b> <b>Personal Guidance</b></p>	<p><b>All years:</b> Review days and Parent / Carer evenings  <b>All years:</b> Online careers matching programs eg Start, SACU, Which A levels  <b>All years:</b> Lunchtime careers drop-ins with school careers advisor from Prospects  <b>Year 8:</b> Group career workshops – This is Me  <b>Year 9:</b> Preferences Evening with school careers adviser present  <b>Year 10, 11 and 12:</b> Individual careers interview with school careers adviser from Prospects  <b>Year 12 &amp; 13:</b> Help and support with the UCAS process from Head of 6<sup>th</sup> Form and tutors</p>

## Appendix 2 – Park High School offer by Year Group

### Year 7

- Students are introduced to the Careers & Employability Coordinator.
- Launch of [Unifrog](#).
- Students have optional access to independent and impartial advisers via drop-in sessions and [Sharepoint](#).
- Regular personal support and information on how they are progressing with your tutor.
- Career Fridays – broadening students horizons and seeing how subjects link with careers.

### Year 8

- Timetabled careers education lessons in PSHCEe delivered by tutor about Year 8 options.
- Introduce career software programme called '[Start Profile](#).' Students begin to link skills to specific careers enabling realistic and informed decisions.
- Students introduced to labour market information.
- Students attend a Career Speed Networking event, engaging with three different employers with a focus on transferable skills.
- Students introduced to other careers software and websites.
- Students continue to record their achievements on [Unifrog](#) – termly registration in computer room.
- Students have optional access to independent and impartial advisers via drop-in sessions.
- Access to impartial careers information and advice via [Sharepoint](#).
- Career Thursdays, broadening students career aspirations and linking subjects to careers, LMI.

### Year 9

- Preferences Evening – opportunity to speak to subject teachers, Independent Careers Adviser and Careers and Employability Coordinator.
- All about Me – group sessions looking at the range of post 16 pathways.
- Opportunities to attend a University trip, Park High Careers Fair.
- Students have optional access to independent and impartial advisers via drop in sessions.
- Access to impartial careers information and advice via [Sharepoint](#).
- Opportunities to participate in Brunel University Masterclass in Engineering and Computer Science.
- Students continue to use [Unifrog](#) to record their interactions, trips, achievements – termly registration in computer room.

### Year 10

- Timetabled careers education lessons in PSHCEe delivered by tutor, focussing on employability skills.
- Students begin CV and cover letter writing.
- From May, individual Career guidance meetings with our independent and impartial Careers Adviser and parents/carers to discuss post 16 options. Students receive a personalised action plan which is shared with parents and uploaded to [Unifrog](#). This identifies future plans and what action is required to achieve their goals.
- A one-day work related learning event called 'Preparing for future Opportunities', workshops include Finance capability.

- Mock Interviews event - a 15/20-minute interview with an employer which includes feedback on both their interview experience and CV.
- All students participate in one week of work experience and record their progress in their Work Experience Log as well as using [Unifrog](#).
- Students have optional access to independent and impartial advisers via drop-in sessions.
- Access to impartial careers information and advice via [Sharepoint](#).
- Students continue to use [Unifrog](#) to record their interactions, trips, achievements – termly registration in computer room.

## Year 11

- Timetabled careers education lessons in PSHCEe, delivered by tutor.
- Students encouraged to attend career talks, fairs, college open days and taster days.
- Students are kept up to date with post 16 deadlines.
- Individual Career guidance meetings with our independent and impartial Careers Adviser and parents/carers to discuss post 16 options. Students receive a personalised action plan that identifies future plans and what action is required to achieve their goals.
- Park High 6<sup>th</sup> Form information Evening, an opportunity to speak to subject teachers.
- Support with post 16 choices and encouraged to consider all their options including further study in 6<sup>th</sup> form, College, UTC and Apprenticeships.
- Students attend the Careers Fair held at Park High. An opportunity to talk to FE / HE and apprenticeship providers, about different courses and entry requirements.
- Create their Park High Portfolio.
- Participate in 'Day in the life of a Sixth former or College student' either at Park High School or visiting a College. Students will attend taster lessons in specific subjects.
- Students have optional access to independent and impartial advisers via drop-in sessions and [Sharepoint](#).
- Career focussed registration activities.
- Students continue to use [Unifrog](#) to record their interactions, trips, achievements – termly registration in computer room.

## Sixth Form

- Individual Career guidance meetings with our independent and impartial Careers Adviser to discuss post 18 options. Students receive a personalised action plan that identifies future plans and actions required to achieve their goals.
- Timetabled careers education lessons in PSHCEe delivered by the tutor.
- Sessions on understanding school leaver and graduate job markets and how to look and apply for jobs.
- Students are reminded of different options including higher education, jobs, gap years, apprenticeships etc.
- Students are encouraged to attend university open days, taster days and meet potential employers to discuss future options.
- Students are given specific help with preparing UCAS applications and applying for apprenticeships.
- Access to impartial careers information and advice via [Sharepoint](#).
- Students continue to use [Unifrog](#) to record their interactions, trips, achievements – termly registration in computer room.

## **Appendix 3 – Park High School Provider Access.**

### **Park High School: Provider Access Policy**

#### **Introduction**

This policy statement sets out the school's arrangements for managing the access of providers to students at the school for the purpose of giving them information about the provider's education or training offer. This complies with the school's legal obligations under Section 42B of the Education Act 1997.

#### **Student entitlement**

All students in Years 7 – 13 are entitled:

- To find out about technical education qualifications and apprenticeships opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point.
- To hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships – through options events, assemblies and group discussions and taster events.
- To understand how to make applications for the full range of academic and technical course.

#### **Management of provider access requests**

##### **Procedure**

A provider wishing to request access should contact Mrs Donna Foster, Careers & Employability Coordinator, Telephone: 0208 952 2803 x 213 or direct dial number 0208 951 6299

##### **Opportunities for access**

A number of events, integrated into the school careers programme, will offer providers an opportunity to come into school to speak to students and /or their parents/carers:

19 October 2021	Careers Fair
23 November 2021	Mock Interview event – Year 10
11 February 2022	Mock Interview event – Year 12
7 – 13 February 2022	National Apprenticeship Week
7 – 12 March 2022	National Careers Week
5 – 8 July 2022	UCAS Week
All year	Employer talks

Please speak to our Careers & Employability Coordinator to identify the most suitable opportunity for you.

##### **Premises and facilities**

The school will make the main hall, classrooms or private meeting rooms available for discussions between the provider and students, as appropriate to the activity. The school will also make available AV and other specialist equipment to support provider presentations. This will be discussed and agreed in advance of the visit with Careers & Employability Coordinator.

Providers are welcome to leave a copy of their prospectus or other relevant course literature at the Careers Room. The Careers & Employability Room is available to all students from 8.30am – 4.30pm.