



Wednesfield Academy

Careers Policy

May 2024-May 2025

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

Rationale

The school is committed to providing a planned programme of Careers Education, Information and Guidance for all pupils in Years 7-13. Careers will be integrated into the pupils' experience of the whole curriculum and will be based on partnerships with external partners, teachers, pupils, parents and alumni.

The careers programme at Wednesfield Academy will be an essential part in helping pupils to select appropriate 14-19 pathways. With appropriate support, pupils will be able to plan and manage their career path effectively in a changing global world of learning and work, ensuring that progression is both ambitious and aspirational.

The programme promotes equality of opportunity, celebrates diversity and challenges stereotypes. The policy is developed and reviewed annually by the Careers Leader and the Senior Leadership Team through discussions with teaching staff, the Careers Advisor, Enterprise Advisor, pupils, parents, governors and other external partners.

It is based on current good practice from the Careers Development Institute and is guided by the Gatsby Benchmarks, to ensure best practice and to conform to statutory requirements.

Context

From September 2013 the Education Act of 2001 placed schools under a duty to ensure that all registered pupils in Years 8-13 have access to independent, accurate and impartial information, advice and guidance. Careers guidance secured under the new duty will:

- be presented in an impartial manner
- include information on the full range of post-16 education or training options
- promote the best interests of the pupils to whom it is given

Careers Education at Wednesfield Academy follows the recommendations from the Careers Development Institute (CDI) Framework 2015.

Careers Programme

Wednesfield Academy is committed to providing all pupils in Years 7-13 with a programme of activities which are planned and coordinated with opportunities to measure learning outcomes. The careers programme is designed to meet the needs of all pupils. Just helping pupils to find 'the right job' has now been replaced with supporting pupils to be equipped with the knowledge, understanding, skills and personal qualities to plan and manage their career progression through learning and work. The programme is differentiated and personalised to ensure progression through activities that are appropriate to the stages of career learning, planning and development. At Wednesfield Academy we work in partnership to help every pupil achieve their full potential and listed below is the pupil entitlement for careers.

Careers Pupil Entitlement

1. Careers Education, Information and Guidance that meets professional standards of practice.
2. A careers programme that will raise aspiration, challenge stereotypes and promote equality and diversity.
3. Support in making well informed and realistic decisions.
4. Access to impartial and independent information and guidance about the range of education and training options that are most likely to help pupils achieve their ambitions

The Gatsby Benchmarks



Wednesfield Academy has adopted the Gatsby Benchmarks because they are judged to be an outstanding system for career guidance. [Good Career Guidance | Education | Gatsby](#)

Benchmark 1: A stable careers programme

- The careers programme is structured and updated by the Careers Leader and a designated member of the Senior Leadership Team. It is published and included on the school's website.
- The programme is evaluated with feedback from all stakeholders.
- A framework for the planning, monitoring, review and delivery of the careers programme will be reviewed annually, using the quality standard for Careers Education and Guidance.
- Wednesfield Academy will measure and assess the impact of its own careers programme using the Gatsby Benchmarks and the Compass+ and Tracker tool, as well as using our own internal evaluations, including the opinions of providers, pupils, staff and parents/carers.
- Funding is allocated annually in the context of whole school priorities and particular needs for Careers Education, Information and Guidance.

Benchmark 2: Learning from career and Labour Market Information (LMI)

- Labour Market Information (LMI) is included in the careers programme and additional knowledge is provided by the Careers Adviser and Careers Lead.
- Parents/Carers and pupils can keep up to date with information about Labour Market Information by reading the careers section on the school website.
- The Careers Adviser provides independent careers guidance, including LMI to all Year 11 pupils and identified groups.
- LMI information will be shared with parents at all Parents' Evening events.
- LMI updates will be shared with staff annually at a CPD session.
- LMI will be shared in an engaging way with all pupils through assemblies and Futures Friday tutor sessions.
- Visiting employers and speakers will share their experience of the labour market.

Benchmark 3: Addressing the needs of each pupil

- The careers programme actively seeks to challenge stereotypical thinking and to raise aspirations. The Careers Pupil Entitlement outlines these aims. This is reinforced through all careers opportunities including in careers assemblies and persona development lessons.
- Wednesfield Academy will keep accurate records of each pupil's career experiences using our own internal systems and Compass+. This will be supported by staff recording and reviewing their activities and communicating this to the Careers Leader.
- Destinations are collated by the Careers Leader and the designated Senior Leader, with the support of the Careers Adviser, who reports these to the local authority.
- A developing Alumni Network helps to foster greater links with our former pupils and allows us to track their long-term destinations. It also brings about new opportunities for our pupils to gain career advice, enriching the delivery of our careers programme.



- The Careers Adviser offers guidance and support to SEND pupils, and liaises with the Careers Lead and the SENDCO where appropriate.
- The Success Centre supports vulnerable groups at key transitions: Years 9 -10 with option choices and in Year 11 with an employability course to support with college applications.
- The Careers Leader will track career aspirations of individual pupils from Year 7-13; this helps to provide personalised advice for pupils. The careers destination spreadsheet is updated annually. The information is also used to identify pupils for the most relevant talks/workshops/visits.
- The Careers Adviser keeps accurate records of individual careers advice, and these are shared with pupils.
- Pupils in all year groups will be given the opportunity to identify different career routes. All pupils have information from the full range of providers, including apprenticeships, universities, colleges, training providers, gap year and voluntary organisations and local employers.
- Most Able pupils have the opportunity to take part in a range of activities, including Oxbridge opportunities.
- Pupils who meet widening participation criteria for university admission (including Pupil Premium) are actively encouraged and supported to take part in university access schemes, such as summer schools.
- Year 11 pupils meet with their form tutor and Careers Adviser to discuss their career plans and to confirm a destination for the end of Year 11.
- Year 13 students get individual support and meetings with the Careers Leader and Sixth Form pastoral team when applying to university or apprenticeships. These includes in depth advice and support completing and checking applications.
- Pupils also have the opportunity to become a Careers Champion.

Benchmark 4: Linking curriculum learning to careers

- Employability and enterprise skills are embedded with the curriculum and developed in all lessons. These develop skills which will encourage pupils to become more effective workers, within a wider range of careers.
- Form tutors teach the allocated careers lessons within the Shaping Futures: Futures Friday programme and ongoing training needs are identified for planning and delivering the careers programme.
- The school supports national events and we take part in National Careers Week and National Apprenticeship Week, where pupils take part in relevant activities. Learning during all lessons will have a link to careers during these weeks.
- Staff are encouraged to link learning in lessons to careers and employability skills and these skills are mapped through medium-term plans.
- An annual staff CPD session on careers supports teaching staff to embed careers within the curriculum and encourages them to engage with outside agencies such as employers and universities.

Benchmark 5: Encounters with employers and employees

- Pupils will be provided with opportunities of mentoring, workplace visits, work experience, work shadowing, enterprise clubs, employer talks and projects.
- Where appropriate, we will arrange visits for pupils to local businesses. This will assist pupils in making an informed decision about their future career.

- Pupils have access to a wider variety of external speakers from local and national employers, professional organisations and Alumni.
- Careers Fairs, assemblies and other events allow all pupils the chance to engage with local employers.
- Greater links with our Alumni will allow pupils to engage with a wider range of career professionals.
- We will continue to develop partnerships with local employers and apprenticeship providers.
- Wednesfield Academy will work closely with Careers and Enterprise Company to engage with their programmes and create new opportunities for our pupils. The school works in partnership with the Enterprise Adviser Network.

Benchmark 6: Experience of workplaces

- Year 12 students take part in a work experience placement organised by themselves (with school staff support if needed).
- Year 9 pupils have the opportunity to take part in 'Take Your Child to Work Day', where they spend a day shadowing a parent, family member or family friend at work.
- Opportunities for virtual work experience are shared with all pupils.
- Pupils can learn about work during careers presentation and events in school given by parents, alumni, apprentices and employers.
- Where possible, trips to employers will be organised. Pupils will be targeted using the careers aspirations database or opportunities will be advertised for pupils to sign up.

Benchmark 7: Encounters with further and higher education

- The annual Careers Fair allows each pupil to have a meaningful encounter with learning providers, including sixth form, colleges, local employers, apprenticeship providers, training providers, voluntary schemes and gap year organisations.
- By the end of Year 13, all students will have experienced at least two visits to universities.
- Sixth Form students are encouraged to attend summer schools, open days and university workshops.
- The tutor programme and assemblies outline all of the various options available to pupils including T levels, apprenticeships, traineeships and technical qualifications.

Benchmark 8: Personal guidance

- Every pupil will receive at least one careers guidance interview by a fully qualified careers adviser, by the end of Year 11, and another in the Sixth Form.
- Pupils at Wednesfield Academy will be supported either as individuals or in groups. This may be face-to-face or virtually where needed.
- The Careers Adviser will provide additional targeted independent careers guidance to identified pupils in all year groups.
- The Careers Adviser will work to standards required by the CDI Code of Ethics.
- Application support for the various pathways available will be provided to all pupils who need it.



- Independent face-to-face careers guidance, where it is the most suitable support for young people to make successful transitions, particularly children from disadvantaged backgrounds, looked after children or those who have special educational needs, learning difficulties or disabilities, will be provided when appropriate.
- Wednesfield Academy will work closely with the Local Authority through the provision of SEND support services: preparing for adulthood.
- Access to an impartial Careers Adviser is available on request to all pupils and parents.
- Sixth Form students get additional guidance and support from the Careers Leader and the Sixth Form pastoral team, when applying to university or apprenticeships. These includes in depth advice and support completing and checking applications.
- A record of Year 11 pupils' Intended Destinations is monitored by the Careers Adviser to target advice at those in most need. This information is also fed back to the Careers Leader and Senior Leadership so that future planning can be considered.