

# Co-op Academy Bebington CEIAG Programme

# <u>2020-2021</u>

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Date: 01/07/2020		2021

Careers Leader: Mrs Lisa Hesketh

#### Rationale and Vision

This policy covers the Co-op Academy Bebington's approach to Careers Education and Independent Advice and Guidance (CEIAG). It was produced in conjunction with Jo Sykes, Director of CEIAG at the Central trust team and the Careers leader at Bebington, Lisa Hesketh (Deputy Head teacher).

Co-op Academy Bebington is committed to ensuring all of our students have access to highly impartial careers advice and to a range of employers who can support them in considering their future. To help us do this we align our CEIAG Plan to the Gatsby Benchmarks which have been explicitly referenced throughout the DfE's Careers Strategy (December 2017) the Statutory Guidance for careers (January 2018) and aligns to the delivery of independent careers guidance to year 8-13 pupils in accordance with section 42A of the Education Act 1997.

The 8 Gatsby benchmarks are outlined below:

- 1. A stable careers programme
- 2. Learning from career and labour market information
- 3. Addressing the needs of each student
- 4. Linking curriculum learning to careers
- 5. Encounters with employers and employees
- 6. Experience of work places
- 7. Encounters with further and higher education
- 8. Personal guidance



The vision for the development of CEIAG across our academy is to provide the very best opportunities to enable our students to make informed and incisive decisions throughout, and beyond, their school life. By using the Gatsby benchmarks as a framework of best practice we have a CEIAG programme that meets the needs or our ever changing cohort of students, providers and labour market landscape. Our plan promotes equality of opportunity, celebrates diversity and challenges stereotypes whilst inspiring, raising aspirations and giving our students an optimistic outlook on life and their place in the world of work. We are always guided by our Coop values:

#### Do what matters most

What matters most is ensuring that our students achieve the best possible outcomes.

#### Be yourself, always

We bring our best self to work, so that we each contribute a bit of our own unique Co-op difference, and respect others for doing the same.

# Show you care

We care about our Co-op, our colleagues, our members, our students, their parents and communities, now and for the future.

## Succeed together

Co-operating is what makes us different; we're better and stronger when we work together. Incoroparte c oo p values

#### <u>Intent</u>

Our CEIAG programme is both bespoke and unique to our academy and is reviewed on an annual basis to meet our students' needs based on our monitoring and evaluation processes. We are committed to providing a coherently planned and sequenced programme that reflects our academy's context and core values. Our programme is designed to entitle all learners to develop the knowledge, skills, understanding and cultural capital they may need to go on to destinations that meet their aspirations and interests. With this in mind we aim:-

- To provide impartial and independent advice for all pupils (Gatsby Benchmark 1 8)
- To prevent pupils leaving and becoming NEET (Gatsby 1 8)
- To contribute to strategies for raising achievement, especially by increasing motivation, attitude to learning and attendance (Gatsby 3)
- To support inclusion, challenge stereotyping and promote equality of opportunity (Gatsby Benchmark 3,4)
- To encourage participation in continued learning including higher education, further education and apprenticeships (Gatsby Benchmark 7,8)
- To develop enterprise and employment skills (Gatsby 2,3)



- To reduce drop out from and course switching in education and training (**Gatsby** 3,5,6,7,8)
- To contribute to the economic prosperity of individuals and communities (Gatsby 2,5,7)
- To meet the needs of all our pupils through appropriate differentiation (Gatsby 3)
- To focus students on their future aspirations and opportunities (Gatsby 3,4,8)
- To involve parents and carers (Gatsby 1,2,5,6,7)
- To support the raising of the participation age and assist with positive destinations for all pupils post 16, 17 and 18 (Gatsby 1,4,8)
- To meet the needs of our current cohort of students across each year group (Gatsby 1,3)
- To use current LMI to enable students, staff and parents to engage actively with local and national CEIAG information so that they can increase their knowledge and understanding about the world of work. (Gatsby 1,2,3)
- To use student's parents, staff feedback to reflect on our current provision in order to develop our future CEIAG programme (Gatsby 1,2,3)
- To provide additional support to specific vulnerable groups such as SEND and pupil premium (Gatsby 1-8)
- All stakeholders have a clear understanding of CEIAG and rationale and vision (Gatsby
   1)
- To monitor and evaluate current provision in order to ensure our programme is quality assured in line with other curriculum areas (Gatsby 1)
- To share best practice with other Co op academies at network events to ensure reflection and development of own programme (Gatsby 1)
- To ensure all students actively engage with a CEIAG tracking platform to support them in making informed choices about their Career development plan (Gatsby 1,2,3)
- To achieve a Quality in Careers award in recognition of all that our academy offers (Gatsby 1)

#### **Implementation**

Our programme is taught via bespoke activities, subject curriculum and extracurricular activities, and a wide range of enrichment activities.

Throughout KS3-5 CEIAG is accessed by all at Co-op Academy Bebington. CEIAG is delivered by a wide range of providers such as our internal Careers Advisor, teachers and support staff, FE Colleges, Universities, visiting speakers, employers and employees. This delivery includes bespoke workshops, assemblies, work visits, work experience, mock interviews, careers fairs, drop down days and via subject curriculum. Our students are supported and encouraged to explore possible pathways they may take in the future, to ensure they have the very best start in life. Our staff receive regular CPD to support them in embedding employability skills into their subject areas. Our parents can access our Academy's website and careers portal <a href="https://www.bebingtoncareers.co.uk">www.bebingtoncareers.co.uk</a> which provides clear links to a range of CEIAG related events and



information about local market information (LMI) to UCAS applications to Apprenticeships. Parents are also encouraged to attend our CEIAG information evenings and parents evenings, either in person or virtually. A careers bulletin is sent via ParentMail each term from the school's CEIAG coordinator Mrs Fardoe <a href="mailto:carol.fardoe@coopacadmies.co.uk">carol.fardoe@coopacadmies.co.uk</a> to summarize all of the good work going on in school but to also flag up opportunities to parents and carers.

Year Group	Autumn Term (2019)	Spring Term	Summer Term
7	Careers     Assemblies     fortnight, virtual     presentations from     Finance and     Airbus.(Gatsby     1,2,3,5)	<ul> <li>Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (delivered virtually if necessary available on school careers portal) (Gatsby 1,2,3,5,7,8)</li> <li>National careers week focus in lessons, all lessons have a starter or longer with a specific career focus. (Gatsby 1,2,3,4)</li> <li>Parents evening (Gatsby 3,4,8)</li> </ul>	Employability and skills drop down day provided by the Wirral young chamber, workshop sessions. (Gatsby 1,5,6)
8	Careers     assemblies     fortnight, virtual     presentation from     Construction and     NHS (Gatsby     1,2,3,5)	Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers and option choices (delivered virtually if necessary available on school careers portal).      (Gatsby	

9	• Careers	<ul> <li>1,2,3,5,7,8)</li> <li>Careers Drop down day - Routes into employments delivered by HEIs training providers and employers (virtually if necessary). (Gatsby 1,2,3,5)</li> <li>Presentation from Digital Tech sector in National Apprenticeship week (can be delivered virtually) (Gatsby 1,2,3,5)</li> <li>Options assemblies led by Curriculum leaders and taster sessions highlighting prospective careers (can be delivered virtually). (Gatsby 1,3,4)</li> <li>Parents / options evening. CEIAG coordinator available (Gatsby 1,3,4,87)</li> <li>National careers week focus in lessons, all lessons have a starter or longer with a specific career focus. (Gatsby 1,2,3,4)</li> <li>Careers fair,</li> </ul>	• Study skills
J	assemblies fortnight, virtual presentations from NHS and Liverpool Institute of Performing Arts	Careers fair,     opportunity to talk     to employers, FE,     HE and     apprenticeship     providers on routes     into careers and	<ul> <li>Study skills         session led by         Shaping Futures         student advocates,         2 x 1hr sessions         https://shaping-futures.org.uk/type/par     </li> </ul>

	(LIPA). (Gatsby 1,2,3,5)	option choices (delivered virtually if necessary available on school careers portal). (Gatsby 1,2,3,5,7,8)  Jobs for tomorrow assembly from Shaping Futures - during National Apprenticeships week(can be delivered virtually). (Gatsby 1,2,3,5)  Parents evening (Gatsby 3,4,8)  Careers drop down day - employability & enterprise skills.(Gatsby 1,2,3,5)  National careers week focus in lessons, all lessons have a starter or longer with a specific career focus. (Gatsby 1,2,3,4)	ents/ (Gatsby 4,7)
10	<ul> <li>Careers         assemblies         fortnight, virtual         presentations from         Armed Services         and Unilever         (Gatsby 1,2,3,5)</li> <li>Introduction to         Unifrog and CV         writing led by Form         tutors (Gatsby 1,         2, 3, 4, 5)</li> </ul>	<ul> <li>Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers and option choices (delivered virtually if necessary available on school careers portal).         (Gatsby 1,2,3,5,7,8)</li> <li>Study skills session led by Shaping Futures</li> </ul>	<ul> <li>Work experience, either self-placed or from School database - liaise with CEIAG coordinator and Deputy Headteacher. (Can be virtual if necessary) (Gatsby 1,2,3,5,6)</li> <li>Careers drop down day - focus on apprenticeships led by the Wirral young chamber, 5 x 1hr sessions</li> </ul>

		student advocates, 2 x 1hr sessions https://shaping-futu res.org.uk/type/par ents/ (Gatsby 1,4,7)  Parents evening, CEIAG coordinator available (Gatsby 1, 3,4,8)  National careers week focus in lessons, all lessons have a starter or longer with a specific career focus. (Gatsby 1,2,3,4)	throughout the day. (Gatsby 1,5,6)
11	<ul> <li>Virtual Careers assemblies fortnight.         Apprenticeships with Unilever, careers within the NHS and Armed services. (Gatsby 1,2,3,5)</li> <li>Careers awareness drop down day. Morning spent researching careers and re drafting CV on Unifrog. Practical Workshops in afternoon around routes into employment, representatives from Apprenticeship, FE and HEI's (virtually idf necessary). (Gatsby 1,2,3,4, 5)</li> <li>Sixth form information evening (virtual if</li> </ul>	<ul> <li>Parents evening, CEIAG coordinator available for parental and student advice and guidance.(Gatsby 3,4,8)</li> <li>Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers and option choices (delivered virtually if necessary available on school careers portal). (Gatsby 1,2,3,5,7,8)</li> <li>Virtual tours of local Universities and HEIs general introduction to HE, led by form tutors. (Gatsby 1,3,7).</li> <li>Study skills session led by</li> </ul>	

	necessary), all subjects available at 6th form represented, CEIAG coordinator also available.(Gatsby 1,2,3,5,7)  1:1 careers interviews with L6 qualified CEIAG coordinator, logged on Unifrog (using Google Meet if necessary). (Gatsby 1,3,8)	Shaping Futures student advocates, 2 x 1hr sessions https://shaping-futures.org.uk/type/parents/ (Gatsby 1,4,7)  • Mock interviews with employers FE/HE and apprenticeship providers, One to one feedback on CVs from previous term as well as interview techniques (using Google Meet if necessary). (Gatsby 1,3,5)  • National careers week focus in lessons, all lessons have a starter or longer with a specific career focus. (Gatsby 1,2,3,4)	
12	<ul> <li>Sixth form induction with Shaping Futures, focus on study skills and independent learning.(virtual if necessary)         (Gatsby 1,4,7)</li> <li>Parent information evening with Director of 6th form and DHT Teaching and Learning, CEIAG coordinator available (using Google Meet if necessary).         (Gatsby 1,3,4,8)</li> </ul>	<ul> <li>Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers and post 18 choices (virtual if necessary) (Gatsby 1,2,3,5,7,8)</li> <li>Mock interviews with employers FE/HE and apprenticeship providers, One to one feedback on CVs from previous</li> </ul>	<ul> <li>Work experience, one week self placed. (Gatsby 1,2,3,5,6)</li> <li>Campus visits, LJMU &amp; Chester. (Gatsby 1,3,7)</li> </ul>

	<ul> <li>Student finance session with Shaping Futures (virtual if necessary). (Gatsby 1,3,7,8)</li> <li>Virtual tour of Edge Hill University Campus. (Gatsby 1,3,7)</li> </ul>	term as well as interview techniques (using Google Meet if necessary).  (Gatsby 1,3,5)  UCAS personal statement workshops led by Shaping Futures (virtual if necessary) (Gatsby 1,2,3,4,5,8)  Future focus drop down day, variety of workshops representatives from Apprenticeship providers, FE and HE (virtual if necessary) (Gatsby 1,2,3,4,5,8)  Parents evening CEIAG coordinator available (Gatsby 1,3,4,8)	
13	<ul> <li>Student finance session with Shaping Futures (virtual if necessary).         (Gatsby 1,3,7,8)</li> <li>Virtual tour of Edge Hill University Campus. (Gatsby 1,3,7)</li> </ul>	<ul> <li>Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers and post 18 choice (virtual if necessary).</li> <li>(Gatsby 1,2,3,5,7,8)</li> <li>Mock interviews with employers FE/HE and apprenticeship providers, One to one feedback on</li> </ul>	

Staff	Unifrog Training -     basics led by     Unifrog (Gatsby 1,)	necessary) (Gatsby 1,3,5)  1:1 careers interview with outcomes logged in Unifrog (using Google Meet if necessary). (Gatsby 1,3,8)  Future focus drop down day, variety of workshops representatives from Apprenticeship providers, FE and HE (virtual if necessary). (Gatsby 1,2,3,4,5,8)  Parents evening, CEIAG coordinator available (Gatsby 1,3,4,8)  Careers week training- expectations in	Annual feedback on Compass (Gatsby 1)
	2, 3, 4, 5)  • Update on LMI (Gatsby 1,3,4,5)	lessons (Gatsby 1,4)  • Update on LMI, guide to using the careers portal and LMI widget. (Gatsby 1,3,4,5)	<ul> <li>PSHE curriculum review (Gatsby 1,2,3,4)</li> <li>Update on LMI and careers portal.(Gatsby 1,3,4,5)</li> </ul>



- Prince's trust Mosaic programme industry mentors guide students through aspirations and future choices - 20 year 8 students per cohort(8 sessions) (Gatsby 1,3,5)
   .https://www.princes-trust.org.uk/help-for-young-people/programmes/mosaic
- Innovate her <a href="https://innovateher.co.uk/">https://innovateher.co.uk/</a> (formerly Girl Geeks) working with 30 year 8 girls once a week, focus on coding and getting into the digital sector.

#### Year 9

- Bebington Honours cohort 30 students who have been identified as high achievers or highly motivated, bespoke programme in place with access to industry sector talks, campus visits and revision skills,lead- Assistant Director of 6th form.(Gatsby 1, 2,3,4,5,6,7,8)
- Liverpol John Moores University outreach team
   <a href="https://www.ljmu.ac.uk/study/undergraduate-students/outreach">https://www.ljmu.ac.uk/study/undergraduate-students/outreach</a> 20 students LJMU campus visit as an introduction to University life (Gatsby 1,3,7)
- Get into HE with Shaping Futures <a href="https://shaping-futures.org.uk/">https://shaping-futures.org.uk/</a> 20 students (from Bebington Honours cohort) 3 x 1hr sessions (Gatsby 1,4.7)
- Big Bang North West 60 students, Bebington Honours cohort and STEM ambassadors.(Gatsby 1,4.5,7)
- Practical citizenship with Shaping Futures <a href="https://shaping-futures.org.uk/">https://shaping-futures.org.uk/</a> 20 students, 6
   x 1hr sessions (Gatsby 1,4.7)
- DofE Bronze Award, optional for all year 9 students, after school and two expedictions, (one practice and one assessed) <a href="https://www.dofe.org/about/">https://www.dofe.org/about/</a> (Gatsby 1,3,4)

# Year 10

- Bebington Honours cohort 30 students (Gatsby 1, 2,3,4,5,6,7,8)
- Get into Humanities with Shaping Futures <a href="https://shaping-futures.org.uk/">https://shaping-futures.org.uk/</a> 20 students (
   Gatsby 1,4.7)
- Practical citizenship 20 students, 5 sessions (Gatsby 1,4.7)
- DofE Silver Award, optional for all year 10 students, after school and two expedictions, (one practice and one assessed) <a href="https://www.dofe.org/about/">https://www.dofe.org/about/</a> (Gatsby 1,3,4)
- Liverpol John Moores University outreach team
   <a href="https://www.ljmu.ac.uk/study/undergraduate-students/outreach">https://www.ljmu.ac.uk/study/undergraduate-students/outreach</a> 20 students LJMU campus visit to look at finace and independent living/ aspirations. (Gatsby 1,3,7)
- Medical Mavericks roadshow for those interested in a careers within the NHS (Gatsby 3,4,6)

#### Year 11

Creative careers week employer visit to Evoke Creative November 2019
 https://discovercreative.careers/teachers-career-leaders/take-part-in-discover/ &
 https://www.evoke-creative.com/ - 15 students studying a digital technology related course (iMedia, computer sciences etc). (Gatsby 1,2,3,5)



- Liverpol John Moores University outreach team
   <u>https://www.ljmu.ac.uk/study/undergraduate-students/outreach</u> 20 students LJMU campus visit, each student picks a department to visit and attends lectures. (Gatsby 1,3,7)
- Medical Mavericks roadshow for those interested in a careers within the NHS (Gatsby 3,4,6)

#### Year 12

- DofE Gold Award, optional for all year 12 students, after school and two expedictions, (one practice and one assessed) <a href="https://www.dofe.org/about/">https://www.dofe.org/about/</a> (Gatsby 1,3,4)
- Enrichment timetable session each week, opportunities to mentor students, be a reading buddy, complete DofE or become a sports leader or complete work experience in the community. (Gatsby 1, 2, 3,5,7)
- Medical Mavericks roadshow for those interested in a careers within the NHS (Gatsby 3,4,6)

#### Year 13

- Enrichment timetable session each week, opportunities to mentor students, be a reading buddy, complete DofE or become a sports leader or complete work experience in the community. (Gatsby 1, 2, 3,5,7)
- Medical Mavericks roadshow for those interested in a careers within the NHS (Gatsby 3,4,6)

# SEND and other vulnerable groups (Gatsby 1,2,3,4,5,6)

All CEIAG opportunities are fully inclusive and are designed to engage with all students. However embedded within our programme are additional events / activities to support our students with SEND such:

- Transition visits in KS4 and 5 (Gatsby 1,2,3)
- Appropriate KS4&5 pathways available in curriculum (Gatsby 1,3,4)
- MENCAP staying safe visit (Gatsby 1,3, 5)
- Life skills sessions (Gatsby 1,3,4,5,6)
- 1:1 support with parents present (Gatsby 1,3)
- Supported work experience in year 10 (Gatsby 1,2,3,5,6)
- Supported work experience in year 11 where appropriate. (Gatsby 1,2,3,5,6)
- Careers advisor present in EHCP/ TAS meetings (Gatsby 1,3,8)

#### **Impact**

Measuring the impact of our CEIAG programme supports us to develop it on a termly / annual basis and to know that we are making a positive and empowering difference. We value quantitative and qualitative feedback from all stakeholders and ensure our evaluations lead to change / amendments in our future planning. We undertake internal and external quality



assurance to ensure our intent and implementation is in-line with our expectations. We measure impact in the following ways:

- Positive destinations data for all
- Tracking of Compass termly and quality assured by our Enterprise Coordinator
- Reduced NEET figures over time
- Feedback and evaluation for all events, both quantitative and qualitative
- Increase in attendance / reduction in PA over time
- Increase in A2L data
- Progress and achievement data over time with reference to vulnerable groups ie SEND
- Reviewing progression data over time ie take up of Apprenticeships, entry into FE with reference to vulnerable groups ie SEND
- Employer engagement increasing

#### **Useful websites**

## Links to various FE colleges

#### Universities

https://www.ucas.com/corporate/news-and-key-documents/news/new-ucas-hub-encourages-students-shoot-stars (New Hub that has replaced UCAS progress)

www.russell group.ac.uk (represents 24 leading universities, source of careers information & advice including 'informed choices' a downloadable guide to making post 16 choices)

https://www.gov.uk/student-finance (Student finance)

https://universitycompare.com/ (comparing different universities)

https://universitycompare.com/rankings/ (University rankings)

# **Apprenticeships**

https://www.gov.uk/apply-apprenticeship

https://www.ucas.com/apprenticeships-in-the-uk



https://www.apprenticeships.gov.uk/

https://www.prospects.ac.uk/jobs-and-work-experience/apprenticeships

https://allaboutapprenticeships.co.uk/

https://amazingapprenticeships.com/

# **Online platforms**

www.unifrog.org (students and parents have access)

www.grofar.com

# **Labour Market Information (LMI)**

https://www.lmiforall.org.uk/

www.bebingtoncareers.co.uk

#### Other

<u>https://nationalcareers.service.gov.uk/</u> (provides information, advice and guidance to help you make decisions on learning, training and work)

https://www.careersbox.co.uk/ (A great source of up to the minute job profile films)

<a href="https://icould.com/">https://icould.com/</a> (Career videos to find out about a wide range of careers and opportunities.<a href="Take the Buzz Quiz – it's great fun!">Take the Buzz Quiz – it's great fun!</a>)

https://www.gov.uk/government/publications/careers-of-the-future (what does the future hold!)



<a href="https://successatschool.org/">https://successatschool.org/</a> (gives clear and comprehensive information about a range of Career Zones (sectors)

https://www.notgoingtouni.co.uk/ (opportunities if you decide university is not for you)

https://uk.job-applications.com/ (has useful videos, demonstrating how to complete the online applications for many top companies in the UK, as well as providing detailed information on salaries and interviews. Applications forms can be printed off directly from this site.)

http://www.talkingjobs.net/ (An online video player that delivers a series of career case studies)

#### **Parents**

https://targetcareers.co.uk/parents-and-teachers

https://careerready.org.uk/parents

https://www.careeralchemy.co.uk/choosing-career-paths.html