



# Co-op Academy Bebington CEIAG Programme

## 2019-2020

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| Approved by: C Kelly<br>Date : March 2020 | Last reviewed on: | Next review due by: March 2021 |
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**Careers Leader : Mrs Lisa Hesketh**

### **Rationale and Vision**

Our academy 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 of 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 Co-op 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. Incorporate co-op values

### **Intent**

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 academies context and core values. Our programme is designed to entitle all learners to develop their knowledge, skills, understanding and cultural capital they 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 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.



| Year Group | Autumn Term (2019)   | Spring Term  | Summer Term  |
|------------|--|--|--|
| 7          | <ul style="list-style-type: none"><li>• Careers Assemblies fortnight (<b>Gatsby 1,2,3,5</b>)</li></ul> | <ul style="list-style-type: none"><li>• Careers fair (<b>Gatsby 1,2,3,5,7,8</b>)</li><li>• National careers week focus in lessons (<b>Gatsby 1,2,3,4</b>)</li></ul>  | <ul style="list-style-type: none"><li>• Employability and skills drop down day (<b>Gatsby 1,5,6</b>)</li><li>• Parents evening (<b>Gatsby 3 ,4, 8</b>)</li></ul> |
| 8          | <ul style="list-style-type: none"><li>• Careers assemblies fortnight (<b>Gatsby 1,2,3,5</b>)</li></ul> | <ul style="list-style-type: none"><li>• Careers fair (<b>Gatsby 1,2,3,5,7,8</b>)</li><li>• Careers Drop down day - enterprise skills. (<b>Gatsby 1,2,3,5</b>)</li><li>• Options assemblies and taster sessions highlighting prospective careers. (<b>Gatsby 1,3,4</b>)</li><li>• Parents / options evening. (<b>Gatsby 1,3,4,,87</b>)</li><li>• National careers week focus in lessons (<b>Gatsby 1,2,3,4</b>)</li></ul> |  |
| 9          | <ul style="list-style-type: none"><li>• Careers assemblies fortnight (<b>Gatsby 1,2,3,5</b>)</li></ul> | <ul style="list-style-type: none"><li>• Careers fair (<b>Gatsby 1,2,3,5,7,8</b>)</li><li>• Apprenticeships assembly. (<b>Gatsby 1,2,3,5</b>)</li><li>• Jobs for tomorrow assembly (<b>Gatsby 1,2,3,5</b>)</li><li>• Parents evening (<b>Gatsby 3,4,8</b>)</li><li>• Careers drop</li></ul>   | <ul style="list-style-type: none"><li>• Study skills session (<b>Gatsby 4,7</b>)</li></ul>   |

|    |   |  |  |
|----|---|--|--|
|    |   | <p>down day - employability &amp; enterprise skills. <b>(Gatsby 1,2,3,5)</b></p> <ul style="list-style-type: none"> <li>National careers week focus in lessons <b>(Gatsby 1,2,3,4)</b></li> </ul>  |  |
| 10 | <ul style="list-style-type: none"> <li>Careers assemblies fortnight. <b>(Gatsby 1,2,3,5)</b></li> <li>Introduction to Unifrog and CV writing <b>(Gatsby 1, 2, 3, 4, 5)</b></li> </ul>   | <ul style="list-style-type: none"> <li>Careers fair. <b>(Gatsby 1,2,3,5,7,8)</b></li> <li>Study skills session <b>(Gatsby 1,4,7)</b></li> <li>Parents evening <b>(Gatsby 1, 3,4,8)</b></li> <li>National careers week focus in lessons <b>(Gatsby 1,2,3,4)</b></li> </ul>  | <ul style="list-style-type: none"> <li>Work experience <b>(Gatsby 1,2,3,5,6)</b></li> <li>Careers drop down day - focus on apprenticeships. <b>(Gatsby 1,5,6)</b></li> </ul> |
| 11 | <ul style="list-style-type: none"> <li>Careers assemblies fortnight. <b>(Gatsby 1,2,3,5)</b></li> <li>Careers drop down day. Workshops around routes into employment. <b>(Gatsby 1,2,3,4, 5)</b></li> <li>Parents evening <b>(Gatsby 3,4,8)</b></li> <li>Sixth form information evening. <b>(Gatsby 1,2,3,5,7)</b></li> <li>1:1 careers interviews <b>(Gatsby 1,3,8)</b></li> </ul> | <ul style="list-style-type: none"> <li>Careers fair <b>(Gatsby 1,2,3,5,7,8)</b></li> <li>Edge Hill Campus visit <b>(Gatsby 1,3,7)</b>.</li> <li>Study skills session <b>(Gatsby 1,4,7)</b></li> <li>Mock interviews <b>(Gatsby 1,3,5)</b></li> <li>National careers week focus in lessons <b>(Gatsby 1,2,3,4)</b></li> </ul> |  |
| 12 | <ul style="list-style-type: none"> <li>Sixth form induction <b>(Gatsby 1,4,7)</b></li> <li>Parent</li> </ul>  | <ul style="list-style-type: none"> <li>Careers fair <b>(Gatsby 1,2,3,5,7,8)</b></li> <li>Mock interviews</li> </ul>  | <ul style="list-style-type: none"> <li>Work experience. <b>(Gatsby 1,2,3,5,6)</b></li> <li>Campus visits</li> </ul>  |



|       |   |  |   |
|-------|---|--|---|
|       | <p>information evening <b>(Gatsby 1,3,4,8)</b></p> <ul style="list-style-type: none"> <li>• Student finance session. <b>(Gatsby 1,3,7,8)</b></li> <li>• University Campus visit. <b>(Gatsby 1,3,7)</b></li> </ul> | <p><b>(Gatsby 1,3,5)</b></p> <ul style="list-style-type: none"> <li>• 1:1 careers interview. <b>(Gatsby 1,3,8)</b></li> <li>• UCAS personal statement workshops. <b>(Gatsby 1,2,3,4,5,8)</b></li> <li>• Future focus drop down day <b>(Gatsby 1,2,3,4,5,8)</b></li> <li>• Parents evening <b>(Gatsby1, 3,4,8)</b></li> </ul> | <p><b>(Gatsby 1,3,7)</b></p>  |
| 13    | <ul style="list-style-type: none"> <li>• Student finance session <b>(Gatsby 1,3,7,8)</b></li> <li>• University campus visit <b>(Gatsby 1,3,7)</b></li> </ul>  | <ul style="list-style-type: none"> <li>• Careers fair. <b>(Gatsby 1,2,3,5,7,8)</b></li> <li>• Mock interviews <b>(Gatsby 1,3,5)</b></li> <li>• 1:1 careers interview <b>(Gatsby 1,3,8)</b></li> <li>• Future focus drop down day <b>(Gatsby 1,2,3,4,5,8)</b></li> <li>• Parents evening <b>(Gatsby 1,3,4,8)</b></li> </ul>   |   |
| Staff | <ul style="list-style-type: none"> <li>• Unifrog Training <b>(Gatsby 1, 2, 3, 4, 5)</b></li> <li>• Update on LMI <b>(Gatsby 1,3,4,5)</b></li> </ul>   | <ul style="list-style-type: none"> <li>• Careers week training <b>(Gatsby 1,4)</b></li> <li>• Update on LMI <b>(Gatsby 1,3,4,5)</b></li> </ul>   | <ul style="list-style-type: none"> <li>• Annual feedback on Compass <b>(Gatsby 1)</b></li> <li>• PSHE curriculum review <b>(Gatsby 1,2,3,4)</b></li> <li>• Update on LMI <b>(Gatsby 1,3,4,5)</b></li> </ul> |

Other events/ projects:

**Year 8**

Prince's trust Mosaic programme - 20 year 8 students per cohort (8 sessions) **(Gatsby 1,3,5)**

**Year 9**

Bebington Honours cohort - 30 students **(Gatsby 1, 2,3,4,5,6,7,8)**

LJUM Dream, Plan Achieve - 20 students campus visit **(Gatsby 1,3,7)**



Get into HE - 20 students (from Bebington Honours cohort) 3 sessions (**Gatsby 1,4,7**)  
Big Bang North West - 60 students(**Gatsby 1,4,5,7**)  
Practical citizenship - 20 students, 6 sessions (**Gatsby 1,4,7**)  
DofE Bronze (**Gatsby 1,3,4**)

### **Year 10**

Bebington Honours cohort - 30 students (**Gatsby 1, 2,3,4,5,6,7,8**)  
Get into Humanities - 20 students, 3 students( **Gatsby 1,4,7**)  
Practical citizenship - 20 students, 5 sessions (**Gatsby 1,4,7**)  
DofE silver(**Gatsby 1,3,4**)  
LJUM Dream, Plan Achieve - 20 students campus visit (**Gatsby 1,3,7**)

### **Year 11**

Creative careers week employer visit - 15 students. (**Gatsby 1,2,3,5**)  
LJUM Dream, Plan Achieve - 20 students campus visit (**Gatsby 1,3,7**)

### **Year 12**

DofE Gold (**Gatsby 1,3,4**)  
Enrichment timetable session each week (**Gatsby 1, 2, 3 ,5,7**)

### **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
- Reduction in behavior incidents including Ftex / P ex over time
- Increase in A2L data
- Increase in progress / attainment over time
- 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
- Development of employability skills after key events
- 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.russellgroup.ac.uk](http://www.russellgroup.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](http://www.unifrog.org) (students and parents have access)

[www.grofar.com](http://www.grofar.com)

### **Labour Market Information (LMI)**

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

[bebingtoncareers.co.uk](http://bebingtoncareers.co.uk)

### **Other**

<https://nationalcareers.service.gov.uk/> (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)

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

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

<https://successatschool.org/> (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>