



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

Policy adopted by the Governing Body of The Wordsley School	
Date adopted by the Governing Body	24th June 2024
Signed by the Chair of Governors	N Cooper

The Wordsley School - Specialist Business & Enterprise and Music College

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

1. Introduction

(a) Rationale

The ethos of The Wordsley School is 'Believe. Achieve. Inspire'. This statement underpins our policy to offer all young people from Years 7 - 11 a planned programme of activities relating to CEIAG. We operate in a diverse culture and equipping our young people to make informed future choices is essential. The continuing developments within 14 - 19 pathways means that our pupils need to be able to make decisions through having the ability to explore career pathways relevant to them. Information, Advice and Guidance (IAG) is critical to pupils in developing their life choices, enhancing their life chances and developing independent learners.

Schools have a statutory duty to provide careers education in Years 7 -11. Pupils across school require a planned programme of careers education giving them access to careers information and impartial guidance. Information, advice and guidance is the responsibility of staff across the school, from teachers to support staff and outside agencies.

(b) Commitment

This policy outlines The Wordsley School's commitment to provide high quality careers information, advice and guidance, in line with statutory guidelines. The school aims to work towards the fulfilment of the 8 Gatsby Benchmarks:

Benchmark 1: Ensure that all students at the school receive a stable careers programme.

Benchmark 2: Enable all students to learn from information provided by the career and labour market.

Benchmark 3: Address the needs of each student

Benchmark 4: Link the curriculum learning to careers learning

Benchmark 5: Provide students with series of encounters with employers and employees

Benchmark 6: Provide students with experiences of workplace(s)

Benchmark 7: Ensure that's students have a series of encounters with further and higher education

Benchmark 8: Provide each student with the opportunity to receive personal guidance

The Wordsley School is committed to meeting the requirements of the Careers Education Framework 7-19. We provide opportunities for a range of education and training providers to access pupils in Yrs. 7-11. We also fully support the Statutory Guidance: Impartial Careers Education 2022, Quality Standards for Young People's Information, Advice and Guidance (IAG) and also the Career, work-related learning and enterprise 11-19 guidance (A framework to support economic wellbeing). We aim to assist our pupils through best practice outlined in the Careers Guidance and Access for Education and Training Providers.

2. Objectives

Pupils' needs

Each school is different and each pupil has differing needs. The CEIAG programme at The Wordsley School aims to recognise this and fully support pupils in the most appropriate way. The diversity of our pupils is acknowledged by offering a variety of support systems through CEIAG, pastoral support, support from outside agencies such as Connexions, industry partners and mentoring. Students receive whole group sessions, as well as one to one support regarding career choices. We also have provision for our SEND students through the COPE BTEC completed during KS4.

Pupil Entitlement

All pupils are entitled to CEIAG which meets professional standards of practice. The CEIAG programme at The Wordsley School aims to build and enrich each pupil's experience throughout Years 7 - 11. CEIAG is tailored to the individual, it is impartial and where appropriate, confidential. We recognise the importance of partnerships between pupils, parents/carers and providers of CEIAG, including the Connexions Service.

We actively challenge stereotyping, and fully promote equality. Impartiality of advice is paramount in helping young people to progress. Pupils will receive information and advice which aims to raise their aspirations and empower them to plan and manage their own future. Pupils can expect key members of staff across school to provide IAG support to them, from form tutors to subject teachers to support staff.

3. Implementation

Management

The Careers Co-ordinator is responsible for planning the careers programme for pupils from Years 7 - 11. The Careers Co-ordinator has the responsibility for maintaining up to date information regarding developments in Careers IAG to ensure the school fulfils its responsibilities to all young people. The position is line managed by an Assistant Headteacher. Administrative support is provided by the Careers Administrator.

Staffing

Citizenship staff deliver part of the CEIAG entitlement to pupils through a planned Citizenship programme. Other parts of this entitlement are delivered by the Careers Co-ordinator by means of group sessions and workshops. The Connexions Personal Adviser provides careers guidance to groups and identified individuals as guided by the Careers Co-ordinator. Industry partners also play a part in delivering CEIAG to pupils through work placements (as part of project work and the Year 10 work experience programme) and also through the provision of workshops offering IAG on such things as apprenticeships and interview skills.

Form tutors play a very important role in providing individual support to their tutor group, delivering weekly work-related careers sessions which include LMI information. Each subject area is responsible for delivering CEIAG, providing specific information about careers related to their subject area. Heads of House and Pastoral Mentors have a duty to identify pupils who require support, this would include disaffected groups who could benefit from a Connexions support. Support staff across school are aware of their duty to provide IAG, particularly staff in roles such as the attendance officer and pupil and parent support worker.

Pupils also have an evolving role to play across school with the opportunity to discuss their own experiences with peers via the vertical form system.

Curriculum

The careers programme is varied and different for each year group. Pupils are exposed to careers learning during Year 7 through form time activities. This is built upon further in Year 8, where students identify their individual skills and qualities and make links between these and different career pathways. In Year 9, teaching staff link individual subjects to career opportunities in order to provide students with a direct link between subjects and future careers. A comprehensive careers library has been established and continues to flourish. The UniFrog Careers Programme is currently used by KS4. The programme hosts a variety of careers information for pupils to navigate and allows staff, students and parents to monitor students' progress. We also have access to internet based information and guidance packages. The school also provides informal employer meetings for all students through our Careers and croissants mornings, where students can ask employers careers-related questions.

Partnerships

An Annual Partnership Agreement is negotiated between the school and the Connexions Service which identifies the contributions to the CEIAG programme that each will make. The school also works in partnership with Halesowen College, who provide consortium subjects to some of our KS4 students. Partnerships also exist as part of the Careers and Enterprise Consortium and Worcester University. The school has well established industry partners.

Links have been established with Juniper Training and Nova Training to cater for some of our vulnerable pupils.

Resources

An annual budget is allocated for CEIAG. This is managed by the Careers Co-ordinator. The budget is used for priority areas of development which help to enrich resources and raise awareness. Allocation of funds is linked to whole school CEIAG developments as highlighted in the Whole School Improvement Plan.

Staff Development

Staff training needs are identified as part of the Partnership Agreement process with Connexions Service and in conjunction with the school inset co-ordinator. Any training needs will be identified by the Careers Co-ordinator in consultation with the Assistant Headteacher.

4. Review and Evaluation

We are committed towards the continuous improvement of CEIAG. As part of this commitment, a regular review of activities is carried out. A yearly action plan is constructed with the aim of addressing and improving any gaps in provision. Reviews will encompass views from staff, the pupils and their parents. We will aim to measure impact and achievement across school, including analysing destination data. We also utilise Compass + to regularly review our programme against the Gatsby Benchmarks.

5. Review of policy

Policy to be reviewed in June 2025 by the Careers Co-ordinator and Assistant Head.

The Wordsley School

Whole School Careers Plan (2024/25)



	The Eight Gatsby Benchmarks of Good Practice
1	Ensure that all students at the school receive a stable careers programme
2	Enable all students to learn from information provided by the career and labour market
3	Address the needs of each student

4	Link the curriculum learning to careers learning
5	Provide students with series of encounters with employers and employees
6	Provide students with experiences of workplace(s)
7	Ensure that's students have a series of encounters with further and higher education
8	Provide each student with the opportunity to receive personal guidance

By the time you get to the end of Year 7 you will have:

- Had opportunities to reflect on your personal qualities and the way you relate to your peers during RSCE.
- Begun to identify your skills and how you can make the best use of them during RSCE.
- Completed a careers questionnaire to identify careers ideas that interest you.
- Begun finding out about different career areas and qualification routes that might interest you in the future, through 'Wordsley Work Wednesday' during registration.
- Had the chance to meet individual representatives from different occupations during 'Careers and Croissants'.
- Taken part in National Careers Week. Students will complete tasks during lessons which give more of an insight into how their subject links to different professions.

- Had optional access to impartial information, advice and guidance from the school's Careers Co-ordinator.

By the time you get to the end of Year 8 you will have:

- Built upon the self-development skills you worked on in Year 7 during RSCE.
- Attended an apprenticeship assembly with an apprenticeship provider.
- Continued with your career exploration and self-development by taking part in careers activities delivered through 'Wordsley Work Wednesday'.
- Had the chance to meet individual representatives from different occupations during 'Careers and Croissants'.
- Had optional access to impartial information, advice and guidance from the school's Careers co-ordinator and careers adviser.
- Taken part in National Careers Week. Students will complete tasks during lessons which give more of an insight into how their subject links to different professions.

By the time you get to the end of Year 9 you will have:

- Completed 'Year 9 Careers week'. Students will have the opportunity to ask teachers about their subjects at KS4 and complete a KS4 task in subject to help support with options choices.

- Attended a Year 9 Options Evening.
- Attended an apprenticeship assembly with a local college.
- Had the opportunity to write a CV.
- Continued with your career exploration and self-development by taking part in careers activities delivered through 'Wordsley Work Wednesday'.
- Had the chance to meet individual representatives from different occupations during 'Careers and Croissants'.
- Had optional access to impartial information, advice and guidance from the school's Careers Co-ordinator and Careers Adviser.
- Taken part in National Careers Week. Students will complete tasks during lessons which give more of an insight into how their subject links to different professions.

By the time you get to the end of Year 10 you will have:

- Used Unifrog 'career tools' to search for local college information.
- Had the opportunity to attend a mock interview.
- Had the opportunity to attend the schools Further Education afternoon.
- Participated in WEX week.

- Had the opportunity to attend an apprenticeship assembly with an apprenticeship provider.
- Explored different work experience that links to different occupations through ‘Wordsley Work Wednesday’.
- Had the chance to meet individual representatives from different occupations during ‘Careers and Croissants’.
- Taken part in National Careers Week. Students will complete tasks during lessons which give more of an insight into how their subject links to different professions.
- Had the opportunity to attend a university visit.

By the time you get to the end of Year 11 you will have:

- Had the opportunity to attend careers talks during the school year from visiting speakers on a variety of topics. (Colleges/Training Providers/Sixth Forms to give assemblies)
- Taken part in an apprenticeship assembly with an apprenticeship provider.
- Been made aware of all the Post-16 Choices available to you, through presentations in assembly.
- Had the opportunity to attend the schools Further Education Evening.
- Had the opportunity to reflect on personal references.
- Made your application for Post-16 courses either with a sixth form, college or training provider.

- Found out information regarding local college courses that relate to different professions through ‘Wordsley Work Wednesday’.
- Had the chance to meet individual representatives from different occupations during ‘Careers and Croissants’.
- Had the opportunity to attend an individual interview with Careers Co-ordinator to discuss your Post-16 application and choices of Post-16 subjects and courses.
- Taken part in National Careers Week. Students will complete tasks during lessons which give more of an insight into how their subject links to different professions.

Year 7

Activity	Impact	Gatsby Benchmark
<p><u>Wordsley Work Wednesday</u></p> <p>Weekly PowerPoints focus on a different career each week. The PowerPoints include labour market information such as necessary qualifications, local college courses and entry requirements. Students</p>	<p>Students are able to make links between subjects studied at school and different career pathways.</p> <p>Increased understanding of course information and improved aspirations</p> <p>Increase focus and AToL in lessons.</p>	<p>2</p> <p>3</p>

also gain first-hand information from people currently in the role via videos.		
<p><u>'Careers and Croissants'</u></p> <p>Students are encouraged to sign up to a morning breakfast club where we receive visits from representatives from different professions.</p>	<p>Improve the aspirations of KS3 students.</p> <p>Students are able to make links between subjects studied at school and different career pathways.</p>	<p>2</p> <p>3</p> <p>5</p>
<p><u>National Careers Week</u></p> <p>Subject lessons will centre around activities that directly link to specific careers. Assemblies and form time activities will also promote National Careers Week.</p>	<p>Promote the links between school subjects and work.</p> <p>Raise aspirations and increase knowledge of a variety of careers.</p>	<p>2</p> <p>3</p> <p>4</p>
<p><u>Department of Work and Pensions</u></p> <p>Stereotyping assembly</p>	<p>An exploration of topics associated with discrimination and prejudice in school and the workplace.</p>	<p>3</p> <p>4</p> <p>5</p>

Year 8

Activity	Impact	Gatsby Benchmark
<p><u>Wordsley Work Wednesday</u></p> <p>Weekly PowerPoints focus on a different career each week. The PowerPoints include labour market information such as necessary qualifications, local college courses and entry requirements. Students also gain first-hand information from people currently in the role via videos.</p>	<p>Students are able to make links between subjects studied at school and different career pathways.</p> <p>Increased understanding of course information and improved aspirations</p> <p>Increase focus and AToL in lessons.</p>	<p>2</p> <p>3</p>
<p><u>'Careers and Croissants'</u></p> <p>Students are encouraged to sign up to a morning breakfast club where we receive visits from representatives from different professions.</p>	<p>Improve the aspirations of KS3 students.</p> <p>Students are able to make links between subjects studied at school and different career pathways.</p>	<p>2</p> <p>3</p> <p>5</p>

<p><u>Department of Work and Pensions assembly: Apprenticeships</u></p> <p>DWP to provide information regarding a range of apprenticeships within the Civil Service and wider government structure.</p>	<p>Increase the knowledge and understanding of apprenticeships.</p> <p>Increase the numbers of applications for apprenticeships.</p>	<p>PAL</p> <p>2</p> <p>3</p> <p>5</p>
<p><u>National Careers Week</u></p> <p>Subject lessons will centre around activities that directly link to specific careers. Assemblies and form time activities will also promote National Careers Week.</p>	<p>Promote the links between school subjects and work.</p> <p>Raise aspirations and increase knowledge of a variety of careers.</p>	<p>2</p> <p>3</p> <p>4</p>
<p><u>Department of Work and Pensions</u></p> <p>Drop down day where students will rotate to complete workshops on employer expectations</p>	<p>Students will identify their own skills and gain an understanding of the link between school and work.</p>	<p>3</p> <p>4</p> <p>5</p>

Year 9

Activity	Impact	Gatsby Benchmark
<p><u>Wordsley Work Wednesday</u></p> <p>Weekly PowerPoints focus on a different career each week. The PowerPoints include necessary qualifications, local college courses and entry requirements. Students also gain first-hand information from people currently in the role via videos.</p>	<p>Students are able to make links between subjects studied at school and different career pathways.</p> <p>Increased understanding of course information and improved aspirations</p> <p>Increase focus and AToL in lessons.</p>	<p>2</p> <p>3</p>
<p><u>Halesowen College assembly: Apprenticeship</u></p> <p>Halesowen College to give information on what an apprenticeship is, how they can apply and what they can apply for.</p>	<p>Increase the knowledge and understanding of apprenticeships.</p> <p>Increase the numbers of applications for apprenticeships.</p>	<p>PAL</p> <p>2</p> <p>3</p> <p>7</p>

<p><u>Year 9 Careers Week</u> (December 2024)</p> <p>Lessons this week will include a focus on careers linked to individual subjects. Students will complete career-based tasks and quizzes.</p>	<p>Students are able to make links between subjects studied at school and different career pathways.</p> <p>Supports students with making GCSE options choices.</p>	<p>3 4</p>
<p><u>Kidderminster College Taster Days</u></p> <p>Students travel to college campuses and have the opportunity to take part in workshops in multiple subjects.</p>	<p>Aims to raise aspirations and provides students with an insight into college life. Students have the chance to speak to college staff and students to gain quality information which further supports career choices.</p>	<p>2 3 7</p>
<p><u>Department of Work and Pensions</u></p> <p>World of Work Carousel</p>	<p>Students will discuss apprenticeships, CVs, work experience and transferable skills in short workshops.</p>	<p>3 4 5</p>
<p><u>'Careers and Croissants'</u></p> <p>Students are encouraged to sign up to a morning breakfast club where</p>	<p>Improve the aspirations of KS3 students.</p>	<p>2 3 5</p>

we receive visits from representatives from different professions.	Students are able to make links between subjects studied at school and different career pathways.	
<u>Options Evening</u> (January 2025) An opportunity for students and parents to explore the GCSE options subjects available to them.	Allows students and parents to gain quality information to support with future GCSE option choices, providing opportunities for future achievement.	3 4
<u>National Careers Week</u> Subject lessons will centre around activities that directly link to specific careers. Assemblies and form time activities will also promote National Careers Week.	Promote the links between school subjects and work. Raise aspirations and increase knowledge of a variety of careers.	2 3 4

Year 10

Activity	Impact	Gatsby Benchmark
<p><u>Wordsley Work Wednesday</u></p> <p>Weekly PowerPoints focus on a different career each week. The PowerPoints include necessary qualifications, local college courses and entry requirements. Students also gain first-hand information from people currently in the role via videos.</p>	<p>Students are able to make links between subjects studied at school and different career pathways.</p> <p>Increased understanding of course information and improved aspirations</p> <p>Increase focus and AToL in lessons.</p>	<p>2</p> <p>3</p>
<p><u>Halesowen College assembly: Apprenticeships</u></p> <p>Halesowen College to give information on what an apprenticeship is, how they can apply and what they can apply for.</p>	<p>Increase the knowledge and understanding of apprenticeships.</p> <p>Increase the numbers of applications for apprenticeships.</p>	<p>PAL</p> <p>3</p> <p>5</p> <p>7</p>
<p><u>Mock interviews</u> (July 2025)</p>	<p>Increased understanding of course information and requirements for the employability sector.</p>	<p>3</p> <p>5</p> <p>7</p>

<p>Task-based session encouraging students to understand the logistical and financial factors of FE, apprenticeships and interview skills.</p>	<p>Allows students to make more informed Post-16 choices.</p>	
<p><u>WEX</u> (July 2025)</p> <p>Students to undertake a work placement for one week.</p>	<p>Students to gain an insight into the world of work first hand and reflect on future career aspirations.</p> <p>Employability skills gained and further developed.</p>	<p>3 5 6</p>
<p><u>Further Education Afternoon</u> (July 2025)</p> <p>Local colleges and Further Education providers to come into school and talk to pupils during school time.</p>	<p>Students receive information on college courses before the summer break, so that have the opportunity to discuss their options with parents before the FE Evening in Year 11.</p>	<p>2 3 5 7</p>

<p><u>COPE</u> (Ongoing)</p> <p>Students complete an ASDAN Skills-Based Qualification that involves evidence-based activities. A work-related learning module is included which covers WEX, college visits, interviewing employers and completing CVs and application forms.</p>	<p>Selected students are supported with Post-16 choices and careers progression.</p> <p>Allows students to make more informed Post-16 choices.</p>	<p>3 4 5 7</p>
<p><u>Connexions meetings</u></p> <p>Students will be assessed on their needs for IAG provided by the Connexions service. Students are also encouraged to speak to the Careers Hub for information on future pathways.</p>	<p>Increased knowledge of FE routes.</p> <p>Students to recognise their own abilities and how these fit into their Careers progression.</p>	<p>2 3 8</p>
<p><u>National Careers Week</u></p> <p>Subject lessons will centre around activities that directly link to specific careers. Assemblies and</p>	<p>Promote the links between school subjects and work.</p> <p>Raise aspirations and increase knowledge of a variety of careers.</p>	<p>2 3 4</p>

form time activities will also promote National Careers Week.		
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Year 11

Activity	Impact	Gatsby Benchmark
<p><u>Wordsley Work Wednesday</u></p> <p>Weekly PowerPoints focus on a different career each week. The PowerPoints include necessary qualifications, local college courses and entry requirements. Students also gain first-hand information from people currently in the role via videos.</p>	<p>Students are able to make links between subjects studied at school and different career pathways.</p> <p>Increased understanding of course information and improved aspirations</p> <p>Increase focus and AToL in lessons.</p>	<p>2</p> <p>3</p>
<p><u>FE Open Evening</u> (September 2024)</p>	<p>Increased student awareness of career pathways available to them both locally and nationally.</p>	<p>2</p> <p>3</p> <p>5</p>

Local colleges and Further Education providers to come into school and talk to pupils and parents.	<p>Opportunities for parents and students to obtain high quality IAG from careers providers.</p> <p>To raise the aspirations of students.</p>	7
<p><u>King Edward VI Assembly</u></p> <p>Provide pupils with the chance to discuss choices and support with and review their personal statements</p>	<p>Pupils will have an increased understanding of the key information needed to be included in an effective personal statement.</p> <p>Students will also be reminded of deadline application dates.</p>	3 7
<p><u>Department of Work and Pensions assembly: Apprenticeships</u></p> <p>DWP to provide information regarding a range of apprenticeships within the Civil Service and wider government structure.</p>	<p>Increase the knowledge and understanding of apprenticeships.</p> <p>Increase the numbers of applications for apprenticeships.</p>	PAL 2 3 5
<p><u>Nova assembly</u></p>	<p>Increase the knowledge and understanding of apprenticeships.</p>	2 3 7

<p>Apprenticeship information will be provided along with current vacancies in more vocational roles. Students will be given the opportunity to sign up to apprenticeship vacancies on the day.</p>	<p>Increase the numbers of applications for apprenticeships.</p>	
<p><u>Kidderminster Harriers</u> A Kidderminster Harriers representative will be giving information to Year 11 students on their Further Education courses in Sport.</p>	<p>Pupils to gain increased knowledge on the course content and application process for KH.</p>	<p>3 5 7</p>
<p><u>Careers Interviews</u> (Ongoing from November 2024) Students to attend session with Careers Co-ordinator to discuss FE choices.</p>	<p>Pupils to obtain a variety of quality information regarding FE choices: Courses, Colleges and additional factors that affect their Post-16 choices. Improved aspirations and support with applications.</p>	<p>2 3</p>

<p><u>Connexions Meetings</u></p> <p>Students will be assessed on their needs for IAG provided by the Connexions service. Students are also encouraged to speak to the Careers Hub for information on future pathways.</p>	<p>Increased knowledge of FE routes.</p> <p>Students to recognise their own abilities and how these fit into their Careers progression.</p>	<p>2 3 8</p>
<p><u>National Careers Week</u></p> <p>Subject lessons will centre around activities that directly link to specific careers. Assemblies and form time activities will also promote National Careers Week.</p>	<p>Promote the links between school subjects and work.</p> <p>Raise aspirations and increase knowledge of a variety of careers.</p>	<p>2 3 4</p>