Co-op Academy Bebington CEIAG Programme

2022-23

Approved by: SLT viewed by Governors
Date : July 2022

Last reviewed on: July 2022

Next review due by: September 2023

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 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. 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 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 provide relevant information and understanding of the wide range of pathways and qualifications available to ensure students make the right choices regarding their post 16 / 18 options and hence 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.

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, immersion days, careers fairs, step up 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 2022 (linked to BM)	Intended learning outcomes		
7	Careers assemblies fortnight.(Gatsby 1,2,3,5)	Start to raise awareness of local employment and career opportunities		
	Transition drop down day. (Gatsby 2,3)	Start to develop an understanding of strengths and employability skills		
	Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8)	An opportunity to talk to employers, training providers and HEIs around routes into employment.		

8	Careers assemblies fortnight.(Gatsby 1,2,3,5) Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8)	Start to raise awareness of routes into employment, destinations and local opportunities. An opportunity to talk to employers, training providers and HEIs around routes into employment.			
9	Careers assemblies fortnight.(Gatsby 1,2,3,5) Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8)	Increase awareness of routes into employment, destinations and local opportunities. An opportunity to talk to employers, training providers and HEIs around option choices and how they affect destinations			
10	Careers assemblies fortnight.(Gatsby 1,2,3,5) Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8)	Continue to increase awareness of routes into employment, destinations and local opportunities. An opportunity to talk to employers, training providers and HEIs around career choices and what to focus on in the coming year.			
11	Drop down day - future focus. Input from, FE, ASK, employers & Shaping Futures (Gatsby 1,2,3,4,5) Careers assemblies fortnight.(Gatsby 1,2,3,5) Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8)	Focus on routes into employment, destinations and specifically local opportunities and growth areas. Employer insight opportunities. An opportunity to talk to employers, training providers and HEIs around career choices and what to focus on in the coming year.			
12	Induction fortnight with NCS (Gatsby 3,4,5,8) Careers assemblies fortnight.(Gatsby 1,2,3,5) Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby	Develop understanding of social action and the third sector. Focus on degree level apprenticeships and links to industry. An opportunity to talk to employers, training providers and HEIs around career choices and what to focus on in the			

	1,2,3,5,7,8)	coming year.		
13	Careers assemblies fortnight.(Gatsby 1,2,3,5) Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8)	Focus on degree level apprenticeship locally and encounters with local HEIs. An opportunity to talk to employers, training providers and HEIs around career choices and what to focus on in the coming year.		
Additional provision	1:1 interviews yr11 and referrals from all other years. Guidance re next steps for those with EHCPs	Students have access to a detailed personal careers plan Students and parents are aware of next steps.		
Staff	Careers fair, opportunity to talk to employers, FE, HE and apprenticeship providers on routes into careers (Gatsby 1,2,3,5,7,8) LMI and destination data Inset (Gatsby 2, 4)	Increase awareness of routes into employment, destinations and local opportunities. Awareness of regional LMI and its significance, Understand school destination data and review CEIAG in curriculum plans		

Year Group	Spring Term 2022 (linked to BM)	Intended learning outcomes		
7	National Apprenticeship week, assemblies and guest speaker ASK/Co-op (Gatsby 1,2,3,4)	Introduce Apprenticeships and how they differ to other routes into employment.		
	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	Introduce students to the different pathways into careers.		
8	National Apprenticeship week, assemblies and guest speaker ASK/Co-op (Gatsby 1,2,3,4)	Develop understanding of Apprenticeships and the career opportunities.		

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	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	To explore some of the career options available locally and the route into them			
	PSCHE drop down day- input from employers (Gatsby 2,4,5,7)	To engage in employer insights			
9	National Apprenticeship week, assemblies and guest speaker ASK/Co-op (Gatsby 1,2,3,4)	Deepen understanding of Apprenticeships and start to explore the opportunities locally			
	Destinations drop down day- input from HE/FE, employers and Apprenticeship providers (Gatsby 2,4,5,7)	To have an appreciation of routes into careers and what to take into account when choosing options at L2			
	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	Discuss the different pathways into careers and to have employer insights into a few key growth areas locally.			
10	National Apprenticeship week, assemblies and guest speaker ASK/Co-op (Gatsby 1,2,3,4)	Revisit Apprenticeships and look in more depth at the opportunities locally.			
	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	To develop students' understanding of the different pathways into careers.			
11	Mock interviews with employers FE/HE and apprenticeship providers, One to one feedback on CVs from previous term as well as interview techniques (Gatsby 1,3,5)	Students have experience of a traditional application process and gain feedback on performance.			
	National Apprenticeship week, assemblies and guest speaker ASK/Co-op (Gatsby 1,2,3,4)	Revisit Apprenticeships and look at the live opportunities locally.			
	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	Further explore routes into employment and employer insights into specific industry opportunities locally.			
12	Mock interviews with employers FE/HE and apprenticeship providers, One to one feedback on CVs from previous term as well as interview techniques (Gatsby 1,3,5)	Students have experience of a traditional application process and gain feedback on performance.			
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	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	Further explore routes into employment and employer insights into specific industry opportunities locally.		
Additional	1:1 interviews yr11 and referrals from all other years.	Students have access to a detailed personal careers plan		
provision	Enhanced transition for students with EHCPs	Students have the opportunity to visit their next step with the support of Academy staff.		
Staff	National Apprenticeship week, assemblies and guest speaker ASK/Co-op (Gatsby 1,2,3,4)	Develop understanding of Apprenticeships and the opportunities locally.		
	National Careers week, assemblies and guest speakers (Gatsby 1,2,3,4)	An opportunity to explore the different pathways into careers.		
	Careers focused twilight training (Gatsby 2,4,5,6,7)			

Year	Summer Term 2023 (linked to BM)	Intended learning outcomes
Group		

7				
8	Dragons den drop down day (Gatsby 2,4,5)	Develop students understanding of enterprise and entrepreneurial skills		
9	Year 9 Virtual Work Experience - designed by Co-op delivered by Springpod (Gatsby 1,2,3,5,6)	To develop an understanding of the core businesses within the Co-op. To engage with research, pre and post work alongside employer encounters.		
10	Careers drop down day- input from HE/FE, employers and Apprenticeship providers. Prep for WEX (Gatsby 2,4,5,7)	To sharpen students focus on FE and HE and the routes into them.		
	Work experience, either self-placed or from School database - liaise with CEIAG coordinator and Deputy Headteacher (Gatsby 1,2,3,5,6)	Students have the opportunity to experience and work in a field that interests them.		
11				
12	UCAS prep morning (Gatsby 7,8) Work experience, either self-placed or from School database - liaise with CEIAG coordinator and Deputy Headteacher (Gatsby 1,2,3,5,6)	To explore opportunities at HEIs locally and national, to prepare a personal statement and apply for at last two university courses. Students have the opportunity to experience and work in a field that interests them		
13				
Additional provision	1:1 interviews yr10 at risk of NEET and referrals from all other years.	Students have access to a detailed personal careers plan		
	CEIAG coordinator to sit in on EHCP reviews	Students' next steps are considered at each review.		
Staff	Work experience visits for year 10 and 12 (Gatsby 5,6)	Staff engage with local businesses.		

- Visits to Universities (Gatsby 1,3,7)
- Visits to FE College (Gatsby 1,3,7)
- PSHCE CEIAG element of SoL (Gatsby 1,2,3,4)
- Career sector assemblies (Gatsby 1,2,3,5)
- Access to Unifrog to support students creating in individual Career Development Plan (Gatsby 1, 2, 3)
- Aspiration audit (Gatsby 1,3,8)
- Careers fair (Gatsby 1,2,3,5,7,8)
- FE / HE fairs (Gatsby 1,3,7,8)
- External providers ie Enterprise / Dragon Den drop down days (Gatsby 1,2,3,5)
- Career panels (Gatsby 1,2,3,5)
- Career insight visits (Gatsby 1,2,3,5)
- Subject related "Do Nows / Starter" during National Career Week (Gatsby 1,2,3,4)
- Y9 Career events preparation for options ie Career information evening (Gatsby 1,3,7)
- Y9 internal taster sessions prior to options (Gatsby 1,3,4)
- Apprenticeship assembly / workshops (Gatsby 1,2,3,5)
- LMI assembly / PSHCE / workshops (Gatsby 1,2,4)
- Workplace visits (all years) (Gatsby 1,2,3,5,6)
- Employer mentoring (Gatsby 1,3,5)
- Y10 works place visit / experience (Gatsby 1,2,3,5,6)
- CEIAG enrichment days / weeks (Gatsby 1,2,3,4, 5,6)
- 1 1 interviews with Careers Advisor (Gatsby 1,3,8)
- Sixth form open evening (Gatsby 1,2,3,5,7)
- Curriculum links to employers (Gatsby 1,2,3,4,5,6)
- Masterclasses (Gatsby 1,2,3,4,5)
- Motivational speakers (Gatsby 1,2,3,5)
- Targeted motivational speakers ie challenging stereotypes / SEND (Gatsby 1,2,3,4,5)
- STEM activities (Gatsby 1,2,3,4,5,6)
- SEND / vulnerable groups additional support / projects (Gatsby 1,2,3,4,5,6)
- Mock interviews (Gatsby 1,3,5)
- CV / job application preparation (Gatsby 1,2, 3,4,5)

- Staff LMI / Apprenticeship CPD (Gatsby 1,2,3)
- Curriculum mapping (Gatsby 1,2,3,4)

Y12/13

Many of the above plus:-

- UCAS support (Gatsby 1,2,3,4,5,8)
- Job application support (Gatsby 1,2,3,4,5,8)
- Meaningful work experience linked to career plan (Gatsby 1,2,3,5,6)

SEND and other vulnerable groups

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:

- A series of 1 1 interviews, parents invited, support assistant available (Gatsby 1,3)
- Preparing for the world of work workshops (Gatsby 1,2,3)
- Structured KS4 transition programme in post 16 ie taster sessions / days, mentoring (Gatsby 1,2,3)
- Focused enterprise activity sessions (Gatsby 1,2,3,4)
- Structured mock interviews (Gatsby 1,2,3, 5,7)
- Supported work experience (Gatsby 1,2,3,5,6)
- Access to inspirational role models (Gatsby 1,3)
- Appropriate KS4 pathways available in curriculum (Gatsby 1,3,4)
- Partnerships with employers with a diverse workforce (Gatsby 1,3, 5)
- Careers Advisor present at EHCP annual review in KS4 (Gatsby 1,3,8)

Staff

- Annual update on LMI (Gatsby 1,3,4,5)
- Annual feedback on Compass (Gatsby 1)
- Directed time to develop CEIAG in the curriculum (Gatsby 1,2,3,4,5,7)
- PSHCE curriculum review (Gatsby 1,2,3,4)

External CEIAG CPD ie visiting a local subject related business (Gatsby 1,2,3,4)

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 over time
- Reduced NEET figures over time (Include your 3 year trend for NEETs)
- i.e NEET Figures (Not in Education, Employment or Training)

Validated 2019-20		Validated 2020-21		Unvalidated 2021-22				
Academy	Academy Wirral National		Academy	Wirral	National	Academy	Wirral	National
4.2%	4.1%	4.3%	3.25%	3.6%	3.8%	2.3%	TBC	ТВС

- Feedback and evaluation for all events, both quantitative and qualitative
- Increase in attendance / reduction in PA over time
- Reduction in behaviour incidents including fixed term and permanent exclusions 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 is increasing.

Useful websites

Links to various FE colleges

https://www.wmc.ac.uk/; https://www.liv-coll.ac.uk/; https://www.hughbaird.ac.uk/ for children and young people with SEND Wirral's local offer is here https://localofferwirral.org/ For information on school and learning in the Wirral area, please visit https://www.wirral.gov.uk/schools-and-learning

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://www.unifrog.org/student/home (formerly part of the Which University website,

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

https://www.unitasterdays.com/ (A directory of university events for school groups and individual students._

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/

https://careerfinder.ucas.com/jobs/apprenticeship/

Careers Games

https://panjango.com/pages/panjango-online

https://icould.com/buzz-quiz/

Which Animal Are You? In under five minutes, discover: your strengths and what makes you tick / what you're like as a boyfriend or girlfriend / which celebrities share your personality type. There are 16 possible results, each connected to an animal

Online platforms

www.unifrog.org

www.grofar.com

Labour Market Information (LMI)

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

https://www.liverpoollep.org/growth-sectors/

https://growthplatform.org/careers-resources/

Futuregoals.co.uk

Provide careers inspiration to help you make those important next steps to reach your FutureGoals. Creative Industries, Digital, Manufacturing and Engineering, Construction, Professional services and Health and Social Care are all key sectors for Leeds City Region.

https://futuregoals.co.uk/careerstarters/ Our way of living has changed quite a lot recently. Now, more than ever, it's really important to keep

our brains active and challenged. Without the daily structures that we're used to, self-motivation is a really vital skill that we need to nurture and develop.

www.futuregoals.co.uk/remote

FutureGoals Remote tests your communication and planning skills, it develops your creative thinking and challenges you to think outside of the box. You will tackle activities that help you to problem solve, become innovative and step into a range of different career sectors. These resources have been designed to help you learn skills that local employers are looking for such as; communication, planning and research, problem solving, creativity, organisation and self-reflection FutureGoals Remote resources - "Create it!" -

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/

Success at School is the place for young people to explore careers, get the lowdown on top employers, and search for the latest jobs, courses and advice. Get career smart and Register today! Success at school have highlighted some of the different careers that are helping us through the current crisis.

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. Application forms can be printed off directly from this site.)

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

https://www.skillsbuilder.org/homelearning

Everyone needs eight essential skills to succeed - whatever their path in life. Skills builder provides a range of resources for building these skills in a home setting - all underpinned by the Skills Builder Framework. Resources are available for learners aged 4 to 20+.

https://www.thewowshow.org/students/

The WOW Show (World of Work) - The WOW Show is a live online channel creating real-life encounters with the world of work to inspire young people about their futures. Have a look at some of the recordings and find out about any careers you are considering for your future.

https://fledglink.com/

This free app for students aged 13+ allows students to complete a digital CV and matches them with jobs, apprenticeships and other suitable opportunities.

https://www.speakersforschools.org/experience-2/vwex/

Speakers for schools - virtual work experiences Working with over 50 leading employers across industries, this offers students the chance to apply for interactive, high impact placements, through a safeguarded application portal and platform. During placements, students interact with employers, complete real work projects and work together to gain industry insights and skills.

https://www.healthcareers.nhs.uk/

Careers in Health Professions – Make a difference with a career in health. Get all the information you need to take the next step in your career. Health professions have been highlighted during the Coronavirus pandemic and demand is expected to increase. There are hundreds of types of careers in health available so it is definitely worth consideration. The NHS employs around 1.5 million people and there are over 350 roles to choose from, not just a doctor or a nurse! You can see a list of the careers available here: stepintothenhs.nhs.uk/careers and you can compare the many varied careers available here: healthcareers.nhs.uk/explore-roles/compare-roles

Parents

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

https://careerready.org.uk/parents

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