



Academies Trust

Co-op Academy Failsworth CEIAG Programme

2022-2023

Approved by: Date September 2022	Last reviewed on: August 2022	Next review due by: July 2023
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Careers Leader : Miss Rachael Brodrick



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 7-13 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 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 achieve / work towards 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 and KS4 CEIAG is accessed by all at Co-op Academy Failsworth. CEIAG is delivered by a wide range of providers such as our external Careers Advisor from Positive Steps, teachers and support staff, FE Colleges, Universities, visiting speakers, employers and employees. This delivery includes bespoke workshops, assemblies, work visits, experience of the workplace, mock interviews, careers fairs 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) post 16 providers and Apprenticeships. Parents are also encouraged to attend our Careers Fairs and parents evenings.

Year Group	Autumn Term	Spring Term	Summer Term
7 Introduction to careers and the world of work	Assemblies / workshops Parents Evening Careers Notices shared via google classroom STEM Club (Science Department) "I Could" Quiz - online completion during family time/home learning HT2 Family Time - Co-op Core Offer - History & Values of the Co-op	National Careers Week – assembly Links with GM Higher and GM Careers Hub – HE/FE visits STEM Club (Science Department) HT3 -Co-op Core Offer Employability Skills	Pupil profiling - Session 1 (Sector interest) Learn to Earn (Young Enterprise) STEM Club (Science Department)
8 Preparation for GCSE options -	Assemblies / workshops Careers Notices shared via google classroom	Assemblies / workshops Parents Evening	Links with GM Higher and GM Careers Hub – HE/FE visits



<p>what that means for my career</p>	<p>HT2 - "I Could" Quiz - online completion during family time/home learning</p> <p>STEM Club - Science Department</p>	<p>Pupil profiling - Session 1 (Sector Interest)</p> <p>Y8 Options Evening</p> <p>National Careers Week – assembly</p> <p>Changing Horizons event</p> <p>STEM Club - Science Department</p> <p>HT3 -Co-op Core Offer Employability Skills</p> <p>HT 4 - Co-op Core Offer - Enterprise Day</p>	<p>Pupil profiling – focus groups identify potential careers pathways. Links made with employers to build networking opportunities/ referrals to subject specific or Futures Hub events</p> <p>STEM Club - Science Department</p> <p>University of Manchester - Gateways Programme</p>
<p>9</p>	<p>Assemblies / workshops</p> <p>Family Time Careers Focus slot weekly - Job of the week - focus on skills and qualities needed</p> <p>Careers Notices shared via google classroom</p> <p>Sector Profiling Activity</p> <p>HT1 - Family Time - Weekly Future Focus -Jobs slot</p>	<p>Apprenticeship Week – LMI and opportunities</p> <p>Parents Evening -</p> <p>National Careers Week – assembly</p> <p>Changing Horizons Event</p> <p>Positive Steps (Focus on Y9 Spring Term – guidance on post-16, attending Citizenship lessons, thinking about choices / pathways, starting application process.</p> <p>HT3 -Co-op Core Offer Employability Skills</p> <p>GM Hub - Meet Your Future – Workplace</p>	<p>HT6 - Co-op Core Offer - VWEX Online provision</p> <p>Assemblies / workshops</p> <p>Sector specific interested identification. Links made with employers to build networking opportunities/ referrals to subject specific or Futures Hub event</p> <p>University of Manchester - Gateways Programme</p>



		safaris in HSC/RM/IT networking opportunities to meet local/national employers	
<p>10</p> <p>Practical preparation for the world of work</p>	<p>Assemblies / workshops</p> <p>Family Time Careers Focus slot weekly</p> <p>Careers Notices shared via google classroom</p> <p>Speakers4school Virtual Work Experience sign up</p> <p>Access to careers interviews</p> <p>Educational Visits –Science/Tech/Sport</p> <p>HT1,2 - Family Time - Future Focus - Job Slot, LMI information</p> <p>GM Higher -Scholars Programme</p>	<p>Assemblies / workshops</p> <p>Apprenticeship Week – LMI and opportunities</p> <p>Parents Evening</p> <p>Careers Fair</p> <p>National Careers Week – assembly</p> <p>Meet Your Future – Workplace Safaris in HSC/RM/IT networking opportunities to meet local/national employers</p> <p>HT3 -Co-op Core Offer Employability Skills</p> <p>HT4 - Family Time - Pathways exploration</p> <p>GM Higher -Scholars Programme</p>	<p>Assemblies / workshops</p> <p>College Taster Days</p> <p>Mock Interviews with employers</p> <p>Links made with employers to build networking opportunities/ referrals to subject specific or Futures Hub events</p> <p>Financial awareness – Natwest and Barclays life skills</p> <p>HT5,6 - Co-op Core Offer - Work Experience VWEX</p> <p>GM Higher -Scholars Programme</p>



<p>11 Preparing for post 16</p>	<p>FE and apprenticeships application</p> <p>Marketing from colleges via Family Tutor virtual and face to face</p> <p>Family Time Careers Focus slot weekly - pathways</p> <p>Open days</p> <p>Access to careers interviews</p> <p>Speakers4school Virtual Work Experience sign up</p> <p>Parents Evening/Progress conversations</p> <p>Mock Interviews - Salford Funding</p> <p>Co-op Core Offer - Leaving schools workshops</p>	<p>FE and apprenticeship applications</p> <p>Apprenticeship Week – LMI and opportunities</p> <p>Access to careers interviews</p> <p>Parents Evening</p> <p>National Careers Week – assembly</p> <p>Co-op Core Offer - Leaving schools workshops</p>	<p>FE and apprenticeship applications</p> <p>GCSE Results day support</p> <p>CEIAG guidance interviews</p>
<p>Additional provision</p>			
<p>Staff</p>	<p>LMI Update CPD for SOL updates Development of careers champions in subject areas</p>	<p>LMI Update NCW launch preparation links whole school CPD for SOL updates Development of careers champions in subject areas</p>	<p>LMI Update CPD for SOL updates Development of careers champions in subject areas</p>



Possible events

- Visits to Universities (**Gatsby 1,3,7**)
- Visits to FE College (**Gatsby 1,3,7**)
- PSHCE CEIAG element via CZP team (**Gatsby 1,2,3,4**)
- Career sector assemblies (**Gatsby 1,2,3,5**)
- Access to Start / Xello 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**)
- 1 - 1 interviews with Careers Advisor (**Gatsby 1,3,8**)
- Sixth forms 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**)

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**)
- Appropriate KS4 pathways available in curriculum (**Gatsby 1,3,4**)
- Work shadowing (**Gatsby 1,2,3,5,6**)
- Partnerships with employers with a diverse workforce (**Gatsby 1,3, 5**)

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
- 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 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



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Useful websites

<https://www.startprofile.com/>

<https://icould.com>

<https://www.bbc.co.uk/bitesize/careers>

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

<https://amazingapprenticeships.com/>



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Links to various FE colleges

Connell Co-op College <https://www.connell.ac.uk/>

Oldham Sixth Form College <https://www.osfc.ac.uk/>

Oldham College <https://www.oldham.ac.uk/>

Hopwood Hall <https://www.hopwood.ac.uk/>

The Manchester College <https://www.tmc.ac.uk/>

Tameside College <https://www.tameside.ac.uk/>

Ashton 6th Form College <https://www.asfc.ac.uk/>

Clarendon 6th Form College <https://clarendon.ac.uk/>



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Loreto Sixth Form College <https://www.loreto.ac.uk/>

Xaverian Sixth Form College <http://www.xaverian.ac.uk/>

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 (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)



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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/>

Online platforms

www.startprofile.com



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www.unifrog.org

www.cascaid.co.uk/xello/

www.grofar.com

Labour Market Information (LMI)

Manchester

<https://bridgegm.co.uk/labour-market-information>