



Academies Trust

Co-op Academy Manchester CEIAG Programme

2020-21

Approved by: Governors Date : tbc	Last reviewed on: 1/10/2020	Next review due by:01/09/2021
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Careers Leader: Marc Heaney



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 coop values

Intent

Our CEIAG programme is both bespoke and unique to our academy and is reviewed on an annual basis to meet our student's 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. We aim to ensure all students leave the academy headed to a positive destination, by equipping them with an understanding of their post 16 options including:

- Further Study
 - Understand the difference between Further Education & Higher Education
 - Understand there are different types of courses
 - Recognition of transferable knowledge & skills
 - Make links between content at GCSE and Higher/Further Education courses
- Apprenticeships
 - An understanding of what apprenticeships are/consist of
 - Recognise different levels of apprenticeships
 - How to apply and the challenges faced with securing a good apprenticeship
- World of Work (WoW)
 - Knowledge of a variety of different career paths
 - An understanding of how material taught in lessons is relevant to the WoW
 - Developing transferable skills suitable for the WoW



With these things 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 Coop academies at network events to ensure reflection and development of own programme **(Gatsby 1)**



- To ensure all students actively engage with a n CEIAG tracking platform to support them in making informed choices about their Career development plan **(Gatsby 1,2,3)**
- 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.

Year Group	Autumn Term (2020)	Spring Term (2021)	Summer Term (2021)
7	Introduction to Careers. What does Careers look like at CAM? Exploring job families.		Preparation for Options choices.
8	Exploring possible careers 'likes & dislikes'.	Career guidance requests. How to make informed decisions Option choices.	
9		Barclays Life Skills – Employability & Finance Skills (WACM)	Exploring Higher Education - University or Degree Apprenticeship.
10	Introduction to Work Experience Greater Manchester Application Career Service Launch	Preparation for Work experience <ul style="list-style-type: none"> • Interview Skills • Contacting your Employer 	Work Experience Post 16 Options Career Interviews Personal Statements
11	Careers Guidance (1-to-1) Greater Manchester Application Career Service Launch Mock Interviews Preparing Applications	Preparing for College/Job Interviews Applying for Apprenticeships National Citizen Service	Next Step Support



Additional provision	Careers Fair	National Careers/Apprenticeship Week Careers & Finance (PSHE – Tutor Time)	Careers Information Sessions Transition Resources Virtual Work Experience Opportunities
Independent Learning Tasks	All students, in all subjects will receive at least 1 Independent Learning Task (Homework) per academic year, with a career focus		

Schedule of activities is all Covid-19

Possible events may include but are not limited to:

- Visits to Universities **(Gatsby 1,3,7)**
- Visits to FE College **(Gatsby 1,3,7)**
- PSHE CEIAG element of SoL **(Gatsby 1,2,3,4)**
- Career sector assemblies **(Gatsby 1,2,3,5)**
- Access to GMACS 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)**
- Subject related “Do Nows / Starter” during National Career Week **(Gatsby 1,2,3,4)**
- Y8 Career events preparation for options ie Career information evening **(Gatsby 1,3,7)**
- Y8 internal taster sessions prior to options **(Gatsby 1,3,4)**
- Apprenticeship assembly **(Gatsby 1,2,3,5)**
- LMI assembly / PSHE / 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 sessions/week **(Gatsby 1,2,3,4, 5,6)**
- 1 - 1 interviews with Careers Advisor **(Gatsby 1,3,8)**
- 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)**
- CEIAG subject ambassadors meetings **(Gatsby 1,2,3,4)**
- 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)**
- Structured mock interviews **(Gatsby 1,2,3, 5,7)**
- Supported work experience **(Gatsby 1,2,3,5,6)**
- 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)**
- 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**)
- PSHE 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 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
- Employer engagement increasing

Not in Education, Employment or Training (NEET) Figures

2016-17			2017-18			2018-19		
CAM	Manchester	National	CAM	Manchester	National	CAM	Manchester	National
4%	2.4%	2.6%	4%	3.2%	2.5%	2.5%	3.3%	2.4%



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 (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/>

Online platforms

www.startprofile.com

www.unifrog.org

www.cascaid.co.uk/xello/

www.grofar.com

Labour Market Information (LMI)

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



Leeds

<https://www.the-lep.com/research-and-publications/research-publications-archive/leeds-city-region-labour-market-information-report-20182019/>

Manchester

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

Stoke

<https://lhs.ttlit.org.uk/wp-content/uploads/sites/9/2019/07/Stoke-on-Trent-and-StaffordshireApril-2019-LMI-Report.pdf>

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)



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<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>