

Shotton Hall – Careers Education Impact Assessment

At The Academy at Shotton Hall, our Careers Education, Information, Advice and Guidance (CEIAG) programme is designed to create a measurable, meaningful impact on students' personal development, aspirations, and future outcomes.

Impact on Students

1. Raised Aspirations and Motivation

- Students are introduced to a broad range of career pathways, enabling them to set ambitious goals and understand the relevance of their learning.
- Encounters with employers, industry professionals, and role models inspire students to consider opportunities they may not have previously explored.

2. Improved Decision-Making

- Through structured guidance and up-to-date labour market information, students make informed choices about GCSE options, post-16 pathways, and long-term career plans.
- Personalised 1:1 guidance helps students identify their strengths and understand how these align with future opportunities.

3. Enhanced Employability Skills

- Work experience, CV workshops, and enterprise activities develop essential skills such as communication, teamwork, problem-solving, and resilience.
- Participation in programmes like the Duke of Edinburgh Award builds confidence, leadership, and independence.

4. Increased Engagement and Attainment

- Curriculum-linked careers learning helps students see the real-world application of their subjects, increasing motivation and engagement.
- Students who understand the connection between school and future success are more likely to attend regularly, participate actively, and achieve highly.

5. Positive Destinations

- Destination data shows that students progress successfully into a wide range of positive next steps, including apprenticeships, sixth form, college, and employment.
- Our programme supports students to navigate key transitions confidently and effectively.

6. Support for All Learners

- Tailored support for SEND and disadvantaged students ensures equal access to guidance and opportunities.
- Adaptive provision and targeted interventions help all students to thrive and progress.

Evaluation and Continuous Improvement

- Impact is monitored through student voice, knowledge audits, stakeholder feedback, and destination tracking.
- The CEIAG programme is reviewed annually to ensure it remains relevant, inclusive, and highly effective.

For further information, please contact:

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