



The Academy
at Shotton Hall

CEIAG Provision



North East
Learning Trust

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NELT CEIAG Vision

Our young people are at the centre of everything that we do, and Careers, education, information, advice and guidance (CEIAG) is fundamental to our ethos. Careers guidance is as much about inspiration and aspiration as it is about advice, and it should prepare young people to be able to make informed choices about their future career pathways.

The decisions that we make are entirely focused on the children in our care and on ensuring that we enhance their chances of success when they leave us. In order to achieve this, CEIAG remains at the core of everything we do because we realise that this approach is fundamental in achieving positive outcomes for all of our students.

Our CEIAG programme encourages all of our young people to actively consider their futures, to recognise opportunities as they arise and to leave us with clear aspirations for the world of work, education and training.

The core values which underpin our vision:

- 1. Every child has the right to an excellent education.*
- 2. Every child experiences excellence every day.*
- 3. All young people, irrespective of ability or background, can and will be successful in our Trust.*
- 4. We are inclusive and tolerant, engendering respect for individuality and difference.*
- 5. Our approach to education is such that we support all children in our care to overcome any barriers to learning.*
- 6. We encourage all of our young people to aim high and make the most of their talents.*
- 7. We are dedicated to nurturing a sense of social responsibility and spiritual and personal development.*
- 8. We provide a safe environment where young people are cared for.*
- 9. Our schools are committed to creating a healthy, happy, disciplined and supportive environment which promotes an independent work ethic and a love of learning.*
- 10. We foster integrity, resilience, creativity, good manners and sensitivity to the needs of others.*

Purpose and Aims:

Purpose

CEIAG is fundamental in ensuring that we help our young people to develop the skills, attributes and knowledge that will enable them to make well-informed choices regarding their futures in the world of work, education and training. This forms an integral part of our curriculum and wider school life.

A strategically planned and proactive programme of careers study and interactive activities is a vital component in preparing our students for life beyond The Academy at Shotton Hall. At the heart of our programme, lies our main aim: to raise aspirations and challenge stereotypes because we recognise that success in these two areas will lead to better outcomes for our young people.

Our approach is student-focused because academic and personal success is paramount and their success in the world of work will be irrevocably linked to this. By the end of their journey with us, we must ensure that all students have experienced exceptional careers education, information and guidance and will therefore be able to access a wide range of careers.

As an academy we strive to empower our students to make optimum use of their talents and achieve their aspirations, embarking on a career journey that is suitable and exciting for them. The Academy at Shotton Hall is committed to providing a programme of CEIAG that all students from years 7 to 11 can access and enjoy and this includes high-quality, impartial advice and guidance from a qualified careers adviser.

We firmly believe that our programme of study and the experiences that our young people gain, whilst studying with us, fully prepares them for the adult world and the challenges that they may face beyond the confines of our establishment.

Aims

The Academy at Shotton Hall fully complies with the statutory requirements expected of schools when delivering careers education. We ensure that all students have access to impartial information regarding their futures and the educational opportunities that they have are all planned with their best interests in mind.

We aim to:

- *Provide high quality and impartial careers advice to all students which will help them make the right career choices for them. By the time they leave us, all students will have received at least one guidance appointment with an independent adviser.*
- *Support all students at key transitional points.*
- *Ensure that all students have access to current labour market information and advice.*
- *Equip all students with the necessary skills that will allow them to plan and manage their futures.*
- *Tailor our CEIAG provision to suit the needs of each individual, supporting inclusion and equal opportunities for all in our care, ensuring that all students acquire the necessary skills and attributes for future employment.*
- *Provide meaningful encounters with employers, raising aspirations via interactions with the world of work.*
- *Provide meaningful encounters with a range of post-16 education and training providers, to ensure students are aware of all possible routes, including technical education qualifications and apprenticeships.*

Core Careers Offer and Student Entitlement

All students at The Academy at Shotton Hall have access to a fully-embedded and age-appropriate careers programme which includes CEIAG and work-related learning. This programme is strategically designed to ensure that our learners' needs are met throughout their journey with us.

Our core offer for all students includes the following:

- *One-to-one careers guidance sessions with a qualified adviser. All students have at least one appointment by the age of 16; however, our most vulnerable learners are allocated multiple and these are opened to our younger learners in the run up to options choices.*
- *Advice and support are strategically tailored to ensure that the needs of all individuals are met.*
- *Curriculum learning is linked to the world of work.*
- *Students are encouraged to engage with local market information.*
- *Parental support, guidance and communication.*
- *Dedicated careers and skills lessons.*
- *Regular access to up-to-date careers information via lessons, online resources (including student POD), careers library and Unifrog*
- *Further education visits, assemblies and events (including training and apprenticeship providers).*
- *Employer encounters, including STEM employers/training providers, including activities to challenge stereotypical thinking about the world of work.*
- *Experience of the workplace.*

Teachers at The Academy and qualified career professionals will support students' career development in the following ways:

- *Giving them access to a broad, balanced and engaging curriculum that stretches and supports. Including a variety of STEM subjects, which will help them to gain access to a wide range of careers.*
- *Giving them access to a range of providers within the local area and learning about the opportunities that they have through assemblies, events, taster sessions and guided pathways.*
- *Giving them information and engaging in discussions within lessons, events and assemblies which promote sensible decisions about their futures.*
- *Giving them information and support linked to the process of applying for post-16 destinations.*
- *Giving them access to a qualified and impartial adviser throughout the year via individual meetings, drop-in sessions, workshops, events and on results day.*
- *Giving extra support, throughout the academic year and during transition periods, when students are identified as having additional needs.*
- *Giving students up-to-date information via notice boards, the school library, tutor time and online platforms.*

Although we are child-focused, parents and carers can access support for their child in the following ways:

- *Individual meetings (in person/telephone), parents' evenings, transition events and on results day.*
- *Careers information via computer-based programmes and the school website.*
- *Regular parent information packs emailed to KS4 parents.*

Strategic Objectives and Intended Outcomes

Strategic Objectives:

- *To raise the aspirations of all students regardless of background, ability or need, ensuring that they are fully informed regarding future routes and opportunities.*
- *To ensure that all students are afforded the opportunity to have a variety of meaningful encounters with post-16 education and training providers and employers.*
- *To ensure that all students understand the link between school-based learning (the curriculum that they study) and their futures in the world of work.*
- *To provide all students with a variety of opportunities, activities and encounters with higher and further education during their time with us.*

Intended Outcomes:

The Academy at Shotton Hall is dedicated to raising the aspirations of all of our young people and maximising their opportunities for success in their futures. We are committed to providing the following:

- *Careers activities within the curriculum and wider-curriculum.*
- *A CEIAG programme with clear and appropriate outcomes for all students.*
- *Access to professional and impartial guidance for all students.*
- *An approach to CEIAG provision that incorporates all staff and subject areas.*
- *Guidance and support for all students to ensure successful transition.*
- *Strong partnerships with post-16 education, training and employment providers.*
- *A high-quality programme endorsed by governing bodies and CEIAG experts.*

The Academy is committed to ensuring that the CEIAG advice students receive is:

- *Impartial.*
- *Varied (a range of education or training opportunities, including apprenticeships).*
- *In the best interests of the students.*
- *Meets the needs of the students.*

The CEIAG programme fully complies with the NELT Equal Opportunities Policy. All students in our care, regardless of race, class, gender, faith or special educational need, have the same access to our resources, wherever possible. Where necessary, the programme will be adapted and/or extended to ensure that our provision meets the specific need of the individual.

The Gatsby Benchmarks

The Academy at Shotton Hall was part of the Gatsby Charitable Foundation's Benchmarks pilot which set out to develop and improve careers provision. During the pilot, The Academy was one of only eight schools nationally to achieve the accolade of meeting all benchmarks during the process; a standard that we have maintained from that point forward. We believe that The Academy has a CEIAG programme that is structured, stable and meets the needs of all of our young people. Our key aim is to ensure that the careers provision meets the requirements outlined in the updated Gatsby benchmarks.

	Gatsby Benchmark	Statement	Further Guidance
1	A stable careers programme	Every school and college should have an embedded programme of career education and guidance that is known and understood by students, parents, teachers, governors and employers.	<ol style="list-style-type: none"> 1. Every school should have a stable, structured careers programme that has the explicit backing of the senior management team and has an identified and appropriately trained person responsible for it. 2. The careers programme should be tailored to the needs of pupils, sequenced appropriately, underpinned by learning outcomes and linked to the whole-school development plan. It should also set out how parents and carers will be engaged throughout. 3. The careers programme should be published on the school's website in a way that enables pupils, parents, teachers and employers to access and understand it. 4. The programme should be regularly evaluated using feedback from pupils, parents and carers, teachers and other staff who support pupils, careers advisers and employers to increase its impact.
2	Learning from career and labour market information	Every student, and their parents and carers, subject staff and other staff who support learners, should have access to good quality up-to-date information about future pathways, study options and labour market opportunities. Young people with special educational needs and disabilities (SEND) and their parents and carers may require additional information. All learners will need the support of an informed adviser to make best use of available information	<ol style="list-style-type: none"> 5. During their programme of study all learners should have accessed and used information about career paths and the labour market to inform their own decisions on study options. 6. Parents should be encouraged to access and use information about careers, pathways and the labour markets to inform their support for learners in their care.
3	Addressing the needs of each student	Pupils have different careers guidance needs at different stages. Careers programmes should help pupils navigate their concerns about any barriers to career progression. In addition, opportunities should be tailored to the needs of each pupil, including any additional needs of vulnerable and disadvantaged pupils, young people with SEND and those who are absent.	<ol style="list-style-type: none"> 7. A school's careers programme should actively seek to challenge misconceptions and stereotypical thinking, showcase a diverse range of role models and raise aspirations. 8. Schools should keep systematic records of the participation of pupils in all aspects of their careers programme, including the individual advice given to each pupil, and any subsequent agreed decisions. 9. For pupils who change schools during the secondary phase, information about participation and the advice given previously should be integrated into a pupil's records, where this information is made available. Records should begin to be kept from the first point of contact or from the point of transition. 10. All pupils should have access to these records and use them ahead of any key transition points to support their next steps and career development. 11. Schools should collect, maintain and use accurate data for each pupil on their aspirations, intended and immediate education, and training or employment destinations to inform personalised support. 12. Schools should use sustained and longer-term destination data as part of their evaluation process and use alumni to support their careers programme.
4	Linking curriculum learning to careers	As part of the school's programme of careers education, all teachers should link curriculum learning with careers. Subject teachers should highlight the progression routes for their subject and the relevance of the knowledge and skills developed in their subject for a wide range of career pathways.	<ol style="list-style-type: none"> 13. Every year, in every subject, every pupil should have opportunities to learn how the knowledge and skills developed in that subject helps people to gain entry to, and be more effective workers within, a wide range of careers. 14. Careers should form part of the school's ongoing staff development programme for teachers and all staff who support pupils.

5	Encounters with employers and employees	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment opportunities, including visiting speakers, mentoring and enterprise schemes, and could include pupils' own part-time employment where it exists.	<p>15. Every year, from the age of 11, pupils should participate in at least one meaningful encounter* with an employer.</p> <p>16. *A 'meaningful encounter' is one in which the student has an opportunity to learn about what work is like or what it takes to be successful in the workplace</p>
6	Experiences of workplaces	Every student should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities and expand their networks.	<p>17. By the age of 16, every pupil should have had at least one experience of a workplace, additional to any part-time jobs they may have.</p> <p>18. By the age of 18, every pupil should have had one further such experience, additional to any part-time jobs they may have.</p>
7	Encounters with further and higher education	All pupils should understand the full range of learning opportunities that are available to them, including academic, technical and vocational routes. This should incorporate learning in schools, colleges, independent training providers (ITPs), universities and in the workplace.	<p>19. By the age of 16, every pupil should have had a meaningful encounter* with providers of the full range of learning opportunities, including Sixth Forms, colleges, universities and apprenticeship providers. This should include the opportunity to meet both staff and pupils.</p> <p>20. By the age of 18, all pupils who are considering applying for university should have had at least two visits to universities to meet staff and pupils.</p> <p>21. *A 'meaningful encounter' is one in which the student has an opportunity to explore what it is like to learn in that environment.</p>
8	Personal guidance	Every learner should have opportunities for guidance meetings with a careers adviser, who could be internal (a member of provider staff) or external, provided they are trained to an appropriate level.(Level 6). These meetings should be available for all learners whenever significant study or career choices are being made. They should be expected for all learners but should be scheduled to meet individual needs. The careers leader should work closely with the careers adviser, SEND coordinator (SENDCO) and other key staff to ensure personal guidance is effective and embedded in the careers programme	<p>22. Every pupil should have at least one such interview by the age of 16, and the opportunity for a further interview by the age of 16.</p> <p>23. Information about personal guidance support and how to access it should be communicated to pupils and parents and carers, including through the school website.</p>

Delivery and Content

At The Academy at Shotton Hall, careers provision is fully embedded within the curriculum to ensure that there is a clear link between subject learning and the world of work beyond our walls. The idea here is that curriculum subjects and their content become wholly relevant to careers and the lives of our young people post-16.

Our programme of learning and our intended outcomes spanning from year 7 to year 11 are designed to give all of our students the opportunity to develop a sense of self and to formulate their own goals for the future. Career and work-related learning activities are vital in this. Across the years of study, all students learn about careers and the world of work in a strategic and age-appropriate sequence, which allows them to develop aspirations, career knowledge and employability skills.

To ensure that CEIAG remains of an exceptional standard, funding is allocated on a yearly basis; however, The Academy at Shotton Hall also makes regular use of the high-quality resources that are made available to schools at zero cost, ensuring not only variety but sustainability as well.

Guidance and support are fundamental to the successful outcomes achieved by our students. The Academy at Shotton Hall has a well-established relationship with CareerWave and employ one of their independent careers' advisers on a permanent basis. This ensures that we have a qualified adviser on-site throughout the year to provide professional, impartial and unbiased advice to our young people. For our most vulnerable

learners, this support is extended to parents also. In addition to this, our students are encouraged to engage in independent research via Unifrog, student POD and nationally accredited websites.

During events such as Open Evenings, Parents' Evenings and Transition Evenings, parents and carers are able to access careers information and guidance. This can be found in our regularly stocked and audited careers resource section in our library, via our CareerWave adviser and, on some evenings, through discussions with post-16 education, training and employment providers. Parents and carers are also regularly contacted by our careers lead.

The Academy at Shotton Hall has established strong links with local post-16 providers, colleges, training providers, further education and employers. These formal and informal partnerships ensure that across the academic year, our learners are able to engage with a large variety of providers and are able to discuss their futures. This is achieved through career carousels, assemblies and talks. For us, a meaningful encounter is one that allows students to positively and independently engage with the world beyond KS4, allowing them to regularly consider their futures in the adult world.

Monitoring, Review and Evaluation

The programme is planned and implemented by the nominated member of SLT who has strategic oversight of the whole-school approach. This role also involves working in conjunction with staff, students, parents and representatives from providers and employers.

Our 'whole school' approach enables all staff to contribute to our careers provision via their roles as leaders, subject teachers and tutors. Staff training is provided within our CPD programme (delivered by the Careers Lead, CareerWave staff and other qualified professionals, where required) and guidance is regularly distributed via the Careers Lead and independent Careers Adviser.

Self-evaluation of our careers provision is submitted to the LEP on a termly basis through Compass and this evaluation continually tracks the school's position against the Gatsby Benchmarks. In addition to this, CEIAG is monitored, reviewed and evaluated termly as part of our internal review process. A full audit, review and evaluation is completed every three years (in line with statutory requirement guidelines). However, at the end of each academic year, an action plan for the following year (which includes points of focus and key areas of improvement) is created, taking into account providers', student, staff and parental feedback.

Feedback is gained in the following ways:

- Observations.
- Staff, student and parental surveys.
- Provider feedback sought through informal discussion and formal feedback after attendance to events.
- Assessment and analysis of destination data.

Regular and continuous monitoring, reviewing and evaluating ensures that we maintain the quality of our provision and continue to tailor our programme to suit the needs of all cohorts.

Leadership, Management and Staffing

The Academy at Shotton Hall's Careers Lead, with responsibility of overseeing and ensuring the effective delivery of the programme, is Mr Graham Wood (Assistant Principal). Whilst external and independent guidance is delivered by a fully trained Careers Adviser from CareerWave. The governor link for CEIAG is Ms Anna Walshaw.

The Careers Leader ensures that:

- The CEIAG programme meets the requirements of the Gatsby Benchmarks (including SEND provision).

- *Rigorous quality assurance measures are in place to ensure best practice, seeking feedback, maintaining records and evaluating the effectiveness of the provision.*
- *The Academy programme and access policy is published on the school website.*
- *The intended destinations of students are shared with the Local Authority, data is tracked and additional support is in place for students who require it.*

Provider Access Policy and Student Entitlement

This policy statement sets out the school's arrangements for managing the access of providers to pupils at the school for the purpose of giving them information about the provider's education or training offer. This complies with the school's legal obligations under Section 42B of the Education Act 1997.

Introduced as an amendment to the Technical and Further Education Act 2017, the Baker Clause stipulates that schools must allow colleges and training providers access to every student in Years 8 to 13 (8 to 11 at The Academy) to inform them about approved technical education qualifications and apprenticeships.

The Department for Education (DfE) updated the Statutory guidance for schools and set out expectations for compliance, which included the following:

- Schools must act impartially and not show any bias towards any route, be that academic or technical.*
- Schools should promote the full range of technical options.*
- Schools must open their doors to other education and training providers, providing a range of opportunities for providers to talk to all year 8 - 13 pupils about their offer.*
- Pupils should be aware of the benefits of apprenticeships, T Levels and other approved technical education qualifications.*
- Schools should make every effort to improve their performance against the 8 Gatsby Benchmarks.*
- Governing bodies and senior leaders should review their arrangements for provider access and prepare and publish a policy statement on the school website.*

Student Entitlement

All pupils in years 8-11 are entitled to:

- Find out about technical education qualifications and apprenticeships opportunities, as part of a careers programme which provides information on the full range of education and training options available at transition to post-16.*
- Hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships. This is achieved via parent information evenings, assemblies, careers' events, group discussions and taster events.*
- Understand how to make applications for the full range of academic and technical courses.*

Updated Provider Access Legislation

The provider access legislation (PAL) has been updated and came into force in January 2023. Building on the Baker Clause, this provides more guidance to schools to ensure that we help our learners understand all of the pathways available post-16 and not just the traditional academic pathways. Consequently, The Academy at Shotton Hall will ensure that all learners are provided with at least:

- Two encounters for pupils during the 'first key phase' (year 8 or 9) that are mandatory for all pupils to attend.*
- Two encounters for pupils during the 'second key phase' (year 10 or 11) that are mandatory for all pupils to attend.*

A provider, to whom access is given, must deliver an encounter that includes the following:

- Information about the provider and the approved technical education qualifications or apprenticeships that the provider offers.*

- *Information about the careers to which those technical education qualifications or apprenticeships might lead.*
- *A description of what learning or training with the provider is like.*
- *Responses to questions from the pupils about the provider or approved technical education qualifications and apprenticeships.*

Management of Provider Access Requests Procedure

A provider wishing to request access should contact:

Mr Graham Wood (CEIAG Lead)

Tel: 0191 5180222

Email: graham.wood@shottonhallacademy.co.uk

Opportunities for Access

There are a number of opportunities available to come into school to speak to pupils and/or their parents/carers:

- *A number of post-16 events which will typically be organised in the autumn, spring and summer terms.*
- *Events during National Careers Week, National Apprenticeship Week and throughout the academic year.*
- *Parents evenings (as indicated in the school calendar) whereby employers/providers are able to speak with parents/carers and pupils.*
- *Year group assemblies which afford the opportunity for whole cohorts to be addressed.*

Aside from this, it may be possible to arrange bespoke opportunities to address students' requirements, however, any such arrangements are at the discretion of The Academy and will be dependent on calendar restrictions. Further to this, providers can provide relevant literature to the school and this will be distributed to pupils and/or parents/carers; this can be via email if sent to Mr Graham Wood.

Premises and facilities

The school will make the main hall, classrooms, meeting rooms and the activity hall available for events that are arranged for providers and students to engage in discussions, as appropriate to the activity and dependent upon availability at the given time. The school will also make available equipment to support presentations by request. This can be discussed and agreed in advance of the visit with the CEIAG Lead.

Monitoring and Evaluation Strategy

At The Academy, the vast majority of careers activities are delivered through our P4L curriculum, set time and the events/activities that are held in collaboration with post-16 education and training providers and employers. With a quality core programme in place and the proactive approach to enrichment that we take, monitoring and evaluation focuses on ensuring that the quality is maintained. This approach means that we continue to focus on the needs of all learners as they arise and change, reacting and tailoring our approach so that all children in our care continue to receive high quality guidance, support and experiences.

Our evaluation process is driven by the intended outcomes of our programme:

- *That all students understand the opportunities in our local area.*
- *That all students aspire to reach the highest level that they can in the world of employment, education and training.*
- *That all students understand the different routes that are available to them post-16.*
- *That all students know what they need to do to achieve their ultimate career choice.*

Monitoring

Monitoring is carried out by the CEIAG Lead at The Academy at Shotton Hall. Student voice, surveys and curriculum audits are the most frequently used method of monitoring; however, Unifrog also enables students to create career action plans independently and these are modified during one-to-one guidance sessions, P4L and ICT curriculum time. This allows students to track their progress, thoughts and actively engage in their future planning. In addition to this, it allows the strategic monitoring of all students by the CEIAG Lead who works closely with our CareerWave Adviser; regularly meeting and discussing this area.

Monitoring of external agencies and organisations and their impact on the CEIAG provision is also carried out by the CEIAG Lead in collaboration with staff and the CareerWave adviser. The focus here is to ensure that these agencies and providers enrich the programme and add both depth and breadth to the experiences that we provide our learners. As a school, we actively reach out and encourage providers and employers to attend the school as we believe that the more experiences and interactions that our students have, the better equipped they will be to make suitable life choices in the future. Of course, stringent safeguarding procedures are always followed when external visitors have access to the young people in our care.

Monitoring programme

Activity to be monitored	Staff Monitoring	Timescale	Implementation	Evaluation
CEIAG within the curriculum	CEIAG Lead HoD staff Tutors	Ongoing	Student and staff voice Tutor time observations Learning walks	CEIAG Lead Staff/student feedback
Careers activities within the school day (including evening events)	CEIAG Lead Staff involved in activity	Ongoing	Staff presence Student voice Parental feedback	CEIAG Lead Staff/student feedback Parental feedback
External activities	CEIAG Lead Staff in attendance	Ongoing	Staff presence Student voice	CEIAG Lead Staff/student feedback

Evaluation strategy

The CEIAG Lead takes strategic control over the evaluation process; however, listening to the critical views of all involved in activities is fundamental to our approach. As with any quality assurance exercise, we recognise the importance of gathering a complete picture when evaluating the value and quality of any careers activity. Thus, we always strive to gather honest and reflective views from those participating in an activity (be this the young people from our school and/or external staffing/parents). When gathering feedback, we always aim to provide opportunities for those involved to express their views regarding noteworthy positives and areas for improvement; this allows the CEIAG to assess the merit of the activity and the quality of the experience for those involved. Feedback from students involved in activities is sought via Unifrog, questionnaires/surveys and informal discussions. As with everything that we do, we ensure that all of our young people are able to provide feedback and support those students who require assistance when doing so.

We maintain a continuous cycle of planning, monitoring and evaluating throughout the academic year which is pivotal in ensuring that all of our students continue to receive quality CEIAG provision. As previously stated, careers education is fundamental within the curriculum and wider curriculum at The Academy and it is something that always remains a core focus; thus, embedding memorable and high-quality activities throughout every year is paramount. In addition to this, we continuously strive to strengthen the already-established, collaborative partnerships that we have in place whilst also creating new and exciting relationships with regional providers and employers. Successfully maintaining established relationships and the creation of new working relationships is vital in ensuring that we are able to maintain the accolade of fully-meeting all 8 Gatsby Benchmarks and the exceptional standard of CEIAG that our students are accustomed to.

Current Position Statement

The Academy at Shotton Hall ensures that all students receive the appropriate information, advice and guidance regarding post-16 life and maintains an impressively low figure of NEET students. Whilst, historically, the vast majority of students have pursued a traditional route into post-16 education via the local providers, we are now seeing increasing numbers travelling further afield to a wider range of providers. In

addition to this, over recent years, we have also seen an increase in students opting to pursue apprenticeships and training rather than post-16 education. As a school, we view this as an extremely positive reflection of the programme that we have in place. As previously stated, we aim to equip all of our students to aim high, broaden their horizons and have the confidence to challenge stereotypical notions of the world of work; the trends that have appeared over recent years demonstrates that our programme is succeeding in doing just that.

Whilst there is unwavering Trust, Governor and SLT support for the CEIAG provision that is already in place, we recognise that there is an opportunity to strengthen and grow the Careers Team here at The Academy and increase collaboration with the other NELT schools; for us, moving forward, this will be a strategic focus.

Destination Data

Destination	2020	2021	2022	2023	2024
Education	92.2	89.7	92.7	91.8	94.6
Full time training	0.4	0.8	0	0	1.4
Employment with training	3.5	5.7	4.1	4.8	3.2
Employment without training	0.4	1.5	0.9	1.9	0.5
NEET	1.7	1.5	0.5	0	0.5
Not known	0.4	0	0	0	0

Careers Programme Overview

The Academy at Shotton Hall has a programme of core activities that are in place and are repeated each year; this core programme is then strengthened each year with a variety of activities and drop-down events.

The Academy at Shotton Hall – Careers Programme – Fixed elements

Curriculum learning

Curriculum learning

Although Careers is taught as a stand-alone curriculum element within PSHE, Benchmark 4 is a priority and all subjects have careers fully embedded within (from year 7 through to 11) module/SOW taught:

- a. *This explicitly links the subject to a chosen profession or professions in an engaging way for students.*
 - b. *Students should have evidence of these lessons in their exercise books or have mapped them into their curriculum plans.*
 - c. *In STEM subjects the development of confidence in girls to study science and maths is a priority. (46. From DfE guidance).*
 - d. *During sept and assembly time, career-focused sessions are delivered throughout the year.*
3. *Each department has subject stickers that link their curriculum to the world of work.*
 4. *Next Steps and Careers links mapped on all Long-Term Plans and separate Careers in the Curriculum documents.*

2. National Careers Week, Green Careers Week and National Apprenticeship Week are marked every year with a variety of activities within school that includes guest speakers, assemblies, curriculum activities and activities focusing on LMI.

Year	Event
7	<p>Unifrog An online platform that allows students to track and evaluate their involvement in CEIAG events. Further to this, it allows students access to information regarding local FE providers and apprenticeships in addition to available career paths/market information/entry requirements whilst creating action plans and C.V's.</p> <p>Careers fair An opportunity for students to meet with a variety of employers, enabling them to ask questions and engage in research into possible career paths. A one-hour slot.</p>
8	<p>Unifrog An online platform that allows students to track and evaluate their involvement in CEIAG events. Further to this, it allows students access to information regarding local FE providers and apprenticeships in addition to available career paths/market information/entry requirements whilst creating action plans and C.V's.</p> <p>Careers fair An opportunity for students to meet with a variety of employers, enabling them to ask questions and engage in research into possible career paths. A one-hour slot.</p>
9	<p>Unifrog An online platform that allows students to track and evaluate their involvement in CEIAG events. Further to this, it allows students access to information regarding local FE providers and apprenticeships in addition to available career paths/market information/entry requirements whilst creating action plans and C.V's.</p> <p>Options information evening An opportunity for parents to attend school and speak with staff regarding options choices for KS4.</p> <p>Careers Guidance interviews with external adviser One-to-one sessions that are delivered by Megan Grimley from Careerwave – our in-house careers advisor – that run during options choices.</p> <p>Careers fair An opportunity for students to meet with a variety of employers, enabling them to ask questions and engage in research into possible career paths. A one-hour slot.</p> <p>Future Me project Working in coalition with local universities, a mentoring programme which gives students the opportunity to work with under-grad mentors and is aimed at raising aspirations.</p> <p>Next Steps event An event, held in school, that provides parents with an opportunity to discuss any worries/questions that they have regarding post-16 pathways.</p>
10	<p>Unifrog An online platform that allows students to track and evaluate their involvement in CEIAG events. Further to this, it allows students access to information regarding local FE providers and apprenticeships in addition to available career paths/market information/entry requirements whilst creating action plans and C.V's.</p> <p>Careers fair An opportunity for students to meet with a variety of employers, enabling them to ask questions and engage in research into possible career paths. A one-hour slot.</p> <p>Post-16 opportunities event An opportunity for students to interact with local FE providers, employers and apprenticeship providers.</p> <p>Durham University Partnership MAT programme working in conjunction with local universities.</p> <p>Enterprise partnership Working in conjunction with local employers, students are given simulated work experience and are involved in an engineering challenge.</p> <p>Careers Guidance interviews with external adviser One-to-one sessions that are delivered by Megan Grimley from CareerWave – our in-house careers advisor – that run throughout the year.</p> <p>Mock interviews and work experience An opportunity for students to experience the world of work and an interview situation and receive feedback regarding their performance.</p> <p>Next Steps event An event, held in school, that provides parents with an opportunity to discuss any worries/questions that they have regarding post-16 pathways.</p>

11	<p>Unifrog An online platform that allows students to track and evaluate their involvement in CEIAG events. Further to this, it allows students access to information regarding local FE providers and apprenticeships in addition to available career paths/market information/entry requirements whilst creating action plans and C.V's.</p> <p>Careers fair An opportunity for students to meet with a variety of employers, enabling them to ask questions and engage in research into possible career paths. A one-hour slot.</p> <p>Post-16 opportunities event Held in October, this gives students the opportunity to engage in research regarding the options that they have available to them. This involves former students and FE providers.</p> <p>Future Me project Working in coalition with local universities, a mentoring programme which gives students the opportunity to work with under-grad mentors and is aimed at raising aspirations.</p> <p>Post-16 visits An opportunity for students to engage with local FE providers.</p> <p>Careers Twilight Informal drop-in sessions that are held weekly and allow students to discuss any worries regarding the next steps in their education.</p> <p>Careers Guidance interviews with external adviser One-to-one sessions that are delivered by Megan Grimley from CareerWave – our in-house careers adviser – that run throughout the year.</p> <p>Next Steps event An event, held in school, that provides parents with an opportunity to discuss any worries/questions that they have regarding post-16 pathways.</p>
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Website

1. Upload suitable link to enable parents to access labour market information.
2. Publish the broad approach to careers on the school website and the provider access policy.
3. Link to post-16 providers' websites where students and parents can explore LMI in detail for chosen careers.
4. Link to <https://nationalcareersservice.direct.gov.uk/#>
5. Links to local colleges offering level 3 qualifications, such as apprenticeships.

Evaluation and Review

1. Following each key careers event a questionnaire will be used to evaluate the quality of the provision and to inform developments.
2. Update destination data when information is provided by Local authority / IDSR / performance tables / analyse school performance.
3. Collect and retain destination data for university applications.
4. The careers programme is reviewed termly so that amendments can be made for subsequent terms, depending on feedback and an evaluation of the impact of the term's activities. Hence the programme will always be responsive to student's developing interests and needs.
5. Next review date is September 2025.

Further Information

- 1. The Academy at Shotton Hall is open to allow providers and employees access to pupils to enhance their careers programme. A provider access policy is posted on the school website to facilitate this.*
- 2. Parents' evenings will provide further opportunities for access to pupils and / or parents / carers.*
- 3. During parent's evenings the SENDCO and Learning Manager will meet with vulnerable students to review academic progress holistically and to have bespoke conversations regarding careers advice. Conversations will be captured and copied as appropriate and stored in a student's file. Where there are a large number of disadvantaged students these will be shared amongst the leadership team. Not all PP students will require this.*
- 4. During KS4 parents' evenings and GCSE results day, the in-house careers adviser will be available for parents and students.*

Activity	Year 7	Year 8	Year 9	Year 10	Year 11	Gatsby Benchmark
National Careers Week activities	✓	✓	✓	✓	✓	2,3,4
Careers Fair experience	✓	✓	✓	✓	✓	2,3,5,7
Careers within the curriculum	✓	✓	✓	✓	✓	2,3,4,5,7
Drop-down events	✓	✓	✓	✓	✓	2,3,4,5,6,7
Challenging stereotypes and exploring non-traditional gender roles	✓	✓	✓	✓	✓	3
NCS summer activity					✓	3, 7
University partnerships	✓	✓	✓	✓	✓	3,4,7
National Apprenticeship Week activities	✓	✓	✓	✓	✓	2,3,4
Mock interviews and feedback and guidance activities				✓		5
Higher and further education experiences	✓	✓	✓	✓	✓	3,7
Enterprise activities			✓	✓		5, 6
Employer interactions and experiences	✓	✓	✓	✓	✓	2,3,5
Assemblies and talks delivered by guest speakers	✓	✓	✓	✓	✓	3,4,5,7
One-to-one guidance with an impartial, independent and qualified professional	Upon request	Upon request	✓	✓	✓	8
Drop-in sessions with staff and on-site adviser	✓	✓	✓	✓	✓	3,8
Alumni/student ambassador experiences	✓	✓	✓	✓	✓	2,3,4
Parental input, career journeys	✓	✓	✓	✓	✓	2,3

<i>and advice shared with students</i>						
<i>Apprenticeship support (CV support etc)</i>				✓	✓	3,8
<i>Links to LMI and the world of work</i>	✓	✓	✓	✓	✓	2,3,4
<i>Post-16 taster sessions</i>				✓		3,7
<i>Parents' evenings and information events</i>	✓	✓	✓	✓	✓	3,8,5,7
<i>Transition events focused on future pathways</i>			✓		✓	3,5,7,8
<i>Access to Unifrog and promoted use</i>	✓	✓	✓	✓	✓	3
<i>Parent information packs</i>				✓	✓	2,3,8
<i>Web-based activities and access to internal CEIAG platforms/pages</i>	✓	✓	✓	✓	✓	3
<i>Linking CEIAG to the outside world</i>	✓	✓	✓	✓	✓	2,3,4
<i>Additional, individualised transition support from outside agencies</i>					✓	3,8

Conclusion

The Academy at Shotton Hall is dedicated to ensuring that all students receive high-quality, individualised and relevant careers education. We are committed to the Gatsby Benchmarks and they are at the core of our strategic planning.

Our careers programme is strategically designed around the eight Gatsby Benchmarks as detailed in the Department for Education's Statutory Guidance, January 2018 and the updates to the Gatsby benchmarks published in 2024. The Academy at Shotton Hall is currently 100% compliant with all eight Gatsby Benchmarks.

Through our carefully planned careers education, information, advice and guidance programme, all of our students, regardless of ability or personal context, are supported to make realistic and informed decisions about their futures.

We aim to ensure that all of the young people in our care feel empowered to achieve personal success in and leave us with high aspirations, ensuring their well-being and economic stability in their future.

We support and guide students in making well-informed decisions about significant study or career choices, by providing access to differentiated, impartial and independent information and guidance about the range of options (including academic, vocational, apprenticeships) that are most likely to help them to achieve their ambitions.

By supporting and guiding students at crucial transitional stages, informing them of all their options and introducing them to employers, we aim to prepare them for the world of work regardless of the career route that they wish to pursue.

Careers guidance is provided through our 'whole-school' approach to CEIAG and access to our Careers providers, as well as a range of visits and workplace experiences. We work closely with local employers, FE colleges and apprenticeship providers to ensure the highest quality careers guidance for all of our young people.

