

Careers Education Information Advice & Guidance Policy 2025/26



Date adopted: September 2025

Date of Next Review: September 2026

Brownhills Ormiston Academy - our commitment to Careers Education Information Advice & Guidance (CEIAG)

POLICY STATEMENT:

The Academy is committed to Careers education as a vital means of giving all students the skills, knowledge and understanding to manage their own lifelong learning and career development. Careers education will prepare all students for the opportunities, responsibilities and experiences of education, training and employment and also the challenges of adult life. Careers education will both complement and integrate with the Personal Development program.

The Government's careers strategy published on 4 December 2017, sets out a long term plan to build a world class careers system that will help young people and adults choose the career that is right for them. This statutory guidance has been updated to expand on the aim set out in the strategy to make sure that all young people in secondary school get a program of advice and guidance that is stable, structured and delivered by individuals with the right skills and experience.

Brownhills Ormiston Academy will provide a professional package of support services from Mrs. S Murphy the Schools Careers Advisor and from West Midlands Combined Authority Local Enterprise Partnership, a locally recognised professional Career Service Company to enable us to fulfil our statutory responsibilities.

The most recent statutory guidance from the government was published in January 2018 and was updated in 2023.

Key points from the government's statutory guidance for schools in relation to their careers guidance offer is highlighted below:

Statutory Duty - Key Points

- The statutory duty requires governing bodies to ensure that all registered students at the Academy are provided with independent careers guidance from year 8 to year 13.
- The governing body must ensure that the independent careers guidance provided:
 - o Is presented in an impartial manner

- o Includes information on the range of education or training options, including apprenticeships and other vocational pathways
- o The guidance given will promote the best interests of the students

To further evidence our commitment to raising the standard and quality of CEIAG provision offered to our students the academy works closely with the 'Careers and Enterprise' company to ensure delivery of the Gatsby Benchmarks.

We will continue to review, monitor and evaluate our CEIAG offer by speaking and listening to firstly our students, the parents/careers, teachers and our external partners.

The academy will hold ourselves accountable to students and parents through robust monitoring and outcome-based evidence, such as our annual destination data and we will report all outcomes through our School Governing Body. Please see the attached student entitlement statement that further outlines the CEIAG offer the pupils at Brownhills Ormiston Academy can expect to receive from us.

Student Entitlement:

Aims and Objectives of the CEIAG program:

1. **Self-development** - to increase self-awareness and gain confidence in making decisions and choices concerning education, training and work. Students need to be able to assess their strengths, limitations and potential to facilitate sensible decision-making.
2. **Career exploration** - to access and examine sources of information so that they are aware of the range of courses and progression routes open to them at 16+. This will involve group and individual guidance, and pupils will be encouraged to use a range of websites.
3. **Career Management** - students will create a career action plan with smart targets. This will enable them to negotiate key transition points
4. **Transition** - students will be effectively supported to deal with the key career decision making transition points such as year 9 to 10, year 11 to post 16, year 13 onwards.

The New CDI framework - 2021

The main purpose of the CDI's Career Development Framework is to clarify the skills, knowledge and attitudes that individuals need to have a positive career.

The CDI's Career Development Framework describes the six career development skills that people need to have positive careers, supporting career development learning across the life course.

- Growth Throughout Life
- Explore Possibilities
- Manage Career
- Create Opportunities
- Balance Life and Work
- See The Big Picture

The Careers Education Program will be delivered as follows in the academic year 2024/25

This programme will be delivered by the following in the Academy:

- Qualified Academy Careers Advisor (Mrs. S. Murphy)
- Careers Leader (Mrs. J. Adams), (SLT support link Mrs J Mitchell)
- West Midlands Combined Authority Local Enterprise Partnership (J Rasmin)
- Personal Tutors
- Subject areas

Through the Personal Development program during tutor time in Years 7 - 11, emphasis will be on 'Careers and Life Skills' as a major theme.

Pupils to have a range of visits from external providers.

Through ICT - emphasis here will be on recommending a range of Careers software programs that pupils and parents can access for advice, giving them the opportunities to research career pathways and to develop self-awareness.

Through the 'world of work' focus week, subjects will deliver their lessons but with a focus on work, careers and life skills and employment linked to subject areas.

Through individual careers guidance interviews beginning in Year 7 and occurring throughout key stages.

Through Careers Conventions, Careers Fair & Offsite trips and visits to the school by local providers. Students will also be encouraged to attend sixth form and college open days, which will be advertised on the careers noticeboard and the school website.

The Academy careers advisor will attend GCSE results days in August each year.

The Careers Lead will produce a hand-out for all year 11 pupils highlighted College/6th form/training provider open days/evenings

Careers Lead to promote careers events in the community, all students from year 11 will be invited.

Year 10 are offered the opportunity of attending a work experience placement.

Assessment, Recording and reporting - Careers

All students from year 11 will receive written action plans from a Careers Advisor during their 1:1 meetings and these should be discussed with parents/carers.

Careers leader to oversee all careers focused lessons which run during personal development, pupils will keep records.

All work related learning and careers opportunities are recorded on Unifrog Careers Platform and using an internal audit/tracking tool.

Annual completion of the compass toolkit for the Gatsby benchmarks and continual tracking of progress in these.

Monitoring - Careers

The Academy's CEIAG policy and program will be reviewed on an annual basis, in the second half of the summer term to reflect changing statutory requirements, curriculum demands, and the progression opportunities open to young people.

Careers and Enterprise will monitor and review their links with the Academy on a termly basis.

Careers Advisor will arrange suitable interviews for year 11 and maintain up to date paperwork in an internal system. Admin will update EVOLVE.

Careers and Enterprise will produce a termly action plan document that states how they will support and guide the school on a termly basis.

Destination figures for School leavers will be produced by the Academy.

Organisation and Management - Careers

- Careers leader will organise and manage all planning and resources and report to line manager.
- Consultation with the West Midlands Combined Authority Local Enterprise Partnership (WMCALEP) Advisor and our employer link from WHG will be on a termly basis.
- Personal Development Program: Using tutor time to relate the core theme of the wider world: skills required for the world of work and training.
- Personal Development- group work, careers fair, guest speakers, guest visitors.

Parental Links - Whole School

Academy careers advisor will liaise with parents/carers and provide feedback to them. They will also work in partnership with parents/carers more closely of any pupils that may need targeted support and more intensive careers guidance and enable them to make a successful transition. Advisors will meet with parents/carers in school or undertake home visits where appropriate.

The important role of parents/carers in the whole process of Careers Guidance is recognised as vital. Parents/carers are therefore invited to speak to the Academy Careers Advisor in person or via technology.

Job Experience for pupils in year 10

Year 10 pupils will have the opportunity to secure a 5 day job experience placement to experience the world of work for "real" or pupils will be encouraged to participate in virtual work experience.

Equality of Opportunity

All teachers and staff involved in Careers Guidance have a responsibility to promote equality of opportunity, which ensures that all students have an entitlement and appropriate access to Careers Guidance regardless of race, gender, religion, ability, disability, social background or sexual orientation. All advice given will be impartial and confidential. Students will be helped to understand the importance of equal opportunities and be made aware of the risks of stereotyping and discrimination.

Safeguarding - Whole School

The school has a thorough and comprehensive Safeguarding policy which supports all areas of school life, ensuring that the educational experience of our students is the best it can be.

Key Staff in School CEIAG

1. Mrs J Mitchell – SLT Careers Link
2. Mrs J Adams – HOY11 (Careers Lead)
3. Mrs S Murphy -Qualified Independent Careers Advisor
4. Jo Rasmin – Careers and Enterprise coordinator
5. Mrs C Dauncey - Governor link to CEIAG

KEY External Partners for CEIAG

1. West Midlands Combined Authority Local Enterprise Partnership (WMCALEP)
2. Aim Higher
3. Aspire to HE
4. OAT careers network
5. Careers and Enterprise Company
6. A range of external providers e.g. Universities, Colleges and Apprenticeship providers and local companies.
7. STEM Network
8. Black Country Chamber of Commerce
9. WHG
10. NCS
11. DHL

Supporting Documents:

1. Destination reports for year 11 leavers
2. West Midlands Combined Authority Local Enterprise Partnership (WMCALEP) Action Plan
3. Audit of the Gatsby Benchmarks report
4. Local Labour Market Information
5. Government statutory guidance
6. Service delivery agreement for independent careers advice