



Co-op Academy
Manchester

CEIAG (Careers Education, Information, Advice & Guidance) Programme 2023 - 2024

Programme details

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Policy owner - Careers Lead (Richard Haseler)

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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 the Ways of Being Co-op:

- **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
Cooperating is what makes us different; we're better and stronger when we work together.
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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

Our aims are:

- To provide impartial and independent advice for all pupils (Gatsby Benchmark 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 provide relevant information and understanding of the wide range of pathways and qualifications available to ensure students make the right choices regarding their post 16 / 18 options and hence 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 ensure all students actively engage with a CEIAG tracking platform to support them in making informed choices about their Career development plan (Gatsby 1,2,3)
 - To achieve a Quality in Careers award in recognition of all that our academy offers (Gatsby 1)
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Implementation

Our programme is taught via bespoke activities, subject curriculum and extracurricular activities, and a wide range of enrichment activities.

CEIAG is delivered by a wide range of providers such as our internal Careers Advisor, teachers and support staff, FE Colleges, Universities, visiting speakers, employers and employees. This delivery includes bespoke workshops, assemblies, work visits, work experience, mock interviews, immersion days, careers fairs, step up days 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) to UCAS applications to Apprenticeships. Parents are also encouraged to attend our CEIAG information evenings and parents' evenings.

Autumn Term

Students		
Year	Activities	Outcomes
7	<ol style="list-style-type: none"> 1. Introduction to Careers 2. What does CEIAG look like at CAM - meet the team. 3. Starting Secondary: Careers and Enterprise Questionnaire 	<ol style="list-style-type: none"> 1. Understand who to go to for support 2. Become aware of different options and pathways 3. Gather information for students interests and aspirations
8	<ol style="list-style-type: none"> 1. Transition from KS3: Careers and Enterprise Questionnaire 	<ol style="list-style-type: none"> 1. Update information for students interests and aspirations

9	<ol style="list-style-type: none"> 1. GCSE Options Launch 2. Transition from KS3: Careers and Enterprise Questionnaire 	<ol style="list-style-type: none"> 1. Share information with students about the options process, subjects available for study, and the possibilities of where these subjects could lead 2. Update information for students interests and aspirations
10	<ol style="list-style-type: none"> 1. Introduction to Work Experience 2. GCSE Years: Careers and Enterprise Questionnaire 	<ol style="list-style-type: none"> 1. Share information about the work experience process, allowing students adequate time to source self-placements with employers and industries they are most interested in. 2. Update information for students interests and aspirations
11	<ol style="list-style-type: none"> 1. GCSE Years: Careers and Enterprise Questionnaire 2. Careers Guidance (1-to-1) 3. College Open Days 4. Apprenticeship Guidance 5. Mock Interviews 	<ol style="list-style-type: none"> 1. Update information for students interests and aspirations 2. Support students in making fully informed choices for their next steps after high school 3. Allowing students to gain an insight into what the College will be like 4. Supporting those students who have an interest in pursuing an apprenticeship or traineeship as opposed to traditional further education 5. Helping to prepare students for college, apprenticeship and job interviews
	All Years	

Xello

Independent Learning (Homework)

Careers Networking Event

Green Career Week – Assembly & Tutor Time Activities

Subject links

Parents

Careers Fair Evening

Work Experience Evening

Parents' Evenings

Academy Life Magazine

Alumni

Academy Life Magazine

Year 3 Alumni Questionnaires

Staff

Moving on Report – Previous Year Leavers Destinations shared

Post 16 Options: A Levels Vs BTEC Vs T Levels

Careers Curriculum

Academy Life Magazine

Compass+ Review

Spring Term

Students		
Year	Activities	Outcomes
7	1. Step into the NHS National careers competition	1. Students will explore careers within the NHS, beyond that of just Doctors and Nurses
8	1. University Taster Visits 2. Career Speed Dating	1. Students will get the chance to experience what part University life is like 2. Students will get the opportunity to meet several employees/employers from a range of industries they have expressed and interest in, to gain and insight into their working world

9	<ol style="list-style-type: none"> 1. University Taster Experience (Star Student) 2. GCSE Option Process 3. College Assemblies 	<ol style="list-style-type: none"> 1. Students will get the chance to experience what part University life is like 2. Students select their subjects for which they
10	<ol style="list-style-type: none"> 1. Preparation for Work experience 2. Communication Skills - Contacting your Employer 	<ol style="list-style-type: none"> 1. Students will understand what is expected of them in the run up to their work experience placement 2. Students will all make contact with their Work Experience Provider, to introduce themselves, and to ensure that they understand what will be expected of them on the placement
11	<ol style="list-style-type: none"> 1. Preparing for College/Job Interviews 2. Applying for Apprenticeships 3. National Citizen Service 	<ol style="list-style-type: none"> 1. Students will be prepped for college interviews 2. Those students wishing to pursue an apprenticeship or traineeship will be supported in the process for vacancies from July onwards 3. Students will be introduced to the National Citizen Service, so they can understand what opportunities they have to offer
All Years		

Xello

Independent Learning (Homework)

National Careers Week

National Apprenticeship Week

Half Term 4 - PSHE: Careers and Finance

Parents

Parents Evenings

Options Evening

Alumni

Year 2 Alumni Questionnaires

Staff

Validated Year 1 Leavers Destinations Shared

Future Skills Questionnaire Results

Year 3 Leaver Destinations Results Shared

Labour Market Information

Summer Term

Students		
Year	Activities	Outcomes
7	1. Further & Higher Education Assembly	1. Students will participate in assemblies introducing them to Further and Higher Education
8	1. Further & Higher Education Assembly	1. Students will participate in assemblies introducing them to Further and Higher Education
9	1. Careers Uncovered: Virtual Work Experience	1. Students will participate in Virtual Work experience, exposing them to a variety of different careers for which subjects they currently study could lead them into.

10	<ol style="list-style-type: none"> 1. Work Experience 2. College Taster Days 3. Post 16 Master Classes 4. Career Interviews 5. Personal Statement Writing 	<ol style="list-style-type: none"> 1. Students will gain insight and experience of the world of work 2. Students will be given the opportunity to spend time at colleges, getting a feel for what further education could be like for them 3. Students will have the opportunity to experience lectures from further education providers to allow them to sample courses, they may be considering taking at University 4. Support students in making fully informed choices for their next steps after high school 5. Students will begin preparing their personal statements to support their applications in Year 11 for their next steps after secondary school.
11	<ol style="list-style-type: none"> 1. Support with next steps 2. Moving on Questionnaire 	<ol style="list-style-type: none"> 1. Students will be provided with the additional support they need to ensure they move onto a positive post 16 destination 2. Students will share contact information with us, so that the academy can continue to support them once they have officially left the academy
	All Years	

Xello
Independent Learning (Homework)
Career Activity Focus Group
Parents
Academy Life Magazine
Post 16 Information Evening
Alumni
Academy Life Magazine
Staff
Year 2 Leaver Destinations Results Shared

Xello

All students have access to Greater Manchester Apprenticeship & Careers Service, online platform Xello (<https://gmacs.login.xello.co.uk/>)

Students username is their school email address Student's password for the first time they log in will be their date of birth in DDMMYYYY format.

Xello Lesson Foci

Year 7	Year 8	Year 9	Year 10	Year 11
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Interests Time Management School Subjects Work	at	Exploring Learning Styles Discover Learning Pathways Biases Career Choices	&	Explore Career Matches Self-Advocacy Skills	Getting Experience Personality Styles Study Skills & Habit	Work Values Workplace Skills & Attitudes Transition to Further Education
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Possible events

- Visits to Universities (Gatsby 1,3,7)
- Visits to FE College (Gatsby 1,3,7)
- PSHCE CEIAG element of SoL (Gatsby 1,2,3,4)
- Career sector assemblies (Gatsby 1,2,3,5)
- Access to Start / Unifrog / Xello to support students creating in individual Career Development Plan (Gatsby 1, 2, 3)
- Enrichment week (Gatsby 1, 2, 3 ,5,7)
- 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" 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)
- CEIAG enrichment days / weeks (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)
- Focused enterprise activity sessions (Gatsby 1,2,3,4)
- Structured mock interviews (Gatsby 1,2,3, 5,7)

- Supported work experience (Gatsby 1,2,3,5,6)
- Access to inspirational role models (alumni?) (Gatsby 1,3)
- 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

- Briefing session and updates (Gatsby 1, 3, 4, 5, 7)
 - 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)
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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 - i.e NEET Figures (Not in Education, Employment or Training)

2019-20			2020-21			2021-22		
Y11			Y11			Y11		
Academy	Manchester	National	Academy	Manchester	National	Academy	Manchester	National
1.9%	3.6%	2.9%	0.87%	3.8%	5%	0.30%	TBC	TBC

- Feedback and evaluation for all events, both quantitative and qualitative
 - Increase in attendance / reduction in PA over time
 - Reduction in behaviour incidents including Ftex / P ex over time
 - Increase in A2L data
 - 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

FE Colleges

Bury College
Connell Co-op College
Holy Cross College
Hopwood Hall College
Loreto College
Oldham College
The Manchester College
The Rochdale Sixth Form College
Xaverian College

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)

<https://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)

<https://www.unitasterdays.com/> (A directory of university events for school groups and individual students)

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>

<https://amazingapprenticeships.com>

<https://careerfinder.ucas.com/jobs/apprenticeship>

Careers Games

<https://panjango.com/pages/panjango-online>

<https://icould.com/buzz-quiz> - Which Animal Are You? In under five minutes, discover: your strengths and what makes you tick / what you're like as a boyfriend or girlfriend / which celebrities share your personality type. There are 16 possible results, each connected to an animal

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>

<https://futuregoals.co.uk> (Provides careers inspiration to help you make that important next steps to reach your FutureGoals. Creative Industries, Digital, Manufacturing and Engineering, Construction, Professional services and Health and Social Care are all key sectors for Leeds City Region. <https://futuregoals.co.uk/careerstarters/> Our way of living has changed quite a lot recently. Now, more than ever, it's really important to keep our brains active and challenged. Without the daily structures that we're used to, self-motivation is a really vital skill that we need to nurture and develop.)

www.futuregoals.co.uk/remote (FutureGoals Remote tests your communication and planning skills, it develops your creative thinking and challenges you to think outside of the box. You will tackle activities that help you to problem solve, become innovative and step into a range of different career sectors. These resources have been designed to help you learn skills that local employers are looking for such as; communication, planning and research, problem solving, creativity, organisation and self-reflection FutureGoals Remote resources - "Create it!")

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

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> Success at School is the place for young people to explore careers, get the lowdown on top employers, and search for the latest jobs, courses and advice. Get career smart and Register today! Success at school have highlighted some of the different careers that are helping us through the current crisis.

<https://www.notgoingtouni.co.uk> (opportunities if you decide university is not for you)

<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)

<https://www.skillsbuilder.org/homelearning> Everyone needs eight essential skills to succeed - whatever their path in life. Skills builder provides a range of resources for building these skills in a home setting - all underpinned by the Skills Builder Framework. Resources are available for learners aged 4 to 20+.

<https://www.thewowshow.org/students> The WOW Show (World of Work) - The WOW Show is a live online channel creating real-life encounters with the world of work to inspire young people about their futures. Have a look at some of the recordings and find out about any careers you are considering for your future.

<https://fledglink.com> This free app for students aged 13+ allows students to complete a digital CV and matches them with jobs, apprenticeships and other suitable opportunities.

<https://www.speakersforschools.org/experience-2/vwex/> Speakers for schools - virtual work experiences Working with over 50 leading employers across industries, this offers students the chance to apply for interactive, high impact placements, through a safeguarded application portal and platform. During placements, students interact with employers, complete real work projects and work together to gain industry insights and skills.

<https://www.healthcareers.nhs.uk/> Careers in Health Professions – Make a difference with a career in health. Get all the information you need to take the next step in your career. Health professions have been highlighted during the Coronavirus pandemic and demand is expected to increase. There are hundreds of types of careers in health available so it is definitely worth consideration. The NHS employs around 1.5 million people and there are over 350 roles to choose from, not just a doctor or a nurse! You can see a list of the careers available here: stepintothens.nhs.uk/careers and you can compare the many varied careers available here: healthcareers.nhs.uk/explore-roles/compare-roles

Parents and carers - resources

<https://targetcareers.co.uk/parents-and-teachers>

<https://careerready.org.uk/parents>

<https://www.careeralchemy.co.uk/choosing-career-paths.html>