



CEIAG Policy

This policy was approved and ratified by
Wadebridge School in September 2023

This policy and its contents are made available to all Wadebridge School Staff and observed by all Trustees

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Careers Education, Information, Advice & Guidance (CEIAG) Policy

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1) Definitions

Information

Information is data on opportunities conveyed through different media, including face-to-face contact, printed material, telephone help lines, ICT software and websites.

Advice

Advice involves:

- Helping a student or parent to understand and interpret information.
- Providing information and answers to questions and clarifying misunderstanding.
- Understanding circumstances, abilities and targets.
- Advising on options, or how to follow a given course of action.
- Identifying needs – signposting and referring students who may need more in-depth guidance and support.

Guidance

Guidance is “understood to be the full range of activity delivered under the eight Gatsby Benchmarks,” in accordance with the DfE statutory careers guidance for schools (July 2021).

Guidance aims to support students to:

- Better understand themselves and their needs;
- Confront barriers to understanding, learning and progression;
- Resolve issues and conflicts;



- Develop new perspectives and solutions to problems;
- Be able to better manage their education journey and achieve their potential.

Independent

Independent is defined as being “external to the school,” in accordance with the DfE statutory careers guidance for schools (July 2021). At Wadebridge School, this includes personal guidance delivered through the commissioned services of Crossroads Careers Services, as well as employer and college visits and online platforms such as the National Careers website and students’ personal accounts with Career Pilot.

2) Key Staff

Internal

- CDI Accredited Careers Lead. Assistant Headteacher. Mr S.Simmonds
- Key Stage Three Leader. Mr P.Petchey
- Key Stage Four Leader. Miss A. Elliott
- Careers Team: Miss C. Bassett (EPR), Mrs J.Richards (Science), Miss G.Burrell (DT).

Independent

- CrossRoads Careers Service (Matrix Accredited). Ms S.Willmott (CDI Accredited – Level 6)
- Cornwall and Isles of Scilly Careers Hub. Enterprise Co-ordinator: Mrs L.Wooldridge / Francisco Rigolli
- Cornwall and Isles of Scilly Careers Hub. Enterprise Adviser Joss D’Souza

3) Context

Wadebridge School recognises that high quality careers education and guidance is critical to young people’s futures. The education, training and employment landscape that students need to navigate is more complex, challenging and fast changing than ever before and the COVID-19 pandemic has added to this, through its unprecedented impact on education and employment.

A young person is likely to face a work life journey involving significantly more occupational change than their parents or teachers, with many of those occupations still to be invented. It is interesting to note that half of the fastest growing occupations in the UK did not even exist in the previous decade.

We understand that whilst university offers an appropriate pathway for some students, it is not their only choice and we are committed to providing unbiased information, advice and guidance on technical college pathways, as well traineeships and apprenticeships. We understand that this is essential to enabling students to make an informed choice between technical and academic options.

We recognise the picture set out in the DfE’s “Skills for Jobs” white paper, of an employment landscape in which the UK suffers from a relative shortage of higher-level technical qualifications and that as a result this means that those with such qualifications can often command salaries equal to or better than many graduate professions.



4) Aims

Wadebridge School is committed to the principle that our CEIAG should always be “fully focused on the student and what is best for them.” (DfE statutory careers guidance for schools - July 2021).

We aim to improve the success, progress and employability of our students through access to high quality, unbiased CEIAG and outstanding learning opportunities, that will equip with them with the knowledge and skills they need to embrace the fast-changing world described in Section 3.

5) Commitment & Student Entitlement

Wadebridge School students are entitled to a CEIAG experience that meets the requirements the 2017 DfE Careers Strategy, the 2021 DfE Statutory Guidance, the Cornwall Careers Offer and that aims to fulfil the eight Gatsby benchmarks of Good Career Guidance.

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. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

We aim to achieve this through the allocation of adequate time and resources, a dedicated Careers team of committed individuals, effective training for all staff and proactive partnership work with outside agencies, including the following:

CrossRoads Careers Services, the Careers and Enterprise Company, the Cornwall and Isles of Scilly Careers Hub, local businesses, local colleges and training providers and voluntary organisations.

6) Provision

Students and parents that use CEIAG at Wadebridge School are entitled to a service that is:

Accessible and Visible

It is our statutory duty to ensure that students have access to independent and impartial advice and guidance that is free from direct or indirect discrimination. Students are entitled to have a range of entry points, including one to one meetings and signposted online material, in order that CEIAG is available to them when and where they need it.

We secured a lead role in the development of the University of the West of England’s Career Pilot software. Career Pilot enables students to not only access independent CEIAG, but to set-up an individual account that tracks their careers journey from Year 7 to Year 11 and for three years afterwards.



Working with specialist tutor teams, the Senior Leadership Team and CrossRoads Careers Services, additional support is provided at key decision-making stages to ensure students are:

- informed of the options available to them;
- aware of how their choices might influence their future education, training and work life, including which careers pathways may become available to them.

Professional, Knowledgeable and Impartial

Those providing CEIAG should have the skills and knowledge to identify student's needs effectively and to either address those needs, or signpost/refer them to suitable provision.

In order to fulfil this requirement, the school provides:

- Appropriate training and professional development opportunities for teaching staff, and in particular the Careers Lead and tutor teams.
- Access to 1-2-1 independent careers advice and guidance for students. This service is impartial, confidential and bespoke to each student. There is the opportunity to discuss options for a student with a parent or carer, if agreed by the student. This service is delivered by a Matrix accredited independent advisor who is qualified to Level 6 in Careers Advice and Guidance.
- Access to information from a range of external education and training providers and employers.
- Signposting to accredited CEIAG material online.

Enabling

We encourage students to consider all opportunities available to them and to become lifelong learners who take control of their future working life, by:

- Encouraging them to look beyond their everyday experience in making choices about future pathways, through contacts with education and training providers, businesses, alumni and providing relevant the labour market information.
- Helping them to see the links between discrete CEIAG activities, such as encounters with education and training providers and employers and their day-to-day subject learning and school activities.
- Developing employability skills through activities, such as the Preparation for the World of Work Day, work experience and the Duke of Edinburgh Award Scheme.

7) Resources

- CEIAG software – individual Career Pilot accounts for all students.
- Access to up to date printed material, posters and information in the LRC, the Careers Office, and tutor rooms.
- Accredited website links such as: Career Pilot, Get My First Job, National Careers Service, Find an Apprenticeship.
- Access to an Independent Matrix Accredited Level 6 Careers Adviser.
- Dedicated CEIAG element to the tutorial programme from Year 7 to 11.
- CEIAG themed assemblies with employers, education providers and other external speakers.



- Dedicated “Wadebridge School” visit days to local colleges and sixth form providers.
- Subject area mapping of CEIAG activities.
- Employer visits and activities in some subject areas
- Information shared regarding open days and apprenticeship opportunities.

8) Monitoring Review and evaluation

In order to ensure the quality of provision, the CEIAG programme incorporates:

- Opportunities for students and parents to feedback on specific CEIAG activities and services e.g. Year 8 options process.
- Annual use of CEC Compass+ standardised year group surveys.
- Termly use of Compass + Careers Benchmark Tool in conjunction with the Cornwall Careers Hub Enterprise Co-ordinator to review provision against the Gatsby framework.
- 3 year –re-accreditation of the Matrix Standard by our independent Careers Advisor.
- Integration of CEIAG into the School’s annual raising achievement cycle, with a dedicated Raising Achievement Plan (RAP), that is monitored and reviewed throughout the year.
- Weekly meeting slots for both the Careers Lead and independent Careers Adviser, and the whole Careers team, to enable effective consideration of feedback from surveys and benchmark tools.
- Annual monitoring by the Governors Transition and Curriculum sub-Committee.