

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

Erdington Academy
Part of Fairfax Multi-Academy Trust
April 2025

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CEIAG Vision

“To ensure all students at Erdington Academy are inspired to seek ambitious and aspirational destinations post 16.”

Purpose and Rationale

The Government and Employers have recognised that the world of work has changed fundamentally. Future employees are going to have to be innovative in their approach to solving problems, people that can take the initiative, who can cope with uncertainty and change. They are going to have to be able to communicate well and work well in teams. They will have to be flexible and be prepared to reinvent themselves in order to continue to be employed. Therefore, students need a planned programme of learning activities to enable them to gain the knowledge, understanding, skills, attitudes and attributes required to make informed choices about their 14 -19 pathways and to enable them to manage their careers and sustain employment throughout their lives. Erdington Academy have a statutory duty to provide careers education in Year 7 to 11 and to give students access to careers information and impartial guidance.

This complies with the legal obligations set out under section 42b of the Education Act 1997

Pupil Entitlement

Erdington Academy is committed to providing a planned programme of careers education, information, advice and guidance for all students in Year 7 to 11. We have strong established partnerships with a variety of employers and education partners who we work closely with throughout the year:

- To help students develop an understanding of their own abilities and values.
- To help students develop an understanding of the world of work, and find out about technical education qualifications and apprenticeship opportunities.
- To help students develop the skills for the transition from school, college, or apprenticeship scheme to life as an independent adult.
- To help students develop the skills for applying to higher education and further education, providing appropriate advice and guidance.
- To provide students with opportunities to hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships – through options events, assemblies and group discussions and taster events;
- To help students understand how to make applications for the full range of academic and technical courses.

Aims

- To follow local, regional and national frameworks for good practice and other relevant guidance from DCSF, QCA and Ofsted.

- To develop a programme which is inclusive; which will help our young people to gain the knowledge, understanding, skills, attitudes and attributes required to make informed choices; which will challenge stereotypes, and which will help to increase student confidence and motivation.
- To provide a programme which is student-centred, integrated into the curriculum and based on a partnership with students, parents/carers, employers and community partners.
- To incorporate CEIAG into the School Improvement Plan.
- To ensure that the benefits to the students of CEIAG are valued, assessed, reported on and accredited where appropriate.
- To ensure all students have at least one meaningful encounter with providers, a place of work or further/higher education provider each academic year.

Objectives

- To provide students with planned activities to help them understand themselves and the influences on them and to help them investigate opportunities in learning and work.
- To provide students with the skills attitudes, attributes and behaviours needed for a successful transition into the world of work.
- To enable students to relate their own abilities, attributes and achievements to career intentions and make informed choices based on an informed evaluation of the alternatives.
- To achieve the 8 Gatsby Benchmarks for good careers provision.

To be achieved by:

- A coherent, broad and balanced CEIAG curriculum.
- Careers education sessions delivered through the Erdington Edge, Assemblies, Tutor time and Enrichment Days
- CEIAG opportunities explicitly referenced across the whole school.
- Learning from Labour Market information.
- Encounters with employers, employees and further/higher education providers.
- Personal guidance through bespoke careers interviews.

Implementation

The school guarantees impartial and independent advice via:

- Access to an independent Careers Adviser.
- Enrichment Days which focus specifically on ensuring students are ready for their next steps;
- Access for all students and staff to careers exploration website and other appropriate sources of guidance.
- Promotion of independent websites relevant to all career needs,
- Access to a wide variety of external speakers offering independent sources of information including several local and national employers, representatives from professional bodies and organisations including Apprenticeship, higher education establishment's local sixth form and other former students, who are a valuable resource.

- All staff have a part to play in the implementation of this policy through their role as tutors and as subject specialists. CEIAG in the education of students is not the sole responsibility of the Careers Advisor/Careers Lead.

Monitoring, Feedback and Review

The monitoring of the Academy's Careers provision is carried out via, termly meetings with the careers team to review and strategically plan for forthcoming events.

Student and staff voice is collected after each planned careers activity, this information is used to strategically plan for the next term and or academic year.

Student questionnaires are used to establish which employment sectors they are interested in to ensure insight opportunities and Enrichment visits are targeted appropriately.

Careers Lead or SLT link to observe the Careers Advisor at least once an academic year.

All career's related encounters are recorded on a participation log which is reviewed by the Careers Coordinator and SLT Link.

All Year 11 students receive a personalised Careers Action plan following their one on one meeting with the Academy Careers Advisor.

Feedback from external visitors to the school, including Ofsted, Complete Careers, Academy Associates and Careers Enterprise Company.

Information and Resources

Careers information and resources are located online and in the Careers library, which contains up-to-date, impartial information presented in a variety of media. It is reviewed and renewed on a regular basis by the Careers Advisor. Prospect for higher and further education establishments are both houses in the school library and the careers office.

School noticeboards are designed to ensure students are thinking about aspirational careers choices and are aware of the different pathways open to them.

Lesson plans and resources are provided to be delivered via 'The Edge' and Tutor Time.

Links with other policies

- The policy for CEIAG supports and is itself underpinned by a range of key school policies, especially those for teaching and learning, assessment, recording and reporting achievement, work experience, employability, equal opportunities, inclusion, community cohesion, pupil premium, more able, looked after children and special needs.

Management of provider access requests

Procedure

- A provider wishing to develop links with the Academy should contact either;
l.hillier@erdington.fmat.co.uk (SLT Link),
- l.millward@erdington.fmat.co.uk (Lead Practitioner and Careers Lead)
- m.cambridge@erdington.fmat.co.uk (Careers Advisor)

Premises and Facilities

- For individual information on premises and facilities please contact @enquiries@erdington.fmat.co.uk, the careers leader or the careers team.

Opportunities

	Autumn – Assemblies, Tutor time and Erdington Edge focus included for all year groups	Spring - Assemblies, Tutor time and Erdington Edge focus included for all year groups	Summer - Assemblies, Tutor time and Erdington Edge focus included for all year groups
Year 7	<ul style="list-style-type: none"> • Futures Week – explicit subject links to careers, Annual Careers Fair • Start Profile online careers platform • Careers Unit in the Edge Autumn 2 • Careers Competition. 	<ul style="list-style-type: none"> • Apprenticeship Week/Fair including L.M.I. • Start Profile online careers platform. • National Careers Week. 	<ul style="list-style-type: none"> • Big Bang Fair STEM visit • Start profile online careers platform.
Year 8	<ul style="list-style-type: none"> • Futures Week – explicit subject links to careers, Annual Careers Fair • Careers Unit in the Edge Autumn 2. • Careers Competition. • Start profile online careers platform. 	<ul style="list-style-type: none"> • Apprenticeship Week/Fair including LMI • Start profile online careers platform. • National Careers Week. 	<ul style="list-style-type: none"> • Start Profile online careers platform. • Girls into Engineering Amey Challenge (targeted students) • Powering Transformations Visit to Coventry University (targeted students)
Year 9	<ul style="list-style-type: none"> • Futures Week – explicit subject links to careers, Annual Careers Fair • Start Profile online careers platform 	<ul style="list-style-type: none"> • Enrichment Day 2 - Further/higher education or apprenticeship aspirational visit based on students' career sector interests. • Careers Unit in the Edge Spring 1 – Me, Choices, 	<ul style="list-style-type: none"> • Start Profile online careers platform. • Girls into Engineering Amey Challenge (targeted students).

		and Options – Making a good choice. <ul style="list-style-type: none"> • Year 9 Options Evening and careers fair • Apprenticeship Week/Fair including L.M.I. • Start Profile online careers platform. • SEND/EAL/LAC 1:1 intervention. • Year 9 Careers Survey • National Careers Week. 	
Year 10	<ul style="list-style-type: none"> • Futures Week – explicit subject links to careers, Annual Careers Fair • Start online careers platform • Signposting to careers events • Work Experience Information to parents. 	<ul style="list-style-type: none"> • Bespoke careers visits/workshops/assemblies • Apprenticeship Week/Fair including L.M.I. • Start Profile online careers platform. • Signposting to careers events • Unifest Launch • National Careers Week 	<ul style="list-style-type: none"> • Careers Unit in the Edge Summer 1: • Bespoke careers in person/virtual visits/workshops including raising aspirations trip to Keble College, Oxford University • SEND/EAL/LAC 1:1 intervention. • Mock interview day • Careers advisor at Year 10 parents evening • Next steps Year 10 careers survey • Unifest events • Signposting to careers events
Year 11	<ul style="list-style-type: none"> • Bespoke careers visits/workshops/assemblies • Futures Week – explicit subject links to careers, Annual Careers Fair • Start Profile online careers platform • 1:1 careers interviews • Raising aspirations focus- successful applications • Careers Unit in form time Autumn 1: Me and Moving On 	<ul style="list-style-type: none"> • 1:1 careers interviews • Careers advisor at Year 11 parents evening • Careers fair at Year 11 parents evening • Bespoke careers visits/workshops/assemblies • Apprenticeship week/Fair including LMI • Start Profile online careers platform • National Citizen Service sign up. • Signposting to careers events 	<ul style="list-style-type: none"> • 1:1 careers interviews. Targeted support for RONI students • Start online careers platform • National Citizen Service programme • Signposting to careers events • Year 11 Exit questionnaire • National Citizen Service sign up.

	<ul style="list-style-type: none"> • Bespoke careers visits/workshops/assemblies • Signposting to careers events • Launch NCS 		
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Parental involvement is encouraged at all stages. Erdington Academy recognises that parents/carers remain the biggest influence on a young person's career choices and as such we offer parents help and guidance at critical stages in the students' time with us

Policy Review – Erdington Academy CEIAG Policy will be reviewed, monitored and evaluated at various levels and at different times by key groups on a three-year basis. The key priorities from the review are incorporated into the School Improvement Plan on an annual basis.