

Cliff Park Ormiston Academy

Careers Strategy 2023/24

Date adopted: September 2024

Next review date: September 2024

Policy Version Control

Policy prepared by	Ryan Sewell (Assistant Principal) Steve Sorrento (Vice Principal)
Description of changes from the original document	Addition of CDI Framework

Our Vision

Cliff Park Ormiston Academy aims to enable students to develop the understanding, knowledge and skills needed to secure a positive destination of their choosing and to encourage them to become lifelong learners, taking responsibility for making successful transitions that shape a clear pathway into adult life. Our programme is underpinned by the **8 Gatsby Benchmarks** and the **CDI's Career Development Framework**.

This strategy sets out a clear plan on how we intend to work towards meeting this vision in the short, medium and long term. It is to be read in conjunction with our careers policy that can be found [here](#)

Objectives

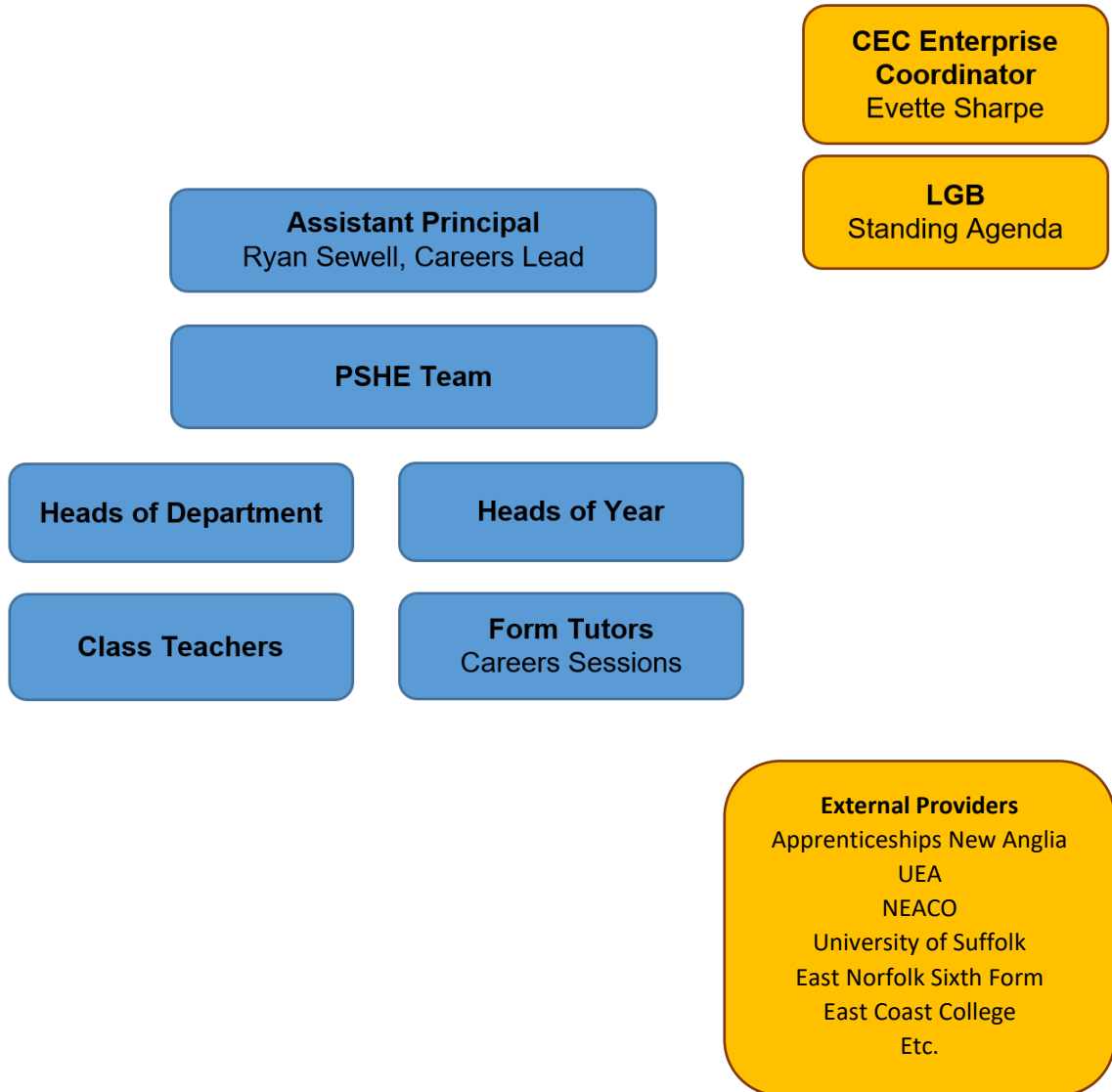
- To meet the eight Gatsby benchmarks for good career guidance as recommended by the Department of Education Careers Strategy 2017
- To build upon the 'Quality in Careers Standard' accreditation (the nationally recognised award for CEIAG in English Secondary Schools), which the academy was awarded in February 2021.
- To become recognised as a 'Gold Standard' CEIAG provider with OAT
- To enable all learners to reach a positive destination in learning or training after Year 11 (0% NEET)
- To increase students' awareness of Local Market Information (LMI)
- To increase participation to Apprenticeships

We will monitor and evaluate our progression in achieving these aims on a termly basis with the Careers and Enterprise Company, ratified by the Co-Curriculum Sub-Committee. The programme will also be reviewed annually.

Our Strengths

- Partnership work with UEA and NEACO
- Partnership work with local stakeholders (Careers Fair, Insight into Industry talks, Work Experience Preparation Days, Business Breakfasts etc.)
- Succinct plan developed between VP, CL and CEC – has the backing of Governors and SLT

Careers Education Team Structure



The Gatsby Benchmarks (CEC Benchmarking Activity, July 2022)

Benchmark		Criteria	CPOA Fully Achieved	% Nat. Fully Achieved
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.	94%	64.3%
2	Learning from career & labour market information	Every student, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.	100%	79%
3	Addressing the needs of each student	Students have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each student. A school's careers programme should embed equality and diversity considerations throughout.	81%	54.7%
4	Linking curriculum learning to careers	All teachers should link curriculum learning with careers. STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.	62%	75.4%
5	Encounters with employers and employees	Every student 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 activities including visiting speakers, mentoring and enterprise schemes.	100%	81.8%
6	Experience of workplace	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.	100%	66.1%
7	Encounters with further and higher education	All students should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.	100%	53.5%
8	Personal guidance	Every student should have opportunities for guidance interviews with a career adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all students but should be timed to meet their individual needs.	100%	74.9%

CEIAG Short Term Planning for 2023/24

Staff Responsible:

- Mr Sorrento (Vice Principal)
- Mr Sewell (Assistant Principal for Careers, Enrichment and PSHE)

Working with:

- Evette Sharpe, Enterprise Coordinator for Great Yarmouth

Key:

- CDI career Development Framework



Grow throughout life	Explore Possibilities	Manage career
Create opportunities	Balance life and work	See the big picture

- Gatsby Benchmarks

1	A stable careers programme	5	Encounters with employers and employees
2	Learning from career & labour market information	6	Experience of workplace
3	Addressing the needs of each student	7	Encounters with further and higher education
4	Linking curriculum learning to careers	8	Personal guidance

YEAR 7

Overall Outcomes

- Positive Relationships
- Understanding that everyone has a career/future
- Consider “trends” in employment and relate to possible “career” plans.
- Consider the qualities, attitudes and skills needed for employability.

Delivery	Focus	Details	Lead	Date
	Transition Support	Transition – 1 day for Y6	CMA	6 Sept 2023
3	Personal Record Keeping	Students to update their career activities and any personal achievements on Unifrog.	RSW	Throughout the year
1, 3, 8	Aspirations and future plans	Students to fill out quizzes on Unifrog, which will ask them to think about what sectors and jobs currently interest them and what they like doing and what is important to them.	RSW	Oct 2023
3	A positive introduction to HE	UEA Outreach - Future Stars – an assembly followed by a workshop where students learn to identify links between HE and careers and skills needed.	RSW	Sep 2023 -Jan 2024
1, 4, 7	Careers and Enterprise Skills (Within Form Programme)	Spiral curriculum model from Unifrog	RSW	Throughout the year
4, 8	Maritime Curriculum	Subjects involved: History, Engineering, Music, English Drama, Geography, Science, Computer Science. Shanty Bouys workshop linked with Music	SSO	September Ongoing
	Student/Parental Engagement	Careers Fair and newsletters throughout the year.	RSW	16 Nov 2023
3, 8	Employer Engagement	Visit to large diverse employer to expose students to a range of job roles and opportunities. Insight into Industry talks. Careers Fair	RSW	TBC
5, 6	HE Engagement	UEA outreach to work with some targeted students providing workshops and a visit to the UEA to help them to understand more about University.	RSW	Sep 2023 -Jan 2024
2, 3, 7	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	RSW	Feb/March 2024
2, 3	Linking subjects with Careers	All subject areas within the academy teaching students how their subjects relate to different careers.	SSO	To be reviewed in Autumn Term
2, 4				

YEAR 8

Overall Outcomes

- Re-visit qualities, attitudes and skills needed for employability.
- Review experiences and achievements.
- Exploring options and choices.
- Understanding the functions and uses of money/how to manage money.
- Understanding the economic and business environment and how school prepares you for this.

Delivery	Focus	Details	Lead	Date
1, 3, 8	Personal Record Keeping	Students to update their career activities and any personal achievements on Unifrog.	RSW	Throughout the year
3	Aspirations and future plans	Students to fill out quizzes on Unifrog, asking them to think about what sectors and jobs currently interest them and what they like doing and what is important to them.	RSW	Oct 2023
1, 3, 5, 7	Pathways	Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend	RSW	16 Nov 2023
3, 8	Pathways – Future Planning	Careers Fair and newsletters throughout the year.	RSW	16 Nov 2023
6	Employer Engagement	Work Shadowing Day - all year 8 students will undertake a day of employment with a member of their family or family friend to explore work skills	RSW	TBC
7, 8	Mentoring of identified HATs	Year 8 UEA trip for identified students - NEACO	RSW	Nov 22 nd 2023
4	Learning new skills–First Aid	First Aid training with PSHE curriculum	RSW	Spring Term
4, 5	Enterprise Education	Drop Down Day #WeWill – OAT Social Action Project – within the PSHE curriculum.	RSW	Spring Term
7, 8	HE Engagement	UEA outreach to work with some targeted students providing workshops and a visit to the UEA to help them to understand more about University.	RSW	TBC
2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	RSW	Feb/March 2024
7	Maritime Curriculum	Subjects involved: Engineering, Art, Computer Science, English, Drama, History, Science, Geography. Trip to Time and Tide Museum and CEFAS Investigation Project	SSO	September Ongoing

YEAR 9

Overall Outcomes		<ul style="list-style-type: none"> Making the link between GCSE courses and University Life/Careers Review experiences and achievements 			
Delivery	Focus	Details	Lead	Date	
1, 3, 8	Personal Record Keeping	Students to update their career activities and any personal achievements on Unifrog.	RSW	Throughout the year	
3	Aspirations and future plans	Students to fill out quizzes on Unifrog, asking them to think about what sectors and jobs currently interest them and what they like doing and what is important to them.	RSW	Oct 2023	
1, 3, 5, 7	Pathways	Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend	RSW	16 Nov 2023	
3, 8	Pathways – Future Planning	Careers Fair and newsletters throughout the year.	SSO/RSW	16 Nov 2023	
	Careers Lessons	Taught within PSHE. ‘My Future’	RSW	Jan – Feb 2024	
	Parental Engagement	Option’s Evening – an opportunity for students and parents to understand what subjects are on offer at KS4- followed by taster sessions in GCSE option classes.		Feb 2024	
7, 8	Mentoring of identified HATs	Year 9 UEA trip for identified students - NEACO	RSW	April 2023	
2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week NEACO working with targeted students helping with option choices and careers information and advice.	RSW	Feb/March 2024	
7	Maritime Curriculum	Subjects involved: Engineering, Geography, English, History. Visit to CEFAS research vessel.	SSO	September Ongoing	
2, 4	Linking subjects with Careers	All subject areas within the academy teaching students how their subjects relate to different careers.	SSO	To be reviewed in Autumn Term	

YEAR 10

YEAR 10							
Overall Outcomes		<ul style="list-style-type: none"> Making the link between GCSE courses selected and careers Review experiences and achievements. Interview and employability skills 					
Delivery		Focus	Details			Lead	Date
			3	Aspirations and future plans	Students to fill out quizzes on Unifrog, asking them to think about what sectors and jobs currently interest them and what they like doing and what is important to them.	RSW	Oct 2023
			2, 3	Personal Record Keeping	Students to update their career activities and any personal achievements on Unifrog. This is reviewed during Pre-Work Experience.	RSW	Throughout the year
			1, 3, 5, 7	Pathways	Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend	RSW	16 Nov 2023
			3, 8	Parental Engagement	Parents' Evening' to assess progress in new GCSE options	SSO	February 2024
			5, 8	Work preparation and employability skills	Work Experience Preparation lessons including interview skills and CV writing	RSW	6-7 June 2024
			5, 6	Employer Engagement	Work Experience Week. All year 10 students to gain a week of work experience at their chosen employment	RSW	10-14 June 2024
			7, 8	University life – Widening Aspirations	UEA outreach to work with some targeted students within a couple of workshops, to help them understand their HE and Post 16 choices and how subjects relate to different careers. Trip to UEA	RSW	May 2024
			2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	RSW	Feb/March 2024
			3, 7	Maritime Curriculum	Students in Geography, Computer Science, Engineering, Triple Science to experience the jobs on offer to CEFAS, along with a visit to the docked RV.	RSW	TBC
			2, 4	Linking subjects with Careers	All subject areas within the academy teaching students how their subjects relate to different careers.	RSW	Throughout the year

YEAR 11

Overall Outcomes

- Making the link between GCSE and FE and HE
- Review experiences and achievements.
- Interview and employability skills
- Preparing for Success

Delivery	Focus	Details	Lead	Date
3	Aspirations and future plans	Students to fill out quizzes on Unifrog, asking them to think about what sectors and jobs currently interest them and what they like doing and what is important to them.	RSW	Oct 2023
3, 8	Pathways – Future Planning	One-to-one meetings with qualified careers guidance personnel	RSW Beacon East	Sept 2023 – March 2024
4	Easter Revision Away Day	Focus on study skills and examination preparation.	SSO/GPI	Easter 2024
7, 8	Pathways – Future Planning	College Visits and application forms to be completed during Form rolling booking of ICT rooms	RSW	By March 2024
3, 8	Parental Engagement	Revision Skills Evening, Parents Evening	SSO/GPI	January 2024
1, 3, 5, 7	Pathways	Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend	RSW	17 Nov 2022
3, 7	Pathways – Future Planning	Assemblies from local Colleges, Training Providers and Apprenticeships during Form Time	RSW	Sept 2023 – Dec 2024
3, 4	Career Learning	Employability Sessions to take place within PSHE ('My Next Steps'), including interview skills, CV creation, writing a covering letter.	RSW	Sept/Oct 2024
3	Pathways – Future Planning	National Citizenship Service workshops within Form/Period 5	SSO	TBC
7, 8	HE Engagement	NEACO supporting students with their post-16 options and college applications	RSW	Jan – Mar 2024
2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	RSW	Feb/March 2024

Over-arching Plans

Delivery		Details	Lead	Deadline
1		Careers Programme on website – A copy of careers programme for all year groups at the academy to be available for everyone to view, acting as a ‘hub’ for information.	RSW/SSO	ONGOING
2, 3, 5		Careers Fridays – Careers Focus in Form once a week	RSW	From Sept 2023
2, 3, 5, 6		To recruit Careers Ambassadors – Business Breakfast morning in support of Maritime curriculum	SSO	SEPT 23
5		To recruit Career Ambassadors – Parents to support with Pre-Work Experience workshops and Careers Talks	SSO	IN PROGRESS
5		Career Journey posters on classroom doors and ‘Subject Careers’ posters in curriculum areas – Improve the visibility of careers and encourage discussion	RSW	September 2022
4		Employability Skills embedded within PSHE lessons through reference to logos	RSW	ONGOING
2, 3, 4		Develop directory of Alumni – Encourage ex-students to engage with talks during ‘Future Fridays’. Create ‘success’ section on website celebrating alumni achievement.	RSW	TBC
2, 3		Develop student usage of Unifrog – Form Time programme to be put in place and weekly/monthly competitions developed to encourage use.	RSW	ONGOING
2		Staff Training – Develop staff understanding and statutory requirements; develop career plans for each subject.	RSW/SSO	ONGOING
1		Compass Plus – All career related activities to be logged to enable benchmarking and self-evaluation with CEC	SSO	ONGOING
1, 3, 4		Events captured on weekly newsletter.	RSW	ONGOING