

Cliff Park Ormiston Academy

Careers Strategy 2025/26

Date adopted: July 2025

Next review date: July 2026

Policy Version Control

Policy prepared by	Steve Sorrento (Careers Lead)
Description of changes from the original document	Updated Year-by-year activities

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

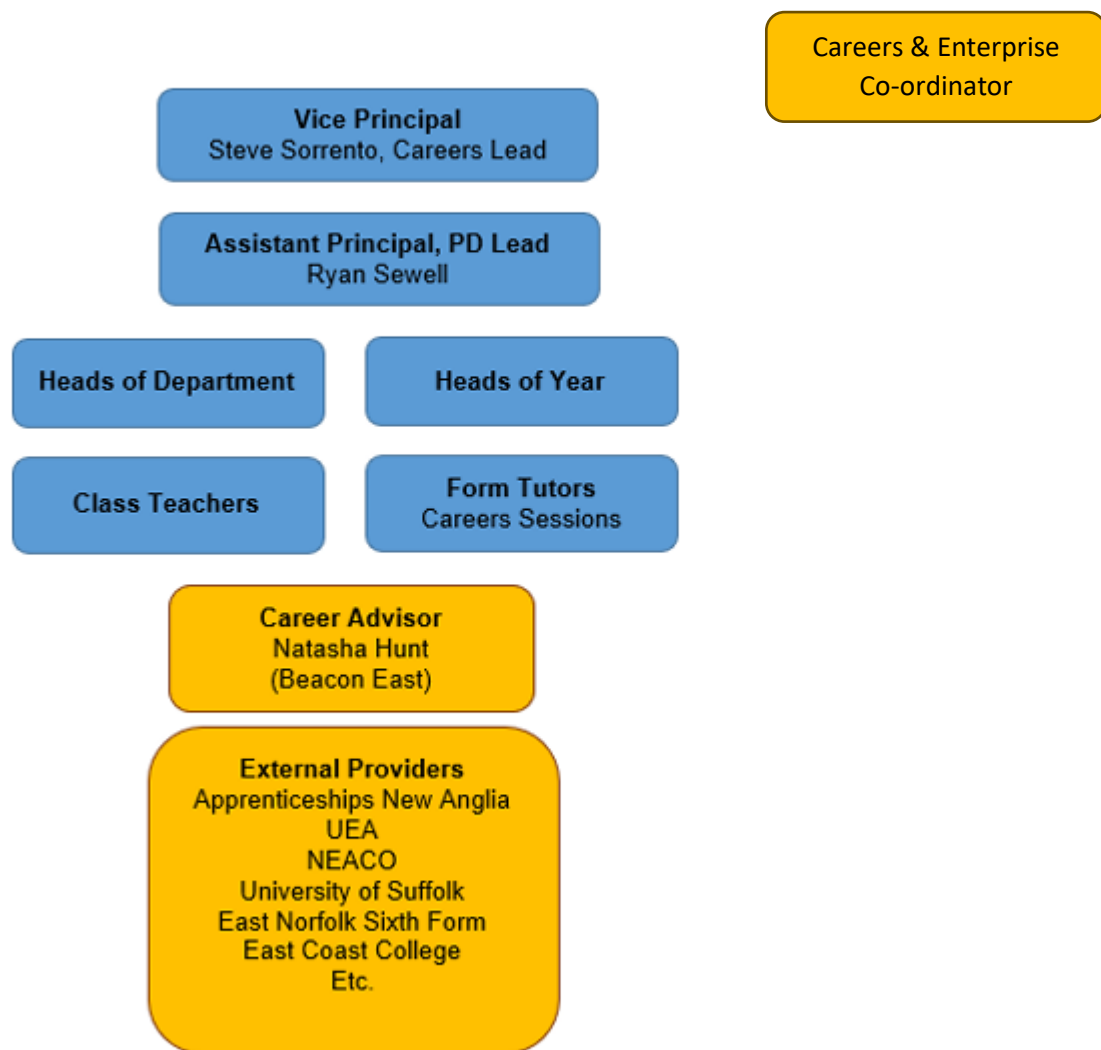
- To meet the eight Gatsby benchmarks for good career guidance as recommended by the Department of Education Careers Strategy 2017
- To build upon the 'Quality in Careers Standard' accreditation (the nationally recognised award for CEIAG in English Secondary Schools), which the academy was awarded in March 2024 (renewal scheduled for March 2026).
- 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 Local Governing Body. The programme will also be reviewed annually.

Our Strengths

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

Careers Education Team Structure



The Gatsby Benchmarks (CEC Benchmarking Activity, 2025)

Benchmark		Criteria	CPOA 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.	88%
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%
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%
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.	100%
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%
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%
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%
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%

CEIAG Short Term Planning for 2024/25

Staff Responsible:

- Mr Sorrento (CEIAG)
- Mr Sewell (Enrichment and PSHE)

Working with:

- Jo Butcher, Enterprise Coordinator, Norfolk and Suffolk Careers Hub
- Holly Tyler, Enterprise Advisor, AVIVA

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				<ul style="list-style-type: none">• 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
			3	Transition Support		Transition – 1 day for Y6		JSL	October 2025
			1, 3, 8	Personal Record Keeping		Students to update their career activities and any personal achievements on Unifrog.		SSO	Throughout the year
				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.		SSO	Oct 2025
			1, 4, 7	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.		SSO	Sep 2025 -Jan 2026
			4, 8	Careers and Enterprise Skills (Within Form Programme)		Spiral curriculum model from Unifrog		RSW	Throughout the year
				Maritime Curriculum		Subjects involved: History, Engineering, Music, English Drama, Geography, Science, Computer Science. Shanty Buoys workshop linked with Music		SSO	September Ongoing
			3, 8	Student/Parental Engagement		Careers Fair and newsletters throughout the year.		SSO	Nov 2025
			5, 6	Employer Engagement		Insight into Industry talks. Careers Fair		RSW	Nov 2025
			2, 3, 7	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 2025 - Jan 2026
			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 2026
			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 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.	SSO	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.	SSO	Oct 2025
   1, 3, 5, 7	Pathways	Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend	SSO	Nov 2025
   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	SSO	May 2025
   7, 8	Mentoring of identified HATs/PP	Year 8 UEA trip for identified students – University of East Anglia	SSO	March 2025
   4	Learning new skills–First Aid	First Aid training with PSHE curriculum	RSW	Spring Term
   4, 5	Enterprise Education	Hunter's Yard: Hunter's Fleet Ltd & The Norfolk Heritage Fleet Trust. Whole year group trip.	KMI	Sept/Oct 2025
   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.	SSO	Throughout the year
   2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	SSO	Feb/March 2025
   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.		SSO	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.		SSO	Oct 2025
			1, 3, 5, 7	Pathways		Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend		SSO	Nov 2025
			1, 3, 5, 7	Careers Lessons		Taught within PSHE. ‘My Future’		RSW	Jan – Feb 2026
			2, 3	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. Post-16 providers in attendance.		SSO	Feb 2026
			7, 8	Mentoring of identified HATS/PP		Year 9 UEA trip for identified students		SSO	April 2026
			2,4,5	Royal Norfolk Show		Whole-cohort trip to Royal Norfolk Show		SSO/RSW	June 2026
			2, 3	Aspirations and future plans		Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week UEA working with targeted students helping with option choices and careers information and advice.		SSO	Feb/March 2026
			7	Maritime Curriculum		Subjects involved: Engineering, Geography, English, History. Visit to CEFAS research vessel.		SSO	December 2025
			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

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	SSO	Oct 2025
			2, 3	Personal Record Keeping	SSO	Throughout the year
			1, 3, 5, 7	Pathways	SSO	Nov 2025
			3, 8	Parental Engagement	SSO	April 2026
			5, 8	Work preparation and employability skills	SSO/RSW	June 2026
			5, 6	Employer Engagement	SSO/RSW	June 2026
			7, 8	University life – Widening Aspirations	SSO/RSW	May 2026
			2, 3	Aspirations and future plans	SSO	Feb/March 2026
			3, 7	Maritime Curriculum	SSO	December 2026
			2, 4	Linking subjects with Careers	SSO	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.	SSO	Oct 2025
			3, 8	Pathways – Future Planning	One-to-one meetings with qualified careers guidance personnel	SSO	Sept 2025 – March 2026
			4	Easter Revision Away Day	Focus on study skills and examination preparation.	SSO	Easter 2026
			7, 8	Pathways – Future Planning	College Visits and application forms to be completed during Form rolling booking of ICT rooms	SSO	By March 2026
			3, 8	Parental Engagement	Revision Skills Evening, Parents Evening	SSO	January 2026
			1, 3, 5, 7	Pathways	Careers Fair for Years 7-11. Colleges, Universities and local businesses to attend	SSO	November 2025
			3, 7	Pathways – Future Planning	Assemblies from local Colleges, Training Providers and Apprenticeships during Form Time	SSO	Sept 2025 – Dec 2025
			3, 4	Career Learning	Employability Sessions to take place within PSHE ('My Next Steps'), including interview skills, CV creation, writing a covering letter.	SSO	Sept/Oct 2025
			7, 8	HE Engagement	1:1 supporting students with their post-16 options and college applications	SSO	March 2025
			2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	SSO	March 2025

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.	SSO	Ongoing
		2, 3, 5	Insight into Industry Sessions (Fridays) – Careers Focus in Form once a week	SSO	From Sept 2025
		2, 3, 5, 6	To recruit Careers Ambassadors – Business Breakfast morning in support of Maritime curriculum	SSO	September 2025
		5	To recruit Career Ambassadors – Parents to support with Pre-Work Experience workshops and Careers Talks	SSO	Ongoing
		5	Career Journey posters on classroom doors and ‘Subject Careers’ posters in curriculum areas – Improve the visibility of careers and encourage discussion	SSO	September 2025
		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/SSO	Ongoing
		2, 3	Develop student usage of Unifrog – Form Time programme to be put in place and weekly/monthly competitions developed to encourage use.	SSO	Ongoing
		2	Staff Training – Develop staff understanding and statutory requirements; develop career plans for each subject.	RSW/SSO	CPD (TBC)
		1	Compass Plus – All career related activities to be logged to enable benchmarking and self-evaluation with CEC	SSO	Termly
		1, 3, 4	Events captured on weekly newsletter.	RSW	Ongoing