



# Strood Academy

## Careers Policy

Version	1
Policy Status	Updated
Date of Issue	September 2024
Reviewed on	July 2025

Rationale.....	2
Statutory requirements.....	2
Commitment.....	3
Aim.....	3
Objectives.....	3
Provision.....	4
Key Stage 3.....	4
Key Stage 4.....	4
Key Stage 5.....	4
Roles and responsibilities.....	5
Careers and SEN provision.....	5
Monitoring and review.....	5
Careers Entitlement.....	5
Partnerships.....	5
Appendix A.....	7
Appendix B .....	8

## Rationale

Strood Academy careers education programme provides our pupils with the opportunity to plan and manage their careers effectively, ensuring progression which is ambitious and aspirational. It promotes equality of opportunity, celebrates diversity and challenges stereotypes. It is designed to meet the Gatsby benchmarks and conforms to statutory requirements. In addition, as the number of apprenticeships rises every year, it is increasingly important that all young people have a full understanding of the options available to them in Post-14, Post-16 and Post-18.

## Statutory requirements

This policy is based on the Department for Education's (DfE's) statutory [Careers guidance and access for education and training providers](#).

This guidance refers to:

- The Education Act 1997
- The Education and Skills Act 2008
- The School Information (\*England) Regulations 2008

This policy is also in line with the more recent [Skills and Post-16 Act 2022](#), which came into force on **1 January 2023**. It explains that our school must provide a minimum of **6 encounters** with technical education or training providers to all pupils in years 8 to 13.

This policy is also in line with the Education (Careers Guidance in Schools) Act 2022. This came into force on 1 September 2022, and amended the existing duty in The Education Act 1997, so that:

- Our school must now secure independent careers guidance from year 7 (instead of from year 8, previously)
- As an academy in England, we're now required to provide and publish careers guidance

The above guidance requires that schools publish information about their careers programme on their website. This policy includes this information and shows how our school complies with this requirement.

We also act in line with our statutory duty under the 'Baker Clause', to be impartial and not show bias towards any route, be that academic or technical. This policy should be read in conjunction with our provider access policy statement, which sets out how our school meets this duty, and can be found [insert link of your statement].

## **Commitment**

Strood Academy is committed to providing all pupils in Years 7-13 with a careers programme which is embedded into the curriculum and includes a variety of enrichment activities. The programme has been developed in line with the eight Gatsby benchmarks for ensuring best practice and to meet the requirements of the Department for

Education's statutory guidance last updated January 2023.

The Gatsby Benchmarks

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

## **Aim**

We aim to support pupils to make realistic and informed decisions about their future, by raising aspirations and providing impartial and independent information and guidance. The School is fully aware of the responsibility to set pupils on the path that will secure them their best outcome, without showing bias towards any route, be that academic or technical.

## **Objectives**

To ensure that pupils:

- develop the skills and attitudes necessary for success in adult and working life
- are aware of the range of opportunities which are realistically available to them in continued education and training at 14+, 16+ and 18+, including technical qualifications and apprenticeships
- are equipped with the necessary decision-making skills to manage those same transitions
- develop an awareness of the wide variety of education, training and careers opportunities both locally, nationally and globally
- use effectively the paper-based, virtual and staff resources available so they can make informed and appropriate choices throughout their school journey
- benefit from links fostered between the school, local businesses and further education establishments
- experience the world of work and develop transferable skills
- wherever possible leave the school to enter employment, further education or training to avoid the risk of pupils becoming NEET
- experience a culture of high aspirations, equality of opportunity, in which diversity is celebrated and stereotypes are challenged

- receive extra assistance and guidance to reach their potential, where this is necessary

### **Provision**

Careers provision is mapped against the Gatsby benchmarks. The current careers programme is delivered through a combination of methods, including explicit lessons provided within the taught Personal Development programme in Years 7 through to Year 13, which is predominantly form tutor led. Careers is also explicitly taught through the enrichment programme. Careers information is available both in the library and in digital format via Unifrog, a platform which provides access to information on apprenticeships, universities, the labour market, career pathways and UCAS applications.

**Key Stage 3**, this includes careers library research (Unifrog), aiming to raise pupil aspirations, exploring stereotypes in the workplace, researching the history of the workplace, and developing personal, social and employability skills. Assemblies and a parent and pupil information evening on choosing options are also provided.

**Key Stage 4**, pupils continue research into careers and pathways into the sixth form and higher education. They develop skills in CV, letter writing, presentations and interviews. This includes a mock interview with an employer; a week's work experience at a self-arranged placement or through our work experience programme in collaboration with MEBP (Medway Education Business Partnership), supported by a parent information evening; assemblies on apprenticeships and A-level options and an A-level options evening for parents and pupils.

Individual interviews are held with an independent careers practitioner, who also provides guidance on apprenticeships.

**Key Stage 5**, a series of careers lectures are delivered from universities and employers. Some of these lectures, together with form time, are devoted to the topic of UCAS applications and interview skills. There is also a UCAS evening event and a Student Parents' Roadshow held for parents and pupils. In addition, Year 12 has a week of work experience; pupils are involved in voluntary community and charity work.

Several special events are held, for example the careers fair, involving University, apprenticeship and careers representatives, to which Year 7 through to Year 13 pupils. Pupils in Key Stage 4 & 5 are also provided with one to one meetings with a careers advisor to discuss their next steps and destinations. In addition to this we fully support National Careers Week in all year groups.

### **Roles and responsibilities**

All staff contribute to the implementation of this policy through their role as tutors and as subject specialists. Subject specialists embed careers into their subject area. A range of connections between Higher education providers and employers are exploited to support the curriculum through KS3 to 5.

### **Careers team**

Mr C Pleasant: SLT lead and strategic lead for careers

Mr M Williams: Careers lead - plans and manages activities

Miss V Hancock: Sixth form SLT lead

Miss Sev Emirhan

### **Careers and SEND provision**

Every pupil with SEND follows the same programme of careers as their peers, with adaptation and support from the SEND team where appropriate.

Pupils with SEND have an interview with the internal careers leader in Year 8 before the options process to enable early identification of any necessary adaptations or interventions according to need to support their career aspirations. Pupils can self-refer and form tutors are also able to raise concerns. If current provision cannot fully address a pupil's additional need, advice will be sought from the National Careers Service.

The SENDCO meets with parents/carers to discuss option suitability where individual need is likely to have an impact on choices made during the option process. The SENDCO supports work experience placements, ensuring that providers are aware of individual needs, in order to promote a positive experience.

### **Monitoring, Recording and Evaluation**

Built into the careers programme are opportunities for pupils to self-evaluate and reflect on their learning at key points, such as following work experience and mock interviews during Year 10. Pupils develop a profile on Unifrog through which their activities and skills development can be recorded and monitored by staff including form tutors and the careers coordinator. All participants in the programme complete surveys following key events including pupils, parents and employers. Leavers' destination information is also analysed.

### **Partnerships**

The CEIAG (Careers Education, Information, Advice and Guidance) programme is greatly enhanced through links which help to ensure that pupils' learning is current and relevant. We work closely with local employers and employees including previous pupils. The Careers and Enterprise people are on hand for advice and guidance. A number of events, integrated into the school careers programme, offer providers an opportunity to come into school to speak to pupils and/or their parents. This involvement enhances the provision of work experience placements, careers talks, the careers fair, workplace visits and mock interviews. Recorded interviews with employers are also shared via our Unifrog online platform, as well as through the Careers google classrooms, in which our virtual work experience resources are collated. In addition, we work closely with universities and the local FE College. We always strive to expand and improve our contacts.

Governors are regularly updated on the careers programme and there is an active link governor. We closely collaborate with MEBP (Medway Education Business Partnership) to enrich our pupil work based experiences.

## Appendix A: Careers Entitlement

Pupils attending Strood Academy are in their careers programme entitled to:

- Receive a stable careers programme from Year 7 that continues until they leave school (or attend University, if taking a gap year).
- Receive relevant careers guidance and have access to independent careers information and guidance, including labour market data where relevant.
- Receive personal advice that helps pupils to achieve their individual careers goal – whether this is Higher Education, an apprenticeship or employment.
- Be equipped with the necessary skills to prosper in HE and employment.
- Have the relevant knowledge to make realistic and achievable goals based on their own interests and skills, whilst taking into account local job market information and relevant entry requirements.
- Receive up-to-date information about careers and skill-development opportunities.
- Understand how different subjects help keep different options open.
- Have access to additional help, whether this need is generated from a change of decision, personal circumstances or additional needs.
- Have meaningful and helpful encounters with employers and other education providers.
- Have a minimum of one week's work experience, with the opportunity for a second.

**Pupils** are expected to:

- Fully engage with careers lessons and activities.
- Utilise the available careers resources, including the on-line Unifrog platform.
- Record careers-related skills, participation and research, reflect upon what has been learnt.
- Identify and set goals for the future.
- Actively participate in workshops, presentations and visits from external employers or providers.
- Attend informative events such as Options Evening and the Careers fair.
- Use study and research spaces such as the careers and sixth form library appropriately and with respect for other users.
- Take advantage of opportunities offered outside school, such as school trips and projects.

**Parents** are entitled to have:

- Access to links to the National Careers Service information and other independent websites and resources via the school website.
- The opportunity to contact the independent careers advisor, careers lead and careers coordinator.
- Access to information and guidance through parent information evenings including choosing options, UCAS, work experience and pupil finance.

## Appendix B

	<b>Autumn Term</b>	<b>Spring Term</b>	<b>Summer Term</b>
<b>Year 7</b>	<p>Module 1 Introduction to Careers/ Job of the week Unifrog- Who Am I? Unifrog- Dream Careers</p> <p>Module 2 Unifrog- What is a career? Unifrog- What is an entrepreneur? Unifrog- What is work life balance Unifrog Careers and the future T Levels activity</p>	<p>Module 2 Unifrog- What is a career? Unifrog- What is an entrepreneur? Unifrog- What is work life balance Unifrog Careers and the future T Levels activity</p> <p>Module 4 National Careers Week Strood Careers Fair T- Levels Talks</p>	<p>Module 5 Apprenticeships talks</p> <p>Module 6 Unifrog Exploration</p>
<b>Years 8</b>	<p>Module 1 Unifrog- What are my interests? Unifrog- Superhero CVs Unifrog- Challenges and rewards of work</p> <p>Module 2 Unifrog- Creating the life you want Unifrog- What does success mean to me? Unifrog- Careers and the Climate T Levels activity</p>	<p>Module 3 National Apprenticeships Week DWP-Assembly LMI Unifrog- Exploration</p> <p>Module 4 National Careers Week Strood Careers Fair T- Levels Talks</p>	<p>Module 5 Apprenticeships talks</p> <p>Module 6 Unifrog Exploration</p>
<b>Year 9</b>	<p>Module 1 Unifrog- What are my skills? Unifrog- What comes after school? Unifrog- Decision Making</p> <p>Module 2 Unifrog- Taking Control Unifrog- Working and earning Unifrog- What is the Labour Market?</p>	<p>Module 3 National Apprenticeships Week DWP-Assembly LMI Unifrog- Exploration</p> <p>Module 4 National Careers Week Strood Careers Fair T- Levels Talks</p>	<p>Module 5 Apprenticeships talks</p> <p>Module 6 Unifrog exploration</p>



	T Levels activity		
<b>Year 10</b>	<p>Module 1 Careers- Job of the week Strood Academy 6th Form Offer Unifrog- Reflecting Unifrog- What type of career is best for me?</p> <p>Module 2 Unifrog- Wellbeing in the workplace Unifrog- In person, hybrid or remote Unifrog- Using the interests profile Unifrog- Using the personality profile T Levels activity</p>	<p>Module 3 National Apprenticeships Week DWP-Assembly LMI Unifrog- Exploration</p> <p>Module 4 National Careers Week Strood Careers Fair Work experience T- Levels Talks</p>	<p>Module 5 Apprenticeships talks</p> <p>Module 6 Unifrog Exploration</p>
<b>Year 11</b>	<p>Module 1 Careers Appointments Unifrog exploration</p> <p>Module 2 Careers Appointments Unifrog exploration</p>	<p>Module 3 Careers Appointments National Apprenticeships Week DWP-Assembly LMI T Levels activity</p> <p>Module 4 Careers Appointments National Careers Week Strood Careers Fair T- Levels Talks</p>	<p>Module 5 Careers Appointments Apprenticeships talks</p>
<b>Year 12</b>	<p>Module 1 1:1 independent career interviews. Unifrog- Interests profile Unifrog- Personality Profile Unifrog- Work environments tool Unifrog- Skills profile</p> <p>Module 2 Careers - Well rounded Monday/MOOC Unifrog - adding MOOC details to you profile Understanding</p>	<p>Module 3 National Apprenticeships Week</p> <p>Module 4 National Careers Week Strood Careers Fair</p> <p>Life Skills – work experience preparation sessions. Oxbridge outreach programmes and mock interviews. Gap Year activities, such</p>	<p>Module 5 Apprenticeships Talks</p> <p>Small group sessions: future education, training and employment options. Work experience. Visiting speaker on UCAS.</p> <p>1:1 careers guidance sessions</p>

	<p>apprenticeships  CV writing  Cover letter writing  Interview etiquette and what to expect  Careers Interviews</p>	<p>as volunteering, and working abroad are presented.  Meetings with careers professionals including medics.</p>	
<b>Year 13</b>	<p>Module 1  Writing a Personal statement  Understanding the UCAS process  Post 18 Choices  Apprenticeships  Careers: reviewing Unifrog psychometric quizzes</p> <p>Module 2  Careers - Well rounded  Monday/MOOC  Unifrog - adding MOOC details to you profile  Understanding apprenticeships  CV writing  Cover letter writing  Interview ettiquette and what to expect</p> <p>Workshops – HE including UCAS and higher apprenticeship applications.  1:1 careers guidance sessions</p>	<p>Module 3  National Apprenticeships Week</p> <p>Module 4  Strood Careers Fair</p> <p>Meetings with careers professionals.</p>	<p>Module 5  Apprenticeships talks</p> <p>Confirmation of post 18 education destinations for all pupils.</p>