

Careers Education, Information, Advice and Guidance (CEIAG)

Policy & Strategy 2025-2026

Responsible: Catherine Young

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STATEMENT

At Kingsbury Green Academy we are committed to providing our students with a comprehensive programme of Careers Education, Information, Advice and Guidance (CEIAG) for all students in years 7 – 13.

The Academy endeavours to work towards the Department of Education’s Statutory guidance: Careers guidance and access for education and training providers ([updated January 2023](#)) and [Gatsby Benchmarks](#), the CDI Framework for careers, employability and enterprise education ([2020](#)) and other good practice guidance from the Department of Education, Ofsted and other relevant bodies. Effectiveness of the CEIAG provision is assessed using the Gatsby Benchmarks. The Kingsbury Green Academy CEIAG Strategy has been developed in response to these documents.

It is our belief that each young person at Kingsbury Green Academy should be prepared for the opportunities, responsibilities and experiences of adult life.

Our Careers Programme provides students with skills, knowledge, support and insight into the world of work to enable them to make informed choices for their future. Kingsbury Green Academy also supports students in researching and identifying opportunities, raising aspirations and supporting progression to their next steps.

In addition, the Academy encourages parents and carers to play an active role in exploring the options and choices which are best for their child. This information has been collated for the Kingsbury Green Academy website so that students and parents can access the information easily.

AIMS & OBJECTIVES

- To ensure that every child will leave Kingsbury Green Academy prepared for life in modern Britain.
- To provide a structured programme of teaching and learning that allows each child to develop the necessary values, skills and behaviours for life.
- To ensure children will receive a rich provision of extra-curricular and work related learning activities that develop a range of character attributes, such as resilience and aspiration, which underpin success in education and employment.
- To provide access to high quality, independent careers guidance that helps pupils emerge from school as rounded individuals and ready for the world of work.
- To ensure all students will be well-informed when making subject and career decisions.
- To provide a variety of opportunities to all pupils for engaging with employers, universities and colleges, and to experience a working environment during their time at Kingsbury Green Academy.
- To provide resources and information that allows parents to support their children in making informed choices.

COVID-19

- The planning and implementation of the Careers Programme will adhere to any government restrictions and will reflect the current government advice and guidance to ensure the safety of anyone involved. Virtual workshops and online interactions with employers and education providers will be used where in-person activities are not possible to ensure that where possible, students are able to still benefit fully from their careers education.

LINKS TO OTHER POLICIES

The policy for CEIAG supports and is itself underpinned by a range of key school policies/ action plans, including;

- Teaching and learning
- Assessment for Learning
- PSHE Education
- Disability Equality
- Safeguarding
- SEND

STAFFING

The Careers Leader has strategic and leadership responsibility for the Careers, Work Related Learning and Work Experience programme, with operational support from a Careers Coordinator, and is responsible to the Senior Leadership Team (SLT) Careers Link.

Careers Advice is delivered by a Level 6 Professional Careers Adviser and a Careers Development Professional Apprentice.

All staff contribute to CEIAG through their roles as subject teachers. Specialist sessions are delivered by relevant staff. The CEIAG programme is planned, monitored and evaluated by the Careers Leader in consultation with the PSHE Co-ordinator.

Curriculum Leaders ensure that their faculty provides Work Related Learning opportunities to students across all phases. This is be monitored by the Careers Leader.

Heads of Key Stage will ensure that the relevant careers related activities and information is provided through the assembly and PDT programme. This will be monitored and supported by the Careers Leader.

CURRICULUM

The careers programme includes careers education sessions, career guidance activities (group work and individual interviews), information and research activities, work-related learning (including one week's work experience in each Year 10 and 12), and individual learning planning/portfolio activities. Careers work is part of the school's tutor programme and it's PSHE programme, a series of curriculum sessions including those devoted to Careers and Work-Related Learning. Other events are provided on an annual basis. Work experience preparation and evaluation occur in opportunities such as tutor time and curriculum sessions. Students are actively involved in the planning, delivery and evaluation of activities.

PARTNERSHIPS

Kingsbury Green Academy is part of the Ascend Learning Trust. The KGA Careers Leader leads an ALT Careers & Employability Development Group, with careers professionals attending from all of the trust schools. This provides a forum where best practice is shared and careers events and activities are shared and streamlined across the trust where this provides positive impact.

Work Experience administration is managed internally following the procedures outlined by the Health and Safety Executive (HSE).

The school has also developed a partnership with local business, Face2FaceHR and one of their employees is the assigned Enterprise Adviser through the Careers and Enterprise Company.



Kingsbury Green Academy has a partnership with the Wessex Inspiration Network (WIN) and a WIN HEA supports the careers work for pupils living in areas of low participation to Higher Education.

A partnership with Skills Builder and Careerpilot enable pupils to receive up-to-date skills development, labour market information and career planning resources.

RESOURCES

Funding is allocated in the annual budget planning round in the context of whole school priorities and particular needs in the CEIAG area. Sources of external funding are actively sought.

STAFF DEVELOPMENT

The school will endeavour to meet training needs within a reasonable period of time.

The Careers Leader will attend local collaborative meetings and careers related conferences and training events to keep knowledge and understanding of opportunities and developments up-to-date.

Training needs for form tutors, subject teachers and other staff will be monitored and managed by the Career Leader.

MONITORING, REVIEW AND EVALUATION

Any Service Level Agreements or short term contracts will be reviewed annually or at the time of expiration. The Careers Leader and the SLT Careers Link meet fortnightly. The CEIAG programme is reviewed annually by the Careers Leader and the SLT Careers Link. Reports are submitted to the senior leadership team and governors.

The overall effectiveness of the CEIAG programme is assessed using the Gatsby Benchmarks and the results are used to inform improvement priorities.

WORK EXPERIENCE

The Kingsbury Green Academy work experience programme seeks to assist the school in its joint aims of providing opportunities for all pupils to learn and achieve, and promoting pupils' spiritual, moral, social and cultural development; preparing all pupils for the opportunities, responsibilities and experience of life. This is achieved by providing all pupils with the opportunity to learn about work, learn through work and learn for work. All pupils in Years 10 and 12 complete one week's work experience placement. This usually takes place in the Summer Term. Students and their parents/carers are responsible for securing a placement but this is supported by the school.

- Parents and students will be briefed on the importance of work experience and given an overview of the process during the first term of the academic year.
- A work experience support resources will be provided for each family to support them in finding a placement.
- The school maintains a database of employers and can support students in providing contact details if needed.
- Further support will be provided in school via the Form Tutor, Careers Adviser and Careers Leader.
- Work Experience is managed by the Careers Team.

Health and Safety

All placements are subject to Health and Safety checks conducted by the Kingsbury Green Academy Careers Team in line with the [Health and Safety Executive](#).

All pupils receive a health and safety briefing before the work experience programme. This briefing is delivered either by the school's Careers Leader or teaching staff and resources from the briefing are shared with parents via www.altcareers.org.uk.



Consent

Parents will be asked to sign a consent form confirming that they agree to their son / daughter undertaking the placement offered to them. This form is also signed by a representative from the work placement and by the student themselves. On the form, parents must also detail any medical condition or allergies of which an employer should be aware. It is the responsibility of the school's Careers Leader to pass this information on to the employer.

SEN Provision Pupils with special educational needs will be given special consideration and guidance when choosing a placement. Any details of relevant special educational needs will be forwarded to Employers, and if necessary a phone call will be made to discuss the possibility of special provision during the placement.

Student Preparation

Before work experience, the school's Careers Leader is responsible for planning and implementing a programme of preparatory work to include health and safety information, writing a letter of introduction, behaviour and dress expectations and procedures for absence or illness whilst on placement. These sessions are delivered as part of one of the school's PSHE days and also within the tutor time programme with delivery from Form Tutors.

Placement Visits

During the placement week, all staff who teach Year 10 and 12 have a responsibility to undertake welfare visits of pupils at their placements in lieu of the time they would otherwise have spent with Year 10 and 12. Students working at placements that are difficult to visit due to factors such as geographical location will receive a telephone check by a member of staff.

The member of staff visiting is responsible for ensuring that, to the best of their knowledge, health and safety procedures are being followed, and that the pupil and the employer are not experiencing any problems. The visiting teacher is required to complete a student feedback form. All pupils are responsible for making themselves aware of the health and safety procedures of their particular placement, and for recording any accident which may happen during the placement.

Monitoring, Reviewing and Evaluation

Before, during and after work experience, pupils in Year 10 and 12 are required to fill in a work experience workbook, completing a daily diary. The booklet includes their expectations for the week, perceived strengths and areas for development and how the experience may be of benefit to them.

Pupil feedback is analysed and responses provided are used in the planning and implementation of the work experience programme for the following year. Pupils are also advised to write a letter of thanks to their employer.

CEIAG STRATEGY

Kingsbury Green Academy uses the most up-to-date information released by the DfE on careers guidance to help ensure all students post 16 and 18 are fully prepared and informed about their next steps.

The following specifications are key to achieving the strategic objectives;

- Provide access to a range of activities in all years that inspire young people, including employer talks, careers fairs, visiting speakers, college and university visits, coaches and mentors.



- Build strong links with employers from the local community who can help to boost young people’s attitudes and employability skills, inform pupils about the range of roles and opportunities available and help them understand how to make this a reality.
- Offer high quality work experience at KS4 and KS5.
- Widen access to advice on options available post-16 and post-18
- Use professional careers guidance to provide face-to-face advice and guidance to build confidence and motivation.
- Ensure measures are taken to identify vulnerable young people, including those with special educational needs and those at risk of not participating in post-16 education or training, and provide the necessary support and guidance to them.
- Ensure Sixth Form students are aware of the options that are available to them Post 18 and that they are supported in following the most appropriate pathways. This includes information on the availability of funding, access courses and the development of personal statements.
- Consciously work to prevent all forms of stereotyping in the advice and guidance provided, to ensure that boys and girls from all backgrounds and diversity groups consider the widest possible range of careers.

CAREERS OVERVIEW

The Careers Leader will plan and maintain an overview of the CEIAG activities that take place across the school. This overview will also be published on the website.

In addition to meetings with the Careers Adviser, pupils will also take part in a range of careers related activities during their time at Kingsbury Green Academy. The following table summarises the key annual CEIAG activities that are currently taking place. There will also be additional subject specific work-related opportunities and targeted widening participation activities.

Year 7	<ul style="list-style-type: none"> ✓ Timetabled Careerpilot Lessons ✓ Careers Assemblies ✓ Careers Fair ✓ Personal Guidance by request ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Skills Builder Short Lessons ✓ Mini Mock Interviews
Year 8	<ul style="list-style-type: none"> ✓ Timetabled Careerpilot Lessons ✓ Careers Assemblies ✓ Careers Fair ✓ Personal Guidance by request ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Skills Builder Short Lessons ✓ Skills Builder Challenge Day ✓ Career Detectives



Year 9	<ul style="list-style-type: none"> ✓ Timetabled Careerpilot Lessons ✓ Careers Assemblies ✓ Careers Fair ✓ Personal Guidance by request ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Skills Builder Short Lessons ✓ Key Stage 4 Options Evening ✓ Work Experience Day (in-school)
Year 10	<ul style="list-style-type: none"> ✓ Timetabled Careerpilot Lessons ✓ Careers Assemblies ✓ Careers Fair ✓ Personal Guidance by request ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Skills Builder Short Lessons ✓ Work Experience ✓ Mock Interview Day ✓ University Visit
Year 11	<ul style="list-style-type: none"> ✓ Timetabled Careerpilot Workshops ✓ Careers Assemblies ✓ Careers Fair ✓ Scheduled Personal Guidance Interview ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Skills Builder Short Lessons ✓ Sixth Form Open Evening ✓ FE (Further Education) College Assemblies ✓ Apprenticeship Assembly
Year 12	<ul style="list-style-type: none"> ✓ Careers Workshops ✓ Careers Assemblies ✓ Careers Fair ✓ Careerpilot ✓ Personal Guidance meetings ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Work Experience ✓ Mock Interview Day ✓ Post-18 options workshops ✓ Finance/Budgeting workshop



	<ul style="list-style-type: none"> ✓ University Visit ✓ National Apprenticeship Show Trip
Year 13	<ul style="list-style-type: none"> ✓ Careers Workshops ✓ Careers Assemblies ✓ Careers Fair ✓ Careerpilot ✓ Personal Guidance meetings ✓ Weekly Lunchtime Careers Drop-in sessions ✓ Invites to <i>Career Insight: Meet a...</i> talks ✓ Invite to be a Careers Ambassador ✓ Post-18 options workshops

Further detail about the listed activities

PSHE Careerpilot Lessons

Careers Education and Development is an important part of our PSHE (Personal, Social, Health and Economic) programme. In Years 7 - 11 Careers Education is integrated into the PSHE timetabled programme and is delivered through the Careerpilot scheme of work. These careers and work-related learning units provide the students with career management tools that aid their career decisions now and for the future.

Topics include:

- Developing research skills to find out about:
 - careers and jobs, including jobs of the future
 - different qualifications and educational pathways, including support for choosing Key Stage 4 and 5 options
 - different types of work experience
 - the entry requirements for jobs, university courses and apprenticeships
- Identifying your own skills and skills required for jobs
- Writing a covering letter and CV
- Understanding what influences your career choices
- Understanding career decision making

These lessons are held in a computer room using the impartial, award-winning careers tool, Careerpilot (<https://careerpilot.org.uk/>). In March 2018 Careerpilot won an award from the prestigious Career Development Institute in the category 'Careers and Employability website'.

Careers Trips

Students are given opportunities to take part in trips to Further Education (FE) Colleges, Universities and Higher Education (HE) and Apprenticeship fairs as well as to subject-focused careers events such as the Big Bang Fair. Exposure to higher and further education providers and to apprenticeship employers helps raise aspirations and allows our students to make the right choices for them.

Students in Year 9 and Year 12 are invited to visit a University Campus. Year 12 also attend an Apprenticeship fair. FE and HE taster trips are also offered to other year groups at the appropriate times.

KGA Careers Fair

A Careers Fair is held every Autumn in our main hall. A wide variety of local and national businesses, universities and colleges attend and all year groups are given time to visit the fair and interact with the employers and educators.

Work Experience

We run work experience weeks in the summer term for Year 10 and Year 12 students.

The current Government Careers Strategy states:

“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. By the age of 16, every pupil should have had at least one experience of a workplace, additional to any part-time jobs they may have. By the age of 18, every pupil should have had one further such experience, additional to any part-time jobs they may have.”

Our work experience programme gives this opportunity to every pupil in Year 10 and Year 12 and we also strive to support any further opportunities for work experience or work shadowing that the pupils manage to secure.

Work Experience Day (in-school)

Pupils in Year 9 experience a day, based in school, working on a task set by an employer. Pupils complete an application form explaining which employer they would like to work with for the day and why they feel they would be a good person for the job. The focus is on developing their essential skills whilst learning about employer expectations and opportunities within their industry.

Career Detectives

Pupils in Year 8 have the opportunity to meet with a number of different industry professionals and in groups are given the challenge to work out what their job is through asking a series of questions. This is followed with the chance to hear about their careers and the industry they work in, whilst learning about the different opportunities available and having the chance to challenge and remove stereotypical thinking.

Mock Interview Day and Assessment Centre Day

All Year 10 participate in the Mock Interview Day and Year 12 in a mock assessment centre day where pupils attend a skills-based competency interview with an employer on school grounds. This event is designed to help students develop their interview technique and their confidence. All students receive verbal and written feedback and they reflect on their performance.

In the build up to the Mock Interview Days, pupils learn how to dress, the importance of a hand shake and eye contact and they prepare answers to common interview questions.

Mini Mock Interviews

Pupils in Year 7 have the opportunity to experience a mini interview, where they will speak about their hobbies and interests and will also answer questions about their essential skills and how they are developing them .

Careers Assemblies and Career Insight: Meet a...

All students in Y7-10 have the opportunity to attend talks from employers, alumni and education providers. The volunteers provide an inspirational talk about their career path, the industry they work in and the role that they do.

There is an opportunity for pupils to ask questions to the volunteer. Some of these talks are in-person and others are via a video call.

The talks allow our pupils to learn from employers about work, employment and the skills that are valued in the workplace. Each year, the employers who are able to volunteer their time vary and therefore from year 7 to 10 our students are able to gain a wide breadth of career and industry knowledge from attending a variety of assemblies.

Personal Guidance

Every student receives a careers personal guidance interview by the age of 16 and also has the opportunity for a further interview by the age of 18. Our Careers Leader holds a career guidance qualification at level 6 (degree level) and keeps up-to-date in careers guidance practice and theory, whilst our Careers Development Professional Apprentices are currently completing this qualification on the job. Students in Year 11 are scheduled a personal guidance interview, although a personal guidance appointment is available to anyone by request and particularly encouraged to pupils in Sixth Form.

Personal Guidance is important because it:

- tailors advice to individual needs
- helps students to navigate their way successfully through education, training and career choices
- has an observable impact on young people's careers and progression
- supports the research that young people continue to have a clear preference for face-to-face support

The personal guidance received by our students is impartial and puts the needs of the individual first. All students receive a report following their meeting that includes a summary of the discussion and their action plan. With permission from the student, this is shared with the appropriate staff and parents via email.

Personal Guidance appointments can be requested via our Careers Coordinator or through the student's tutor.

Weekly Lunchtime Drop-in sessions in the L19 Careers Room

The L19 Careers Room is a warm and welcoming place that can be visited anytime by our students and staff. The door is always open and resources are available for students to continue their career planning outside of lessons. Weekly lunchtime drop-in sessions provide students with an opportunity to find out more about their post-16 and post-18 options or to receive help in writing their CVs, personal statements or practising for an interview.

Sixth Form

Students in Sixth Form utilise their Careerpivot, UCAS Hub and Find an Apprenticeship accounts so they can easily compare and choose the best Universities and Apprenticeships for them and then successfully apply. The Careerpivot Pathway Planner tool and Compass+ facilities also enables our teachers to easily track our students' plans and destination preferences which supports the management of the progression process effectively.

Students are provided with continuous support for their post-18 options through a variety of assemblies and workshops. Topics include:

- University Life
- Taking a Gap Year
- Student Finance
- Higher and Degree Apprenticeships
- Applying to University through UCAS (Universities and Colleges Admissions Service)
- Applying to Oxbridge or a Russell Group University
- Writing a Personal Statement

