



WILL ADAMS
ACADEMY
DREAM, BELIEVE, ACHIEVE



Careers Education, Information, Advice and Guidance Policy

Date of last review by Local Governing Body	December 2025
Review cycle	Annual
Policy due for review by Local Governing Body	December 2026

Statement of Principle Intent

Careers Education, Information, Advice and Guidance (CEIAG) provides a bridge via which students move not only to further education, vocational training or employment, but to the next stage of their development as members of society. Lifelong learning is a key concept for all students leaving the Will Adams Academy and this includes providing opportunities to develop key employability and enterprise skills which are highly valued by employers, colleges, universities and apprenticeship providers.

By engaging Parents/Carers and the local community, our aim is for every child to fulfil their potential and to be inspired to achieve a successful future. It is with this objective that Will Adams' CEIAG programme will be developed alongside reference to the recommended Gatsby benchmarks.

Introduction

From September 2012, the Department for Education (DfE) has determined that schools have a statutory duty to secure independent and impartial careers guidance for their students and strongly recommend that a quality programme of careers education is provided to students in years 8 through to 13.

Following this directive there have been a number of informative publications providing a framework for the provision of careers education and guidance. For example, CDI (Careers Development Institute), Careers & Enterprise Framework (2015), and the Gatsby Foundation Good Career Guidance (2014), which highlights eight good practice benchmarks. These documents have been used to review and evaluate our current provision.

The school's Guidance Programme, through which the CEIAG components are covered, incorporates many careers activities. All students are provided with access to high quality, impartial, unbiased careers information, and equal opportunities for careers education upon entry to the academy.

Effective delivery of CEIAG, which includes provision for self-development, career exploration, and career management, will enable students to have a greater understanding of the requirements for their career interests. The programme is intended to have an important impact in terms of raising their aspirations and helping students to make challenging but realistic plans for their future career progression. It should be an integral part of helping to raise achievement.

The CEIAG programme of delivery, content and evaluation are coordinated and managed by the member of leadership with responsibility for CEIAG.

Objectives

All students have an entitlement to CEIAG and the DfE recommended careers and work-related contexts are incorporated into the school curriculum.

At Will Adams Academy we help students to achieve the following learning outcomes:

- Understand themselves and develop their full/unique potential (both academic and personal) and overcome barriers to progression and challenge stereotypes.
- Investigate and research careers and job opportunities and develop a general understanding of the world of work.
- Understand the requirements and possibilities within Further and Higher Education and gain knowledge of Apprenticeships and vocational pathways.
- Are aware of and understand the raising of the participation age.
- Are able to interpret information and to review and adapt their plans.

- Recognise, develop and apply their skills for enterprise and employability.
- Engage with people, ideas, challenges and applications from the business world.
- Have experience (direct or indirect) of working practices and environments.
- Know how to access unbiased, impartial and up to date IAG (Information, Advice and Guidance).
- Have opportunities for a personalized careers guidance interview with a professionally accredited careers adviser.
- Have opportunities to learn about STEM (Science, Technology, Engineering and Maths) related careers.

Delivery Methods

All students from year 10 onwards will have access to a comprehensive and impartial programme of careers and work-related learning activities. This will include formal delivery of dedicated CEIAG topics via tutor time, within lessons, external visits, and internal presentations and collapsed timetable events. In addition, there will be associated information evenings for students and Parents/Carers.

A careers plan and entitlement statement will be published on the school website at the start of each academic year. External partnerships and service level agreements will be developed, implemented and reviewed on an annual basis with MEBP and CXK.

The methods by which the CEIAG team will accomplish these goals include:

- Providing a range of opportunities that enhance the curriculum (Visits to Colleges/Taster Days/Masterclasses)
- Promoting awareness of the world of work (Employer Engagement, Work Experience)
- Promoting a range of opportunities and provisions which assist in raising aspirations and achievement (Armed Forces days and visitors, Visitors from Colleges and Sixth Forms, and Year 11 Mock Interview Day)
- Promoting awareness and understanding of work, industry, economy and community
- Developing students' personal and social skills to relate to the world of work.
- Providing informed and impartial guidance (Options Evenings, Sixth Form Open Evening, Engagement with local Post 16 Providers)
- Enabling students to make considered decisions in regard to future choices.
- Maintaining and developing effective links with key partners.
- Preparing students for transition to Further/Higher Education or employment with training
- Incorporating staff development around the principles of CEIAG into Tutor time
- CPD time to support in identifying Careers Education elements for inclusion in lesson planning.
- Schemes of Work should recognise the importance of Careers Education
- Lesson plans should include work related learning opportunities
- Departments should display subject links to occupations and progressions
- Specific, impartial and independent Information Advice & Guidance is to be provided to students through a number of ongoing delivery methods:
 - Advice and guidance provided by CXK
 - Access to Prince's Trust careers courses
 - Access and help to National Citizenship Service courses (both Spring and Summer).
 - Tasters and assemblies for principal Post 16 destinations
 - College Tasters
 - Widening Participation Initiatives with local colleges
 - Industry specific talks and presentations & Employer Engagement
 - Face to Face guidance with a qualified Level 7 RCDP counsellor
 - Display boards

Legislation and Guidance Documents

Legislation and guidance documents referred to during the development of the programme include:

- CDI (Careers Development Institute) Careers & enterprise Framework (2015)
- Gatsby Foundation Good Career Guidance (2014)
- DfE Statutory Guidance – Careers guidance and access for education and training providers. October (2018)
- The Education Committee report on careers guidance - 23 January 2013
- The Baker clause (2019)

Resourcing

An annual CEIAG budget is set and agreed between the Head of School and the Careers Lead.

Review and Evaluation procedures

The Careers Lead and SLT will be responsible for monitoring, reviewing and evaluating the programme of activities through a range of methods, which include:

- Team meetings for informal feedback and discussion.
- Teacher, student and Parent/Carer responses to events and topics, including work experience.
- Analysis of the destination data and student tracking documentation
- Career guidance interviews and mentoring feedback
- Formal meetings with external agencies
- Work scrutiny and completion of diagnostic questionnaires and career plans
- Lesson observations, where practical
- Employer feedback following events and subject specific contributions.

Provider access

Our policy statement sets out the school's arrangements for managing the access of providers to the school for the purpose of giving them information about the provider's education or training offer. This complies with the school's legal obligations under Section 42B of the Education Act 1997.

Student Entitlement

Students are entitled to CEIAG which meets professional standards of practice and which is person-centred, personalised and impartial. It is integrated into students' experience of the whole curriculum and based on a partnership with students and their parents or carers. The programme is structured to deliver explicit learning outcomes, raise aspirations, challenge stereotyping and promote equality and diversity.

Students are entitled:

- To find out about technical education qualifications and apprenticeship opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point.

- To hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships, through options events, assemblies, group discussions and taster events.
- To understand how to make applications for the full range of academic and technical courses.

For pupils of compulsory school age these encounters are mandatory and there will be a minimum of two encounters for pupils during the ‘first key phase’ (year 8 to 9) and two encounters for pupils during the ‘second key phase’ (year 10 to 11).

These provider encounters will be scheduled during the main school hours and the provider will be given a reasonable amount of time to, as a minimum:

- share information about both the provider and the approved technical education qualification and apprenticeships that the provider offers
- explain what career routes those options could lead to
- provide insights into what it might be like to learn or train with that provider (including the opportunity to meet staff and pupils from the provider)
- answer questions from pupils.

Meaningful provider encounters

One encounter is defined as one meeting/session between pupils and one provider. We are committed to providing meaningful encounters to all pupils using the Making it meaningful checklist.

Meaningful online engagement is also an option, and we are open to providers that are able to provide live online engagement with our pupils. We host an annual Careers fair with employers from a wide range of sectors including.

- Local colleges
- Armed forces
- Sports coaching
- Environmental companies
- Emergency services
- Universities
- Beauty sector

Previous providers

In previous terms/years we have invited the following providers from the local area to speak to our pupils:

- Mid Kent College
- The British Army
- The British Navy
- The British Air Force
- Hadlow college
- Department of Work and Pensions

Destinations of our pupils

Last year our year 11 pupils moved to range of providers in the local area after school:

- Mid Kent College
- Chatham Football Academy
- Supajam

- Nacro college
- THCH college
- Royal Marines
- Canterbury college
- London South East College group
- Colchester college

Management of provider access requests: Procedure: A provider wishing to request access should contact Kane Rowland, Careers and Destinations, Telephone: 01634337111 Email: krowland@willadamsacademy.org.uk

Opportunities for access

Will Adams Academy offers the **six provider encounters required by law** and a number of additional events, integrated into the school careers programme. We will offer providers an opportunity to come into school to speak to pupils or their parents or carers.

Please speak to our Careers Leader to identify the most suitable opportunity for you.