



Worcestershire Careers Hub Member School

**BREDON HILL ACADEMY
SCHOOL CAREERS STRATEGY
AND ACTION PLAN**

**SEPTEMBER 2020
to AUGUST 2021**

Bredon Hill Academy is an active member of the Worcestershire Careers Hub and supports the development of Worcestershire's future workforce through the Worcestershire Enterprise Adviser Network

Purpose and aims

Bredon Hill is fully committed to ensuring that all of our students acquire the skills, knowledge and attitudes to manage their learning and career progression.

BHA has established a range of effective careers guidance activities which we hope will guide and support our students to achieve positive destinations such as A' levels, Higher Education, Apprenticeships, Technical routes or Employment.

This careers strategy sets out BHA's key approaches internally and externally to enhance the current careers guidance activities and participation opportunities already available to our students.

The aim is to ensure that students are fully prepared for and informed effectively about their next steps and can therefore aspire to achieve their full potential. We want to ensure that our students have both the aptitude and interpersonal skills to effectively communicate and add value within the workplace.

The school will collaborate throughout this strategy with a range of external agencies to help us ensure we will meet all of the mandatory requirements contained within the Department for Education's new careers strategy. These partnerships will include working alongside The Careers and Enterprise Company (CEC), The Worcestershire Local Enterprise Partnership (WLEP), Worcestershire County Council (WCC), Further Education (FE) and Higher Education (HE) providers, Worcestershire Apprenticeships (WA) and a range of local employers.

High quality careers guidance is a crucial part of improving social mobility. Young people make choices based on what they know and what they think is available to them. If our young people are made fully aware of the career pathways and opportunities available to them, they will be more able to make informed choices about qualifications and career pathways which will enable them to achieve their goals.

The strategy includes measures to further develop and improve the current provision on offer to students and will ensure that Bredon Hill Academy meets the eight Gatsby Benchmarks set out within the Department for Education's careers strategy by September 2021.

This strategy outlines a whole school approach to delivering careers guidance to all students throughout their journey through education at BHA. Careers activities will therefore take place in Year 6 through to the end of Year 8 as part of the mandatory requirements set by Department for Education and contained within the Gatsby Benchmarks.

Background Information

The Careers and Enterprise Company

The Careers and Enterprise Company was set up in 2015 to transform careers and enterprise provision in schools and colleges across England. The Careers and Enterprise Company had an initial remit to improve employer engagement, through the creation of the Enterprise Adviser Network and support schools to increase the delivery of activities which would help them build long lasting employer relationships (Gatsby Benchmarks 5 and 6). In December 2017 the Government's Department for Education launched the latest version of their Careers Strategy. This strategy places the Careers and Enterprise Company at the heart of driving forward careers provision for young people. Their enhanced role is to act as a catalyst in the fragmented landscape of careers and enterprise, supporting programmes that work, filling gaps in provision and ensuring coverage across the entire country. This new strategy adopted the Gatsby Benchmarks, which were originally developed by the Gatsby Foundation in 2014 by the Gatsby Charitable Foundation. These benchmarks were based on international research and helped identify best practice and guidance for education establishments in order for them to deliver high quality careers guidance to young people across England. These benchmarks have also formally been adopted by OFSTED and will now form part of their school inspection process.

The Eight Gatsby Benchmarks of Good Career Guidance are:

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

Worcestershire's Enterprise Adviser Network

The Worcestershire Local Enterprise Partnership (WLEP) and Worcestershire County Council, through their contract with the Careers and Enterprise Company, have been delivering the Worcestershire Enterprise Adviser Network (WEAN) since January 2017 and have placed business leaders within schools to support them with the facilitation of careers related activity and support their achievement of Benchmarks 5 and 6.

Worcestershire was one of the first LEP areas in England to be awarded a central contract with the Careers and Enterprise Company and has been seen as an influential area as the Enterprise Adviser networks were being developed across England.

The WLEP has been leading the way nationally regarding network performance since the delivery of this initiative began and was delighted to become the first LEP area in the country to secure 100% participation from their education establishments.

The WLEP was also instrumental in demonstrating the need for total inclusion. The WEAN was one of the first areas in the country to also ensure that ALL Worcestershire Special Schools and PRUs were allowed to participate within the initiative.

To date Worcestershire has recruited 70+ Enterprise Advisers and assigned each of them to schools participating within the initiative.

Worcestershire Careers Hub

In July 2018 the Worcestershire LEP, in partnership with Worcestershire County Council was successful in its bid for Worcestershire to be awarded "Careers Hub" status by the Careers and Enterprise Company.

The Worcestershire LEP will develop a careers Hub which will contain the maximum number of 40 educational establishments. The "Hub" delivery team will work with member schools to ensure not only are they meeting the mandatory requirements set out within the Department for Education's Careers Strategy, achieve all eight of the Gatsby Benchmarks but will ensure that Worcestershire students will receive an increased number of employer encounters and activities which will in turn prepare them for the world of work.

The delivery team will continue to build on the success of the Worcestershire Skills Show, support the promotion of the apprenticeship agenda working with our partner Worcestershire Apprenticeships, and ensure that ALL schools provide students with the opportunity to meet with FE / HE providers and universities to ensure they can continue to make informed choices about which educational and vocational pathways are open to them.

Work will also continue to expand the range of information available to students, parents, employers and teachers through the "Skills4Worcestershire" careers signposting website.

Strategic Careers Leader

As set out within the Department for Education's Careers Strategy, Bredon Hill Academy is required to have a designated member of the Senior Leadership Team named as the school's Strategic Careers Lead.

The Strategic Careers Lead will have the responsibility to ensure that Bredon Hill Academy meets the mandatory requirements and work towards achieving all eight of the Gatsby Benchmarks by August 2021.

Mrs Claire Matthews is the BHA Strategic Careers Lead.

Mrs Claire Matthews will provide both the Head Teacher and the Board of Governors with regular updates on progress and will work closely with the Worcestershire LEP delivery team, the assigned Enterprise Adviser and local employers to ensure BHA delivers this strategy.

Enterprise Adviser

Linda Garner is the designated Worcestershire Local Enterprise Adviser for Bredon Hill Academy. Linda Garner supports BHA to facilitate careers-related activities to achieve the Gatsby Benchmarks.

Current position at BHA

Students are currently receiving the following careers-related support or participating within the activities listed below during their journey through school:

Year 6

- Recognition of the importance of 'soft skills' through PSHE curriculum and across the curriculum as a whole. Development of 'soft skills' through PSHE lessons, form time and across the whole curriculum. These skills include listening, problem solving, speaking, creativity, staying positive, aiming high, leadership and teamwork amongst others.
- Virtual employer visits during form time
- Form time activities
- Virtual Coding Club
- Virtual Stem activities
- Enterprise activities

Year 7

- Virtual employer visits
- Careers research using online tools
- Assemblies and form time activities
- Virtual work place visits
- Careers curriculum learning and development of soft skills through PSHE scheme of work. Recognition of the importance of 'soft skills' through PSHE curriculum and across the curriculum as a whole. Development of 'soft skills' through PSHE lessons, form time and across the whole curriculum. These skills include listening, problem solving, speaking, creativity, staying positive, aiming high, leadership and teamwork amongst others.
- Use of Skills Builder Hub
- STEM activities
- Virtual Coding Club
- Subject specific careers-related workshop activities
- Virtual involvement in ERASMUS activities
- Enrichment activities made available through the creation of a Year 7 careers specific online 'Team'
- Participation in National Careers Week, 1 – 6th March 2021

Year 8

- Careers research using online tools.
- Virtual workplace visits and presentations by parents and other interested parties.
- Careers curriculum learning and development of soft skills through PSHE scheme of work. Recognition of the importance of 'soft skills' through PSHE curriculum and across the curriculum as a whole. Development of 'soft skills' through PSHE lessons, form time and across the whole curriculum. These skills include listening, problem solving, speaking, creativity, staying positive, aiming high, leadership and teamwork amongst others.
- Use of START careers platform

- STEM activities including the BP STEM Challenge?
- Virtual Coding Club
- Local business people to work with small groups of pupils – summer term if COVID safe.
- Assemblies and form time activities
- Participation in virtual ERASMUS activities
- Participation in National Coding Week activities
- Participation in National Careers Week activities, 1st – 6th March 2021

Teaching staff contribute to the delivery of careers guidance through:

- Providing an ongoing awareness to pupils of careers opportunities within their subject area.
- Developing employability skills within their teaching such as teamwork, listening, independence, leadership, positivity, commitment, reliability, honesty, trustworthiness and flexibility.
- Organising extra-curricular virtual clubs which will build skills and demonstrate further subject relevance.
- Organising virtual workshops/activities with enterprise goals.
- Local employers contribute to the delivery of careers guidance through:
Virtual classroom visits and workplace visits.

Parents may contribute to the delivery of careers guidance through visiting school to talk about their work.

Bredon Hill Objectives for 2020 to 2021

1. A Stable Careers Programme

- To ensure the careers programme is delivered by individuals with the right skills and experience.
- To enable students to have an understanding of the full range of opportunities available to them and the skills that are valued within the workplace.
- To develop and publish a careers programme that will raise the aspirations of all students regardless of academic ability and is tailored to meet their individual needs wherever possible.

- Ensure the Careers Strategy is fully supported by the Senior Leaderships team within schools and is approved by the Board of Governors
- To ensure there is a clear focus on the activities which support enterprise, employability skills, workplace experiences and qualifications which employers value.
- Regularly evaluate our careers strategy to determine the impact of our careers related activity based on the feedback provided to us by students, teachers, employers and, where appropriate, parents.
- To maintain high quality careers provision endorsed by the Careers and Enterprise Company and to review the improvement of our programme by using the Compass evaluation and Tracker tools.

2. Learning from Career and Labour Market Information

- To encourage and increase the use of online careers tools and packages across all year groups. Working with key partners, stakeholders, local and national professional bodies.
- To utilise and then support the development of labour market information to ensure staff and students are informed in their decisions and the advice being given. Work with the Worcestershire LEP and the Careers and Enterprise Company to help establish key priority areas which need to be developed.
- To promote the values of labour market information to parents /carers (where appropriate) to access and understand this information. To investigate careers and opportunities in learning, work and apprenticeships and how these meet the local and national priorities.

3. Addressing the Needs of the Pupil

- To develop mechanisms to report, track and monitor compliance in relation to the Careers Strategy objectives.
- To develop accurate tracking systems to ensure students are able to keep track of their own journey, record and access the advice they have received and monitor the agreed actions and next steps
- Ensure that a programme of activity takes place which raises the aspirations of all students and challenges stereotypical thinking in terms of equality and gender.
- To ensure that students with particular vulnerabilities and those who are at risk are appropriately supported and identified through close working relationships with the full range of educational and support agencies.

- To ensure that careers guidance for learners with special educational needs and disabilities (SEND) is differentiated, where appropriate, and based on high aspirations and a personalised approach. Careers guidance for learners with SEND should be based on the students own aspirations, abilities and needs.

3. Linking Curriculum Learning to Careers

- To ensure that subject teachers across the whole school support the delivery of careers education and guidance and are able to link the content of curriculum with careers, even in lessons which are not specifically occupation led. Subject specialist staff can be powerful role models to attract students towards their specialism and the careers that flow from it.
- To integrate national initiatives and project opportunities within the curriculum to enhance that range of careers related activity taking place within school. E.g. Young Enterprise, Code Clubs.
- To ensure that careers-related activities are built in throughout the school year.
- Specific focus will be placed on linking curriculum to careers in English, Maths, Sciences and PHSE lessons.

4. Encounters with Employers and Employees

- To ensure that students receive at least ONE meaningful encounter with an employer during every year they are at school.
- Increase the number of activities which are conducted within school with the support of local employers.
- To ensure that students have the opportunity to improve employability skills and their understanding of and awareness of entrepreneurship
- To enable learners to gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant to gaining employment.
- Develop marketing materials for employers which will help them easily understand the impact of their involvement, the breadth of options available to them and the ways in which they can show they meet their corporate social responsibility.
- Create mechanisms where parents and alumni can express their interest to actively support employer-related activity taking place within the school.

5. Experiences of the Workplace

- To increase the number of virtual employer workplace visits which will take place to enable students to gain more of an understanding of the wide range of employment opportunities available within specific industry sectors based in Worcestershire.
- To strengthen our links with local employers and support our Enterprise Adviser to facilitate careers related activity within school

6. Encounters with Further and Higher Education

Ensure all / overwhelming majority of students has been provided with information about apprenticeships, further and higher education.

7. Personal guidance

To initiate individual career coaching sessions for all Year 8 pupils before they leave Bredon Hill Academy.

Promotion of careers-related activities

Bredon Hill Academy will encourage the promotion of ALL careers related activity which takes place within the school and will share this activity through our school website and social media channels.

This careers strategy document will be placed on the Bredon Hill Academy website.

This promotion will enable Bredon Hill Academy to be able to capture the evidence required to provide both OFSTED and the Careers and Enterprise Company and demonstrate that the activity taking place within BHA meets the requirements set out within the Department of Education's Careers Strategy.

Action Plan 2020 to 2021

- Continue to develop the whole school Careers Strategy
- Raise awareness of the Careers Strategy with staff within the school to embed careers learning within the school.

- Continue to inform parents of careers-related activities and virtual enrichment through social media channels and the BHA website.

The Careers Lead will continue to build relationships with other middle schools in Worcestershire to build knowledge and cooperation within the middle school hub.

- Complete the Compass Evaluation Tool and the Tracker tool on a regular basis as per the terms of the agreement in joining the Worcestershire Careers Hub.

