



Parkside School

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| Policy Name | CEIAG (Careers, Education, Information, Advice and Guidance) Plan: 2025- 26 |
| Plan Date | November 2025 |
| Lead Professional | Sue Stewart |
| Approval Level | Governor |
| Frequency | Tri Annually (with annual updates) |

Parkside believes that excellent CEIAG connects learning by preparing pupils for future success in education, employment or training. It motivates young people by giving them high quality careers guidance of the routes to jobs and careers that they will find engaging and rewarding.

Excellent CEIAG widens pupils' horizons, challenges stereotypes and raises aspirations. It provides pupils with the knowledge and skills necessary to make successful transitions to the next stage of their life, in becoming well rounded young people. All pupils will receive unbiased information about the potential next steps, whilst receiving good quality, meaningful opportunities to encounter the world of work.



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Our intensive and aspirational CEIAG programme aims to prepare all our students for the world of work, starting from Y7 through to Y13. Careers is also included in the Academy improvement plan embedding our commitment that all our students reach and exceed their chosen career expectations as they prepare to take their place and make a difference in an ever-changing world.

Statutory Requirements

New Careers Guidance Requirements 2025

In May 2025 the D of E updated statutory guidance for schools and colleges

<https://www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools/careers-guidance-and-access-for-education-and-training-providers>

The statutory guidance has been updated to reflect the government's policy priorities.

Changes include:

- an overview of the changes to the Gatsby Benchmarks of Good Career Guidance following extensive research led by the Gatsby Charitable Foundation
- detailed information on the amendments to the descriptive and measurable elements of the 8 benchmarks
- DfE's expectations of what schools, colleges and ITPs should do to meet the updated benchmarks



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- preparing for the future introduction of a guarantee of 2 weeks' worth of work experience for every young person
- signposting and links to resources, support and further information

Updated Gatsby Benchmarks

From September 2025, DfE expects all institutions to use the updated Gatsby Benchmarks. Building on the internationally recognised framework of the last decade, the benchmarks have been updated following almost 2 years of extensive research and stakeholder engagement. This update has taken account of changes, including:

- technological revolution
- innovation in schools and colleges
- shifts in the labour market
- changes in the career choices available to young people

Whilst the content of the benchmarks has been updated, they in principle remain:

1. A stable careers programme
2. Learning from Career and Labour Market Information (LMI)
3. Addressing the needs of each student



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4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with Further Education (FE) and Higher Education (HE)
8. Personal guidance

Under the Skills and Post-16 Education Act 2022, schools must meet their statutory duty to provide at least 6 opportunities for providers of technical education and apprenticeships to talk to all pupils, during school years 8 to 13, about their education or training offer. These requirements open up opportunities to learners from all backgrounds. They empower learners to make informed decisions about their future by understanding the benefits of the full range of academic and technical pathways, including:

- apprenticeships
- T Levels
- Higher Technical Qualifications (HTQs)
- other approved technical education qualifications

The Careers Education Programme at Parkside School aims:



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- To encourage all students to recognise and value their own skills and abilities and to appreciate their relationships with, and responsibilities towards, other people, the community and environment.
- To develop the skills which will help students & Parent/Carers make informed and realistic choices for their future.
- To enable students and Parent/Carers to be aware of the alternatives and opportunities open to them at different stages of their life and to raise aspirations.
- To develop the skills, including communication and confidence that will be needed in new roles and situations.
- To encourage understanding and experience of the world of work through Work Related Learning (WRL) and enterprise activities.
- To promote equality of opportunity in respect of race, religion, gender and special needs disability.
- To develop students' capabilities and to understand their own needs and abilities.
- To encourage students to investigate career opportunities both locally and nationally and through direct experience of the world of work, work related learning and enterprise activities.
- To encourage students to implement their career plans. To review and evaluate in order to make improved decisions and manage the transition processes effectively

Vision:



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At Parkside School, our vision is to create a community where every child feels safe, valued, and inspired to achieve their very best. We are committed to an inclusive and multi-layered approach that celebrates individuality, sets high expectations for all through high challenge and support, and provides personalised pathways to success. Through strong relationships, coaching, and collaboration with families and the wider community, we nurture not only academic excellence but also emotional resilience, character development, and social responsibility. Our goal is to empower every student—regardless of starting point or additional need—to leave Parkside confident, compassionate, and fully prepared for life on their chosen pathway.

Intent:

We are committed to an ambitious, broad curriculum with two parallel goals; nurturing the whole child and ensuring academic success. We foster the development of confident, responsible and independent citizens by building essential life skills like resilience, empathy and influence, while promoting effective relationships and communication. Just as importantly, we cultivate intellectual curiosity, personal growth and a deep understanding of the world.

Inclusion is central to this by making our careers programme accessible to all, regardless of background or prior attainment, we ensure that every student is valued, respected and supported to reach their full potential, both personally and academically.

- We are committed towards achieving the Quality in Careers award - **Gatsby 1**
- All students in yr 11 and yr 13 receive at least one interview each year with our fully qualified careers advisor. They will receive support completing appropriate application forms, interview techniques and an action plan for next steps. Our careers advisor is also present at key events to offer guidance to both students and parents/carers. Current, regional and national Labour Market Information together with job opportunities,



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apprenticeship and T Level information are shared within our PSHE careers programme, bespoke assembly programme and on the website. **Gatsby 1-8**

- We are developing and increasing our communications and engagement with parents/carers. We are re-designing our school website. This will make it easier to navigate, ensure clarity in relation to our school CEIAG vision and become more transparent for our stakeholders to access good, impartial, quality careers information and guidance. Current regional apprenticeship vacancies are shared with parents/carers together with other career insight opportunities and informative resource links on our inspirational CEIAG newsletter. A Principal's Parent/Carer briefing is emailed fortnightly and this includes specific examples of the work that has been done within school to support Careers and Employability. In addition, guidance and support resources for student/parent/carers are provided at our careers fair and Yr9 options evenings. Additional information/links are sent to parents/carers throughout the year, such as NAW, NCW and Green week etc. **Gatsby 1-7**
- We provide additional, bespoke support to targeted groups such as SEND, vulnerable and disadvantaged students- **Gatsby 1-8**
- We ensure all students engage with our online careers tracking programme, Unifrog, to support them in making informed choices and career plans. Parents/carers are provided with logon links also. **Gatsby 1,2,3**
- Our CEIAG programme is inclusive and welcomes diversity. Our PSHE careers programme challenges stereotypical thinking and enables us to meet the needs of our students at various stages of their journey. We have worked closely with PwC & EY to promote gender balance and are a caseload school with Medic Mentor, both supporting us to actively promote women into science, engineering and mathematics. Providers such as InvestIn support us with providing equal opportunity work experiences. **Gatsby 3,4**
- Parkside has a designated CEIAG lead within each faculty to link curriculum learning to careers (**Gatsby 4**) Every topic per subject area will reflect on careers and skills each half term. SOL have CEIAG referenced within them together with employability skills. Established links with STEM partners result in successful STEM competition entries and events and participation in innovative and ground breaking programmes such as becoming a pilot school for SpaceX with Future transformation & Greenpower, building and racing a Go Kart with our disadvantaged students. Business partners support the classroom learning through bespoke sessions, such as Channel 4 with our drama students, Solenis within science and local companies such as The Devonshire Arms Hotel & Spa within food tech. **Gatsby 1, 4**



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- Cross Curriculum Links regarding curriculum learning in careers are made with appropriate departments and enhanced by the careers program as a whole. Job of the week is embedded within our coaching programme together with subject to career focus weeks and key national events such as National Apprenticeship Week. Innovative pilot programmes such as our KS3 University led workshop on The Art of Reaction: Chemistry meets Photography also take place.
- We pride ourselves with creating and sustaining an enviable business partner network to work with us in providing positive employer encounters for all our students. During the spring term, for example, students in Year 10 and Post 16 have a dedicated careers enrichment day. This comprises employability skills development, virtual job applications, CV writing, interview technique and mock interviews with business partners. SEND and pupil premium students also participate in bespoke activities including attending an SEND careers fair and a net zero challenge at the University of Bfd. We use data obtained from our Future Skills Questionnaires (FSQ) to target specific sectors to attend our annual careers fair as well as providing workshops for parents/carers to enhance their knowledge of the current jobs markets (LMI) and opportunities. **Gatsby 5,6**
- We collaborate and share best practice by leading and participating on local career networks. This supports our own programme development. Our Careers Leader is on the steering group on both the Bradford Health and Social ICE (Industrial Centre of Excellence) and the Creative Industries ICE, providing career sector employment opportunities and experiences within the locality as well as the CEC Trust Community of Improvement Strategic Board. This ensures that colleagues within the Trust schools are kept abreast of national and regional CEIAG updates and changes. **Gatsby 1**
- We regularly evaluate and monitor our provision through stakeholder voice, Compass and QA learning walks etc. We are currently completing the Careers Impact Internal Leadership Review, part of the Careers Impact System. **Gatsby 1**

Implementation:

Careers education is delivered at Parkside School through the PSHE careers programme, coaching program and pathway focused drop down days



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This incorporates interactions with our career advisors, Local Enterprise Advisors, FE Colleges, Universities, training providers, business partners and visiting speakers. Students, parents and carers can access Unifrog, our careers online platform. Students and parents/carers can also access this at home and at relevant student events such as revision classes.

We further enrich our delivery through, curriculum learning, career fairs, bespoke programmes, assemblies and mock interviews.

Work Experience

A meaningful experience will:

- have a clear purpose, which is shared with the employer and the young person
- be underpinned by learning outcomes that are appropriate to the needs of the young person
- involve extensive two-way interactions between the young person and employees
- include opportunities for young people to meet a range of different people from the workplace
- include opportunities for young people to perform a task set by the employer or to produce a piece of work relevant to that workplace
- include the employer providing feedback to the young person about their work
- be followed by opportunities for the young person to reflect on the insights, knowledge or skills gained through their experience

Currently students can access work experience on an individual basis with an expectation that Post 16 students complete at least one experience during their Post 16 journey, separate to part time work.

Health and Safety checks for students are managed by the careers leader in partnership with the Xperience work experience team in Bradford Council. Within our alternative provision we also look at extended work experience placements for students to help raise aspirations and improve



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employability skills. Where placements are remote, appropriate safeguarding checks will be in place and students will be required to follow the same online protocols as with any remote learning.

The UK Government has announced the Work Experience Guarantee a commitment that every young person in England should be able to complete two weeks of meaningful, high quality work experience during their time in school or college.

Planning is currently underway to create a practical, new work experience programme that can be incorporated into our careers programme using the Equalex model. We have already added Equalex onto our Unifrog package.

Provision for Learners with Learning Difficulties and/or Disability

Close links with the SENDCO, leaders and staff within our Resourced Provision and other internal provisions, such as Phoenix and the Internal Alternative Provision, ensure that equal opportunities and inclusion are a focus. Bespoke provision is given to those students with EHCP's and links are made with training providers specifically for those students, including participation at offsite events, such as the SEND careers fair, Leeds and a provider workshop such as PINC. Through the use of the SEND register and relevant staff, students are identified and supported using bespoke resources. Further transitional support is also taken into account with the external adviser within school.

Delivery is adapted to blend when required. Our students are encouraged to discover their passions and strengths, build self-esteem and confidence and are offered opportunities to develop resilience and motivation to ultimately reach their aspirations and fulfil their ambitions. Our programme is fully inclusive with additional activities to support all students. Parents are involved through the review process as well as communications with home.

At Parkside, we believe that every student deserves a clear map to a successful future. Our **Universal Careers Entitlement** is our promise that high-quality guidance is never an optional extra, but a fundamental pillar of your education. We ensure that all students, regardless of their starting



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point, have access to the tools, employer encounters, and expert advice needed to navigate their next steps with confidence. Furthermore, we recognise that some students benefit from more personalised pathways as part of our **Targeted and Specific** provision; for these individuals, we provide a **Bespoke CEIAG Programme**, featuring targeted events and specialist interventions designed to meet their specific aspirations and needs.

| Year group | Coaching/assembly | Autumn Term 2025 | Spring Term 2026 | Summer Term 2026 |
|------------|--|---|--|---|
| 7 | <ul style="list-style-type: none"> • MyPath Job of the week • Programme of training providers, business partners, FE/HE, entrepreneurs/competitions • GB4 subject focus | <ul style="list-style-type: none"> • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • The Army -Team building & resilience workshop • Channel 4 school's creative arts programme • BBC Bitesize creative industry carousel | <ul style="list-style-type: none"> • Jobs v careers • Selected cohort into University visit • PSHE – CDI framework programme • Introducing Unifrog. Self- awareness, goal setting, links to career choices • RAF STEM workshop • National Apprenticeship Week • National Careers Week | <ul style="list-style-type: none"> • Selected cohort into university visit • Enterprise Fair • SEND careers fair |



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| Year group | Coaching/assembly | Autumn Term 2025 | Spring Term 2026 | Summer Term 2026 |
|------------|---|---|--|---|
| 8 | <ul style="list-style-type: none"> • MyPath Job of the week • Programme of training providers, business partners, FE/H, entrepreneur, speakers • GB4 subject focus | <ul style="list-style-type: none"> • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • Channel 4 schools creative arts programme • Bradford Manufacturing Week • Employer led workshops - employability/life skills | <ul style="list-style-type: none"> • PSHE - Unifrog CDI framework programme • Introducing Unifrog. Changes to self-awareness, goal setting, links to career choices. • The Navy – confidence building • RAF - STEM workshop • Bespoke SEND workplace/provider visit • KS3 enterprise Project - business led • National Apprenticeship Week • National Careers Week • Zoolab – Geography GB4 day | <ul style="list-style-type: none"> • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • SEN - aspirational trip • Enterprise Fair Final |



| Year group | Coaching/assembly | Autumn Term 2025 | Spring Term 2026 | Summer Term 2026 |
|------------|---|--|--|--|
| 9 | <ul style="list-style-type: none"> • Job of the week • Programme of training providers, business partners, FE/HE, entrepreneur, speakers • Options and GCSE choices • GB4 subject focus | <ul style="list-style-type: none"> • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • Every student will have the opportunity for a personal guidance interview by appointment, as required. • Employer visit - STEM • Bradford Manufacturing Week • Channel 4 school's creative arts programme • MFL – FE inspirational workshop • Careers Fair- access to providers, alumni, employers | <ul style="list-style-type: none"> • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • PSHCE - CDI framework programme • Introduction to Unifrog. Changes to self-awareness, goal setting, action plans, links to career choices. Covid catch up. • Bespoke SEN workplace visit • Options and GCSE choices parent/carer/student event • Motivational speaker • National Apprenticeship Week • National Careers Week • Choices Evening • Yr9 University visit | <ul style="list-style-type: none"> • Subjects will introduce/develop the understanding of the links between curriculum learning and careers • SEN workplace visit • Enterprise Fair |



| Year group | Coaching/assembly | Autumn Term 2025 | Spring Term 2026 | Summer Term 2026 |
|------------|---|---|---|--|
| 10 | <ul style="list-style-type: none"> • MyPath Job of the week • Programme of training providers, business partners, FE/HE, entrepreneur, speakers • Alumni assemblies • GB4 subject focus | <ul style="list-style-type: none"> • Potential NEET bespoke support given (RONI) • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • Every student will have the opportunity for a personal guidance interview by appointment, as required. • Targeted meaningful, blended work experience/insight opportunities linked to personal career interests • Bradford Manufacturing Week • Careers Fair- alumni interaction, providers, employers parent/carer event • Channel 4 Creative Ind School Competition • Cultural Capital Experiences | <ul style="list-style-type: none"> • Potential NEET bespoke support given • Targeted cohort into college visit SEN • Motivational speaker- raising aspirations • National Apprenticeship Week • National Careers Week • Mock Interviews- business led • PwC Bespoke Career Ready Programme x 5 workshops | <ul style="list-style-type: none"> • Selected cohort college visit • PSHE - CDI framework programme • Introduction to Unifrog Changes to interests, action plans, virtual sector insights, virtual HE pathways. |



| Year group | Coaching/assembly | Autumn Term 2025 | Spring Term 2026 | Summer Term 2026 |
|------------|---|---|---|--|
| 11 | <ul style="list-style-type: none"> • MyPath Job of the week • Post 16 options sessions • Programme of training providers, business partners, FE/HE, entrepreneur, speakers • Alumni Interactions • GB4 subject focus | <ul style="list-style-type: none"> • Potential NEET referrals & bespoke support given • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • PSHE - CDI framework programme • Introduction to Unifrog. Changes to interests, action plans, virtual sector insights, virtual HE pathways. • Every student will have at least one personal guidance interview with our impartial, fully qualified careers advisor. • Careers Fair- parent/carer invite. Providers, employers, HE/FE • Careers focus week - incl application support • Cultural Capital Experiences | <ul style="list-style-type: none"> • Targeted cohort into college visit SEND/disadvantaged • Potential NEET referrals & bespoke support given including college taster day • Virtual university visit, World of Work/UKUniversity search careers fair, based upon personal interests. • Every student will have at least one personal guidance interview with our Level 6 qualified careers advisor. • Motivational speaker • National Apprenticeship Week • National Careers Week | <ul style="list-style-type: none"> • Application support • Every student will have at least one personal guidance interview with our impartial, fully qualified careers advisor. |



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|----------------|--|---|--|---|
| <p>Post 16</p> | <ul style="list-style-type: none"> • MyPath Job of the week • Programme of training providers, business partners, FE/HE, entrepreneur, speakers, sector insights • Alumni Interactions • <i>Virtual</i> sector insights • GB4 subject focus | <ul style="list-style-type: none"> • Apprenticeship application support/workshops • Bespoke blended sector insights provided incl SEND/Disadvantaged • UCAS, and personal statement support • Meaningful, blended work experience opportunities linked to personal career interests • Subjects will introduce/develop the understanding of the links between curriculum learning and careers. • Alumni interaction • Team building and resilience workshop • PSHE - CDI framework • Creative/Digital Careers Fair opportunity • Unifrog introduction. Changes to interests, action plans, virtual sector insights, virtual HE pathways. • Every student will have at least one personal guidance interview with our impartial, fully qualified careers advisor by year 13. • Bradford Manufacturing Week • WEX opportunities • Careers Fair - parent/carer invite. Employers/HE providers | <ul style="list-style-type: none"> • Apprenticeship/ job application support workshops • Bespoke blended sector insights provided • All students in year 13 choosing apprenticeships will have the opportunity to attend at least one external careers event. • Meaningful, blended work experience opportunities linked to personal career interests • All students and parent/carers will have the opportunity to attend the school careers fair • Potential Yr 13 NEET bespoke support given • Careers Fair - internal & external • Life skills carousel • National Apprenticeship Week • National Careers Week • WEX opportunities • UCAS FAir | <ul style="list-style-type: none"> • Potential Yr 13 NEET bespoke support given • WEX opportunities • Cultural Capital opportunities |
|----------------|--|---|--|---|

Careers Programme Overview 2025-2026 Parkside School

THE CAREERS & ENTERPRISE COMPANY

Vision Statement

To provide an inclusive careers programme which will raise the expectations and ambitions of all our students. In partnership with parents and careers, we will develop their skills and provide opportunities and experiences to prepare them to make informed decisions about their next steps.

Contact: Susan Stewart, Careers Leader
Email: susastewart@parkside.school.net
Telephone: 01235 270000

Milestones and Learning Outcomes

Key Events and Experiences

Year 11

Make effective use of careers guidance interviews to make an informed choice about their future pathways.
Learn from career & local LMI aligning to their future pathway choice.
Make plans and develop a pathway into their future.
Explore trends in science and technology.

Year 10

Reflecting on and recording achievements & experiences.
Consider the risks and rewards associated with different pathways and careers.
Be able to reflect on & change their career goals & the strategies they can pursue to achieve them.
Able to discuss role models & reflect on leadership.
To interact with a range of employers/providers at the careers fair.

Year 9

Be aware that learning, skills & qualifications are important for careers.
Being aware of the main learning pathways e.g. university, college and apprenticeships.
Looking forward to the future.
Managing transition and preparing for choosing their GCSE. Aware that jobs require learning, skills & minimum qualifications.

Year 8

Be willing to challenge themselves and try new things.
Begin to consider their option choices & their impact on future pathways.
Identify common sources of information about LMI.
Understand the main organisations undertake recruitment & selection.
To have at least one meaningful encounter with an employer.

Year 7

To have at least one meaningful encounter with an employer.
Being aware of the sources of help and support available.
Being aware of the range of possible jobs & sectors.
Begin to understand the link between school, subjects, careers and the workplace.
Become aware of entrepreneurship & self-employment.
To begin recording achievements to form a personal action plan.

Year 11

5-6 career interviews with the Level 2 qualified Careers Advisor & application support.
Participate in career fair - 20+ employers/training providers PE.
Continue the development of employability skills through our PHE & coaching careers programme.
Numerous local PE & HE encounters.
Complete Future Skills Questionnaire (FSQ)

Year 10

Mock interview by 20+ business partners.
Numerous local PE & HE encounters.
Sector insights & bespoke employer led programmes.
Participate in career fair & SEN School Careers Fair.
Continue the development of employability skills through our PHE & coaching careers programme.
Encounter with PE (4) Q&T

Year 9

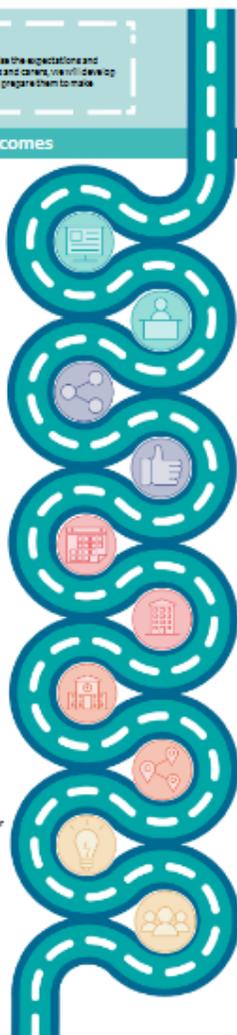
Options process & support.
Sector insights & employer led programmes.
Continue the development of employability skills through our PHE & coaching careers programme.
Employer encounter (3) Q&A & Q&S STEM.
Encounter with PE (3) Q&T

Year 8

Continue the development of employability skills through our PHE & coaching careers programme.
Employer encounter (2) Q&A & Q&S STEM.
Encounter with PE (2) Q&T.
Careers lessons - learning from LMI & challenging stereotypes.
Complete Future Skills Questionnaire (FSQ)

Year 7

Introduction to our careers programme and the Careers Leader.
Commence the development of employability skills through our PHE & coaching careers programme.
Introduction to Unifrog our careers online tracking platform.
Employer encounter (1) Q&A & Q&S STEM.
Encounter with PE (1) Q&T.
Complete Future Skills Questionnaire (FSQ)



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young people for the world
of work.



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Additional events such as:

- KS3 enterprise fair - **Gatsby 1,3,**
- Targeted, blended work experiences - **Gatsby 1,2,3,5,6**
- Year 10 mock interviews - **Gatsby 1,3,5**
- Career fairs including *virtual* - **Gatsby 1,2,3,5,7,8**
- Employability skill development programmes - **Gatsby 1,3**
- Motivational speakers - **Gatsby 1,3,5**
- Online career platform workshops, Unifrog to support student career decision making and next steps - **Gatsby 1,2,3**
- Coaching/assembly programme includes training providers, apprenticeships, entrepreneurs, sector specific, FE/HE - **Gatsby 1,2,3,5**
- PSHE CDI spiral curriculum with learning outcomes, whole school programme - **Gatsby 1,2,3,4,5**
- CEIAG career and employability skills within subject SOL - **Gatsby 1,2,3,4**
- Staff and governor LMI, apprenticeship, T Level and traineeship CPD - **Gatsby 1,2,3**
- SEND/disadvantaged learners bespoke programme including trip/college visit/apprenticeship/traineeship insight/ 1-1 careers interviews - **Gatsby 1,2,3,4,5,6**

- Potential NEET targeted programmes including college visit/apprenticeship/traineeship insight - **Gatsby 1,2,3,4,5,6**
- Yr 9 career evening in preparation for GCSE choices - **Gatsby 1,3,7**
- Visits to university **Gatsby 1,3,7**
- Visits to college - **Gatsby 1,3,7**
- Various enrichment activities - **Gatsby 1,2,3,5,7**
- Business partner guru sessions - **Gatsby 1,2,3,5**
- Workplace visits, blended - **Gatsby 1,2,3,5,6**



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- Curriculum links to business partners - **Gatsby 1,2,3,4,5,6**
- CV/application preparation & support - **Gatsby 1,2,3,4,5,8**
- STEM competitions/Women into STEM opportunities - **Gatsby 1,2,3,**
- STEM business led workshops - **Gatsby 1,2,3,4,5,6**
- CEIAG leads meetings - **Gatsby 1,2,3**
- Career Advisor involvement with EHCP meetings with parent/carer in attendance - **Gatsby 1,3,8**

Mechanisms such as Parkside Press Careers Superstars, Parkside TV spotlights on careers and employability activities, CEIAG newsletters, Whole school assemblies and Year 13 leavers assemblies are in place to celebrate success, recognise learner achievements and showcase the value of careers education.

Staff & Governor CPD

We are committed to developing and sustaining our staff and stakeholder CEIAG knowledge and understanding. This includes the following:

- GB4 curriculum review - **Gatsby 1,2,3,4,5**
- Time for staff to develop CEIAG in the curriculum and embedding employability skills into subjects - **Gatsby 1,2,3,4**
- Annual staff & governor feedback on Compass and the CEIAG programme- **Gatsby 1,2,3**
- Annual staff & governor updates on CEIAG framework changes and local and national Labour Market Information (LMI) including the current picture on pathway options & destinations - **Gatsby 1,2,3**
- Termly CEIAG lead meetings and HT CEIAG lead 1-1 meetings - **Gatsby 1,2,3**
- Parents are encouraged to use the school website and Unifrog the careers online platform- **Gatsby 1,2,3,**
- Regular careers newsletter and the Principal's Parent/Carer briefing including current opportunities, apprenticeship vacancies, webinars, open days etc.- **Gatsby 1,2,3,4,**



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Parent/carers are also encouraged to attend all school information evenings, coaching and parent's evenings - **Gatsby 1,3**

Key Personnel

Role & Responsibilities

Our CEIAG programme is developed, organised and co-ordinated by the Careers Leader (CL) and is currently delivered by teaching staff / coaches during the PSHE, coaching program and transition drop down days. Group work sessions are developed by the CL and delivered where appropriate. The CL ensures that staff are updated on new national strategies and ensures appropriate staff training takes place, such as with the Faculty CEIAG Leads. New staff receive a CEIAG Programme overview at Induction.

There are regular links made with key school personnel to ensure individual needs are met. Pastoral staff including Heads of Years, Student Support Leaders, Coaches, attendance, admin, pastoral support workers and SEND specialists forward information to support the guidance process. Our Carers adviser contributes to EHCP reviews from year 10 onwards. All interactions are recorded on Unifrog for the careers lead, student and parents/carers to access. Overall responsibility is provided to the careers leader to ensure the CEIAG programme is updated and developed. Senior Leadership responsibility sits with the Senior Vice Principal who line manages the careers leader; however, the work related to Careers and Employability permeates through the work of a number of senior leadership areas, including Curriculum and Personal Development. The careers leader will liaise with the link governor and when requested by the governing body, provide an annual report.

Stakeholder & Partnership Activities

Parents / carers

We recognise the important role that parents have in their child's development. We welcome parent involvement within our careers program and activities such as our annual careers fair, coaching groups and options evenings. We aim to support parents in developing the confidence and



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capability to support planning and decision making. Parents/carers are kept informed through termly CEIAG newsletters, regular careers/ transition information, social media, school website (Careers area) and email.

Careers Support Agencies

Bradford Council's Skillsforce supports Parkside School in enhancing the CEIAG provision. An annual Service Level Agreement is in place between the school and Bradford Council. Extensive links with employers and training providers enhance the programmes. In addition, our CL is CEIAG Lead Practitioner for the Trust CEIAG Network and is currently a steering board member for the Bradford Districts Careers and Technical Education department with a particular focus on the creative industries and health. We actively engage with the West Yorkshire Combined Authority (WYCA) CEIAG Network for Careers Leaders with an allocated Enterprise Adviser through the Leeds City Region Enterprise Partnership (LEP) . We also have an Enterprise Coordinator who is the CEO of Gesipa, a local global company.

Employers, Community and Learning Providers

We have an enviable commitment to working collaboratively with employers , FE/HE, local learning providers, apprenticeships providers & Leeds Enterprise Partnership amongst others. Our annual careers fair is extremely well attended by over 50 providers/business partners and we are always looking to develop new links within the area. Due to vocational and technical qualifications being labour market led we aim for these links to provide appropriate guidance and employment pathways. Students/parents/carers are informed of opportunities through coaching, assemblies, newsletter, emails and other careers programme activities.

Impact

Our CEIAG programme is measured and monitored using various methods, on a termly and annual basis to ensure we are making a positive difference. These include requesting regular stakeholder feedback including parent/carers, SLT, governors and our business partners to support our future planning and internal feedback from staff, students and training providers to maintain quality assurance levels and assurances that learning



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outcomes are being met. We monitor our progress towards all Gatsby Benchmarks through the Compass tool provided by the CEC, on a termly basis and record all student activities on our online careers tracking system, Unifrog which encourages student autonomy. We are currently completing the Careers Impact Internal Leadership Review, part of the Careers Impact Maturity Model. Our student entitlement statement shows the self-development journey from yr 7 - yr11. Other impact measures include:

- Improved achievement and progress in vulnerable groups i.e. PP and SEND
- Maintaining post 16 student numbers (retention)
- Compass tracking
- Transition data maintained i.e. continued entry into FE/apprenticeships within SEND/vulnerable groups.
- Employability skill development
- Reviewing of destination data – pathways & levels
- Reduced NEET
- Sustained and increased employer engagement, whole school



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Our impact is also measured by our KS4 and KS5 destinations and NEET figures. Our historic data shows that Parkside has an outstanding performance at the end of Y11 and Y13 in ensuring that our students move into Education, Employment or Training at the appropriate level, when compared to both the local authority and the national average. Data below:

NEET figures (not in Education, Employment or Training)

| 2022-2023 | | 2023-2024 | | 2024-2025 | |
|-----------|----------|-----------|----------|-----------|----------|
| Yr11 | | Yr11 | | Yr11 | |
| Parkside | Bradford | Parkside | Bradford | Parkside | Bradford |
| 0.5% | 2.0 % | 2.0% | 2.38% | 0.5% | 2.0% |
| Yr13 | | Yr13 | | Yr 13 | |
| Parkside | Bradford | Parkside | Bradford | Parkside | Bradford |
| 1.5% | 0.9% | 0% | 2.67% | 2.4% | 2.8% |

The **Future Skills Questionnaire** is a tool to identify gaps in our careers provision, measure the progress of the careers provision over time and tailor our careers provision and activities to student individual needs . It can also support the CL to effectively measure learners’ career readiness and make targeted interventions, evaluate the careers programme and identify the impact of our careers education in school.

We will endeavor to complete the question at key transition points, such as

- Starting Secondary School in year 7





- Transition from Key Stage 3
- The GCSE Years
- SEND (all Years)

Useful websites:

University:

<https://www.ucas.com>

<https://russellgroup.ac.uk/about/our-universities/>

<https://www.gov.uk/student-finance-register-login>

<https://careerfinder.ucas.com>

<https://www.whatuni.com>

Apprenticeships/Traineeships/

<https://amazingapprenticeships.com>

<https://www.gov.uk/apply-apprenticeship>

<https://www.ucas.com/understanding-apprenticeships>

<https://allaboutapprenticeships.co.uk>

<https://www.prospects.ac.uk/jobs-and-work-experience/apprenticeships>



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T Levels

<https://amazingapprenticeships.com/resources/?t-levels=1>

Online careers platform

<https://www.unifrog.org/>

Labour Market Information (LMI)

<https://www.lmiforall.org.uk>

<https://futuregoals.co.uk/media/dorfxqg3/lmi-user-guide-3.pdf>

Additional:

<https://successatschool.org>

<https://www.notgoingtouni.co.uk>

<https://nationalcareers.service.gov.uk>

<https://www.speakersforschools.org>

<https://icould.com/buzz-quiz/>

<https://www.careerpilot.org.uk/information/careerometer>

Success at schools Employability Guide -

https://79590737.flowpaper.com/SuccessatSchoolParentsGuide/?goal=0_075a5d0dae-fff8e333c2-212063356&mc_cid=fff8e333c2&mc_eid=929b47c7c6#page=1

<https://targetcareers.co.uk>



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