

**THE CAREERS &  
ENTERPRISE**  
COMPANY

Worcestershire EA Network  
Member School



# Alvechurch Middle School

## SCHOOL CAREERS STRATEGY AND ACTION PLAN

SEPTEMBER 2018  
to  
AUGUST 2020



Worcestershire  
Local Enterprise Partnership



**Alvechurch Middle School is  
an active member of the  
Worcestershire  
Enterprise Adviser Network  
which supports the  
development of  
Worcestershire's Future  
Workforce through employer  
related careers activity.**





# Alvechurch Middle School CAREERS STRATEGY

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# Alvechurch Middle School CAREERS STRATEGY

## Purpose and aims

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

Alvechurch Middle School has already established a range of effective careers guidance activities which we hope will guide support our students to achieve positive destinations and prepare them for High School as well as their future.

This careers strategy sets out Alvechurch Middle School 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), Worcestershire County Council (WCC) and a wide 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 which 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 Alvechurch Middle School will meet the requirement to meet the "Gatsby Benchmarks", that relate to our KS3 pupils set out within the Department for Education's careers strategy by August 2020.

This strategy outlines our KS3 approach to delivering careers guidance to all of our students throughout their journey through education. Careers activity will therefore take place across years 7 and 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 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).

### **Worcestershire's Enterprise Adviser Network**

The Worcestershire Local Enterprise Partnership (WLEP) and Worcestershire County Council, through their contract with the Careers and Enterprise Company, has been delivering the Worcestershire Enterprise Adviser Network (WEAN) since January 2017 and has 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. (50x)

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 of our Special Schools and PRU's 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.

In September 2017, due to the success of the WEAN, the WLEP were given permission to develop and deliver a Middle School Pilot and work with 15 schools covering Wychavon, Redditch and Bromsgrove.



## The Careers Strategy



**Careers strategy:  
making the most of  
everyone's skills and  
talents**

December 2017

In December 2017 the governments Department for Education launched the latest version of their "Careers Strategy". This new 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



## **Strategic Careers Leader**

As set out within the Department for Education's Careers Strategy Alvechurch Middle School is required to have a designated member of our Middle Leadership Team named as our school's Strategic Careers Lead.

The Strategic Careers Lead will have the responsibility to make sure that we as a school meet our mandatory requirements and work towards achieving the relevant Gatsby Benchmarks by August 2020.

Mr Evans has agreed to undertake this role.

Mr Evans will provide both the Head Teacher and the board of governors with regular updates on our progress and will work closely with the Worcestershire LEP delivery team, our assigned Enterprise Adviser and local employers to ensure we deliver this strategy.

## **Our Careers Team**

Mr S Evans will lead our team which will include other members of the Citizenship team

## **Our Enterprise Adviser**

Through the Worcestershire LEPs Enterprise Adviser Network Alvechurch Middle School are delighted to have been assigned our own designated enterprise adviser.

John Harper will be supporting our careers team to assist us to facilitate careers related activity which will help us achieve Gatsby Benchmarks 5 and 6.

May we introduce our assigned Enterprise Adviser...



John Harper

Grafton Manor Hotel

Partner in business



### **Current position at Alvechurch Middle School**

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

#### **Year 7 & 8**

- Careers Skills Day 2019
- Mock Interviews
- Classroom Debates
- CV Writing workshop
- Why We Work lesson
- Job Advert lesson
- Young Enterprise
- Code Club
- Round Midnight 'I want to be' show
- High school visits
- Faraday Challenge

#### **Teaching staff contribute to the delivery of careers guidance through:**

Implementing all teaching sessions that relate to careers, facilitating visitors to the school, talks with the pupils, carrying out the careers in Citizenship module

#### **Local Employers contribute to the delivery of careers guidance through:**

workplace visits, assemblies, Careers days, facilitating visits



## **Our Objectives for 2018 to 2020**

### **1. A Stable Careers Programme**

- To ensure the careers programme is delivered by individuals with the right skills and experience. The school will, wherever possible, use qualified careers professionals to offer advice and guidance to the majority of students.
- To enable students to have an understanding of the full range of opportunities available to them, the skills that are valued within the workplace and to have first-hand experience of a work environment.
- 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 our 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

### **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 our own careers team, 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.

### **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
- 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.



#### **4. 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 field 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.
- Specific focus will initially be placed on linking curriculum to careers in Citizenship lessons

#### **5. Encounters with Employers and Employees**

- 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
- The school will also encourage students and parents to attend careers events such as the Worcestershire Skills Show held annually in March and the Worcestershire Apprenticeship show held annually in October.

#### **6. Experiences of the Workplace**

- To increase the number of 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
- 

#### **7. Encounters with Further and Higher Education**

- Ensure all / overwhelming majority of students receives at least ONE meaningful encounter with High School
- Ensure all / overwhelming majority of students has been provided with information about the full range of options available to them at High School

#### **8. Personal Guidance**

- Ensure all / overwhelming majority of students have had a mock interview with their Citizenship lessons

### **Promotion of Careers related activities**



Alvechurch Middle School will encourage the promotion of ALL careers related activity which takes place within the school. This careers strategy document will be placed on the schools website.

This promotion will enable us, and our partner organisations, to be able to capture the evidence we are required to provide both OFSTED and the Careers and Enterprise Company and demonstrate that the activity taking place within our school meets the requirements set out within the Department of Education's Careers strategy.

### **Action Plan 2018 to 2020**

- Identify a named person from the SMT to become our Strategic Careers Lead by the end of September 2018- Mr Evans
- Create a whole school Careers Strategy which is to be published on the school website and has gained approval from the schools Senior Management Team and the Board of Governors by the end of September 2018
- Raise awareness of the Careers Strategy with key staff within the school to enable them to contribute towards the need to link careers to the curriculum within school.
- Inform parents of the creation of the schools new careers strategy and inform them of its location on the school website
- Complete the Compass Evaluation Tool and the Tracker tool on a regular basis as per the terms of our agreement in joining the Worcestershire Careers Hub.

<b>Timetable of planned careers related activity</b>			
<b>Academic Year 2018-19</b>			
<b>Year Group</b>	<b>Activity Description</b>	<b>Date</b>	<b>Benchmark</b>
7&8	Careers Skills Day 2019		
7&8	Mock Interviews		
8	Faraday Challenge		
7&8	CV Writing workshop		
7&8	Why We Work lesson		
7&8	Job Advert lesson		
7&8	Round Midnight 'I want to be'		
7&8	High school visits		
8	Careers Skills show at the NEC		



## Useful links / Resources

The Careers Enterprise Company	<a href="https://www.careersandenterprise.co.uk/">https://www.careersandenterprise.co.uk/</a>
Gatsby Foundation	<a href="http://www.gatsby.org.uk/education/focus-areas/good-career-guidance">http://www.gatsby.org.uk/education/focus-areas/good-career-guidance</a>
Department of Education Careers Strategy	<a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/672418/Careers_guidance_and_access_for_education_and_training_providers.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/672418/Careers_guidance_and_access_for_education_and_training_providers.pdf</a>
Skills for Worcestershire	<a href="http://www.skills4worcestershire.co.uk/">http://www.skills4worcestershire.co.uk/</a>
Government Careers Strategy December 2017	<a href="https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf">https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf</a>
National Careers Service	<a href="https://nationalcareersservice.direct.gov.uk/">https://nationalcareersservice.direct.gov.uk/</a>
Worcestershire Local Enterprise Partnership	<a href="http://www.wlep.co.uk/">http://www.wlep.co.uk/</a>
Worcestershire Apprenticeships	<a href="http://worcsapprenticeships.org.uk/">http://worcsapprenticeships.org.uk/</a>
Worcester University	<a href="https://www.worcester.ac.uk/">https://www.worcester.ac.uk/</a>