



Ullswater Community College

CAREERS EDUCATION, INFORMATION, ADVICE AND GUIDANCE (CEIAG) POLICY

Reviewed December 2022. Amendments: • Inclusion of Baker Clause Policy Statement • Inclusion of examples of classroom posters • Inclusion of UCC Careers Journey • Changes from KUDOS to Unifrog • Amendments to Key Stage 3 Provision • Inclusion of feedback from SIP in Review section • Change of link governor	
Date approved by Governors	29 April 2025
Date for review	Summer term 2027
Chair of Governors	David Carter
Signature of Chair of Governors	

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Introduction

The Ullswater Community College careers education, information, advice and guidance (CEIAG) programme provides our pupils with the opportunity to plan and manage their careers effectively, ensuring progression which is ambitious and aspirational. It promotes equality of opportunity, celebrates diversity and challenges stereotypes. It is designed to meet the Gatsby benchmarks and conforms to statutory requirements.

Ullswater Community College is committed to providing all pupils in Years 7-13 with a careers programme which is embedded into the curriculum and includes a variety of enrichment activities. The programme has been developed in line with the eight Gatsby benchmarks for ensuring best practice and to meet the requirements of the Department for Education's statutory guidance 2018.

The Gatsby Benchmarks:

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

Intent

We aim to support pupils to make realistic and informed decisions about their future, by raising aspirations and providing impartial and independent information and guidance. We will achieve this by ensuring that pupils:

- develop the skills and attitudes necessary for success in adult and working life
- are aware of the range of opportunities which are realistically available to them in continued education and training at 14+, 16+ and 18+
- are equipped with the necessary decision-making skills to manage those same transitions
- develop an awareness of the wide variety of education, training and careers opportunities both locally and nationally
- use effectively the paper-based, virtual and staff resources available so they can make informed and appropriate choices throughout their school journey
- benefit from links fostered between the school, local businesses, further education establishments and other educational providers
- experience the world of work and develop transferable skills
- wherever possible leave the school to enter employment, further education or training
- experience a culture of high aspirations, equality of opportunity, in which diversity is celebrated and stereotypes are challenged
- receive extra assistance and guidance to reach their potential, where this is necessary

Provision

CEIAG provision is mapped against the Gatsby benchmarks. The current CEIAG programme is delivered through a combination of methods, including explicit lessons provided within the taught PSHE programme in Years 7-9, and tutor periods in Years 10 through to Year 13, which are predominantly form tutor led. Careers information is available both in the library and in digital format via Unifrog, a platform which provides access to information on apprenticeships, universities, the labour market, career pathways and UCAS applications. Classroom displays and the careers notice boards are also sources of information for students.

At Key Stage 3, this includes learning through PSHE with an aim to raise pupil aspirations, exploring stereotypes in the workplace, researching the history of the workplace, and developing personal, social and employability skills. Assemblies and a parent and pupil information evening on choosing options are also provided along with PSHE lessons exploring Unifrog which support students in developing a greater understanding of potential career paths, their requirements and opportunities. This provides Year 9 students lots of support in making their GCSE options.

At Key Stage 4, pupils continue research into careers and pathways into the sixth form, further education apprenticeships and higher education. They develop skills in CV and letter writing, presentations and interviews. This includes a planned mock interview with an employer; assemblies on apprenticeships and A-level options and an A-level options evening for parents and pupils. Furthermore, all students in Year 10 attend the school's Careers Fair in spring term, engaging with local employers and a range of educational institutions. Individual interviews are held with all students by either a senior member of staff or an independent careers practitioner employed by the school, who also provides guidance on apprenticeships.

At Key Stage 5, a series of careers presentations are delivered from universities and employers. Some of these presentations, together with tutor periods, are devoted to the topic of UCAS applications and interview skills. Our annual subscription to the online careers platform Unifrog underpins and records our CEIAG programme throughout the sixth form, from the Year 11 induction days to post-18 options. Parents are actively engaged in this process. In addition, Year 12 has a week of work experience and pupils are involved in voluntary community and charity work as part of their enrichment programme. Individual interviews are held with each student by a member of staff or an independent, Level 6 qualified careers practitioner.

CEIAG and SEND Provision

Every pupil with SEND follows the same programme of careers education, information, advice and guidance as their peers, with adaption and support from the SEND team where appropriate. Where current provision cannot fully address a pupil's additional need, advice will be sought from the Inspira.

The SENDCO meets with parents/carers to discuss option suitability where individual need is likely to have an impact on choices made during the option process. The SENDCO supports work experience placements, ensuring that providers are aware of individual needs, in order to promote a positive experience.

Inspira are invited to every EHCP Annual Review meeting from Year 9 onwards and support students with the transition from UCC to further education.

Entitlement

Please see Appendix A outlining pupil and parent entitlement.

Partnerships

The CEIAG programme is greatly enhanced through links which help to ensure that pupils' learning is current and relevant. We work closely with local employers and employees including previous pupils, parents and other local groups. A number of events, integrated into the school CEIAG programme, offer providers an opportunity to come into school to speak to pupils and/or their parents. This involvement enhances the provision of work experience placements, careers talks, the annual Careers Fair, workplace visits and mock interviews. In addition, we work closely with universities and the local FE College. We always strive to expand and improve our contacts. Governors are regularly updated on the CEIAG programme and there is an active link governor.

Review

The SLT Lead for CEIAG, Head Teacher and Governing Body will be responsible for monitoring, reviewing and evaluating the programme of activities through a range of methods:

- Regular meetings for informal feedback and discussion with the Headteacher.
- Regular assessment through the Gatsby Benchmarks using Compass +
- Teacher, student and parental responses to events and activities.
- Analysis of the destination data and student tracking documentation.
- Career guidance interviews and mentoring.
- Formal meetings with external agencies – Cumbria Local Enterprise Partnership, Inspira, Employers and other school contributors.
- Feedback from School Improvement Partners
- A students' evaluation form, which allows students to review and comment on the CEIAG programme.
- The CEIAG policy will be reviewed annually by the SLT Lead for CEIAG in accordance with school policy and to reflect future statutory requirements and recommendations.

Impact

The impact of our CEIAG programme will be reviewed each year through consideration of options make at each transition and the outcomes they achieve in these, destinations post-16 and post-18 and retention on courses within our sixth form. Furthermore, the information collected as part of the broader review of CEIAG will also demonstrate impact.

Roles and responsibilities

All staff contribute to the implementation of this policy through their role as tutors and as subject specialists. Subject specialists embed careers into their subject area. A range of connections between Higher education providers and employers are forged and developed to support the curriculum through KS3 to 5.

Careers Team

SLT Lead and strategic lead for CEIAG	Rick Moss (AHT)
CEIAG Coordinator	Cath Jones
Head of Sixth Form	Rob Jackson
Head of PSHE/RSE	Nicola McCanny
Link Governor	Ann Stuart
Independent Career Advisor	Mandy Morland
Enterprise Adviser	Claire Urquhart (Westmorland Limited)
Enterprise Coordinator	Jo Tate (Cumbria LEP)

Policy Statements for the Baker Clause

Ullswater Community College uses the Gatsby Benchmarks as a guide to plan our CEIAG programme. As part of our commitment to informing our students of the full range of learning and training pathways on offer to them, we are happy to consider requests from training, apprenticeship and vocational education providers to speak to students.

Ullswater Community College also proactively seeks to build relationships with these partners as we plan our CEIAG activity throughout the school year to ensure that providers have multiple opportunities to speak to students and their parents across years 7-13, to offer information on vocational, technical and apprenticeship qualifications and pathways.

Ullswater Community ensures that school staff involved in personal guidance and pastoral support are up to date on their knowledge of these post 16 and post 18 pathways.

Opportunities for providers to speak with students include, but are not limited to, school assemblies, employer and provider engagement events or opportunities to speak with students and parents on a one to one basis supporting GCSE, post 16 or post 18 option choices.

Ullswater Community Colleges CEIAG programme is monitored for quality and impact by the school's Senior Leadership and the Governing body to ensure access and opportunities to engage with technical, vocational and other training providers that form part of the overall approach.

External providers

In the first instance, requests by providers should be sent to the schools CEIAG Coordinator, Mrs Cath Jones at admin@ullswatercc.co.uk with a minimum of 6 weeks' lead time.

Requests will be considered on the basis of;

- staffing availability to support the activity
- clashes with other planned activity (e.g. trips or visits)
- interruption to preparation for examinations or,
- rooming and space availability to host the activity.

If you have any questions in relation to this or any other matter relating to Ullswater Community College's CEIAG programme, please contact the school's CEIAG Coordinator, Mrs Jones in the first instance.

APPENDIX A: Ullswater Community College CEIAG Entitlement Statement

Students

All students at UCC will:

- Take part in a careers education programme in Year 7-11 that helps them to:
- Understand their education, training, employment and other progression
- Develop the skills they need to plan and manage their own personal development and career progression
- Access relevant information and learning from taster activities and experience of the work place
- Offer feedback and ideas on how to improve the careers programme

Have access to, and support with using, careers information that is:

- Easy to find and available at convenient times and in convenient locations, including
- online signposting
- Clearly labelled and comprehensive, giving details of all progression opportunities and associated support
- Unbiased and up to date

Obtain careers guidance that is:

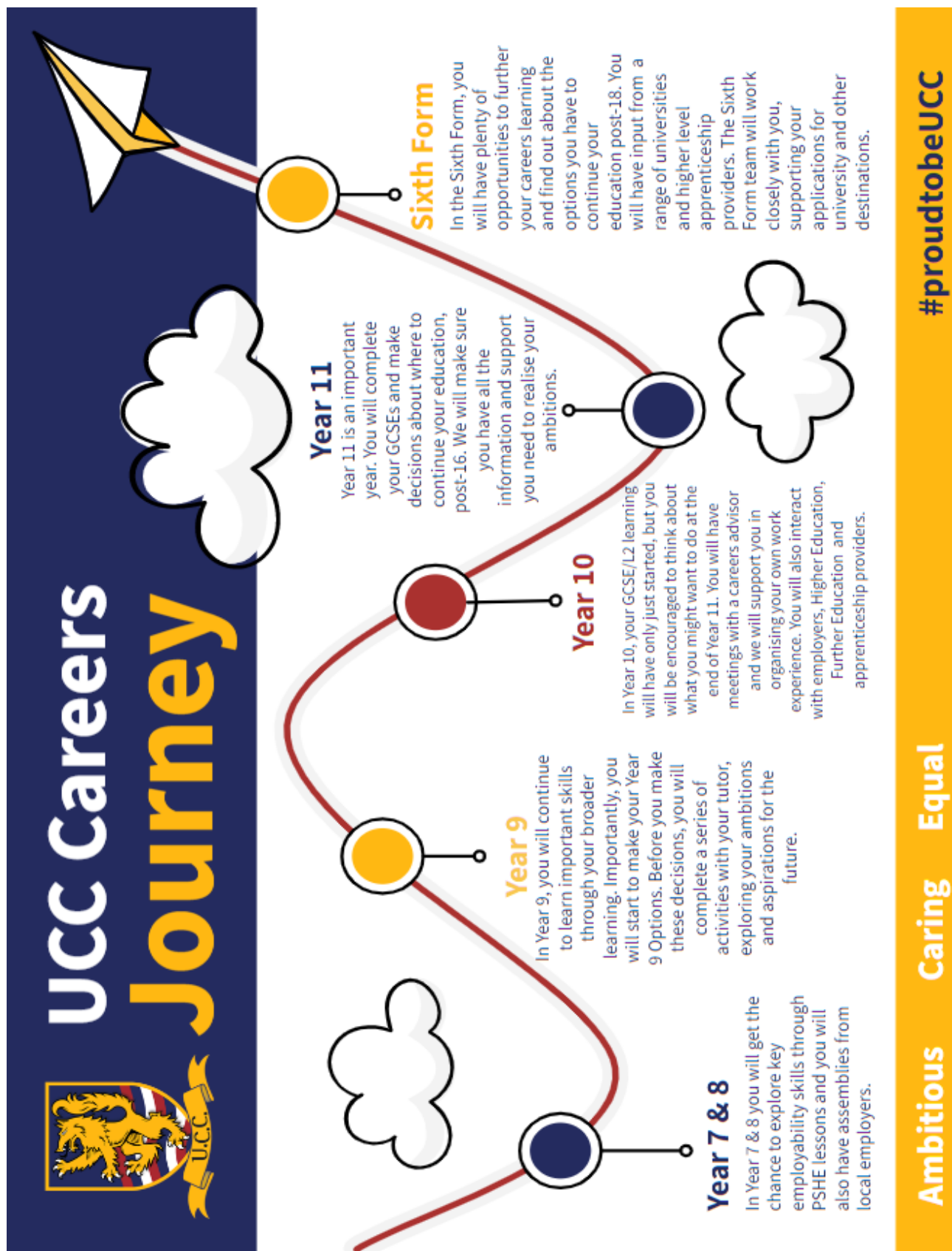
- Impartial
- Confidential
- Focused on individual needs and fit for purpose
- Supportive of equal opportunities

Parents and Carers

All parents and carers can expect to:

- Discuss their children's progress and future prospects
- Have access to tutors and subject teachers at parents' evenings in Years 7-11, Options evenings in Year 9 and the Sixth Form Open Evening
- Offer feedback and ideas on how to improve the careers programme
- Receive invitations to take part in careers and information events, thereby contributing to the careers programme

APPENDIX B: UCC Careers Journey



APPENDIX C: Examples of Classroom Display

How to make decision about Your Future Career



#proudtobeUCC

1



Identify the decision you need to make.

2

Find out about ALL of the options available to you.



3

Use good decision-making techniques to help you choose

- ★ List the pros and cons
- ★ Talk to your family about your ideas
- ★ Research the options
- ★ Choose things that you are good at
- ★ Choose things you enjoy
- ★ Discuss your ideas with a careers adviser or teacher
- ★ Imagine your future self now and in five years time

Avoid these decision-making techniques

- ❖ Don't choose things just because all of your friends are doing them
- ❖ Don't ask other people to make decisions for you
- ❖ Don't flip a coin to decide
- ❖ Don't rush into a decision
- ❖ Don't decide from fear

4

Make a back-up plan just in case...



5

Act on your decisions

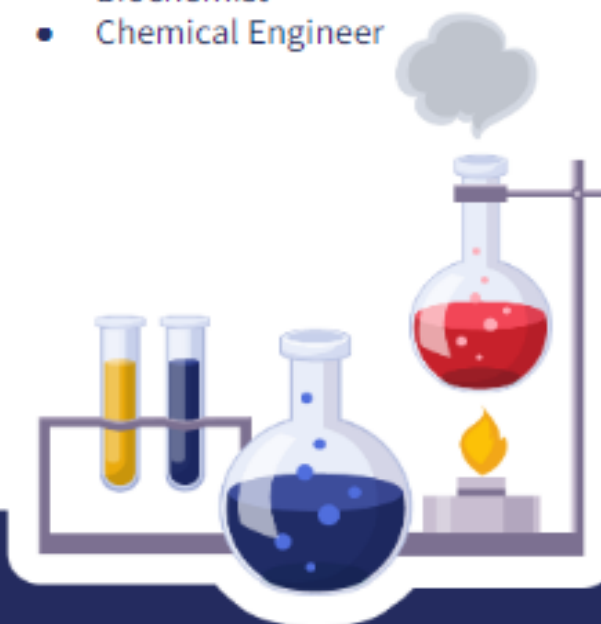


Careers linked to Chemistry



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- Pharmacist
- Chemical Plant Operative
- Technical Brewer
- Photographer
- Nuclear Engineer
- Oceanographer
- Forensic Scientist
- Hairdresser
- Laboratory Technician
- Operating Department Practitioner
- Pathologist
- Physiotherapist
- Science Teacher
- Textile Technologist
- Vet
- Conservator
- Food Technologist
- Biochemist
- Chemical Engineer



What skills will you learn?

- ✓ Problem solving
- ✓ Reasoning ability
- ✓ Ability to carry out experiments
- ✓ Ability to think logically

Choose subjects

- Because you are good at them.
- Because you enjoy them.
- That are useful/needed for your future career choices.



Careers linked to **Design Technology**

Resistant Materials, Graphics, Textiles & Food



#proudtobeUCC

- Building Services Engineer
- Building Technician
- Joiner
- Draughtsperson
- Civil Engineer
- Roofer
- Stonemason
- Construction Engineer
- Chemical Engineer
- Design Engineer
- Electrical Engineer
- Materials Technician
- Welder
- Footwear Designer
- Interior Designer
- Graphic Designer
- Jewellery Designer
- Picture Framer
- Technical Illustrator
- Visual Merchandiser
- Textile Designer
- Baker
- Food Technologist
- Textile Technologist
- Chef
- Food Scientist
- Nutritionist
- Dietician
- Food Stylist



What skills will you learn?

- ✓ Design & planning
- ✓ Creative thinking
- ✓ Problem solving
- ✓ ICT Skills

Choose subjects

- Because you are good at them.
- Because you enjoy them.
- That are useful/needed for your future career choices.



Careers linked to English



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- Careers Adviser
- Public Relations/ Advertising
- Receptionist/Secretary
- Graphic Designer
- Hotel Manager
- Information Officer
- Accountant
- Childcare Assistant
- Sign Writer
- Translator
- Journalist/Presenter
- Magazine Editor
- Psychologist
- Speech Therapist
- Teacher
- Care Assistant
- Author
- Call Centre Operator
- Retail Assistant
- Chef
- Solicitor
- Computer Programmer
- Social Worker



What skills will you learn?

- ✓ Communication
- ✓ Research and presentation
- ✓ Literacy
- ✓ Critical analysis

Choose subjects

- Because you are good at them.
- Because you enjoy them.
- That are useful/needed for your future career choices.



Careers linked to **Media Studies**



#proudtobeUCC

- Publicist
- Researcher
- Script Writer
- Freelance Journalist
- Marketing Assistant
- Documentary Maker
- Editor - Books/Magazines
- Floor Manager
- Advertising
- Camera Person
- Stagehand
- Theatre/Cinema Manager
- Media Sales
- Production Assistant
- Copywriter
- Director/Producer
- Graphic Designer
- Lighting Technician
- Make-up Artist
- Sound Recordist



What skills will you learn?

- ✓ Thinking creatively
- ✓ Researching information
- ✓ Communication
- ✓ Presenting ideas

Choose subjects

- Because you are good at them.
- Because you enjoy them.
- That are useful/needed for your future career choices.

