



**Haberdashers' West Midlands Academies Trust**

**Haberdashers' Adams**

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

**2025-2026**

<b>Careers, Education, Information, Advice and Guidance Policy</b>	
<b>Named Responsibility of Policy</b>	Sonya Wilson – Head of Careers
<b>Date of Policy</b>	September 2025
<b>Date of next Review</b>	September 2026
<b>Governor Accountability</b>	Careers Committee

## **Rationale**

Careers education and guidance programmes make a major contribution to preparing young people for the opportunities, responsibilities and experiences of life. A planned progressive programme of activities supports them in choosing from a variety of different options that suit their individual interests and abilities and helps them to follow a career path and sustain employability throughout their working lives.

## **Commitment**

Haberdashers' Adams is committed to providing our young people with a programme of careers education, information, advice and guidance (CEIAG) for all pupils in Years 7 – 13.

Haberdashers' Adams endeavours to follow the statutory guidance for Careers Guidance and Access for Education and Training Providers and other relevant guidance from government agencies<sup>1</sup>.

## **Aims**

Haberdashers' Adams' CEIAG policy has the following aims:

- to contribute to strategies for raising achievement, especially by increasing motivation
- to support inclusion, challenge stereotyping and promote equality of opportunity
- to meet the needs of all our pupils through appropriate differentiation
- to focus pupils on their future aspirations
- to encourage participation in continued learning through higher education, further education and apprenticeships
- to enable pupils to make informed decisions and thereby maximise retention in higher education, further education and apprenticeships
- to develop enterprise and employability skills
- to contribute to the economic prosperity of individuals and communities
- to involve parents, carers, alumni and the wider business community

## **Roles / Responsibilities and Accountability**

The Head of Careers plans and co-ordinates the careers programme and is responsible to the Headmaster and Governors. Work Experience is also the responsibility of the Head of Careers in conjunction with external agencies.

The Head of Sixth Form (Mrs Charlotte Harman) and Sixth Form Office guide pupils through the application process for post-18 opportunities as part of their programme to prepare pupils for life beyond Haberdashers' Adams.

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<sup>1</sup> The most recent version of the Department for Education's guidance (May 2025) is available at: <https://www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools/careers-guidance-and-access-for-education-and-training-providers>

## **Development**

The policy was developed and is reviewed annually by the Head of Careers, Headteacher and Governors based on current good practice guidelines by DfES/Ofsted, the National Framework for CEIAG and the Gatsby Benchmarks.

## **Links with other Policies**

The policy supports and is underpinned by key school policies as detailed in Policies on the school website.

## **Implementation of Careers Education**

Careers education is delivered in Years 7 – 13 by the Head of Careers and by all teaching staff through links embedded within curriculum learning, as well as by external advisers and industry experts through assemblies, lectures and consultation events.

The Head of Sixth Form and Sixth Form Office also deliver activities including personal statement and curriculum vitae writing, application support and interview practice as well as promotion of taster courses and internships.

## **Equality and Diversity**

Careers education is provided to all pupils and provision is made to allow all pupils to access the curriculum. Pupils are encouraged to follow career paths that suit their interests, skills and strengths with the absence of stereotypes. All pupils are provided with the same opportunities and diversity is celebrated.

## **Curriculum**

In addition to careers learning embedded within subject specific areas, the careers programme includes co-curriculum careers events and activities, careers guidance and work experience programmes:

### **Year 7**

*An introduction to careers:* sharing aspirations; exploring careers within family networks; researching and discussing the wide variety of careers available; visit to national skills and careers fair.

### **Year 8**

*Making links:* reflecting on and linking personal skills and aspirations to career options and education pathways; entrepreneurship challenge.

### **Year 9**

*Linking career aspiration to post 14 (GCSE) options:* enterprise challenge; volunteering opportunities; introduction to Unifrog careers platform.

### **Year 10**

*Further developing links looking ahead to post 16 progression:* one-to-one careers guidance; industry and apprenticeships insights; careers and apprenticeships fair.

### **Year 11**

*Options for progression and building relationships:* work experience programme; profiling (optional); making links with further and higher education establishments and apprenticeship providers; careers fair.

## Year 12 and 13

*Planning for progression:* employability skills training; lecture programme; entrepreneurship and enterprise initiatives; work experience programme; one-to-one careers guidance; networking; support with applications; open day visits (industry and education); careers fair.

### Resources

#### i) **Careers Library**

Located within the main School Library offering a wide range of materials and resources outlining job and career ideas as well as information on further and higher education, apprenticeships, applications, skills and gap years opportunities.

#### ii) **Personnel**

The careers programme is planned and co-ordinated by the Head of Careers. All staff contribute to CIAEG through their roles as mentors and subject teachers. Delivery of the careers programme is supported by external advisers in the following aspects:

- Professional careers advisers (one-to-one guidance)
- Education Business Links team (work experience)
- Careers & Enterprise Company co-ordinator
- Enterprise Adviser

#### iii) **Extra Support**

Pupils in all years are targeted for extra help by the SENCO, Head of House and Form Tutors and Head of Careers. Haberdashers' Adams endeavours to follow the statutory guidance outlined in Chapter 8 'Preparing for adulthood from the earliest years' of the Special educational needs and disability code of practice: 0 to 25 years<sup>2</sup>.

#### iv) **IT**

The careers programme is supported by Unifrog Careers a fully integrated careers education and guidance system.

### Parents and Carers

Parental and carer involvement is encouraged at all stages. Online resources are specifically chosen to help parents and carers become more involved. All online resources are easily accessed through the links on the school website. Parents and carers are kept up to date with careers related information through bulletins, emails and careers information events.

At the start of their child's time at Haberdashers' Adams, parents and carers are invited to become part of the Haberdashers' Adams' community of volunteers who are available to work with pupils at different stages of their education to share their own expertise and experiences of the world of work through mentoring, talks, careers events and interview practice.

### Funding

Funding is allocated in the annual budget. The Head of Careers is responsible for the effective deployment of resources. Additional funds made available by The Careers and Enterprise Company

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<sup>2</sup> The most recent version of the Department for Education's guidance (updated April 2020) is available at: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/398815/SEND\\_Code\\_of\\_Practice\\_January\\_2015.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/398815/SEND_Code_of_Practice_January_2015.pdf)

and other bodies will be sought by the Head of Careers on advice from the LEA Careers & Enterprise Coordinator.

### **Staff Development**

Staff training needs are identified as part of the appraisal process and during regular planning meetings between the Head of Careers and the Deputy Headteacher – Curriculum (Ruth Crichton).

The school endeavours to meet training needs within a reasonable period of time.

### **Monitoring, Review and Evaluation**

When monitoring the success of the careers programme, the school considers formal and informal measures, qualitative and quantitative data and hard and soft outcomes for pupils.

The careers programme is evaluated in a number of ways, including:

- Pupil, staff, parent and carer feedback on their experience of the careers programme and what they gained from it, with suggestions for improvement, through annual surveys and in connection to specific events as appropriate
- Feedback from external partners and alumni in relation to specific events as appropriate
- Annual audit of careers learning within other subjects' curriculum and through enrichment activities strongly connected to the formal curriculum.
- Use of Compass self-evaluation tool to track and measure the school's careers programme against the Gatsby Benchmarks
- Bi-annual careers coordinators' best practice meetings with other Haberdashers' schools
- Bi-annual HWMAT Careers Committee

The programme is reviewed annually by the Head of Careers, Headmaster and the Governors (via the Careers Committee).

**Provider Access Policy** - *available from the school website under Policies*

### **Declaration to Pupils**

We, the governors and staff, fully support the statutory requirement for a programme of careers education in Years 7 – 13. As a pupil of Haberdashers' Adams, you are entitled to receive a programme of careers education, information, advice and guidance (CEIAG) as an important component of the curriculum.

### **Your CEIAG programme will help you to:**

- Understand yourself, your interests, likes and dislikes, what you are good at and how this affects the choices you make.
- Find out about different courses, what qualifications you might need and what opportunities there might be.
- Develop the employability skills you may need for working life.
- Make realistic, but ambitious, choices about courses and jobs.
- Develop a plan of action for the future.

- Understand the different routes after Year 11 and Year 13 including further and higher education and apprenticeships.
- Be able to make effective applications for work experience opportunities, further and higher education and apprenticeships.
- Develop your interview skills.
- Improve your confidence.

**You will receive:**

- Careers learning within the formal teaching curriculum.
- Co-curricular enrichment activities including meaningful careers encounters.
- Access to the Careers Library and to online resources.
- One-to-one careers guidance with a qualified, impartial careers adviser.
- Support to facilitate work experience.

**You can expect to be:**

- Treated equally with others.
- Given careers information and advice that is up to date and impartial.
- Given support adapted to your needs.
- Treated with respect by visitors to the school who are part of the careers programme.