



## Thomas Clarkson Academy Careers, Education, Information, Advice & Guidance Strategy 2023 – 2024

### A Strategy for CEIAG – Inspiring Generation Z

*Generation Z students were born after 1996 and are the 'iGeneration'. Whilst the expectation is that they have confidence with technology & social media, these advances have also brought new pressures. Building resilience, interpersonal communication skills and the ability to engage socially in an appropriate manner, remain key challenges. Undertaking this task during a time of economic crisis and post pandemic changes also brings additional issues, for example students and parents being able to access the internet outside of school should not be assumed.*

#### **Our Strategy:**

Our strategy at TCA is to ensure that all students are equipped to research, plan and achieve their career aspirations. This could mean progressing towards university, an apprenticeship, college, or employment – which ever route a student chooses, it is vital they are aware of the options available and how to identify the pathway that meets their individual strengths. To achieve this TCA will:

- Ensure students aspirations and ambitions are raised and they are exposed to a broad range of opportunities and experiences, including work experience;
- Ensure students can research their future options and have confidence in taking forward their decisions;
- Provide access to quality information, advice & guidance and ensure the CEIAG programme of delivery is continually developed to meet changing demands.

#### **Our Objectives:**

- To provide a quality, independent and impartial CEIAG service for students in Years 7 – 13, meeting the challenges they face at particular milestones and ensuring students' progress.
- To inspire students to challenge themselves through a programme of activities, opportunities and experiences.
- To engage with our stakeholders, including the local authority, employers, colleges, training providers and universities, to ensure students understand their future options and the labour market they will enter.
- To provide work experience for Year 10 and Year 12 students, enabling them to experience the world of work and test out potential careers.
- To provide a focus on STEM and GREEN opportunities and the career pathways that are developing.

#### **TCA's CEIAG Programme:**

TCA has a statutory responsibility to provide independent and impartial careers guidance for all pupils in years 8 - 13, although our programme and service delivery covers the whole school (Years 7 – 13). The programme has been developed with consideration to the Gatsby Benchmarks (*a requirement in the 'Careers strategy: making the most of everyone's skills and talents', December 2017, DfE, the*

*'Careers guidance and access for education and training providers', July 2021, DfE and the Skills and Post-16 Education Act 2022 consultation document (DfE) which indicates a potential implementation date of January 2023. The strategy also acknowledges the 'Skills for Jobs: Life Learning for Opportunity and Growth', January 2021, DfE and the CDI's new 'Career Development Framework Handbook'.*

The Gatsby Benchmarks requirements are:

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. Experiences of workplaces;
7. Encounters with further and higher education;
8. Personal guidance.

TCA's programme aims to ensure all students can progress to their chosen destination and reduce those students who become NEET (Not in Education, Employment or Training).

The structure of the programme is as follows:

<p>All students:</p> <ul style="list-style-type: none"> <li>• CEIAG resources are readily accessible, drop-in information at the TCA Careers Hub and one-to-one appointments can be booked. Students can also use email and TEAMS to ask questions.</li> <li>• Targeted careers education and information is covered in PSHE lessons (Years 7, 8 &amp; 9), tutor time activities, assemblies and additional 'off curriculum' sessions. This includes the provision of Step-Up booklets. CEIAG, PSHE &amp; SMSC have been co-ordinated to support and develop student learning and experiences.</li> <li>• Students have access to New Kudos and other online resources.</li> <li>• Trips &amp; experiences to inspire students and build confidence, some of these are directly linked to curriculum delivery.</li> <li>• CiC (Children in Care) &amp; SEN (Special Education Needs) students have additional one-to-one meetings and a CEIAG staff member present at case conferences is provided where appropriate.</li> <li>• Targeted careers education and information will be provided to those students in the ACE Centre, with additional one-to-one meetings where appropriate.</li> <li>• Availability of guidance appointments and advice during parents' evenings.</li> </ul>
<p>Year 7:</p> <ul style="list-style-type: none"> <li>• Enterprise activities, giving students an insight into the world of work and to meet employers.</li> <li>• Student Survey for evaluation purposes.</li> <li>• TCA Careers event.</li> </ul>
<p>Year 8:</p> <ul style="list-style-type: none"> <li>• Enterprise activities, giving students an insight into the world of work and to meet employers.</li> <li>• TCA Careers event.</li> <li>• Careers &amp; Kudos – Exploring Opportunities</li> <li>• Student Survey for evaluation purposes.</li> </ul>
<p>Year 9:</p>

- Enterprise activities, giving students an insight into the world of work and to meet employers.
- TCA Careers event.
- Options information events, assemblies & advice.
- Kudos & LMI Workshop.
- Student Survey for evaluation purposes.

Year 10:

- TCA Careers event.
- NEACO activities.
- CV & Interview skills workshop.
- Work experience – 1 week.
- Appropriate trips/events to support – ‘inspiring and challenging students to reach beyond their current experiences’.
- College Taster Day experience.
- Student Survey for evaluation purposes.

Year 11:

- One-to-one career guidance interviews to support with preparing and applying for post 16 options.
- Results day support.
- NCS events.
- NEACO activities.
- Student Survey for evaluation purposes.

Year 12:

- One-to-one career guidance interviews to support with preparing for post 18 options.
- Mentoring – career & work experience planning.
- TCA’s Careers event.
- NCS events.
- CV & Interview Skills workshop.
- Work experience – 1 week.
- UCAS events.
- Winter & Summer Programmes - preparing for the next step, including Kudos refresher and introduction to UCAS Hub and Oscar.
- Summer school applications – advice and support to apply.
- Aiming High – targeting students who need to complete additional assessments as part of their application process – Oxford and Cambridge candidates, medical, maths, law, veterinary, nursing applicants etc.
- Student Survey for evaluation purposes.
- NEACO activities.

Year 13:

- One-to-one interview to examine post 18 options, assistance in applying (UCAS & Degree apprenticeships).
- Results day support.
- One to one personal statement support.
- Additional support for those applying to Cambridge & Oxford and competitive subjects e.g., Medicine, Law.
- NCS events.
- Mock interviews.
- University student finance talk.

- UCAS, Kudos & OSCAR online facilities to enhanced student’s ability to research and plan for their future.
- NEACO activities.
- Parents Evening events.

**Key Partners:**

We have a number of key partners who assist in our delivery and with whom we create several innovative projects and experiences. These include:

NEACO	North Brink Medical Practice
NCS (National Citizen Service)	Cambridge University
Anglian Water	University of East Anglia
Metalcraft	Anglia Ruskin University
Greencore	College of West Anglia
Vine Law	Stamford & Peterborough College
NHS (Kings Lynn & Peterborough hospitals)	Cambridge & Huntingdon Regional College

**Evaluation:**

TCA use a range of tools, information and data to assess and evaluate CEIAG delivery including:

- Student tracking and destination analysis.
- Student data analysis.
- Student questionnaires.
- Student surveys.
- Student discussions.
- Student and Parent Voice.
- Feedback from stakeholders.
- Reflective exercises.

The CEIAG team are then able to reflect on current practice and develop the programme further.

**Engagement:**

TCA welcomes contact from all stakeholders including employers, colleges, training providers, universities, voluntary sectors organisations and parents. We involve them in a range of activities, for example:

- Work experience placements.
- Workshops & talks to inspire and inform students & staff.
- Student interviews.
- Projects (both in and out of school).

Anyone wishing to work with us should contact:

Mrs Sharon Smith,  
Careers Leader,  
Thomas Clarkson Academy,  
Corporation Road,  
Cambridgeshire,  
PE13 2SE

[Sharon.smith@thomasclarksonacademy.org](mailto:Sharon.smith@thomasclarksonacademy.org)

01945 585237

**Annex A** gives further detail in relation to our engagement strategy and how other can work with us.

**TCA's CEIAG team:**

Mrs L Tarsitano	CEIAG SLT (Senior Leadership Team) Lead – Vice Principal Academic
Mrs S Smith	Careers Leader ( <a href="mailto:sharon.smith@thomasclarksonacademy.org">sharon.smith@thomasclarksonacademy.org</a> ) – Level 6 qualified
Mr R Hall	Careers Officer & Academic Mentor ( <a href="mailto:Ryan.hall@thomasclarksonacademy.org">Ryan.hall@thomasclarksonacademy.org</a> )
Mr J Burton	CEIAG Link Governor

Strategy Published September 2023, pending Governor approval.

**To be reviewed by September 2024**

## **Annex A**

### **Thomas Clarkson Academy – Working with Others**

**(Providers, Employers, Parents, Alumni)**

The following statements and procedures give further detail to the engagement section of our 'Strategy for CEIAG – Inspiring Generation Z' document and can be found on our website. Thomas Clarkson Academy is committed to working with others to ensure students are aware of all the opportunities open to them and to raise students' aspirations.

#### **Employers:**

**Can be found: About the Academy, subheading – Working with Employers**

#### **Calling all employers – working with Thomas Clarkson Academy**

At Thomas Clarkson Academy, we recognise the importance of engaging with employers and offering students the opportunity to experience the world of work. This could be through careers events within school, work experience, talks from professionals or visits to work sites. These types of activities are vital in ensuring that our students are ambitious in their personal goals and that they are prepared for making future choices, and ultimately entering the work force, whether that be from university, college or through an apprenticeship.

We rely on employers working with us to deliver these experiences and ensure students are aware of the opportunities available not only within their local community, but also nationally and internationally. We appreciate your time is valuable but would welcome the chance to discuss how you feel you could be involved - we're happy to work with you to agree your commitment. For example, you could:

- Host a stand at our Careers Event
- Provide a work experience placement
- Come in to give a talk about your profession to interested students.
- Take part in a career's activity – where employers can share their knowledge and experiences with students, set them challenges or work with student groups to achieve a goal.
- Interview our students – enabling students to practice their interview skills and understand how they need to prepare. Each year, we look for people to interview our Year 13 students.
- Facilitate a visit to your workplace, allowing students to get a really good idea about what you do and how a workplace operates.

The website then gives the reader a number of Q&A documents and case studies they can read to gain a better sense of what it is like to work with Thomas Clarkson Academy and the benefits both for the students and the employers.

For more information or to find out how you can get involved, please contact:

Mrs Sharon Smith,  
Careers Leader,  
Thomas Clarkson Academy,  
Corporation Road,  
Cambridgeshire,  
PE13 2SE  
[Sharon.smith@thomasclarksonacademy.org](mailto:Sharon.smith@thomasclarksonacademy.org)

01945 585237

### **Provider Access:**

**Can be found: About the Academy, subheading – Working with Others (including provider access)**

**Working with Others – stakeholders, providers, parents, alumni etc.**

### **Raising aspirations through awareness of opportunities!**

Thomas Clarkson Academy welcomes requests from training providers, colleges, sixth forms, parents, voluntary groups and ex-students (to name a few) who are willing to come in and engage with our current students or share their facilities with us. We believe that enabling students to experience alternative venues and to be made aware of the range of opportunities available, prepares them to make better career planning decisions and builds their confidence.

The CEIAG Programme ensures that:

- Students can find out about technical education qualifications and apprenticeship opportunities, as part of the full range of educational and training options available at the appropriate transition point;
- Students hear from a range of local providers about the opportunities they offer - through for example, the annual Careers Event, assemblies, enterprise events or Teams Year group information site;
- Students understand how to make applications for their chosen pathways.

Providers are invited to take part in the following activities, although we are flexible and are happy to work with you to see how we could work together:

- Annual Careers Event (TBC) – whole school event
- Enterprise Events- throughout the year
- Grab A Grade week – a week of challenges and different events (Feb)
- Meet the Professional Talks – throughout the year
- Assemblies – throughout the year
- Year 13 interviews – Nov
- Year 10 CV Workshops
- Year 12 CV & Interview Workshops
- PSHE / SMSC Lessons

- Curriculum talks – linking careers to subjects
- Supporting Local Projects

Thomas Clarkson Academy has a range of facilities available including the main Theatre, classrooms, meetings rooms and sports halls. In addition, we can support the delivery of virtual events through Teams or presentations to groups. Providers are welcome to leave either a hard copy of their literature or prospectus for display in the CEIAG library area, which is accessible to students during break and at lunch time in addition to some lessons, or they can provide it digitally to be shared via the appropriate year group Teams information site.

If you would like to get involved with us, please contact:

Mrs Sharon Smith,  
Careers Leader,  
Thomas Clarkson Academy,  
Corporation Road,  
Cambridgeshire,  
PE13 2SE

[Sharon.smith@thomasclarksonacademy.org](mailto:Sharon.smith@thomasclarksonacademy.org)

01945 585237

The statement and procedure above ensure that Thomas Clarkson Academy complies with our legal obligations under Section 42B of the Education Act 1997.

Strategy Published September 2023, pending Governor approval.

**To be reviewed by September 2024**