



CHRISTOPHER WHITEHEAD LANGUAGE COLLEGE & SIXTH FORM

SCHOOL CAREERS STRATEGY AND ACTION PLAN

**SEPTEMBER 2018
to
AUGUST 2020**



**Christopher Whitehead
Language College & Sixth
Form is an active member of
the Worcestershire Careers
Hub and supports the
development of
Worcestershire's Future
Workforce through the
Worcestershire
Enterprise Adviser Network**





CHRISTOPHER WHITEHEAD LANGUAGE COLLEGE AND SIXTH FORM CAREERS STRATEGY

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CHRISTOPHER WHITEHEAD LANGUAGE COLLEGE & SIXTH FORM CAREERS STRATEGY

Purpose and aims

Christopher Whitehead Language College & Sixth Form is fully committed to ensuring that all of our students acquire the skills, knowledge and attitudes to manage their learning and career progression.

Christopher Whitehead Language College & Sixth Form has already established a range of effective careers guidance activities which we hope will guide support our students to achieve positive destinations such as A 'levels, Higher Education, Apprenticeships, Technical routes or Employment.

This careers strategy sets out Christopher Whitehead Language College & Sixth Form 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), The Worcestershire Local Enterprise Partnership (WLEP), Worcestershire County Council (WCC), Further Education (FE) and Higher Education (HE) providers, Worcestershire Apprenticeships (WA) 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 Christopher Whitehead Language College & Sixth Form will meet the requirement to meet the eight "Gatsby Benchmarks", set out within the Department for Education's careers strategy by August 2020.

This strategy outlines our whole school approach to delivering careers guidance to all of our students throughout their journey through education. Careers activity will therefore



take place across years 7 through to year 13 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 & ENTERPRISE COMPANY

ENTERPRISE ADVISER NETWORK WORCESTERSHIRE

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

Careers Hubs

Since October 2015, the Gatsby Charitable Foundation, in partnership with the Careers and Enterprise Company, has also been running a Careers Hub pilot in the North East



Local Enterprise Partnership area. This Careers Hub pilot was put in place to build on the support provided through the Enterprise Adviser Networks to achieve benchmarks 5 and 6 and support schools / colleges to achieve all eight of the Gatsby Benchmarks.

Following the conclusion of this pilot the Department for Education's Careers Strategy has requested that the Careers and Enterprise Company scale up this model by establishing 20 more Careers Hubs across the country, based on the North East Pilot model.

What is a Careers Hub?

A Careers Hub is a group of between 20 and 40 secondary schools / colleges / SEN Schools located in the same geographical area, working with universities, other education and training providers, employers and career guidance professionals to ensure that ALL the Gatsby Benchmarks are delivered in each school and college within the Hub and that careers outcomes are improved for all young people. Schools and colleges within the Hub should have a shared vision of how they will work together to improve outcomes for the young people in their area.

Worcestershire Careers Hub

In July 2018 the Worcestershire LEP, in partnership with Worcestershire County Council were successful in their bid for Worcestershire to be awarded "Careers Hub" status by the Careers and Enterprise Company.

The Worcestershire LEP will develop a careers Hub which will contain the maximum number of 40 educational establishments. The "Hub" delivery team over the next 2 years will work with member schools to ensure not only are they meeting the mandatory requirements set out within the Department for Education's Careers Strategy, achieve all eight of the Gatsby Benchmarks but will ensure that Worcestershire students will receive an increased number of employer encounters and activities which will in turn prepare them for the world of work.

The delivery team will continue to build on the success of our showcase careers event the Worcestershire Skills Show, support the promotion of the apprenticeship agenda working with our partner Worcestershire Apprenticeships, and ensure that ALL schools provide students with the opportunity to meet with FE / HE providers and universities to ensure they can continue to make informed choices about which educational and vocational pathways are open to them.

Work will also continue to expand the range of information available to students, parents, employers and teachers through the "Skills4Worcestershire" careers signposting website.



Strategic Careers Leader

As set out within the Department for Education's Careers Strategy Christopher Whitehead Language College & Sixth Form is required to have a designated member of our Senior Leadership Team named as our schools 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 all eight of the Gatsby Benchmarks by August 2020.

Mr David Farmer has agreed to undertake this role.

Mr David Farmer 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 David Farmer will lead our team which will include the following staff members:

Pauline J. Watmore
Careers Advisor & Coordinator

Our Enterprise Adviser

Through the Worcestershire LEPs Enterprise Adviser Network (Christopher Whitehead Language College & Sixth Form are delighted to have been assigned our own designated enterprise adviser.

(Bernie Pelster) 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.....





Bernie is responsible for the strategic direction of Open GI's talent, employee engagement and internal communications agendas. Bernie's HR career spans 20 years across public and private organisations, focusing mainly on employee relations, HR technology and mergers and acquisitions.

Bernie Pelster
Open GI, Worcester
Chief People Officer

Current position at Christopher Whitehead Language College & Sixth Form

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

Year 7

Visit to Three Counties Show – June
Worcester University visit - October

Year 8

October – Next Generation Innovators – Three Counties Showground
Two dedicated careers lessons in advance of options choices being made

Year 9

Big Bang Show NIA
Sky Lounge to highlight services to Older people in Worcester community
International Women in Engineering Day at Qinetiq
STEM Activity day with local company
Four dedicated Careers Lessons

Year 10

October – Tour of Malvern Spa
Higher Learner Potential (HLP) students visit Oxford University
March – Work experience week. Whole cohort on work experience at 190 different businesses
Four dedicated careers lessons

Year 11

1:1 Careers Guidance
Apprenticeship Presentation by external presenter
National Citizenship Presentation by external presenter
Vocational College Presentation by external presenter
Careers Week in November: Assembly, Mock Interviews, Careers Fair in school
Four dedicated careers lessons



Year 12

Careers Fair in School,
Weekly Careers Breakfast meetings with external business professionals
University visits
Visits to Companies
Apprenticeship Show NIA
Work Experience week
Apprenticeship presentation for parents and students
Access to one to one careers advice

Year 13

Careers Fair in School,
Weekly Careers Breakfast meetings with external business professionals
University visits
Apprenticeship Show NIA
Access to one to one careers advice

Teaching staff contribute to the delivery of careers guidance through:

Employer visits during classroom lessons.
Demonstrating the relevance of curricular subjects within career pathways
Attending careers related events with students

Local Employers contribute to the delivery of careers guidance through:

Offering work experience placements
Presenting career pathway information at assemblies
Attending Careers Fair
Taking part in Mock Interviews
Work place visits
Involvement of Enterprise Adviser

Parents contribute to the delivery of careers guidance through:

Attending Careers events within school
Supporting work experience at Year 10 and Year 12
Parent employer participation

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 all or the overwhelming 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 and to review the improvement of our programme by using the Compass evaluation and Tracker tools.

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.
- To promote the values of labour market information to parents /carers (where appropriate) to access and understand this information. To investigate careers and opportunities in learning, work ad apprenticeships and how these meet the local and national priorities.

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 and monitor the agreed actions and next steps
- 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.
- To ensure that careers related activity are built in throughout the school year and not just towards the end of any given topic / subject being delivered.
- Specific focus will initially be placed on linking curriculum to careers in English, Maths, Sciences and PHSE lessons.

5. Encounters with Employers and Employees

- To ensure that students receive at least ONE meaningful encounter with and employer during every year they are at school.
- 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 to them and the ways in which they can show they meet their corporate social responsibility.
- Create mechanisms where parents and alumni can express their interest to actively support employer related activity taking place within the school.
- 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 ensure that students receive at least ONE meaningful experience of the workplace by the end of year 11
- To ensure that students receive at least ONE further meaningful experience of the workplace during years 12 and 13.



- 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 Sixth Form Colleges and FE Colleges.
- Ensure all / overwhelming majority of students has been provided with information about the full range of apprenticeships including higher level apprenticeships through the Worcestershire Apprenticeships activity offer.
- Ensure all / overwhelming majority of students have experienced meaningful encounters with universities.

8. Personal Guidance

- Ensure all / overwhelming majority of students have had an interview with a professional and impartial careers adviser by the end of year 11
- Ensure all / overwhelming majority of students has had at least TWO interviews with a professional careers adviser by the end of year 13.

Promotion of Careers related activities

Christopher Whitehead Language College & Sixth Form will encourage the promotion of ALL careers related activity which takes place within the school through the creation of case studies and will share this activity through our school Twitter account and other social media channels.

This careers strategy document along with any case studies documents that are created will be placed on the school's website. These will also be shared with the Worcestershire LEP to be used to promote best practice across ALL careers hub member schools.

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 David Farmer
- 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 - (9th September 2019)
- 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. (December 2019)
- Inform parents of the creation of the schools new careers strategy and inform them of its location on the school website (December 2019)
- 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.

Timetable of planned careers related activity				
Autumn Term 2018				
Year Group	Activity Description (include details of employers and if activity takes place on or off site)	Date	Benchmark	RAG Status
8	Next Generation Innovators, Malvern Three Counties	Oct	4,5	
9	Big Bank Show NEC Birmingham	Nov	4,5	
10,11	Skills Show	Nov	4,5	
11,12,13	Careers Week in School-Mock Interviews Yr 11, Careers Fair Yr 11, 12,13	Nov	4,5	
11,10	Careers Lessons	Sept-Dec	2,3,4,5	
11,12.13	1:1 Careers Interviews	Sept-June	8	
12,13	Nick Baxter – in Sixth Form	Oct 3	2,4,5	
12,13	Dr Marc Price, In Sixth Form	Oct 10	2,4,5	
12,13	Mr Paul Jackson, Profit through change	Oct 24	2,4,5	
Timetable of planned careers related activity				
Spring Term 2019				
Year Group	Activity Description (include details of employers and if activity takes place on or off site)	Date	Covering Benchmark	RAG Status
10	Oriel College, Oxford Uni –raising aspirations	Feb	3,6	
10	Work Experience Week	March	2,6	



9,10,11	Timetabled Careers Lessons	Jan-May	2,4	

Timetable of planned careers related activity				
Summer Term 2019				
Year Group	Activity Description (include details of employers and if activity takes place on or off site)	Date	Covering Benchmark	RAG Status
7,8,9	International Women in Engineering Day at Qinetiq	June 21 st	2,5,6	
10	'Taster' session day at HOW	July 2 nd	2,5,6	
12	Year 12 work exp week	8-12 July	2,5,6	
9,10	Timetabled Careers Lessons		2,4	

Timetable of planned careers related activity				
Autumn Term 2019				
Year Group	Activity Description (include details of employers and if activity takes place on or off site)	Date	Covering Benchmark	RAG Status
8	Next Generation Innovators, Malvern Three counties	Oct	4,5	
11,12,13	Careers Week: Mock Interviews Yr 11; Careers Fair Yrs 11, 12, 13	Nov	4,5	
8,10,11	Timetabled Careers Lessons	Sept-Jan	1,2,3,4	
11	Vocational College Presentation		1,2,3,4,7	
12	Apprenticeship Presentation		1,2,3,4,7	
11,12	National Citizenship Presentation		1,2,3,4,7	
9	Big Bank Show NEC Birmingham	Nov	4,5	
10,11	Skills Show	TBC	4,5	
10,11,12,13	Dr Simon Blyth, Uni of Bristol	11 Sept	1,3,7	
10,11,12,13	Prof A Hart, Uni Gloc	18 Sept	1,3,7	



The Careers Enterprise Company	https://www.careersandenterprise.co.uk/
Gatsby Foundation	http://www.gatsby.org.uk/education/focus-areas/good-career-guidance
Post 16 Skills Plan	https://www.gov.uk/government/publications/post-16-skills-plan-and-independent-report-on-technical-education
Department of Education Careers Strategy	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/672418/Careers_guidance_and_access_for_education_and_training_providers.pdf
Skills For Worcestershire	http://www.skills4worcestershire.co.uk/
Government Careers Strategy December 2017	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf
National Careers Service	https://nationalcareersservice.direct.gov.uk/
UCAS (Universities and Colleges Admissions Service)	https://www.ucas.com/
Worcestershire Local Enterprise Partnership	http://www.wlep.co.uk/
Worcestershire Apprenticeships	http://worcsapprenticeships.org.uk/
Worcester 6 th Form College	http://www.wsfc.ac.uk/
HOW College	http://www.howcollege.ac.uk/
Kidderminster College	http://kidderminster.ac.uk/
Warwickshire College Group	https://wcg.ac.uk/page/1/home
Worcester University	https://www.worcester.ac.uk/

