

# **Woodfield Academy**

## **SCHOOL CAREERS STRATEGY AND ACTION PLAN**

**SEPTEMBER 2021  
to  
AUGUST 2022**



**Woodfield Academy is an  
active member of the  
Worcestershire  
Enterprise Adviser Network  
which supports the  
development of  
Worcestershire's Future  
Workforce through  
Worcestershire  
Enterprise Adviser Network**



# WOODFIELD ACADEMY CAREERS STRATEGY

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# WOODFIELD ACADEMY CAREERS STRATEGY

## Purpose and aims

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

Woodfield Academy 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 Woodfield Academy 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 Woodfield Academy will meet the requirement to meet the eight "Gatsby Benchmarks", set out within the Department for Education's careers strategy by August 2022.

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 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 16 schools covering Wychavon, Redditch and Bromsgrove. In September 2020 we were given Careers Hub Status for Middle Schools.





## **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 exceeded 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 also 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 their 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 / Training 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 Woodfield Academy is required to have a designated member of our Senior 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 all eight of the Gatsby Benchmarks by August 2022.

Miss Chapman has agreed to undertake this role.

Miss Chapman 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.

Any feedback regarding this strategy should be sent to [office@woodfield-academy.org.uk](mailto:office@woodfield-academy.org.uk)

### **Our Enterprise Adviser**

Through the Worcestershire LEPs Enterprise Adviser Network Woodfield Academy are delighted to have been assigned our own designated enterprise adviser.

Paul Mitchell 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.

Name	Paul Mitchell	Profile Picture 
Position	Advanced Business Systems Manager (Lean)	
Organisation Name	Howmet Aerospace	
CEC Related Role	Enterprise Advisor	

Professional Background / Brief description of current role
Following A levels, I undertook a 4-year advanced apprenticeship in mechanical and electrical engineering technical level completing HNC level 4 and Apprenticeship level 4. I have since worked in aerospace engineering as a quality engineer and progressed to the advanced business systems manager driving a change in culture to like that of the Toyota Production System. An advanced business systems manager is a continuous improvement role and drives down cost in the business through productivity improvements.
In your own words why is it important to support the development of Worcestershire's Future Workforce?
People need to see that there are numerous options available in the outside world post school. They may not want to follow the stereotypical approaches available but may not be aware of all alternatives. It's also perfectly ok to not know what you want to do when you leave school. The truth of it is that not everyone is going to be a managing director in a business, and there is absolutely nothing wrong with that. I went through school struggling with grades and left further education qualified as a drama student! Then chose aerospace engineering with no prior experience or knowledge. The sky is the limit for any individual and you take it as far as you want to go!
Why did you decide to become involved within the CEC initiative?
Over the course of my 10 years in engineering I have supported local schools with careers both physically and financially through the business foundation. Having seen some of the results with ex-students coming to my business for interviews it is clear that these initiatives work.
Any other info (achievements / awards / personal goals etc.)
Winner of The Regional Apprentice award for 4 years. Winner of the ABS awards for 2019 (Awarded \$500K) Advanced 4-year Apprenticeship HNC level 4 in Mechanical and Electrical Engineering Lean Six-Sigma Black Belt NEBOSH Health and Safety Centre of Excellence Level 3 Institute of Leadership and Management Graduate

## **Current position at Woodfield Academy**

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

### **Year 7**

- Money matters workshop
- Police assemblies
- Goals and aspirations
- Relationships and teamwork
- Careers afternoon
- Employer visits during classroom lessons.

### **Year 8**

- Visit to the Worcestershire Skills Show
- Careers carousel
- VIY
- Police assemblies
- Further Education assemblies
- Relationships and teamwork
- Goals and aspirations
- Careers afternoon
- Employer visits during classroom lessons.

## **Our Objectives for 2021 to 2022**

### **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 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**

Woodfield Academy 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 schools 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.

## **Careers Programme and Provider Access Policy**

### **Introduction**

This policy statement sets out the arrangements for managing the access of providers to pupils at the school for the purpose of giving them information about the provider's education or training offer. This complies with the school's legal obligations under Section 42B of the Education Act 1997.

Woodfield Academy is committed to providing a personalised education package for all our pupils, and this is reflected by our careers programme. Pupils will access different elements of the programme at different stages of their education whilst the focus will always be on preparing them for their future pathways, considering their own preferences. Our Careers Action Plan outlines our generic careers offer from Year 7 to Year 8. For some pupils, a more personalised offer will be in place. Our focus links directly to the requirements of the '*Gatsby Good Career Guidance*' report (2014) which became the basis for the statutory '*Career's guidance and access for education and training providers*' (2018).

### **Pupil entitlement**

The statutory guidance is relevant to 'all pupils in years 7-13' and we will also consider young people's developmental ages when preparing appropriate careers activities at Woodfield Academy ensuring that our pupils receive a careers programme which offers them opportunities to:

- find out about technical education qualifications and apprenticeship opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point.

- hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships.
- understand how to make applications for the full range of academic and technical courses.

### **School's Careers Leader**

Parents, teachers and employers may gain further information about our careers programme by contacting:

**Miss Chapman**  
**01527 527 081**  
**office@woodfield-academy.org.uk**

### **Measuring and Assessment of the impact of the careers programme on pupils.**

Evaluation of our careers programme is designed to enable us to examine what we do, consider how we can improve it and provide stakeholders with a summary of this. This will include gathering information from the pupils about how they feel about their experiences in relation to the careers programme.

It is our aim to provide pupils with both experiences of the workplace and / or encounters with employers. These encounters and experiences will take place as part of curriculum lessons / workplace visits / assemblies / attending Careers Fairs and Events.

### **Management of provider access requests.**

Providers wishing to request access should contact:

**Miss Chapman**  
**01527 527 081**  
**office@woodfield-academy.org.uk**

### **Opportunities for access**

Our curriculum and careers programme include opportunities for providers to come into school to speak to our pupils and/or their parents/carers. These can be arranged during timetabled Careers lessons or at other suitable times. Please speak to our designated staff member to identify the most suitable opportunity for your organisation.

### **Premises and facilities**

The school will make the main hall, classrooms or private meeting rooms available for discussions between the provider and students, as appropriate to the activity. The school will also make available AV and other specialist equipment to support provider presentations. This will all be discussed and agreed in advance of the visit with the designated staff member or a member of their team. Providers are welcome to leave

a copy of their prospectus or other relevant course literature with the designated staff member, who will ensure that these are available for the pupils to have easy access.

### **Provider Access Requests**

All requests will be given due consideration by Woodfield Academy and Senior Leadership link and requests will be refused if:

- They impinge on students' preparation for public or internal exams
- They clash with other school events such as visits, other speakers, well-being days, school photographs, sports days, public or internal exams, parents' communication events etc.
- The school is unable to provide staff to support the presentation or talk due to previous commitments
- Rooming for the talk or event is unable to be found due to timetabling clashes

### **Feedback**

Woodfield Academy welcomes parental and employer participation within our careers related activities. Should you wish to support our activity or provide feedback on our Careers Strategy then please contact our Strategic Careers lead directly.

## **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>
Post 16 Skills Plan	<a href="https://www.gov.uk/government/publications/post-16-skills-plan-and-independent-report-on-technical-education">https://www.gov.uk/government/publications/post-16-skills-plan-and-independent-report-on-technical-education</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>
UCAS (Universities and Colleges Admissions Service)	<a href="https://www.ucas.com/">https://www.ucas.com/</a>
Worcestershire Local Enterprise Partnership	<a href="http://www.wlep.co.uk/">http://www.wlep.co.uk/</a>
Worcestershire Apprenticeships	<a href="http://worsapprenticeships.org.uk/">http://worsapprenticeships.org.uk/</a>
Worcester 6 <sup>th</sup> Form College	<a href="http://www.wsfc.ac.uk/">http://www.wsfc.ac.uk/</a>
HOW College	<a href="http://www.howcollege.ac.uk/">http://www.howcollege.ac.uk/</a>
Kidderminster College	<a href="http://kidderminster.ac.uk/">http://kidderminster.ac.uk/</a>
Warwickshire College Group	<a href="https://wcg.ac.uk/page/1/home">https://wcg.ac.uk/page/1/home</a>
Worcester University	<a href="https://www.worcester.ac.uk/">https://www.worcester.ac.uk/</a>

