



Holyhead

Teach What Matters

Careers Education, Information, Advice and Guidance (CEIAG) Policy

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Autumn Term 2025

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Autumn Term 2028

Policy Lead:

S Wilkins

Signed by:

Principal

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Chair of Governors

Date: 2 December 2025



Details of the Changes

Page No	Section, if applicable	Details of the change/ amendment etc

Careers Education, Information, Advice and Guidance (CEIAG)

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Careers Education, Information, Advice and Guidance (CEIAG)

1. Introduction

The career choice of our students reflects the progress they make in learning and work. Holyhead's vision is that all students will have access to first class information, advice and guidance to enable them to access the very best opportunities. It is part of the vision and mission of the school that all learners need a planned programme of activities to help them choose Year 8-13 pathways that are right for them to manage their careers, sustain employability and achieve personal and economic well-being throughout their lives. The programme will therefore leave students challenged, prepared and encouraged to succeed.

1.1 Policy context

Holyhead recognises that it has a statutory duty to provide careers education in Years 7-11 (1997 Education Act, 2003 Education Regulations, 2017 Technical and Further education Act) and to give learners access to impartial careers information, education and guidance (1997 Education Act, 2008 Education and Skills Act, 2011 Education Act) and as delineated within the 8 Gatsby Benchmarks referred to in the statutory guidance issued by the Department for Education (January 2018).

Holyhead is committed to providing a planned programme of impartial careers education and information, advice and guidance (CEIAG) for all learners 7-13, in partnership with the Central Region School Trust and specialist providers. The vision includes the aims of linking curriculum learning with careers, with all students in every year having the opportunity to learn how the different subjects across the curriculum are applicable to the world of work as well as building partnerships with educational and employment providers, enabling students to have multiple opportunities to learn what they will need to do to prepare for the world beyond school.

Holyhead also commits to providing targeted support for learners with additional needs ensuring all have experiences in different contexts, such as work visits, work shadowing and/or work experience and experiences with providers of the full range of learning opportunities, including Sixth Forms, colleges, universities and apprenticeship providers. Students with an EHCP will have access to the independent careers adviser for scheduled careers interviews from year 9 onward and all other students with additional needs will benefit from small group presentation of their options and support with applications for transition. Parents will be invited to attend careers interviews and transition review meetings.

Mentoring programmes will allow students to gain confidence in building and practising employability skills as well as undertaking suitable taster opportunities.

Students identified as potential NEET will be targeted for intervention from year 10 and will benefit from targeted applications workshops where they meet with apprenticeship and FE providers.

Holyhead endeavours to follow best practice guidance from the careers profession, employers, expert bodies such as Ofsted and from Government departments.

This policy was developed and is reviewed annually in discussion with teaching staff, learners, parents, governors, advisory staff and other external partners. CEIAG is supported by a Link Governor.

A number of other policies are linked to the CEIAG policy including the

- Behaviour Management Policy
- SEND Information Report and Policy
- Provider Access Policy

2. Objectives

2.1 To meet the needs of our learners (**Gatsby Benchmark 1, 3**)

The careers programme is designed to meet the needs of the students at Holyhead.

Activities are differentiated and personalised to ensure progression in their career learning and development and to strengthen their motivation, aspirations and attainment at school.

2.2 To provide the CEIAG Entitlement for all students (**Gatsby 2, 3, 4, 8**)

Learners are entitled to CEIAG which meets professional standards of practice, delivered by trained staff and which is person-centred, impartial and confidential. Activities are embedded into the curriculum and based on a partnership with students and their parents/carers. The programme will raise aspirations, challenge stereotyping and promote equality and diversity as well as provide access to up-to-date labour market information and individual guidance.

3. Implementation

Responsibility for CEIAG within Holyhead School lies with the Careers Director (Ms Sarah Wilkins). Work experience is planned and implemented for Year 10 and Sixth Form students by the Careers Director. Ms Wilkins can be contacted on (0121) 523 1960 or via email swilkins@crst.org.uk. The link Vice principal for careers is Mr D Wright, who can be contacted via College Reception.

The Careers Director is responsible for the planning, coordination, implementation and management of the CEIAG and WRL programme, materials, resources and opportunities.

All staff contribute to careers education, information, advice and guidance through their roles as Form Tutors and subject teachers. Specialist sessions are delivered by external providers, staff with responsibility for careers and Form Tutors. Careers information is available in the dedicated Careers Room.

3: 1 The careers programme includes:

- Careers education sessions, delivered through enrichment days, Assemblies, collapsed timetable days and guided Form Tutor led sessions during tutor time.
- College Careers Convention
- Mock Interview events
- Career guidance activities (group work and individual activities)
- Information and research activities (in the Learning Resource Centre and through the Internet)
- Work related learning, including engagement with employers, colleges, training providers and Universities.
- Individual learning and planning activities.
- Enterprise activities through enrichment days and visits
- Work Experience programme for Year 10 and Year 12 students
- Labour market information and skill development to enable learners to discover information individually.
- Information on making applications for a full range of academic and technical courses.

3:2 Students will be provided with opportunities of mentoring, workplace visits, work experience, work shadowing, enterprise clubs, employer talks and higher education presentations.

- Where appropriate, we will arrange visits for students to local colleges, work-based education and training providers and universities. These providers will also visit us in college to facilitate presentations, assemblies, and masterclasses. This will assist students in making an informed decision about their future career.
- Where possible we will continue to develop partnerships with local universities and colleges, apprenticeships providers, local employers, and training providers.
- All students have access to a wider variety of external speakers from local and national employers, professional organisations, higher education representatives and alumni, Through 'Future Fridays'
- Students who are interested in joining the armed services at the end of Year 11 / Year 13 have the opportunity to discuss opportunities with visiting professionals.
- Year 10 and Year 13 students will take part in a Mock Interview Day in college. Year 11 students will have the opportunity for a Sixth Form or College 'Taster Day', where they select a day at a local college or a day as a Sixth Form student.
- All Year 11 and Year 13 students are provided with a one to one interview, facilitated independently by Sandwell Connexions. Should students of any year group require an individual appointment they should contact Ms Wilkins, either in the Careers office or via email swilkins@crst.org.uk. Referrals can also be made by parents or via school staff.

3:3 Parent / Carer entitlement.

- Parent can access careers support for their child in a variety of ways including:
- Individual meetings
- Drop in sessions, options and parent's evenings and on results day
- Careers information and computer-based careers programmes, such as the Portal and National Careers Service website
- Information and updates on the academies 'website and Twitter
- Dedicated assembly to access UCAS and Student Finance information
- To receive information about work experience and the opportunity to discuss work Experience issues

3:4 Links with the community, outside agencies and Businesses.

Links are being constantly maintained and developed further with local colleges of Further Education, Universities throughout the United Kingdom (including Oxbridge), Birmingham EBP, Department for Work and Pensions, links with employers / work placement providers, Higher Education institutions, the Armed Forces, and the community sector.

4. Technical Education Qualifications and Apprenticeships.

Students in years 8-13 are entitled to the following:

- To find out about technical education qualifications and apprenticeships opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point.
- To hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships – through options evenings, assemblies and group discussions and taster events. Providers wishing to support the college programme should contact Ms Wilkins, via telephone 0121 523 1960 or via e-mail swilkins@crst.org.uk
- To understand how to make applications for the full range of academic and technical courses.

The full College Careers Plan is available via the college website www.holyheadschool.org.uk

The effectiveness of the school careers programme is evaluated on an annual basis, considering destination statistics, feedback from partners including Birmingham Careers Service, universities, colleges and training providers, as well as students and parents / carers.

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The report found 8 benchmarks of best practice, which are now more commonly known as 'The Gatsby Benchmarks.' They 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. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance