



HANLEY CASTLE HIGH SCHOOL & SIXTH FORM CENTRE

School Careers Strategy & Action Plan

September 2021

To be reviewed September 2022



Hanley Castle High School is an active member of the Worcestershire Careers Hub and supports the development of Worcestershire's Future Workforce through the Worcestershire Enterprise Adviser Network.

Hanley Castle High School

CAREERS STRATEGY

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Purpose and Aims

Hanley Castle High School is fully committed to ensuring that all of our students acquire the skills, knowledge and attitudes to manage their learning and career progression.

We have already established a range of effective careers guidance activities which we hope will guide and support our students to achieve positive destinations such as A Levels, Higher Education, Apprenticeships, Technical routes or Employment.

This careers strategy sets out Hanley Castle High School's 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 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 Hanley Castle High School will meet the requirement to achieve 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 educational journey. Careers activities will therefore take place across years 7 through to year 13 as part of the mandatory requirements set by the 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.

To date Worcestershire has recruited 80+ Enterprise Advisers and assigned each of them to schools participating within the initiative.





The Careers Strategy



**Careers strategy:
making the most of
everyone's skills and
talents**

December 2017

In December 2017 the government's 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 education and 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. The 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 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 has developed 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 Careers Hub delivery team will continue to build on the success of showcase careers events, such as the Worcestershire Skills Show, support the promotion of the apprenticeship agenda, working with their partner Worcestershire Apprenticeships, and ensure that we provide our 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 Hanley Castle High School is required to have a designated member of staff named as our school's Strategic Careers Lead, who will be supported by a member of our Senior Leadership Team.

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.

Mrs Louise Price (Careers Leader and Head of Work-Related Learning) has agreed to undertake this role, supported by Mr Sam Cook (Assistant Headteacher, Post-16 Studies).

Louise Price will provide both the Headteacher and the board of governors with regular updates on our progress and will work closely with the Worcestershire LEP delivery team, our assigned Enterprise Advisers and local employers to ensure we deliver this strategy.

We actively welcome feedback to enable us to continually improve and develop our careers programme for our young people. If you wish to comment or provide feedback on any aspect of our careers programme, please email Louise Price pricel@hanleycastlehs.org.uk



Our Enterprise Advisers

Through the Worcestershire LEAs Enterprise Adviser Network Hanley Castle High School are delighted to have been assigned our own designated enterprise advisers.

Tracey Mirrelson and Greg Jones will be supporting our careers team to assist us to facilitate careers related activity which will help us achieve Gatsby Benchmarks 5 and 6.

Tracey Mirrelson



Tracey is a senior software engineer with over 25 years of experience. She is currently a team leader for 12 software engineers at QinetiQ and has been at QinetiQ for the last 15 years. Prior to this Tracey had her own company whilst she was self-employed as a computer contractor. Tracey is a registered STEM ambassador and regularly volunteers, actively encouraging pupils to get involved in coding. Tracey has been the EA for Hanley Castle High School since 2016.

Greg Jones



Greg is a Molecular Microbiologist by trade and has worked in the food industry for the last 15 years. He started as a scientist performing microbiological tests for clients and running research projects. The skills Greg learnt there have been invaluable for his current role which focuses on managing the company's knowledge and developing skills.



Current position at Hanley Castle High School

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

Year 7

- Careers education and lessons within the PSD carousel
- Assemblies and tutor-based discussions supporting future choices and opportunities
- Curriculum lessons linking subjects to career opportunities
- STEM clubs and STEM activities organised by STEM Co-ordinator
- External open events, activities, workshops and opportunities shared with students through our fortnightly careers bulletin
- Activities Week – skills building
- Employer engagement activity – ‘Careers Treasure Hunt’
- Personal reflection and evaluation of careers related learning and activities

Year 8

- Careers education and lessons within the PSD carousel to include the Business & Enterprise Programme with Grant Thornton LLP
- Options process – meetings with pastoral and careers staff, tutor support, information and guidance for parents, targeted area on website and display boards
- Careers drop in sessions to support the options process
- Visit to the Three Counties Careers Fair, accompanied by tutors
- Futures Fortnight event
- Introduction to Unifrog careers platform
- Assemblies, subject talks/workshops and tutor-based discussions supporting future choices and opportunities
- Apprenticeship presentation
- Curriculum lessons linking subjects to career opportunities
- STEM clubs and STEM activities organised by STEM Co-ordinator
- Y8 Science Fair – supported by local employers
- External open events, activities, workshops and opportunities shared with students through our fortnightly careers bulletin
- Activities Week – skills building
- Personal reflection and evaluation of careers related learning and activities

Year 9

- Careers education and lessons within the PSD carousel
- Access to Unifrog careers platform
- Futures Fortnight event – including employer engagement activity
- Assemblies and tutor-based discussions supporting future choices and opportunities
- Apprenticeship presentation
- Curriculum lessons linking subjects to career opportunities
- STEM clubs and STEM activities organised by STEM Co-ordinator
- Careers drop in sessions
- Activities Week – skills building



- External open events, activities, workshops and opportunities shared with students through our fortnightly careers bulletin
- Personal reflection and evaluation of careers related learning and activities

Year 10

- Careers education and lessons within the PSD carousel
- Access to Unifrog careers platform
- Curriculum based career opportunities through our KS4 Alternative Curriculum Pathway
- Work Experience Information Evening combined with Parents' Information Evening
- Y10 Assembly – including introduction of work experience
- Whole year group visit to the Worcestershire Skills Show
- University experience days
- FE College Taster Days
- Work Experience
- Sixth Form Taster Day
- STEM activities organised by STEM Co-ordinator
- External open events, activities, workshops and opportunities shared with students through our fortnightly careers bulletin
- Assemblies and tutor-based discussions supporting future choices and opportunities; school staff, apprenticeships, employers
- Apprenticeships presentation – Worcestershire Apprenticeships
- Curriculum lessons linking subjects to career opportunities
- Careers drop-in sessions/work experience support
- Personal reflection and evaluation of careers related learning and activities

Year 11

- Careers education and lessons within the PSD carousel
- Access to Unifrog careers platform
- Curriculum based career opportunities through our KS4 Alternative Curriculum Pathway
- Parents' Information Evening
- Pathway Assembly
- HE/FE/Training Provider – talks/presentations
- 1:1 interview with Careers Adviser
- Sixth Form Open Evening and Sixth Form taster sessions
- Opportunity to participate in the National Citizenship Programme – series of assemblies
- Employer led CV session
- Workshops with Careers Adviser – CV support, apprenticeships
- STEM activities, workshops, work place visits
- Assemblies and tutor-based discussions supporting future choices and opportunities; school staff, apprenticeships, employers
- Apprenticeships presentation and workshop – Worcestershire Apprenticeships
- STEM activities, workshops, work place visits
- External open events, activities, workshops and opportunities shared with students through our fortnightly careers bulletin
- Personal reflection and evaluation of careers related learning and activities



Sixth Form

<ul style="list-style-type: none"> • Timetabled IAG sessions – fortnightly, to include <ul style="list-style-type: none"> ○ Life skills/personal well-being ○ Career research and Careers Pathways Sessions ○ UCAS ○ Apprenticeships 	Y12 & Y13
<ul style="list-style-type: none"> • Dedicated IAG programme – supported by the KS5 Team and tutors 	Y12 & Y13
<ul style="list-style-type: none"> • 1:1 interviews with Careers Advisor 	Y12 & Y13
<ul style="list-style-type: none"> • Assemblies <ul style="list-style-type: none"> ○ Employers ○ Apprenticeships - Worcestershire Apprenticeships, Training Providers and ex-students ○ Work Experience 	Y12 & Y13
<ul style="list-style-type: none"> • Parents' Information Evening 	Y12 & Y13
<ul style="list-style-type: none"> • University talks and presentations 	Y12 & Y13
<ul style="list-style-type: none"> • Volunteering programme (Hanley Honours) 	Y12 & Y13
<ul style="list-style-type: none"> • External open events, activities, workshops and opportunities shared with students through our fortnightly careers bulletin 	Y12 & Y13
<ul style="list-style-type: none"> • University visits 	Y12 & Y13
<ul style="list-style-type: none"> • HE+ Programme and EPQ 	Y12 & Y13
<ul style="list-style-type: none"> • Personal reflection and evaluation of careers related learning and activities 	Y12 & Y13
<ul style="list-style-type: none"> • Employer led CV/Interview session 	Y12
<ul style="list-style-type: none"> • Y12 Mock Interview Programme 	Y12
<ul style="list-style-type: none"> • Work Experience 	Y12
<ul style="list-style-type: none"> • Y12 Inspiration Day – supported by employers, Worcestershire Apprenticeships, Universities, Alumni 	Y12

Teaching staff contribute to the delivery of careers guidance through:

- Supporting the delivery of our careers programme and the related experiences and opportunities throughout the academic year
- Employer visits during classroom lessons
- Linking subject learning to careers
- Delivery and support of careers lessons within the PSD/IAG carousel
- Attending relevant training sessions
- Organising subject specific educational trips and visits
- Accompanying students to external careers activities

Local Employers contribute to the delivery of careers guidance through:

- Workplace visits
- Work experience
- Assemblies/talks
- Workshops
- Careers Fairs
- Student mentoring
- Mock interviews



Parents contribute to the delivery of careers guidance through:

- Supporting the delivery of our careers programme and the related experiences and opportunities throughout the academic year
- Support to arrange work experience placements
- Parents employer participation – work experience, workshops, mock interviews
- Accompanying their child to open events and support with making applications
- Attendance at parents' information evenings

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 Leadership Team within school 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 and 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 and Code Clubs.
- To ensure that careers related activities 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 an 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.
- To 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

- To ensure all / overwhelming majority of students receives at least ONE meaningful encounter with Sixth Form Colleges and FE Colleges.
- To 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

Hanley Castle High School 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 @HanleyCastle and on our website.

This careers strategy document will be placed on the school's website. Any case studies that are created 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 to 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 2021 to 2022

- Identify a named person to become our Strategic Careers Lead by the end of September 2021 – Louise Price.
- Create a whole school Careers Strategy which is to be published on the school website and has gained approval from the school's Senior Leadership Team and the Board of Governors (updated and formally approved 25.11.21).
- 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.
- Inform parents of the school's Careers Strategy and its location on the school website (October 2021).
- 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.



Useful links / Resources

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/Carers_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/