

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



Date approved: July 2026

Approved by: LGB

Date of next review: July 2027

This policy aligns with the 2025 Statutory Guidance and includes the Gatsby benchmarks.

Introduction

Rationale for Careers Education and Guidance

At The South Wolds Academy, we are committed to delivering a high-quality programme of Careers Education, Information, Advice and Guidance (CEIAG) that enables every student to make informed decisions about their future. Our careers programme is embedded throughout each student's journey in school and is designed to recognise and build upon their individual interests, strengths, abilities and aspirations.

Our approach supports students in exploring a wide range of progression pathways while reflecting the high expectations and academic ambition of the school. We aim to ensure that every young person is equipped with the knowledge, skills and confidence to make well-informed choices about further education, higher education, apprenticeships and future employment.

Aims and Purpose

The aims of our CEIAG programme are to:

- Prepare students for successful progression beyond secondary education, including higher education, apprenticeships and employment.
- Enable students to make informed, realistic and ambitious decisions about their future learning and career pathways.
- Provide a broad range of meaningful careers-related experiences that enhance learning and personal development.
- Develop the knowledge, skills and personal qualities required for future success, including communication, teamwork, leadership, resilience, creativity and problem-solving.
- Raise aspirations by introducing students to a diverse range of education, training and career opportunities.
- Encourage students to understand their own strengths, interests and values, enabling them to make confident and well-informed choices.

The school delivers its careers programme in accordance with the most recent statutory guidance on careers education and guidance (2025). We are committed to meeting our statutory duties for providing independent and impartial careers guidance, with the Governing Body and Headteacher providing strategic oversight of the school's careers provision.

We believe that all students should have access to a rich and varied programme of curricular and extra-curricular opportunities that develops the personal characteristics and employability skills needed for lifelong success. Qualities such as resilience, determination, confidence and adaptability are essential for achievement in education and the workplace, and our careers programme actively supports their development.

High-quality, independent careers guidance plays a vital role in helping young people understand the opportunities available to them and the pathways that will enable them to achieve their ambitions. Access to accurate, up-to-date labour market information and impartial guidance ensures that students are able to make informed decisions about subject choices and future careers.

The school recognises its statutory responsibility to provide independent careers guidance for all students in Years 7 to 13. Through a planned and progressive programme, we seek to inspire every student to fulfil their potential, broaden their horizons and aspire to ambitious futures. By developing meaningful links with employers, universities, training providers and the wider community, students gain valuable insights into the world of work and develop an understanding of how their education can lead to a wide range of rewarding opportunities.

Commitment to Careers Education

At The South Wolds Academy, we are committed to providing an inclusive, high-quality programme of Careers Education, Information, Advice and Guidance (CEIAG) that supports every student in achieving their aspirations. We work collaboratively with independent careers advisers, employers, higher and further education providers, apprenticeship organisations and local partners to deliver a broad and impartial careers programme.

Our careers provision is embedded throughout the curriculum and wider school life, ensuring that students

progressively develop the knowledge, skills and attributes required to make informed decisions about their future education, training and employment.

Our careers programme includes:

- meaningful encounters with employers, professionals, alumni and inspirational speakers;
- careers fairs, networking events and industry workshops;
- visits to universities, colleges, apprenticeship providers and workplaces;
- mentoring and coaching opportunities that develop confidence, resilience and employability skills;
- curriculum-based careers learning that demonstrates the relevance of subjects to future education and employment;
- high-quality work experience and workplace encounters that reflect students' interests, strengths and career aspirations;
- impartial guidance on the full range of post-16 and post-18 pathways, including A Levels, T Levels, apprenticeships, higher education, technical education and employment;
- individual careers guidance interviews delivered by appropriately qualified careers professionals;
- targeted support for students with additional needs, disadvantaged students and those at risk of becoming NEET (Not in Education, Employment or Training);
- information and guidance on financial support available for post-16 and post-18 education and training;
- careers education that actively promotes equality, diversity and inclusion by challenging stereotypes and encouraging students to consider the widest possible range of career opportunities.

Through these experiences, students gain a realistic understanding of the labour market, develop essential employability skills and become confident in making ambitious and informed decisions about their futures.

Information Advice and Guidance

The school uses a digital careers platform; Unifrog, to support students in researching careers, exploring progression routes and planning their future pathways. These resources complement a comprehensive programme of careers education delivered through the curriculum, Personal Development and enrichment activities.

Independent and impartial careers guidance is provided through a combination of internal support and external careers professionals, ensuring that all students receive personalised advice appropriate to their individual needs and aspirations. Students are encouraged to make use of a wide range of labour market information and progression resources to support informed decision-making.

The effectiveness of the school's careers programme is evaluated through regular review using the Compass+ evaluation tool, Gatsby Benchmark assessments, student and employer feedback, destination data and academic outcomes. These measures enable the school to monitor the impact of its provision and identify opportunities for continuous improvement. Success is reflected in students progressing to a broad range of positive destinations, including higher education, apprenticeships, further education, employment and other high-quality training opportunities.

Links with other policies

The policy for CEIAG supports and is itself underpinned by a range of key school policies and this policy should be read alongside the school's policies including for pupil premium, SEND and Equality, Diversity and Inclusion.

Management

The Careers Leader facilitates and promotes career opportunities and Work Experience and reports to the Senior Leader with responsibility for this area. Careers has the support of a designated link governor.

Staffing and Curriculum

All staff contribute to CEIAG through their roles as tutors and subject teachers. All staff are working towards embedding and understanding the Gatsby Benchmarks. Students and staff are encouraged to embed and identify work related learning skills to demonstrate how subject content assists in becoming 'work ready'. The delivery of Tutor time activities and PD and Life Skills lessons provide additional support.

Staff Development

We are developing a full staff training programme which collaboratively develops staff to build and share expertise and knowledge as well as to capture improvement as it takes place. All staff are developing new understandings in the skills of CEIAG.

Monitoring, review and evaluation

The Assistant Headteacher (AHT) responsible for CEIAG will work alongside the Careers Lead to develop a Careers Development Plan.

The school will use Compass Plus to create detailed reports and data visualisations to monitor performance and to map out the careers programme for the academic year.

A careers survey will be carried out yearly to inform planning for the subsequent year.

Careers opportunity is promoted and relies on the teaching staff to be implemented successfully.