



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

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Ratified by:	Local Governing Body		
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Wrotham School Vision Statement/Values:

At Wrotham, our school values are captured in the acronym C.O.U.R.S.E. — Character, Opportunity, Understanding, Respect, Success, and Excellence. These values underpin everything we do, from our behaviour expectations and rewards systems to our pastoral care and curriculum design. Students are encouraged to follow their own “COURSE” as they grow, overcome challenges, and strive for excellence in all areas of school life.

Vision for Careers Provision Statement of Curriculum Intent:

Our vision for careers education is about young people in our community finding purpose and preparing to take their place in the world, as well as discovering what success means to them and how their career path can help them realise their values. It is a realisation that a ‘career’ involves life-long learning and on-going personal development, not a short-term goal of achieving a specific job or role. This goes beyond simply supplying information about options and planning for the future. We aim to give them hope, purpose, and the ability to navigate the challenges of life with the character attributes of: integrity, open-mindedness, motivation, compassion and respect, confidence, resilience, communication, teamwork and creativity.

1. Mission Statement

1.1 Purpose of CEIAG

Wrotham School is committed to providing high-quality Career Education, Information, Advice and Guidance (CEIAG) to all students. This provision reflects the statutory guidance published by the Department for Education (May 2025) and is fully aligned with the **updated Gatsby Benchmarks of Good Career Guidance (2025)**. CEIAG is important because it:

- Empowers and prepares young people to gain and sustain enriching employment.
- Raises student aspirations to reach for their full potential which in turn improves school attainment.
- Supports young people in developing the necessary confidence, understanding and skills to plan for and manage their own future.
- Promotes diversity, social mobility and challenges stereotypes.

1.2 Aims

Wrotham School partners with colleges, higher education providers, employers, parents and local agencies to offer broad and effective support to students. Our CEIAG provision aims to:

- Give students relevant careers information and guidance through curriculum learning, one-to-one advice, events and trips.
- Present the full range of routes available post-16 and post-18, including apprenticeships, T Levels, HTQs and university pathways.
- Impartially support students to make the best decisions for their individual goals.
- Expose students to meaningful experiences of the workplace across all key stages.
- Enable students to identify their strengths, skills and motivations and understand how these influence career decisions.
- Support every student in securing a planned destination before leaving school.

2. Leadership

The school's CEIAG is planned and organised by the designated Careers Leader in partnership with school staff, students, parents as well as local businesses and agencies.

The governing body has a named link governor for careers (Jennifer Mavroleon), who provides strategic oversight and ensures that the CEIAG programme meets statutory and contractual requirements. Governors receive termly reports on progress against the Gatsby Benchmarks and outcomes from three Compass+ evaluations and the Careers Impact Internal Leadership Review.

Role	Name
Careers Leader and Level 6 Careers Development Professional	Angeline Hollinshead
Senior Leadership Team Link	Michael Cater
Link Governor	Jennifer Mavroleon
Heads of Year	
6 th Form Careers Support	Pearl Cheval

3. Provision

3.1 Student Entitlement

All students from **Years 7 to 13** are entitled to:

- Access to an impartial, level 6-qualified Careers Advisor.
- Careers information and activities embedded across the curriculum.
- Encounters with a wide range of employers, education and training providers.

- Up-to-date information on labour market trends and future skills.
- Personal guidance and opportunities to develop employability skills.
- Participation in a careers programme published annually on the school website.

The CEIAG programme meets statutory requirements and the **updated Gatsby Benchmarks (2025)**.

3.2 Key Stages

Each key stage builds upon prior learning, guided by the **Career Development Institute (CDI) Career Development Framework (2021)**.

Key Stage 3: Explore interests, develop aspirations, and learn about careers through subject links, workshops, provider encounters, and experiences of work.

Key Stage 4: Focus on employability skills, applications, interviews, and meaningful encounters with providers of apprenticeships and technical education. All students receive at least one individual post-16 guidance meeting.

Key Stage 5: Prepare for progression to higher education, apprenticeships or employment. Includes one week of work experience, at least two individual guidance meetings, and encounters with employers and training providers.

3.3 Equality and Inclusion

Our CEIAG provision actively challenges stereotypes and promotes equality of opportunity, ensuring that every student, including those with SEND, from disadvantaged backgrounds or underrepresented groups, receives tailored support.

3.4 Careers Advisor Network

Wrotham School are a member of the Careers Advisor Network and Kent and Medway Careers Hub established by the Careers and Enterprise Company. Our Enterprise Coordinator Izzy Thompson provides expert advice on improving CEIAG provision and our Employer Advisor Leigh Smith provides experienced industry advice as well as a valuable network of contacts. These connections are vital as they allow us to offer industry guidance delivered by industry experts.

3.5 Parents and carers

Parent and carer engagement is a key feature of our CEIAG strategy. In the dedicated parent/carers section of our careers website, we use various resources including the DfE-

supported *Talking Futures* resources to help parents and carers have informed conversations with their children about education and careers.

The school seeks to partner with parents/carers in the provision of CEIAG. A database is kept of parents/carers who have made themselves available to support in ways such as providing work shadowing placements, giving career insight talks or exhibiting at a careers fair. Contact details are recorded with permission and are GDPR compliant. Any members have the right to have their contact details added or deleted. Please contact the school Careers Lead for further information.

3.6 Alumni

Our past students are encouraged to join the Wrotham School Alumni group on LinkedIn – we are very proud of the achievements of these members of our community and value the contributions that they can make to our careers programme. This allows us to effectively network with those students and the companies that they work for. This in turn creates opportunities for work experience placements and alumni career mentoring for current students.

3.7 Tracking

Wrotham School works closely with Kent County Council and The Education People to ensure that intended destination data and September guarantee information is used to enable the school and local authority to support all students into positive outcomes.

Individual support is provided to students at risk of becoming NEET (Not in Education, Employment or Training) through our Engagement Officer and the NEET support team. Careers tracking processes are also used internally to ensure students are supported effectively as they progress through the school. Careers advice and guidance is available to our student leavers and their families for up to 6 months after they have completed their studies with us.

3.8 Provider Access

In compliance with Section 42B of the Education Act 1997, all students will receive at least six encounters with providers of technical education and apprenticeships between Years 8 and 13, as set out in our Provider Access Policy. These encounters take place during the standard school day and are reviewed annually in consultation with the governing body.

For full details of our compliance with the Provider Access Legislation (in place from January 2023), please refer to our separate Provider Access Policy. This is accessible through the careers pages of our school website, which also includes a regularly updated account of our careers programme.

3.9 Publication requirements (for website compliance)

- The school website publishes:
- The name and contact details of the Careers Leader
- A summary of the CEIAG programme
- Provider Access Policy
- Information on how the school measures and assesses impact
- The date of the next review

This information is reviewed annually in January.

4 Experiences of the Workplace

Wrotham School recognises that work experience plays a vital role in preparing young people for the world of work, developing essential employability skills and helping students make informed decisions about their futures. In line with government policy (DfE 2025), Wrotham School is preparing for the introduction of a guaranteed two weeks of work experience for every young person by age 18. We will continue to expand our work experience offer through partnerships with local employers, alumni, and the Kent & Medway Careers Hub.

Aims of Work Experience:

- To help students understand the structure and expectations of the workplace.
- To provide opportunities to apply transferable skills such as communication, teamwork, and problem-solving.
- To support exploration of career interests and inform future learning and employment decisions.
- To develop confidence and independence.

4.1 Structure of Work Experience Provision:

- **Years 7–9:** Students participate in short visits, enterprise projects, and local employer encounters to introduce them to the concept of work. The school is preparing to ensure that each year includes at least one experience of the workplace in line with Kent and Medway Careers Hub Modern Work Experience guidance.
- **Years 8–10:** All students take part in an annual *Work Placement Day* with a trusted adult or partner organisation in July. This experience is designed to promote understanding of job roles, workplace behaviours, and employability

skills. Reflection activities and follow-up discussions are built into the careers curriculum.

- **Year 12:** All students complete a **one-week work experience placement** during Term 6. Placements may be in-person or virtual and must include meaningful engagement with an employer. Students are expected to secure their own placement with support from the sixth form team, who provide resources and employer links. Additional support is given to students requiring assistance in finding placements.
- Students in Year 12 also complete a **virtual work experience** around National Apprenticeship Week, which includes live interaction with employers, assigned work, and feedback, meeting the requirements of Gatsby Benchmark 5.

4.2 Quality and Safeguarding:

All placements are risk assessed and quality assured. Safeguarding, insurance, and health and safety checks are completed and monitored through **Morrisby's work experience platform**. Employers receive guidance to ensure meaningful and safe experiences for all participants.

4.3 Support and Evaluation:

- Students receive preparatory and debrief sessions before and after placements.
- Reflection activities contribute to personal guidance interviews and post-placement evaluations.
- Parental communication and consent are required for all placements.
- Employer, student, and parent feedback are collected to evaluate and improve the work experience programme.

This structured approach ensures that students develop a clear understanding of the workplace and gain practical insights to support informed career planning and lifelong employability.

5 Evaluation and quality assurance of provision

- CEIAG provision is reviewed **termly** by the Careers Leader, SLT link and Link Governor.
- Progress towards the Gatsby Benchmarks is tracked via **Compass+**.
- The **Careers Impact Internal Leadership Review** informs strategic planning.
- Evaluation includes student, parent, staff and employer feedback, **Future Skills Questionnaire** results, and destination data.
- Findings are shared with governors and published on the school website.

6 Staff Development

The Careers Leader undertakes continuous professional development through the **Careers & Enterprise Company** and other accredited providers. Whole-school training supports staff to embed careers learning across the curriculum. Funding for CPD is allocated annually. Funding for CPD can be accessed through staff line managers.

7 Resources

Funding for the school CEIAG provision is allocated within the annual budget in the context of whole school priorities. Physical resources such as those in our Careers Library (found within the Book Nook and Sixth Form Study Centres) are updated regularly. A number of online resources are available through Morrisby and the careers pages of our school website.