



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

Date of last review by Local Governing Body	June 2026
Review cycle	Annual
Policy due for review by Local Governing Body	June 2027

Statement of Principle Intent

The Estuary Academy Careers Education, Information, Advice and Guidance (CEIAG) programme intends to raise the aspirations of all students and achieve their dreams. Through the provision of a comprehensive careers programme, we will provide students with long term career goals and increase their aspirations. The outcome is greater motivation to persevere and engage fully in education, to achieve their overarching ambitions. The CEIAG intends to empower and equip students to not only access further education, vocational training and employment, but to prepare them in their next stage of their development as members of society and as positive and significant contributors to the community. Lifelong learning is a key concept for all students leaving the Estuary Academy Island and includes providing opportunities to develop key employability and enterprise skills which are highly valued by employers, colleges, universities and apprenticeship providers.

By connecting and engaging with parents/carers and the local community, our aim is for every child to fulfil their potential and to be inspired to achieve a successful future. It is with this objective that Estuary Academy' CEIAG programme will also be developed to provide a comprehensive careers and destinations journey that meets the recommended Gatsby benchmarks.

Introduction

From September 2012, the Department for Education (DfE) has determined that schools have a statutory duty to secure independent and impartial careers guidance for their students and strongly recommend that a quality programme of careers education is provided to students in years 8 through to 13.

Following this directive there have been a number of informative publications providing a framework for the provision of careers education and guidance. For example, CDI (Careers Development Institute), Careers & Enterprise Framework (2015), and the Gatsby Foundation Good Career Guidance (2014), which highlights eight good practice benchmarks. These documents have been used to review and evaluate our current provision.

The school's Guidance Programme, through which the CEIAG components are covered, incorporates many careers activities. All students are provided with access to high quality, impartial, unbiased careers information, and equal opportunities for careers education upon entry to the academy.

Effective delivery of CEIAG, which includes provision for self-development, careers education, career exploration, and career management, will enable students to have a greater understanding of the requirements for their career interests. The programme is intended

to have an important impact in terms of raising their aspirations and helping students to make challenging but realistic plans for their future career progression. It should be an integral part of helping to raise achievement.

The CEIAG programme of delivery, content and evaluation are coordinated and managed by the member of leadership with responsibility for CEIAG.

Objectives

All students have an entitlement to CEIAG and the DfE recommended careers, and work-related contexts are incorporated into the school curriculum.

At Estuary Academy Island we help students to achieve the following learning outcomes:

- Understand themselves and develop their full/unique potential (both academic and personal) and overcome barriers to progression and challenge stereotypes.
- To have a full and varied experience and education of careers and job opportunities and develop a general understanding of the world of work.
- Understand the requirements and possibilities within Further and Higher Education and gain knowledge of Apprenticeships and vocational pathways.
- Are aware of and understand the raising of the participation age.
- Are able to interpret information and to review and adapt their plans.
- Recognise, develop and apply their skills for enterprise and employability.
- Be exposed to, and engage with people, ideas, environments, challenges and applications from the business world.
- Have experience (direct or indirect) of working practices and environments.
- Know how to access unbiased, impartial and up to date IAG (Information, Advice and Guidance).
- Have opportunities for a personalized careers guidance interview with a professionally accredited careers adviser, with an accompanying action plan that is implemented by the academy.
- Have opportunities to learn about STEM (Science, Technology, Engineering and Maths) related careers.

Delivery Methods

All students from year 10 onwards will have access to a comprehensive and impartial programme of careers and work-related learning activities. This will include formal delivery of dedicated CEIAG topics via tutor time, within lessons, external visits, and internal presentations and collapsed timetable events. In addition, there will be associated information evenings for students and Parents/Carers.

A careers plan and entitlement statement will be published on the school website at the start of each academic year. External partnerships and service level agreements will be developed, implemented and reviewed on an annual basis with MEBP and CXK.

The methods by which the CEIAG team will accomplish these goals include:

- Providing a range of opportunities that enhance the curriculum (Visits to Colleges/Taster Days/Masterclasses)
- Promoting awareness of the world of work (Employer Engagement, Work Experience)
- Promoting a range of opportunities and provisions which assist in raising aspirations and achievement (Armed Forces days and visitors, Visitors from Colleges and Sixth Forms, and Year 11 Mock Interview Day)
- Promoting awareness and understanding of work, industry, economy and community
- Developing students' personal and social skills to relate to the world of work.
- Providing informed and impartial guidance (Options Evenings, Sixth Form Open Evening, Engagement with local Post 16 Providers)
- Enabling students to make considered decisions in regard to future choices.
- Maintaining and developing effective links with key partners.
- Preparing students for transition to Further/Higher Education or employment with training.
- Incorporating staff development around the principles of CEIAG into Tutor time
- CPD time to support in identifying Careers Education elements for inclusion in lesson planning.
- Schemes of Work should recognise the importance of Careers Education
- Lesson plans should include work related learning opportunities
- Departments should display subject links to occupations and progressions
- A varied programme of visits to different industries and employment environments and different colleges.
- Supporting students in experiencing the exact transport that they will need to take to reach the different colleges.
- Links with the local community to organise visits to different workplaces and to welcome external speakers into the academy to inspire students to explore different vocations.
- Specific, impartial and independent Information Advice & Guidance is to be provided to students through a number of ongoing delivery methods:
 - Advice and guidance provided by CXK
 - Access to Prince's Trust careers courses
 - Access and help to National Citizenship Service courses (both Spring and Summer).
 - Tasters and assemblies for principal Post 16 destinations
 - College Tasters
 - Widening Participation Initiatives with local colleges

- Industry specific talks and presentations & Employer Engagement
- Face to Face guidance with a qualified Level 7 RCDP counsellor
- Display boards

Legislation and Guidance Documents

Legislation and guidance documents referred to during the development of the programme include:

- CDI (Careers Development Institute) Careers & enterprise Framework (2015)
- Gatsby Foundation Good Career Guidance (2014)
- DfE Statutory Guidance – Careers guidance and access for education and training providers. October (2018)
- The Education Committee report on careers guidance - 23 January 2013
- The Baker clause (2019)

Resourcing

An annual CEIAG budget is set and agreed between the Headteacher and the Careers Lead.

Review and Evaluation procedures

The Careers Lead and SLT will be responsible for monitoring, reviewing and evaluating the programme of activities through a range of methods, which include:

- Team meetings for informal feedback and discussion.
- Teacher, student and Parent/Carer responses to events and topics, including work experience.
- Analysis of the destination data and student tracking documentation
- Career guidance interviews and mentoring feedback
- Formal meetings with external agencies