Haberdashers' West Midlands Academies Trust

Haberdashers' Abraham Darby

CAREERS, EDUCATION, INFORMATION, ADVICE AND GUIDANCE POLICY (CEIAG)

2026-2027

Careers, Education, Information, Advice and Guidance Policy	
Named Responsibility of Policy	Paula Gwilliam – Assistant Vice Principal/Careers Leader (HAD)
Date of Policy	September 2026
Date of next Review	September 2027
Governor Accountability	HWMAT Futures & Characters Committee

Rationale

Careers education and guidance programmes make a major contribution to preparing young people for the opportunities, responsibilities, and experiences of life. A planned progressive programme of activities supports them in choosing from a variety of different options that suit their individual interests and abilities and helps them to follow a career path and sustain employability throughout their working lives.

Commitment

Haberdashers' Abraham Darby is committed to providing our young people with a programme of careers education, information, advice, and guidance (CEIAG) for all pupils in Years 7 – 13.
Haberdashers' Abraham Darby endeavours to follow current Department for Education statutory guidance, the Gatsby Benchmarks for Good Career Guidance and relevant guidance issued by The Careers & Enterprise Company[1].

Aims

- Haberdashers' Abraham Darby CEIAG policy has the following aims:
- to contribute to strategies for raising achievement, especially by increasing motivation
- to support inclusion, challenge stereotyping and promote equality of opportunity
- to meet the needs of all our pupils through appropriate differentiation
- to focus pupils on their future aspirations
- to encourage participation in continued learning through higher education, further education and apprenticeships
- to enable pupils to make informed decisions and thereby maximise retention in higher education, further education and apprenticeships
- to develop enterprise and employability skills
- to contribute to the economic prosperity of individuals and communities
- to involve parents, carers, alumni, and the wider business

Roles / Responsibilities and Accountability

Please refer to relevant pages of the staff handbook under 'work related learning.'

Development

The policy was developed and is reviewed annually by the Careers Leaders and the Careers Team, Principal, and Governors based on current good practice guidelines by DfES/Ofsted, the National Framework for CEIAG and the Gatsby Benchmarks.

The school's careers programme is aligned with the updated Gatsby Benchmarks for Good Career Guidance (2025) and is reviewed annually through Compass+ to ensure continuous improvement and compliance with statutory guidance.

Labour Market Information (LMI)

Students will have access to up-to-date Labour Market Information (LMI), including local, regional and national employment trends, skills shortages and growth sectors, enabling informed decision-making about future education, training and employment pathways.

Links with other Policies

The policy supports and is underpinned by key school policies as detailed in Policies on the school website.

Implementation of Careers Education

Careers education is delivered in Years 7 – 13 by the Careers team, in a number of ways, including the Life lessons Programme. This is supported by mentors, at key appropriate points throughout the academic year, and also all teaching staff through links embedded within curriculum learning, as well as by external advisers and industry experts through assemblies, lectures, and consultation events.

[1] The most recent version of the Department for Education's guidance (June 2026) is available at: Careers guidance and access for education

and training providers - GOV.UK

The Head of Sixth Form and the Careers Team also deliver activities including personal statement and curriculum vitae writing, application support and interview practice as well as promotion of taster courses and internships.

Equality and Diversity

Careers education is provided to all pupils, and provision is made to allow all pupils to access the curriculum. Pupils are encouraged to follow career paths that suit their interests, skills, and strengths with the absence of stereotypes. All pupils are provided with the same opportunities and diversity is celebrated.

Curriculum

Year 7 & 8

The focus is about introducing *careers* and *employability* and thinking about the vast number of careers / jobs available.

Year 9

The focus is linking our plans and dreams to reality and options post 14, including employability skills.

Year 10

The focus is work experience including preparation, implementation and evaluation.

Year 11

The focus is post 16 options and the Application process.

Year 12 and 13

This focus is work experience, employability skills training, interview practice along with post 18 options and the application process.

Destinations

The school tracks and analyses intended and sustained destinations for students following Key Stage 4 and Key Stage 5. Destination data is used to evaluate the effectiveness of careers provision and inform future planning.

Resources

i) Careers library (Learning Resource Centre)

- A wide range of materials
- Open throughout the school day
- Situated in the Learning Resource Centre

i) Careers Personnel

- The Careers Education, Work Experience and Apprenticeship Coordinator
- Future Focus Advisor
- Careers Lead (AVP)

IV) Extra Support

The school prioritises careers support for vulnerable learners, including students with SEND, those in receipt of Pupil Premium funding, looked after children, young carers and students at risk of becoming NEET.

Students in all years are targeted for extra help by the SENCO, Head of Year, and Careers Team and Future Focus Team. Haberdashers' Abraham Darby endeavors to follow the statutory guidance outlined in Chapter 8 'Preparing for adulthood from the earliest years' of the Special educational needs and disability code of practice: 0 – to 25 years[2]

v) Careers Fair

A Careers event is arranged in school to compliment other Open Events run by local colleges, Apprenticeship Providers and Training Organisations. This is open to Years 9 – 13.

vi) IT

A range of software products are available for students to use. These include:

- Eclips
- School website
- START
- UExplore

Meaningful Workplace Experiences

The school is committed to ensuring that all students access meaningful workplace experiences through encounters with employers, workplace visits, work experience placements, virtual experiences and employer-led projects in line with evolving national expectations regarding the Work Experience Guarantee.

Parents and Carers

Parental and carer involvement is encouraged at all stages. Online resources are specifically chosen to help parents and carers become more involved. All online resources are easily accessed through the links on the school website. Parents and carers are kept up to date with careers related information through letters, emails, parent's evenings, and Career Events. Parents and carers are welcome at careers interviews and where necessary are invited.

Management

The governing body, through the futures and characters committee, provide strategic oversight of the school's careers programme. The committee receives regular updates on progress against the Gatsby Benchmarks, destinations outcomes and statutory requirements.

Work Experience is also the responsibility of the Careers Education, Work Experience, and Apprenticeship Coordinator.

Staffing

All staff contribute to CEIAG through their roles as mentors and subject teachers. Subject teachers

contribute to Gatsby Benchmark 4 by highlighting links between curriculum learning and future career pathways.

The Careers programme is planned, monitored, and evaluated by the Careers Leader.

The Careers Education, Work Experience and Apprenticeship Coordinator will liaise and consult with the Future Focus Advisor.

The Careers Education, Work Experience and Apprenticeship Coordinator is responsible for maintaining the Learning Resource

Alumni are engaged to provide talks, mentoring, workplace insights and employer encounters to inspire students and broaden aspirations.

Curriculum

The Careers programme includes careers education sessions, career guidance activities (group work and individual interviews), information and research activities, work related learning and individual learning activities.

Careers lessons are part of the schools Personal Development and Life Lessons Programme. Other events and activities are planned and organised separately throughout the year.

Funding

Funding is allocated in the annual budget. The Head of 6th Form / Careers Leader is responsible for the effective deployment of resources. Additional funds made available by the Careers and Enterprise Company and other bodies will be sought by the Head of 6th Form / Careers Leader, as applicable.

Staff Development

Staff training needs are identified as part of the appraisal process and during regular planning meetings between the Careers Leader and team.

The schools endeavour to meet training needs within a reasonable period of time.

Monitoring, Review and Evaluation

When monitoring the success of the careers programme, the schools consider formal and informal measures, qualitative and quantitative data, and hard and soft outcomes for pupils.

The careers programme is evaluated in a number of ways, including:

- Pupil, staff, parent, and carer feedback on their experience of the careers programme and what they gained from it, with suggestions for improvement, through annual surveys and in connection to specific events as appropriate
- Feedback from external partners and alumni in relation to specific events as appropriate
- Annual audit of careers learning within other subjects' curriculum and through enrichment activities strongly connected to the formal curriculum.
- Use of Compass self-evaluation tool to track and measure the school's careers programme against the Gatsby Benchmarks
- Bi-annual careers coordinators' best practice meetings with other Haberdashers' schools
- Bi-annual futures and characters committee.

The programme is reviewed annually by the Careers Leader, Principal, and the Governors (via the Future & Characters Committee). Changes and improvements to the programme are entered into the Careers Programme along with timescales for completion.

Provider Access Policy - *available from the school website under Policies*

Influences on HAD Careers Strategy – available from the school website/careers page

Careers Programme – available from the school website/careers page

Student Entitlement statement

Haberdashers' Abraham Darby Excellence for All

Declaration to Pupils

We, the governors, and staff, fully support the statutory requirement for a programme of careers education in Years 7 – 13. As a pupil of Haberdashers' Abraham Darby, you are entitled to receive a programme of careers education, information, advice, and guidance (CEIAG) as an important component of the curriculum.

Your CEIAG programme will help you to:

- Understand yourself, your interests, likes and dislikes, what you are good at and how this affects the choices you make.
- Find out about different courses, what qualifications you might need and what opportunities there might be.
- Develop the employability skills you may need for working life.
- Make realistic, but ambitious, choices about courses and jobs.
- Develop a plan of action for the future.
- Understand the different routes after Year 11 and Year 13 including training, further and higher education, apprenticeships, and jobs.
- Be able to make effective applications for jobs, training, work experience opportunities, further and higher education and apprenticeships.
- Develop your interview skills.
- Improve your confidence.

You will receive:

- Careers learning within the formal teaching curriculum.
- Co-curricular enrichment activities including meaningful careers encounters.
- Access to the Learning Resource Centre – information is available in books, leaflets and on computer – ask for help.
- Students will have opportunities to access personal guidance delivered by a suitably qualified careers adviser at key transition points.
- Work experience at Year 10 and Year 13, supported by employer encounters, workplace visits, virtual experiences and employer-led projects.
- Other subject lessons linked to careers.
- Access to the school website and online platforms providing comprehensive careers advice and guidance.
- Support to facilitate work experience.

You can expect to be:

- Treated equally with others.
- Given careers information and advice that is up to date and impartial.
- Given support adapted to your needs.
- Treated with respect by visitors to the schools who are part of the careers programme.

[2] The most recent version of the Department for Education's guidance (updated September 2024) is available at: SEND_Code_of_Practice_January_2015.pdf