



QUALITY IN CAREERS WEBSITE

CEIAG Case Study: Hillside Primary School and City of Stoke-on-Trent Local Authority Careers Team

“Working towards a Primary School award for CEIAG?”

The School

Hillside Primary School promotes itself as ‘a friendly, caring school where everyone works hard towards our school motto which is: *Developing the Individual*’.

The school facilitates this by fostering the values of Inspiration, Determination, Excellence, Friendship, Respect, Equality and Courage. These promote outstanding behaviour and mutual respect for one another.

The school provides an excellent foundation for its children to develop as individuals and are committed to enabling all pupils to fulfil their potential. The school encourages children to grow personally, socially and morally as well as academically.

The aim of its provision is to encourage and foster an inquisitive nature and a love for learning. The school believes that this is the key to academic success. Its dedicated, hardworking team of staff deliver an exciting, broad curriculum and are continually striving to improve outcomes for its pupils. Hillside Primary is a ‘fully inclusive school’.

Following a short inspection of the school by OFSTED on 2 February 2016 the school was assessed as continuing to be “good”. Almost all pupils in this average-sized primary school are white British. A very small minority are known to be eligible for free school meals. The proportion of pupils with special educational needs and/or disabilities is ‘broadly average’.

Hillside Primary has applied to become an academy and will join the City Learning Trust (CLT), a cooperative multi-academy trust. This has fostered working with staff from other schools in the CLT.

Careers Education, Information, Advice and Guidance (CEIAG) and employer links

Hillside Primary approached Stoke-on-Trent Local Authority Careers Team after attending a Careers Café at a High School which is part of the CLT. At the event a small number of students were given access to a number of professions where they could ask questions about the company and roles available. The Head Teacher of Hillside attended the event and wanted to extend this idea to more students in her school as she was very enthusiastic about this and wanted to remove any barriers to a wider attendance.

The school currently runs some individual careers events – such as a link with JCB to promote women into engineering. Some girls attend events at the JCB Academy to find out more about what they do. Science visits take place to the ThinkTank museum to look at how technology has changed and how it may develop in the future. A recent visit to Liverpool took place to look at how the City developed through trade routes. But the Head Teacher highlighted that what has been missing is that link to the next steps in their educational journey and the career management skills linked to this.

As there is no statutory duty for CEIAG for the primary sector the Stoke-on-Trent Careers Team began to look at what the school would like to deliver and how the Team might support them to do so.

Developing an event and curriculum links

The local authority Careers Team has the benefit of a history of strong links with its High Schools, Academies, FE and 6th form providers. Due to this the Team was able to develop a Careers Day offer that drew upon the best practice from events around the City. The Team wanted to be able to offer the children a variety of opportunities to begin to think about careers and skills using a variety of learning techniques. The Careers Team consultant brought to the Head Teacher a range of events which included:

- IT quiz Paws in Jobs land
- Careers Adviser led sessions including: 'How to apply to job vacancies,' 'Jobs Then and Now'; 'Funny Job titles' and a 'Who am I' quiz?
- Market-place event where visiting employers could bring interactive props from their company for the children to try out and also a questionnaire for the children to fill in with questions to ask.
- A celebration assembly where all children received a certificate for participation and 8 individual additional certificates were awarded to children who had made that extra effort as part of the day.

Through discussion this developed into an agreement on the IT quiz, the market-place event and also 2 sessions from the Careers Team. An additional session was added with the head teacher asking the parents/carers of her students if they wanted to be involved in the day

and would be willing to come into school to talk to the children about their roles. This was taken up by a number of parents.

In reference to curriculum links the 'Who am I?' session had clues about the skills for a certain job but also clues of curricular subjects that could be needed for that role. The 'Jobs Then and Now' had a natural curriculum link to History. The market-place events supported developing English skills as it was necessary for children to fill in a questionnaire with each employer and also develop communication skills by talking to and asking questions of visitors.

Evaluation: assessing the added value

From teachers:

- *"The activities were interesting for the children (and staff) with lots of practical ways to show the children about skills needed."*
- *"Children were engaged, all questions were answered fully. Children got an insight into job prospects they may not have been aware of before."*

From children:

1. *"I learnt that there are lots of jobs that people have and the qualities you have to have to do the jobs you want."*
2. *"That being in a job is important and can be fun. Also it is very good seeing what other people are in life for their jobs."*

Further developments

- The Stoke-on-Trent Careers Team will continue to support the Academy to develop future days as the school and the Team see fit.
- The feedback which staff, children and visitors have already given will allow the Careers Team to improve and develop a programme of activities to offer to more local schools and academies.

And the Careers Team will look into how to accredit work in Primary schools (see below)

Stoke-on-Trent Licensed Awarding Body CEIAG Team

As a Licensed Awarding Body for the national Quality in Careers Standard, the Team is currently hoping to develop a Primary Award for CEIAG. Through the process of working with Hillside Primary Academy it has become evident that many primary schools complete events and visits that could be easily expanded to include careers learning. What needs to be developed is a way to embed this and support the institution to do this.

The development of a Primary Award under the auspices of the Quality in Careers Standard should be the mechanism to do this. Once all of the requirements, accreditation and

assessment procedures are confirmed, the plan is that Hillside Primary Academy will work through the Award, testing out its value, and seek to become the first Primary school to gain the Award.

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