



QUALITY IN CAREERS WEBSITE ©

CEIAG Case Study:

**The Bourne Academy, Bournemouth, Dorset**

### **The School**

The Bourne Academy is an 11-18 all-ability state school located in Bournemouth, Dorset. Formed in 2010, it currently has 745 students on roll.

The Academy began working towards The Quality in Careers Standard (with the Investor in Careers team as its potential Awarding Body) in February 2017, and quickly achieved the Standard by July 2017. This was in part down to the Academy team's commitment and hard work but also the quality level of the organisation, delivery and evaluation of Bourne Academy's CEIAG. Its approach to achieving the Quality in Careers Standard is commended.

The ethos of the Academy is underpinned by its vision that *'everyone is a learner, and everyone is a teacher'*. This serves the purpose of developing their students into "literate, and numerate global citizens".

The Academy's most recent Ofsted inspection in 2014 gave an overall rating of *'good'*, noting that *'Students are generally well prepared for the next stage in their education, training, or employment'*.

### **Careers Education, Information, Advice and Guidance (CEIAG)**

The Head of Careers, and the Academy's leadership team, have been proactive in reviewing CEIAG delivery. They have implemented best practice through a continuous plan, do, and review cycle. All teaching staff are aware of the different initiatives that are being put in place and they feel fully involved. There are strong partnerships between specialist teaching

staff roles and CEIAG through the Head of Careers. The “outward facing” approach of linking the curriculum to wider society and employment has been beneficial to students in terms of “seeing the bigger picture” of where learning could take them.

The Academy has been recognised for its excellent work in careers and is currently acknowledged as one of the top 3 performing UK schools in respect of the Gatsby Good Career Guidance Benchmarks.

The Academy also has fellowship status to the Careers Development Institute, which recognises the commitment and knowledge of the academy in delivering their CEIAG provision.

The Academy’s partnership with the organisation Teach First has also been a significant driver for excellence in CEIAG, as they are working towards meeting the criteria of the Careers and Employability Leadership Programme (CELP). Students take part in ‘insight week’ placements as part of the Teach First programme, and present feedback on these to other students through assemblies.

All Year 10 and Sixth Form students complete work experience.

All students have one to one guidance appointments in Years 11, 12, and 13.

Parents are also encouraged to get involved in these guidance sessions, through attending appointments and by talking to careers guidance specialists at parents’ evening. Newsletters help to keep parents informed of CEIAG developments. The Head of Careers also arranges home visits to increase engagement further.

The Academy has introduced a new Wellbeing Coordinator role to offer 1:1 support to students, to help them resolve personal issues to then be able to focus on future decisions. Links have also been established with social services agencies and other education providers to ensure that ‘at risk’ students have the necessary CEIAG support.

### **Engaging Employers**

The Bourne Ambassador Programme matches Sixth Form students with a mentor from a variety of industries, and students are able to visit them in their workplace several times a year to give them an insight into the working world. Students are encouraged to take

personal responsibility for managing these relationships and to take ownership of the experience. They also attend networking events to develop their professional skills further.

Entrepreneurial skills are encouraged and developed through working with Young Enterprise, allowing Year 12 students to run their own businesses.

Partnerships with other local education providers have sought to strengthen The Bourne Academy's CEIAG provision further. Students have the opportunity to attend career symposiums, careers and employability fairs, as well as the J P Morgan Open Door events. A variety of further approaches are encouraged to engage students further, including the Crag Rats theatre performance (sponsored by Bournemouth University).

### **CEIAG Quality**

The Quality in Careers Standard was achieved by The Academy in a matter of months, indicating the strength of its CEIAG provision and the team's understanding of mapping this against national guidelines.

Areas identified for development from their Stage 2 assessment were addressed, including improved evaluation of staff training needs, and it is evident that the Academy continues to improve through its commitment to the CDI and Teach First programme.

***“There was a real feel of commitment and activity to support the CEIAG programme  
“(Quality in Careers- IIC Assessor, 2017)***

Along with the internal monitoring and evaluation measures built in to the review process for the CEIAG department, the external assessment process by the Investor in Careers Licensed Awarding Body team has provided a robust system that encourages continual development.

[Investor in Careers \(CSW Group\) is now a Licensed Awarding Body for the single national Quality in Careers Standard.](#)

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