



QUALITY IN CAREERS WEBSITE ©

CEIAG Case Study: Waterhead Academy, Greater Manchester

The School

Waterhead Academy is a popular and community-focussed 11-16 Academy located in Oldham, Greater Manchester and is part of the South Pennine Academies Trust. There are approximately 1250 students on roll. The Academy is committed to providing a caring, useful, enjoyable and effective school experience that prepares students for their next stage.

The Academy's key core values of Responsibility, Determination, and Success underpin everything it does. Its Pledge is to be best school in the area for its students. To do that it aims to:

- Deliver student achievement through highly effective teaching.
- Develop student aspiration, good manners and a strong work ethic.
- Develop a culture of teamwork that promotes improvement, so students build on their strengths and overcome challenges through determination.
- Provide outstanding care, support and personal development opportunities, so students develop responsibility.
- Ensure students are well equipped for success in their next stage, personally and academically.

Career Education, Information, Advice and Guidance (CEIAG)

The CEIAG team consists of Mr Wilson (Assistant Principal-Personal Development and CEIAG Lead), Mrs Holdsworth (Positive Steps Careers adviser), Mrs Poulter (PSHCCE Lead), appointed year group Student Experience Leaders, Usman Adda (Enterprise Adviser) and the appointed CEIAG link governor.

Waterhead Academy is committed to delivering a broad and balanced CEIAG program throughout all year groups. The objectives of its CEIAG programme are to:

- Provide students with the necessary skills and attributes to enable them to make informed decisions about their preferred post 16 education, training or employment pathways.

- Ensure that every young person receives a range of CEIAG curriculum opportunities throughout KS3 and KS4.
- Establish strong and effective links with a range of employers, higher education establishments and training providers.
- Implement a comprehensive CEIAG strategy that contributes to motivating and raising the aspirations of students.
- To equip students with the required knowledge and understanding to recognise and challenge stereotyping and encourage them to promote equality and diversity within society.

The Academy has a long-standing and successful partnership with Positive Steps (the matrix Standard accredited organisation that provides the statutory careers information, advice and guidance service in Oldham, Rochdale and Tameside).

Positive Steps provides the Academy with access to a suite of careers resources along with the expertise of a highly qualified and impartial Careers Adviser. The successful partnership between the Academy and Positive Steps has contributed to the Academy achieving consistently low NEET figures that are below the respective local and national averages. The annual Service Delivery Agreement is aligned with supporting the Academy in working towards achieving all of the Gatsby Benchmarks and enables systems and processes to be regularly reviewed.

The curriculum offer utilises a range of delivery methods including visiting guest speakers, assemblies, bespoke CEIAG workshops, workplace visits and employer led curriculum learning. To facilitate the most appropriate CEIAG presentations all students complete a careers sector analysis review at the beginning of each academic year to identify their preferred areas of interest.

The breadth of the curriculum offer ensures maximum impact and is of most benefit to the young people who attend the Academy. All CEIAG student experiences are recorded and analysed through the CEIAG spread-sheet tracker that underpins each individual student's progress in relation to them achieving the Gatsby Benchmarks.

The Academy is committed to working collaboratively and sharing best practice within the field of CEIAG education. The Academy was appointed as the Bridge Greater Manchester lead cluster school for the borough of Oldham, has been awarded PIXL Edge Ambassador Status and regularly holds national 'Pixl Edge' Careers open days. The Academy was accredited with the Silver National Citizenship Service (NCS) Award for student engagement in the programme and is also integral to the South Pennine Academy Trust CEIAG network group.

The Academy is also one of only a few schools nationally to be awarded official Partnership Status with the Speakers for Schools National Charity and has benefitted from hosting a range of high profile professionals to present to students about their respective career pathways.

Visitors who have presented to students in conjunction with the Speakers for Schools programme include: Alice Rawsthorn OBE - Design Critic and Author, Sir Ian Powell - Chairman of Capita, Mike Blair and Baroness Natalie Bennett - Peer & former Leader of the Green Party of England.

Throughout KS3 and KS4 students study a bespoke programme of careers education in conjunction with the PSHCCE curriculum.

By the end of KS3, all students will have:

- A clear knowledge and understanding of the Academy's CEIAG values.
- Undertaken an individual/group meeting with the careers adviser and identified potential future career aspirations.
- The necessary skills to make informed choices about their preferred GCSE options pathway as they prepare for their KS4 programme of study.

By the end of KS4, all students will have:

- The necessary skills to enable them to make informed decisions about their future post-16 education or employment pathway.
- Accessed a range of resources and opportunities to investigate future choices and explore alternative routes to achieving their career goals.
- Received independent advice and guidance to help and support them to apply for their preferred post-16 education or employment pathway and if necessary financial support.
- Completed a mock interview, letter of application, CV and a comprehensive CEIAG programme of study to equip them with key employability skills.

Students at the Academy are provided with the opportunity to participate in a range of careers-based activities to enhance their future career aspirations. These include:

- Presentations from external speakers from a range of professions.
- Opportunities to attend a range of local college 'taster' days and apprenticeship fairs.
- Mock interviews and CV workshops delivered by Academy staff in conjunction with our external employment and educational partners.
- Opportunities along with their parents/carers to meet and discuss future career aspirations with external providers during year 8-11 consultation evenings.

Student engagement in CEIAG/Student voice

There are strong student leadership teams throughout all year groups and CEIAG is allocated as a regular agenda item to enable students to play an integral role in planning and evaluating provision.

Students have opportunities to review CEIAG provision throughout the academic year and also for parents/carers to complete annual CEIAG analysis questionnaires.

Each individual subject area has appointed student ambassadors who support with departmental CEIAG engagement and planning.

The Positive Steps Careers Team also carries out 'Impact of Guidance' questionnaires with year 11 students to support with the CEIAG quality assurance process.

Quality Assurance

In June 2017, Waterhead Academy achieved the then-named CEIAG Quality Award "Inspiring IAG", which recognised the " *positive outcomes for students along with the vision and commitment at senior leadership and the positive role of governors in relation to CEIAG provision.*"

The most recent Waterhead Academy OFSTED report identified CEIAG provision as a strength of the Academy: "*Leadership of CEIAG is strong. During their time in school, students benefit from a very effective CEIAG programme that comprises a range of events, speakers and visits, as well as help and guidance for individual pupils. This contributes to the high proportion of pupils who progress to further education, training or employment. (Waterhead Academy, Ofsted Report, 2019)*"

In July 2020, Waterhead Academy was re-assessed and reaccredited using the revised framework for what had then become the single national award, the **Quality in Careers Standard** through the Licensed Awarding Body – Positive Steps (Inspiring IAG). Comments from the Assessor included:

- *"Strong committed and motivated Careers Leader in Neil Wilson who continues to strive for the best provision for the students whilst ensuring adherence to statutory requirements.*
- *Commitment from everyone in the school towards holistic, joined up careers provision.*
- *Plethora of opportunities for employer encounters for students both within the careers curriculum and within the wider subject area.*
- *Impressive progress around identifying and encouraging recognition of CEIAG across the curriculum.*
- *Sound working partnership with Positive Steps including adviser with a very good relationship at the school and whose role is well understood by staff, students and parents."*

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