



QUALITY IN CAREERS WEBSITE ©

CEIAG Case Study: Brighouse High School, Calderdale, West Yorkshire

## The School

Brighouse High School (BHS) is a larger than average, popular and successful mixed 11-18 Academy in the heart of Calderdale, West Yorkshire. The school is split between 2 sites with KS3 & KS4 based at Finkil Street and has around 1350 students in total. There are approx. 310 students in the Sixth Form College which is located adjacent to Brighouse Town Centre. The school is proud of its traditional values and the support given to enable high academic achievement and success for all students. Learners benefit from a wide range of extra-curricular activities, enrichment and extended learning opportunities. Staff and student relationships are strong and play a large part in building the positive ethos of BHS. Students are valued and encouraged to become confident high attainers who are well prepared for the next stages in life.

## Career Education, Information, Advice and Guidance (CEIAG)

CEIAG is given a high profile in the school and there is a clear structure in place for the management of CEIAG with responsibilities appropriately allocated. The school has a proactive, dedicated and enthusiastic Careers Leader who works closely with the Senior Leadership Team and the Learning for Life (L4L) Coordinator. In addition, CEIAG is supported by a part-time clerical assistant / work experience co-ordinator.

The school has a long standing and close link with C+K Careers (**matrix** Standard accredited) which is based in Huddersfield. C+K Careers provides many careers resources and the expertise of a highly qualified and impartial Careers Adviser. There is a Service Delivery Agreement process with C+K Careers which enables systems and processes to be reviewed. The school has Careers Resource Centres based at each site, as well as a bespoke Careers Website and Google Classroom for each year group, where students and parents can access a range of Careers Programmes and links. The school also carries a wide database of employers and contacts to support CEIAG throughout the school for such events as Year 12

Work Experience, Super Learning Days, Higher Education Events and Careers Fairs. Close links are maintained with local employers, other schools, training providers, further education colleges and higher education institutions.

Brighouse High School recognises the benefits of outstanding CEIAG as being:

### **Outcomes**

- High expectations, achievement and outcomes across all key stages
- Improved motivation and aspiration
- Informed choices and decision-making in students
- Improved teamwork amongst students
- Strong and effective curriculum links with businesses through Industry Ambassadors
- Acceptance of students into Apprenticeships / College / University

### **Curriculum**

- Development of learning skills, knowledge and attributes
- Understanding of work based issues such as prejudice, stereo-typing, discrimination and equal-opportunities
- Support with transition between Key Stages and Options Choices
- Improved links to employers, occupational research and work shadowing within the world of work
- Career exploration for students including Work Experience for all Year 12 either on site or latterly virtual placements

### **Student Attributes**

- Improved organisational skills, time management and self-management
- Presentation skills and information handling
- Target setting, action planning and self-reviewing skills.

### **Employer Engagement and CEIAG Activities**

CEIAG is a process that permeates the whole school and is incorporated into the weekly L4L (Learning for Life) Sessions and termly SLDs (Super Learning Days) at each Key Stage.

Activities include:

- Year 7 – What is work?
- Year 8 – This is a day looking at breaking down barriers of stereotyping, prejudice, discrimination and equal opportunities through engaging and active activities
- Year 9 – Developing skills to enable students to make informed Option Choices for GCSE using 'Directions', the 'Make It' game and JED (Job Explorer Database)
- Year 10 – Preparations for the World of Work & Health and Safety
- Year 11 – Employer Presentations, STAR activities and Achievement File
- Year 12 – Preparation for UCAS, Apprenticeships and Work Experience

In addition:

- Employers and Careers Advisers support preparation for Work Experience, Interviewing and Health & Safety
- Employers / Training providers provide mentoring for students
- Local employers offer presentations and assemblies operating through the year as part of the L4L programme and SLDs to KS4 students
- Years 9-13 may attend Careers Fairs and relevant events at local venues, bringing external institutions including local & national employers, FE/HE, Training Providers, Armed Forces, Work Based Learning Providers and Apprenticeship Providers.

### CEIAG Quality

Brighouse High School was reaccredited with the national **Quality in Careers Standard** in April 2021 (through the C+K Awarding Body), for providing excellent careers support to its learners. The Standard was awarded to the school because *“the careers programme in school provides effective work-related learning, engages parents/carers in careers, has good resources and information, strong leadership, effective training for staff and that the careers programme is inclusive for all learners”*.

Brighouse High School has held the Quality Standard continuously for 16 years and as a result of her longstanding commitment to and passion for CEIAG, Lorna Aitken has now stepped back from teaching responsibilities and is “thrilled” to be able to dedicate her time completely to the role of Careers Leader.

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(p) Quality in Careers Consortium - October 2022