

GREAT GATSBY: THE BENCHMARKS

- A STABLE CAREERS PROGRAMME**
Every school should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.
- LEARNING FROM CAREER AND LABOUR-MARKET INFORMATION**
Every pupil and their parents, should have access to good-quality information about future study options and labour market opportunities.
- ADDRESSING THE NEEDS OF EACH PUPIL**
Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.
- LINKING CURRICULUM LEARNING TO CAREERS**
All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.
- ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES**
Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace.
- EXPERIENCES OF WORKPLACES**
Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience.
- ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION**
All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.
- PERSONAL GUIDANCE**
Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level.

	AUTUMN 1 (SEPTEMBER – OCTOBER)	AUTUMN 2 (NOVEMBER – DECEMBER)	SPRING 1 (JANUARY – FEBRUARY)	SPRING 2 (FEBRUARY – MARCH)	SUMMER 1 (APRIL – MAY)	SUMMER 2 (JUNE – JULY)
YEAR 7	<ul style="list-style-type: none"> Year 7 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Career ambitions discussed as part of 'You and Your Identity' in PSHCEE. 	<ul style="list-style-type: none"> Year 7 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 7 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 7 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Participation in National Careers Week with Careers themed curriculum content. 	<ul style="list-style-type: none"> Year 7 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 7 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Financial Capability explored in PSHCEE with links made to careers and salaries.
YEAR 8	<ul style="list-style-type: none"> Year 8 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 8 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 8 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Year 9 Pathways launch assembly. 	<ul style="list-style-type: none"> Year 8 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Year 8 EBACC Pathways choices made with CEIAG provided to pupils and parents about the value of Humanities and MFL. Careers Adviser in attendance at Progress Evening. Participation in National Careers Week with Careers themed curriculum content. 	<ul style="list-style-type: none"> Year 8 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 8 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 'You and Your Self-Development' links world of work information with the development of employability skills.
YEAR 9	<ul style="list-style-type: none"> Year 9 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 9 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 9 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 	<ul style="list-style-type: none"> Year 9 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Year 9 Pathways choices made with CEIAG provided to pupils and parents about the value of each curriculum area, including Labour Market Information. CEIAG workshop provided by Careers Adviser during PSHCEE to inform option choices. Local FE colleges, Apprenticeship Providers and Greater Manchester Higher attend Progress/Pathways Evening. Careers Adviser in attendance at Progress Evening. Participation in National Careers Week with Careers themed curriculum content. 	<ul style="list-style-type: none"> Year 9 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 1:1 guidance provided to EHCP pupils by the Careers Adviser in preparation for attendance at Annual Review meetings. 	<ul style="list-style-type: none"> Year 9 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Employability Skills Challenge afternoon for non-participants of Sports Day.
YEAR 10	<ul style="list-style-type: none"> Year 10 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Welcome to Key Stage 4 Evening includes an overview of the CEIAG Strategy for Parents and Carers, with an presentation to launch Work Experience to parents and carers. KS4 Employability Skills initiative launched in assembly to Year 10 and implemented by pastoral and curriculum staff thereafter. Pupils log and review their employability skills, creating weekly targets. 	<ul style="list-style-type: none"> Year 10 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Local FE colleges, Apprenticeship Providers and Greater Manchester Higher attend Year 10 Progress Evening. Careers Adviser in attendance at Progress Evening. Careers Exhibition of local post-16 options. 1:1 and small-group intervention provided during Form Time to support with Work Experience placements. Pupils log and review their employability skills, creating weekly targets. Launch of the GM Higher Brilliant Club for High Attainers. Assembly- Introduction to Work Experience to pupils. 	<ul style="list-style-type: none"> Year 10 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 1:1 and small-group intervention provided during Form Time to support with Work Experience placements. Pupils log and review their employability skills, creating weekly targets. Graduation from the Brilliant Club, Scholars Programme. 	<ul style="list-style-type: none"> Year 10 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. 1:1 and small-group intervention provided during Form Time to support with Work Experience placements. Participation in National Careers Week with Careers themed curriculum content. Greater Manchester Higher assembly to promote their University Summer Schools. Pupils log and review their employability skills, creating weekly targets. 	<ul style="list-style-type: none"> Assembly- Work Experience 'What if?' Pupils provided with resources, time and support during Form Time to complete their first CV ready for Work Experience. Invited to lunchtime drop-in sessions with employers, and education and training providers. Pupils log and review their employability skills, creating weekly targets. Pupils are supported by their Form Tutors and the Work Experience Coordinator to make initial contact with their placement provider to confirm arrangements. 	<ul style="list-style-type: none"> Assembly- Work Experience & Employability Skills. Invited to lunchtime drop-in sessions with employers, and education and training providers. Work Experience Week Employability Skills Challenge afternoon for non-participants of Sports Day. Attendance at GM Higher Summer Schools (individual basis) Pupils log and review their employability skills, creating weekly targets. 1:1 guidance provided to EHCP pupils by the Careers Adviser in preparation for attendance at Annual Review meetings.
YEAR 11	<ul style="list-style-type: none"> Year 11 Steps Booklets completed in Form Time Invited to lunchtime drop-in sessions with employers, and education and training providers. Welcome to Year 11 Evening includes an overview of the CEIAG Strategy for Parents and Carers, with the local FE colleges, GM Higher and Apprenticeship providers in attendance. Assembly- The Careers Strategy Pupils log and review their employability skills, creating weekly targets. 	<ul style="list-style-type: none"> Assembly- Interview Techniques English department- oracy linked with the World of Work Practice Interview Event. Careers Exhibition of local post-16 options. 1:1 guidance provided to EHCP pupils by the Careers Adviser in preparation for attendance at Annual Review meetings. Assembly- Personal Statement Writing. Pupils provided with resources, time and support during Form Time to complete their Personal Statement ready for the post-16 applications. Assemblies from each of the main local providers including 6th Form colleges, 6th Form schools, and Apprenticeship providers. 1:1 guidance meetings provided to all pupils, prioritising EHCP pupils, followed by PP, SEND and other. Pupils log and review their employability skills, creating weekly targets. 	<ul style="list-style-type: none"> Invited to lunchtime drop-in sessions with employers, and education and training providers. Local FE colleges, Apprenticeship Providers and Greater Manchester Higher attend Year 11 Progress Evening. Careers update provided to pupils and parents/ carers within the introductory presentation at Progress Evening. All pupils to create an account with 'Findanapprenticeship.gov' during Form Time. Assemblies from each of the main local providers including 6th Form colleges, 6th Form schools, and Apprenticeship providers. 1:1 guidance meetings provided to all pupils, prioritising EHCP pupils, followed by PP, SEND and other. Pupils log and review their employability skills, creating weekly targets. National Citizenship Service begin to engage with pupils with an assembly and lunchtime drop-ins. 	<ul style="list-style-type: none"> Invited to lunchtime drop-in sessions with employers, and education and training providers. Participation in National Careers Week with Careers themed curriculum content. 1:1 guidance meetings provided to all pupils, prioritising EHCP pupils, followed by PP, SEND and other. Careers Adviser in attendance at Year 11 Revision Launch evening, providing 1:1 meetings involving parents and carers where requested. Local education and training providers in attendance at Year 11 Revision evening. Pupils log and review their employability skills, creating weekly targets. 	<ul style="list-style-type: none"> Invited to lunchtime drop-in sessions with employers, and education and training providers. 1:1 guidance meetings provided, revisiting targeted pupils. Assembly- Life after Broadoak, Broadoak Leavers social media page launched. Pupils log and review their employability skills, creating weekly targets. NCS lunchtime drop-ins to encourage participation in the programme. 	<ul style="list-style-type: none"> Leavers invited to attend further guidance meetings are required. Communication made and further information provided remotely using the Broadoak Leavers social media page. Support available on GCSE Results Day includes the attendance of the Careers Adviser and the School Liaison teams from each of the local colleges and apprenticeship providers. Pupils participate in the National Citizenship Service program. September Guarantee data is communicated with Connexions to support collaborative work post-16. Permissions are sought from the leavers to permit communication and sharing of destination data between school and the local authority to aid collaborative support.
POST-16 LEAVERS	<ul style="list-style-type: none"> Initial contact in made using private messenger to confirm that leavers have successfully enrolled as planned. Interventions made where necessary. 	<ul style="list-style-type: none"> Destination data is shared with the Local Authority. Contact is maintained using Broadoak Leavers' social media page. Motivational information, LMI, employment, education and training opportunities are promoted generally and to specifically targeted leavers. Support with the update of Personal Statements, CVs and letters of application is offered and leavers are invited back into school to meet with the Careers Adviser. 	<ul style="list-style-type: none"> Contact is maintained using Broadoak Leavers' social media page. Motivational information, LMI, employment, education and training opportunities are promoted generally and to specifically targeted leavers. Support with the update of Personal Statements, CVs and letters of application is offered and leavers are invited back into school to meet with the Careers Adviser. 	<ul style="list-style-type: none"> Contact is maintained using Broadoak Leavers' social media page. Motivational information, LMI, employment, education and training opportunities are promoted generally and to specifically targeted leavers. Support with the update of Personal Statements, CVs and letters of application is offered and leavers are invited back into school to meet with the Careers Adviser. School receives an update from the authority. Interventions are made for NEET or suspected NEET leavers on an individual basis. 	<ul style="list-style-type: none"> Contact is maintained using Broadoak Leavers' social media page. Motivational information, LMI, employment, education and training opportunities are promoted generally and to specifically targeted leavers. Support with the update of Personal Statements, CVs and letters of application is offered and leavers are invited back into school to meet with the Careers Adviser. 	<ul style="list-style-type: none"> Contact is maintained using Broadoak Leavers' social media page. Motivational information, LMI, employment, education and training opportunities are promoted generally and to specifically targeted leavers. Support with the update of Personal Statements, CVs and letters of application is offered and leavers are invited back into school to meet with the Careers Adviser.

SCHOOL IMPROVEMENT PRIORITIES

To improve the amount of guidance available to Year 11 pupils in Class of 2019.

To improve Gatsby Benchmark results on the Compass Tool.

To further support recent leavers in Class of 2018 to reduce inclination to be NEET.

To further promote Higher Education and university opportunities to all Year groups.

To utilise pastoral time to embed the Careers programme.

To meet statutory guidelines and improve quality of Personal Guidance.

To raise the profile of Employability Skills and embed into the ethos of the school.

To improve participation of leavers on the National Citizenship Programme during Summer 2019.

To further improve the participation of Year 10 pupils on Work Experience. 65% of pupils to find a self-placement in 2019.

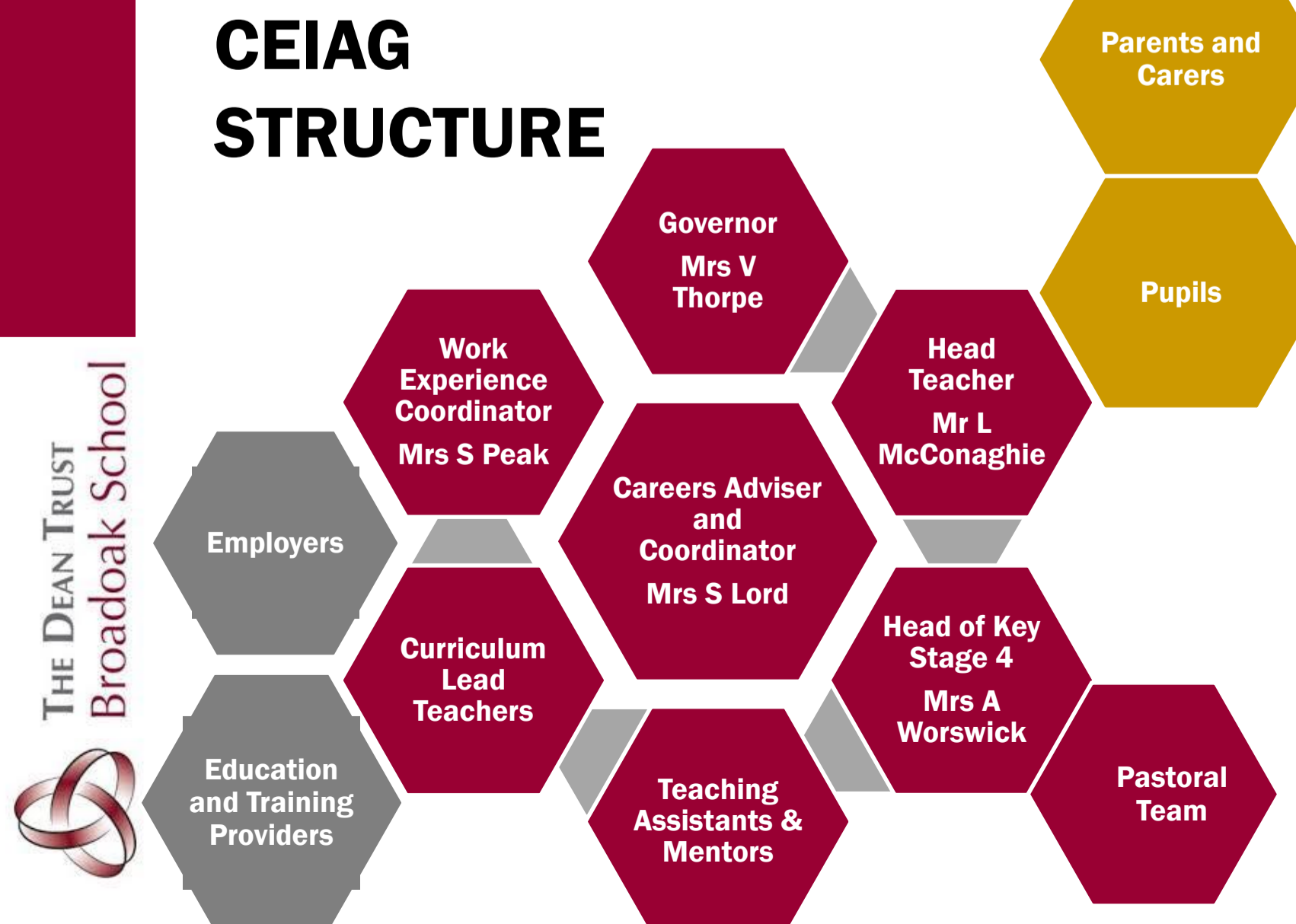
To increase pupil encounters with employers to at least one per academic year. 5 minimum quality interactions throughout their secondary education.

Parental Engagement- for parents to be more involved in supporting the progression of their young person into education or training.

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Build and maintain positive relationships with Broadoak alumni.

CAREERS ADVICE AND GUIDANCE STRATEGY



Exposure of pupils to the 6 growth industries within Greater Manchester and in-particular the biggest employers in Trafford (Retail, Health and Social Care & Logistics) remains a priority for our Applied Learning curriculum and employer encounters; thus improving the readiness of young people to enter the local labour market. Labour Market Information is made accessible for all stakeholders; pupils, parents and teachers are encouraged to engage with the data to inform discussions around careers and post-16 options.



DESTINATION DATA

Destinations after 1 year from previous cohorts is as follows:

		2012/13 Leavers	2013/14 Leavers	2014/15 Leavers	2015/16 Leavers
After 1 Year	All Pupils	79% (21% NEET)	83% (17% NEET)	81% (19% NEET)	84% (16% NEET)
	Disadvantaged	66% (34% NEET)	80% (20% NEET)	72% (28% NEET)	75% (25% NEET)

The Activity Survey of our most recent leavers in 2018, indicates a NEET figure of 3.33% in January 2019. This is an improvement from 8.77% in January 2018. Sustained education, employment and training beyond one year remains a school priority.

EHCP	Pupils with an EHCP receive 1:1 CEIAG meetings from Year 9-11, and in Year 11 the support is limitless. The Careers Adviser attends Annual Review meetings from Year 9-11, to liaise with relevant agencies to support parents and carers with the transition too. The EHCP Mentor will also provide support with individual needs, supporting travel arrangements, attendance at open events and interviews.
PP	Pupils with a PP status receive their 1:1 guidance meetings after EHCP pupils have been seen. Parental engagement is a priority for these young people and as such parents/ carers are invited in to attend the guidance meetings. A record of the meeting and any information to support the action plan will be posted home.
SEND	Pupils with a SEND status will be prioritised above non-SEND and will receive their 1:1 guidance meeting in advance. The Careers Adviser would be familiar with the individual's SEND and make appropriate suggestions for post-16 options, collaborating with the providers and the in-school Mentors. Parents are kept informed at events and also with hard copies of interview records posted home.
LAC	Depending on any additional needs, LAC pupils will then be seen in advance of any pupils without a specific profile. Their action plans and supporting information will be provided to relevant stakeholders.