

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. It holds specialisms in business, enterprise and applied learning as well as hosting a base run by the Local Authority for visually impaired students.

The school is split between 2 sites with KS3 & KS4 based at Finkil Street and has around 1430 students in total. There are approx. 330 students in the Sixth Form College which is located adjacent to Brighouse Town Centre. BHS has over 108 teaching staff and a similar number of associate staff.

The school is proud of its traditional values and the support given to enable high academic achievement and success for all students. Its 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.

Careers 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 Head of CEIAG who works closely with the Senior Leadership Team, the Learning for Life (L4L) Coordinator and the Associate Senior Leader in Business & Enterprise. In addition, CEIAG is supported by a clerical assistant / work experience co-ordinator.

The school has a long standing and close link with C&K Careers (the **matrix** Standard accredited specialist careers company) which is based in Huddersfield. C&K Careers provides the school with access to 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 VLE 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 (three times a year), Higher Education Events and the Annual Careers Fair. Close links are maintained with local employers (see more below under 'Employer Engagement'), 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 their Industry Ambassador Initiative
- 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

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 within 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 – Latitude7 organises a day around 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’ and JED (Job Explorer Database)
- Year 10 – Preparations for the World of Work & Health and Safety
- Year 11 – 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 and 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 7-13 attend the annual joint Careers Fair which BHS organises with Mirfield Free Grammar School bringing together 70+ external institutions including local & national employers, FE/HE, Training Providers, Armed Forces, Work Based Learning Providers and Apprenticeships

CEIAG Quality

Brighouse High School has achieved the C&K Careers Quality Standard for providing excellent careers support to its learners. The C&K Careers Quality Standard is nationally validated by the Quality in Careers Standard.

Achieving the award is not an easy process and the school’s provision was rigorously assessed against 10 criteria that aim to demonstrate that the school provides its learners with a programme of careers education information advice and guidance that is in line with national standards. The Standard involves proving that the careers programme in school includes 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.

The school marked the occasion with an award presentation on 14th January 2015.

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