

CAREERS ENGLAND WEBSITE ©

CEIAG Case Study:

Ormiston Horizon Academy, Stoke on Trent

The School

Ormiston Horizon Academy opened in September 2012. Based in Stoke on Trent it became the third “most improved school” in the country in 2012. The Academy now caters for learners aged 11 to 19 as the Academy opened a sixth form in September 2013.

Careers Education, Information, Advice and Guidance

The Academy has developed a comprehensive Careers Education programme delivered to Years 7-11 called ‘Horizon Start’. The Careers Adviser for the school (who is secured from by Stoke Local Authority Careers Service, a **matrix** Standard accredited advice and guidance provider) was aware of this programme and the extensive work with post 16 providers to bring the curriculum to life, and therefore suggested that the Academy may be suitable to take part in a pilot to achieve the Stoke on Trent CEIAG Quality Award.

The Academy’s Careers and Work Experience Co-ordinator and the Careers Adviser met with the Principal who agreed that working towards achieving the Award would be an excellent way to highlight and share good practice as well as identify any areas for development.

The Careers Co-ordinator began by completing a self-assessment of their CEIAG policies and provision and felt confident that they could evidence the eight quality objectives required to achieve the Award. Preparing for the Award took approximately eight months and Academy says “...*the Stoke Quality Award Team provided a ‘critical friend’ who helped us to define which pieces of evidence to include, supported us to develop our existing provision and gave us tools to use to enhance our current provision, such as the ACEG Framework to map our Careers Education schemes of work*”.

The Quality Award Assessment Panel found that there was a whole school approach to Careers education and guidance, from being a regular agenda item on the board of governors and having a clear CEIAG policy endorsed by the senior management team through to the feedback from students and parents about their experience of work experience, college taster days and careers events. The chair of the governing body regularly visits the academy and specifically includes monitoring the effectiveness of the CEIAG provision through student focus groups

The externally-commissioned Careers Adviser is fully qualified to QCF level 6 in Careers Guidance, is well established and integrated into the school, having a designated office and access to students to offer face to face guidance both on a 1-1 basis and in groups. The

Careers Adviser also supports and complements the Careers education programme, offering group sessions and visits.

The Academy has been able to demonstrate a significant and progressive reduction in Year 11 leavers Not in Education Employment or Training (NEET) over the last 5 years.

The Academy says: *'We work strategically with local employers and the Business Class partnership to have an accurate assessment of the needs of our students, the community and local industry. We strive to provide the best experience and embed the principals of employability skills in our ethos and approach.'*

The CEIAG Quality Award Experience

The Academy says *"The whole experience of working towards the Careers Quality Award helped us to highlight the extensive range of careers-related activity that takes place, and maps this to ensure consistency, develop links with external providers and embed careers delivery.*

It has highlighted the importance of involving parents and carers and we have trialled offering free National Careers Service Adult guidance appointments to parents (via our regular newsletter) in order to support their careers guidance needs, and have developed our community learning programme. We also offer IAG evenings where parents can attend to discuss Post 16 options, HE and financial support, specifically aimed at empowering parents to support their child to make informed decisions about their options.

In addition to the weekly CEIAG programme there are also CEDs (Curriculum Enrichment Days) to enable students to take part in CEIAG activities and events such as visits, taster sessions, guest speakers and exhibitions. These are tailored to ensure students are well informed at key transition points within the academic year, and that students are given the opportunity to explore the full range of opportunities available.

Holding the CEIAG Quality Award has also confirmed for us that we are offering our students a quality assured careers education programme that is both compliant with our statutory duty and gives the reassurance that our students and their parents deserve that they will receive information, advice and guidance to assist with their next steps whether it be education, employment or training."

Monitoring and Review of CEIAG

The Careers provision is regularly reviewed to ensure all students are getting the best possible programme to meet their needs and to comply with current developments within the CEIAG sector. The Service Level Agreement with the Local Authority Careers Team is annually reviewed and meetings are held termly to ensure the service is meeting the needs of the Academy and its students.

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