

CEIAG PROGRAMME OVERVIEW

At Dean Trust Ardwick our CEIAG programme is founded within the vision of our School and the curriculum in that:

- It has been developed with the aim of increasing social mobility.
- It is relentlessly focused on breaking the link between a person's background and where they get to in life.
- It supports everyone's right to fulfil their highest potential and ambition.

The CEIAG programme at Dean Trust Ardwick is therefore designed to:

- contribute to strategies which secure excellent outcomes and raise pupils' aspirations
 - provide a planned programme of impartial careers, education, information, advice and guidance for all learners across Years 7 to 11 supporting each stage of pupils' personal and academic achievement
 - promote equality of opportunity, support inclusion, and challenge stereotyping
 - support pupils' successful transition into the next phase of education and employment
 - ensure pupils are equipped with the knowledge and employability skills to succeed in life in modern Britain, including being able to manage their own careers, sustain employability, and achieve personal and economic well-being.
 - work alongside a wide network of external agencies, education providers and employers to ensure the most up to date, aspirational, inspirational and varied guidance is provided.
 - involve parents and carers
- It is our aim that through a planned programme of activities (both integrated within and additional to our curriculum) that all pupils will:
- develop strong character traits, employability and citizenship skills needed to seize the opportunities which exist
 - have a thorough knowledge of the world of work and all opportunities therein
 - be able to make informed choices about their pathways post-16 and beyond
 - be able to make a successful transition into life beyond Dean Trust Ardwick onto an appropriate ambitious pathway.

LINK TO SCHOOL IMPROVEMENT PRIORITIES

- SIP Target 9:** Embed opportunities throughout the personal development programme and subject curricula for each year group to explore career pathways, sectors and understand employability skills.
- SIP target 10:** Provide further opportunities for, and the tracking of employer and workplace encounters, to meet Gatsby Benchmarks 5, 6.

Further Priorities:

- Pupils, parents and staff have open access to records of their careers education and experiences (individualised tracking).
- Records of each pupil's destinations are kept and tracked for 3 years having left school.
- Pupils are able to articulate their knowledge around self (character) development, strategies for career exploration, developing career management skills, understanding how to explore career options and the application process.

	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: Opening Eyes Careers Advisor attends Parents Evening.	<ul style="list-style-type: none"> Form time activity: Pupils will complete a series of character development activities linked to employability. Parent/Carer engagement: Year 7 Welcome evening – introduction to programme and Unifrog with programme overview booklet Careers Assembly: 'What can make you successful?' Miss Ford Curriculum and Careers: Introduction to Unifrog through IT curriculum; Library induction including careers library. Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips/ work with MU Foundation Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Pupils will complete a series of breaking stereotypes activities and further character development Parent/Carer engagement: Newsletter emailed home Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips/ work with MU Foundation Product: Tracking through Unifrog and completion of The DTA Way Work Place visits 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (C+E) Parent/Carer engagement: Newsletter emailed home. Coffee Morning, Evaluation Careers Assembly: 'What could your future look like?' Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips/ work with MU Foundation Product: Tracking through Unifrog and completion of The DTA Way Work Place visits 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (H) Parent/Carer engagement: Apprenticeship Evening National Careers and Apprenticeship Week: All curriculum areas will deliver a careers based lesson. Within the same week. Theme: demonstrate your skills. Pupils will be set world of work challenges by an employer or employee whose career links to the subject. Curriculum and Careers: Sere above Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips/ work with MU Foundation Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (IT+M) Parent/Carer engagement: Newsletter emailed Careers Assembly: 'What might your pathway look like?' Miss Ford Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips/ work with MU Foundation Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (F+B) Parent/Carer engagement: Year evaluation Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips/ work with MU Foundation Product: Tracking through Unifrog and completion of The DTA Way
DMSF, MU Foundation and Reach Out Projects, STEM club and Serious About Science (SAS)						
YEAR 8: Goal Setting Careers Advisor attends Parents Evening.	<ul style="list-style-type: none"> Form time activity: Pupils will complete a series of character development activities linked to employability. Parent/Carer engagement: Booklet emailed/posted with programme offer Careers Assembly: 'Who do employers want you to be?' Miss Ford Curriculum and Careers: Unifrog update through IT curriculum; Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Pupils will complete a series of breaking stereotypes activities and further character development Parent/Carer engagement: Newsletter emailed home Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Goal setting Parent/Carer engagement: Newsletter emailed home. Coffee Morning, Evaluation Careers Assembly: 'What difference could Now make?' Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way Work Place visits 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (M+IT) Parent/Carer engagement: Apprenticeship Evening, Evaluation National Careers and Apprenticeship Week: All curriculum areas will deliver a careers based lesson. Within the same week. Theme: demonstrate your skills. Pupils will be set world of work challenges by an employer or employee whose career links to the subject. Curriculum and Careers: Sere above Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way Work Place visits 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (H) Parent/Carer engagement: Newsletter emailed Careers Assembly: 'What might your pathway look like?' Miss Ford Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Focus sectors activities (C+E) Parent/Carer engagement: Year evaluation Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way
DMSF, MU Foundation and Reach Out Projects, STEM club and Serious About Science (SAS)						
YEAR 9: Making informed decision Careers Advisor attends Parents Evening and Options Evening	<ul style="list-style-type: none"> Form time activity: Pupils will complete a series of character development activities linked to employability. Parent/Carer engagement: Booklet emailed/posted with programme offer Careers Assembly: 'What does this year mean for me?' Miss Ford Curriculum and Careers: Unifrog update through IT curriculum; Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Pupils will complete further character development and skills sessions Parent/Carer engagement: Newsletter emailed home Careers Assembly: 'How could I make the most informed decisions?' Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: LMI investigations and decision making Parent/Carer engagement: Options evening with careers guidance session and visiting Post-16 providers and employers, Evaluation Careers Assembly: 'What difference could Now make?' Curriculum and Careers: GCSE/ Vocational taster lessons and 'alumni' panel. Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Goal setting Parent/Carer engagement: Apprenticeship Evening, Evaluation Careers Assembly: GM Higher – Life as a student National Careers and Apprenticeship Week: Employer talks across Faculties Curriculum and Careers: Sere above Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Goal setting Parent/Carer engagement: Newsletter emailed Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way Work Place visits 	<ul style="list-style-type: none"> Form time activity: Year/ KS development review Parent/Carer engagement: Year evaluation Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way
Enterprise Enrichment Project running throughout the year. Resilience programme, University Visits DMSF, MU Foundation Projects, STEM club and Serious About Science (SAS)						
YEAR 10: Becoming an Ideal Candidate Careers Advisor attends Welcome Evening and Parents Evening	<ul style="list-style-type: none"> Form time activity: Pupils will complete a series of character development activities linked to employability. Parent/Carer engagement: GCSE Welcome Evening Curriculum and Careers: Unifrog update through IT curriculum Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Pupils will complete further character development and skills sessions Parent/Carer engagement: Newsletter emailed home Careers Assembly: 'GM Higher Curriculum and Careers: One careers based lesson per half term linking curriculum skills to the world of work or exploration of specific careers linked to subject Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Personal Statement and Application writing Parent/Carer engagement: Options evening with careers guidance session and visiting Post-16 providers and employers, Evaluation Careers Assembly: Becoming an ideal candidate: Enterprise Advisor Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way 	<ul style="list-style-type: none"> Form time activity: Interview skills Parent/Carer engagement: Apprenticeship Evening, Evaluation Careers Assembly: 'What might your pathway look like?' Miss Ford National Careers and Apprenticeship Week: Mock interview Day and Employer Q+As Employer engagement: Mock interview day Lunchtime Employer talks/ Faculty and Reward trips Product: Initial personal statement completed 	<ul style="list-style-type: none"> Form time activity: Post-16 research Parent/Carer engagement: Newsletter emailed Careers Assemblies: Post 16 providers (various) Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way Post 16 Taster Days and Work Place visits 	<ul style="list-style-type: none"> Form time activity: Year/ KS development review Parent/Carer engagement: Year evaluation Careers Assemblies: Post 16 providers (various) Employer engagement: Lunchtime Employer talks/ Faculty trips Product: Tracking through Unifrog and completion of The DTA Way Post 16 Taster Days and Work Place visits
University Visits, Career 1-1s begin including notes, profile and next steps posted home to parents/carers, 6 week career programme through PSHCE curriculum on a rotation based on identified need Science mentoring from Manchester University						
YEAR 11: Preparing for Transition Careers Advisor attends Welcome Evening and Parents Evening	<ul style="list-style-type: none"> Form time activity: and PSHCE: Completing applications for Post-16 Parent/Carer engagement: Year 11 Welcome Evening Careers Assembly: 'What does this year mean for me?' Miss Ford Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Tracking through Unifrog and completion of The DTA Way Open Day visit support 	<ul style="list-style-type: none"> Form time activity: Completing applications for Post-16 Parent/Carer engagement: Newsletter emailed home Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Full personal statement and applications completed with school reference Open Day visit support 	<ul style="list-style-type: none"> Form time activity and PSHCE: Developing financial capability Parent/Carer engagement: Options evening with careers guidance session and visiting Post-16 providers and employers, Evaluation Careers Assembly: NCS Curriculum and Careers: GCSE/ Vocational taster lessons and 'alumni' panel. Employer engagement: Lunchtime Employer talks/ Faculty trips 	<ul style="list-style-type: none"> Form time activity: Preparing for transition and goal setting Parent/Carer engagement: Apprenticeship Evening, Evaluation Careers Assembly: How do we support you beyond DTA? Miss Ford National Careers and Apprenticeship Week: Curriculum and Careers: Sere above Employer engagement: Lunchtime Employer talks/ Faculty and Reward trips Product: Intended destinations collected and alumni programme set up 		<ul style="list-style-type: none"> Results Day support Destination data collection Alumni Programme
University Visits, Career 1-1s including notes, profile and next steps posted home to parents/carers						

IMPACT: DESTINATION DATA

Dean Trust Ardwick does not currently have verified destination data, with the academic year of 2019-2020 being only in its 5th year of operation. However 99.2% of 2020 alumni were recorded EET by the LEA.

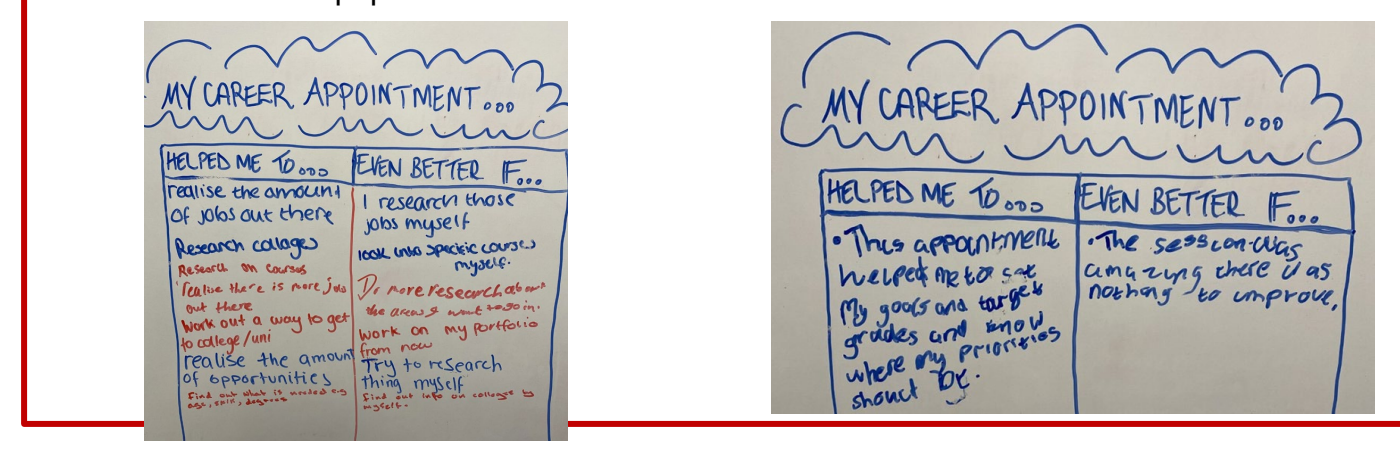
Examples of Evaluations:

Comments from Employers and Training Providers (2019-2020)

Ami Hewitt: One Manchester!
Thank you so much for having me! I thoroughly enjoyed the event. The students and their parents were all so engaged and inquisitive. I got asked so many brilliant questions and got to speak to so many people which is great. It was really lovely to see how interested and excited they were about their future opportunities. You have some wonderful students at The Dean Trust! Also a big thanks to the two lovely girls you had offering the refreshments, they were so lovely!
Maira Grimsley: Damar
Thank you for including Damar in your event. The evening was very well organised and I found the staff extremely helpful and welcoming. Your students were most polite and the interest and enthusiasm shown by them and by their parents was exceptional.
Jayne Shaw: Total People
I thought the event yesterday was fantastic. It was lovely to see such a large turnout from students and also parents/carers. I thought the school environment was lovely and the staff, including yourself were very welcoming and could not do enough for us. The students I spoke to asked some really good questions were very engaged and hopefully found the information useful. It was certainly one of the better events I have attended.

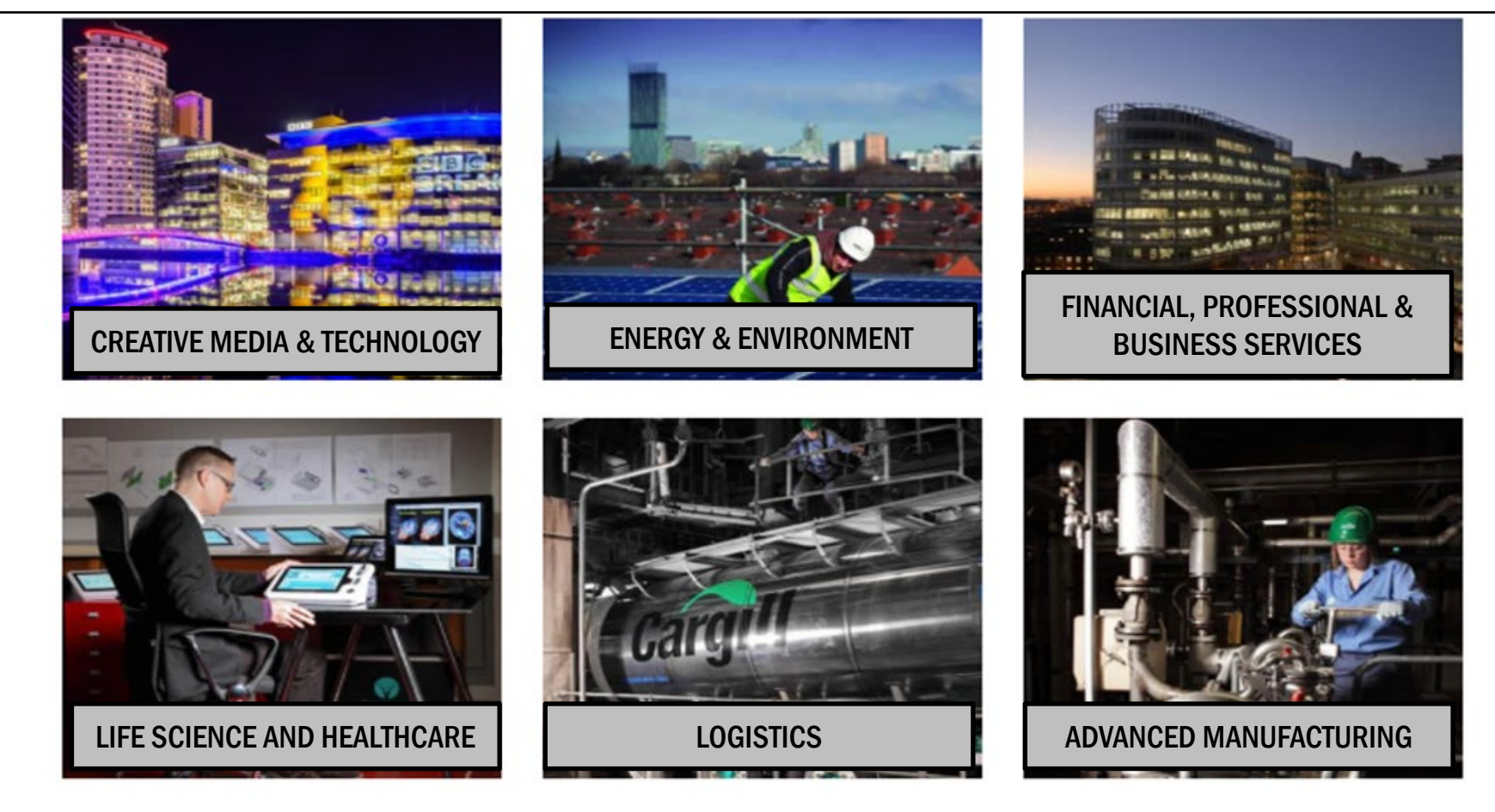
Results from Parent/Carer Evaluations (2019-2020):

- Year 11 Welcome Evening (Sept 2019):
- 100% of parents/carers 'Agreed' or 'Strongly Agreed' that their child is receiving high quality CEIAG.
 - 100% of parents/carers 'Agreed' or 'Strongly Agreed' that they know how to support their child through post 16 application.
- Apprenticeship Evening (March 2020):
- 100% of parents/carers 'Agreed' or 'Strongly Agreed' that they learned something they did not previously know.
 - 100% of parents/carers 'Agreed' or 'Strongly Agreed' that the evening had helped in making informed choices for the future.
- Comments from our pupils:



Compass Results Oct 19		
Benchmark	Current %	% Schools Nationally Achieving
1	88	6
2	60	13
3	54 (100% unattainable due to lack of destination data)	13
4	62	26
5	25	38
6	75	37
7	90	13
8	100	49

CEIAG STRUCTURE



Exposure of pupils to the 6 growth industries within Greater Manchester 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.

- Planned Post-16 (Alumni) Support:**
- Contact is maintained using email communication.
 - 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.
 - Alumni invited back to present to younger pupils.

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 SEND	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.
LAC	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.
INA	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.
	Pupils receive intensive support with collaboration between EAL and CEIAG staff including chaperoned visits to post-16 providers with ESOL assessment.