

Careers Education Information Advice and Guidance (CEIAG) Employability and Employer Engagement Policy Provider Access Policy

Rationale

At Madeley School, we are committed to providing a curriculum, which inspires excellence in all its forms and gives all pupils the opportunity to experience success. This curriculum, Madeley School is committed to delivering a high-quality, inclusive and ambitious careers programme that prepares all students for successful transitions into further education, employment and training. Our curriculum is knowledge-rich and experience-led, enabling students to develop the skills, confidence and aspirations required to thrive in a rapidly changing labour market.

Careers Education, Information, Advice and Guidance (CEIAG) is central to this vision. It supports students to:

- Understand their strengths, interests and values
- Make informed decisions at key transition points
- Develop employability and enterprise skills
- Access up-to-date Labour Market Information (LMI)
- Progress into sustained education, employment or training

Statutory Compliance and Frameworks

This policy meets statutory requirements including:

- **DfE Careers Guidance and Access for Education and Training Providers (updated 2023+)**
- **Provider Access Legislation**
- **Ofsted Education Inspection Framework (EIF)**

The programme is aligned to:

- **The Gatsby Benchmarks (1–8)**
- **Career Development Institute (CDI) Framework**
- **Equalex Framework (equity in careers provision)**

Progress and provision are tracked using:

- **Compass+ (Careers & Enterprise Company tracking tool)**
- **Unifrog**

Aims

Madeley School's Careers Education, Information, Advice and Guidance (CEIAG) Programme has the following aims:

- Achieve all **Gatsby Benchmarks** consistently
- Raise aspirations, motivation and student confidence
- Ensure **equitable access** to opportunities (Equalex)
- Reduce NEET (Not in Education, Employment or Training) figures
- Develop employability and enterprise skills
- Embed careers across the curriculum
- Provide meaningful employer encounters and workplace experiences

- Deliver impartial, independent careers guidance
- Equip students with knowledge of all pathways (academic and technical) To contribute to economic prosperity of individuals and communities;
- To focus students on their future aspirations and goals through work with employers;
- To involve parents and carers throughout the delivery of CEIAG;
- To provide students with up to date Labour Market Intelligence (LMI) and key sector growth information.

Commitment

Madeley School is committed to providing our students with a robust programme of CEIAG for all students from Year 7 – 11 and recognises our statutory requirements. We endeavour to follow the National Framework for CEIAG 11-19 in England and other relevant guidance from DCSF, QCA and Ofsted as it is published.

[Careers guidance and access for education and training providers - GOV.UK](#)

We have chosen to adopt the CDI (Career Development Institute) Framework for our programme in school. [CDI Framework - Career Development Institute](#)

Careers Advisor

We have a Qualified Level 6 Careers Advisor whose focus is to provide our Key Stage 4 students with expert careers advice to prepare and support them with their transition to post-16 education, employment and training, and to support the Year 10 work experience programme.

Unifrog Careers Platform

Madeley School subscribes to **Unifrog**, a comprehensive online careers platform that supports the delivery of high-quality, impartial Careers Education, Information, Advice and Guidance (CEIAG) in line with statutory requirements.

Unifrog provides a **single, integrated platform** that brings together up-to-date information on careers, apprenticeships, further education, and higher education pathways. It enables the school to deliver a structured, progressive careers programme while supporting students to make informed decisions about their future.

Students access Unifrog during designated Careers and Personal Development lessons and are also able to use the platform independently at any time, both in school and at home.

Unifrog supports students to:

- **Explore career pathways** using accurate and current Labour Market Information (LMI)
- **Research post-16 and post-18 options**, including apprenticeships, vocational routes and university courses
- **Develop self-awareness** through interests and skills profiling tools
- **Record and reflect on careers activities**, including employer encounters and work experience
- **Track applications and progression**, supporting successful transitions beyond Key Stage 4
- **Access a consistent and impartial source of guidance**, reducing reliance on fragmented information

Unifrog also enables the school to:

- Provide a **personalised careers experience** for every student
- **Monitor engagement and progression** across year groups
- Support delivery of the **Gatsby Benchmarks**, particularly:
 - Benchmark 2 (Labour Market Information)
 - Benchmark 3 (Addressing the needs of each pupil)
 - Benchmark 8 (Personal guidance)
 - Evidence impact for **Ofsted inspection and internal review**

Parents and carers are able to access Unifrog to support their child's decision-making, strengthening home-school collaboration in careers guidance.

Gatsby Benchmarks

As a school we are working towards offering a gold standard service to our students against the DFE statutory guidance, the Gatsby Benchmarks [Transforming Careers Guidance | Gatsby Education](#)

- **1. A Stable Careers Programme:** A structured program embedded in school leadership, with a designated careers leader and clear input from parents.
- **2. Learning from Career and Labour Market Information:** Ensuring access to up-to-date data on future pathways and labor markets for students, staff, and parents.
- **3. Addressing the Needs of Each Pupil:** Tailoring guidance to individual student needs, including tracking progress and challenging stereotypes.
- **4. Linking Curriculum Learning to Careers:** Embedding career education into all subjects, focusing on the relevance of skills.
- **5. Encounters with Employers and Employees:** Providing multiple, meaningful opportunities to learn about work through various employer interactions.
- **6. Experiences of Workplaces:** Offering firsthand experiences of work (e.g., work experience) to build skills and understanding.
- **7. Encounters with Further and Higher Education:** Providing information on technical education, apprenticeships, and university pathways.
- **8. Personal Guidance:** Providing opportunities for face-to-face interviews with qualified career advisers

Madeley School is looking to embed enterprise, employability and quality careers guidance and inspiration into the school's culture and curriculum with a focus on developing structured and sustainable employer partnerships increasing student exposure to the real world of work as part of their preparation for modern life. We are looking to develop the employability of students with a focus on soft skill development, workplace behaviours and exposure to the world of work to enable a successful integration on leaving education into their first job.

Development

This Policy will be developed and reviewed annually in discussion with students, parents, Academy Councillors and advisory staff. We will also ensure any amendments to statutory guidance are reflected in our policy.

Policy Links

The Policy supports and is underpinned by other key school policies including those for Teaching and Learning, Recording and Reporting Achievement, Supporting Equality, Health and Safety and safeguarding. It also supports the School Improvement Plan, linking key priorities.

Staffing

Director of Careers and Work Related Learning:

Mr S King – Strategic lead for CEIAG, curriculum design, employer engagement and work experience

CEIAG SLT Link:

Mr R McMeeken – oversight and accountability

Careers Adviser:

Mr J Knight – independent Level 6 qualified adviser providing impartial guidance

CEIAG Support:

Miss E Leese – administration and coordination

Stoke-on-Tent and Staffordshire Careers Hub Careers Consultant:

B Ashley

All staff:

All staff contribute to CEIAG through their roles as tutors and subject teachers. CEIAG is delivered specifically through the school's Personal Development Programme which at KS3 is delivered by form tutors during weekly timetabled lessons and at KS4 on specified timely drop-down days. All staff contribute through:

- Personal Development delivery
- Curriculum links to careers
- Student guidance and referral

Student Entitlement

Students are entitled to CEIAG that meets professional and ethical standards of practice, which is young person centred, impartial and confidential. The Careers programme is designed to meet the needs of students at Madeley School. It is differentiated and personalised to ensure progression through activities that are appropriate to students' stages of career learning, planning and development. The programme on offer will enable students to understand themselves, their interests, likes, dislikes and what they are good at and how this affects their choices and decision making.

The programme will also ensure students have a rounded careers experience ensuring their learning in school is relevant and linked to future prospects, connecting key areas of the curriculum to the world of work. The programme allows relevant exposure to employers and working life to develop employability and enterprise skills and also impact on decision making. Students will receive knowledge around LMI and sector growth utilising the Local Enterprise Partnership (LEP) identified priorities.

Students are encouraged to:

- Find out about different options open to them at key decision making points
- What qualifications are needed for their chosen vocation
- Develop skills they need for working life
- Develop a clear plan of action for their future
- Make effective applications for work, training and further and higher education
- Every student at KS4 will have the opportunity and will understand how to access a one- to-one appointments with the Careers Advisor through staff request, e-mail and face-to face

We will:

- Treat our students equally and as an individual
- Give our students the impartial and unbiased careers information, advice and guidance
- Ensure that our students see employers in school through pre-organised events
- Give you any additional CEIAG support that our students may need

Curriculum

The CEIAG programme covers careers education activities, including assemblies, guest speakers and taster sessions, alongside individual career guidance interviews, group sessions, trips and drop down days. As a school we are working towards the embedding of Careers and work-related learning tasks into some subject areas.

The careers curriculum is based on the CDI Framework and is taught in careers modules in each year group as follows:

Careers Modules - Themes by Year group:

Year 7 – Self Awareness

Year 8 – Linking subjects to job

Year 9 – Career Exploration

Year 10 – Employability Skills & Preparing for Work Experience

Year 11 – Post 16 options

Parents and Carers

Parental involvement is encouraged at all stages. There is a Careers Information for Parents section on the school website which has been developed to help parents to become more involved. CEIAG information and updates are shared with parents using Arbor. Mr King (Director for Careers and Work Related Learning) is available to speak to parents via e-mail or phone and is also available at Parents Evenings and Open Evenings.

Mr Knight (Careers Advisor) is available to speak to parents via e-mail or phone as required and can be in attendance at Y9,10 & 11 Parents Evenings. Mr Knight is happy for parents to attend student meetings where appropriate. Meetings can be arranged through Miss Leese (CEIAG admin support).

Employer Partnerships

Madeley school is working with the Stoke-on-Trent and Staffordshire Careers and Enterprise Company to establish links with a range of employers. Madeley school is looking to develop a more systematic and structured approach to ensure the school-employer partnership is powerful and purposeful, and by utilising networking connections through LinkedIn and Chamber of Commerce membership.

Monitoring Review and Evaluations

All details of student one to one interviews are recorded on Unifrog and where appropriate will have individualised action plans. Destinations for students in year 11 are recorded and their progress with applications checked and updated. Careers guidance is monitored and evaluated on a regular basis throughout the year with key staff and students and via appropriate evaluation of activities. An audit of CEIAG provision is carried out annually, including Compass+ evaluations, Internal Leadership Review (ILR), Peer-to-peer evaluation and Future Skills Questionnaire evaluation and action planning.

CEIAG Leadership Development

Mr King (Director for Careers and Work Related Learning) remains up to date with the fast changing landscape with regular meetings with the Stoke-on-Trent and Staffordshire Careers Enterprise Company, Careers and Enterprise hub meetings, CEIAG networking events and CPD, and through regular liaison with our local colleges and training providers.

This information is fed back to relevant staff in school and delivery plans and adapted accordingly. Feedback is taken from students and staff at the end of each module in the Personal Development programme. This information is used to update and drive planning for future use. All development points are linked into whole School Improvement Plans.

Modern Work Experience Programme and the Equalex Framework

Years 7–9 (Early Exposure)

Students participate in a structured **Modern Work Experience programme**, including:

- Virtual work experience placements
- Employer-led workshops
- Career simulations and enterprise challenges
- Workplace visits and encounters

Focus:

- Communication
- Teamwork
- Digital literacy
- Problem-solving

Years 10–11 (Direct Experience)

Year 10:

- One-week in-person work experience placement
- Supported through:
 - Unifrog
 - CV writing
 - Interview preparation
 - Workplace expectations

Students are encouraged to source placements, supported by the Careers Team.

Year 11:

- Targeted employability support
- Post-16 application preparation
- Employer encounters

Equalex Framework (Equity and Inclusion)

The Equalex Framework ensures fair access for all students by:

- Promoting diverse career pathways and role models
- Monitoring participation across groups
- Targeting support where gaps exist
- Challenging stereotypes

This ensures careers provision is inclusive and aspirational for all learners.

Policy developed and reviewed by Mr S King – April 2026

Provide Access Policy - Madeley School

Introduction

This policy Statement sets out the school's arrangements for managing the access of providers to students at the school for the purpose of providing them with information regarding the provider's education or training offer at each transition point. This complies with the school's legal obligation under section 42B of the education act 1997.

All pupils in years 8-11 are entitled:

- To find out about technical education qualifications and apprenticeships opportunities, as part of a careers programme which provides information on the full range of education and training opportunities available at each transition point;
- To hear from local providers and the opportunities they offer, including technical education and apprenticeships – through options events, assemblies and group discussions and taster events;
- To understand how to make applications for the full range of academic and technical courses.

For pupils of compulsory school age these encounters are mandatory and there will be a minimum of two encounters for pupils during the 'first key phase' (year 7 to 9) and two encounters for pupils during the 'second key phase' (year 10 to 11).

These provider encounters will be scheduled during the main school hours and the provider will be given a reasonable amount of time to, as a minimum:

- share information about both the provider and the approved technical education qualification and apprenticeships that the provider offers
- explain what career routes those options could lead to
- provide insights into what it might be like to learn or train with that provider (including the opportunity to meet staff and pupils from the provider)
- answer questions from students

Meaningful provider encounters

One encounter is defined as one meeting/session between students and one provider. We are committed to providing meaningful encounters to all pupils using the [Making it meaningful checklist](#).

Meaningful virtual engagement is also an option, and we are open to providers that are able to provide live online engagement with our pupils.

Destinations of our pupils

Last year our year 11 pupils moved to range of providers in the local area after school: This included: Newcastle College (NCSG), Cheshire College South & West, Reaseheath College, Stoke on Trent Sixth Form College.

Management of Provider Requests

A provider wishing to request access should contact Mr R McMeeken , Assistant Principal – CEIAG SLT Link

robert.mcmeeken@madeley.set.org

Opportunities for access

A number of events on the school calendar, integrate into the school careers programme, will offer providers an opportunity to come into school to speak to pupils and their parents:

Year Group	Autumn 2025	Spring 2026	Summer 2026
7	<p>PD (PSHEe Lessons)</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 13th October • 3th November <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>National careers & Apprenticeship week</p> <p>Year 7 parents evening – 22nd January</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 2rd February • 23th March <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>PD (PSHEe Lessons) during form time</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 4th May • 8th June <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>
8	<p>PD (PSHEe Lessons)</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 13th October • 3th November <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>National careers & Apprenticeship week</p> <p>Year 8 parents evening – 22nd April</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 2rd February • 23th March <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>PD (PSHEe Lessons) during form time</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 4th May • 8th June <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>
9	<p>PD (PSHEe Lessons)</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 13th October • 3th November 	<p>National careers & Apprenticeship week</p> <p>Year 9 Options Parents Evening 12th February</p> <p>Careers related subject lessons</p>	<p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 4th May • 8th June

	<p>Lunch time drop ins: Providers can hold drop in sessions by prior arrangement</p>	<p>PD (PSHEe Lessons) during time tabled lessons.</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 2rd February • 23th March <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>
10	<p>PD drop down days on 10th October</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 13th October • 3th November <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>National careers & Apprenticeship week</p> <p>PD drop down days on February 13th</p> <p>Careers related subject lessons</p> <p>Year 10 parents evening - 14th March</p> <p>Year 10 parents evening</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 2rd February • 23th March <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>PD drop down days on 7th May</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 4th May • 8th June <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>
11	<p>PD drop down days 19th September</p> <p>Year 11 parents evening – 9th December</p> <p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 13th October 	<p>National careers & Apprenticeship week</p> <p>PD drop down days 6th February</p> <p>Careers related subject lessons</p>	<p>Careers related subject lessons</p> <p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 4th May • 8th June <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>

	<ul style="list-style-type: none"> • 3th November <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	<p>Careers focused assemblies take place in the week commencing</p> <ul style="list-style-type: none"> • 2rd February • 23th March <p>Lunch time drop ins: Providers can hold drop-in sessions by prior arrangement</p>	
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Premises and facilities

The school will make the main hall, sports hall or classrooms available for discussions between the provider and students, as appropriate to the activity. The school will also make available AV and other specialist equipment to support provider presentations. This will all be discussed and agreed in advance of the visit with the CEIAG SLT Link/Director of Careers and Work Related Learning, or a member of their team.

Meaningful online engagement is also an option and we are open to providers that are able to provide live online engagement with our pupils.

Providers are welcome to leave a copy of their prospectus or other relevant course literature at the main reception desk.

Complaints:

Any complaints with regards to provider access can be raised following the school complaints procedure or directly with The Careers & Enterprise Company via provideraccess@careersandenterprise.co.uk

Approval and review

Approved [Awaiting Approval] by Academy Councillors at Curriculum and Standards Committee

Next review: September 2026