

The CEIAG framework at Madeley is incorporated in the school Personal Development programme, assemblies and themes for the week, morning tutorial programme and national awareness days and themed weeks including national careers and apprenticeship week. The framework includes aspects of careers, enterprise and employability.

Learner analysis

Appropriate resources and support given to enable learning considers the following:

- Age and ability
- Prior learning
- SEN

Evaluation of our CEIAG Programme

Our careers programme is evaluated, analysed and reviewed using a variety of methods.

- One to one careers guidance interviews
- Staff and student feedback and questionnaires at the end of modules and PD days
- Provider feedback
- Parent questionnaires
- Year 11 intended destination questionnaires and review
- Annual CEIAG report
- Destination figures

The data provides us with information to prove the quality and effectiveness of our provision and identify any improvements which need to be made.

Gatsby Benchmarks

We are working closely with the Careers and Enterprise Company <https://www.careersandenterprise.co.uk/> to achieve the Gatsby Benchmarks for our careers provision in school. More information about the Gatsby Benchmarks can be found here <https://www.gatsby.org.uk/uploads/education/gatsby-careers-4-pager-updated.pdf>

In Summary the Benchmarks are:

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

Framework

The framework sets out below the series of planned activities for each year group across the academic year

Year 6

Gatsby Benchmark Targeted	Planned Activities
GB1, GB2, GB4	<ul style="list-style-type: none">• Let's talk jobs – These are workshops delivered to our visiting year 6 students during their induction days (July 26)

Year 7

Gatsby Benchmark Targeted	Planned Activities
GB1, GB2, GB3, GB4 GB7 GB5	<ul style="list-style-type: none">• National Careers/ Apprenticeship Week (Feb / March) – All students have opportunities to meet providers for the purpose of informing them about approved technical education qualifications or apprenticeships• Careers Module in Personal Development programme during form time (term 3) pupils will have the opportunity to explore the world of work• Future Skills questionnaire• STEM Careers lesson in all KS3 Science Modules• Mixed Media Artist careers talks and workshop in Art lessons (November 25)• Drop in careers discussion – to develop understanding of the world of work and link to subject / topic and ask questions of a knowledgeable expert• Unifrog online profiling and Careers software• Big Bang Fair North West – careers fair Summer 26.• College and employer encounter assemblies

Year 8

Gatsby Benchmark Targeted	Planned Activity
GB1, GB2, GB3, GB4 GB7 GB5	<ul style="list-style-type: none">• National Careers/ Apprenticeship Week (Feb / March) – All students have opportunities to meet providers for the purpose of informing them about approved technical education qualifications or apprenticeships• Careers Module in Personal Development programme (Term 3) pupils will have the opportunity to explore the world of work and to consider employability skills• STEM Careers lesson in all KS3 Science Modules• Mixed Media Artist careers talks and workshop in Art lessons (November 25)• College provider assemblies• Employer encounter assemblies• Unifrog online profiling and Careers software – develop careers profile likes and dislikes.• Big Bang Science• Future Skills questionnaire.

Year 9

Gatsby Benchmark Targeted	Planned Activity
GB1, GB2, GB3, GB4, GB5, GB6,	<ul style="list-style-type: none">• National Careers/ Apprenticeship Week (Feb / March) – All students have opportunities to meet providers for the purpose of informing them about approved technical education qualifications or apprenticeships

GB7, GB8	<ul style="list-style-type: none"> • Careers Module in Personal Development programme (Jan 26) pupils will have talks from our local colleges, and apprenticeship and training providers focusing on how their options choices affect opportunities post 16. • STEM Careers lesson in KS4 Science Modules • College provider assemblies • Employer encounter assemblies • Unifrog online profiling and Careers software – develop careers profile likes and dislikes. Begin to explore careers and pathways into them • GCSE science live – looking at top scientists and their current field of research to inspire love of STEM subjects. • Forensics day at SOT6 (January 26) • Future Skills questionnaire • University Visit – Field to fork trip to Harper Adams university; Staffordshire university campus tour • Lego robotics day at SOT6 (June 26) • Options Evening (Feb 26)– pupils and parents have access to our careers advisor and to staff from our local FE colleges, 6th form college apprenticeship providers • Access to independent careers advisor - students requiring advice and guidance are given a one to one meeting with the careers advisor and if necessary SENCO to look at choosing options
----------	---

Year 10

Gatsby Benchmark Targeted	Planned Activity
GB1, GB2, GB3, GB4, GB5, GB6 GB7, GB8	<ul style="list-style-type: none"> • National Careers/ Apprenticeship Week (Feb / March) – All students have opportunities to meet providers for the purpose of informing them about approved technical education qualifications or apprenticeships • College provider assemblies • Employer encounter assemblies • Targeted Careers Lessons in Personal Development Days - pupils will have talks from our local colleges, and apprenticeship and training

	<p>providers focusing on how their options choices affect opportunities post 16.</p> <ul style="list-style-type: none"> • Employability skills workshop include: CV preparation, body language and interview techniques, inspiration talks, personal development, what do employers want and a mock interview • STEM Careers lesson in KS4 Science Modules • Drama trip to a local college to discuss pathways and careers • Port vale CEO talk to PE students in year 10 and 11 (February 26) • Speakers for school – engaging talks from top employers – Q&A sessions • STEM Olympics at SOT6 (March 26) • Cyber Security at SOT6 (June 26) • Drop in careers discussion – to develop understanding of the world of work and link to subject / topic and ask questions of a knowledgeable expert – to develop breadth of understanding of the world of work • Unifrog online profiling and Careers software – develop careers profile likes and dislikes. Begin to develop careers thoughts and ideas and pathways into them • Future skills questionnaire • Work Experience – all pupils will take part in a weeks work experience. Places found for those who cannot self-place with support from John Knight Careers Advisor from Changing Education. • Parents Evening (March) – pupils and parents have access to our career’s advisor and to staff from our local FE colleges, 6th form college apprenticeship providers • College visits – visits to our local colleges during summer term 2026. • Year 11 Sixth Form Open Evening - An evening where students and their parents are invited to listen to outside independent speakers about apprenticeships, higher education and student finance
--	--

Gatsby Benchmark Targeted	Planned Activity
GB1, GB2, GB3, GB4, GB5, GB6, GB7, GB8	<ul style="list-style-type: none"> • National Careers/ Apprenticeship Week (Feb / March) – All students have opportunities to meet providers for the purpose of informing them about approved technical education qualifications or apprenticeships • College provider assemblies • Employer encounter assemblies • Targeted Careers Lessons in Personal Development Days - pupils will have talks from our local colleges, and apprenticeship and training providers focusing on how their options choices affect opportunities post 16. • Applying for College Workshop include: CV preparation, body language and interview techniques, inspiration talks, personal development, what do employers want and a mock interview • STEM Careers lesson in KS4 Science Modules • Port vale CEO talk to PE students in year 10 and 11 (February 26) • Unifrog online profiling and Careers software – develop careers profile likes and dislikes. Begin to develop careers thoughts and ideas and pathways into them • Parents Evening (December 25)– pupils and parents have access to our careers advisor and to staff from our local FE colleges, 6th form college apprenticeship providers • Access to independent careers advisor - students requiring advice and guidance are given a one-to-one meeting with the careers advisor and if necessary SENCO to look at choosing options – with support if required. • Careers and universities information – On display outside student services to inform students of opportunities • Careers Education, Information, Advice and Guidance – Access to a wide (CEIAG) library and recourses outside students services