

# Unity Academy Blackpool

## Careers Education, Information, Advice and Guidance (CEIAG) Policy 2026-2027

| Field                                          | Detail                                                                                                         |
|------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| This document has been approved for use within | Unity Academy Blackpool                                                                                        |
| This document has been approved by             | Russ Bradshaw, Deputy Headteacher                                                                              |
| Status                                         | Active                                                                                                         |
| Date effective from                            | September 2026                                                                                                 |
| Date of next review                            | September 2027                                                                                                 |
| Review period                                  | Annually                                                                                                       |
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| Operational Careers Lead                       | Rachael Watson<br><a href="mailto:r.watson@unity.fcatt.org.uk">r.watson@unity.fcatt.org.uk</a><br>01253 355493 |

## Commitment

At Unity Academy Blackpool, we believe that every young person should be supported to develop ambitious careers and life goals. Through a planned programme of careers education, information, advice and guidance, we help pupils understand the full range of future pathways available to them and make informed choices about their next steps.

Unity Academy Blackpool is committed to fulfilling its statutory duty to secure independent and impartial careers guidance for pupils from Year 7 to Year 11. Our aim is that local, national and international employers, businesses, higher education institutions and training providers recognise our pupils as well-prepared, ambitious and credible candidates for future education, training and employment opportunities.

The Governing Body recognises that independent careers guidance must:

- Be presented impartially.
- Include comprehensive information on the full range of education and training options, including technical education, T Levels and apprenticeships.
- Promote the best interests of the young person to whom it is given.

## Statutory Duty

Careers Education, Information, Advice and Guidance (CEIAG) significantly contributes to preparing young people for the opportunities, responsibilities and experiences of adult life. It helps pupils develop the knowledge, skills and confidence needed to manage their careers, sustain employability and achieve personal and economic wellbeing.

This policy reflects the academy's statutory duties, including the duty to secure independent careers guidance and to provide access to a range of education and training providers through Provider Access Legislation.

## Aims

The CEIAG programme aims to:

- Support young people to plan and manage their futures.
- Provide comprehensive, impartial information on academic, vocational and technical pathways.
- Raise aspirations, challenge stereotypes and promote equality, diversity and social mobility.
- Enable young people to make successful transitions to adulthood, further study, training and employment.

## Delivery of CEIAG

Unity Academy Blackpool adopts a whole-school approach to CEIAG. Careers education is delivered through:

- Planned Personal Development curriculum lessons and dedicated tutor time.
- Assemblies and year-group briefings.
- Enrichment sessions, employer encounters, mock interviews and careers fairs.
- Explicit links between subject curricula and future careers.
- Independent one-to-one guidance interviews.
- All teaching staff contribute to CEIAG through their subject areas and roles as form tutors. Staff are provided with ongoing CPD to support up-to-date knowledge of progression routes. Pupil engagement, portfolio milestones and encounters are logged and monitored through digital platforms such as Compass+.

## Roles and Responsibilities

All staff play a vital role in supporting and delivering the CEIAG programme. Strategic leadership and operational responsibility are structured as follows:

- Governing Body: reviews and approves the CEIAG policy, ensuring statutory compliance and strategic oversight.
- Senior Leadership Team: sets strategic direction, ensures appropriate resourcing and integrates careers across the whole-school curriculum.
- Careers Team: develops, coordinates and evaluates the CEIAG programme, including external partner relationships.
- Teaching and Pastoral Staff: integrate subject-specific career routes into lessons, lead tutor group careers activities and support pathway planning.
- Students: actively participate in activities, explore options and use guidance resources to build their progression pathways.
- Parents and Carers: engage through information evenings, progress events and pathway communications to support their child's decisions.

## Partnerships

We maintain strong partnerships with higher education institutions, local colleges, training providers and Blackpool-area businesses, including Blackpool Transport Services, ASK Apprenticeships and university outreach programmes.

## Gatsby Benchmarks

Unity Academy Blackpool structures its careers provision around the eight Gatsby Benchmarks:

1. A Stable Careers Programme: a structured careers programme that is integrated into the academy's strategy and reviewed annually.

2. Learning from Career and Labour Market Information: providing students and parents with access to high-quality labour market information to inform pathway decisions.
3. Addressing the Needs of Each Pupil: tailoring guidance to individual capabilities and providing targeted support for SEND and vulnerable pupils.
4. Linking Curriculum Learning to Careers: connecting subject learning explicitly to future career opportunities and workplace skills.
5. Encounters with Employers and Employees: providing regular opportunities for direct interaction with workers and local businesses.
6. Experiences of Workplaces: providing first-hand workplace exposure through structured activities in Key Stage 3 and work experience or workplace-related learning in Key Stage 4, in line with current DfE expectations.
7. Encounters with Further and Higher Education: facilitating encounters with post-16 and higher education options, including college visits, university events and apprenticeship workshops.
8. Personal Guidance: ensuring pupils receive timely one-to-one guidance with a qualified, independent careers adviser.

## Provider Access

Under Section 42B of the Education Act 1997 and subsequent statutory provider access legislation, Unity Academy Blackpool provides technical education and apprenticeship providers with access to pupils across Years 7 to 11.

Pupils are entitled to:

- Learn about technical education qualifications and apprenticeship opportunities as part of a careers programme that informs them of all options at key transition points.
- Hear from local providers through assemblies, options evenings, taster events and workshops.
- Understand how to apply for the full range of academic, vocational and technical courses.
- Access the provider encounters required by statutory guidance, including appropriate encounters in Key Stage 3 and Key Stage 4. **Key Stage 3 (Years 8 & 9):** At least **two mandatory encounters** with approved providers of technical education and apprenticeships for all pupils (held in Year 8 or between 1 September and 28 February of Year 9). **Key Stage 4 (Years 10 & 11):** At least **two mandatory encounters** with approved providers for all pupils (held in Year 10 or between 1 September and 28 February of Year 11). Attendance at these four encounters across KS3 and KS4 is **mandatory for all registered pupils**.
- Providers wishing to request access should contact the Careers Administrator:
- Contact name: Rachael Watson
- Telephone: 01253 355493
- Email: [r.watson@unity.fcat.org.uk](mailto:r.watson@unity.fcat.org.uk)
- The academy will make suitable spaces available, such as the Main Hall, assembly spaces, classrooms and private meeting rooms for one-to-one discussions. Presentation technology and audio-visual equipment will be provided as agreed in advance with the Careers Leader. Providers are also welcome to leave prospectuses and course literature for display in the Careers Room.

## Equality, Diversity and Inclusion

We adhere to the Equality Act 2010 and the Public Sector Equality Duty. Our programme is designed to raise aspirations, challenge stereotypes, promote gender-neutral pathway choices and provide equal access for all pupils, regardless of background.

Early identification processes are in place to support pupils requiring additional advice. The Careers Adviser works with the SENCo and Inclusion Team to embed careers guidance into Education, Health and Care Plans and personal education plans for Looked After Children, where appropriate.

## Legal Framework

This policy complies with relevant legal requirements and national frameworks, including:

- Careers guidance and access for education and training providers: DfE statutory guidance.
- Skills and Post-16 Education Act 2022 and Provider Access Legislation.
- Education (Careers Guidance in Schools) Act 2022.
- Section 42B of the Education Act 1997, known as the Baker Clause.
- Equality Act 2010 and Public Sector Equality Duty.

## Safeguarding

Unity Academy Blackpool ensures all CEIAG activities take place within a safe and supportive framework. External visitors, employers and providers are subject to standard school safeguarding protocols. Staff facilitating careers sessions receive regular safeguarding training, and clear reporting procedures are followed for off-site visits and one-to-one guidance activities.

## Monitoring, Review and Evaluation

The CEIAG policy and programme are reviewed annually by the Careers Leader in consultation with the SLT and Governing Body. Evaluation mechanisms include:

- Analysis of destination data and tracking trends.
- Student, parent and employer feedback.
- Ongoing assessment against the Gatsby Benchmarks via Compass+.
- Review of external partner agreements and provider encounter outcomes.