



Birchensale Middle School

SCHOOL CAREERS STRATEGY AND ACTION PLAN

**SEPTEMBER 2020
to
JULY 2021**





**Birchensale Middle School is
an active member of the
Worcestershire
Enterprise Adviser Network
which supports the
development of
Worcestershire's Future
Workforce through employer
related careers activity.**





Birchensale Middle School CAREERS STRATEGY

Contents	
Purpose and aims	4
Background	5
The Careers Strategy	6
The Gatsby Benchmarks	6
Strategic Careers Leaders	7
Our Careers Team	7
Our Enterprise Adviser	8
Our Current Position	9
Our Objectives	10
Our Action Plan	13
Useful Links / Resources	16



Birchensale Middle School CAREERS STRATEGY

Purpose and aims

Birchensale Middle School is fully committed to ensuring that all of our students acquire the skills, knowledge and attitudes to manage their learning and career progression.

Birchensale Middle School has already established a range of effective careers guidance activities which we hope will guide support our students to achieve positive destinations such as A 'levels, Higher Education, Apprenticeships, Technical routes or Employment.

This careers strategy sets out Birchensale Middle School key approaches internally and externally to enhance the current careers guidance activities and participation opportunities already available to our students. The aim is to ensure that students are fully prepared for and informed effectively about their next steps and can therefore aspire to achieve their full potential. We want to ensure that our students have both the aptitude and interpersonal skills to effectively communicate and add value within the workplace.

The school will collaborate throughout this strategy with a range of external agencies to help us ensure we will meet all of the mandatory requirements contained within the Department for Educations' new careers strategy. These partnerships will include working alongside The Careers and Enterprise Company (CEC), The Worcestershire Local Enterprise Partnership (WLEP), Worcestershire County Council (WCC), Further Education (FE) and Higher Education (HE) providers, Worcestershire Apprenticeships (WA) and a wide range of local employers.

High quality careers guidance is a crucial part of improving social mobility. Young people make choices based on what they know and what they think is available to them. If our young people are made fully aware of the career pathways and opportunities available to them, they will be more able to make informed choices about which qualifications and career pathways which will enable them to achieve their goals.

The strategy includes measures to further develop and improve the current provision on offer to students and will ensure that Birchensale Middle School will meet the requirement to meet the eight "Gatsby Benchmarks", set out within the Department for Educations' careers strategy by August 2020.

This strategy outlines our whole school approach to delivering careers guidance to all of our students throughout their journey through education. Careers activity will therefore take place across years 7 through to year 13 as part of the mandatory requirements set by Department for Education and contained within the Gatsby Benchmarks.



Background Information



The Careers and Enterprise Company was set up in 2015 to transform careers and enterprise provision in schools and colleges across England.

The Careers and Enterprise Company had an initial remit to improve employer engagement, through the creation of the Enterprise Adviser Network and support schools to increase the delivery of activities which would help them build long lasting employer relationships (Gatsby Benchmarks 5 and 6).

Worcestershire's Enterprise Adviser Network

The Worcestershire Local Enterprise Partnership (WLEP) and Worcestershire County Council, through their contract with the Careers and Enterprise Company, has been delivering the Worcestershire Enterprise Adviser Network (WEAN) since January 2017 and has placed business leaders within schools to support them with the facilitation of careers related activity and support their achievement of Benchmarks 5 and 6..

Worcestershire was one of the first LEP areas in England to be awarded a central contract with the Careers and Enterprise Company and has been seen as an influential area as the Enterprise Adviser networks were being developed across England.

The WLEP has been leading the way nationally regarding network performance since the delivery of this initiative began and was delighted to become the first LEP area in the country to secure 100% participation from their education establishments. (50x)

The WLEP was also instrumental in demonstrating the need for total inclusion. The WEAN was one of the first areas in the country to also ensure that ALL of our Special Schools and PRU's were allowed to participate within the initiative.

To date Worcestershire has recruited 70+ Enterprise Advisers and assigned each of them to schools participating within the initiative.

In September 2017, due to the success of the WEAN, the WLEP were given permission to develop and deliver a Middle School Pilot and work with 15 schools covering Wychavon, Redditch and Bromsgrove.





The Careers Strategy



**Careers strategy:
making the most of
everyone's skills and
talents**

December 2017

In December 2017 the governments Department for Education launched the latest version of their "Careers Strategy". This new strategy places the Careers and Enterprise Company at the heart of driving forward careers provision for young people. Their enhanced role is to act as a catalyst in the fragmented landscape of careers and enterprise, supporting programmes that work, filling gaps in provision and ensuring coverage across the entire country.

This new strategy adopted the Gatsby Benchmarks, which were originally developed by the Gatsby Foundation in 2014 by the Gatsby Charitable Foundation. These benchmarks were based on international research and helped identify best practice and guidance for education establishments in order for them to deliver high quality careers guidance to young people across England. These benchmarks have also formally been adopted by OFSTED and will now form part of their school inspection process.

The Eight Gatsby Benchmarks of Good Career Guidance 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) Experience of workplaces
- 7) Encounters with further higher education
- 8) Personal guidance



Strategic Careers Leader

As set out within the Department for Education's Careers Birchensale Middle School is required to have a designated member of our Senior Leadership Team named as our school's Strategic Careers Lead.

The Strategic Careers Lead will have the responsibility to make sure that we as a school meet our mandatory requirements and work towards achieving all eight of the Gatsby Benchmarks by August 2020.

Paul Homer KS3 Pastoral Lead (SLT) has agreed to undertake this role.

Paul Homer will provide both the Head Teacher and the board of governors with regular updates on our progress and will work closely with the Worcestershire LEP delivery team, our assigned Enterprise Adviser and local employers to ensure we deliver this strategy.

Any feedback regarding this strategy should be sent to Anne Willis
Awillis@birchensale.worcs.sch.uk

Our Careers Team

Paul Homer - KS3 Pastoral Lead (SLT) will lead our team which will include the following staff members:

Amy Evans – Curriculum Lead (SLT)
Oliver Cooke – Head of PSHE
Alistair Sullivan – Head of Year 7
Ben Wilkes – Head of Year 8
Anne Willis - Librarian
Dominika Plenzler – Governor

Our Enterprise Adviser

Through the Worcestershire LEPs Enterprise Adviser Network Birchensale Middle School are delighted to have been assigned our own designated enterprise adviser.

Maria Hall will be supporting our careers team to assist us to facilitate careers related activities which will help us achieve Gatsby Benchmarks 5 and 6.

May we introduce our assigned Enterprise Adviser:



Maria Hall
Ubi-Tech (3R) Ltd
Operations Manager



Professional Background / Brief description of current role
I have 12 years experience in the hospitality industry and I have been working for Ubi-Tech since 2012. I started my career here helping with the administration and have worked my way to Operations Manager. My day to day duties include managing the daily operations and ensuring the business runs smoothly and efficiently, some jobs include: forecasting and planning sales, liaising with students, corporate customers and awarding bodies/Universities, company accounting, Human Resources, course bookings and allocation of company resources and organising and delivering presentations.
In your own words why is it important to support the development of Worcestershire's Future Workforce?
As a parent of a daughter who is going into further education, I see first-hand the dilemmas children face when making decisions about their future. Worcestershire has many business opportunities which are not always apparent. There are plenty of opportunities in this county in a wide range of industries. As we see each year through exam results, we have a great future workforce and it will be great if Worcestershire can retain them.
Why did you decide to become involved within the CEC initiative?
I believe that to be able to make an informed decision, you need to have as much information and support as possible. My own experience from a careers pathway at school could have been greatly improved. I feel there was a lack of information made accessible to enable me to make an informed decision as to which path I could take. I hope to be able to work with the careers advisor to provide information and opportunities for their pupils and to show them that most (if not all) things are possible with the correct guidance and motivation. As part of a local company in the technology sector, we are well connected with other businesses who I would seek help and advice from.
Any other info (achievements / awards / personal goals etc.
In 2015 I received a monthly award from Whitbread PLC for my customer service standards. I have been the captain and chairperson of a local netball club for the last three years.



Current position at Birchensale Middle School

Students are currently receiving the following careers related support or participating within the activities listed below during their journey through school:

Year 7

Autumn Term	Spring Term	Summer Term
Assembly and tutor group opportunities	Parent/carers careers pathway meetings, explaining qualification needs for desired careers March 2020	Assembly and tutor group opportunities
	Worcestershire Skills Show March 2020	Robotics engineering workshop - Cosford
	Assembly and tutor group opportunities	Barclays Life Skills
	RAF engineering and robotics	

Year 8

Autumn Term	Spring Term	Summer Term
Assembly and tutor group opportunities	Assembly and tutor group opportunities	Assembly and tutor group opportunities
Life Skills - Earning Money To investigate what it is like to earn money and to find out what different careers and jobs earn.	The CyberFirst Girls Competition 2020	Robotics engineering workshop - Cosford
World skills show - NEC Birmingham	Army outreach day 17 th March	
Girls that Geek Birmingham	Hands on careers experiences	Hands on careers experiences
West Bromwich Building Society – money workshop		

*Unable to happen due to Covid 19

Teaching staff contribute to the delivery of careers guidance through:

Teachers run careers focussed PSHE&C lessons; facilitate parent careers talks and Barclays Transformation Trust LifeSkills sessions (Talent Foundry)

Local Employers contribute to the delivery of careers guidance through:

Attendance at Careers Fairs, visits to school as part of parent careers day, assemblies. Addition of hands on careers experiences for Year 8 pupils.



Parents contribute to the delivery of careers guidance through:

Parents and carers participate in Careers Pathway meetings where they visit to talk to Year 7 pupils about their specific careers and the qualification requirements for their roles. Addition of hands on careers experiences for Year 8 pupils

Our Objectives for 2020 to 2021

1. A Stable Careers Programme

- To ensure the careers programme is delivered by individuals with the right skills and experience. The school will, wherever possible, use qualified careers professionals to offer advice and guidance to all or the overwhelming majority of students.
- To enable students to have an understanding of the full range of opportunities available to them, the skills that are valued within the workplace and to have first-hand experience of a work environment.
- To develop and publish a careers programme that will raise the aspirations of all students regardless of academic ability and is tailored to meet their individual needs wherever possible.
- Ensure our Careers Strategy is fully supported by the Senior Leaderships team within schools and is approved by the board of governors
- To ensure there is a clear focus on the activities which support enterprise, employability skills, workplace experiences and qualifications which employers' value.
- Regularly evaluate our careers strategy to determine the impact of our careers related activity based on the feedback provided to us by students, teachers, employers and where appropriate parents.
- To maintain high quality careers provision endorsed by the Careers and Enterprise Company and to review the improvement of our programme by using the Compass evaluation and Tracker tools.

2. Learning from Career and Labour Market Information

- To encourage and increase the use of online careers tools and packages across all year groups. Working with our own careers team, key partners, stakeholders, local and national professional bodies.
- To utilise and then support the development of labour market information to ensure staff and students are informed in their decisions and the advice being given. Work with the Worcestershire LEP and the Careers and Enterprise Company to help establish key priority areas which need to be developed.
- To promote the values of labour market information to parents /carers (where appropriate) to access and understand this information. To investigate careers and opportunities in learning, work ad apprenticeships and how these meet the local and national priorities.

3. Addressing the Needs of the Pupils

- To develop mechanisms to report, track and monitor compliance in relation to the Careers Strategy objectives.



- To develop accurate tracking systems to ensure students are able to keep track of their own journey, record and access the advice they have received and monitor the agreed actions and next steps
- Ensure that a programme of activity takes place which raises the aspirations of all students and challenges stereotypical thinking in terms of equality and gender.
- To ensure that students with particular vulnerabilities and those who are at risk are appropriately supported and identified through close working relationships with the full range of educational and support agencies.
- To ensure that careers guidance for learners with special educational needs and disabilities (SEND) is differentiated, where appropriate, and based on high aspirations and a personalised approach. Careers guidance for learners with SEND should be based on the students own aspirations, abilities and needs.

4. Linking Curriculum Learning to Careers

- To ensure that subject teachers across the whole school support the delivery of careers education and guidance and are able to link the content of curriculum with careers, even in lessons which are not specifically occupation led. Subject specialist staff can be powerful role models to attract students towards their field and the careers that flow from it.
- To integrate national initiatives and project opportunities within the curriculum to enhance that range of careers related activity taking place within school. E.g. Young Enterprise, Code Clubs.
- To ensure that careers related activity are built in throughout the school year and not just towards the end of any given topic / subject being delivered.
- Specific focus will initially be placed on linking curriculum to careers in English, Maths, Sciences and PHSE lessons.

5. Encounters with Employers and Employees

- To ensure that students receive at least ONE meaningful encounter with and employer during every year they are at school.
- Increase the number of activities which are conducted within school with the support of local employers.
- To ensure that students have the opportunity to improve employability skills and their understanding of and awareness of entrepreneurship
- To enable learners to gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant to gaining employment.
- Develop marketing materials for employers which will help them easily understand the impact of their involvement, the breadth of options available to them and the ways in which they can show they meet their corporate social responsibility.
- Create mechanisms where parents and alumni can express their interest to actively support employer related activity taking place within the school.
- The school will also encourage students and parents to attend careers events such as the Worcestershire Skills Show held annually in March and the Worcestershire Apprenticeship show held annually in October.



6. Experiences of the Workplace

- To ensure that students receive at least ONE meaningful experience of the workplace by the end of year 11
- To increase the number of employer workplace visits which will take place to enable students to gain more of an understanding of the wide range of employment opportunities available within specific industry sectors based in Worcestershire.
- To strengthen our links with local employers and support our Enterprise Adviser to facilitate careers related activity within school

7. Encounters with Further and Higher Education

- Ensure all / overwhelming majority of students receives at least ONE meaningful encounter with Sixth Form Colleges and FE Colleges.
- Ensure all / overwhelming majority of students has been provided with information about the full range of apprenticeships including higher level apprenticeships through the Worcestershire Apprenticeships activity offer.
- Ensure all / overwhelming majority of students have experienced meaningful encounters with universities.

8. Personal Guidance

- Ensure all / overwhelming majority of students have had an interview with a professional and impartial careers adviser by the end of year 11
- Ensure all / overwhelming majority of students has had at least TWO interviews with a professional careers adviser by the end of year 13.

Promotion of Careers related activities

Birchensale Middle School will encourage the promotion of ALL careers related activity which takes place within the school through the creation of case studies and will share this activity through our school website and other social media channels.

This careers strategy document along with any case studies documents that are created will be placed on the schools website. These will also be shared with the Worcestershire LEP to be used to promote best practice across ALL careers hub member schools.

This promotion will enable us, and our partner organisations, to be able to capture the evidence we are required to provide both OFSTED and the Careers and Enterprise Company and demonstrate that the activity taking place within our school meets the requirements set out within the Department of Education's Careers strategy.



Action Plan 2020 to 2021

- Identify a named person from the SLT to become our Strategic Careers Lead by the end of September 2020 – Paul Homer
- Create a whole school Careers Strategy which is to be published on the school website and has gained approval from the schools Senior Leadership Team and the Board of Governors by the end of September 2020
- Raise awareness of the Careers Strategy with key staff within the school to enable them to contribute towards the need to link careers to the curriculum within school.
- Inform parents of the creation of the schools’ new careers strategy and inform them of its location on the school website
- Complete the Compass Evaluation Tool and the Tracker tool on a regular basis as per the terms of our agreement in joining the Worcestershire Careers Hub.

Timetable of planned careers related activity				
Autumn Term 2020				
Year Group	Activity Description	Date	Covering Benchmark	RAG Status
Year 6	<u>PSHE</u> What contributes to who we are; Personal strengths; Interests; Setting goals; Managing setbacks; New opportunities and responsibilities	Autumn 1	3, 4, 7	A
Year 7	<u>Enrichment</u> The world of work and young people’s employment rights. Enterprise project. Share game	Carousel	4	A
Year 7	<u>Enrichment</u> Journalism School magazine. Copy of online magazine released every 6-8 weeks approx.	Carousel	4	A
Year 8	<u>PSHE</u> Life and career aspirations; Personal strengths and skills for employment; Stereotypes; Routes into careers; Progression routes; Online presence	Autumn 1	2, 3, 4	A
Year 7&8	<u>STEM Club</u> With STEM ambassador for Worcestershire.	Every Friday	4,5	A
Year 8	World Skills Live Show	19-21 November 2020	5, 2	A
Year 8	Talent Foundry (Careers workshop part 1)	3 rd November		A



Timetable of planned careers related activity				
Spring Term 2021				
Year Group	Activity Description	Date	Covering Benchmark	RAG Status
Year 5	PSHE Career types; challenging career stereotypes; Enterprise project	Spring 2	3, 4, 7	A
Year 5	Speaker To talk to pupils about starting a small business. Related to PSHE topic	Spring 2	4, 5	A
Year 7	Enrichment The world of work and young people's employment rights. Enterprise project. Share game	Carousel	4	A
Year 7	Enrichment Journalism School magazine. Copy of online magazine released every 6-8 weeks approx.	Carousel	4	A
Year 7&8	STEM Club With STEM ambassador for Worcestershire.	Every Friday	4, 5	A
Year 7	Worcestershire Skills Show	March?	2	A
Year 7	Parent/Carer careers talks	TBC	2, 4	A
Year 7 and 8	Apprenticeship assembly	March?	2, 4, 7	A
Year 8	Talent Foundry (Careers workshop part 2 and 3)	13 th January 25 th February		A

Timetable of planned careers related activity				
Summer Term 2021				
Year Group	Activity Description	Date	Covering Benchmark	RAG Status
Year 6	Trip Young Citizens challenge at Bromsgrove Police and Fire Station	Summer 1	7	A
Year 7	Enrichment The world of work and young people's employment rights. Enterprise project. Share game	Carousel	4	A
Year 7	Enrichment	Carousel	4	A



	Journalism School magazine. Copy of online magazine released every 6-8 weeks approx.			
Year 8	PSHE Personal strengths, celebrating successes and setting goals; Moving on to a new school; Managing change	Summer 2	4	A
Year 7	Computing Computers Uses - jobs with computers.	Summer 1	4	A
Year 8	Computing Careers in the 'Tech Industry'.	Summer 2	4	A
Year 7&8	STEM Club With STEM ambassador for Worcestershire.	Every Friday	2, 4, 5	A
Year 8	Parliament Trip	Summer 1	2	A
Year 8	Talent Foundry (Careers workshop part 4)	11 th June		A
Year 8	Hands on experiences	Summer 1 and 2	2, 6	A



Useful links / Resources

The Careers Enterprise Company	https://www.careersandenterprise.co.uk/
Gatsby Foundation	http://www.gatsby.org.uk/education/focus-areas/good-career-guidance
Post 16 Skills Plan	https://www.gov.uk/government/publications/post-16-skills-plan-and-independent-report-on-technical-education
Department of Education Careers Strategy	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/672418/Careers_guidance_and_access_for_education_and_training_providers.pdf
Skills For Worcestershire	http://www.skills4worcestershire.co.uk/
Government Careers Strategy December 2017	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf
National Careers Service	https://nationalcareersservice.direct.gov.uk/
UCAS (Universities and Colleges Admissions Service)	https://www.ucas.com/
Worcestershire Local Enterprise Partnership	http://www.wlep.co.uk/
Worcestershire Apprenticeships	http://worcsapprenticeships.org.uk/
Worcester 6 th Form College	http://www.wsfc.ac.uk/
HOW College	http://www.howcollege.ac.uk/
Kidderminster College	http://kidderminster.ac.uk/
Warwickshire College Group	https://wcg.ac.uk/page/1/home
Worcester University	https://www.worcester.ac.uk/