

BIRCHENSALE MIDDLE SCHOOL
CAREERS STRATEGY 2026–2027

Our Vision

At Birchensale Middle School, we believe that every pupil should leave our school with the skills, confidence, knowledge, aspirations and resilience required to thrive in education, employment and life.

Our vision is embodied in our core values:

Belong – Motivate – Succeed – Resilient

Through a high-quality careers programme, we aim to ensure that every pupil:

- Develops ambitious aspirations for their future.
- Understands the wide range of opportunities available to them.
- Recognises their strengths and talents.
- Appreciates the relevance of learning to future employment.
- Makes informed decisions about future pathways.
- Develops the employability skills and personal qualities needed for lifelong success.

Birchensale Middle School is committed to preparing pupils for a rapidly changing world of work where technological advancement, globalisation and economic change mean that young people are likely to experience multiple careers throughout their working lives. Our careers programme aims to equip pupils with the knowledge, skills and adaptability needed to navigate these future opportunities successfully.

Introduction

Careers education is an integral part of Birchensale Middle School's commitment to raising aspirations, promoting social mobility and enabling every pupil to achieve their potential.

High-quality careers guidance helps young people to:

- Understand themselves and their strengths.
- Explore a wide range of career opportunities.
- Challenge stereotypes.
- Develop employability skills.
- Understand local and national labour market opportunities.
- Make informed decisions at transition points.
- Raise aspirations and achieve positive destinations.

Careers education at Birchensale is delivered through a whole-school approach involving:

- PSHE and Citizenship
- Subject curriculum areas
- Assemblies
- Employer encounters
- Enterprise activities
- Further and Higher Education links
- Careers-focused enrichment opportunities
- Partnership working with employers and external agencies

The programme is informed by the Gatsby Benchmarks and Careers Guidance and Access for Education and Training Providers statutory guidance.

Careers Programme Intent

Our careers programme aims to ensure every pupil:

KNOWS

- The range of opportunities available after secondary education.
- The purpose and value of qualifications.
- How different subjects connect to future careers.
- The skills employers value.
- The importance of lifelong learning.

UNDERSTANDS

- Local, regional and national labour market information.
- The pathways available through:
 - Apprenticeships
 - Technical education
 - Further Education
 - University
 - Employment

CAN

- Reflect on their strengths and interests.

- Set personal goals.
 - Communicate effectively.
 - Work collaboratively.
 - Demonstrate resilience.
 - Make informed decisions about their future.
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Careers Leadership

Strategic Careers Lead

Mrs A Evans

Responsibilities include:

- Strategic oversight of careers provision.
- Gatsby Benchmark monitoring.
- Compass+ evaluation.
- Governor reporting.
- Careers Hub engagement.
- Quality assurance of careers activities.

Careers Coordinator

Mrs E Cridge

Responsibilities include:

- Coordination of careers events.
- Employer engagement.
- Record keeping.
- Evidence collection.
- Careers communications.
- Compass+ evaluation.
- Careers Hub engagement.

PSHE Lead

Dr K Austin

Responsibilities include:

- Careers learning within PSHE.
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Strategic Objectives 2026–2027

During the academic year Birchensale Middle School will:

Objective 1

Continue to develop a stable careers programme that is understood and supported by pupils, staff, governors, parents and employers.

Objective 2

Maintain strong progress towards the Gatsby Benchmarks and use Compass+ to monitor provision.

Objective 3

Increase opportunities for meaningful employer encounters and workplace experiences.

Objective 4

Strengthen curriculum links to careers across all subjects.

Objective 5

Raise awareness of academic, technical and vocational pathways.

Objective 6

Develop pupils' understanding of Worcestershire and national labour market information.

Objective 7

Ensure careers provision promotes equality, diversity and inclusion.

Objective 8

Engage parents and carers as active partners in career development.

Careers and the School Development Plan

The careers strategy supports whole-school priorities by:

- Raising aspirations.
- Improving personal development.
- Developing resilience.
- Promoting cultural capital.
- Supporting transition.
- Preparing pupils for future success.
- Enhancing community engagement.

Gatsby Benchmark Action Plan

Benchmark 1 – A Stable Careers Programme

Actions:

- Publish careers strategy annually.
- Share programme with staff, governors and parents.
- Maintain careers section of school website.
- Review programme annually.

Success Indicators:

- Published strategy.
 - Annual governor review.
 - Positive stakeholder feedback.
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Benchmark 2 – Learning from Career and Labour Market Information

Actions:

- Use Worcestershire labour market updates.
- Include labour market information within PSHE.
- Provide careers displays and digital resources.
- Share information with parents.

Success Indicators:

- Pupils can identify growth employment sectors.
 - Improved awareness of local opportunities.
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Benchmark 3 – Addressing the Needs of Each Pupil

Actions:

- Maintain participation records.
- Monitor vulnerable groups.
- Challenge stereotypes.
- Promote diverse role models.

Success Indicators:

- Equal participation rates.
 - Positive pupil feedback.
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Benchmark 4 – Linking Curriculum Learning to Careers

Actions:

Every subject will identify explicit careers links.

Benchmark 5 – Encounters with Employers

Actions:

- Careers speakers.
- Enterprise Adviser engagement.
- Industry assemblies.
- Employer workshops.
- Virtual employer encounters.

Target:

Every pupil experiences at least one meaningful employer encounter annually.

Benchmark 6 – Experiences of Workplaces

Actions:

- Virtual workplace visits.
 - Employer-led projects.
 - Workplace case studies.
 - Careers Hub opportunities.
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Benchmark 7 – Encounters with Further and Higher Education

Actions:

- College presentations.
 - Sixth form encounters.
 - University outreach sessions.
 - Apprenticeship awareness activities.
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Benchmark 8 – Personal Guidance

Actions:

- Targeted support for Year 8 pupils.

- Careers information sessions.
 - Signposting to guidance services.
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Equality, Diversity and Inclusion

Birchensale Middle School is committed to ensuring that all pupils have equal access to careers education.

Particular attention will be given to:

- SEND pupils.
- Pupil Premium pupils.
- Looked After Children.
- Young carers.
- Vulnerable learners.

The programme will:

- Challenge gender stereotypes.
 - Promote diversity.
 - Provide inclusive role models.
 - Ensure equitable access to careers opportunities.
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SEND Careers Provision

Careers provision for SEND learners will include:

- Appropriate adaptations.
- Additional transition support.
- Individual aspiration discussions.
- Employer encounters featuring SEND role models.
- Close liaison with families.

Outcomes will be monitored to ensure equitable participation and impact.

Parent and Carer Engagement

Parents and carers play a vital role in pupils' career development.

We will:

- Publish careers updates.



- Share labour market information.
- Provide careers guidance resources.
- Invite parents to participate in careers events.
- Encourage employer volunteering.
- Seek parent feedback.

Staff Development

All staff contribute to careers education.

During 2026–27 staff will receive:

- Careers updates.
- Labour market information briefings.
- Curriculum careers guidance.
- Careers Hub resources.
- Professional development opportunities.

Annual Careers Programme 2026–2027



Birchensale Middle School Offer Careers KS3

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 7	PSHE • Respect in the wider world. Needs, wants and priorities.	TBC	Apprenticeship assembly	Worcestershire Skills Expo Hampton Court Palace PSHE • Careers, skills and qualities introduction	Financial Education Workshop Motivational Speaker	TBC
Year 8	Life beyond school 2026 careers event Talent foundry – Barclays Life Skills PSHE • The importance of attendance and punctuality • Ambitious, aspirational and realistic careers. • Employability skills introduction • Being an entrepreneur • Teamwork skills Futbol Lingo	Talent foundry x2 – Barclays Life Skills Heart of Worcestershire Pathways information assembly	Apprenticeship assembly Talent Foundry - Barclays Life Skills Malvern residential	PSHE • Communication skills and mental health in the wider world	Motivational Speaker	TBC

Employer Engagement Strategy

The school will continue to work with:

- Worcestershire Careers Hub.
- Local businesses.
- Public sector employers.
- Training providers.
- Colleges and universities.

The aim is to increase meaningful employer participation annually.

Labour Market Information

Pupils will develop awareness of:

- Local employment sectors.
- Green careers.
- Digital careers.
- Health and social care.
- Engineering.
- Manufacturing.
- Creative industries.
- Emerging technologies.

Labour market information will be reviewed annually to ensure relevance.

Monitoring and Evaluation

The programme will be monitored through:

- Compass+ reviews.
- Gatsby Benchmark assessments.
- Careers Hub reviews.
- Pupil voice.
- Parent feedback.
- Employer evaluations.
- Staff surveys.
- Governor monitoring.



Key Success Indicators

Success Indicator	Target
Employer encounters	100% pupils annually
Careers activities participation	100% pupils
Parent engagement	Increase year-on-year
Gatsby Benchmarks	Maintain strong performance
Pupil satisfaction	Above 75%
Employer satisfaction	Above 75%
Curriculum careers links	All subjects

Governor Oversight

Governors will receive:

- Annual careers report.
 - Gatsby Benchmark update.
 - Compass+ outcomes.
 - Evaluation summary.
 - Development priorities for the following year.
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Annual Review Cycle

Autumn

Baseline review and planning.

Spring

Mid-year evaluation.

Summer

Full evaluation and action planning.

The strategy will be reviewed annually to ensure continued compliance with statutory guidance and to support the highest-quality careers education for all pupils.