



**Worcestershire Careers Hub  
Member School**

**PITCHEROAK SCHOOL**

**SCHOOL CAREERS STRATEGY  
AND  
ACTION PLAN**

**September 2021  
to  
August 2023**

**Pitcheroak is a member of the Worcestershire Careers Hub and supports the development of  
Worcestershire's Future Workforce through the Worcestershire  
Enterprise Adviser Network**





## PITCHEROAK CAREERS STRATEGY

<b>Contents</b>	
Purpose and aims	3
Background	4
The Careers Strategy	5
The Gatsby Benchmarks	5
Careers Hubs	6
Strategic Careers Leaders	7
Our Careers Team	7
Our Enterprise Adviser	7
Our Current Position	8
Our Objectives 2021-2023	9
Our Action Plan	12
Useful Links/ Resources	15



## **PITCHEROAK CAREERS STRATEGY**

### **Purpose and aims**

Pitcheroak is fully committed to ensuring that all of our pupils acquire the skills, knowledge and attitudes to manage their learning and career progression.

Pitcheroak has already established a range of effective careers guidance activities which we hope will guide support our pupils to achieve positive destinations such as volunteering, supported apprenticeships, further education, technical routes (unpaid) or assisted employment.

This careers strategy sets out Pitcheroak's key approaches internally and externally to enhance the current careers guidance activities and participation opportunities already available to our pupils. The aim is to ensure that pupils 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 pupils 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 Education's new careers strategy. These partnerships may include working alongside The Careers and Enterprise Company (CEC), The Worcestershire Local Enterprise Partnership (WLEP), Worcestershire County Council (WCC), Further Education (FE) 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 pupils and will ensure that Pitcheroak will meet the requirement to meet the eight "Gatsby Benchmarks", set out within the Department for Education's careers strategy.

This strategy outlines our whole school approach to delivering careers guidance to all of our pupils throughout their journey through education. Careers activity will therefore take place across years 8 through to year 14 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



## **Careers Hubs**

Since October 2015, the Gatsby Charitable Foundation, in partnership with the Careers and Enterprise Company, has also been running a Careers Hub pilot in the North East Local Enterprise Partnership area. This Careers Hub pilot was put in place to build on the support provided through the Enterprise Adviser Networks to achieve benchmarks 5 and 6 and support schools/ colleges to achieve all eight of the Gatsby Benchmarks.

Following the conclusion of this pilot the Department for Education's Careers Strategy has requested that the Careers and Enterprise Company scale up this model by establishing 20 more Careers Hubs across the country, based on the North East Pilot model.

### **What is a Careers Hub?**

A Careers Hub is a group of between 20 and 40 secondary schools/ colleges/ SEN Schools located in the same geographical area, working with universities, other education and training providers, employers and career guidance professionals to ensure that ALL the Gatsby Benchmarks are delivered in each school and college within the Hub and that careers outcomes are improved for all young people. Schools and colleges within the Hub should have a shared vision of how they will work together to improve outcomes for the young people in their area.

### **Worcestershire Careers Hub**

In July 2018 the Worcestershire LEP, in partnership with Worcestershire County Council were successful in their bid for Worcestershire to be awarded "Careers Hub" status by the Careers and Enterprise Company.

The Worcestershire LEP will develop a careers Hub which will contain the maximum number of 40 educational establishments. The "Hub" delivery team over the next 2 years will work with member schools to ensure not only are they meeting the mandatory requirements set out within the Department for Education's Careers Strategy, achieve all eight of the Gatsby Benchmarks but will ensure that Worcestershire pupils will receive an increased number of employer encounters and activities which will in turn prepare them for the world of work.

The delivery team will continue to build on the success of our showcase careers event the Worcestershire Skills Show, support the promotion of the apprenticeship agenda working with our partner Worcestershire Apprenticeships, and ensure that ALL schools provide pupils with the opportunity to meet with FE / HE providers and universities to ensure they can continue to make informed choices about which educational and vocational pathways are open to them.

Work will also continue to expand the range of information available to pupils, parents, employers and teachers through the "Skills4Worcestershire" careers signposting website.



### Strategic Careers Leader

As set out within the Department for Education's Careers Strategy Pitcheroak 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.

Pitcheroak has agreed to undertake this role.

Pitcheroak will provide both the Headteacher 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.

### Our Careers Team

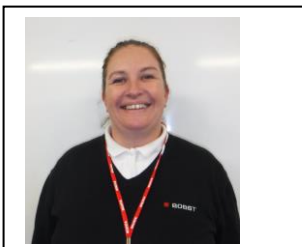
The Headteacher will oversee the work of the team which will include the IAG advisor.

### Our Enterprise Adviser

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

Wendy Knight will be supporting our careers team to assist us to facilitate careers related activity which will help us achieve Gatsby Benchmarks 5 and 6.

May we introduce our assigned Enterprise Adviser.....



NAME: Wendy Knight

COMPANY: Bobst UK & Ireland Ltd

POSITION: Human Resources Manager, UK, Ireland &



## **Current position at Pitcheroak**

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

### **Key Stage 3 (PSHE LTP)**

- Pupils identify their own characteristics.
- Exploring a range of jobs in the community by using on line tools.
- Challenging stereotypes in the workplace.
- Taking part in a mini enterprise project.
- What would be your dream job?
- What job do I want to do and what skills are needed.

### **Key Stage 4 (WRL LTP)**

- Take part in a mini enterprise project.
- Use relevant computer programmes to match skills to jobs.
- Identifying which skills are relevant for which jobs.
- Complete application forms.

### **Key Stage 5 (WRL LTP)**

- Pupils can access a range of work experience placements.
- Attendance at HoW college one day per week in the Summer Term as part of the Links programme, enabling them to have a taster of the courses on offer.
- A weekly work related learning lesson to focus on employability skills and explore options for their future.

### **Teaching staff contribute to the delivery of careers guidance through:**

Timetabled lessons of work related learning.  
Use of computer programmes in ICT to match skills with careers.  
Employer visits during lessons.

### **Local Employers contribute to the delivery of careers guidance through:**

Workplace visits/ work experience/ assemblies /careers fairs

### **Parents contribute to the delivery of careers guidance through:**

Support transport arrangements to and from the work placement.





## **Our Objectives for 2021 to 2023**

### **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 pupils where it is deemed appropriate.
- To enable pupils 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 review the careers programme to raise the aspirations of all pupils 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 school and is approved by the board of governors on a regular cycle.
- 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 pupils, teachers, employers and where appropriate parents/ carers.
- 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 pupils 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 and apprenticeships and how these meet the local and national priorities.

### **3. Addressing the Needs of the pupil**

- To develop mechanisms to report, track and monitor compliance in relation to the Careers Strategy objectives.
- To develop accurate tracking systems to ensure pupils 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 pupils and challenges stereotypical thinking in terms of equality and gender.



- To ensure that pupils 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 pupils' 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 pupils 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.

#### **5. Encounters with Employers and Employees**

- To ensure that pupils receive at least ONE meaningful encounter with an employer during every year they are at school within 14-19.
- Increase the number of activities which are conducted within school with the support of local employers.
- To ensure that pupils have the opportunity to improve employability skills and their understanding of and awareness of enterprise.
- 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/ carers can express their interest to actively support employer related activity taking place within the school.
- The school will also encourage pupils 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 pupils receive at least ONE meaningful experience of the workplace by the end of year 11.
- To ensure that pupils receive at least ONE further meaningful experience of the workplace during years 12 and 13.
- To increase the number of employer workplace visits which will take place to enable pupils 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 IAG advisor to facilitate careers related activity within school.

### **7. Encounters with Further and Higher Education**

- Ensure pupils receives at least ONE meaningful encounter with Sixth Form Colleges and FE Colleges where it is deemed appropriate.
- Ensure pupils has been provided with information about the full range of apprenticeships through the Worcestershire Apprenticeships activity offer where it is deemed appropriate.

### **8. Personal Guidance**

- Ensure all/ overwhelming majority of pupils have had an interview with a professional and impartial careers adviser by the end of year 11
- Ensure all/ overwhelming majority of pupils has had at least TWO interviews with a professional careers adviser by the end of year 14.

### **Promotion of Careers related activities**

Pitcheroak 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 Twitter account and other social media channels.

This careers strategy document along with any case studies documents that are created will be placed on the school's website. These will also be emailed with the Worcestershire LEP to be used to promote best practice across ALL career's 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 2021 to 2023

- Identify a named person to become our Strategic Careers Lead
- Create a whole school Careers Strategy which is to be published on the school website and has gained approval from the schools Senior Management Team and the Board of Governors by the end of September 2021
- 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 June 2021
- Publish the careers strategy on the school website (May 2021)
- 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.

<b>Timetable of planned careers related activity</b>				
<b>Autumn Term 2021</b>				
<b>Key Stage</b>	<b>Activity Description</b>	<b>Date</b>	<b>Benchmark</b>	<b>RAG Status</b>
14-19	Accessing computer programmes to enable pupils to identify suitable jobs. (On site)	Oct - Dec	3	
KS5	Experience a variety of work placements. (Off site and on site) for those for whom this is appropriate	On-going	6	
KS4 (Yr11)	Careers interview with School staff. (On site)	Nov/ Dec	8	
KS 3, 4 & 5	Mini enterprise project. Making articles to sell. (On site)	Dec	4	

<b>Timetable of planned careers related activity</b>				
<b>Spring Term 2022</b>				
<b>Year Group</b>	<b>Activity Description</b>	<b>Date</b>	<b>Covering Benchmark</b>	<b>RAG Status</b>
14-19	World of Work day, employers give pupils a taste of their industry. (On site)	March	2, 5	
KS3	Jobs in our school. Pupils look at the different jobs within school. (On site)	Jan - Feb	5, 6	
KS3	Jobs in the local community. Investigating jobs in the local community. Visits to school by various employers. (On site)	Mar- April	4, 5	
KS5	Looking at careers. What skills have I got and what careers are they suited to?	Jan - Feb	3, 4	
KS5	Finding training courses. Asking the question where next? (On site)	Mar - April	3, 7	



<b>Timetable of planned careers related activity</b>				
<b>Summer Term 2022</b>				
<b>Year Group</b>	<b>Activity Description</b>	<b>Date</b>	<b>Covering Benchmark</b>	<b>RAG Status</b>
14-19	Mock interviews. Carried out by people from the local community. (On site)	Throughout the term	3, 4, 8	
KS5	Attendance at HoW college one day per week for pupils for whom it is appropriate.	All term	7	
KS3	Dream jobs. What would be my best job ever? (On site)	April - May	3	
KS3	What job do I want? Matching of skills to types of job. (On site)	June - July	3, 8	
KS5	Effective interview technique. Practice of interviews with visiting employers. (On site)	April - May	2, 3, 5, 7, 8	
KS5	How to deliver a presentation. Experience of standing in front of a small group and delivering a presentation. (On site)	June - July	4, 8	

<b>Timetable of planned careers related activity</b>				
<b>Autumn Term 2022</b>				
<b>Year Group</b>	<b>Activity Description</b>	<b>Date</b>	<b>Covering Benchmark</b>	<b>RAG Status</b>
KS5	Attendance at HoW college one day per week.	All term	7	
KS3, 4 & 5	Mini enterprise project. Making articles to sell. (On site)	Dec	4	
KS4 (Yr11)	Careers interview with School Careers Advisor. (On site)	Nov/Dec	8	

<b>Timetable of planned careers related activity</b>				
<b>Spring Term 2023</b>				
<b>Year Group</b>	<b>Activity Description</b>	<b>Date</b>	<b>Covering Benchmark</b>	<b>RAG Status</b>
KS5	Attendance at HoW college one day per week.	All term	7	
KS3	Who am I? What skills do I possess and what job(s) am I suited to? (On site)	Jan - Feb	3, 8	
KS3	Exploring jobs in the local community. Invite people from the local community to present to the pupils. (On site)	Mar - April	5	



KS4	How is ICT used in the workplace. Exploring the different uses of ICT in the world of work. (On site)	Jan - Feb	4, 8	
KS4	Job opportunities in the local area. Looking at job adverts and matching skills to those jobs. (On site)	Mar - April	2, 3	
KS5	What is a career? Looking at careers and matching skills. (On site)	Mar - April	3, 4	

<b>Timetable of planned careers related activity</b>				
<b>Summer Term 2023</b>				
<b>Year Group</b>	<b>Activity Description</b>	<b>Date</b>	<b>Covering Benchmark</b>	<b>RAG Status</b>
KS5	Attendance at HoW college one day per week.	All term	7	
KS3	Challenging stereotypes and discrimination. Looking at how jobs may be viewed as being suitable for a certain type of person and dispelling that myth. (On site)	April - May	2, 3	
KS3	No such thing as a girls/ boys job. Challenging gender stereotypes in the job market. (On site)	June - July	2, 3	
KS4	Applying for a position. Application forms and CV's. (On site)	April - May	3, 4, 5, 6	
KS4	Work experience. Using 'opening doors to business' programme, visit places of employment.	June - July	5, 6	
KS5	Moving on. Application forms for College or employment. CV's. (On site)	April - July	2, 3	



## **Useful links/ Resources**

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

