

Careers Information, Advice and Guidance Policy

Ratified/Reviewed	To be reviewed
September 2025	September 2026

1. Mission Statement

1.1 Purpose of CEIAG

Aylesford School is committed to delivering high-quality Careers Education, Information, Advice and Guidance (CEIAG) for all students. This provision is aligned with both statutory and non-statutory guidance as outlined by the Department for Education and reflects our dedication to supporting students in making informed, ambitious, and achievable decisions about their futures.

The purpose of CEIAG at Aylesford School is to:

- Empower students to access, secure, and sustain fulfilling employment and further education opportunities.
- Raise aspirations, encouraging all students to realise their full potential and thereby contributing to improved academic outcomes.
- Support the development of knowledge, skills, and confidence required to make informed career and life choices.
- Promote equality of opportunity, challenge stereotypes, and support social mobility for all learners.

1.2 Aims

Aylesford School is proud to work in partnership with colleges, higher education providers, employers, parents/carers, and a range of external agencies to deliver a comprehensive and effective CEIAG programme.

Our careers provision aims to:

- **Provide students with high quality, relevant careers information and guidance** through curriculum linked learning, personalised advice, and a broad programme of events, activities, and educational visits.
- **Ensure students understand the full range of post-16 and post-18 pathways**, including academic, vocational, technical, and apprenticeship routes, supported by impartial, individualised guidance to help them make informed choices.
- **Offer personalised, impartial support** to help each student identify and pursue the pathway that best suits their aspirations, abilities, and interests.
- **Give students meaningful exposure to the world of work** through structured work shadowing opportunities in Years 7, 8, 9, 10 and 12, as well as workplace visits linked to the curriculum.
- **Encourage students to reflect on their strengths, skills, and motivations**, and to understand how these can shape their future career planning and decisions.

2. Leadership

The Careers Education, Information, Advice and Guidance (CEIAG) provision at Aylesford School is led and coordinated by the designated Careers Leader. This individual is responsible for the strategic planning, implementation, and continuous development of careers provision across the school.

The Careers Leader works collaboratively with teaching and support staff, students, parents/carers, local employers, further and higher education providers, and external agencies to ensure a coherent and impactful programme that meets the needs of all learners.

Role	Name
Careers Leader	Mr Doggett
Senior Leadership Team Link	Mr Wright
Link Governor	Maria Abbott
Heads of Year	Mr Blair, Mr Green, Mr Weare, Mr Matthews, Mr Axford, and Mrs Dighton

3. Provision

3.1 Student Entitlement

All students at Aylesford School are entitled to a structured and progressive programme of Careers Education, Information, Advice and Guidance (CEIAG) that supports their personal development and future progression throughout their time at school.

This entitlement includes access to:

- **A qualified careers adviser** through group sessions and individual guidance interviews, tailored to support informed and aspirational decision-making.
- **Assemblies and presentations** delivered by a range of education and training providers, helping students understand the full breadth of post-16 and post-18 options.
- **Up-to-date careers information and digital resources**, including computer-based careers platforms and tools that encourage independent exploration and planning.
- **Information and guidance available through the school website**, ensuring both students and parents/carers can access careers support and resources at any time.

3.2 Key Stages

Aylesford School's CEIAG provision is structured to support students at every stage of their educational journey. Targeted and age-appropriate guidance is delivered at key transition points to ensure that all students develop the knowledge, skills, and confidence necessary to make informed decisions about their future pathways.

Key Stage 3 Provision (Years 7 and 8)

During Key Stage 3, the focus is on self-awareness, career exploration, and developing a broad understanding of the world of work. Students are encouraged to begin identifying their interests, motivations, and potential career aspirations. Provision includes:

- **Guidance from subject teachers** to support informed decision-making around GCSE option choices.
- **Additional subject information** through the school's Options Booklet, helping students consider the implications of their choices for future study and employment.
- **Careers-focused presentations and workshops** covering topics such as gender stereotypes in the workplace, careers in various job sectors, entrepreneurship, and the importance of STEM subjects.
- **Work shadowing days**, offering early exposure to real-world work environments and an opportunity to observe different job roles in action.

Key Stage 4 Provision (Years 9–11)

During Key Stage 4, the CEIAG programme builds on earlier learning and becomes more focused on decision-making, employability skills, and post-16 planning. Each year has a specific focus:

- **Year 9:** Raising aspirations and exploring career pathways in greater depth.
- **Year 10:** Developing employability skills, particularly self-presentation and understanding employer expectations.
- **Year 11:** Supporting students in making informed post-16 choices and completing applications for further education, training, or employment.

Provision includes:

- **One-to-one careers guidance interviews** for all Year 11 students with a qualified adviser.
- **Work shadowing days** to provide meaningful insights into working environments.
- **Information assemblies** covering post-16 pathways, including Sixth Form, Further Education colleges, apprenticeships, and other training opportunities.
- **Support with post-16 applications**, including personal statements, CV writing, and application form guidance.
- **Presentations and workshops** on topics such as making the most of opportunities, the value of work shadowing, and raising aspirations.
- **Optional visits to Further and Higher Education providers**, enabling students to experience different learning environments and explore future options.

Key Stage 5 Provision (Years 12–13)

During Key Stage 5, the CEIAG programme is designed to equip students with the knowledge, experience, and confidence needed to make successful transitions into higher education, apprenticeships, or employment. The focus is on informed decision-making, meaningful work experience, and personal development.

Provision includes:

- **Individual careers guidance interviews** for all students to support planning for life after Sixth Form.
- **Support with applications** for university (including UCAS), apprenticeships, and employment opportunities.
- **Work shadowing placements**, offering real-world experience to develop understanding of professional environments.
- **Visits to key events**, including the UCAS Exhibition Fair and the National Apprenticeship Show.
- **Assemblies and talks** covering a wide range of post-18 pathways and opportunities.
- **Mock interviews** for all Year 13 students to develop confidence and interview skills.
- **CV writing workshops** for Year 13 students to prepare for job and apprenticeship applications.

3.3 Kent and Medway Careers Hub

Aylesford School is a proud member of the Kent and Medway Careers Hub, established by the Careers and Enterprise Company. Through this partnership:

- Our **Enterprise Coordinator** provides strategic guidance and expert advice on developing and enhancing our CEIAG provision in line with national best practice.
- Our **Enterprise Adviser**, an experienced industry professional, offers insight into employer expectations and helps us connect with a wide network of business contacts.

These relationships are integral to ensuring that our students receive industry-informed guidance and have access to meaningful encounters with employers and workplace experiences.

3.4 Parents/Carers

Aylesford School recognises the vital role parents and carers play in supporting students' career development. We actively seek to engage parents/carers as partners in our CEIAG provision.

A database is maintained of parents and carers who have volunteered to support the programme by:

- Offering work shadowing placements
- Delivering career insight talks
- Participating in careers fairs or employer panels

Parents/carers interested in supporting CEIAG activities are encouraged to contact the Careers Leader for further information.

3.5 Alumni

Aylesford School encourages former students to join our Alumni Network via LinkedIn. This platform enables us to maintain strong links with our alumni and the organisations they represent, facilitating:

- Work shadowing placements for current students.
- Career mentoring opportunities
- Inspiring talks and case studies based on real-life post-school journeys.

Our alumni are a valuable resource in demonstrating the diverse and successful pathways available beyond school.

3.6 Tracking

Aylesford School works in close collaboration with Kent County Council to monitor student destinations and ensure all young people progress into positive post-16 and post-18 pathways.

- We track and report on intended destinations and meet statutory requirements for September Guarantee data.
- Targeted individual support is provided to any students identified as being at risk of becoming NEET (Not in Education, Employment or Training).
- Internal careers tracking systems help ensure that CEIAG support is timely, responsive, and effective across all key stages.

4. Work Shadowing

Work shadowing plays a central role in Aylesford School's careers provision and often represents a student's first meaningful experience of the workplace. These placements provide a valuable opportunity to:

- Gain insight into the structure and operation of a business.
- Observe a variety of job roles in action.
- Reflect on personal strengths, interests, and future aspirations.

All students in Years 7, 8, 9, 10, and 12 are expected to complete a work shadowing placement on designated dates during Term 6. These dates are communicated well in advance to allow students sufficient time to secure a suitable placement and prepare for the experience.

5. Evaluation of Provision

The Careers Leader, in collaboration with the Senior Leadership Team (SLT) link, is responsible for the ongoing monitoring and annual review of the school's CEIAG provision. Evaluation draws on a range of evidence, including:

- Student feedback from careers events, activities, and trips
- Parent and carer feedback
- Destination data provided by the Local Authority

The Gatsby Benchmarks serve as the framework against which the school's CEIAG provision is measured and developed. Findings from evaluations inform the ongoing improvement and development of the programme.

6. Staff Development

The continuing professional development (CPD) of the Careers Leader is supported through:

- Regular meetings with the SLT link to review needs and priorities
- An annual performance appraisal
- Access to relevant training and development opportunities funded through the Careers and PSHE budget.

The Careers Leader also participates in local careers adviser network meetings, ensuring they remain up to date with developments in careers education, labour market trends, and regional opportunities.

7. Resources

Funding for CEIAG is allocated as part of the school's annual budget planning process, in alignment with whole-school priorities.

Resources to support delivery include:

- A regularly updated Careers Library, accessible to students for research and reference

- A comprehensive selection of online tools and resources, available via the Careers section of the school website
- The school's subscription to Morrisby Careers Advice, providing all students with access to high-quality, personalised careers information and planning tools.