



THE SWEYNE PARK SCHOOL

Careers Education, Information, Advice and Guidance Policy

Reviewed: September 2025
Next Review: Autumn 2026



Regional Winner
**THE
CHARACTER
AWARDS 2015**



VISION

Our students will be truly outstanding learners. They will challenge and question, articulate complex ideas, conduct their own research and be confident in taking risks when in lessons and working independently. They will continue to develop a life-long passion for learning and be inspired to pursue academic interests beyond school. Highly qualified, well-trained teachers will enthuse, challenge and support our students. Teachers, as a result of their own love of learning, will act as outstanding role models, and guide students to achieve the best possible grades and make well-informed choices.

We want every student to be able to take their place in society and the world of work, to find both personal fulfilment and be able to make a contribution that makes a genuine difference.

AIMS

- Our overall priority as a school is raising both aspirations and expectations for every pupil to achieve highly, whilst being happy and successful in their lives. Key to this is that every pupil/student at Sweyne Park should receive independent and impartial careers education, information, advice and guidance ('CEIAG'). Also, key to our goal of raising aspirations and expectations, is developing the RESPECT character traits which will enable pupils to be successful in their studies. They will become outstanding learners, confident in their ability to make choices throughout their lives and, crucially, be 'work ready'.
- Meet the Gatsby Benchmarks. Reviewing and adapting our careers education in line with these:
 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. Experiences of workplaces
 7. Encounters with further and higher education
 8. Personal guidance
- Our curriculum in lessons and extra-curricular offer will support and underpin an understanding of the world of work, different career options and various routes to these different jobs.
- We will promote equality of opportunity, regardless of race, gender, religion, ability, disability, social background or sexual orientation.
- All staff understand the importance and significance of independent CEIAG and careers embedded within the curriculum.
- Parents and pupils are actively involved in our CEIAG offer, in particular at key transition points, namely Options, post-16 and post-18 choices.
- One of our ultimate targets must be 0% NEET (not in employment, education or training) or 100% FE (Further Education)/ Apprenticeships staying-on rate.
- We will actively engage with external agencies including education providers, employers and organisations promoting career and education planning.

PRINCIPLES

The CEIAG policy is reviewed regularly by the Governing Body and clearly accessible to all stakeholders on the school's website, with paper copies available on request from the school's main office. Our policy has been developed through extensive discussion with pupils, review of our existing provision and discussion with key stakeholders and provides the framework for meeting our aims and objectives.

At least one aspect of CEIAG will always feature on the School Development Plan.

In 2025 - 2026, our primary target is to:

- Develop our CEIAG programme in KS3 and KS4.

The school will take care to maintain a wide spread of links with visitors and organisations to ensure equal opportunities.

The school's curriculum will actively promote CEIAG at relevant opportunities.

The school must positively discriminate in favour of Disadvantaged pupils to guard against poverty of aspiration.

PRACTICE

Adam Thomson is the appointed member of staff responsible for CEIAG. Jo Smith is the appointed Careers Administrator. Employers and educational providers are able to contact Adam or Jo on 01268 784721, or by email at athomson@sweynepark.com or jsmith@sweynepark.com.

The school employs a CEIAG adviser commissioned from Southend Connexions. The post-holder must be listed in the Careers Profession Alliance national register.

The school's curriculum maps enable key areas to be identified.

Science liaison with STEM to promote science-related technology jobs. The CPRE curriculum focuses on various aspects of CEIAG at key points, such as CV preparation, option choices, applying to post-16 institutions, financial management, etc. This includes Unifrog IT packages for KS4 and 5. Unifrog is also used at all key stages during tutor time to provide enhanced provision.

The school's website has a range of helpful resources including the curriculum map, guidance on labour market information and apprenticeship vacancies. This information can be accessed via the "Information" tab followed by "Careers" from the Home Page of the website.

An Open Evening for parents is held in Year 9, in addition to a Parents' Evening to discuss Option choices and how these link to careers. This is underpinned by comprehensive guidance during Aspirations Day whereby pupils are able to explore different career options and subject routes in a highly personalised way.

All pupils in Year 10 undertake two weeks of work experience. To support this, pupils and families will be encouraged to arrange their own placements, as these are more relevant and aspirational.

The school runs a Deaf Awareness Week for deaf/hearing-impaired pupils to introduce career opportunities and raise aspirations.

By the end of Key Stage 4, all pupils will have been offered a meeting with our CEIAG Adviser.

The school organises a Post-16 Education Evening, separate to our Sixth Form Open Evening, in order to inform parents and pupils of all the issues to be considered and underpinning transition through to age 18, for our UCAS/careers advice is woven into our extra-curricular offer for sixth formers. This includes trips to universities and employers, as well as visitors into school, along with the offer of CEIAG support, including a post examination results service. There is considerable support throughout the Sixth Form to explore university, apprenticeship and work options.

In order to raise aspirations, the school is actively forging links with "redbrick" universities, including Oxbridge, to ensure equality of opportunity.