



ABBHEY PARK PRIMARY SCHOOL, PERSHORE

CAREERS STRATEGY AND ACTION PLAN

2026–2027

Careers Programme Lead: Richard Martin
Year 7 delivery: Richard Martin alongside Jodie Martin

Purpose and aims

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

Abbey Park Primary 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 Abbey Park Primary School's 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 Education's 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 Abbey Park Primary School will meet the requirement to meet the eight "Gatsby Benchmarks", set out within the Department for Education's careers strategy as part of the ongoing careers programme.

This strategy outlines our whole school approach to delivering careers guidance to all of our students throughout their journey through education. Career's activity will therefore take place across years 7 through to year 13 as part of the mandatory requirements set by the 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, have 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 Short Stay Schools were allowed to participate within the initiative.

To date Worcestershire has recruited 80+ 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 16 schools covering Wychavon, Redditch and Bromsgrove.

The Careers Strategy

In December 2017 the government's 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. 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 and 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 exceeded 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 also ensure that Worcestershire students 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 their 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 students with the opportunity to meet with FE / HE / Training 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 students, parents, employers and teachers through the "Skills4Worcestershire" careers signposting website.

Strategic Careers Leader

As set out within the Department for Education's Careers Strategy Abbey Park Middle School is required to have a designated member of our Senior Leadership Team named as our schools 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 as part of the ongoing careers programme.

Richard Martin has agreed to undertake this role with the support of Jodie Martin, Year 7 teacher, who will be leading the teaching of Careers.

Richard Martin 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.

Our Careers Team

Richard Martin will lead our team and will be supported by staff at Abbey Park Middle School.

Our Enterprise Adviser

Through the Worcestershire LEAs Enterprise Adviser Network Abbey Park Middle School are delighted to have been assigned our own designated enterprise adviser. Ian Clubley 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: Ian Clubley

COMPANY: IC Business Coach

POSITION: Coach & DiSC Facilitator

Current careers provision at Abbey Park Primary School

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

Year 7

✧ Specific careers education every other half term lead and planned by Imogen Tomlinson during the Thinking Skills slot on the timetable.

Teaching staff contribute to the delivery of careers guidance through:

Teachers relate learning to possible future careers and when guest speakers are in school ask careers related questions to enable pupils to understand routes into different careers.

Our Careers Programme Objectives

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.

✧ To ensure our Careers Strategy is fully supported by the Senior Leadership team within school 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.

✧ To 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 Compass Careers Dashboard 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 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 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

- ⌘ To 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 and Code Clubs.

- ⌘ To ensure that careers related activities 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 an employer during every year they are at school.

- ⌘ To 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.

- ⌘ To 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.

- ⌘ To 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.

6. Experiences of the Workplace

- ⌘ 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

Promotion of Careers related activities

Abbey Park Primary 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 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 shared 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 2026–2027

The following priorities will guide the development and review of the careers programme during 2026–2027. Specific activities, dates, Gatsby Benchmark links and completion status should be confirmed and reviewed by the careers team.

- Maintain and publish the school's Careers Strategy, with approval through the school's leadership and governance processes.
- Ensure staff understand the strategy and contribute to linking curriculum learning with careers.
- Keep parents and carers informed about the careers programme and how to access the published strategy.
- Review the careers programme using the Compass evaluation and relevant tracking tools, and use the findings to identify improvements.
- Plan and review careers learning for Year 7, including employer encounters, workplace experiences and information about education, training and employment pathways.

Timetable of planned careers-related activity – Autumn Term 2026

Year group	Activity description	Date	Gatsby Benchmark(s)	Status
Year 7	To be confirmed by the careers team	To be confirmed	To be confirmed	To be reviewed

Timetable of planned careers-related activity – Spring Term 2027

Year group	Activity description	Date	Gatsby Benchmark(s)	Status
Year 7	To be confirmed by the careers team	To be confirmed	To be confirmed	To be reviewed

Timetable of planned careers-related activity – Summer Term 2027

Year group	Activity description	Date	Gatsby Benchmark(s)	Status
Year 7	To be confirmed by the careers team	To be confirmed	To be confirmed	To be reviewed

Careers Programme and Provider Access Policy

Introduction

This policy statement sets out the arrangements for managing the access of providers to pupils at the school for the purpose of giving them information about the provider's education or training offer. This complies with the school's legal obligations under Section 42B of the Education Act 1997.

Abbey Park Primary School is committed to providing a personalised education package

for all our pupils, and this is reflected by our careers programme. Pupils will access different elements of the programme at different stages of their education whilst the focus will always be on preparing them for their future pathways, considering their own preferences. Our Careers Action Plan outlines our generic careers offer for Year 7. For some pupils, a more personalised offer will be in place.

Our focus links directly to the requirements of the 'Gatsby Good Career Guidance' report (2014) which became the basis for the statutory 'Career's guidance and access for education and training providers' (2018).

Pupil entitlement

The statutory guidance is relevant to 'all pupils in years 7-13' and we will also consider young people's developmental ages when preparing appropriate careers activities at Abbey Park Primary School ensuring that our pupils receive a careers programme which offers them opportunities to:

- ⌘ find out about technical education qualifications and apprenticeship opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point.
- ⌘ hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships.
- ⌘ understand how to make applications for the full range of academic and technical courses.

School's Careers Leader

Parents, teachers and employers may gain further information about our careers programme by contacting:

Richard Martin

Careers Leader,

01386 552667,

rm@abbeypark.worcs.sch.uk

Measuring and Assessment of the impact of the careers programme on pupils.

Evaluation of our careers programme is designed to enable us to examine what we do, consider how we can improve it and provide stakeholders with a summary of this.

This will include gathering information from the pupils about how they feel about their experiences in relation to the careers programme.

Pupil progress in Careers lessons will be evaluated each term as part of our ongoing Pupil Tracking process.

It is our aim to provide pupils with both experiences of the workplace and / or encounters with employers. These encounters and experiences will take place as part

of curriculum lessons / workplace visits / assemblies / attending Careers Fairs and Events.

Management of provider access requests.

Providers wishing to request access should contact:

Richard Martin

Careers Leader,

01386 552667,

rm@abbeypark.worcs.sch.uk

Opportunities for access

Our curriculum and careers programme include opportunities for providers to come into school to speak to our pupils and/or their parents/carers.

These can be arranged during timetabled Careers lessons or at other suitable times.

Please speak to our designated staff member to identify the most suitable opportunity for your organisation.

Premises and facilities

The school will make the main hall, classrooms or private meeting rooms available for discussions between the provider and students, as appropriate to the activity.

The school will also make available AV and other specialist equipment to support provider presentations. This will all be discussed and agreed in advance of the visit with the designated staff member or a member of their team. Providers are welcome to leave a copy of their prospectus or other relevant course literature with the designated staff member, who will ensure that these are available for the pupils to have easy access.

Provider Access Requests

All requests will be given due consideration by Abbey Park Primary School and Senior Leadership link and requests will be refused if:

- ✧ They impinge on students' preparation for public or internal exams
- ✧ They clash with other school events such as visits, other speakers, well-being days, school photographs, sports days, public or internal exams, parents' communication events etc.
- ✧ The school is unable to provide staff to support the presentation or talk due to previous commitments
- ✧ Rooming for the talk or event is unable to be found due to timetabling clashes

Feedback

Abbey Park Primary School welcomes parental and employer participation within our careers related activities. Should you wish to support our activity or provide feedback on our Careers Strategy then please contact our Strategic Careers lead directly.

Useful links / Resources

The Careers Enterprise Company

Gatsby Foundation

Post 16 Skills Plan

Department of Education Careers Strategy

Skills For Worcestershire

Government Careers Strategy December 2017

National Careers Service

UCAS (Universities and Colleges Admissions Service)

Worcestershire Local Enterprise Partnership

Worcestershire Apprenticeships

HOW College

Kidderminster College

Warwickshire College Group

Worcester University