Paddington Academy
The best in everyone™
Part of United Learning

PADDINGTON ACADEMY

Careers Education, Information, Advice and Guidance Policy

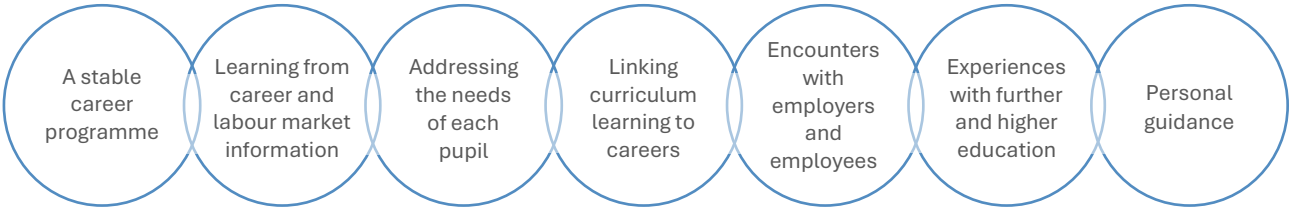
Updated: October 2026 – 2027

Introduction

The following policy has been developed in response to the DfE statutory guidance Careers Guidance and Access for Education and Training Providers May 2025.

The policy for Careers Education, Information, Advice and Guidance (CEIAG) supports and is itself underpinned by a range of key priorities and best practise including the eight Gatsby benchmarks, which were devised following a commission by the Gatsby Foundation to undertake an international survey to identify comparisons to international standards. The Gatsby Benchmarks serve as a framework for world-class careers provision and have been adopted as part of the Government's Careers strategy: making the most of everyone's skills and talents and statutory guidance for schools. The Careers & Enterprise Company supports the implementation of the Benchmarks in education with a national network of support, resources and targeted funding.

The eight Gatsby Benchmarks are:



Rationale

Careers Education, Information, Advice and Guidance (CEIAG) across Paddington Academy provides a foundation for students to move not only in to further or higher education, vocational training or employment, but to the next stage of their development as citizens. We wish our students to move onto their 'next steps' having developed the key employability and enterprise skills which are highly valued by employers, colleges and universities.

We focus on the student and what is best for them. Although our universities are world-class, it is not the only choice: in many cases, a college course or apprenticeship can offer better outcomes.

Paddington Academy is committed to providing high quality careers education and guidance as an integral part of every student's education. We seek to ensure that the provision is appropriate to the age, stage, ability and educational needs of every individual and is underpinned by equality of opportunity. The school is committed to providing a planned programme for all students in partnership with relevant eternal organisations.

By working with key stakeholders, our aim is for every child to fulfil their potential and be inspired to achieve a successful future, develop high aspirations and be ambitious. It is with this objective that our CEIAG policy has been developed. We are committed to providing a planned programme of high quality to all students and recognise the important role that careers education/work-related learning plays in:

- Preparing and supporting young people to enter the world of work and achieve personal and economic wellbeing throughout their lives
- Empowering young people to plan and manage their own futures
- Contributing to strategies for raising achievement, especially by increasing motivation to engage
- Raising aspirations and inspiring young people to achieve their full potential
- Developing core competencies, such as communication, resilience, team working, problem solving, critical thinking and personal management
- Promoting equality, diversity, social mobility and challenging stereotypes.

Aims and Objectives

Paddington Academy's ambition is to ensure that all students leave equipped with the relevant skills and knowledge required to successfully support their entry to the next stage of their development. To this end, the trust's CEIAG programme has three main aims:

- Self-development – enabling students to understand themselves, their strengths and the influences on them, acquiring the core competencies and skills necessary to enable them to access a range of opportunities.
- Career exploration – investigation of opportunities in learning and work, understanding the changing world of work and labour market information.
- Career management – developing skills enabling them to make and adjust plans, and to manage change and transitions.

The taught curriculum is supported by a comprehensive programme of organised activities. Careers guidance focuses on the specific needs of individual students. The Academy's aim is to provide current and relevant information, in an impartial, confidential and differentiated manner to enable each student to make well-informed decisions about their future.

Leadership and Management

Paddington Academy's CEIAG is planned, delivered, monitored and evaluated by the Careers Lead, Emily Morris.

The work is supported by the following staff:

Lauren Harper Clements, Miche Hinkson, Jenny Dakin and Catherine Barker.

The careers lead also works collaboratively with the following:

- Heads of Year
- UCAS tutor
- SENDCO
- Subject Leaders
- Form tutors and subject teachers

Provision

The CEIAG programme is designed to meet the needs of students at different stages of their schooling. It is differentiated to ensure progression through activities that are appropriate to students' stages of career learning, planning and development. Curriculum areas also provide subject specific activities as appropriate.

In addition to this, the following is made available:

- The programme is blended to incorporate teacher led learning through form time and distant learning tasks set through the Unifrog Platform
- Careers guidance delivered by the Careers Advisor. All students are able to access this support, though the initial focus is upon those students who are at the imminent point of school transition, i.e. Year 11 and 13 students.
- The careers hub located in the Careers' Office for students to seek out support.
- Regular visits from employers/further and higher education establishments, including but not limited to an annual careers fair and assemblies.
- Opportunities for students to gain skills and engage with employers through work experience opportunities and visits to local businesses.
- Bespoke workshops with organisations to support students.
- Career lessons through the PSHE programme.

Funding and Resources

Funding is allocated in the annual budget and sources of external funding are actively sought.

Paddington Academy has invested in the Unifrog careers platform, which all students from year 7-13 have access to and use on a regular basis. This provides up to date labour market guidance as well as access to university and apprenticeship applications. Unifrog - The universal destinations platform.

A list of useful websites can be found on the school's website page (https://www.paddington-academy.org/learning/careers) and physical resources are updated annually as well as new digital resources purchased as and when required.

All sixth from students will have access to the UCAS website extensively for higher education research and application submission.

Paddington Academy have an employed Careers Advisor who delivers personal careers guidance to students. All students are able to access this support, though initial focus is upon those students who are at the imminent point of school transition, i.e. year 11 and 13 students.

Paddington Academy works closely with the Westminster Careers Hub who work in partnership with the Westminster City Council and the Careers and Enterprise Company. We work closely with our careers consultant and our industry partner, who advise us when funding is available and are a great support in providing information and resources to ensure we are giving the most up-to date advice and guidance.

Staff Training and Personal Development

The following ways are used to support staff understanding of the careers programme:

- Staff receive training on how to use the Unifrog careers platform, which enables them to deliver careers activities and offer guidance to their tutees, as well as track progress.
- The Careers Lead regularly attends careers meetings/networking events as well as industry specific events in order to ensure they are up to date with industry and labour market information.
- Key information regarding the Careers Programme is shared with staff through the weekly Careers Bulletin.
- The Careers Lead regularly meets with Subject Careers Leads from each department to increase awareness of subject specific careers information and ensuring this is implemented across departments.
- National qualifications are supported by Paddington Academy for key staff, for example the QCF Diploma in Careers Guidance and Development.
- United Learning Trust support through the National Career Lead visits and conferences.

Monitoring and Review

The Careers Lead is responsible for overseeing the monitoring, review and evaluation of the programme. Activities that form part of the careers programme are evaluated and information is used to inform planning for the next year. Evaluation focuses on how effective the event/activity has been in helping students to achieve the intended learning outcomes. This is drawn from several sources including:

- Student, parents and employer/training provider and further and higher education provider surveys, e.g. career day evaluations.
- Use of Compass+ to monitor Gatsby Benchmarks
- Evaluations of activities as and when the happen for one off activities
- End of year evaluation for on-going activities
- Information on intended destinations for Year 11 and 13 students.
- NEET and Destinations Data
- Future Skills Questionnaire
- Visit from UL Careers Lead with feedback
- Annual survey by UL with parents/staff and students.

Reports will be provided to the local governing board, who take an active interest and have appointed a Lead Governor for CIAEG, Catherine Barker.

Partnerships and Service Level Agreement

The CEIAG programme is greatly enhanced through our links with a number of partners. We constantly strive to expand and improve our links with employers and other local organisations.

Partnership agreements and Service Level Agreements are reviewed annually.

Business Links

Paddington Academy has relationships with a wide range of businesses from different industries; these relationships are used to ensure the careers programme is relevant. New partnerships are constantly being sought.

Businesses that currently do not have a link with the school but wish to form one, are encouraged to do so. For further information please contact Emily Morris by email emily.morris@paddington-academy.org or call 020 7479 3900.

Parents/Carers

Parents/carers are vital to students understanding of career choices and the decisions they make.

We provide all parents/carers with up-to date information on choices at all key stages through our website https://www.paddington-academy.org/learning/careers and the school's termly newsletter.

We encourage parents and carers to sign up to Unifrog to make full use of the tools available. A sign-up code can be obtained from the Careers Lead, Emily Morris.

Should parents require additional information on events they can email the careers lead, Emily Morris, at emily.morris@paddington-academy.org

Alumni

Paddington Academy and United Learning's Alumni Programme aims to create strong links with former student and staff to enable them to support careers provision in the future. If a former student or member of staff wishes to join the programme, please contact Emily Morris, Careers Lead.