



CAREERS EDUCATION, INFORMATION ADVICE & GUIDANCE POLICY (CEIAG)

Rationale

CEIAG has an important contribution to make to the education of all students to make an effective transition from academy to adulthood and employment. The academy will provide a range of opportunities for students to learn about work, the world of work, the skills required for work and the Qualification Pathways available to them. Well thought-through decisions about learning and work informed by effective CEIAG can increase participation in learning and, in turn, raise attainment and support further progression; we have a particular focus to support the progression/transition/aspiration for our under-resourced students.

Purposes & Aims

The main purpose of CEIAG is to provide students with the opportunity to engage in a range of activities that will contribute to their knowledge and understanding of the world of work and the qualification pathways suitable for students' individual needs. The academy is committed to not just fulfilling its statutory requirements in this area. In addition, we provide our students with exceptional support and guidance throughout their time at Jesmond Park Academy.

The aim of CEIAG is to enhance the provision made to prepare students for the transition to the next stage of education or employment through:

- Contexts that help raise motivation and attainment
- Helping students to follow courses that are appropriate to their needs, with a particular focus to support the progression/transition/aspiration of our under-resourced students.
- Improving understanding of the world of work
- Ensuring appropriate provision and guidance
- Successful transition to the next stage of education and employment
- Empowering students to plan and manage their own futures
- Offering a responsive service that allows time for face-to-face guidance
- Providing comprehensive and unbiased advice and guidance
- Actively promoting equality and challenging gender stereotypes

Methods

The methods by which the CEIAG team will accomplish these goals are:

- Providing a range of opportunities that enhance the curriculum
- Promoting awareness of the world of work

- Promoting a range of opportunities and provisions which assist in raising aspirations and achievement
- Promoting awareness and understanding of work, industry, the economy and community
- Relating skills, attitudes and knowledge learned in academy to the wider world
- Developing students' personal and social skills to relate to the world of work
- Providing informed and impartial guidance
- Enabling students to make considered decisions in regard to future choices
- Maintaining and developing effective links with key partners including Newcastle Careers Team, Education Development Trust, Trustees, Local Advisory Group members, Lucy Brown, our Enterprise Adviser and work experience providers, such as, Newcastle City Council, Evry Team Employer Partners, NU Foundation, as well as Universities and Colleges
- To prepare students for transition to Further Education or employment with training

Specifically, impartial and independent IAG is provided to students through a number of ongoing delivery methods:

- VLE, Unifrog our dedicated careers platform
- Cz & PD lessons across Key Stages
- Planned delivery of Year Group/transition specific activities
- University Links
- Industry specific talks and presentations
- Face to Face guidance with a qualified Level 6 in Career Guidance practitioner
- Group work for specific pathways (Apprenticeships)
- Display boards
- Careers Fair
- Attendance at the Citywide Careers Fair, My Future: My Choice
- Careers Assemblies an integral part of the whole school assembly programme, including celebration of Green Careers Week, National Apprenticeship Week, National Careers Week with guest speakers represented from various employment sectors as well as representatives from Education Providers.

Management

CEIAG is currently led and managed by the Careers Leader Sarah Beeley who is responsible for:

- The management and co-ordination of the various aspects of CEIAG
- The activities at each Key Stage
- Monitoring/evaluation
- Liaison (SLT, Advisory Group, Partners)

The Careers Leader is line managed by a Deputy Principal Nigel Holmes and supported by a Link Advisory Group member.

Review

Each academic year the Careers Leader and Deputy Principal will write an Action Plan for the Department to be incorporated into the School Development Plan. The Action Plan will be

reviewed annually and the provision on offer to students will be audited utilising the Quality in Careers Standard award.

Guidance

This policy has been written with regard to the Statutory Guidance & Revised Gatsby Benchmarks, May 2025.

[Careers guidance and access for education and training providers - GOV.UK](#)

We conform to the Gatsby Benchmarks
[The Updated Gatsby Benchmarks | Gatsby Benchmarks](#)

The Quality in Careers Standard was awarded to Jesmond Park Academy on 11/06/25, lasting three years, up to June 2028.

Date approved:
Signed:
	March 2027
Date to be reviewed:



**Nationally
validated by**

Jesmond Park Academy has achieved the **Inspiring IAG Gold Award**. The aim of the award is to:

1. Ensure young people get the support they need to make well informed, realistic decisions about their future through careers education, information, advice and guidance.
2. Have appropriate, up to date, accurate and impartial information and resources that all young people can access regardless of race, gender, religion, ability, disability, social background or sexual orientation.
3. Ensure the organisational policies relating to careers education, information, advice and guidance (CEIAG) are up to date and regularly reviewed and reflect this code of practice.
4. Empower young people by informing them of how they can access CEIAG to help them plan their future and make well informed, realistic decisions.
5. Offer all young people access to impartial and independent¹ careers guidance by a qualified² guidance professional, at a time and place that suits their needs.
6. Ensure that all staff working with young people are offered and access ongoing training about qualifications/progression pathways and other relevant subjects.
7. Work in partnership, where appropriate, with opportunity providers including employers, FE and training providers, and youth support services.
8. Working with parents/carers to offer them information, advice and guidance to help them, help their son/daughter.
9. Involve young people in the design, delivery and evaluation of CEIAG programmes.
10. Promote equality of opportunity, celebrating diversity, challenging stereotypes and raising aspirations.

¹“Independent” means external to the organisation

²“Qualified” means an approved Career Development Institute (CDI) qualification at level 6 or above.