



Our **Vision**

RESPONSIBILITY

RESPECT

RESILIENCE

**A shining light in our
community**

You are the light of the
world. A city on a hill
cannot be hidden. -
Matthew 5:14b

Careers Education Information Advice and Guidance (CEIAG) Policy Statement

Approved by:	Board	Date: October 2026
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Last reviewed on:	September 2026
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Next review due by:	September 2028
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Related Documents	Provider Access Arrangements
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Guidance	Gatsby Benchmarks
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Introduction

Bradford Academy offers a high-quality careers advice and guidance program, to support all of our learners. We are committed to providing high quality careers education and information, advice and guidance (CEIAG) for all learners in Years 7 -13 and use the Gatsby benchmarks as a guide to planning our programme. Employers, FE/HE establishments, training and apprenticeship providers are all encouraged into our school to engage with our learners throughout the year. (Further details of this are set out in our Provider Access policy). By proactively seeking to build relationships with these stakeholders we ensure our learners, and their parents and carers, have the opportunity to explore all the pathways available to them at crucial points during their educational journey.

Statutory requirements

This policy sets out how Bradford Academy fulfils its responsibilities for Careers Education, Information, Advice and Guidance (CEIAG) in accordance with the Department for Education's Careers Guidance and Access for Education and Training Providers statutory guidance and relevant legislation, including the Education Act 1997, Education and Skills Act 2008, School Information (England) Regulations 2008 and Skills and Post-16 Education Act 2022.

The policy reflects the requirements of the Education (Careers Guidance in Schools) Act 2022, which requires schools to provide independent and impartial careers guidance from Year 7 and publish details of their careers programme.

Bradford Academy delivers its careers programme in line with the updated Gatsby Benchmarks of Good Career Guidance, recognising careers education as a whole-school responsibility embedded within the curriculum, personal development programme and wider academy priorities.

In accordance with Provider Access Legislation, learners are provided with impartial information and opportunities to engage with further education providers, employers, apprenticeship providers and training organisations, helping them make informed choices about their future pathways. Further details are set out in the academy's Provider Access Policy Statement.

The academy is committed to ensuring that all learners, particularly those who are disadvantaged, vulnerable or have SEND, receive high-quality and appropriately tailored careers guidance. Parents and carers are recognised as important partners in supporting learners' career planning and progression.

Bradford Academy, in line with the Baker Clause and Provider Access Legislation, will provide impartial careers guidance and ensure learners have access to accurate and unbiased information about the full range of post-16 pathways, enabling them to make informed decisions about their future.

Aims and objectives

Bradford Academy's careers programme is aligned to the updated Gatsby Benchmarks of Good Career Guidance and is designed to ensure that all learners develop the knowledge, skills and experiences needed to make informed decisions about their future education, training and employment pathways. Careers education is recognised as a whole-school responsibility and is embedded within the curriculum, personal development programme and wider academy priorities.

The aims of the careers programme are to:

- Enable learners to understand the changing world of work through access to high-quality and up-to-date labour market information (LMI). (Benchmark 2)
- Provide personalised careers education, information, advice and guidance that meets the needs of each learner at different stages of their journey. (Benchmarks 3 & 8)
- Raise aspirations, challenge stereotypes and promote equality of opportunity for all learners, including those who are disadvantaged, vulnerable or have SEND. (Benchmark 3)
- Help learners develop the knowledge, skills, attitudes and confidence required for future learning and employment.
- Provide meaningful encounters with employers, employees and workplaces that broaden horizons and develop employability skills. (Benchmarks 5 & 6)
- Ensure learners understand the full range of opportunities available to them, including academic, vocational, technical and apprenticeship pathways. (Benchmark 7)
- Support successful transitions at key decision points, particularly progression from Key Stage 4 into further education, training, apprenticeships or employment. (Benchmarks 3, 7 & 8)
- Enable learners to access a range of careers resources, guidance interviews, employer encounters and digital platforms, including Unifrog, so that they can explore and plan their future pathways independently. (Benchmarks 4 & 8)
- Engage parents and carers as key partners in supporting learners' career planning, decision-making and progression.

This policy sets out Bradford Academy's approach to Careers Education, Information, Advice and Guidance (CEIAG). The academy is committed to enabling every learner to realise their potential, raise their aspirations and make informed choices about their future. Through a planned programme of careers education and impartial guidance, learners are supported to understand the opportunities available to them and to develop the knowledge and skills required for successful progression beyond school.

Bradford Academy is committed to providing high-quality, personalised and impartial careers guidance through qualified careers professionals and external partners. The careers programme is delivered in accordance with the statutory duties set out within the Education Act 1997, the Education (Careers Guidance in Schools) Act 2022, the Skills and Post-16 Education Act 2022, the Department for Education's Careers Guidance and Access for Education and Training Providers guidance, and the updated Gatsby Benchmarks of Good Career Guidance

Provision

Bradford Academy provides a comprehensive and inclusive Careers Education, Information, Advice and Guidance (CEIAG) programme that supports learners in making informed decisions about their future education, training and employment. The academy is committed to raising aspirations, broadening horizons and ensuring that all learners are well prepared for successful transitions beyond Key Stage 4.

The careers programme is developed in line with the needs of learners, local and national labour market information, and the expectations of the updated Gatsby Benchmarks of Good Career Guidance. Through a planned programme of careers education, employer engagement and independent guidance, learners are supported to explore the full range of academic, vocational, technical and apprenticeship pathways available to them.

The academy works in partnership with employers, further education providers, apprenticeship providers, universities, training organisations and careers professionals to provide meaningful encounters and experiences that help learners understand the opportunities available to them and the skills required in the workplace. Opportunities are designed to challenge stereotypes, promote equality of opportunity and meet the needs of all learners, including those who are disadvantaged, vulnerable or have Special Educational Needs and Disabilities (SEND).

Careers education is delivered through a range of activities including:

- PSHE and Personal Development lessons.
- Form time activities and assemblies.
- Context and enrichment days.
- Subject-specific careers learning across the curriculum.
- Employer, apprenticeship and further education encounters.
- Workplace experiences and employer-led activities.
- One-to-one careers guidance interviews.
- Online careers platforms and resources, including Unifrog.

Learners and parents/carers can access careers information and resources through the academy website, Unifrog and other careers resources made available by the academy. These resources support learners in exploring opportunities, researching pathways and making informed decisions about their future progression.

The academy maintains a strong focus on positive destinations and seeks to ensure that every learner has access to the information, guidance and experiences necessary to progress successfully into further education, apprenticeships, training or employment.

Careers Programme

Bradford Academy's careers programme has been developed in line with the updated Gatsby Benchmarks of Good Career Guidance and is designed to ensure that all learners receive high-quality, impartial and personalised careers education, information, advice and guidance.

Our programme is structured around the eight Gatsby Benchmarks:

- A stable careers programme.
- Learning from career and labour market information.
- Addressing the needs of each learner.
- Linking curriculum learning to careers.
- Encounters with employers and employees.

- Experiences of workplaces.
- Encounters with further and higher education.
- Personal guidance.

Key Stage 3

The Key Stage 3 careers programme is designed to raise aspirations, broaden horizons and support learners in making informed GCSE option choices.

This includes:

- Introduction to the Unifrog careers platform in Year 7.
- Careers education delivered through PSHE and Personal Development lessons in Years 7, 8 and 9, including labour market information, employability skills and career pathways.
- Encounters with employers, further education providers and other external organisations through assemblies, enrichment activities and curriculum opportunities.
- Careers-focused activities and guidance to support GCSE option choices in Year 9.
- Access to careers resources and online guidance tools to support independent career exploration.

Key Stage 4

The Key Stage 4 careers programme supports learners in preparing for their next steps and making informed decisions about post-16 education, training and employment.

This includes:

- Careers education delivered through PSHE and Personal Development, including post-16 pathways, labour market information, employability skills and application processes.
- Encounters with further education providers, apprenticeship providers, employers and training organisations in line with Provider Access Legislation.
- Context Days, assemblies and enrichment activities focused on progression opportunities and career pathways.
- Mock interview experiences with employers and business representatives to develop interview skills and confidence.
- Access to Unifrog and other careers resources to research opportunities and plan future pathways.
- Opportunity for personal guidance interviews with an independent, qualified careers adviser, with additional support available for learners who require it.

The careers programme is reviewed annually to ensure it remains responsive to learner needs, labour market trends and statutory guidance, while supporting all learners to progress successfully into further education, apprenticeships, training or employment

Pupils with special educational needs or disabilities (SEND)

Bradford Academy is committed to ensuring that all learners, including those with Special Educational Needs and Disabilities (SEND), have access to high-quality careers education, information, advice and guidance. Careers provision will be personalised where required to ensure learners can make informed decisions and successfully progress to their next stage of education, training or employment.

The majority of learners with SEND will access the same careers programme as their peers, with reasonable adjustments, additional support and tailored guidance provided where appropriate. Careers provision will be responsive to individual needs, aspirations and potential barriers to progression

The Careers Leader will work closely with teaching staff, pastoral teams, parents/carers and relevant external agencies to identify the needs of learners with SEND and provide personalised support and transition planning. This may include:

- Individual careers guidance interviews.
- Additional transition support for post-16 destinations.
- Information about further education, apprenticeships, supported internships and training opportunities.
- Enhanced support for learners with Education, Health and Care Plans (EHCPs).
- Meetings involving learners, families and external professionals where appropriate.

Bradford Academy is committed to challenging stereotypes and promoting equality of opportunity. Learners with SEND will have access to the same range of careers information, encounters and experiences as their peers, including employer encounters, workplace experiences and progression events. Additional opportunities may be provided where these support individual aspirations and outcomes.

Access to our careers programme information

A summary of Bradford Academy's careers programme is published on the academy website, including information for learners, parents/carers, staff, employers and training providers. The website outlines the careers programme, key events, provider access arrangements and the support available to learners at each stage of their education.

Further information about the careers programme can be obtained by contacting:

Samantha Cook

Operations Manager and Careers Lead

s.cook@bradfordacadmy.co.uk

Telephone: 01274 256789

The academy welcomes enquiries from learners, parents/carers, employers, apprenticeship providers, further education providers and other stakeholders who wish to learn more about, or contribute to, the careers programme

Roles and Responsibilities

Governing Body:

The Governing Body will:

- Ensure the academy meets its statutory duties relating to CEIAG and Provider Access Legislation.
- Support the development of a strategic careers programme which reflects current legislation, statutory guidance and the Gatsby Benchmarks.
- Appoint a designated governor with responsibility for careers education and employer engagement.

- Ensure that all learners receive independent and impartial careers guidance that promotes their best interests and presents the full range of available pathways.
- Ensure that education and training providers have opportunities to engage with learners in accordance with the Baker Clause and Provider Access Legislation.
- Monitor the effectiveness of the careers programme through regular reports, destination data and Gatsby Benchmark reviews.
- Ensure that details of the academy's careers programme, Careers Leader and Provider Access Policy Statement are published on the academy website.

Designated CEIAG Governor: The Designated Careers Governor will champion careers education within the academy, provide strategic oversight and support, and act as a link between the academy, employers and the local community. They will monitor the effectiveness of careers provision and support the academy in meeting its statutory responsibilities.

Executive Principal: The Executive Principal will work with the Governing Body and senior leaders to ensure effective implementation of this policy and that sufficient resources are allocated to support high-quality CEIAG provision across the academy.

SLT lead for CEIAG: The nominated Senior Leadership Team Lead will provide strategic oversight of CEIAG and ensure careers education remains embedded within the curriculum, personal development programme and wider academy improvement priorities. They will:

- Oversee the implementation and evaluation of the careers programme.
- Ensure compliance with statutory guidance, the Gatsby Benchmarks and Provider Access Legislation.
- Ensure that the Careers Policy and Provider Access Policy Statement remain up to date and publicly available.
- Receive and review annual reports on careers provision, destination outcomes and Gatsby Benchmark performance.
- Report to senior leaders and governors on strengths, priorities and areas for development.

Careers Lead: is responsible for the operational delivery and coordination of the academy's careers programme. They will:

- Plan, coordinate and evaluate careers activities across the academy.
- Develop and maintain partnerships with employers, education providers, apprenticeship organisations and careers professionals.
- Monitor and review provision against the Gatsby Benchmarks.
- Maintain evidence of careers provision and support the completion of Compass+ and other evaluation activities.
- Coordinate careers events, employer encounters, workplace experiences and transition support.
- Ensure learners, parents/carers and staff are informed about careers opportunities and progression pathways.
- Undertake relevant professional development to maintain up-to-date knowledge of careers education and guidance.

Prospects Advisor: The academy commissions an independent careers adviser to provide impartial careers guidance to learners, particularly at key transition points. The adviser will:

- Deliver one-to-one careers guidance interviews.
- Support learners in exploring suitable post-16 pathways.
- Provide information on further education, apprenticeships, training and employment opportunities.

- Offer additional support to learners who may be at risk of becoming NEET or who require personalised guidance.

All teachers: Careers education is a whole-school responsibility. All staff contribute to the delivery of CEIAG by:

- Promoting high aspirations and positive destinations.
- Linking curriculum learning to careers where appropriate.
- Supporting careers-related activities, events and employer engagement opportunities.
- Helping learners develop the knowledge, skills and attributes required for future success.
- Reinforcing the importance of informed decision-making and progression planning.

This reflects the stronger emphasis in the updated Gatsby Benchmarks on whole-school responsibility, clearly defined leadership roles, governor oversight and strategic accountability.

Monitoring, reviewing and evaluation

The academy is committed to the continuous improvement of its CEIAG provision. The impact of the careers programme will be monitored and evaluated through learner, parent/carer and employer feedback, destination data, Compass+ assessments, Gatsby Benchmark reviews, participation data and learner outcomes. Particular consideration will be given to the engagement and progression of vulnerable, disadvantaged and SEND learners to ensure careers provision remains inclusive and responsive to individual need. Annual reports on careers education will be shared with senior leaders and governors to inform strategic planning and future development. This policy will be formally reviewed every two years and no later than September 2028; however, it may be reviewed sooner in response to changes in legislation, Department for Education statutory guidance, Gatsby Benchmarks, Provider Access Legislation requirements, or academy practice.

Providers Rights of Access

In compliance with the Baker Clause (within the Technical and Further Education Act January 2018), Bradford Academy will allow access to further education providers who wish to make learners aware of the options available to them at ages 14-16, Post 16 and Post 18. The academy will attempt to accommodate all requests. We will make our assembly halls, meeting rooms, classrooms and ICT facilities available, as appropriate to the activity. The academy will also make audio visual and other specialist equipment available to support provider presentations. Providers are also welcome to leave a copy of their prospectus and other relevant literature, which will be made available by the Careers team, and where appropriate, information will be distributed to learners. All visits to the academy must comply with our safeguarding policy, which can be found on our website.

A number of opportunities, integrated into the academy's Careers Programme, will offer providers the opportunity to speak with learners and/or parents:

- Careers events and talks
- Work experience placements
- PSICHE programme
- Assemblies
- Subject specific talks and workshops
- Mock interviews

Links to other policies

This policy links to the following policies

- Provider access policy statement

- Child protection policy

Contact information

If you wish to contact Bradford Academy about its CEIAG provision, please email or call Samantha Cook - Operations Manager and Careers Lead

s.cook@bradfordacadmy.co.uk or telephone 01274 256789