

THE **BOURNE** ACADEMY

CAREERS VISION & STRATEGY 2018-2023

**AN INSPIRATIONAL OUTSTANDING CAREERS STRATEGY FIT FOR
THE FUTURE**



**At The Bourne Academy we are committed to developing
resilient and aspirational learners who are well informed and
prepared for an innovative future.**

CAREERS VISION & STRATEGY 2018 - 2023

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**Wagamama Enterprise Day
Finalists 2017**



**Winchester University visit with
Alumni March 2018**

ACHIEVEMENTS & RECOGNITION

In 2013 Sir John Holman was commissioned by the Gatsby Charitable foundation to undertake research into good careers guidance. He established there were eight benchmarks required to ensure students make well-informed good careers decisions.

The Bourne Academy scores 100% for all benchmarks on the Gatsby self-evaluative Compass tool.

The Gatsby benchmarks are:

No.	Gatsby Benchmark	National Average %	The Bourne Academy %
1	A stable careers programme	4%	100%
2	Learning from career and labour market information	30%	100%
3	Addressing the needs of each pupil	9%	100%
4	Linking curriculum learning to careers	13%	100%
5	Encounters with employers and employees	37%	100%
6	Experiences of workplaces	39%	100%
7	Encounters with further and higher education	8%	100%
8	Personal Guidance	46%	100%

Our careers programme is based around creatively delivering all of the Gatsby benchmarks for careers best practice. The addition of our quality careers mark "Investors In Careers" ensures our careers provision is outstanding and externally verified and quality controlled. The Bourne Academy is regularly used as an exemplar of best practice across the UK. At a time when many schools cut back on careers provision we increased our investment and with the support of our Senior Leadership Team, governors and wider staff team we have developed an innovative and exciting programme to deliver life and work experiences to our students throughout their time with us.

ACHIEVEMENTS & RECOGNITION

“Such a thorough and in-depth embedding of different employer engagement/further education opportunities within the curriculum and year groups” Steve Pattle, Partnership Manager Inspiration Agenda National Careers service (Jan 2016)

“I met with Vicky Woodings last week and she was kind enough to talk me through the work that she does with your students across the school. Myself and my colleagues spend a lot of time visiting schools and seeing the work they do and I have to say that your school is definitely leading the way across the wider south west and nationally for breadth and quality of provision.

I think the faith that you and previous SLTs have shown in funding full time strategic careers provision plus admin support has been a catalyst but the vision DWest Lead, Careers and Enterprise Company, July 2016

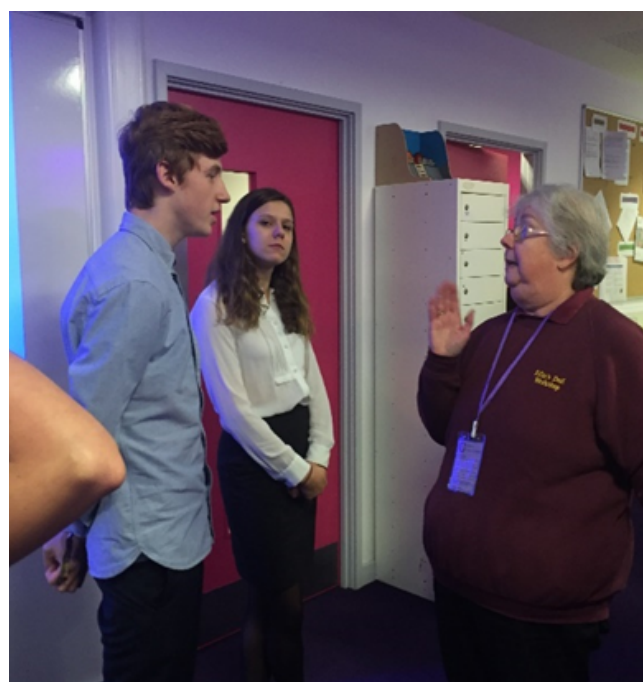
“Great example from Bourne Academy - one of the best things I got out of the conference.” UCAS conference delegate’s evaluation following Bourne Ambassador presentation, Jan 2017

ACHIEVEMENTS & RECOGNITION

- Winner of NEON Award most outstanding School or College for University Access 2016
- 5 star Bournemouth, Dorset and Poole Employment and Education Charter
- The Bourne Academy used as a national case study for outstanding careers practice CEC conference March 2017 and featured in the October 2017, State of the nation report as one of only four schools in the UK to already meet all Gatsby Benchmarks
- Achieved Investors In Careers Full award, July 2017
- Vicky Woodings, Careers Leader has spoken at the Careers and Enterprise Company National Conference, UCAS Teachers and Advisers conference and the Westminster Employment Forum on the role of the careers leader. She has also led training for careers leaders and trainers to support careers delivery and participated in research to inform the CEC Understanding the role of the careers leader report, Dec 2017 and was shortlisted for careers Leader of the year 2017 by the Careers Development Institute
- In September 2017 The Bourne Academy was successful in receiving the largest school NCOP bid for just under £50,000 to deliver intense careers engagement activities to year 9 and their parents and to employ a careers adviser in a neighbouring school and support their careers delivery.
- In September 2018 , we received a £30,000 NCOP bid to further develop our careers programme through year 9, 11 and 12.
- Vicky has delivered the Teach First CELP training for two weeks bringing in revenue for the Academy and developing our national profile. Vicky is also the south west regional rep for the National Careers Week and the Careers Development Institute.

ACHIEVEMENTS & RECOGNITION

At The Bourne Academy we will continue to develop and invest in our creative careers provision. We want to remain at the cutting edge of careers guidance and continue to develop our programme to remain as a beacon of outstanding practice across the UK and globally. We see a holistic approach to careers that is embedded across subject areas and year groups as essential to achieving this goal. We also feel it is important to create a team approach to careers to ensure all teachers, staff, parents and students are confident with their future career choices.



Sixth Formers meeting industry experts at our Bourne Ambassador Networking event



Digital Media presentation to year 11 & J P Morgan Final Winners

FUTURE DEVELOPMENTS & PRIORITIES

The next phase of the Careers developments in The Bourne Academy aims to consolidate our existing position to further enhance the careers provision across all year groups and fully embed careers across all subject areas (Gatsby benchmark 4). This will ensure we are able to share our resources and strategies across other schools in the UK whilst also ensuring our own students have the very best careers education and guidance.

OUR STRATEGY AIMS ARE:

1. To thoroughly embed careers across all curriculum areas in innovative ways
2. To ensure careers is explicit for our students and that they can self-identify their personalised careers journey
3. To ensure The Bourne Academy curriculum and careers strategy is future proof in preparation for new recruitment practices and the impact of digital innovation in recruitment
4. To enable parents and staff to feel empowered and confident in their roles as educators and careers champions
5. To provide tailored careers support to key groups eg Girls/ disadvantaged and most able to ensure they all achieve their full potential
6. To share our expertise and remain a beacon of best practice for careers across the UK and globally

Please see Appendix Page 19 for further detail and how these strategy aims will be met.

OVERVIEW:

The Bourne Academy is the most deprived school in the Bournemouth borough with the highest number of disadvantaged young people. We are a year 7-13 Academy that opened in September 2010 on the site of the former Kings High School. Our ethos for our students is to:

- Have belief in, and a positive vision for themselves, their future and their school
- Be literate and be able to communicate ideas clearly and confidently
- Think clearly and be able to question, make decisions and solve problems
- Understand and apply engineering and design principles to make life better for people
- Be well prepared to participate in the community and as a global citizens

FUTURE DEVELOPMENTS & PRIORITIES

CONTEXT:

The Bourne Academy strives for academic excellence and works hard to ensure all students achieve their full potential both in their time with us and into their life and work choices as they progress forward on their chosen career paths.

Careers has always been an integral part of The Bourne Academy and has featured on the academy development plan since its inception in 2010. Initially careers was delivered by an external careers adviser 3 days a week however from September 2015 this has been delivered by a full time Head of Careers employed by the Academy alongside a full time work experience and Administrative co-ordinator.

This is a comprehensive document detailing the current provision and a vision for the next 3-5 years. We aim to build on our existing strong position and ensure we continue with our outstanding careers practice and develop all our students to achieve their full careers' potential.

KEY INDIVIDUALS:

- Senior Leadership backing from the Governors, the Principal and ASJ as Assistant Vice- Principal and KF Head of 6th form with responsibility for IIAG & WRL
- CF Governor with specific focus on careers and business
- CG Business Director
- VW Head of Careers, Employability and Enterprise(Dip CG)
- DTA Head of Sixth form)
- JW Wider Work Related Learning Co-ordinator
- NAJ/HG SEND Co-ordinators
- RG - Disadvantaged Co-ordinator
- Career Champions (designated member of staff from each subject area that meet every half term)
- Bourne Ambassadors

COMMUNITY LINKS & STAKEHOLDERS:

We work with a variety of local and national services, providers and employers to ensure our students have innovative and inspirational opportunities to explore their learning and work options. This ensures we continue to meet Gatsby benchmark 3 to meet the needs of every student. Our partnership links currently include:

- Aspire BU
- Bournemouth & Poole College
- Young Enterprise
- 14-19 Team
- Youth Service
- JP Morgan
- University College London
- Bournemouth University
- Canford School
- Sussed Youth Centre
- Downing College, Cambridge
- Women In Science & Engineering
- Arts University College Bournemouth
- Student Finance England
- UCAS
- Bourne Ambassadors from a range of industries
- Enterprise and skills Council
- Winchester University
- Southampton University
- Merton College, Oxford
- United Learning Partnership
- Careers Development Institute
- Teach First (CELP)
- Careers and Enterprise Company
- Speakers For Schools
- National Citizens Service
- SUN Network
- AFC Bournemouth

CURRENT PROVISION:

YEAR GROUP ACTIVITIES

This is a sample of activities delivered 2017-18. As the careers programme is flexible, there are always new workshops and events that occur. In addition, we have Aspire days which focus on developing the skills our students will need in the future based around the ASPIRE day competencies.

Year Group:	Activities
Year 7	<ul style="list-style-type: none"> • Business and Subject taster Day (ASPIRE summer term) • All About Uni talk
Year 8	<ul style="list-style-type: none"> • Buzz Quiz completed by all year group in IT lessons (summer term) • Enact Solutions performance on post 16 options (summer term) • All About Uni BU
Year 9:	<ul style="list-style-type: none"> • Young Enterprise EEE programme • Bournemouth University Campus Tour • Southampton University workshops • Southampton University visit • Options Talk and support • Parent/carers work experience and career's introduction session • Work experience launch • Intensive SUN project • Green Power Challenge (engineering) • RAF roadshow
Year 10:	<ul style="list-style-type: none"> • Work Experience (1 week) • Intense Care/Construction apprenticeship week for 6 identified students • STARS (most able students) Sessions on Universities • Southampton University Workshops • Canford tour and support for STARS • Careers Fair (summer term) • Wagamama Enterprise day • National Enterprise Challenge • CV & Interview workshop, delivered in English • Self-employment workshop • J P Morgan Enterprise Challenge • Post 16 options theatre workshop (summer term)

CURRENT PROVISION:

Year 11:	<ul style="list-style-type: none">• One to one guidance appointments• College and apprenticeship presentation• Southampton University visit• Specific transition plans for vulnerable young people• National Citizens Service assembly and drop ins• Apprenticeship Application Day
Year 12	<ul style="list-style-type: none">• Bourne Ambassadors scheme: Networking event and business breakfast• UCAS and student finance assemblies• Open day visits• Personal statement writing and application support• One to one guidance offered• J P Morgan Open Door• Young Enterprise company program• Work experience (2 weeks)• UCAS conference• Canford Careers Symposium• Canford Academic Symposium• Futures First• Sutton Trust
Year 13:	<ul style="list-style-type: none">• Higher Apprenticeship talks from specific firms• Support with job hunting• Bourne Ambassadors• Self-employment workshop• College job fair promoted

CURRENT PROVISION:

In addition, we run multiple one-off trips as they are offered to us:

Subject Specific Careers Events 2016-17:

- Guerilla Film set visit
- Framestore Visit
- Digital Wave Conference
- IBM Visit
- Dell Visit
- Numerous performing Arts visits
- Big Bang Birmingham
- Maths Conference

Subject Specific Careers Events 2017-18:

- Accenture 'day in the life of a consultant' visit
- Southampton University Stock Market Challenge
- Year 9 Intensive careers programme with NCOP learners and parents to include Southampton University residential and London residential (Activities include Imperial University, J P Morgan visit, Parliament, Natural History Museum, Science Museum etc)
- Medical Mavericks and sports science workshops
- Maths magician sessions
- STEM electric car workshop
- Army and College drop Ins

2018-19

- Year 11 Apprenticeship and job fair, all year group visited
- Student view journalism workshops
- Cambridge residential
- Year 12 University Exploration visit Bristol/Bath/Cardiff Universities
- 2 Speakers for schools talks, Advertising and Marine biology
- TV producer talk
- RNLI women In engineering year 7 visit

Oxford University Most Able
Students visit March 2018



GATSBY OVERVIEW

A STABLE CAREERS PROGRAMME (Benchmark 1):

We have had an established careers programme since 2010 and have quality careers and employability provision that is valued by governors, senior leadership team and staff. We have a well-resourced and staffed careers programme with qualified and trained staff and are able to deliver a comprehensive programme.

We have excellent partnerships locally and nationally to deliver a diverse and creative careers programme of activities. Our outstanding links with local and national employers through our comprehensive work experience programme and business mentoring schemes enable us to offer a variety of trips, workplace visits and inspirational activities. Our sixth form opened in 2013 and our Sixth form students are successfully entering Higher Education - 70% of year 13 2017 leavers. We also have 10% students entering apprenticeships (national average) and are aiming to improve this each year.

CAREER CHAMPIONS (Benchmark 2 & 4):

Each subject area has a designated teacher careers champion. The role includes:

- Attending a termly careers meeting and giving feedback to subject teams
- To be the main conduit for careers information and opportunities for their subject area
- To support the formal embedding of careers and employability skills in lesson plans and areas of learning development plans and the wider careers TBA strategy
- To be aware of labour Market information (LMI) related to their subject area. Tutors also deliver LMI information in tutor time and for national careers week.
- To consider a careers related performance management aim and an employer visit on the community outreach day (if applicable and appropriate for job role)
- To support subject specific careers visits, employer links and university outreach opportunities where possible.

VULNERABLE & SEND STUDENTS (Benchmark 3):

- Pupil premium used as risk of NEET Indicators and students in this group to be prioritised for NEET reduction projects
- VW to see all year 11 in Autumn term for one to one guidance (priority groups first)
- Young people in Year 9 identified as potential NEET's to be referred to youth service project or other appropriate provision for preventative work
- Year 9 cohort of 25 disadvantaged students to complete Young Enterprise
- VW to provide additional support to students whose attendance in below 85% or are accessing alternative curriculum in Year 11 such as at TLC or home visit where necessary
- Most able students receive additional mentoring delivered by KF Higher Performance Co-ordinator
- Most able students visit Canford and engage in programme of inspiring activities such as Oxbridge and Imperial University visits
- Information provided on first generation to go to HE and post codes to Aspire BU for priority support
- LAC young people seen as a priority
- SEN young people seen as a priority and attendance at relevant transition reviews where appropriate
- Timely and accurate destination data provided to LA
- Appropriate referrals for any sixth form leavers made to ensure successful transitions

GATSBY OVERVIEW

WORK RELATED LEARNING (Benchmark 5 & 6):

- The Bourne Academy is committed to developing ambitious students who are work ready when they leave the academy. As part of this strategy we offer a variety of work related learning opportunities to ensure our students have the necessary confidence and skills to make good career choices.

Work Experience year 10:

- A compulsory week of work experience provided to all year 10 students. Parents/carers are invited to an evening of information regarding the careers provision on the academy and the specific details of how work experience will run in the summer term of the students Year 9. At this event parents and carers will be given a pack to allow the student to access the careers south west database to search for local and relevant work experience placements. Mrs Warren, wider and work related learning co-ordinator ensures any students that did not receive a pack are given one. Placements are offered on a first come first served basis and students are able to secure their own placement outside the database as long as all the required paperwork is completed.
- Employer and parent/carer agreement forms are signed before the placement begins. Careers South West takes responsibility for health and safety checks. Mrs Warren ensures that any students who have additional needs are enabled to access a placement. This may include visits prior to work experience commencing and ensures employers are aware of any SEND requirements.
- All students are given a placement and are either visited/phone call made to employers to check in progress. Students are required to complete the Barclay Life skills work experience booklet.
- The Bourne Academy maintains all work experience records for 7 years and archives these accordingly.

Work Experience year 12:

- The Bourne Academy Sixth form adopts a more mature approach to work experience in the sixth form with students sourcing their own placements. Compulsory work experience takes place in July for year 12 and is for two weeks. Students are supported in tutor time and supervised study to research employers and contact them directly by phone or email. Where students have not successfully found a placement they will be allocated one locally and expected to attend.
- We will not be using Careers South West for Sixth Form placements. Students will need to provide a signed employer (this includes employer confirming they have public liability insurance) and parent agreement. In line with the UK Health and Safety Executive guidance to schools we will visit any placements that we deem to be high risk i.e. engineering, agriculture, manufacturing and construction firms, and will make phone contact with all employers. Employers at all times have primary responsibility for the health and safety of the student. However Mrs Warren will ensure that any supervision, training, additional needs and risk factors have been well thought out and planned in advance for any employer new to work experience.

GATSBY OVERVIEW

Bourne Ambassadors:

- Sixth form students are all eligible to receive mentoring from a business man or women. These enthusiastic volunteers are called Bourne Ambassadors and agree to mentor a student 5 times a year within their workplace. We have our own network of local and national business people who are happy to mentor a student. All Bourne Ambassadors are DBS checked and will either be referred by an existing ambassador or a separate character reference will be undertaken. All first sessions take place in the academy and thereafter in the workplace. The majority of sessions take place in an office environment or public area, any high-risk sites such as building sites will be separately risk assessed.
- Academy staff are cc'd into any email exchanges and parental consent is sought before mentoring begins. Any additional activities i.e. attendance at trade fairs, meetings etc is agreed on a case by case basis with teacher and parent agreement.
- The Academy hosts three events a year the Bourne Business Networking Event in November, a training and development session for mentors in February and a Business Breakfast in June. These are designed to ensure mentors are confident in their role and that students have opportunities to develop their networking skills and business contacts.

UNIVERSITY OUTREACH (Benchmark 7)

- We begin our introduction to university in Year 7 with an "All About Uni" talk and in year 9 all students attend a taster day at Bournemouth University. As part of our partnership with Southampton University, we host workshops and run several trips to the campus. As part of SUN project in year 9 all students will have visited 5 University campus'. Throughout sixth form we also offer multiple university visit trips and fund transport and accommodation to facilitate visits.

PERSONAL GUIDANCE (Benchmark 8)

- VW qualified level 6, Member of ICG to deliver one to one guidance through Year 8-13
- James Hankins (qualified level 6 Matrix) from Arts University Bournemouth completes guidance appointments with students in the sixth form and Year 11 seeking a career in the creative industries. Students opt for this appointment.
- National Careers Service link on website alongside other national careers websites to support students
- Natalie Baker/Jo Bowman (qualified level 6 matrix) from Bournemouth and Poole college offers small group work for college students, support on results day and one to one guidance where necessary
- Advertise other local sixth forms and colleges Open days on Academy website
- The Bourne Academy has membership of the Careers Development Institute (CDI). This includes 25 hours of CPD for VW a year. VW is a registered professional on the CDI register
- Katherine Speed is employed as part of the NCOP bid and is qualified level 6 careers practitioner and is on the CDI professional register
- The Bourne Academy is currently taking part in the Teach First Careers Education and Leadership Programme. This provides valuable CPD and will be completed July 2018.
- All Bourne Academy staff follow formal line management, CPD and performance reviews

GATSBY OVERVIEW

EVALUATION:

The Bourne Academy evaluates all careers activities that we run informally through student discussions and verbal feedback. There are also more formal channels in place to evaluate the careers programme.

These include an annual year 11 questionnaire (Easter time), Survey monkey online questionnaires to staff and students following year group careers events or ASPIRE days and also a formal whole Academy survey is sent out to all students, staff and parent/carers at the end of the academic year annually. We also take part in an annual careers focus group delivered by the youth service and a national online survey run through Tredence. This provides extensive qualitative and quantitative data to help inform our careers priorities.

Policy written by the Head of Careers in consultation with staff on 15/6/18

Signed off by Governing Body on

To be reviewed by the Governing Body on 15/6/19

SMART Plan for Developing Activities towards key priorities in TBA 2018-2023

Vision & Objectives	2018-2019: Goal Targets	2019 Updates	2019-2023: Goal Targets & Activities with By who & When
1. To thoroughly embed careers firmly in all curriculum areas in innovative ways (Gatsby 4)	<ul style="list-style-type: none"> Select most proactive subject areas and create individual department action plan. Continue to meet career champions half termly. One from each department. Secure CPD slot early 2018 academic year Autumn term to feedback Outreach Day March 2018 12% staff went to HE or business. (HE 4% Business 8%) Every Department to have an engaged careers champion and share resources 	<p>Careers Champion in every department.</p> <p>Careers Aspire day completed, and all subject areas delivered careers lessons</p>	<ul style="list-style-type: none"> Amend line management forms to empower line managers of subjects to check on careers champion progress (VW/ASJ July 2019) Create subject leader crib sheet to support this (VW July 2019) 3 departments to have a careers plan that includes a careers trip/workshop/speaker every year (VW to identify departments by July 2018 and complete by July 2019) Increase numbers of staff on community outreach day that visit and employer or university. Ensure each subject area has a strong careers board and LMI information Schemes of work demonstrate embedding of careers across all subject areas Increase in numbers on community outreach to 20% by 2020 Increase in careers related performance management targets
2. To ensure careers is explicit for our students and that	<ul style="list-style-type: none"> VW to explore development of an online passport that will 	Planned for 19-20 tutor time	<ul style="list-style-type: none"> All students Year 7-13 to confidently articulate three career activities they have taken part in within each year group by 2020.
they can self-identify their personalised careers journey	<ul style="list-style-type: none"> store all careers activities electronically. VW to identify PIXL Edge tutor resources to further embed understanding of careers journey in lower school. Within 6th Form, PIXL Edge already enables students to identify their careers progress, this will be continued and developed. 	passport and in planner. Further website development planned 19-20	<ul style="list-style-type: none"> By 2019, all students to have either online facility to record careers journey or within their school-based planner. Develop common branding across the Academy to embed concept of careers across all subjects and activities and make them explicit Further develop the website for parents and students to represent the personalised careers journey.
3. To ensure The Bourne Academy curriculum and careers strategy is future proof in preparation for new recruitment practices and the impact of digital innovation in recruitment (Gatsby 3 & 4)	<ul style="list-style-type: none"> From September begin to use linked in profiles with year 12 This academic year to introduce phone mock interviews to Year 11 Apprenticeship group Deliver self-employment workshops to year 8 and 9 Continue to support enterprise projects Further develop networking opportunities in lower school based on The Bourne Ambassador principles 	<ul style="list-style-type: none"> Completed first psychometric profiling workshop and interactive careers assessment day. Year 10 and 11 first business networking event with young person index 	<ul style="list-style-type: none"> Further investigate use of skype for mock interviews Ensure each year group has an entrepreneurial project Run tenner challenge March 2019 (VW/TP) Run a successful sixth form tycoons in schools' group (VW/DO/KF) Continue to attend CPD on future proofing and new developments for students Tailor make provision to reflect new 2021 tech routes and communicate these to students and parents Encourage subject departments to run industry focused network events Explore online digital careers passport Put together a programme of events using Business Leaders from local and national

SMART Plan for Developing Activities towards key priorities in TBA 2018-2023

			companies which will be open for all year groups to attend.
4. To enable TBA and parents and staff to feel empowered and confident in their roles as educators and careers champions (Gatsby 2 & 4)	<ul style="list-style-type: none"> Regular CPD slots for staff training and regular parent workshops for all year groups First three-year 9 SUN parent sessions planned Continue to invite training providers to year 11 parents' evenings 	<ul style="list-style-type: none"> CPD Nov 2019 Sun sessions 	<ul style="list-style-type: none"> Further invest in the website and a strong parent section on website Continue careers champion meetings half termly. Ensure consistent LMI message is communicated out. Invest in badges/ID that identifies career champions and promotes the role Gain 70% parents at UCAS session July 2020 (VW/KF) Open up existing parent SUN sessions and university visits to all parents
5. To provide tailored careers support to key groups eg Girls/ disadvantaged and most able (Gatsby 2)	<ul style="list-style-type: none"> look at evaluative data for SUN project year 9 Consider creation of master tracking sheet for all trips/activities and interventions Discuss regularly as a standing agenda item at careers champions meetings 	<ul style="list-style-type: none"> Set up master Progresso reports for all careers interactions 	<ul style="list-style-type: none"> More detailed analysis of destination data and these groups. Invite most able year 11 to Bourne Ambassador evening Increase use of alumni and role models through development of sixth form alumni Ensure parity between these groups and mainstream young people in terms of destination data Raise parental engagement to 75% from 50% at parents' evenings Increase staff confidence in careers from 65% to 85%
6. To share our expertise and remain a beacon of best practice for careers across the UK and globally	<ul style="list-style-type: none"> To continue being a keynote speaker at national events and to contribute to training opportunities as they arise To share best practice locally and nationally To re-submit regular SUN bid and share advice on how to complete applications successfully Contribute to Teach First film 	<ul style="list-style-type: none"> Vicky presented at teach first for 2 weeks raising our profile. New bid £7500 Max submitted 	<ul style="list-style-type: none"> To continue to promote The Bourne Academy careers programme on the national stage We are part of a career's hub bid, which if successful, will enable us to have a leading role in developing the role of Gatsby locally Continue to offer support to other local schools to be recognised as the leading local provider Increase traffic to careers blog, through links from website, to encourage parents and students to read the wider careers provision