



# City College Plymouth

## Careers Strategy

### 2023-2025

<b>Reviewed:</b> March 2023	<b>Next review due:</b> March 2025
<b>Approving Body:</b> Corporation <b>Approved:</b> April 2023	<b>ELT contact:</b> Executive of Health, Leisure and Public Services

\*This procedure may need to be reviewed before the review date stated, to reflect changes in government and other agencies' advice, guidance and legislation.

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## 1. Introduction

- 1.1 City College Plymouth (the 'College') is a leading provider of vocational, professional and technical training in the South West, that strives to provide a learning environment and organisational culture that impacts positively on the health, wellbeing and sustainability of our community, to enable all our students and staff to achieve their full potential.
- 1.2 The term 'College Community' includes all students, staff, governors, parents/carers, volunteers and visitors.

### **Our vision:**

- To be the learning destination of choice.

### **Our core values:**

- Respect
- Ownership
- Integrity

## 2. Strategy Intention

- 2.1 The college aims to:
- ensure that all students aged between 16 to 18 years and students with an Educational Health and Care Plan (EHCP) aged between 19 to 25 years are provided with access to independent careers guidance.
  - offer access to information, advice and guidance to all 19+ students on full time or part-time courses as well as apprentices attending courses/training.
  - use Gatsby Benchmarks to improve careers provision (see Appendix 1).
  - publish the careers programme on the College's website in a way that enables students, potential students, parents, college staff and employers to access and understand it (for further details please see our Provider Access Statement).
  - follow the recommendations of the [Department for Education's: Careers guidance and access for education and training providers, January 2023.](#)

## 3. Scope

- 3.1 This strategy applies to all staff involved in the delivery of information, advice and guidance: careers education, teaching and employability. All full time students up to and including the age of 18 and 19-25 year olds with a current EHCP in place under [section 27 of the Children and Families Act 2014](#) and those part time students and apprentices attending courses/training at City College Plymouth.

## **4. Context**

- 4.1 The strategy relates to the delivery of Careers Education, Information, Advice and Guidance at the College and applies to all students, potential students and parents accessing this service.
- 4.2 There has never been a time when career guidance has been as important as it is today. The landscape of education, training and employment opportunities that students need to navigate is more complex and more challenging than that faced by previous generations. The pandemic has highlighted the need for an increase in digital awareness and the changes within employment recruitment and the need for students to be prepared for new employment opportunities.
- 4.3 Careers education does not just mean informing students about their options after school but also how their time in school and at college will affect their futures. It is our statutory duty to ensure that all students and potential students receive independent, impartial advice and guidance regarding all options and how they will affect their opportunities after college, including which career pathways will become available to them. By helping students with decisions at crucial stages, informing them of all their options and introducing them to the world of work, we aim to prepare them for life after college, whichever path they choose.

## **5. Our Vision**

- 5.1 City College Plymouth has a vision to be the learning destination of choice and our mission is to provide learning without limits. To do this it is committed to prepare all students for bright futures through their chosen learning, digital skill, improved English and Maths and industry experience.
- 5.2 To be able to advise and enable all students to access financially viable vocational study, apprenticeships and employment opportunities.
- 5.3 As part of this, the College is committed to offering a careers service that is accessible to all its students and potential students. This will assist students in being fully equipped with the skills and knowledge that will enable them to operate confidently, effectively and independently in life and work. We aim to provide a high quality careers education information advice and guidance (CEIAG) provision that provides opportunities for all students, regardless of their background or abilities, to develop careers awareness, employability skills, labour market knowledge and resilience to achieve long-term success.
- 5.4 The College commits to providing an excellent service that will enable students to understand the range of opportunities available to them in today's labour market and beyond and to acquire the skills and qualifications they need in the workplaces of the future. The College is dedicated to giving students a diverse range of insights into the world of work and in helping them to understand the different progression routes inside and outside the College i.e. further education, higher education, vocational pathways including apprenticeships or into work. We use a variety of approaches, activities, events and communication channels to provide students with a good foundation of skills and knowledge on which to build. The

8 Gatsby Benchmarks (see Appendix 1) will be used to develop and improve careers provision at the College and inform our long-term strategy.

## **6. Strategic Priorities**

- Promoting a structured careers programme tailored to meet the needs of students. Making this known to students, potential students, parents, lecturers, governors and employers by publishing on the College website.
- Giving access to a Careers Education programme that challenges career stereotypes and promotes equality of opportunity.
- Ensuring all students are aware of the progression options available to them on completion of their courses and understand the steps they need to take to achieve their goals.
- Embedding careers into curriculum learning, utilising internal partnerships, external partnerships with employers, education providers and other specialists.
- Providing students with a comprehensive up-to-date range of online resources and materials associated with careers education, employer and employment opportunities.
- Providing careers guidance interventions, either one-to-one or in groups, in which students receive impartial careers advice from a qualified careers practitioner.
- Presenting students with an opportunity to undertake experience in a workplace environment via a work visit, work shadowing and/or work experience to help expand their networks and exploration of career opportunities.
- Presenting students with multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace.
- Guaranteeing that students, aged between 19-25 years, with an EHCP are provided with the means to achieve their maximum potential irrespective of SEND status with full support from specialist teams.

## **7. Roles and responsibilities**

### **7.1 Governors and the Executive Leadership Team (ELT):**

- To ensure that the agreed careers objectives are understood and implemented across the College.
- Ensure all staff involved in IAG have access to training, support and resources which are appropriate to their role.
- Provide support and resources to achieve the Gatsby Benchmarks for all curriculum areas.
- The College' Careers Leader, Pauline Hands, has the support of the Executive Leadership Team to ensure delivery of the careers programme across all 8 Gatsby Benchmarks.

## **7.2 Curriculum Leads & Development Officers (CLDOs):**

- Take responsibility and be accountable for careers education within curriculum planning, ensuring resources are made available as necessary.
- Share 'best practice' for integrating career readiness activities into the curriculum and ensure the College works towards and achieves these high standards.

## **7.3 Careers Advisers:**

- The College has a team of Careers Advisers managed by the Careers Manager, Sarah Sinclair, to ensure that codes of practice are adhered to.
- Deliver one-to-one personal guidance which supports students and potential students to make informed decisions, whilst raising aspirations and developing a realistic and personal action plan. Keep records of sessions using appropriate College systems.
- Promote equality of opportunity, paying attention to issues around confidentiality, dealing with sensitive information disclosed by students and potential students. Provide practical employability advice and information, deliver a range of group work support sessions to courses across the college provision.
- Ensure a variety of quality unbiased resources meet the needs of all students. Monitor the use of these and explore if and how information sources can be improved.
- Undertake continuous professional development to help maintain high quality personal guidance service.

## **7.4 Careers Resources:**

- There is a dedicated careers online section on the website called '[Career Coach](#)', which provides useful information to assist students and potential students to identify their skills and likely areas of career interest and linking to College courses.
- Within Student Central, an internal resource for students, there is also a careers area which has updated information on making career related choices, information relating to going to university or onto an apprenticeship.
- Within the Careers Hub there are a variety of resources for students. These can be adapted for the needs of the students as required.

## **7.5 Information Advisers:**

- Support potential students by ensuring they are given relevant and up to date information regarding courses, funding and application processes.
- Provide the first point of call for students who enquire about their progression options and next steps.

- To follow up students referred by other staff, both teaching and support teams to ensure that meetings with Careers Advisers are arranged to enable students to be informed on their current and future options.
- Information Advisers can be contacted by email: [Careers@cityplym.ac.uk](mailto:Careers@cityplym.ac.uk)

## **7.6 Tutorial:**

- Ensure a range of careers education sessions are delivered as part of the tutorial programme. Sessions include a range of learning opportunities to ensure students are able to challenge themselves and grow in knowledge, skills and confidence.

## **7.7 Personal Tutors:**

- Be familiar with the College's careers programme and its objectives.
- Ensure that career readiness and careers education is embedded in lesson plans.
- Provide sufficient course information and advice to enable all potential students to make suitable choices pre-entry and during induction activities.
- Enable students and potential students to be aware of specialist services, maintaining effective working links and making referrals for pre-entry, on course and progression careers guidance when required.

## **7.8 Workplace Experience**

- Staff with specific responsibility to assist students to identify and source work experience and industry placements. These experiences will help students to develop employability skills, to gain meaningful insights of the work environment, appreciate employer expectations and what is required from them to gain employment in the future.

## **7.9 Apprenticeship Team**

- Engage with employers setting up vacancies and advertise within the college and on national systems.
- Assist potential students and students in the application process for vacancies and securing placements.
- Support apprentices throughout their apprenticeship informing them of college information, advice and guidance services that can assist them.

## **7.10 Supporting at risk students and those with additional support needs:**

- Tutors, Careers Advisers and specialist support staff work together to support students who are at risk of becoming not engaged in education, employment and training (NEET) and these students will receive appropriate careers guidance to make realistic informed decisions about their next steps and options.

- The Careers Advisers work closely with the Learning Support Manager and team to ensure students with an EHC Plan are supported at key stages of their learning and at a time that is appropriate for them.

## **8. Working with External Career Organisations**

### **8.1 Careers and Enterprise Company**

- By working with Careers and Enterprise Company (CEC) who are contracted to work with colleges to provide strategic coordination and to contribute to high impact careers and enterprise support for students.
- To work with the Enterprise Adviser linked to our College providing support both on a strategic level and assisting with the offer of support to students.
- In addition, CEC will contribute towards the College's work with employers to show students work related insights.
- To complete the CEC assessment of careers provision across the college using their Compass tool.
- Attending the Careers Leader meetings to be fully informed of changes relating to Careers Education and to be informed of developments within primary and secondary school provisions.

### **8.2 CSW Group**

- To have a referral system for those who are likely to become 'not engaged with education, employment or training' (NEET) to ensure the individuals are supported in accessing alternative providers or options.

### **8.3 National Careers Service**

- Having a strong relationship with the National Careers Service adviser to enable those potential students, 19 years plus, to have access to high quality careers advice to enable them to make informed decisions on their futures.
- To offer the use of the facilities at the college to enable potential students to access the College and to build their confidence in making the next steps.

### **8.4 Plymouth City Council**

- Linking into the Skills Launchpad for both youth and adults to ensure information about the options of study and training at the college are known to the wider community and other providers.
- Attend the regular meetings to be able to share good practice and stay informed of developments and opportunities for students.



## **9. Quality, Monitoring, Evaluation & Review**

9.1 The service has robust quality assurance systems and is evaluated internally and externally through:

- The College is committed to meeting Ofsted requirements for providing high quality careers guidance and recognises the importance of this for continual quality improvement.
- The College is committed to being a member of the CEC Careers Hub with the use of the Compass tool to assist with the monitoring of the current delivery against the Gatsby Benchmarks.
- The College holds the Matrix quality standard successfully re-accredited in May 2020.
- The College will use student data, UCAS data, student feedback via Student Council meetings, surveys and other feedback mechanisms to monitor the effectiveness of the Careers Strategy.
- The Careers education and guidance for students and potential students contributes to the college's self-assessment processes.

## **10. Related Documentation**

DoE: Careers guidance and access for education and training providers (January 2023)

DoE: Skills for Jobs: Lifelong learning for Opportunity and Growth (January 2021)

The Careers and Enterprise Company: Careers Leadership in Colleges - Supporting students through a 'whole college' approach (June 2021)

The Careers and Enterprise Company: The Gatsby Benchmark Toolkit - Practical information and guidance for colleges

The Careers and Enterprise Company: Careers provision in colleges: What works? (2018)

CDI: Career Development framework Handbook KS3, KS4 and Post 16 (April 2021)

CDI: Briefing Paper: The Skills for Jobs White Paper: Implications for Career Development (January 2021)

## **11. Appendices**

Appendix 1 - Gatsby Benchmarks - How do we measure up against the Benchmarks?

Appendix 2 - Careers Programme

Responsible post holder	Sarah Sinclair
Approved by / on	Corporation Board / April 2023
Next Review	March 2025
Relationship to College's Vision and Purpose	Our Culture: Enabling every student to be the best that they can be
Relations to Strategic Actions	Transforming Futures
Publication Method	

## Appendix 1 - Gatsby Benchmarks

### City College Plymouth: How do we measure up against the Benchmarks?

The 2017 DfE Careers Strategy making the most of everyone's skills and talents, (December 2017) sets out that every further education institution should use the Gatsby Charitable Foundation's Benchmarks to develop and improve their career provision.

By adopting them, the College can be confident of not only meeting the actions set out in the national careers strategy, but can evidence how it brings careers related learning to all study programmes to allow students to fully explore, test and immerse themselves to create their brighter future. The below outlines how the College matches itself against these benchmarks.

1. A STABLE CAREERS PROGRAMME	City College Plymouth students are provided with numerous opportunities to access information, advice and guidance and careers education throughout their time at the College. The College has its own portal, Student Central, with a dedicated area linking to Careers. The College supports Career Coach on its website, a tool which enhances the College's careers provision in a way that enables students, parents/carers, college staff and employers to access and understand it. The College's Careers Leader is part of the Executive Leadership team who drives careers related learning in consultation and collaboration with various stakeholders including the link college governor for careers. <i>The Careers provision has a dedicated section on the College's website which links to the College's Career Strategy and Careers Programme.</i>
2. LEARNING FROM CAREER AND LABOUR MARKET INFORMATION	Careers learning links into the Curriculum areas. With the Curriculum Lead and Development Officers across all areas of the college provision, programme leads and course tutors a variety of opportunities are available for current students to fully understand the opportunities and progression routes. The tutorial programme supports the development of key hard and soft skills that are required within the vocational areas that students are studying in. The use of LMI also assists the provision of comprehensive information to help inform careers resources and careers guidance.
3. ADDRESSING THE NEEDS OF EACH STUDENT	<p>City College Plymouth promotes the building of strong relationships with personal tutors and has regular group and individual tutorials, where they discuss and encourage students to research and plan for their next steps. The careers programme considers the differing needs of students and Careers Advisers are always able to provide informed and impartial advice and guidance.</p> <p>Applicants to the College are screened to ensure they are considering the best option for them with the career ambition they have. A number are referred to the Careers Team for consultation on the options that may be more suitable for them, all decisions stay with the applicant but it helps to assist them in their career journeys.</p> <p>The use of college recording systems follows a student's journey throughout their time at the College and enables all to comment on interactions individuals have to enable others to fully understand the students situation.</p>
4. LINKING CURRICULUM LEARNING TO CAREERS	<p>The course tutors and programme teams work hard to ensure that all learning is relevant to future career pathways within their vocational area.</p> <p>The use of programmes like Career Coach enables students to research and identify future pathways and current opportunities, this is available to parents/carers and outside of the college via the website. The introduction of the Pro suite enables students to complete careers related activities to assist them in their current provision.</p>

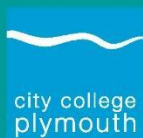
5. ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES	<p>The introduction of the Curriculum Lead and Development Officers have put this at the heart of all study programmes. Programme leads and course tutors have links with industry specialists and utilise these to support the career development of the students within their provision.</p> <p>The Pop-Up stands used in the Exhibit area next to Career Point by local and national organisations also enable the whole student population to access and gain awareness of opportunities.</p>
6. EXPERIENCES OF WORKPLACES	<p>All College students on full time study programmes are given the opportunity to immerse themselves in industry via placements. Many students come to college already undertaking part-time or full-time employment and are given the opportunity to relate learning to this. The T Level pathways include industry placements at their core. For SEND students the supported programmes like Project Search and the Supported Internship Programme with Plymouth City Council offers work collaboratively with employers to match roles to the learner's skills.</p>
7. ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION	<p>The College has an Institutional Officer from Next Step South West who promotes opportunities in Higher Education for students on level 3 study programmes.</p> <p>Other training providers and local HEIs attend a number of events throughout the academic year to ensure students have an opportunity to explore what is available locally. The College's own HE section and apprenticeship team supports tutorials and college events. <i>The College has its own provider access agreement that can be found on the Careers section of the website.</i></p>
8. PERSONAL GUIDANCE	<p>All College students have access to a highly qualified team of careers advisers, all at level 6 or above, as well as a team of Information Advisers who support the Careers Advisers and offer initial signposting for students. Students also have access to licensed programmes such as EMSI Career Coach as well as the resources in Career Point. The Careers team encourages students to look at their skills and experiences and how they relate to their career ambitions no matter where they are in their journey. City College Plymouth holds the Matrix standard for advice and guidance that recognises the quality and impact the provision has on students. City College Plymouth has also achieved 100% in all 8 Benchmarks on the Compass assessment used by the Careers and Enterprise Company.</p>

## Appendix 2 – Careers Programme

# CITY COLLEGE PLYMOUTH'S CAREERS PROGRAMME

## Career Point

HIGHER EDUCATION	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	Gatsby Benchmark
UCAS clearing advice and support: drop-in and appointments	•	•											2 3 4 8
UCAS application sessions		•	•	•									3 7 8
Effective personal statement sessions		•	•	•									3 4
UCAS application checking		•	•	•	•	•							3 8
Mock interviews - university						•	•	•					3 7
Student finance presentations							•						3 7
Student finance one-to-one support available								•	•	•			8
Visit to UCAS conventions								•					2 3 7 8
Degree course options advice			•	•	•						•	•	2 4
Degree course progression advice					•	•	•	•	•	•	•	•	2 4
Personal statement checking		•	•	•	•								8
FE PROGRESSION	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	
Careers/course advice (all levels)							•	•	•	•	•		2 3 4 7 8
EVENTS	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	
Careers advice at enrolment	•	•											3 8
Tutorial careers inductions		•	•										2 3 4
Drop-in events	•	•	•					•		•		•	3 8
Careers support at parents' evenings				•			•						3 8
National Apprenticeship Week											•		2 3 4 5
Skills Show								•					2 4 5 6 7
School career events			•	•				•					7
National Careers Week								•					2 3 4 5
Open days				•		•				•			5 6 7
EMPLOYABILITY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	
CV checks - drop-ins	•	•	•	•	•	•	•	•	•	•	•	•	2 3 8
CV workshops							•	•	•	•	•		2 3 4
Mock interviews				•	•	•	•	•	•	•	•	•	3 8
Work experience placement advice			•	•	•	•	•	•	•				3 5
Job seeking	•	•	•	•	•	•	•	•	•	•	•	•	2 3 4 8
Applying for Apprenticeships									•	•	•		2 3 4 8
CAREERS ADVICE	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	
Careers guidance interviews available by appointment	•	•	•	•	•	•	•	•	•	•	•	•	3 8
'Swap Not Drop' assistance		•	•										3 4 7 8



The Learning  
Destination of Choice

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# CITY COLLEGE PLYMOUTH'S CAREERS PROGRAMME

## Career Point

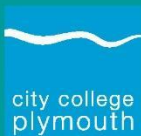
The Careers programme offers all students a range of activities. These have been linked to the Gatsby Benchmarks, the Careers Strategy and meet the Careers Development Institute framework for careers, employability and enterprise education.

<b>Gatsby Benchmark 1</b>	<b>A stable careers programme</b>
<b>Gatsby Benchmark 2</b>	<b>Learning from career and labour market information</b>
<b>Gatsby Benchmark 3</b>	<b>Addressing the needs of each student</b>
<b>Gatsby Benchmark 4</b>	<b>Linking curriculum learning to careers</b>
<b>Gatsby Benchmark 5</b>	<b>Encounters with employers and employees</b>
<b>Gatsby Benchmark 6</b>	<b>Experiences of workplaces</b>
<b>Gatsby Benchmark 7</b>	<b>Encounters with further and higher education</b>
<b>Gatsby Benchmark 8</b>	<b>Personal guidance</b>

This has been developed in consultation with the key stakeholders, both internal and external.

The support provided to prospective and current students is from cross curriculum and support teams within the College, which include the following:

- the Careers Team supports and offers group activities and offer individual guidance to all students. The team can be contacted by e-mail **careers@cityplym.ac.uk** or by phone **01752 305388**
- course information advisers are part of the Careers Team and offer information on the College's courses to prospective students and parents/guardians and can be contacted by e-mail **careers@cityplym.ac.uk** or by phone **01752 305388**
- work experience co-ordinator and work experience placement staff in each faculty are there to support our students with their work placements
- course tutors and the Tutorial and Personal Development Manager deliver the Personal Development and Planning study programme, which includes a range of topics including careers-related activities.



**The Learning  
Destination of Choice**

