



CAREERS PROGRAMME





ORMISTON SWB ACADEMY CAREERS

The Careers Programme at Ormiston SWB Academy

At Ormiston SWB Academy, we are committed to delivering a high-quality careers programme that equips students with the knowledge, skills, and experiences needed to make informed choices about their future pathways. Our careers provision aligns with the Gatsby Benchmarks and is designed to inspire students while providing practical opportunities to engage with employers, higher education, and apprenticeships.

Key Features of Our Careers Programme

Our careers programme includes, but is not limited to:

✓ Careers Education & Guidance

- Careers education is embedded into our CORE curriculum through structured lessons from Year 7 to Year 13. These are aligned to the CDI framework and Gatsby Benchmarks, helping students explore their strengths, understand the world of work, and plan for their future.
- Topics include career identity, labour market information, skills development, and future planning – all tailored to students' age and stage.

✓ Careers Education & Guidance

- We offer one-to-one guidance interviews for every student, with priority given to students who need it most.
- We have access to Unifrog, an award-winning careers platform supporting research and applications.

✓ Employer Engagement & Work Experience

- A dedicated Work Experience week offering hands-on experience.
- Off-timetable days featuring employer visits, workplace visits, workshops, and pathway sessions.
- Mock interviews with real employers to build student confidence.
- An annual Careers Fair to meet employers, universities, and training providers.

✓ Post-16 & Post-18 Pathways Support

- Support with applications for college, sixth form, and apprenticeships.
- University visits and workshops on UCAS, personal statements, and alternatives.
- Employer-led sessions on apprenticeships, T-Levels, and vocational routes.

✓ Trips, Talks & Events

- Inspiring guest speakers from a range of industries.
- Eye-opening visits to universities and diverse workplaces.
- Engaging activities during National Careers Week and Apprenticeship Week.

✓ Specialist Support for Targeted Students

- Tailored careers support for students with EHCPs or additional learning needs.
- One-to-one mentoring for those uncertain about future pathways.
- Priority, personalised guidance for vulnerable or at-risk students.

The Gatsby Benchmarks

At Ormiston SWB Academy, we are proud to fully meet all eight Gatsby Benchmarks, ensuring our students receive a high-quality careers education that prepares them for their future pathways. The Gatsby Benchmarks are a framework for best practice in careers education, designed to raise aspirations and provide meaningful encounters with the world of work.

1. A Stable Careers Programme

- We have a structured and well-communicated careers programme that supports students from Year 7 to Year 13. It is reviewed annually and promoted to students, parents, staff, and employers via our website, newsletters, and events.

2. Learning from Career & Labour Market Information

- Students have access to up-to-date labour market information through Unifrog, employer talks, and dedicated careers lessons. We also provide guidance on local and national employment trends to help students make informed choices about their futures.

3. Addressing the Needs of Each Student

- Our careers programme is inclusive, providing tailored support for all students, including those with SEND and EHCPs. We track students individually, ensuring they receive the right guidance and opportunities.

4. Linking Curriculum Learning to Careers

- We integrate careers education into the curriculum across all subjects, helping students see the relevance of their studies to future career paths. Subject teachers incorporate real-world applications, employer-led sessions, and workplace skills into their lessons.

5. Encounters with Employers & Employees

- Students regularly engage with a wide range of employers through:
 - *Speed Networking Events*
 - *Mock Interviews with Employers*
 - *Careers Fair*
 - *Guest speaker sessions and workplace visits*

6. Experiences of Workplaces

- Year 10 students take part in a week-long work experience placement in November, giving them firsthand insight into the world of work. We also facilitate workplace visits and virtual work experiences for students across different year groups. Year 12 also organise a work placement to support them with their next steps.

7. Encounters with Further & Higher Education

- We organise university visits, college open day trips, and apprenticeship workshops to help students explore their post-16 and post-18 options. Students receive guidance on applications, personal statements, and alternative pathways like T-Levels and apprenticeships.

8. Personal Guidance

- Every student has access to one-to-one careers guidance, delivered by a trained careers adviser. Targeted students receive additional support to explore their next steps, ensuring they leave Ormiston SWB Academy with a clear plan for their future.

By embedding these benchmarks into our careers programme, we ensure that every student is well-prepared to achieve their ambitions, whether in further education, apprenticeships, or employment.



CAREERS PROGRAMME

TERM BY TERM

Autumn Term A

- **Careers Guidance** - One-to-one careers interviews with a qualified adviser available on request.
- **Specialist support** - for students with SEND, EHCPs, or additional needs to ensure equal opportunities.
- **Work Experience Preparation** – Year 10 students receive guidance and support in preparation for placements.
- **Employer-Led Activities & Workshops** – Students take part in sessions that develop key workplace skills, such as teamwork, communication, and problem-solving.

Autumn Term B

- **Work Experience for Year 10 (November)** – Students spend a week gaining valuable insights into the world of work.
- **Speed Networking Event (Year 9)** – A chance to meet professionals from a range of industries, ask questions, and explore different career pathways.
- **CORE Lessons** – Year 9: Career development, employability skills, and planning for the future.
- **University Visits (Year 10 CORE Day)** – An opportunity to explore campus life and learn about higher education options.
- **CORE Lessons** – Year 10 & 11: Career development, world of work insights, and career management skills.
- **Year 11 One-to-One Follow-Up Interviews** – Careers guidance by request.
- **General Careers Support** – Available for all students upon request.

Spring Term A

- **Work Experience for Year 12** – A flexible window for students to arrange placements relevant to their career interests.
- **Year 8 CORE Lessons:** Career development, employability skills, and planning for the future.
- **Year 11 Careers Follow-Up Appointments** – Additional guidance for students.
- **Year 11 CORE Day** – Focus on employability skills.
- **Year 7 STEM Event** – Inspiring students in science, technology, engineering, and maths careers.

Spring Term B

- **Post-16 and post-18 pathways guidance** - including support with college, apprenticeship, and university applications.
- **Aspire to HE Programme (Year 8 & Year 9)** – Raising awareness of university pathways and future study options.
- **National Careers Week & Apprenticeship Week** – Activities, employer talks, and information sessions to help students explore different career paths.
- **CORE Day – Year 8:** My Future and Employability – Enterprise Challenge.

Summer A

- **CORE Lessons – Year 7:** Career development, employability skills, and career planning.
- **Year 10 One-to-One Careers Interviews** – Ongoing personalised guidance.
- **Year 12 One-to-One Careers Interviews** – Focus on post-18 pathways.
- **General Careers Support** – Available by request.

Summer B

- **Year 9 Work Experience Parent Launch Evening** – Preparation for upcoming placements.
- **Year 9 CORE Lessons** – Work experience preparation.
- **Year 12 Careers Week (July)** – A dedicated week where students research apprenticeships, start their UCAS applications, and meet university representatives and employers.
- **Year 7 'Guess My Job' Activity** – A fun and interactive way to introduce students to the variety of careers available.
- **CORE Day – Year 10:** Mock Interviews – Practical interview experience with real employers.
- **General Careers Support** – Available for all year groups by request.
- **Year 11 & Year 13 Results Day Support (August)** – Careers advisers available to guide students through their next steps based on their results.
- **Extra Support for Year 11s without a Secured Destination** – Ensuring every student has a positive post-16 pathway.

Sixth Form Careers & Enrichment Programme

Sixth Form students receive ongoing careers support through their enrichment programme, covering:

- Work placement preparation and support.
- Study skills and independent learning.
- UCAS applications and personal statement guidance.
- Student finance workshops.
- Apprenticeship applications and interview preparation.
- University masterclasses, open days, and apprenticeship information events.

Our careers programme ensures that every student leaves Ormiston SWB Academy with the confidence, skills, and knowledge to succeed in their chosen path.

Conclusion

At Ormiston SWB Academy, we are dedicated to ensuring that every student leaves school with the skills, knowledge, and confidence to succeed in their chosen pathway. Our comprehensive and fully Gatsby-compliant careers programme provides **early exposure, ongoing guidance, and real in making informed decisions about their futures.

The Careers Curriculum Roadmap

This careers curriculum flowchart illustrates the academy's structured, year-by-year approach to careers education. The model is designed to ensure that all students receive developmentally appropriate careers learning throughout their time in school — gradually building knowledge, confidence, and readiness for life beyond education.

Key features of the model include:

- A clear progression from self-awareness to future planning, beginning in Year 7 and continuing through to Key Stage 5
- Carefully sequenced lessons that reflect increasing maturity, decision-making needs, and career-related expectations
- Full alignment with the CDI Framework and the Gatsby Benchmarks
- A strong focus on linking curriculum learning to careers, developing employability skills, and exploring all post-16 and post-18 pathways

The CDI Career Development Framework:



This progressive model ensures that students are not only informed about their options, but are also well-prepared to make ambitious, realistic, and meaningful decisions at each key stage, as well as preparing them for other aspects of their adult lives.

CAREERS CURRICULUM

EMPOWERING FUTURES THROUGH THE CDI FRAMEWORK

Our careers curriculum is carefully structured around the Gatsby Benchmarks and the CDI Framework, ensuring every student builds the knowledge, skills, and confidence to make informed decisions. From Year 7 through to Post-16, each lesson is designed to develop career readiness through personal development, employability, and real-world exploration.

YEAR 7

- 1. My Identity - My Skills & Interests**
Activity: Creating a profile of myself
- 2. My Future - What is a Career?**
Activity: Investigating jobs and breaking myths
- 3. My World of Work - Who does what?**
Activity: Job families matching game or quiz
- 4. My Knowledge of the Job Market**
Activity: Guess my Job - Virtual bingo activity using video resources
- 5. My Future Self - Who could I become?**
Activity: Local LMI treasure hunt (e.g. What jobs are growing in Wolverhampton?)
- 6. My Subjects - Connecting curriculum to careers**
Activity: Unifrog subject skills audit
- 7. My Roadmap - Planning the next step**
Activity: Create a "Me in 5 Years" roadmap

YEAR 9

- 1. Options, Options, Options - Choosing your GCSEs**
Activity: Explore subject choices & match to career pathways
- 2. Updating Your Record of Achievement**
Activity: Unifrog - Work environment quiz & Competency update
- 3. My Job Search - Exploring the options**
Activity: Use Unifrog Careers Library to compare job profiles
- 4. My Confidence - Communicating effectively**
Activity: Practice elevator pitches or mock employer Q&A
- 5. My Money - Introduction to finances**
Activity: Budgeting basics and "Cost of Adulting" task
- 6. My Knowledge - Staying in the know**
Activity: Careers news roundup & "careers in the headlines" challenge
- 7. My Roadmap - Planning the next steps**
Activity: Set targets for Year 10 and reflect on growth

YEAR 11

- 1. Post-16 Options - Making the right move**
Activity: Recap sixth form, college, T Levels & apprenticeships
- 2. Unifrog - Exploring your choices**
Activity: Use Unifrog to compare post-16 pathways and shortlist destinations
- 3. Unifrog - Skills profile**
Activity: Complete the Skills profile to reflect on strengths and development areas
- 4. The Importance of LMI**
Activity: Exploring the context of the local labour market in the Black Country.
- 5. My Money - Introduction to finances**
Activity: Budgeting basics and "Cost of Adulting" task
- 6. My Knowledge - Staying in the know**
Activity: Careers news roundup & "careers in the headlines" challenge
- 7. My Roadmap - Planning the next steps**
Activity: Set targets for the future and reflect on growth

YEAR 8

- 1. My Challenges - Identifying barriers and success**
Activity: Reflect on past obstacles
- 2. My Future (Part 1) - Opportunities available to me**
Activity: Unifrog Personality quiz & Interests profile
- 3. My Future (Part 2) - Expanding horizons**
Activity: Explore Unifrog Careers Library
- 4. My Relationships - Teamwork and collaboration**
Activity: Peer support teamwork challenge
- 5. My Community - Society's impact on careers**
Activity: Labour Market session - how local trends shape opportunities
- 6. My Responsibilities - Stereotypes & discrimination**
Activity: Challenge the stereotype debate or roleplay
- 7. My Future Employer - How employers recruit**
Activity: What makes a great employee? CV/skills workshop
- 8. My Roadmap - Planning the next steps**
Activity: Create a "Me in 5 Years" roadmap

YEAR 10

- 1. My Options - Exploring post-16 pathways**
Activity: Compare sixth form, college & apprenticeships using Unifrog
- 2. What is an Apprenticeship?**
Activity: Explore real-life apprenticeship case studies
- 3. Working Between 15-18 - Know your rights**
Activity: Learn the laws around part-time work, hours & safety
- 4. Future Jobs & Workforce Trends**
Activity: LMI session - What careers are growing and why?
- 6. Creating a CV (Part 2)**
Activity: Peer review & refine CV for real-world readiness
- 7. The Skill of Being Resilient - Growth mindset**
Activity: Challenge reflection task - how have you overcome obstacles?
- 8. My Roadmap - Planning the next steps**
Activity: Set targets for Year 10 and reflect on growth

KEY STAGE 5

- 1. My Next Steps - Post-18 Options**
Activity: Explore university, apprenticeships, employment & gap year options using Unifrog
- 2. My Applications - Personal Statements & CVs**
Activity: Draft or refine UCAS personal statement or CV
- 3. My Finances - Money skills for adulthood**
Activity: Budgeting workshop - "Surviving student life or first job" challenge
- 4. My Professional Image - How to stand out**
Activity: LinkedIn profile creation or digital portfolio building
- 5. My Interview Skills - Make your moment count**
Activity: Practice mock interviews and STAR technique answers
- 6. My Network - Who I know and how they can help**
Activity: Networking map - identify connections and opportunities
- 7. My Launchpad - Where I am and where I'm going**
Activity: Finalise a personal action plan and checklist for life after sixth form

Reviewed annually by the Careers Leader to ensure alignment with statutory guidance.

For more information, please contact Mr L. Wall at lwalleoswba.co.uk



EMPLOYER & INDUSTRY ENGAGEMENT

Guest Speaker Programme

Throughout the year, we invite industry professionals and employers to speak to students about their careers, the skills needed in their field, and the different pathways into their industry. Industries covered Include:

- ✓ Healthcare & Medicine – NHS, Pharmacy, Social Care, Nursing
- ✓ Engineering & Manufacturing – Civil Engineering, Automotive, Aerospace
- ✓ Business & Finance – Banking, Accounting, Marketing
- ✓ Creative & Media – Graphic Design, Film, Journalism
- ✓ Public Services & Law – Police, Fire Service, Legal Careers
- ✓ STEM & Technology – IT, Cybersecurity, AI & Robotics
- ✓ Construction & Trades – Architecture, Electricians, Surveying
- ✓ Sport & Fitness – Sports Therapy, Coaching, Physiotherapy

Employers We Work With

We are proud to collaborate with a national employers who support our careers programme. These organisations help mentor, inspire, and prepare our students for their future. Some of the companies and organisations we work with include:

- 🏠 Aspire to HE (Aspiration and inclusion service)
- 🏥 NHS (Healthcare & Medicine)
- 👮 West Midlands Police & The British Army (Public Services)
- 🏠 YMCA (Finance & Business)
- ⚽ Local Football Academies (Sports Therapy & Coaching)
- 🔧 Local Apprenticeship Providers (Construction, Electrical, Plumbing)
- 📺 BBC & Media Organisations (Creative Industries)
- 💼 Workpays (Apprenticeship support)
- 🐾 Dudley Zoo (Animal Care)
- 🏛️ Wolverhampton City Council (Education, Administration, Careers)

Get Involved!

Are you an employer or industry professional interested in supporting our careers programme? We are always looking for new partners to help inspire and educate our students. If you would like to volunteer for mock interviews, deliver a talk, or take part in our networking events, please get in touch with our Careers Leader at:



CAREERS IN PRACTICE

Careers Education in CORE Lessons

Careers education is delivered throughout the year as part of CORE lessons. These lessons help students make informed choices and develop the skills needed to succeed in their future careers. We cover topics such as:

- ✓ Self-Development – Understanding personal strengths, skills, and aspirations.
- ✓ Career Exploration – Researching industries, job roles, and career pathways.
- ✓ Employability Skills – CV writing, interview techniques, and workplace etiquette.
- ✓ Financial Education – Budgeting, salaries, and understanding payslips.
- ✓ Post-16 & Post-18 Options – College, university, apprentices employment.

CORE Days: Off-Timetable Careers Activities

In addition to CORE and subject-based careers learning, students take part in dedicated CORE Days, where they engage in hands-on career activities, workshops, and employer-led events. Here are some examples of activities at different year groups:

Year 7 – "My Future & Employability"

- 💡 What is a career? Exploring different jobs and industries.
- 🎭 Guess My Job? – Employer-led activity to challenge stereotypes.
- 👏 Motivational talk by Stephen Seki

Year 8 – Enterprise Challenge

- 💰 Students take part in a business & enterprise challenge with employers, developing skills in teamwork, creativity, and problem-solving.

Year 9 – My Future & Options

- 👤 Speed Networking – Meet professionals from different industries and ask career-related questions.

Year 10 – University & Work Readiness

- 🏛️ University Visits – First-hand experience of university life.
- 👂 Mock Interviews – Practice interviews with real employers to build confidence.

Year 11 – Post-16 Preparation

- 📄 CV & Application Workshops – How to write a standout application.
- 💡 Employability Skills Workshop – Preparing for apprenticeships, sixth form, or college.
- 👏 Business challenge to develop teamwork and enterprise skills



ACCESS FOR EVERY STUDENT

Unlocking Potential for Every Learner

At our academy, we believe every student deserves access to high-quality, personalised careers education — regardless of background, ability, or individual needs. We are committed to removing barriers and ensuring that all students, including those who are disadvantaged or have an Education, Health and Care Plan (EHCP), receive the guidance and opportunities they need to make informed, ambitious, and realistic choices for their future.

Our careers provision is rooted in the principles of equality, inclusion, and high expectations for all.

Putting Support into Practice

Prioritised Support for Disadvantaged Students

We ensure disadvantaged students receive targeted and proactive support, including:

- Priority access to one-to-one careers guidance interviews.
- Early intervention for students at risk of becoming NEET.
- Support with applications for post-16 pathways.
- Tailored mentoring and guidance based on individual needs.
- Ongoing tracking to monitor progress and provide follow-up support.

Specialist Careers Provision for Students with EHCPs

We provide a differentiated approach to ensure students with EHCPs receive meaningful, personalised support:

- Priority for careers interviews, with additional time if needed.
- Visits to local specialist providers to explore appropriate options.
- Collaboration with the SEN team to align support with EHCP outcomes.
- Transition planning with colleges and training providers.
- Accessible resources and inclusive employer encounters.

Ongoing Collaboration

We work closely with parents, SENCOs, Heads of Year, and external agencies to ensure that careers provision is joined-up and responsive. Our focus is always on putting the right support in place at the right time.

Our Mission

Access to careers isn't just about equal opportunities — it's about equity. We are committed to helping every student explore their potential, raise their aspirations, and step confidently into the future.



USEFUL WEBSITES & RESOURCES



Careers Exploration & Guidance

National Careers Service:

- Find job profiles, skills requirements, and career advice for hundreds of industries.
- Get personalised career suggestions based on your interests.
- Visit: www.nationalcareers.service.gov.uk

Unifrog:

- The all-in-one careers platform for exploring university courses, apprenticeships, and job opportunities.
- Use CV & personal statement builders to get ahead!
- Visit: www.unifrog.org (Login required)

Higher Education

UCAS – University Course Finder:

- Discover thousands of university courses across the UK, entry requirements, application deadlines, and personal statements**.
- Visit: www.ucas.com

Aspire to HE (For students considering higher education):

- A programme designed to help students from all backgrounds access university.
- Visit: www.aspiretohe.co.uk

Apprenticeships & Training

Apprenticeships.gov.uk (Find live apprenticeship vacancies!)

- Search for apprenticeship opportunities across different industries.
- Learn about higher & degree apprenticeships (earn while you learn!).
- Visit: www.apprenticeships.gov.uk

Local Colleges & Training Providers

- If you're considering college or vocational training, check out our local providers:
 - City of Wolverhampton College – [Wolverhampton College](#)
 - Nova Training – [Nova Training](#)