WEST BROMWICH COLLEGIATE ACADEMY

Careers and Enterprise Plan

2026-27

YEAR 7–YEAR 11

> ***"Careers should be transformational to the lives of young people.***
> ***At West Bromwich Collegiate Academy careers will provide a platform for motivation, for students to aim higher, achieve more and reach their aspirations."***

The information in this document provides an outline of the school's taught provision and an overview of the opportunities at WBCA.

Gatsby 8 Benchmarks for Careers Excellence
1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

Whole School Strategies

Activity	Details	Impact	Gatsby Benchmark
Displays	Careers in the curriculum information in each department. Careers board displaying LMI, local opportunities and pathway information. Library display with additional information and leaflets for Post-16 options.	Encourages students to begin to think about their future and careers, this also increases an awareness of career priorities to staff and students.	2, 4
National Careers Week	This week is celebrated in the academy by: • Highlighting careers to students through subject departments. • Careers activities within PD programme. • Guest speakers for aspiring careers.	This week celebrates the opportunities for young people aspiring to different careers. It provides an opportunity for external partners to engage with school.	1, 2, 4, 5, 7
Student council	The academy holds regular sessions with the student council. Students are surveyed via Microsoft Forms to establish career pathways, trends, and changes.	This information helps to plan the strategic development of the careers department including analysing students' needs and wants to ensure they gain the best experiences available to them.	1, 3
Student Careers Champions	Students who will raise the profile of Careers Education within their forms, classes and year groups, and support the Careers Lead with information sharing and leading careers events.	Students can provide feedback on the careers programme via Careers Champions in order to further personalise the programme.	3, 4, 7, 8
Parental Engagement	Engagement takes place via a careers newsletter, meetings, school website, Twitter, and Facebook.	Increased parental awareness of careers support in making decisions about options, future destinations, and opportunities in the academy.	3, 8

Department Careers Champions	Subject specific staff have received additional careers training to support the development of careers within departmental areas.	Awareness of good careers practice has grown among the staff body and students are able to discuss subject specific careers with individual members of staff.	2, 4, 8
Focus Days	Every year group with experience the opportunity to develop careers and enterprise skills working in collaboration with external speakers and partners.	Students are afforded the opportunity to work closely with business, partners, and external agencies to develop skills and learn about the wider aspect of careers.	1, 4, 5
Hub Site	Every year group will have access to the Hub Site which will provide them with guidance and information.	Students are provided access to careers guidance and information, access CV templates and application letters. Students can apply for opportunities advertised by partners outside of the school usual provision.	1, 2, 3, 8

Year 7

Activity	Impact	Gatsby Benchmark
Assembly	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Careers Education within Personal Development	Students will explore careers, employability, and enterprise education. They will learn about the world of work and identify career management skills.	1, 2, 3, 4
Focus Day	Enterprise days – Year groups work with a company and are set a challenge. Students then work in groups to do complete the challenge and present back at the end. Learning about personal skills and traits, online reputation, thinking outside the box and expanding career pools.	1, 3, 5, 6

Year 8

Activity	Impact	Gatsby Benchmark
Assembly	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Careers Education within Personal Development	Students will develop careers, employability, and enterprise education. They will learn about the world of work developing their understanding of the workplace and explore further career management skills.	1, 2, 3, 4
Focus Day	Enterprise days – Year groups work with a company and are set a challenge. Students then work in groups to do complete the challenge and present back at the end. Learning about personal skills and traits, online reputation, thinking outside the box and expanding career pools.	1, 3, 5, 6

Year 9

Activity	Impact	Gatsby Benchmark
Assembly	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Careers Education within Personal Development	Students will evaluate careers and employability opportunities. They will evaluate options from the world of work developing their understanding of the workplace. They will progress through a series of skills lessons to help them choose the most suitable GCSE options.	1, 2, 3
Focus Day	Enterprise days – Year groups work with a company and are set a challenge. Students then work in groups to do complete the challenge and present back at the end. Learning about personal skills and traits, online reputation, thinking outside the box and expanding career pools.	1, 2, 4, 5, 6
Independent Careers Advice	Students will work with Connexions to look at option choices and receive impartial advice. This provides increased aspirations and opportunity to discuss options.	1, 2, 3, 8

Year 10

Activity	Impact	Gatsby Benchmark
Assembly	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Focus Day	Enterprise days – Year groups work with a company and are set a challenge. Students then work in groups to do complete the challenge and present back at the end. Learning about personal skills and traits, online reputation, thinking outside the box and expanding career pools.	2, 3, 4, 5, 7
Careers Education within Personal Development	A careers and employability skills scheme of work which develops an awareness of career opportunities, interview skills, application writing skills and building a CV.	2, 3, 4, 5
Work Experience	Students will be supported to research a variety of industries and select and apply to workplaces to carry out a period of work experience.	2, 5, 6

Year 11

Activity	Impact	Gatsby Benchmark
Focus Day	Year 11 destinations day. Careers fair with many providers e.g sixth forms, colleges, T Level providers.	2, 3, 5, 7
Assembly	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Independent careers advice	All year 11 students are provided with a 1:1 impartial career advice session. The session provides increased aspirations and opportunity to discuss options.	1, 2, 3, 8
Careers Education within Personal Development	A careers and employability skills scheme of work which develops an awareness of career opportunities, interview skills, application writing skills and building a CV.	2, 3, 4, 5

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