



**Worcestershire Careers Hub
Member School**



PARKSIDE MIDDLE SCHOOL SCHOOL CAREERS STRATEGY AND ACTION PLAN

Dated: September 2025

Review date: September 2026

Headteacher.....

Chair of Governors.....

Embrace Opportunity. Nurture Success. Inspire Futures



Our Careers Vision:

Our Careers curriculum is designed to support our whole-school aims.

Spark imaginations – be inspired
Push the horizon – be aspirational
Seek to know about our world – be knowledgeable
Live an extraordinary life – reach potential
Nurture character – be individual
Build foundations for the future – be the future

We aim to consistently support and engage every individual pupil to understand and develop their own future pathway, and to confidently raise and achieve their aspirations in an increasingly competitive and ever-changing world.

Parkside Middle School is an active member of the Worcestershire Careers Hub and supports the development of Worcestershire's Future Workforce through the Worcestershire Enterprise Adviser Network





Parkside Middle School Careers Strategy

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“Leaders want pupils to understand why they learn what they do. All pupils have access to a well-developed and highly effective careers programme. Teachers aim to link lessons across the curriculum to possible careers. Pupils are well prepared for their next steps in education and beyond.”

Ofsted September, 2019

“The school delivers an effective programme of careers guidance that builds through the year groups.”

Ofsted, February 2025

Rationale

At Parkside, we strive to equip our pupils with the attitudes, values, skills and knowledge that they need in order to be successful in their futures. As part of this aim, we concentrate on raising aspirations and providing pupils with a stable and structured careers programme. Our pupils will be embarking upon a career pathway, which is more challenging and complex than that faced by previous generations. Global opportunities and increasing technological advances will result in young people having several careers during their working life and potentially working in a career that does not currently exist.

By using the Gatsby benchmarks, we are committed to ensuring that our pupils have clear goals for their educational progress. We have a whole school approach to careers education. This allows pupils to access the necessary information to help them make informed decisions about their futures. Our careers programme throughout the year supports our careers education curriculum and is in line with the most recent careers guidance strategy (May 2025). Careers Education at Parkside is not just a stand-alone strand; it is thoroughly integrated into every area of the school and woven into the school curriculum. Our deep, rich and relevant curriculum enables our pupils to excel academically, and develop into socially and emotionally aware, confident young people. Teachers encourage a love of learning and endeavour to always link knowledge to real life contexts, to raise aspirations and broaden knowledge and awareness of potential careers. We aim to ensure that pupils are well informed and equipped to make decisions regarding their future, by the time they leave for High School education.

Aims

Within the context of our curriculum’s overarching aims, we aim to ensure that all pupils have an equal entitlement to high quality careers education, information, advice and guidance, that:

- raises aspirations;
- empowers our pupils to plan and be inspired for their own futures;
- helps them understand the world of work and the personal and academic skills required to be successful within it;
- helps them to explore a broad range of career options;
- actively promotes equality of opportunity and challenges stereotypes;
- provides for the particular needs and aspirations of pupils, as well as offering a basic entitlement to broad areas of experience;
- equips pupils with the skills and knowledge for a fast-changing world;

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- stimulates the development of lively, enquiring minds and provides the conditions in which creativity, imagination, improvisation, confidence in risk-taking and a thirst for new ideas and understanding can flourish.

Parkside Middle School is fully committed to ensuring that all of our pupils acquire the skills, knowledge and attitudes to manage their learning and career progression. We have already established a range of effective careers guidance activities which we hope will guide support our pupils to achieve positive destinations such as A 'levels, Higher Education, Apprenticeships, Technical routes or Employment.

Parkside Middle School collaborates throughout this strategy with a range of external agencies to help us ensure we will meet all of the mandatory requirements contained within the Department for Education's careers strategy (July 2021). These partnerships will include working alongside The Careers and Enterprise Company (CEC), The Worcestershire Local Enterprise Partnership (WLEP), Worcestershire County Council (WCC), Further Education (FE) and Higher Education (HE) providers, Worcestershire Apprenticeships (WA) and a wide range of local employers.

High quality careers guidance is a crucial part of improving social mobility. Young people make choices based on what they know and what they think is available to them. If our young people are made fully aware of the career pathways and opportunities available to them, they will be more able to make informed choices about which qualifications and career pathways which will enable them to achieve their goals.

Gatsby Benchmarks

In line with the Department for Education's careers strategy, Parkside Middle School aims to fulfil the eight expectations set out within the 'Gatsby Benchmarks' which provide a framework to ensure that the school has formed a careers programme which falls in line with legal requirements. The following eight benchmarks are at the core of good careers and enterprise provision:

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

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Strategic Careers Leader

As set out within the Department for Education's Careers Strategy Parkside Middle School is required to have a designated member of our Senior Leadership Team named as our school's Strategic Careers Lead.

The Strategic Careers Leader will have the responsibility to make sure that we as a school meet our mandatory requirements and continue to work towards achieving all eight of the Gatsby Benchmark.

Our Strategic Careers Leader is Mrs Jodie Terrey – Deputy Headteacher. Mrs Terrey provides both the Head Teacher and the Board of Governors with regular updates on our progress and works closely with the Worcestershire LEP delivery team, our assigned Enterprise Adviser and local employers to ensure we deliver this strategy.

Our Careers Team

Mrs J Terrey will lead our team which will include the following staff members:
Miss A Rea – Assistant Headteacher / Head of Personal Development
Mrs J Papadopoulos – Head of STEM
Mr J Durnall – Assistant Headteacher and Co-ordinator of Parkside Champions Mentorship Programme

Our Enterprise Adviser

Through the Worcestershire LEPs Enterprise Adviser Network, Parkside Middle School are delighted to have been assigned our own designated enterprise adviser.

Alex King will be supporting our careers team to assist us to facilitate careers related activity which will help us achieve Gatsby Benchmarks 5 and 6.

Our Enterprise Advisor is Alex King.

Mentoring Programme / Business Links

We are proud to be part of a 1:1 mentoring scheme with local businesses, through the Redditch Business Leaders' initiative.

By connecting pupils to local mentors, business leaders and Parkside alumni, we ensure that our pupils have real-life contact and motivation to succeed.

Our current Business Leader mentors are:

- Simon Baldwin (Finance)
- Tony Taylor (Retail, Military, Football)

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Current position at Parkside Middle School

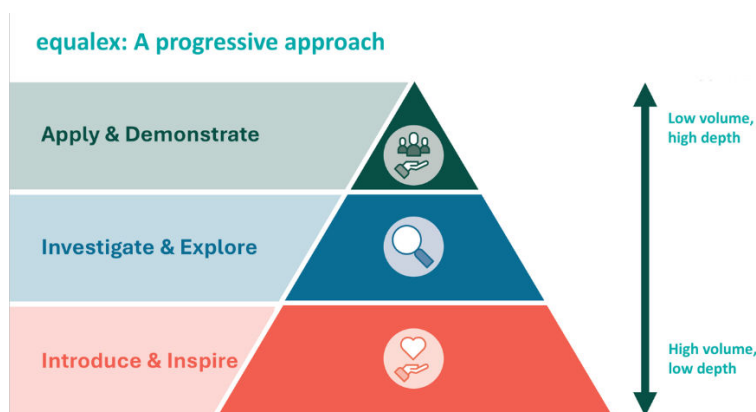
Pupils are currently receiving the following careers related support or participating within the activities listed below during their journey through school:

Delivery and Content

Careers information, education, advice and guidance at Parkside is devised in line with the Gatsby benchmarks, and provision is regularly reviewed and monitored using Compass Plus. Parkside's high quality careers provision is supported by Worcestershire Careers and Enterprise Company (CEC). We work in close partnership with the CEC and local High Schools to ensure that our pupils and their parents/carers have relevant, inspiring and informative access to a wealth of career provision. We have links with an Enterprise Advisor, who liaises with the Careers Leader to ensure links with industry are developed; this will result in meaningful interactions with employers for all pupils across the school.

In addition, we offer pupils opportunities to link with local businesses through a business mentor programme, as well as local businesses, Worcestershire Apprenticeships and visits and workshops held at the University of Birmingham, Warwick University and the University of Wolverhampton. All pupils and parents are provided with information relevant to careers and labour markets through the Skills4Worcestershire website.

In response to recent updates to Benchmark 6 (Experiences of the Workplace) Parkside Middle School uses the Equalex framework to provide a structured introduction to Work Experience. Pupils at Parkside Middle School are in the 'Introduce and Inspire' phase, with high volume and low depth workplace experiences. All school trips have a clear focus on potential work and we aim to provide additional experiences that provide depth and breadth. Parkside Middle School works within the Spire Trust Learning Partnership to share best practice and potential work experience offers.



In addition to this external provision and support, KS3 pupils follow a taught careers programme within school during their PSHCE lessons; these sessions are delivered by specialist teachers throughout KS3. The predominant focus during these sessions is the exploration of potential careers and roles which may be available, and for pupils to gain an understanding of how these ambitions may be achieved. Pupils are encouraged to reflect on their employability and the social / emotional skills that they will need to develop, as part of their Thrive lessons.

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Pupil entitlement

All pupils in year 5-8 are entitled:

- To find out about technical education qualifications and apprenticeships opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point;
- To hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships – through options events, assemblies and group discussions and taster events;
- To understand how to make applications for the full range of academic and technical courses

Year Group	Opportunities for Providers	Gatsby Benchmark
Years 5 and 6	Local, regional and national competitions – often linked to STEM. Trips and visits to local places of work. National Careers Week – lessons in PSHCE and Form Tutor times. Guest speakers and assemblies, including our annual Social Awareness Day.	5
Year 7	STEM competitions and workshop events. Tutor group and PSHCE lessons: pupils learn about personal skills required to be successful in the world of work. Introduction to careers profiling. Trips and visits to industry, work places and universities. Guest speakers and assemblies, including our annual Social Awareness Day.	2,5 2,3 5, 6, 7 5 5,6,7
Year 8	STEM competitions and workshop events. Pupils have opportunity to meet with prospective employers and providers, with additional focus on STEM careers. Visit to Worcestershire Skills Show / Big Bang Careers Fair. Apprenticeships assemblies (Worcestershire Apprenticeships). PSHCE lessons: pupils learn about enterprise and different routes into a range of professions. Options and Learning Pathways: High School transition meetings and information evenings. Trips and visits to industry, work places and universities. Guest speakers and assemblies, including our annual Social Awareness Day. Parkside Mentoring Championship Programme	5, 7 2, 5, 4 5, 7, 4 4, 7 5, 6, 7 5, 6, 7

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Teaching staff contribute to the delivery of careers guidance through:

All subjects include explicit links to future careers pathways and how the choice of subject can support futures.

Weekly lesson of PSHCE which includes aspects of CIAG, finance, government and mental health and well-being.

Organising visits to Higher Education establishments eg Birmingham University.

Employer visits during classroom lessons.

Organising STEM Workshops for pupils across the school.

Organising visits to Career Fairs and Science and Technology Fairs

Explicit links made to Careers in all offsite school trips and visits

Local Employers contribute to the delivery of careers guidance through:

Careers Fairs

Guest Speakers / presenters

Parents contribute to the delivery of careers guidance through:

Being signposted via the school website to www.skills4worcestershireshire.co.uk

Supporting through volunteering to speak in school during Social Awareness Day / Careers Week.

Partnership Arrangements and Employer Contacts

Parkside Middle School has strong links with:

- Worcestershire Careers Hub.
- Worcestershire Local Enterprise Partnership
- Further Education providers
- The local business community through business partner mentoring programme

Our Objectives for Careers Programme 2025-2026

We are committed this year to ensuring that all pupils have access to personalised guidance and support in exploring potential career paths. We are building links with local universities to raise aspirations and to inspire pupils with a broad range of pathways, to ensure that the next steps in their education have purpose and focus.

We will further embed the links with local business mentors, who will provide 1-1 coaching and conversations with pupils who are at risk of NEET, disadvantaged pupils, or those pupils who are identified as under-performing.

We are working to embed the Equalex model for progressive workplace experiences to ensure that pupils are introduced to and inspired by future places of work.

Gatsby Benchmarks

In line with the Department for Education's careers strategy, Parkside Middle School aims to fulfil the eight expectations set out within the 'Gatsby Benchmarks' which provide a framework to ensure that the school has formed a careers programme which falls in line with legal requirements. The following eight benchmarks are at the core of good careers and enterprise provision:

1. A stable careers programme
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8. Personal guidance

1. A Stable Careers Programme

- To ensure the careers programme is delivered by individuals with the right skills and experience. The school will, wherever possible, use qualified careers professionals to offer advice and guidance to all or the overwhelming majority of pupils.
- To enable pupils to have an understanding of the full range of opportunities available to them, the skills that are valued within the workplace and to have first-hand experience of a work environment.
- To develop and publish a careers programme that will raise the aspirations of all pupils regardless of academic ability and is tailored to meet their individual needs wherever possible.
- To ensure our Careers Strategy is fully supported by the Senior Leadership team within school and is approved by the board of governors
- To ensure there is a clear focus on the activities which support enterprise, employability skills, workplace experiences and qualifications which employers' value.
- To regularly evaluate our careers strategy to determine the impact of our careers related activity based on the feedback provided to us by pupils, teachers, employers and where appropriate parents.

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- To maintain high quality careers provision endorsed by the Careers and Enterprise Company and to review the improvement of our programme by using the Compass evaluation and Compass Careers Dashboard tools.

2. Learning from Career and Labour Market Information

- To encourage and increase the use of online careers tools and packages across all year groups. Working with our own careers team, key partners, stakeholders, local and national professional bodies.
- To utilise and then support the development of labour market information to ensure staff and pupils are informed in their decisions and the advice being given. Work with the Worcestershire LEP and the Careers and Enterprise Company to help establish key priority areas which need to be developed.
- To promote the values of labour market information to parents /carers (where appropriate) to access and understand this information. To investigate careers and opportunities in learning, work and apprenticeships and how these meet the local and national priorities.

3. Addressing the Needs of the Pupil

- To develop mechanisms to report, track and monitor compliance in relation to the Careers Strategy objectives.
- To develop accurate tracking systems to ensure pupils are able to keep track of their own journey, record and access the advice they have received and monitor the agreed actions and next steps
- To ensure that a programme of activity takes place which raises the aspirations of all pupils and challenges stereotypical thinking in terms of equality and gender.
- To ensure that pupils with particular vulnerabilities and those who are at risk are appropriately supported and identified through close working relationships with the full range of educational and support agencies.
- To ensure that careers guidance for learners with special educational needs and disabilities (SEND) is differentiated, where appropriate, and based on high aspirations and a personalised approach. Careers guidance for learners with SEND should be based on the pupils own aspirations, abilities and needs.

4. Linking Curriculum Learning to Careers

- To ensure that subject teachers across the whole school support the delivery of careers education and guidance and are able to link the content of curriculum with careers, even in lessons which are not specifically occupation led. Subject specialist staff can be powerful role models to attract pupils towards their field and the careers that flow from it.
- To integrate national initiatives and project opportunities within the curriculum to enhance that range of careers related activity taking place within school. e.g. Young Enterprise and Code Clubs.
- To ensure that careers related activities are built in throughout the school year and not just towards the end of any given topic / subject being delivered.
- Specific focus will initially be placed on linking curriculum to careers in English, Maths, Sciences and PHSE lessons.

5. Encounters with Employers and Employees

- To increase the number of activities which are conducted within school with the support of local employers.

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- To ensure that pupils have the opportunity to improve employability skills and their understanding of and awareness of entrepreneurship
- To enable learners to gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant to gaining employment.
- To develop marketing materials for employers which will help them easily understand the impact of their involvement, the breadth of options available to them and the ways in which they can show they meet their corporate social responsibility.
- To create mechanisms where parents and alumni can express their interest to actively support employer related activity taking place within the school.
- The school will also encourage pupils and parents to attend careers events such as the Worcestershire Skills Show held annually in March and the Worcestershire Apprenticeship show held annually in October.

6. Experiences of the Workplace

- To increase the number of employer workplace visits which will take place to enable pupils to gain more of an understanding of the wide range of employment opportunities available within specific industry sectors based in Worcestershire.
- To strengthen our links with local employers and support our Enterprise Adviser to facilitate careers related activity within school

7. Encounters with Further and Higher Education

- To ensure all / overwhelming majority of pupils receives at least ONE meaningful encounter with Sixth Form Colleges and FE Colleges.
- To ensure all / overwhelming majority of pupils has been provided with information about the full range of apprenticeships including higher level apprenticeships through the Worcestershire Apprenticeships activity offer.
- To ensure all / overwhelming majority of pupils have experienced meaningful encounters with universities.

8. Personal Guidance

- Ensure all / overwhelming majority of pupils have had an interview with a professional and impartial careers adviser by the end of year 11
- Ensure all / overwhelming majority of pupils has had at least TWO interviews with a professional career's adviser by the end of year 13.

Promotion of Careers related activities

Parkside Middle School will encourage the promotion of ALL careers related activity which takes place within the school.

This promotion will enable us, and our partner organisations, to be able to capture the evidence we are required to provide both OFSTED and the Careers and Enterprise Company (and demonstrate that the activity taking place within our school) meets the requirements set out within the Department of Education's Careers strategy.

Careers Programme and Provider Access Policy

Introduction

This policy statement sets out the arrangements for managing the access of providers to pupils at the school for the purpose of giving them information about the provider's education or training offer. This complies with the school's legal obligations under Section 42B of the Education Act 1997.

Parkside Middle School is committed to providing a personalised education package for all our pupils, and this is reflected by our careers programme. Pupils will access different elements of the programme at different stages of their education whilst the focus will always be on preparing them for their future pathways, considering their own preferences. Our Careers Action Plan outlines our generic careers offer from Year 5 to Year 8. For some pupils, a more personalised offer will be in place.

Our focus links directly to the requirements of the '*Gatsby Good Career Guidance*' report (2014) which became the basis for the statutory '*Career's guidance and access for education and training providers*' (2018).

Pupil entitlement

The statutory guidance is relevant to 'all pupils in years 5-8' and we will also consider young people's developmental ages when preparing appropriate careers activities at Parkside Middle School, ensuring that our pupils receive a careers programme which offers them opportunities to:

- find out about technical education qualifications and apprenticeship opportunities, as part of a careers programme which provides information on the full range of education and training options available at each transition point.
- hear from a range of local providers about the opportunities they offer, including technical education and apprenticeships.
- understand how to make applications for the full range of academic and technical courses.

School's Careers Leader

Parents, teachers and employers may gain further information about our careers programme by contacting:

Mrs Jodie Terrey, Deputy Headteacher and Careers Leader

Telephone: 01527 873660

Email: JTerrey@parkside.worcs.sch.uk

Measuring and Assessment of the impact of the careers programme on pupils.

Evaluation of our careers programme is designed to enable us to examine what we do, consider how we can improve it and provide stakeholders with a summary of this.

This will include gathering information from the pupils about how they feel about their experiences in relation to the careers programme.

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It is our aim to provide pupils with both experiences of the workplace and / or encounters with employers. These encounters and experiences will take place as part of curriculum lessons / workplace visits / assemblies / attending Careers Fairs and Events.

Opportunities for access

The school offers a comprehensive Careers Education, Information, Advice and Guidance programme and an overview of this programme can be seen in the School's Careers Charter which can be seen on the school website.

Please speak to our Careers Leader to identify the most suitable opportunity for you.

The school will make a suitable space available for discussions between the provider and students, as appropriate to the activity. The school will also make available ICT and other specialist equipment to support provider presentations. This will all be discussed and agreed in advance of the visit with the Careers Leader or a member of their team.

All requests will be given due consideration by Parkside Middle School and Senior Leadership link and requests will be refused if:

- They clash with other school events such as visits, other speakers, well-being days, school photographs, sports days, public or internal exams, parents' communication events etc.
- The school is unable to provide staff to support the presentation or talk due to previous commitments
- Rooming for the talk or event is unable to be found due to timetabling clashes

Providers are welcome to leave a copy of their prospectus or other relevant course literature with the Careers Advisor so that they can be displayed in the Careers Section of the school library.

Feedback

Parkside Middle School welcomes parental and employer participation within our careers related activities. Should you wish to support our activity or provide feedback on our Careers Strategy then please contact our Strategic Careers lead directly.

Useful links / Resources

The Careers Enterprise Company	https://www.careersandenterprise.co.uk/
The Careers and Enterprise Company Resource Directory	https://resources.careersandenterprise.co.uk/
Gatsby Foundation	http://www.gatsby.org.uk/education/focus-areas/good-career-guidance
Post 16 Skills Plan	https://www.gov.uk/government/publications/post-16-skills-plan-and-independent-report-on-technical-education
Department of Education Careers Strategy	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/672418/Careers_guidance_and_access_for_education_and_training_providers.pdf
Skills For Worcestershire	http://www.skills4worcestershire.co.uk/
Government Careers Strategy December 2017	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf
Government Careers Guidance and Access for Educationan and Training Providers July 2021	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1002972/Careers_statutory_guidance.pdf
National Careers Service	https://nationalcareersservice.direct.gov.uk/
UCAS (Universities and Colleges Admissions Service)	https://www.ucas.com/
Worcestershire Local Enterprise Partnership	http://www.wlep.co.uk/
Worcestershire Apprenticeships	http://worcsapprenticeships.org.uk/
HOW College	http://www.howcollege.ac.uk/
Kidderminster College	http://kidderminster.ac.uk/

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Warwickshire College
Group

<https://wcg.ac.uk/page/1/home>

Worcester University

<https://www.worcester.ac.uk/>