

Global Academy Careers Plan 2021/2022



Global Academy places huge importance on Careers Education, Information, Advice and Guidance (CEIAG) for all students during their time at the Academy as the ambition for the Global Academy is prepare young people for successful careers in the creative media industry.

The Academy aims to equip students with both the practical and soft skills required for a career in the creative media industry. The creative industry is the UK's fastest growing economy at a rate of 5%+ each year, making up one in every eleven jobs. The creative industries are worth £92 billion a year to the UK economy, larger than the automotive, aerospace, life sciences, oil and gas industries combined. The Global Academy Careers Plan sets out how the school intends to provide a fit for purpose careers programme with the available resources which will provide our students with the knowledge, inspiration and ability to take ownership of their own career action plans which will enable them to succeed in their chosen creative career paths.

As well as our careers education, information, advice and guidance; our industry focused media curriculum means students are more creative, more intellectually curious and (critically) more likely to demonstrate the skill set required to impress universities and top creative industry employers. Regular reflection across the course of study allows students to quantify their experience, learning and understanding to help prepare them for the industry.

This means that our students leave the Academy and go in to employment, education or further training with knowledge, experience and focus - especially within the creative and broadcast industries. We want to ensure that all students are well prepared for whatever they decide to do after their time at the Academy whether this be further education, employment or further training. Our policy ensure that learners are exposed to experiences to help shape their journey after the Academy. In short – during their Global Academy two or four year journey we can ensure our students are given the insight, skills and resources to get them to the top of their game within a media and creative industry career.

We measure the success of our careers programme by the destinations students reach after leaving the Global Academy in Year 13 who land roles into top media companies like Global, the BBC, Google, TikTok and Facebook.

Key Contacts

Our Careers Leader is Jonathan Jacob – Director of Specialism who is the SLT member responsible for the Global Academy’s career provision, employer engagement, careers education and specialist media curriculum and training.

You can get in contact with Jonathan via Jonathan.Jacob@globalacademy.com

Careers Link Governor: We also have a dedicated Governor with oversight of our careers and industry relations programme at the school. Siobhan McCreesh, Director of Events at Global is our Careers link governor and will work with the school to review this plan on an annual basis.

Resource Productions: Our careers programme co-ordination and personal guidance is delivered by Resource Productions who provide 4.5 days of service to the Global Academy. This includes two ‘Talent Managers’ (job share – 4.5 days per week) based at the school to oversee the delivery of our careers provision and provide group and individual guidance to our students. Resource Productions also provides our students with IAG resources, group sessions, support with work experience placements, access to industry and links with industry partners and projects such as Pinewood Studios, Arts Council England, BFI Film Academies and Storyfutures. Abhi and Lynette can be contacted via careers@globalacademy.com

Enterprise Advisors: Margaret Newman and Glen Funnell are the Global Academy Enterprise Advisors who work closely with Jonathan Jacob and Resource Productions to provide an external strategic focus to ensure the Global Academy delivers quality careers and employer focused education. Their volunteer provision is provided via the West London Career Hub and is supported by the London Enterprise Advisor Network / Mayor of London.

Enterprise Co-Ordinator: Christine Jones is the Enterprise Co-Ordinator for all Hillingdon schools and works closely with all schools in Hillingdon to both co-ordinate the Enterprise Advisor involvement and ensure the Global Academy is plugged into the wider local, regional and national careers agenda.

Calling at businesses!

If you’re a business or freelancer in the creative industry and would like to support our school with our careers provision, please get in touch with Jonathan Jacob on the detail above. We are currently looking for businesses to support us with the following events:

- KS5 Industry Days and Careers Days

- Careers talks for assembly (throughout the year)
- Work experience placements students
- Mentoring for students (throughout the year)
- Year 12 Branded Content Projects
- Ad hoc project support (throughout the year)
- Interviews on the school radio and TV station (throughout the year)
- Attend Open events and share industry stories with perspective students and families (September, January and March)
- And much much more!

Gatsby Benchmarks

In 2018, the government released a new careers strategy and statutory guidance for schools and colleges. It put an increased focus on using the Gatsby Benchmarks as a framework for best practice and which we can build our own careers provision.

The eight Gatsby Benchmarks of Good Career Guidance

- 1) A Stable Careers Programme
- 2) Learning from Career & Labour Market Information
- 3) Addressing the Needs of Each Pupil
- 4) Linking Curriculum Learning to Careers
- 5) Encounters with Employers & Employees
- 6) Experiences of Workplaces
- 7) Encounters with Further and Higher Education
- 8) Personal Guidance

Evaluation and Development

In order to review and reflect our Careers Programme at the Academy – we will regularly deliver a form of evaluation throughout the year. Students are asked to provide feedback after most activities. Verbal feedback from students and the wider school community is taken on board too.

Additionally, an 'Industry Board' meets three times a year to review and reflect the careers and media programme in the school to ensure our provision reflects the fast moving and always evolving nature of the creative media industry. The industry board is made up of key players from Global, BBC, TikTok, Mediacom and other creative companies.

A survey of Students, Parents and Staff is planned each year. The Careers Lead and Senior Management meet regularly to review careers activity and a more holistic evaluation is done over the Summer by Senior Management.

Learning Outcomes for Careers Provision

Year Group	Learning Outcomes
Year 10	To have a basic understanding of the media industry, develop a basic variety of craft skills for the creative media industry and be able to put them in practice
Year 11	To develop enhanced understanding of the media industry, develop a more technically enhanced variety of craft skills for the creative media industry and be able to put them in practice as well as understanding routes into further education and employment
Year 12	To develop a good understanding of the media industry, working in teams to produce media products and have enhanced media and production craft skills with a view of developing knowledge to gain work and a career
Year 13	To master the skills needed to live and gain work in the creative media industry independently

Our programme of careers interventions is designed through a delivery framework of Discover, Inspire and Progress.



DISCOVER

Allow students to discover their passions within the creative industry sector through research, discussion, play and reflection.



INSPIRE

Allow students to be inspired for their chosen career path in the creative industry through employer engagement, hands on experience and reflection..



PROGRESS

Allow students to progress into the creative industry through information, advice, guidance and learning as well as experience and reflection.

The Careers Programme

Year Group	Activity	Gatsby Benchmark	When	Employer or Partner Encounter
Year 10	Unifrog Resource Library – students can access digital careers guidance and information[sections include Media Industry info / Higher Education / Apprenticeships and Other Sources of Info]	2, 3, 8	All Year	

Careers information and support via Unifrog as well as GlobalAcademy.com	2, 3	All Year	
Careers Morning – Across 6 mornings during the year students will receive careers based education using a structured approach to Unifrog learning resources <ul style="list-style-type: none"> • Autumn – Personality Quiz and How to contact employers / research placements • Spring – Careers library treasure hunt / how to write work experience emails • Summer – Being a Team Player / Careers library escape room 	2, 3, 4, 5, 6	All Year	
Arts Award Lessons (1 hour per week) introducing students to key topics of the creative media industry, developing skills and LMI, preparing CV, employability skills	2	All Year	
GCSE Enterprise Lessons (3 hours per week) introducing students to key enterprise and marketing concepts including audiences, project management and pitching skills (some students)	2, 4, 6	All Year	
Media: Creative Genius Project	3	Winter	
Rise Up Advertising Workshop	5	Winter	Dentsu Aegis
G:Talks – ad hoc industry guests throughout the year	5	All Year	Global and others
Youths Choice – students can take part in radio and TV station and develop their broadcast skills	3, 2, 8	All Year	

	PHSE lessons – making informed choices, post 16 options	2, 3, 7	All year	
	English Language GCSE: Speaking and Listening about career aspirations	4	Spring	
	Various Ad Hoc Projects such as guest speakers and industry tasks	6	All Year	Global, Sony Music, Resource Productions
	Global's Got Talent Project / g:fest	5, 7	Summer	Global
	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 20 partners involved from the media and education industry
	Year 10 Industry Drop Down Day – work on a real client brief with Ideas foundation	5	Summer	Ideas Foundation, OnePointFive
	London College of Communication Visit (TBC)	7	Summer	London College of Communication
	Rock Assembly	3, 5, 7	Summer	Various including Barclays, The Army, RAF, Prudential .etc
	Jack Petchey Speak Out Challenge	3. 4	Winter	Jack Petchy and Speak Out Foundation
	Resource Productions Careers 1:1 if requested	8	All Year	Resource Productions
	Speakers for Schools work experience placements - adhoc	5, 6	All Year (School Holidays)	Various companies including National Theatre, Oasis Fashion, Spotify, Tesco .etc
Year 11	Unifrog Resource Library – students can access digital careers guidance and information[sections include Media Industry info / Higher Education / Apprenticeships and Other Sources of Info]	2, 3, 8	All Year	
	Careers information and support via Unifrog as well as GlobalAcademy.com	2, 3	All Year	

Careers Morning – Across 6 mornings during the year students will receive careers based education using a structured approach to Unifrog learning resources <ul style="list-style-type: none"> Autumn – Post 16 choices, A Level v Vocational Spring – Apprenticeships, Wellbeing, CV, Coping with Changes 	2, 3, 4, 5, 6	All Year	
121 Careers Guidance (selected students)	3, 8	Spring	Support from Resource Productions with students for 1:1 Careers Guidance
121 Next Steps Session with Y11 Progress Leader	3, 8	Spring	As required.
Media Lessons (4 hours per week) developing students' knowledge on key topics of the creative media industry, developing skills and LMI	2	All Year	
Enterprise Lessons (3 hours per week) developing students on key enterprise and marketing concepts including audiences, project management and pitching skills – some students	2, 4, 6	All Year	
G:Talks – ad hoc industry guests throughout the year	5	All Year	Global and others
Youths Choice – students can take part in radio and TV station and develop their broadcast skills	3, 2, 8	All Year	
PHSE lessons – making informed choices	2, 3	All year	

	English Lit GCSE: Women's careers and women's career prospects during An Inspector Calls project	4	Spring	
	English Language GCSE: Paper 2, Section B: Writer's viewpoints and perspectives-giving your own opinion on a stated topic	4	Summer	
	BFI Film Academy – students 16+ able to sign up	5, 6	Spring	BFI Film Academy / Resource Productions
	National Apprenticeship Service at Parents Evening	3, 7	Winter	National Apprenticeship Service
	Local College Talk – Apprenticeships and L3 Courses	3, 7	Summer	Uxbridge College/West Thames College
	Speakers for Schools placements - adhoc	5, 6	All Year	Various companies including National Theatre, Oasis Fashion .etc
	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 15+ partners involved from the media and education industry
	121 Personal Guidance Sessions	8, 3	Spring	Resource Productions
	NCS The Challenge Launch Presentations and Workshops	3, 5,6,7	Spring	NCS
	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 18+ partners involved from the media and education industry
KS5	Careers Corner and Unifrog Resource Library– students can access physical careers guidance and information on 3 rd floor and via Unifrog [sections include Media Industry info / Higher Education / Apprenticeships and Other Sources of Info]	2, 3, 8	All Year	UAL, National Apprenticeship Service, Screenskills and many more
	Careers information and support via globalacademy.com	2, 3	All Year	

G: Prepare Lessons - 1 hour per week in Year 12 and Year 13 delivered by Resource Productions in Year 12 and JJ in Year 13. Employability readiness using Unifrog SOW – cover full range from linked in, confidence, Post 18 planning, Personal Statements, CV writing, cover letters, interview techniques	2, 5, 6	All Year	Resource Productions
Y13 Personal Statement Writing workshops	7	Autumn / Spring	University of Arts London
Y13 Creative Course portfolio workshops	7	Autumn / Spring	University of Arts London
G: Talks – weekly guest visits from industry professionals or higher education – 3 x per month min	5, 7	All Year	Global, UAL, BBC, Spotify, Channel 4, and others weekly
Youths Choice – students can take part in radio and TV station and develop their broadcast skills	3, 2, 8	All Year	
PHSE delivery in Monthly Team Meet – making informed choices	2, 3	All year	
BFI Film Academy – students 16+ able to sign up	5, 6	Spring	BFI Film Academy / Resource Productions
National Apprenticeship Service at Parents Evening	3, 7	Winter	National Apprenticeship Service
Speakers for Schools and Springpod placements - adhoc	5, 6	All Year	Various companies including Ofcom, Fandom Media
Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 20+ partners involved from the media and education industry
NCS The Challenge Launch Presentations and Workshops	3, 5, 6	Winter/Spring	NCS

Industry Week / Carees Week/ Skills Days – a day full of workshops and talks with industry guests and higher education each term,.	2, 3, 5, 6, 7	November	Many employers – such as Ideas foundation, Canon, All Spring Media, BBC, DCMS, Facebook, Viacom, Global, Met Film School, LIPA, Pride in London, Social Circle, The Forge, Ideas Foundation, AKA, Jack Petchy, Media Trust
Participation in the Vlogstar Challenge	3, 5, 6	Nov – March	Workshops with Media Trust and visits to YouTube HQ for selected students
Skills London Trip TBC	2, 3, 7	November	Over 100+ employers
Create Your Future Fair Trip TBC	2, 7	October	Over 100+ creative HE providers
Uptree Employability Programme	2, 3, 4, 6	All Year	Workshops at the Academy plus selected students attend insight days at companies like Facebook and IBM
Advertising Unlocked Careers Day	2, 6	September	30 x KS5 students attend four media agencies across London
Live Radio Broadcast for Global’s Make Some Noise Day Leicester Square	6	October	30 x Students on Heart London
Various University progression sessions including Why University, Personal Statement writing, PS workshops	7	Sept - Jan	In house staff and UAL
BFI Library Visit as part of BFI Future Films Festival	6	October	BFI
RTS Student Masterclass – 2 day workshop	2, 5, 6	November	Over 20 industry leaders deliver industry masterclass
MAD:Flourish Advertising Workshop	2, 5, 6	November	20 x KS5 students worked at industry event alongside major blue chip brands with Dentsu Aegis Media Network

	Commercial Workshops – working alongside Global’s commercial team to deliver creative project planning skills	2, 5	Across the Year	Includes include Greggs, Vimto, Public Health England, Department for Work and Pensions
	Y12 Mentoring Programme	2, 8	Winter - Spring	30 1:1 industry mentors over a 16 week programme
	Y12 Branded Content Project	2, 5, 6	Spring	All Y12 students work with a client to develop idea and pitch to client – McDonalds, Addidas, Public Health England, Very.co.uk
	RTS Television Careers Fair	2, 3, 5, 8	Spring	RTS Careers Fair
	RAIN Conference	5, 6	Winter	5 students attend industry conference
	Next Radio	5, 6	Winter	5 students attend on industry event
	Y12 Work Experience Programme TBC	3, 5, 6	Summer	Over 50 individual work placements at a range of companies including Global and other key partners. TBC subject to COVID arrangements.
	Mediacom Insight Day	5,6	Spring	Mediacom – 10 students
	IMG Studio Day – Year 12	5, 6	Spring	IMG Studios – 20 Y12 students
	Y2 Mentoring Programme Assessment Day / Briefing Day	3, 5, 6	Summer	Global
	Various Client Pipeline Workshops and Live Professional Student Commission and Briefs	3, 5, 6	Summer	Global, IMG, BBC and more.
	121 Personal Guidance Sessions	8, 3	Spring	Resource Productions
	Group Guidance Sessions	8, 3	Spring	Resource Productions
	UAL: London College of Communication visits to campus – all Y12s across the year	7	Spring/Summer	University of Arts London

	Y13 Progression into Industry Weekly Opportunities Email	2, 3, 6	Spring/Summer	Various employers and partners
--	--	---------	---------------	--------------------------------

Additional Targeted Provision

Year Group	Activity	Gatsby Benchmark	When	Employer or Partner Encounter
Pre-NEET	121 Personal Guidance Sessions	8, 3	Year 11, Spring	Educational Development Trust
	People Like Me	2, 3, 5	All Year	Global
BAME				
	Ria Hebden Workshop	2, 3, 5	Spring Term	Ria Hebden (Freelance TV Presenter)
Women	Gleam Workshop	2, 3, 5	Spring Term	Gleam Social Media Agency
Pupil Premium	UAL Insights Programme	7	Spring / Summer	University of Arts London LCC