



Global Academy Careers Policy 2023/2024

Responsible:	Jonathan Jacob – Director of Specialism
Review Committee:	Teaching and Learning Committee
Implementation Date:	September 2023
Review Date:	September 2024
Date of Next Review:	September 2024
Any Associated Policies	Careers – Provider Access Policy Teaching and Learning Policy

Statement and Vision:

We are proud to be Global Academy .

Our aim is to create inquisitive, confident and reflective students who can harness their creativity to progress their own well-being and that of others.

Our vision is to give all learners the advice, information and guidance to be ready for life in the creative media industry

Aim and Summary of Approach:

- Prepare all students for the transition to life and kickstart their careers in the creative industry after the Academy (higher education / workplace)
- Support students in making informed decisions which are suitable and ambitious for them
- Provide students with well-rounded experiences and exposure to the industry
- Develop 'industry ready' characteristics e.g. social skills, communication, innovation, resilience, creativity and leadership which support high achieving students in the curriculum and in their careers
- Inspire and motivate students to develop their creative industry aspirations and beyond.
- To develop a unique industry focused careers programme in partnership with students themselves, their parents / carers and our chosen professional and community partners.

How and Why:

Global Academy places huge importance on Careers Education, Information, Advice and Guidance (CEIAG) for all students during their time at the Academy.

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, making up one in every eleven jobs. The creative industries are worth £115

billion a year to the UK economy, larger than the automotive, aerospace, life sciences, oil and gas industries combined. And they are growing faster than the rest of the UK economy.

The Global Academy careers plan sets out how the Academy 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 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, Bloomberg and more - as well as leading advertising agencies like Dentsu, Ogilvy and Mediacom.

Who Leads and Implements Careers / CEIAG at Global Academy

Careers Leader and Director of Specialism – Jonathan Jacob Jonathan.Jacob@globalacademy.com	SLT Link for Careers and Industry
VACANT – Employer Engagement and Careers Lead	Day to day running of careers and industry partnerships for the Global Academy
Careers Advisor – Melanie Kindley Deeks	Careers Advisor for 1:1 Guidance (Part Time) via Educational Development Trust. (Tuesday and Thursday)

Melanie.Kindley-Deeks@globalacademy.com	
Careers Link Governor – Desaray Ellis	We also have a dedicated Governor with oversight of our careers and industry relations programme at the school. Desaray Ellis, Partnerships Manager at Global is our Careers link governor and will work with the school to review this plan on an annual basis.
Enterprise Advisor – Glen Funnel (Signature Pictures, Directo	The role of the Enterprise Adviser (EA) is key in offering expertise and knowledge of the business world and placing context into the school environment. They will work closely with a secondary school or college Careers Leader and be a critical friend who provides strategic support.

All staff are expected to contribute to careers programme delivery through their roles as tutors, subject teachers and support staff. Specialist careers education sessions are delivered by form tutors through the Global Cultural Learning and Media programmes of study. The careers programme is planned, monitored and evaluated by the SLT Lead for Careers and Industry in consultation with appropriate members of staff including staff across all key stages.

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 using the detail above. We are currently looking for businesses to support us with the following events:

- Industry Week and Careers Weeks
- Careers talks for assembly (throughout the year)
- Work experience placements students
- Mentoring for students (throughout the year)
- Year 12 Branded Content Projects (January – March)
- 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!

Statutory requirements and recommendations

The careers provision at Global Academy is in line with the [statutory guidance developed by the Department for Education](#), which refers to Section 42A and 45A of the Education Act 1997. This states that all schools should provide independent careers guidance from Years 8 -13 and that this guidance should:

- *be impartial*
- *include information on a range of pathways, including university options or apprenticeships*
- *be adapted to the needs to the student*

In addition, the Global Academy is compliant with the careers guidance that the government set out for delivery from 5 January 2018: 'Careers Guidance and Inspiration for young people in schools.' This states that all academies must give education and training providers the opportunity to talk to students about approved technical qualifications and apprenticeships. Further information relating to this is set in our Provider Access policy.

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	Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.
2) Learning from Career & Labour Market Information	Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.

3) Addressing the Needs of Each Pupil	Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.
4) Linking Curriculum Learning to Careers	All teachers should link curriculum learning with careers to career. For example, Media subject teachers should highlight the relevance of media jobs and LMI for a wide range of future career paths.
5) Encounters with Employers & Employees	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.
6) Experiences of Workplaces	Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.
7) Encounters with Further and Higher Education	All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace
8) Personal Guidance	Every pupil should have opportunities for guidance interviews with a career's adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.

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, Mediacom and other creative companies.

An evaluation of the data of retention, destinations, trips, engagement in industry activities will also enable measurement of success.

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.

Staff Development

All staff are expected to contribute to the career learning and development of Students in their different roles.

To meet the training needs that arise from this – Global Academy will encourage colleagues to attend relevant external events and provide INSET sessions as and when necessary.

Stakeholders and Partners

Parents/Carers:

- We recognise the important role that Parents have in their child's career development and involve Parents through regular information evenings, the production of parent handbooks and through parent meetings when required.

Careers Support Agencies:

- Global Academy will work with Education Development Trust to provide regular on site careers guidance and provision of Action Plans for all students as well as outside agencies, e.g. UniFrog, Global .etc where appropriate and where this can add value to our provision.

Employers, Community Partners and Learning Providers

- Global Academy are committed to collaborative working and place great value on their links with employers, Higher Education providers and apprenticeship providers. Employers and Higher Education providers are regularly invited into the Schools to participate in events, projects and partnership activity. Global Academy Alumni is a valuable source of expertise and guidance too. We also have links with a huge number of employers across the creative media industry, who provide our Students with work experience opportunities.

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.

Careers is embedded through the formal taught academic curriculum where appropriate. Each subject area includes links appropriate careers and life skills built into their schemes of learning and students are taught about opportunities for employment based on the skills they learn. Students are involved in the evaluation of activities; feedback is collated and fed in to the Careers development plan and the overall school development plan.

Unifrog

To help students explore their career interests we use a web-based careers advice and guidance packages called Unifrog (<https://www.unifrog.org/>). Following some simple but powerful assessments, the Unifrog careers platform offers a wealth of career, course and subject information, coupled with independent advisor support, to inspire students and to help them make informed decisions about their future

Unifrog is a complete destinations platform – a one-stop-shop for students across KS4 and KS5 regardless of their interests or academic ability. It is a place where students can compare every university course, apprenticeship and FE course in the UK as well as university in 30 other countries across the world.

The Unifrog platform helps the Global Academy manage and meet the eight Gatsby Benchmarks and provides the following:

- *Information on every undergraduate university course option available in the UK*
- *The tools to compare universities, degree and Apprenticeship options.*
- *The ability to make tailored searches according to personal interests and subject choices.*
- *A long list of Open Online Courses (MOOCs)*
- *Personality Profile and Interests Profile quizzes.*
- *Careers Library with guidance, advice and support for jobs and careers in the creative industry.*
- *Guidance videos, to include topics such as the Personal Statement, University Interviews and CV writing.*
- *A Locker feature which offers students the option to save items they may use later on in their applications, like essays, videos and certificates*

The Careers Programme

All students have access to the following:

- *Ad-hoc opportunities with industry partners and extra-curricular sessions (Eg. Youths Choice) to support students in developing their understanding of a range of different creative industry roles. A list of extra-curricular clubs is available on the school website.*
- *G:Talks occur on a range of creative careers that inspire and motivate the students. These are offered at various points during the Academic Year.*
- *All students can book careers appointments with the Careers Advisor*
- *All students have access to the regular careers newsletters, careers section on the schools website.*
- *External opportunities are advertised to students.*

Year Group	Activity	Gatsby Benchmark	When	Employer or Partner Encounter
Year 10	Activity Week – Employer Visits and Workshops across the week and Higher Education Visit	4, 5,6,7	Summer Term	IMG Studios, Canon UK, Global, Ideas Foundation, OnePointive, The Mainstream, UAL, Ravensbourne
	Careers Corner – students can access physical careers guidance and information[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	
	Tutor time introducing students to key topics of the creative media industry, developing skills and LMI, preparing CV, employability skills	2	All Year	
	Enterprise and Marketing Lessons (3 hours per week) introducing students to key enterprise and marketing concepts including audiences, project management and pitching skills	2, 4, 6	All Year	
	Creative Genius Project	3	Winter	
	Industry Workshops across the year	5, 6	All Year	Rise Up Academy, Ideas foundation, ITV, Pantene, OnePointFive, IMG, Canon
	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 Language GCSE: Speaking and Listening about career aspirations	4	Spring	
	Global’s Got Talent Project / g:fest	5, 7	Summer	Global
	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 25 partners involved from the media and education industry
	Jack Petchey Speak Out Challenge	3. 4	Winter	Jack Petchy and Speak Out Foundation
	Speakers for Schools work experience placements - adhoc	5, 6	All Year (School Holidays)	Various companies including National Theatre, Oasis Fashion, Spotify, Tesco .etc
	Visit to Higher Education / University	7	Summer Term	Visit to Ravensbourne University
Year 11	Media Industry Projects in Autumn Term 1 – working closely with employers on a live media brief	3, 4	Autumn	The Uncommon Collective, Global, Dentsu
	Careers Corner – students can access physical careers guidance and information on 3 rd floor [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	
	121 Careers Guidance	3, 8	Spring	
	121 Next Steps Session with Y11 Progress Leader	3, 8	Spring	As required.
	Media Lessons (4 hours per week) developing students’ knowledge on key	2	All Year	

topics of the creative media industry, developing skills and LMI			
Enterprise Lessons (3 hours per week) developing students on key enterprise and marketing concepts including audiences, project management and pitching skills	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
Industry Workshops across the year	5, 6	All Year	Rise Up Academy, Ideas foundation, ITV, Pantene, OnePointFive, IMG, Canon
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 25 partners involved from the media and education industry
121 Personal Guidance Sessions	8, 3	All Year	Careers Advisor

	NCS The Challenge Launch Presentations and Workshops	3, 5,6,7	Spring	NCS
KS5	Careers Corner – students can access physical careers guidance and information on 3 rd floor [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	
	GPrepare Lessons (up to 3 hours per week) developing students on key enterprise and marketing concepts as well as working directly with clients including audiences, project management and pitching skills	2, 5, 6	All Year	
	G:Talks – weekly guest visits from industry professionals or higher education	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 Mentor Meetings – 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 25+ 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 Week – a week full of workshops and talks with industry guests and higher education	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
Create Your Future Fair Trip	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 from Heart 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	45 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, Adidas, 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 work on industry event
	Y12 Work Experience Programme	3, 5, 6	Summer	Over 50 individual work placements at a range of companies including Global, Dentsu Aegis, Festival Republic, Folder Media,
	Mediacom Insight Day	5,6	Spring	Mediacom – 10 students
	IMG Studio Day – Year 12	5, 6	Spring	IMG Studios – 20 Y12 students
	Y13 Mentoring Programme Assessment Day / Briefing Day	3, 5, 6	Summer	Global
	Various Client Pipeline Workshops	3, 5, 6	Summer	Global, IMG, BBC
	121 Personal Guidance Sessions	8, 3	Spring	Educational Development Trust
	Group Guidance Sessions	8, 3	Spring	Educational Development Trust
	Visit to Higher Education Trips	6	All year	Ravensbourne Workshop, UAL Insights during school holidays.

Sixth Form students are encouraged to undertake industry volunteering and work experience to support their applications into industry and high education. A range of opportunities are advertised throughout the academic year, as appropriate to specific students. The students receive additional workshops on CV and LinkedIn development in their GPrep and Media Pathway sessions.

Inclusion and Differentiation: Additional Targeted Provision - examples

Year Group	Activity	Gatsby Benchmark	When	Employer or Partner Encounter
Pre-NEET and Pupil Premium	Additional 121 Personal Guidance Sessions	8, 3	Year 11, Spring	Educational Development Trust
BAME	People Like Me	2, 3, 5	All Year	Global
Women	Ria Hebden Workshop	2, 3, 5	Spring Term	Ria Hebden (Freelance TV Presenter)
	Gleam Workshop	2, 3, 5	Spring Term	Gleam Social Media Agency

We are also working with Global Media on a bespoke programme for Year 13 SEN students to prepare them for the world of work through structured and targeted intervention and training alongside our existing mentoring programmes.

Students with Special Educational Needs or Disabilities (SEND):

- Transition from one key stage to another and onto careers is part of the action plan for a student with SEND
- Personalised support from the SENCO, careers advisor and external bodies is used where appropriate.

Students in receipt of Pupil Premium funding

- Personalised support will be given to these students and they will receive an extra careers appointment when required.
- Funding is available to support industry work experience and volunteering when required.
- Students are invited to attend UAL Insights and Ravensbourne Outreach programmes across Spring/Summer holidays.