



Park Hall Futures



Our Vision

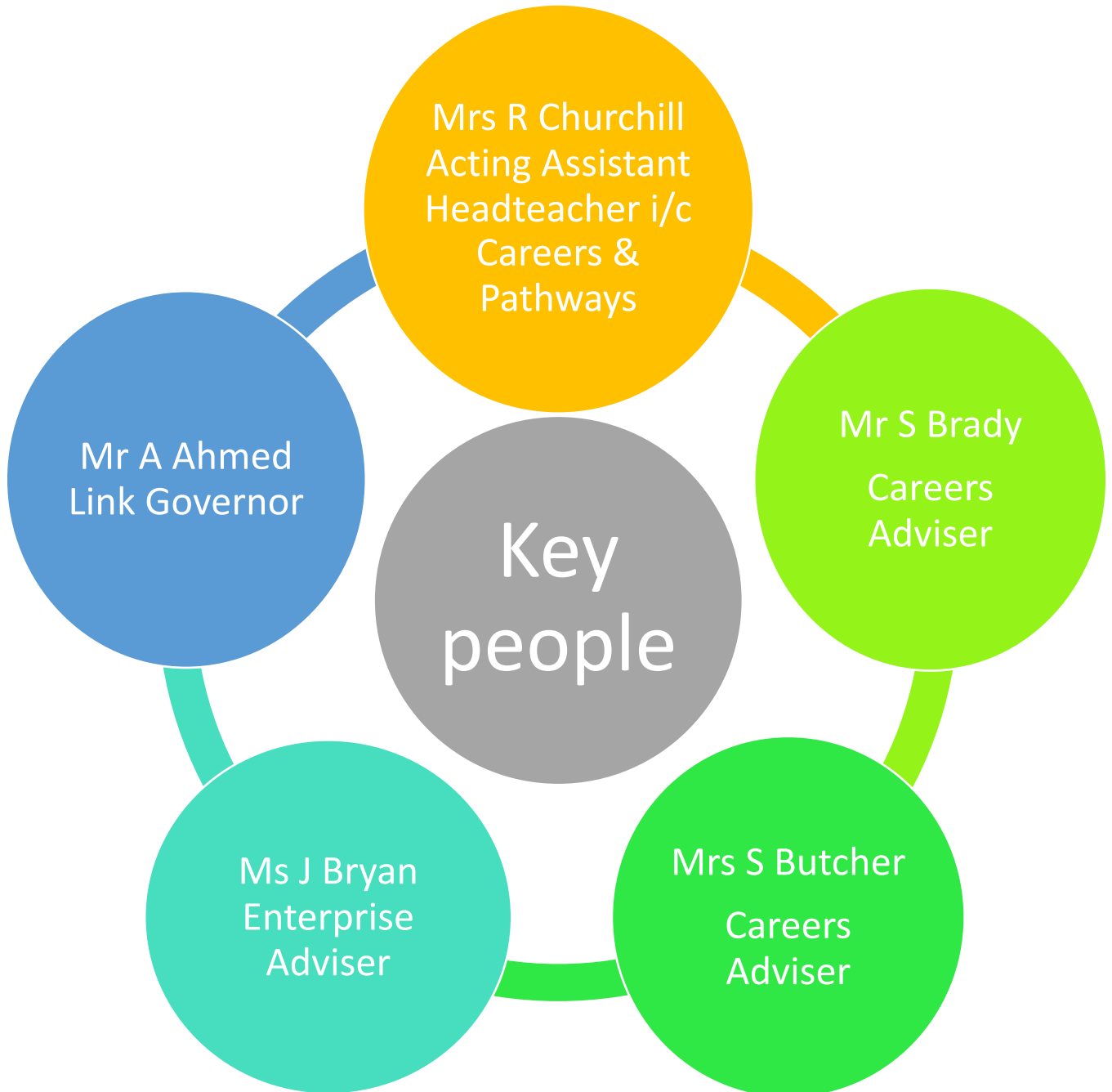
High quality careers education is a crucial part of improving social mobility. Young people make choices based on what they know and what they think is available to them. The aim of Park Hall Futures is for all pupils at Park Hall Academy to be inspired and fully aware of the career pathways and opportunities available to them, making informed choices about which qualifications and career pathways will enable them to reach their goals.

Park Hall works in partnership with many other Solihull schools as part of the [Life Ready Programme](#) (Solihull) which provides a framework designed to develop independent, life ready young adults. The programme is based on evidence from the [Gatsby Foundation / Benchmarks](#) and the [DfE Careers Strategy](#). The shared vision of the Life Ready Solihull Programme is that 'students leaving Park Hall will have the skills, knowledge and dynamism to reach their full career potential, to meet the needs of employers and to contribute to the economic growth of the borough and the [Local Enterprise Partnership](#).

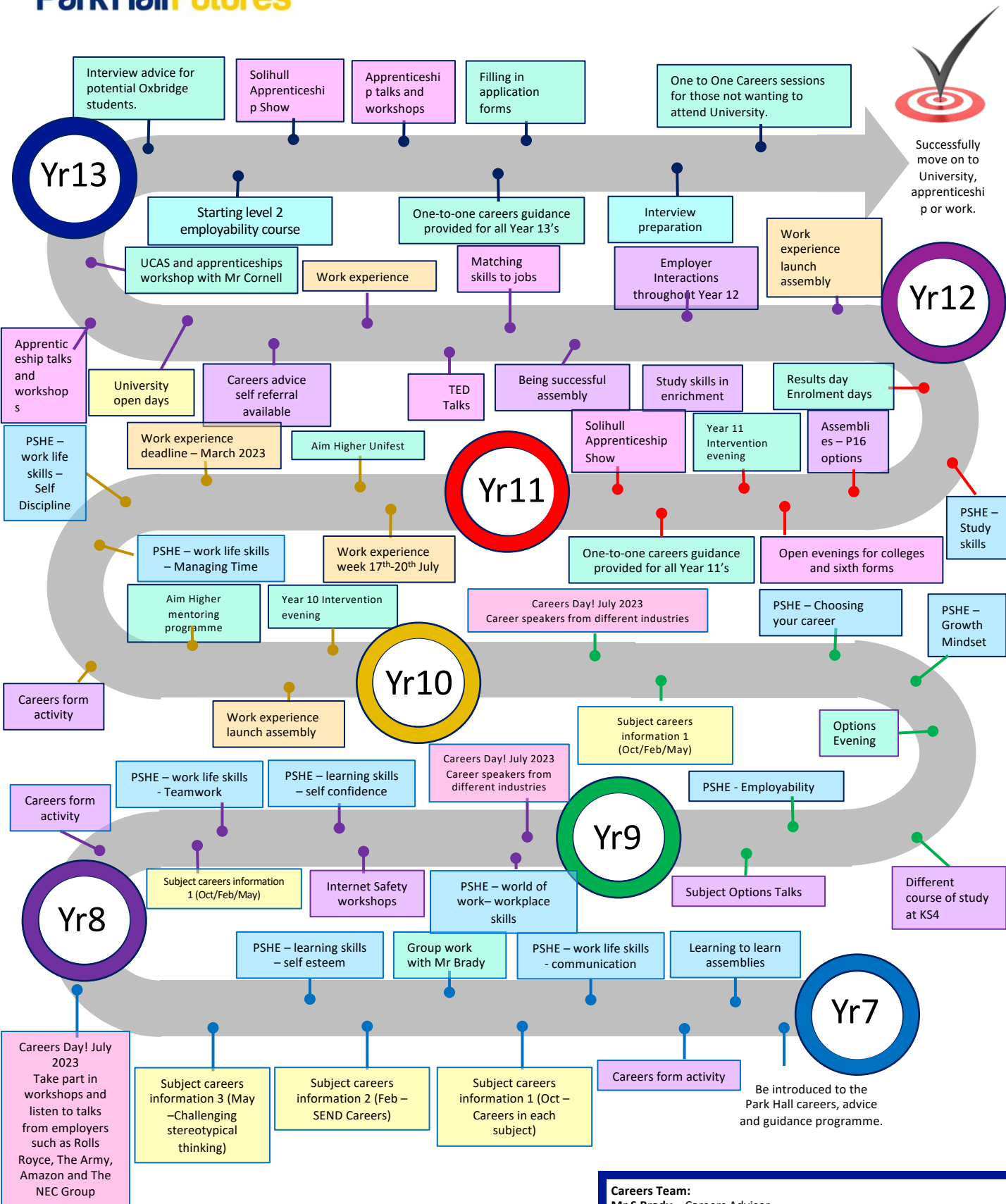
Priorities for 2022/23

1. A focus on embedding careers into the curriculum to help with 100% completion of Gatsby Benchmark 4 including a CPD session for whole school teaching staff on careers and career focussed lessons to take place on set days over the year within subject areas
2. The school to go live with the Careers & Enterprise Company 'Compass+' software to ensure individual pupil records are held for careers activities (to support Gatsby Benchmark 3)
3. To support parents/carers to access and use information about labour market and future study options to inform their support to their children (to support Gatsby Benchmark 2)
4. Development of a 'careers room' to provide students with a dedicated area in the school focussed on careers

Who's Who



Learning Journey



Careers Team:
Mr S Brady – Careers Advisor
Mrs S Butcher-Johns – Careers Advisor
Ms J Bryan – Enterprise Advisor
Mr A Aftab – Careers Link Governor
Mrs R Churchill – Acting Assistant Headteacher i/c Careers

Careers Days

We provide pupils with employer and further education guidance through drop down career's days. In July 2022 we welcomed 18 employers to speak with Park Hall pupils about careers in a variety of different industry's including an author, physiotherapist, veterinary nurse and the NEC group. Each year group had an hour with Nick Adcock (working options) exploring pathways post 16 and Rolls Royce who spoke to them about apprenticeships.

Assemblies/Form Activities

Assemblies and form time activities based on careers happen for all year groups. This involves guests talking about careers in specific industries, STEM based careers and employability skills. Years 11 and 13 have assemblies and form activities exploring opportunities post 16 and post 18.

PSHE

PSHE (year 7-11), enrichment (Year 12) and employability (year 13) is planned to incorporate crucial CEIAG. Pupils cover a wide range of topics for example Aspirations and Entrepreneurship (year 7), workplace skills (Year 8), Employability and Career Paths (year 9), Time Management and work experience (Year 10) and Next steps (year 11). Year 12 follow an enrichment program which prepares them for Level 2 employability course in Year 13.

Impartial Careers Advice

We have 2 level 6 qualified careers advisors, Mrs. Butcher (Mondays) and Mr. Brady (Tuesday-Thursday). All pupils in Year 11 receive bespoke careers advice and a plan based on their careers interview. Pupils, parents and teachers of pupils in Year 10-13 can refer themselves for careers advice. Pupils in Year 7 work in small groups with Mr. Brady on "This is me" project, exploring the skills they have and areas of interest, looking at possible career pathways using the Jed database.

Subject specific careers information

We have a whole school approach to careers so that pupils can understand the range of careers opportunities in all subjects. Each subject has considered where employability skills and specific CEIAG appears in their curriculums.

We have careers focus weeks (last week of each half term) whereby subject specific starter activities are careers based.

October 17th – 20th – The obvious and obscure careers

February 13th-17th. SEND careers

May 22nd – 26th –Gender stereotypes

Work Experience

Pupils in Year 10 and Year 12 have 1 week's work experience. 2021/2022 was the first year since the pandemic that we were able to offer this. 86% of Year 10 pupils secured a placement, this included local businesses, West Midlands Police and The Crown prosecution service. Pupils who were not able to secure a placement took part in Futures Week, a week of employer interactions and workshops to build employability skills.



The Gatsby Benchmarks

In 2014, The Gatsby Charitable Foundation provided schools with a clear blueprint of what good careers provision in schools looks like. The eight Gatsby Benchmarks are based on best national and international research and define all elements of an excellent careers programme.

As a school, we have completed the Compass Evaluation, which reflects on our practice compared to these benchmarks and we are using the results to improve our excellent provision even further. Below is the most recent evaluation (July 2022) of the provision, we offer at Park Hall Academy compared to other schools nationally.

Benchmark	Park Hall %	Aims for 2022/23
1: A stable career – programme	100%	Career programme written including a calendar of careers activities. Careers vision and aims, provision and plans for each year group published on website.
2: Learning from career and labour market information	80%	Continue good practice through assemblies, form activities, PSHE Increase information given to parents.
3: Addressing the needs of each pupil	81%	Be rigorous in upkeep of student's career profile following careers interviews with SBR/SBJ. Investigate use of compass +
4: Linking curriculum learning to careers	87%	Deliver 3 subject specific careers starter activities throughout the year to educate pupils on the variety of careers available in each subject area.
5: Encounters with employers and employees	100%	Continue good practice from Key stage 3 Futures days and assemblies.
6: Experiences of workplaces	75%	100% of Year 10 and 12 to take part in 1 week of work experience
7: Encounters with further and higher education	87%	Look to build in more opportunities within our assembly provision.
8: Personal guidance	75%	Year 11 and 13 careers interviews with SBR/SBJ. Promote referral service for teachers, parents and pupils.

The school fulfils the requirements of the Baker Clause through the following

- Impartial careers advice through careers interviews and written report of interview which details the full range of opportunities available (including Colleges, T-levels, Apprenticeships).
- Information sent to parents and pupils which detail the range of opportunities for further study, including open days. We actively promote local colleges, sixth form and apprenticeship providers through the information we give out in school and electronically.
- Support given to all pupils to complete applications for colleges, courses and placements that are suitable for them as individuals.
- Careers focus days which allow learners to hear from employees and providers about the different routes into professions. For example at our Key Stage 3 Careers Day (July 2022) pupils heard from Rolls Royce employees about apprenticeships within the company and from Nick Adcock (working options) about different pathways (college, university, degree apprenticeship) to success.
- We have provider access policy in place.

Labour Market Information

*LMI obtained from the Office for National Statistics and Gov.uk. Poster last updated August 2020

** Data used in this poster covers the period April - June 2020 and includes furloughed workers

National Careers Service

Greater Birmingham & Solihull LEP

Birmingham, Cannock Chase, Lichfield, Solihull, Tamworth & East Staffordshire



Employment

UK - 76.4%
LEP - 71.2%



Unemployment

UK - 3.9%
LEP - 6.7%

16-64 year old population = 1,276,400
Total population = 2,040,300

Full-Time Salary



UK Average - £30,414
LEP Average - £29,603

Self-Employment



128,700 people in the region are self-employed

Apprenticeships

There are approximately 961 live vacancies within a 40 mile radius of Birmingham including...

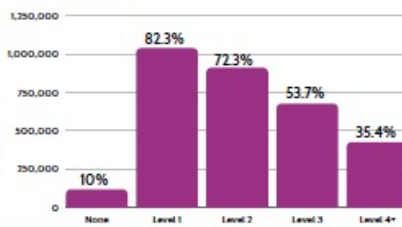
- Digital Marketing
- Business and Administration
- Pharmacy Assistant
- Multi-skilled Engineer
- Infrastructure Technician
- Assistant Accountant
- Software Developer
- Police Officer
- Electrical Installation
- Health & Social Care

Plus many more! Find local opportunities on www.apprenticeships.gov.uk/



Qualification levels

910,900 people have at least a level 2 qualification such as GCSEs or an NVQ.



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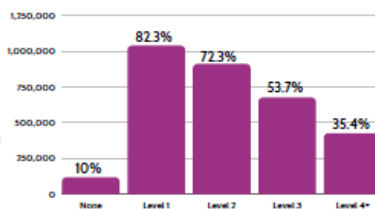
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Where do people work right now?

Most jobs

- Wholesale & Retail - 145,000 (15.5%)
- Health & Social Care - 123,000 (13.2%)
- Administration - 100,000 (10.7%)
- Manufacturing - 91,000 (9.8%)
- Education - 89,000 (9.5%)

Fewest jobs

- Arts & Entertainment - 17,000 (1.8%)
- Real Estate - 16,000 (1.7%)
- Water, Sewerage & Waste - 5,000 (0.5%)
- Electricity, Gas & Air - 1,000 (0.1%)
- Mining, Quarrying & Utilities - 175 (0.01%)

Growth Sectors

- Health and Social Care
- Life Sciences
- Food & Drink Services
- Professional & Finance Services
- Creative Industries

There are many other sectors that will grow in your region

What are some of the region's big name employers?

