

The background of the entire image is a light purple color with a pattern of various hand-drawn style arrows. These arrows are in a slightly darker shade of purple and point in many different directions, creating a sense of movement and flow.

Mulberry
Academy Shoreditch

**Careers Education,
Information, Advice,
and Guidance
Programme 2025-26**

Our Ethos and Values

At Mulberry Academy Shoreditch, our ethos is built on Ambition, Community and Inclusion.

1. **Ambition** – every student is encouraged to set high aspirations and strive for excellence in their chosen pathway.
2. **Community** – we work together with families, employers and education providers to broaden opportunities.
3. **Inclusion** – we ensure all young people, whatever their background or needs, have access to meaningful careers education and guidance.

These values underpin our Careers Education, Information, Advice and Guidance (CEIAG), ensuring students are supported and prepared for life beyond school.

Student Voice: Our Careers Journey

“At Mercedes AMG F1, I saw how what I study in school is used in real life – it directly inspired my choice to apply for electrical engineering.”

“Through my work experience with Tower Hamlets Council, I learned the key skills needed in the workplace while supporting the local community.”

“Spending two days with WorkPath taught me how to write a CV and present confidently – skills I’ll take forward in my career.”

“This experience showed me the variety of career options open to me, and I realised how much I enjoy working with people and making a difference locally.”

“It was special to come together, learn about Ramadan and share food as a team.”

“I enjoyed seeing what it’s like to work in an office and meet different people.”

The Gatsby Benchmarks

The Gatsby Benchmarks of Good Career Guidance are the national framework for schools. Updated in September 2025, they place greater emphasis on inclusion, quality and impact.

The Benchmarks (2025)

1. A stable careers programme
2. Learning from career and labour market information (LMI)
3. Addressing the needs of each young person
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

Meeting the Benchmarks at MAS

At MAS we:

- Deliver a comprehensive careers programme from Year 7–13.
- Use online platforms and digital tools to record aspirations and support personalised planning from Year 7 onwards.
- Provide employer, FE, HE and apprenticeship encounters that are purposeful and reflective.
- Guarantee structured work experience in Year 10 and Year 12, with accessible alternatives for all learners.
- Ensure students receive personal guidance interviews at key decision points.
- Engage parents and carers through information evenings, workshops and resources.
- Monitor progress and destination data, ensuring impact and continuous improvement.
- Programme Highlights
- Employer encounters across a diverse range of industries.
- University and college visits from the early years upwards.
- Drop-Days are dedicated to employability, resilience, and financial literacy.
- Work experience placements in Year 10 and Year 12.
- One-to-one careers guidance at critical points in the school journey.
- Parent/carers events supporting GCSE, Post-16 and Post-18 transitions.

Programme Highlights

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- University and college visits from the early years upwards.
- Drop-Days are dedicated to employability, resilience, and financial literacy.
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The Careers Journey Year by Year

Year Group	Careers Activities & Opportunities
Year 7 Discovering Pathways	Students are introduced to careers education through assemblies and tutor time. They begin recording aspirations on Unifrog and learn about transferable skills. A first employer encounter (e.g. STEM industries) inspires ambition, while early Labour Market Information (LMI) is shared with students and families in accessible formats.
Year 8 Exploring Opportunities	Students explore their personal interests and strengths through Unifrog workshops, CV-building, and vision boards. Employer encounters and a STEM Challenge broaden horizons, while the first university visit raises aspirations. Parents and carers receive inclusive LMI resources to support discussions at home.
Year 9 Making Informed Choices	Preparation for GCSE options includes structured guidance on skills, financial literacy, and pathways. Every student receives their first 1:1 careers interview. The Careers & Apprenticeship Fair and employer encounters, followed by reflection activities, ensure students make confident and informed choices. Parents/carers are supported through a dedicated Options Evening.
Year 10 Building Experience	All students complete a one-week work experience placement, supported by preparation sessions and reflective follow-up. Drop-Days focus on employability, CV writing, interview skills and the future of work. Employer talks and Post-16 assemblies help students begin planning the next stage, while parents attend an information evening on Post-16 options.
Year 11 Preparing for Transition	Students receive a further 1:1 careers guidance interview and participate in Drop-Days on resilience, networking and goal-setting. They attend the Careers & Apprenticeship Fair and engage with Post-16 providers. Transition is supported through targeted assemblies, parental workshops, and personalised guidance for SEND and NEET-risk students.
Year 12 Broadening Horizons	Students undertake a structured placement/experience week (in-person or virtual). Careers Week provides encounters with employers, alumni and universities. Drop-Days cover professional skills, self-employment and next steps. Students log aspirations and encounters on Unifrog, supported by 1:1 guidance interviews. Parents are engaged through sessions on Post-18 choices and university finance.
Year 13 Ready for Life	Every student receives a final 1:1 careers guidance interview. Support is provided for UCAS, apprenticeship and employment applications. Employer mentoring, mock interviews and alumni networking prepare students for their destinations. Encounters with universities and training providers are accompanied by reflection. Parents/carers are supported with resources and workshops to navigate Post-18 transitions.

Year 7

Discovering Pathways

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Aspirations Students begin recording early goals and exploring their interests, developing a sense of ambition as they settle into secondary school.	Careers Pathways Assembly; tutor time goal setting; online aspiration logging; accessible LMI resources for families.	Mercedes F1 STEM Academy; STEM Ambassadors
SPRING	Exploration Students broaden horizons through “Dream Jobs” and transferable skills activities, linking personal growth with community contributions.	Drop-Day on “Dream Jobs” & skills; basic CV-building; financial literacy workshops.	Barclays Life Skills; BBC Careers
SUMMER	Inspiration First structured employer challenge, encouraging inclusive participation and motivating students to imagine their future possibilities.	STEM Project Day with employer challenge; Careers Week enrichment; reflective exercises logged online.	NHS Early Careers; Google
OVERVIEW	Year 7 plants ambition early. Students log their first aspirations, learn about transferable skills, and gain inspiration through meaningful encounters. Families are engaged from the start through accessible resources.		

In Year 7, students benefit from being in one of the most diverse and connected cities in the world. London’s cultural institutions, such as museums, galleries and theatres, play an important role in inspiring curiosity about future opportunities in creative, cultural and digital industries. Students are introduced to the idea that the careers journey is not just about jobs, but about lifelong skills, adaptability, and the role they can play in society.

Through collaboration with local community groups, students also explore the wide range of volunteering opportunities available within Tower Hamlets and beyond. This builds an early understanding of social responsibility and inclusion, reinforcing the school’s ethos of

community engagement. Partnerships with local charities provide students with first encounters in seeing how careers can connect with making a difference.

Students are further supported by digital tools such as Unifrog, enabling them to log aspirations and see how their skills can grow over time. Parents are engaged in this process to ensure career conversations are not confined to school. London’s labour market, with its diverse sectors from finance to healthcare, provides constant examples that tutors and subject teachers can draw on to link curriculum learning to the wider world.

Year 8

Exploring Possibilities

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Strengths and Pathways Students reflect on personal strengths and begin linking these to possible futures, building confidence and a sense of inclusion.	Careers assembly; personal profile and vision board creation via digital media.	JP Morgan; Accenture
SPRING	Engagement First structured encounters with employers, helping students reflect on the breadth of opportunities available in their community.	Employer encounter sessions with reflection; Drop-Day on self-awareness and pathways.	Bloomberg; NHS Careers
SUMMER	Raising Horizons Early exposure to university life motivates ambition, while reflections ensure students connect experiences with their aspirations.	University trip; end-of-year reflection tasks captured on online platforms.	Queen Mary University; City University London
OVERVIEW	Year 8 builds self-awareness and broadens horizons, combining employer encounters, reflective activities, and the first university visit. Families receive inclusive LMI resources to continue conversations at home.		

Year 8 students begin to see how their subjects at school connect to industries across London. Visits to universities and employers highlight the pathways available in technology, business, and healthcare, showing how ambition is achievable within their city. Through guided activities, students make connections between classroom learning and real-world applications, building motivation to develop transferable skills.

Mentoring opportunities are introduced, with alumni sharing their own pathways and reinforcing the message that there is no single route to success. London's strong apprenticeship network and partnerships

with employers offer case studies that broaden students' horizons, showing inclusive opportunities beyond traditional university study. Alongside employer encounters, students are encouraged to think about personal growth. Activities such as vision boards, digital profiling, and self-reflection tasks strengthen their confidence. Parents are engaged with accessible LMI updates, helping families discuss industries such as tech, media, and healthcare where demand is high across London.

Year 9

Making Informed Choices

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Decision Preparation Students link strengths to GCSE options and update digital profiles, ensuring ambition and choice are grounded in informed thinking.	GCSE options assemblies and tutor support; aspiration updates online.	Skills Builder
SPRING	Insight Students gain wider exposure through the Careers & Apprenticeship Fair, alongside their first 1:1 guidance session.	Careers & Apprenticeship Fair; first 1:1 careers guidance interview; employer visit with reflection.	NHS Trusts; Amazon Web Services
SUMMER	Family and Reflection Parents are engaged in the options process, while students review encounters to consolidate decisions.	Parental Options Evening; follow-up reflection on employer encounter.	Civil Service Fast Stream; PwC
OVERVIEW	Year 9 equips students for GCSE decision-making with impartial guidance, employer encounters, and parental support. Choices are made confidently, grounded in personal ambition.		

Year 9 is a pivotal stage, where GCSE option decisions connect strongly with future career pathways. Students are guided through how different subjects open doors to industries across London, from creative media to law and finance. Subject teachers collaborate with the CEIAG team to demonstrate clear links between curriculum and future destinations.

In addition to structured careers interviews, students gain further insight through employer challenges, online labour market tools, and visits to apprenticeship providers. Being based in London provides direct access to a wide network of businesses and public services,

making encounters authentic and relevant. These opportunities help students to see beyond stereotypes and challenge assumptions about “traditional” careers.

Parents are a key part of this process, and through workshops and information evenings, families are empowered to engage in conversations about routes and destinations. Students also develop confidence by meeting role models from diverse backgrounds, reflecting the inclusive nature of London’s workforce and showing that ambition is possible for every learner.

Year 10

Building Experience

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Employability Students sharpen practical skills such as CV-writing and interview preparation, building resilience and readiness.	Drop-Day on CVs, interviews, and workplace culture.	Barclays; UBS
SPRING	Experience A structured week of work placements provides real-world insight, with preparation and reflection ensuring meaningful impact.	One-week work experience; reflection activities logged on platforms.	Local Law Firms; BBC; Google
SUMMER	Future Planning Students begin considering Post-16 pathways with families actively involved in the discussion.	Post-16 assemblies; Parent/Carer information session.	Sixth Forms; Apprenticeship Providers
OVERVIEW	Year 10 focuses on applying skills and gaining practical insight through universal work experience, supporting inclusion and readiness for Post-16 planning.		

By Year 10, students are ready to apply their learning to the world of work. Work experience is a central component, but in London it is enhanced by the breadth of opportunities available – from placements in law firms and finance houses, to health care settings, technology start-ups, and creative industries. Students are supported to reflect on their experiences through structured online portfolios and follow-up guidance.

Drop-Days focus on practical employability, but also draw on London's unique labour market trends. Sessions on digital resilience, workplace culture, and entrepreneurship prepare students for a future

where flexibility and adaptability are key. Guest speakers highlight not only career pathways but also the personal qualities employers look for.

For students with additional needs, tailored placements and supported experiences are arranged. This ensures inclusion is at the heart of provision. Parents are actively involved in planning and reflection, helping families understand the significance of work experience in shaping Post-16 pathways.

Year 11

Preparing for Transition

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Pathways Awareness Students explore all Post-16 routes through assemblies, keeping ambition high and choices broad.	Assemblies on FE, sixth form, and apprenticeships.	Local Colleges; MAS Sixth Form Team
SPRING	Resilience and Goals Students develop application skills, attend the Careers Fair, and learn how to plan effectively under pressure.	Careers & Apprenticeship Fair; Drop-Day on applications, resilience, and goal-setting.	Accenture; NHS; Multiverse
SUMMER	Personalised Guidance Every student receives a 1:1 guidance interview, with families supported through transition workshops.	Guidance interviews; Parent/Carer transition workshop.	UCAS Outreach; Barclays Life Skills
OVERVIEW	Year 11 ensures students make strong, confident transitions, supported by personalised guidance, careers fairs, and parental engagement.		

In Year 11, careers education is focused on supporting a confident and informed transition. Students explore all Post-16 pathways, including sixth form, colleges, apprenticeships, and vocational routes, with direct input from London providers. Assemblies, fairs, and mentoring sessions help students to map their next steps clearly.

The school places emphasis on developing resilience and independence at this stage. Students practise application and interview skills with employer volunteers, ensuring they are well prepared for competitive opportunities. Targeted support is offered

to SEND students and those at risk of becoming NEET, ensuring no learner is left behind.

Parents are integral to this year. Workshops focus on demystifying finance, application processes, and the practicalities of transition. With so many providers within London, families are supported to understand how to choose the right pathway for their child and how to access specialist support if needed.

Year 12

Broadening Horizons

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Professional Skills Students prepare for the world of work and higher study through alumni talks and employer workshops.	Drop-Day on professional skills and planning; alumni/employer speakers.	Alumni Mentors; JP Morgan
SPRING	Experiences and Networks A structured placement week and Careers Week expand exposure to industries and pathways.	Structured placement week; Careers Week with employers, alumni, HE providers.	Bloomberg; Russell Group Universities
SUMMER	Next Steps Focus shifts to Post-18 planning, with workshops on UCAS, apprenticeships, and finance, alongside parental engagement.	UCAS/apprenticeship workshops; parent session on finance; reflection captured online.	UCAS; Apprenticeship Support & Knowledge Service
OVERVIEW	Year 12 combines professional skill-building with practical experiences, reflection, and structured preparation for Post-18 pathways.		

Year 12 students build on their foundations with structured experiences that highlight London's wealth of opportunities. Careers Week showcases industries including finance, law, healthcare, media, and the creative arts, with alumni returning to share pathways into these fields. Structured placements further embed professional skills and give students an advantage when applying for Post-18 routes. One-to-one careers interviews support students in shaping their UCAS, apprenticeship, or employment goals early. Employers and university representatives provide workshops on resilience,

adaptability, and self-marketing. Students log their experiences digitally, helping them build portfolios for applications and interviews. Parents are supported through finance and Post-18 workshops, ensuring families understand the requirements of higher education and apprenticeship applications. With London's extensive apprenticeship and degree opportunities, families are reassured that multiple pathways are accessible, supporting ambition and inclusion.

Year 13

Launching with Confidence

Term	Theme	Key Focus & Activities	Employer Partners*
AUTUMN	Final Preparation Students receive final 1:1 interviews, strengthen UCAS and apprenticeship applications, and access employer mentorship.	1:1 guidance interview; UCAS/personal statement support; employer mentoring.	Barclays; NHS Graduate Schemes
SPRING	Application and Networking Students refine their professional presence through mock interviews, clinics, and networking with alumni and employers.	Mock interviews; application clinics; alumni networking.	Accenture; Google
SUMMER	Transitions Students prepare for their destinations, supported by parental workshops and reflective activities.	Parent/carers transition workshops; student reflection on journeys and goals.	University Admissions Teams
OVERVIEW	Year 13 provides the final launchpad into future pathways, with students leaving MAS prepared, confident, and supported by families and mentors.		

The final stage of the careers journey ensures every student is fully prepared for life beyond school. Students receive targeted 1:1 guidance, with tailored support for UCAS, apprenticeship, and employment applications. Alumni and employer mentors offer personalised advice, drawing on the strength of the school's networks across London.

Practical preparation is prioritised through mock interviews, application clinics, and employer networking events. These sessions are run with input from professionals in London's diverse labour

market, ensuring students leave with a clear sense of how to present themselves effectively in competitive environments.

Parents are engaged through workshops that explain the realities of Post-18 life, including finance, independent living, and support networks. Students leave MAS confident, ambitious, and ready to thrive – whether in higher education, employment, or apprenticeships – supported by the values of ambition, community and inclusion.