


North East Ambition's Primary Career Benchmarks

One Year+ Strategic Careers-Related Learning Plan School Name **Willow Wood Community Primary School** Academic Year **2024 - 2025**

Vision Statement: Children will aspire to have careers which span various fields and will understand how the skills taught in school relate to each career.					
Intent		Implement		Impact	 Intent
Strategic Objective(s) What is the change you want to see? Link to Benchmarks	Actions How will you bring about the change?	Responsibility How will it be done? Who is responsible?	Milestones What will you aim to achieve by what date?	Outcomes How will you know the change has happened	The following year we will...
Develop sustainable partnerships with new and developing businesses in Sunderland.	Identify local businesses and start-ups interested in educational partnerships. Establish a formal outreach programme. Develop a 'Careers Week' or regular opportunities at school to invite business leaders to speak and interact with pupils.	Careers leader. Senior Leadership Team	Regular review meetings with stakeholders to assess the strength of business links. Annual survey to assess pupil, staff, and parental satisfaction with business interactions. Engagement with career events as they arise with an annual event within school.	Established relationships with at least 5 new local businesses within the year. Documentation of partnership agreements or collaborative projects. Development of the careers section on the website with evidence of events and engagement.	Aim to further develop partnerships with new businesses and strengthen those partnerships already established.
Enhance pupils' understanding of entrepreneurship and local economic development.	Collaborate with local small businesses to develop curriculum materials focused on entrepreneurship. Organise workshops led by business leaders.	Curriculum Coordinators Class Teachers Careers leader Virgin Money Leaders	Pre- and post-intervention assessments to measure pupil knowledge and understanding. Feedback collection	Pupils demonstrate an increased understanding of entrepreneurship in classroom assessments. Creative projects or presentations on local economic	Pupils scale up their plans to create their own small businesses and understand the pressures placed on small businesses and how they play a

	<p>Plan field trips to local companies.</p> <p>Pupils to develop their own entrepreneurship by developing opportunities to create their own 'small businesses' to create a profit; tasks include creating a business plan, costing materials etc.</p> <p>Virgin Money materials.</p>		<p>from workshop and trip participants.</p>	<p>development by pupils.</p> <p>Pupils develop their own entrepreneurship through a range of projects e.g. tuckshop, craft businesses; including creating their own business plans etc</p>	<p>part in local economic development.</p>
<p>Enhance career awareness through all visits and topics.</p> <p>Ensure consistency and sustainability of career integration.</p>	<p>Develop a curriculum map integrating career-related learning for each year group.</p> <p>Partner with local businesses and professionals for guest talks and career day events.</p> <p>Train staff on how to incorporate career awareness in everyday lessons and arrange for continuous professional development sessions</p>	<p>Senior Leadership Team</p> <p>Curriculum Coordinator</p>	<p>Regular feedback from teachers and pupils.</p> <p>Observations of lessons and events.</p> <p>Review pupil surveys.</p> <p>Termly review meetings.</p> <p>Analysis of lesson plans and pupil work.</p> <p>Survey of pupils, staff, and partners.</p>	<p>Pupil understanding of various careers improves.</p> <p>All teaching staff can integrate career awareness in their lessons and visits.</p> <p>Positive feedback from pupils.</p> <p>Increased pupil exposure to a variety of careers.</p>	<p>Careers awareness is embedded in all topics and visits with new careers added as they arise with pupils able to identify the curriculum skills needed for each career.</p>

	<p>focused on career education.</p> <p>Organise a minimum of three career-themed visits per year group and invite at least five different industry professionals to speak across the year.</p> <p>Pupils discuss careers each week in assembly via First News presentations.</p>		<p>Compilation of feedback reports.</p> <p>Tracking of events and guest visits.</p> <p>Review of exposed career types.</p>		
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***Fulwell 73**

***Software City Sunderland**

***Amazon**

***North East Screen**