

# Case study: Jesmond Park Academy and West Jesmond Primary

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## Can we find ways to encourage and embed career education when transitioning from Primary to Secondary School?

### Problem:

Thinking about future careers and aspirations is part of a child's life and education. Ask a child in primary school what they want to do when they get older and they will most likely give you an answer, however, in many places as children transition between primary and secondary school the emphasis on careers is lost until they reach Year 9. During this gap, students can begin to lose sight of their future ambitions. Although their dreams from primary school may change, the development and discovery of careers can be missing, leaving students uncertain about their future.

## Case Study:

### Overview



Lucy Oades, Raising Aspirations and Enterprise Coordinator at West Jesmond Primary School and Sue Taylor, Careers lead at Jesmond Park Academy (Secondary School) met at a training day. Lucy had read that 'children start to think about what they want be when they grow up at the age of 4' and although Enterprise learning already existed and was well established within West Jesmond Primary, she felt Careers needed developing further. Together they began to consider how the careers education could be linked between the primary and secondary, and devised the idea of a shared careers fair to be held at West Jesmond.

"We thought it would be highly impactful to have a project with (the )Year 9 and Year 5, where the Year 5's could have the experience of a career fair."

Alongside their then Trust Business Manager, Lucy and Sue planned a Health focussed careers fair to be held at West Jesmond for Year 5 pupils, but involving the Year 9 students from Jesmond Park giving them the opportunity to be fully involved and apply for specific job roles to join the careers fair team and create West Jesmond's first careers fair.

### Cross-School Careers Fairs:

Once the Year 9 positions were filled, Year 9 visited the primary school hall and met with Lucy Oades, arranging logistics such as timings, exhibitors and layout of the room. Year 9 had to work as a committee to organise the event and on the day of the careers fair itself, worked as ambassadors, guiding the Year 5 students around the fair which was laid out as a carousel of exhibition tables. It was a relatively small event, but with a specific Health focus, proved to be very popular with the primary students, who were discovering jobs and opportunities they had never heard of within the NHS before.



To build on the success of the previous year; the following year, Lucy and Sue adapted and repeated the event at West Jesmond, this time gathering more exhibiting volunteers from West Jesmond parents, family members, school governors and local employers. Links with the Great North Children's Hospital meant a large number of the exhibitors were from some of the 344 different NHS jobs; before the children had only heard of doctors and nurses and had no idea how many roles existed. Year 9 students who had attended West Jesmond Primary were again asked to volunteer as assistants; they filled in an application form and were interviewed with the best interviewees chosen as Career Champions.

**Year 9 Application Document:**

Primary Careers Fair & NU foundation Premier League Enterprise qualification  
Application form

Name \_\_\_\_\_

Form 9 ANT

Preferred School Ravenswood / West Jesmond (please circle)

- Which NHS career(s) interest you?  
*Things that interest me in the NHS career is to be a pharmacist to serve people their medication and a surgeon because they help people to live longer.*
- What do you think you could learn from taking part?  
*I think I could learn more about myself and what I actually really want to do in the future, I could learn how to interact with other people with different culture and ages.*
- Please write a paragraph explaining why you should be chosen for this experience.  
*The reason why I think I should be picked is because I am very commitment to my learning, I can work well in a team, I even play for the school's Football and Netball team. By choosing me you could help me with my Education report (CV) for the future. I listen to other people well, I could even help out with the setting of the careers fair. I know I will have lots of fun. If you choose I can share my experience to other people. I am always happy and I bring positive vibes because of my funny loud laugh. I have never had any late or consequence since or detention since Year 7 so please help me spread positive vibes and help my future education, so please pick me thank you!*

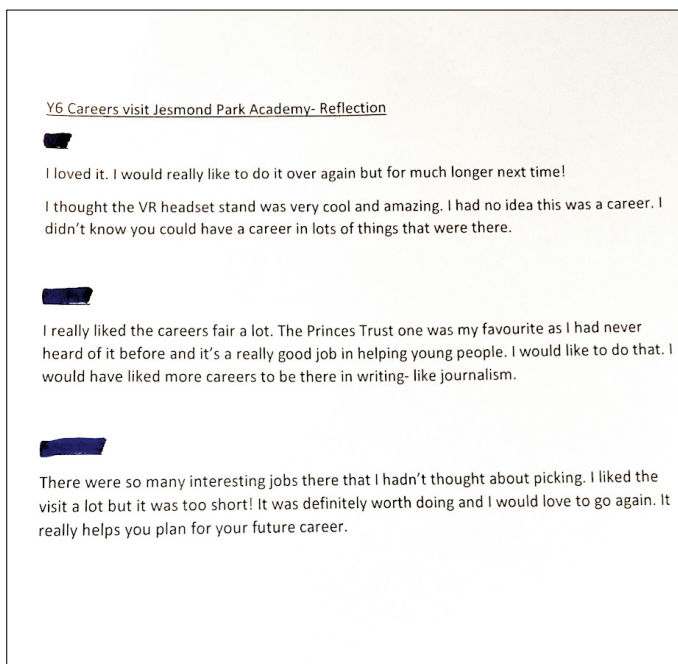
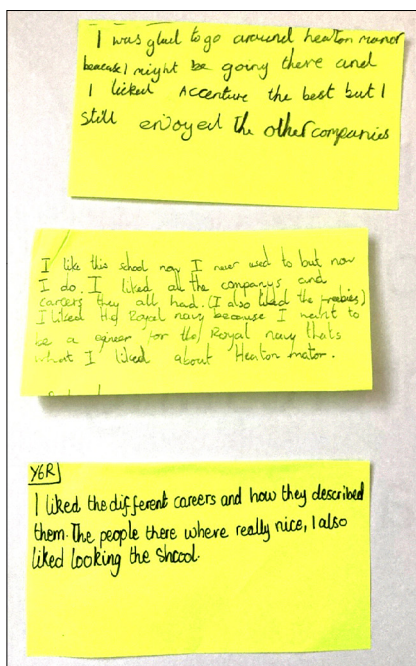
The primary school careers fair has become a yearly event and the children often speak of it as one of the highlights, mentioning it in their summer reports.

"I really enjoyed attending careers day at my primary school as a year 5 pupil. I was able to explore the jobs of different people in the NHS. It gave me an idea of what is available in that area of work. I found that each career station felt very unique as they each explored different sections in health care to each other. It was a great opportunity to learn and talk to professionals in their job, as I got taught many things by opening up to them. Overall, if I ever had the opportunity to go to a careers fair again, I would love to go to another one as it was a great experience and great fun!" – **former pupil of West Jesmond Primary**



To continue to build progression into careers learning and transition opportunities between the schools, the following year once the primary pupils were in Year 6, they were then invited to attend the secondary school careers fair, with the Year 9 familiar faces helping to show them around. This bigger event, with 35 different stalls, introduces not only careers but also universities, colleges, apprenticeships and different career paths to the students. This gave the students the opportunity to explore their future secondary school, making the transition less daunting and building confidence. The primary school have their own time slot and to encourage them to ask questions they are given a booklet to fill in as they move around the fair. Exhibitors award stickers for good social skills and the skills needed in a job interview, such as eye contact.

### Year 6 comments from the visit to the Secondary School Careers Fair:



The exhibitors comment on how much they love the younger pupils coming to the fair because they have so much energy and enthusiasm. The booklet also includes a pre visit question of 'what would I like to do for a job?' and then the same question is asked again after the event. This is then sent home with the students so their parents can be involved in what the children have discovered and their ambitions. It also includes a quote of the day competition, asking the students to write down something they heard or saw at the fair which inspired them and explain why.

**"Don't give up on your dreams. I can be what I want to be . It was inspiring and it shows me nothing is impossible."**  
-Year 6 student

**"Don't judge something before you try it – I found out there are lots of different jobs and all of them are really cool."** -Year 6 student



Example Booklet Pages:

## Welcome to the Careers Fair 2020

**Jesmond Park Academy**

### Create your future

Name: \_\_\_\_\_

Class: Y6S

## Hooray! It's time for a GIVEAWAY!

How many stickers can you collect?  
The visitors will be looking out for those who impress them. See who can get the most.

what job they do

Name	Job
Sarah	Staff training
<del>Sarah</del> Dr Farzi	Scientist (senior scientist)
Marian	IT Engineer Information technology
Katie	School Liaison
Paul	3D animator
Ben	Lawyer
Pern	Guiding students to choose jobs
Lou	Training in NHS
Husna	She is a Engineer

Now choose **one** of these jobs and fill in the grid on the next page.  
Ask about the skills you need to do that job.  
Try to fill in as many boxes as you can.

### Word Bank

Write some words you have learnt today:

Innovation  
Facilitator

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### Interesting Facts

1. prince Charles is there boss.  
2. 4 million young people.  
3. Winn solectors  
4. Look after over 300 people  
5. Newcastle university.  
6. \$7 million for competing  
7. 3D printing room  
8. NHS  
9. making videos through VR





## Challenges

Jesmond Park Academy is a very large secondary school with 7 feeder primary schools. West Jesmond Primary is currently the only one which does this sort of collaboration. This is mainly due to the fact there isn't space or time on the day of the secondary careers fair to include more primary students. A solution to this is currently being formed thanks to the Covid pandemic; Unable to hold the careers fair due to distancing, the last fair was held as an online virtual event. This virtual format has potential to be expanded and sent to other feeder schools, giving more students the opportunity to take part and benefit from the event.

Organising these events can take time and lots of initial planning, however Lucy states that "once you have a model it works". It can also be time consuming for the volunteers, so the intention moving forward at West Jesmond, is to hold the primary fair once every two years and invite both Year 5 and 6.

Sue warns that it could be difficult to organise these events without a designated Careers Leader in the school, due to time, but believes it is very important to introduce the experiences to the students and set up strong communication between primary and secondary.

## Benefits

Some students can lack motivation at school, but Lucy and other staff have seen a positive change in these pupils when attending the fairs. It encourages the students to speak to adults that they have never met before, building confidence and social skills and feeds their curiosity. "It's definitely worthwhile."

"I was able to share my experience as a Speech and Language Therapist with students at my son's school at the careers fair. It was a very fulfilling experience - interacting with so many of my son's year group and being able to answer their questions. I definitely got the impression that we were all able to open up some possibilities to the students. The event itself was very well organised as well as being welcoming and very supportive for parents (like me) who had never done an event like this before. My son enjoyed the event and felt very comfortable to ask questions of the professionals in the room as several were familiar to him, being parents of his friends."

**Helen Ingham, Speech and Language Therapist.  
Parent Exhibitor**

"The children love the Careers Fair event at West Jesmond Park Academy. It is so nice to see them being mature and confident enough to ask professionals questions about different jobs. The children come away so enthusiastic and keen to know more about the different careers and further education opportunities. The booklets are also a great help for them to structure their questions and give a real purpose to the event."

**Katherine, Year 6 Teacher at West Jesmond  
Primary School**

"Being involved in West Jesmond Primary School's career fair that focussed on NHS careers, was a great experience. I have been an exhibitor on two separate occasions now and have found it highly enjoyable. It was good fun to showcase to the year 5 & 6 children the varied career paths that are on offer. There were quite a few stations which covered a number of departments and professions, including nurses, doctors, dentists, sports medics as well as speech and language therapists. Pupils were able to go to each station, try out equipment and understand what each role entailed. I enjoyed discussing the role I have with the children and answering any questions they may have had. As a West Jesmond parent, I was impressed how the school organised and ran the event. It is important to give primary school aged children an idea of what they can aspire to and puts learning into context for the future. I am so glad that WJPS runs these events, I know from being a parent my son has benefitted from this and actually understands my role now!"-

**Maria Bokhari, Stroke Clinical Trials Lead; Stroke,  
Oncology and Cardiology Research QE Hospital,  
Gateshead. Parent Exhibitor**



"As Chair of Governors at West Jesmond Primary, I was pleased to hear that we were planning to run careers fairs. I had experience of them in a secondary school (Heaton Manor as was) and knew that they could offer pupils an insight into the world of work beyond their own direct experience from family and friends. I had wondered if primary school aged children would get the full benefit of the experience given their age and a career being such a far-away prospect but, on visiting our first event, my worries vanished. There was a real energy in the room; it was great to see the children engaged and excited finding out about different jobs and careers and to see the adults sharing their knowledge and passions. I know from talking to some of the participating adults that they were blown away by the children's knowledge as well as their enthusiasm. The event gave the children knowledge about different occupations but also gave them the opportunity for conversations with a range of adults – both of which are great outcomes."

**Jane Edminson, Chair of Governors for West Jesmond Primary School**

### **Future Plans:**

Sue hopes that a simple record can be rolled out to the primary schools so they can keep track of which events the students have been involved in and their existing knowledge of careers. This will then benefit their secondary careers education and make it easier to get to know students and understand their aspirations. She also hopes to be able to involve more of the feeder primary schools through a transitions project, with primary and secondary working together, and hopes to pilot a careers fair following a 'life journey' format.

