



**CEIAG**  
Co-op Academies Trust



**CONNELL**  
CO-OP COLLEGE

## Destination Data Framework 2024-25

In line with the Gatsby benchmarks, we strive to maintain records of our students' destinations after they leave us in Year 13 for three years. This data helps to inform our careers planning and review the impact CEIAG has had. This document outlines how we intend to collect, track and maintain accurate destination data.

In the process of the collation of destination data, we have input from multiple staff. This includes our Destinations Manager, Director of Progress (Next Steps & CEIAG) Careers Advisor, Careers Leader, SENCo, subject staff and any other staff involved in the transition to post 16 education and training.

Intervention strategies are put in place to target our risk of NEET students, and other vulnerable groups. Strategies involve, for example, mentoring, group workshops, additional 1-1 careers interviews, FE / HE visits, involvement of Future You and Career connect. We also work with Manchester City Council's Post 16 Lead to ensure regular and appropriate support and signposting is in place.

From the start of Y12, students are expected to identify their aspirations and intended destinations. We capture this data via Compass and Cedar. This allows us to benchmark, manage, track and report on our academy's careers programme. Throughout this time their aspirations and intended destinations may well change as a result of the advice and guidance they receive and where possible Cedar is updated.

Towards the end of the Spring term / start of Summer term students complete a google form questionnaire that outlines their expected destination, subject or course / level of qualification. As part of this questionnaire, we seek students' permission to store their data for destination tracking. We ask students to update their contact details (personal email addresses and telephone details). We explain that we will be contacting them via phone and email, over the next three years for an update on their pathway. We will make three

attempts to capture the destination data before logging as “unknown”. We stipulate that their personal data is stored for this purpose only. We also communicate with Parents / Carers (FORM B).

Following Results Day, destinations are confirmed by our internal staff and external providers, and support is offered to those whose results have altered their education/training plans.

The destinations of Year 12 and 13 pupils in Manchester LA are currently tracked by Future You and Career Connect, and we work closely to ensure this is captured accurately.

It is our intention to commit to the actions below:

## Year 12 / 13 destination plan

Autumn Term	Spring Term	Summer Term
<p>Collect intended destinations (College, University, apprenticeship, employment) from Year 12/13.</p> <p>Ensure support is in place for the application process (personal statement, interviews skills etc)</p> <p>Interventions for students who do not know what their intentions are i.e Career Advisor/Destinations Manager</p> <p>Apprenticeship support sessions</p> <p>Outreach activities &amp; assemblies for Year 12/13 from post 16 providers / apprenticeship opportunities</p> <p>1:1 guidance sessions continue from Y12</p> <p>Parents information on post 18 pathways</p>	<p>Collect application data from students. Where have they applied, what course and level.</p> <p>Interventions for students that have not made any applications i.e Careers Advisor</p> <p>1:1 guidance sessions</p> <p>Lunchtime drop in sessions with Career Advisor/Destinations manager</p> <p>Parent information on post 18 pathways</p> <p>Invite students to join alumni group via social media networks i.e LinkedIn for KS5</p> <p>PSHE / Tutor time - prep for interviews / mock interviews</p> <p>Offer bespoke support for transition plans (SENCO)</p>	<p>Students complete google form questionnaire that outlines their accepted destination, subject or course / level of qualification and gives consent for future contact (Form A)</p> <p>Interventions for students that have not secured any offers i.e Careers Advisor</p> <p>Sign students up to alumni groups.</p> <p>Inform parents of destination tracking obligation (Form B)</p> <p>Gather destination data at results day</p> <p>Champion alumni success stories (eg graduation, course completion)</p> <p>CEIAG exit survey completed</p>

<p>Champion stories from recent alumni</p> <p>Core time – sessions focused on completing applications online, CV writing, personal statements</p> <p>SEND 1:1s and EHCPs reviews</p>		
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### Three-Year Destination Data Collection Plan

	Autumn Term	Spring Term	Summer Term
Current Y12 cohort	<p>Collect intended destinations (university, apprenticeship, employment)</p> <p>Interventions for students who are unsure of their destination</p>	<p>Update intended destinations (university, apprenticeship, employment)</p> <p>Update application data on all students and arrange additional careers guidance for any unsure.</p> <p>Further interventions for students that are still undecided in their post 18 applications – Careers Adviser to support</p> <p>Update Destinations sheet as students get confirmed places at colleges – courses and intended levels etc.</p>	<p>Update intended destinations (university, apprenticeship, employment)</p> <p>Further interventions for students that are still undecided in their post 18 applications</p> <p>Update Compass as students get confirmed places at universities – courses and intended levels etc</p> <p>Students complete a Google Form questionnaire that outlines their accepted destination, subject or course / level of qualification and gives consent for future contact</p>
Academy leaver 1st, 2nd, 3rd year	Results day collection re-enrolment (August)	Contact via social media and promote alumni opportunities to support academy CEIAG events	Promote alumni on social media

	<p>Internal destination check - contact other providers re Post 18 starters</p> <p>Careers Adviser continue to support and evidence of September Guarantee</p> <p>Promote alumni on social media</p> <p>Updates records as information is available</p> <p>Liaise with colleges for information on student courses for Y12 Begin individual contact to ensure information up to date and to keep contact.</p> <p>KS5 Awards Evening – complete short update survey and update Destinations tracker</p>	<p>Internal sustained destination check</p> <p>Receive destination data from LA via SLA. Begin further analysis and sharing of information</p> <p>Continue to liaise with colleges re ex-students and offer further opportunities to engage with us</p>	<p>Internal sustained destination check</p> <p>Liaise with colleges re information on courses</p> <p>Contact Y13 re: future plans.</p>
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Destination data provided to the Trust (4 entries per cohort)

Past Y13

By the end of the 2nd week of Autumn term the intended destination of the past Y13 needs to be entered onto Trust 'CEIAG Metrics & Destinations' spreadsheet

By the 31/12 the actual destination (unvalidated) data of the past Y13 needs to be entered onto the spreadsheet

By the 31/3 of the following year the actual destination (validated) data of the past Y13 needs to be entered onto the spreadsheet



## Form A: Template for Google Form: Destination Consent Form

We would like to contact you after you have left our academy to find out what further education, training, or employment you do in the three years after leaving us. This helps us to review the impact of careers guidance and your educational journey with us. We are always looking for ex-students to come back and share their career journey!

To do this we need your agreement to store your personal details. We will contact you via your personal email or phone to complete a short survey each year in the summer term.

The data collected by the school and the local authority will be securely stored so that we can evaluate the careers support we provide, and used for this purpose only. It will only be published in an anonymised format so your personal details will always remain private.

Name:	
Date of Birth:	
Year of leaving school:	
Personal Email:	
Telephone number:	
Destination information What have you secured to do after leaving our academy?	<ul style="list-style-type: none"> <li>● Employment with training</li> <li>● Apprenticeship</li> <li>● College</li> <li>● Sixth form</li> <li>● Voluntary work</li> <li>● Traineeship</li> <li>● Other (specify)</li> </ul>
Subject / Course / job title:	
Level of study:	
College /University / Employer name:	
Start date:	
Expected duration:	

## Form B: Communication to Parents / Carers

Dear Parent / Carer,

To make sure we're providing great careers guidance and information, we record where our pupils go after they finish their time at school and the following three years.

To be able to do this, we'll be talking to our Year 12 and Year 13 students about how we collect and maintain their destination data. We will then ask their permission to securely store their personal email address and telephone number so that we may contact them.

This data helps to review the impact our careers programme has had and is a vital part of enabling us to identify ways they can improve our careers offer for future pupils.

Have any questions about this? Please get in touch with Ali at [ali.harrison@coopacademies.co.uk](mailto:ali.harrison@coopacademies.co.uk) - our Careers Leader.