

Embedding whole-school CRL through effective staff CPD

School: Lyng Primary School

PRIMARY
Start Small
Dream Big

THE CAREERS &
ENTERPRISE
COMPANY

Activity Overview

Lyng Primary School in the West Midlands Combined Authority Careers Hub sought to develop a whole-school approach to career-related learning (CRL) to raise pupils' aspirations, challenge stereotypes and help children understand the relevance of their learning to future careers. As part of the Start Small; Dream Big pilot, the school made use of the available resources and developed a bespoke CPD programme for their staff. The CPD programme was designed to embed CRL across the curriculum, ensuring that pupils could make meaningful connections between classroom learning and the world of work. The initiative also aimed to strengthen engagement with employers, parents and the wider community, creating a collaborative network to support pupils' awareness of future opportunities and broaden their horizons.

What Did Staff Say?

"The support of SIPS [the delivery provider] and the Careers Hub gave me an abundance of confidence and great ideas. I think staff thought it was going to be quite tricky to do at first, but actually it has been seamless. I have definitely seen the transformation in the staff's view of career-related learning. They are all fully aware of it, we have a way of bringing it into any lesson at any point now, and they are all on board. People are coming to me out of the blue with ideas."

- Deputy Headteacher.

Approach

Using the resources available during the Start Small; Dream Big pilot, Lyng Primary School's internal programme focused on exploring bias, stereotypes and inclusion within careers education. The session required approximately three hours of planning and equipped subject leaders and staff with the knowledge and confidence to embed CRL throughout the school. As a result, subject leaders undertook a systematic review of curriculum plans to identify opportunities for meaningful career links across all subject areas. They developed and implemented a strategic action plan to ensure CRL was embedded consistently and sustainably within teaching and learning. A key focus of this plan was to ensure that all pupils, including those with SEND and those requiring additional support, could access meaningful CRL experiences.

The initiative also strengthened collaboration with employers, parents and governors. By making effective use of curated employer and volunteer databases, the school expanded engagement with the wider community, providing pupils with access to a broader range of local role models and career experiences.

Impact

The initiative had a positive impact on pupils, staff and the wider school community. The CPD programme significantly increased staff confidence, knowledge and capability in delivering CRL. Teachers at Lyng Primary School now make more consistent and purposeful links between curriculum content and the world of work. As CRL has become more embedded in the school's approach, pupils have also developed a stronger understanding of how their learning connects to future opportunities. They are increasingly confident in discussing their aspirations, skills and potential career pathways and have gained exposure to a broader range of careers and role models.



Top tips from the Careers Leader at Lyng Primary School

- Make CRL part of school improvement planning.
- Engage with employers early and give them clear options.
- Link CRL to oracy and personal development.