Springpod

CASE STUDY

Nicholas Chamberlaine School

Opening up horizons in an area with some of the lowest social mobility in the country

Careers Leader of the Year · Springpod Impact Awards 2026

At Nicholas Chamberlaine School, Careers Leader **Alex Parsons-Moore** uses Springpod to put major employers within reach of every student.

THE CHALLENGE

An area in the bottom 10% nationally for social mobility among young people

HOW THEY USE SPRINGPOD

Career exploration, Sixth Form enrichment, and an alternative when in-person work experience isn't available

STANDOUT RESULT

A student who discovered their career through Springpod was named apprentice of the year at Severn Trent

9/10
Value of Springpod as a careers support tool

9/10
Improves students' understanding of career pathways and skills

10/10
Likelihood to recommend Springpod to a colleague

Ratings given by Alex Parsons-Moore, Careers Leader

RECOGNITION

Careers Leader of the Year 2026

Alex was named Careers Leader of the Year at the Springpod Impact Awards, which recognise the organisations, initiatives and individuals making a real difference to young people's career readiness. The award recognised the reach of Wide Horizons, from a presentation to 1,400 students to smaller university and engineering sessions.

> *"This is careers leadership at its very best… Alex is a truly deserving winner."*
>
> **Jo Bishop, Senior Schools and College Outreach Lead, Springpod**

THE CHALLENGE

Big opportunities nearby, but out of reach

The Social Mobility Commission found that Nicholas Chamberlaine School's area is in the bottom 10% in the country for social mobility among young people.

Many students grow up in a community where most of the jobs on offer are low skill and low pay. That often shapes what they believe is possible for them, even though they live close to Birmingham, world-leading universities and major employers.

> *"Springpod puts these opportunities within reach for students who do not always have the social capital to make them a reality."*
>
> **Alex Parsons-Moore, Careers Leader**

HOW NICHOLAS CHAMBERLAINE USES SPRINGPOD

Part of a much bigger careers offer

33
events in one year

4,000+
opportunities for students in Years 7 to 13

Springpod is one part of Alex's careers programme, **Wide Horizons**. In one year, Wide Horizons ran 33 events and created more than 4,000 opportunities for students from Year 7 to Year 13.

Alongside this, the school uses Springpod in three main ways.

1

Exploring careers

Staff recommend Springpod experiences to students who want to explore a career that interests them, at their own pace.

2

Sixth Form enrichment

Sixth Form students complete experiences as enrichment, giving them something real to talk about in their CVs and personal statements.

3

When placements aren't possible

Some placements are hard to arrange, such as with the RAF. Springpod gives students those experiences when a physical placement isn't readily available.

> *"The ease of access and the huge range of opportunities that are accessible to students. The fact that it is so simple to utilise as a Careers Leader."*
>
> **Alex, on what he likes most about Springpod**

THE IMPACT

New routes, new ambitions

- **Students are exploring careers they'd never have considered**
  Springpod lets students explore careers in a meaningful way and at their own pace. In an area with such low social mobility, Alex describes this as "invaluable". "I am certain that this has allowed some students to pursue a career path that they would not have previously thought about."
- **More students are choosing apprenticeships**
  Over the last year, a growing number of students have chosen an apprenticeship rather than going straight on to higher education. Across the whole Wide Horizons programme, the share of sixth formers going straight to university has moved from around 85% to around 40%, with many of the rest now taking apprenticeship routes.
- **Opportunities in almost every sector**
  What surprised Alex most was the sheer range on offer: "The range of opportunities available in almost every sector you can think of and with major employers."

STUDENT STORY

From a Springpod experience to apprentice of the year

One student completed a Springpod experience and discovered a career they hadn't considered before. It led them to an apprenticeship as a **project manager at Severn Trent Water**. The school recently heard that the student isn't just thriving in the role. They've also been named **apprentice of the year**.

ALEX'S ADVICE TO OTHER CAREERS LEADERS

"Why aren't you using it already!?"

Want to try Alex's approach?

- **Signpost experiences** to students who are curious about a sector
- **Fill the gaps in work experience** where in-person placements are hard to arrange
- **Build it into Sixth Form enrichment** to strengthen CVs and personal statements
- **Track it all for free** with the Educator Portal and evidence your impact

Springpod is free for schools, colleges and students.
To find out how it could work for you, contact **Jo Bishop** at jo.bishop@springpod.com

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