

»» Careers

# ACHIEVING EXCELLENCE IN YOUR CAREERS GUIDANCE

Your guide to the Gatsby Benchmarks  
and what they mean for you

We will provide regular feedback and evidence for the services that we deliver for your school including termly review meetings, comprehensive end of year evaluation reports, student experience feedback reports, a Choices magazine for every Year 11 student, and regular newsletters.

The Gatsby Benchmarks are a framework of eight guidelines that define the best careers provision in schools and colleges. They underpin the government's careers strategy and provide an essential framework for planning or improving your careers programme.

All schools and colleges are expected to be working towards the Gatsby Benchmarks now and be successfully achieving all eight by the end of 2020.

As a long-established, accredited provider of careers guidance services, Education Development Trust offers a range of services that can support you in achieving the Gatsby Benchmarks. Working directly with you, we can design a bespoke package of services that precisely meets the careers needs of your school or college. Our clear pricing policy makes it straightforward for you to understand exactly what you will pay for the services you receive.



## GATSBY BENCHMARK

# 1. A STABLE CAREERS PROGRAMME

Every school and college should have an embedded programme of career education and guidance that is known and understood by students, parents, teachers, governors and employers.

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

Every school should have a stable, structured careers programme that has the explicit backing of the senior management team, and has an identified and appropriately trained person responsible for it.

The careers programme should be published on the school's website in a way that enables pupils, parents, teachers and employers to access and understand it. The programme should be regularly evaluated with feedback from pupils, parents, teachers and employers as part of the evaluation process.

## HOW WE CAN HELP

### Careers curriculum design and development

We can provide specialist careers curriculum expertise and continuing professional development that supports schools and colleges to assess, plan and develop their CEIAG strategy and provision.

A well-designed careers curriculum will assist in hitting all of the benchmarks. We can assist you in developing and implementing your careers programme inline with the 2020 target.

### Tailored specialist careers support

Our advisers can deliver one-to-one interviews, group careers and employability skills workshops, parents' evenings and tailored transition support for vulnerable students and those with special educational needs and disabilities (SEND).

### A comprehensive work-related learning programme

We can manage your work-experience programme including employer visits, mock interviews, careers events and our complete end-to-end work experience placement programme. We hold the Fair Train Work Experience Gold Standard.

### Rigorous tracking and information management services

To support development of your careers programme we can provide bespoke management information and data reporting services, providing you robust, accurate and well-designed data solutions and expert analysis.

① Denotes other Gatsby Benchmarks supported

## GATSBY BENCHMARK

# 2. LEARNING FROM CAREER AND LABOUR MARKET INFORMATION

Every pupil, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make the best use of available information.

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

By the age of 14, all pupils should have accessed and used information about career paths and the labour market to inform their own decisions on study options.

Parents should be encouraged to access and use information about labour markets and future study options to inform their support to their children.

## HOW WE CAN HELP

### Specialist LMI lessons and assemblies

Our LMI practitioners design engaging lesson plans on key labour market topics for delivery by our advisers in the classroom or in assemblies. Lesson plans and activities are tailored to meet your specific requirements.

### Personal careers guidance

We provide impartial one-to-one guidance with professional and qualified practitioners, empowering young people to make informed career decisions and raising aspirations. LMI ensures that advisers are using the latest data to inform their practice.

### Bespoke LMI resources

We produce a range of LMI resources to ensure students are fully aware of their career options.

### The latest LMI news and updates

We provide access to bulletins that provide insight into current and future trends in careers, education and skills.

### An end-to-end work experience programme

We manage an end-to-end work experience programme which gives young people an invaluable insight into the world of work.

### Parents and carers evenings

We are experienced at organising careers events for parents and carers. Attendees will gain awareness of the full range of careers options available.

### Bespoke literature for parents and carers

We produce resources for parents/carers about the national and local labour market, changes in job roles and sectors and the current study options available to young people.

① Denotes other Gatsby Benchmarks supported

## GATSBY BENCHMARK

# 3. ADDRESSING THE NEEDS OF EACH STUDENT

**Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.**

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

A school's careers programme should actively seek to challenge stereotypical thinking and raise aspirations.

Schools should keep systematic records of the individual advice given to each pupil, and subsequent agreed decisions. All pupils should have access to these records to support their career development.

Schools should collect and maintain accurate data for each pupil on their education, training or employment destinations for at least three years after they leave the school.

## HOW WE CAN HELP

### A quality careers information advice and guidance service

Our advisers deliver one-to-one interviews, group careers sessions and employability skills workshops, providing a detailed individual action plan for every student.

①

②

⑧

### A comprehensive work-related learning programme

We can manage your work-related learning programme including employer visits, mock interviews, careers events and our complete end-to-end work experience programme. We hold the Fair Train Work Experience Gold Standard.

⑤

⑥

### Bespoke LMI resources

We provide a regular LMI bulletin and can provide custom LMI for your school, such as design and delivery of lesson plans, employer case studies and a range of resources for both teachers and students such as booklets, infographics and factsheets.

②

④

⑦

⑧

### Rigorous destination tracking services

Our rigorous tracking, follow-up and data reporting services can be tailored to meet your needs. We can track from as few as 10 young people up to cohorts of 25,000, providing robust data that can be used for Ofsted inspections and your own marketing purposes.

①

⑧

① Denotes other Gatsby Benchmarks supported

## GATSBY BENCHMARK

# 4. LINKING CURRICULUM LEARNING TO CAREERS

**All teachers should link curriculum learning with careers. STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.**

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

By the age of 14, every pupil should have had the opportunity to learn how the different STEM subjects help people to gain entry to, and be more effective workers within, a wide range of careers.

## HOW WE CAN HELP

### Helping young people use LMI

We are highly experienced in utilising data sources to make LMI relevant and interesting. We produce a range of infographics, presentations and publications to illustrate the importance of STEM qualifications in today's job market.

①

②

### Specialist sector talks and employer presentations

We arrange events to ensure young people are informed about the skills essential to today's economy. Where appropriate, this includes STEM-specific activities.

⑤

⑥

### Sector workshops

Our advisers have experience of delivering sector workshops which can be tailored to a range of sectors.

①

②

① Denotes other Gatsby Benchmarks supported



## GATSBY BENCHMARK

# 5. ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES

Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

Every year, from the age of 11, pupils should participate in at least one meaningful encounter with an employer where the student has an opportunity to learn about what work is like or what it takes to be successful in the workplace.

## HOW WE CAN HELP

### Employer talks

We can arrange for employers to visit and speak to students, giving an insight in what it's like to work for their organisation and what their expectations are.

①

②

⑥

### Careers fairs

Using our network of employers and providers we can organise careers fairs, enabling pupils to learn about the range of opportunities available to them.

①

②

⑥

⑦

### Mock interviews

We have relationships with a range of employers who can support students to gain a better understanding of what it is like to have an interview and provide invaluable interview feedback.

①

②

⑥

### Taster days

Through a variety of partnership arrangements with businesses, colleges and universities we arrange for pupil and/or staff to participate in visits and discover the entry routes, progression prospects and the chance to really understand a particular industry or learning provider.

①

②

⑥

⑦

① Denotes other Gatsby Benchmarks supported

## GATSBY BENCHMARK

# 6. EXPERIENCE OF WORKPLACES

Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities and expand their networks.

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

By the age of 16, every pupil should have had at least one experience of a workplace, additional to any part-time jobs they may have.

By the age of 18, every pupil should have had one further such experience, additional to any part-time jobs they may have.

## HOW WE CAN HELP

### An end-to-end work experience programme

Our Gold Fair Train-accredited work experience programme offers young people a real insight into the world of work, helping them to discover the skills needed in today's labour market. Our dedicated team does all the work to source, match and place students – we take care of everything from start to finish. Whether it be a one-week work placement or an extended placement, our programme will help inspire young people through a positive experience.

①

②

⑤

### Work shadowing

We can arrange work shadowing for both pupils and teachers, which involves observing a professional in their job to gain a better understanding of their industry. This provides an overview of a career and hands-on experience; we work with our extensive database of employers to ensure the most suitable opportunities are provided.

①

②

⑤

### Workplace visits

We can also arrange visits to employers – both national and SMEs – to give young people the chance to get a taster of what it is like to be in the workplace. Again, you benefit from our extensive database of welcoming and supportive employers so we can meet your students' needs.

①

②

⑤

① Denotes other Gatsby Benchmarks supported

## GATSBY BENCHMARK

# 7. ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION

All students should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

By the age of 16, every pupil should have had a meaningful encounter – one in which the student has an opportunity to explore what it is like to learn in that environment – with providers of the full range of learning opportunities, including sixth forms, colleges, universities and apprenticeship providers. This should include the opportunity to meet both staff and pupils.

By the age of 18, all pupils who are considering applying for university should have had at least two visits to universities to meet staff and pupils.

## HOW WE CAN HELP

### Provider talks

We can arrange for providers – from both further and higher education establishments – to visit and speak to students about what it is like to undertake studies within their organisation. We can ensure young people not only speak to teachers and trainers but also past and present learners.

①

②

### Careers fairs

We organise careers fairs which not only include employers with apprenticeship opportunities but also further and higher education providers including training providers.

①

②

⑥

### Taster days

We organise a range of college and university visits – including facilitating those for gifted and talented students – to meet students' requirements.

①

②

### Mock interviews

Our mock interviews for young people applying for apprenticeships and university ensure they can perform well and successfully sell their skills under pressure.

①

②

### FE and HE applications and admissions guidance

We can provide expert advice and guidance to pupils around the applications process for college and university including selecting the right course, completing application forms, writing personal statements and understanding fees and funding.

①

⑧

① Denotes other Gatsby Benchmarks supported

## GATSBY BENCHMARK

# 8. PERSONAL GUIDANCE

Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.

### WHAT IT MEANS FOR YOU AND YOUR SCHOOL

Every pupil should have at least one such interview by the age of 16, and the opportunity for a further interview by the age of 18.

## HOW WE CAN HELP

### Impartial advice and guidance (IAG) from qualified careers professionals

①

③

We are committed to ensuring that all of our Careers Advisers:

- Are qualified to Level 6 in careers or are working towards this degree-level qualification in guidance.
- Are members of the Career Development Institute, therefore committed to undertaking at least 25 hours of CPD each year; this ensures their knowledge is up to date, accurate and relevant.
- Have experience of supporting a range of students from SEND through to young people supported in alternative provisions.
- Have specialist prevent and safeguarding training to ensure they can respond and highlight any concerns.

As an organisation, Education Development Trust:

- Hold the Matrix accreditation quality standard for information, advice and guidance services.
- Quality assures all guidance delivered in your organisation to ensure your young people are best supported.
- Ensures a Contract Manager is in place to work directly with your school, responding to needs and ensuring delivery is always of the highest quality.

① Denotes other Gatsby Benchmarks supported

'The quality of careers information, advice and guidance that pupils receive is strong. The school provides very effective impartial careers guidance for all pupils, including those in the sixth form. Pupils receive excellent support with applications and for interviews, which contributes to their success in securing apprenticeships.'

**Ofsted report January 2019 from the UTC South Durham,  
client of Education Development Trust.**

**To find out more about how we can support you  
with your careers programme, contact us:**

**Email**

[careersinfo@educationdevelopmenttrust.com](mailto:careersinfo@educationdevelopmenttrust.com)

**Telephone**

North 0191 301 3800

South 01329 559 170



[educationdevelopmenttrust.com](http://educationdevelopmenttrust.com)