



Understanding the updates to the Gatsby Benchmarks

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The Eight Gatsby Benchmarks

1. A Stable Careers Programme
 2. Learning from careers and labour market information
 3. Addressing the needs of each young person
 4. Linking curriculum learning to careers
 5. Encounters with employers and employees
 6. Experiences of workplaces
 7. Encounters with further and higher education
 8. Personal guidance
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Why have they been updated?

The Gatsby Benchmarks were introduced 10 years ago, there is a huge amount to celebrate and be proud of:

- Widespread adoption and implementation – more than 90% of schools and colleges, which is over 4,000 institutions – now measure their careers provision using the eight Gatsby Benchmarks.
- Progress – benchmark achievement has more than doubled, from less than 1.9 benchmarks out of 8 in 2018, to 5.8 today.
- Making a difference – young people's career readiness is increasing, and they are more likely to be satisfied with the career guidance they receive
- Positive impact on outcomes – the more benchmarks a school or college achieves, the lower the number of young people becoming NEET (not in education, employment or training) at age 16 or 18.

Source: Gatsby (2025)



In the last decade, schools and colleges have innovated, technology has advanced and there have been significant changes to both the education landscape and the labour market. Some independent training providers (ITPs) also started applying the Benchmarks for use in their settings.

The success of the Benchmarks and these changes to the education landscape and labour market have informed what is staying the same and what updates have been made.

Source: Gatsby (2025)



What has changed?

Evidence of impact is already strong and continues to grow, and evidence tells us that careers guidance in this country is moving in the right direction and is delivering substantial benefits for young people.

Remember that:

- More than 90% of schools and colleges now measure their careers provision using the Eight Gatsby Benchmarks
- Benchmark achievement has more than doubled, from less than 1.9 benchmarks out of 8 in 2018, to 5.5 today
- Young people's career readiness is increasing, and they are more likely to be satisfied with the career guidance they receive
- The more Benchmarks a school or college achieves, the lower the number of young people becoming NEET (*not in education, employment or training*) at age 16 or 18

Five prominent themes emerged from the evidence used during the review of the benchmarks

1. Careers at the heart of education and leadership
2. Inclusion and impact for each and every young person
3. Meaningful and varied encounters and experiences
4. Focusing on the use of information and data
5. Engagement of parents and carers



Resources

Gatsby Good Career Guidance Summary for Schools

<https://www.gatsbybenchmarks.org.uk/app/uploads/2025/02/j0716-gatsby-summary-of-changes-schools-final.pdf>

The full Good Career Guidance: The Next Ten Years report

<https://www.gatsbybenchmarks.org.uk/app/uploads/2024/11/good-career-guidance-the-next-10-years-report.pdf>

Thank you!

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