

INFLUENCERS

APPRENTICESHIP BENCHMARK TOOL

Designed to support educational establishments in ensuring they achieve the Gatsby benchmarks.



Introduction

In 2017, the 'careers strategy' was published as part of the government's plan to make Britain fairer, improve social mobility and offer opportunity for everyone;

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664319/Careers_strategy.pdf

The strategy outlines 8 benchmarks, otherwise known as the 'Gatsby Benchmarks'. Schools and colleges are expected to use the benchmarks to develop their careers provision. The benchmarks ensure that school's fulfil their statutory duty to provide excellent careers guidance which informs students and their families about the full range of education and training options.

Using the benchmark tool

This tool has been created to help educational establishments assess how well they fulfil their statutory requirements to provide quality careers provision that supports the promotion of career alternatives like apprenticeships to students and their guardians.

How the tool works

There are 30 questions for you to answer, which have been categorised by:

- strategy
- students
- teachers and governors
- employers
- parents
- your school as an employer

Each question has three statements beside it. Circle or note which statement best reflects your schools current careers practices.

Each statement is marked as either **red**, **amber** or **green** which means:

- **red** - current careers provision in this area is limited
- **amber** - current careers provision in this area is in development
- **green** - current careers provision in this area is established.

You can use the grading system to assess areas that your school excels and areas where improvement is needed. This can then be used to help develop the school's careers strategy.

For further information and to access resources about apprenticeships visit: www.apprenticeships.gov.uk/influencers

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Strategy				
Question	Red statement - Limited	Amber statement - in development	Green statement - established	Score/Notes
Does your school display information about students that have successfully secured an apprenticeship to inspire other students?	No, they do not currently feature.	We have been thinking about it and may consider it for next year's plan.	Yes, we do include apprenticeships within the school development plan.	
Does your school record and use student destination data for those that progress into apprenticeships? Does your school set targets to increase progression rates into apprenticeships?	No, there are not currently any targets or measures for student progression to apprenticeships.	We have started to monitor this and we are aware of some data, but it is not always systematically collected and tracked.	Yes, we do set targets and measures for student progression into apprenticeships.	
Is your school aware of the statutory guidance for schools on providing careers guidance and inspiration? https://www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools	No, we are not aware of this.	This is the responsibility of the careers lead rather than the wider school community and would be reflected in our CEIaG strategy.	Yes, we are fully aware and have set ourselves measures against each of the school responsibilities outlined.	
Is your school aware of the Ofsted requirements to provide impartial careers guidance that prepares students for their chosen next steps and enables them to make well-informed decisions about their future plans?	No, we are not aware of this.	Yes, we are aware of this. We support students to carry out their own research.	Yes, we are fully aware and ensure that all careers advice is completely impartial for individual students.	
Does your school publicise how many students have progressed to apprenticeships in recent years and into which companies / job roles / levels?	No, we do not publicise when students have gone into an apprenticeship.	Yes, we tend to list the apprenticeship programme that they are studying in the annual newsletter.	Yes, we are really proud of our students that progress onto apprenticeships and publicise the employer they are working for.	
Does your school celebrate students that have progressed into an apprenticeship as well as those who have gone onto full-time university?	No, we do not celebrate students that have gone on to an apprenticeship.	Yes, we include them in the listing of destinations that we send home to parents.	Yes, we include them in all activities such as destination newsletters, awards ceremonies, on our school website and anywhere else we can.	

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Does your school display information about students that have successfully secured an apprenticeships to inspire other students?	No, we do not display this information.	Yes, we let students know informally about which past students have progressed.	Yes, we have a wall that celebrates and recognises past students that have gone on to an apprenticeship.	
Students				
Are all students in Years 10, 11, 12 and 13 given access to information about apprenticeships, regardless of their academic ability and planned / intended destination?	No, we tend to restrict information about apprenticeships to those we feel it would be suitable for.	Yes, we do give top level information about apprenticeships to all students, but tend to go more in depth with those we know won't be staying on for 6th form or going to university.	Yes, we ensure that all students understand apprenticeships as thoroughly as other post-16 and post-18 options, alongside college, gap years and full-time university, regardless of their academic ability.	
Are all students routinely encouraged to register on 'Find an apprenticeship' and supported to use this free resource throughout the year?	No, students are not encouraged to register on Find an apprenticeship.	Yes, students are encouraged to register but then it's up to them to carry out the searches in their own time.	Yes, students are encouraged to register and we also support them with their applications through the site.	
Is the information that is given to students about apprenticeships repeated and updated at various points throughout the year?	No, we do not give out information about apprenticeships.	We ensure that students receive an assembly, but then we rely on them seeing notice boards and undertaking their own research to keep up to date.	Yes, apprenticeships feature regularly through assemblies and other communication channels to ensure that they are aware of the opportunities throughout the year.	
Does your school invite other local training providers to engage with students about apprenticeships e.g. colleges/training providers/universities?	No, we do not invite other training providers to engage with our students.	Yes, we do have them along to our annual careers fair.	Yes, we have good relationships with our local training providers and they regularly support activities.	
Does your school arrange visits for students to apprenticeship events/roadshows as well as UCAS fairs?	No, we do not arrange for students to attend apprenticeship events.	No, we do not arrange for students to attend apprenticeship events.	Yes, we support students to attend apprenticeship focussed events.	

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Are students who complete apprenticeship applications supported by staff members e.g. proof reading, providing feedback, support to meet deadlines?	No, we do not get involved in student applications for apprenticeships.	Yes, we let them know that we can help if they feel like they need it.	Yes, each student completing apprenticeship applications is assigned a mentor and encouraged to attend additional job-preparation workshops.	
Are students encouraged to consider the transferability of content from their UCAS personal statements to the apprenticeship application process?	No, we do not look at transferability from their UCAS personal statement.	Yes, we let students know that some of the content could be used.	Yes, we support students to put together a really good personal statement as a starting point and then extract relevant parts to support apprenticeship applications.	
Are students who are successful in accessing the next stage of the apprenticeship recruitment process supported to understand what to expect and how to be successful? e.g. assessment centres, online tests etc.	No, we do not get involved with students who are applying for apprenticeship vacancies.	Yes, we let them know that we are here to help if they feel that they need it.	Yes, we run mock assessment centres for students to practice and have links with local employers who also offer mock interviews and access to online tests.	
Are students who participate in apprenticeship recruitment activities encouraged to share their experiences with other students?	No, we do not create opportunities for students to share their experiences.	Yes, within the year the students who are applying for apprenticeships will share their experiences informally.	Yes, we actively encourage students to share their experience and support them with identifying areas to improve.	
Teachers and governors				
Do apprenticeships feature as part of the CPD programme for teachers and governors to enable them to build their knowledge and confidence in the current apprenticeship offer and the expanding range of opportunities.	No, we do not currently provide CPD opportunities for teachers and governors regarding apprenticeships.	By default, the staff that attend assemblies and workshops will pick up new information on apprenticeships but we don't include it as a core activity yet.	Yes, there is a staff and governor CPD programme in place that includes a range of activities including staff inset, visits to local employers and bringing employers and apprentices in to speak.	
Do staff feel confident in delivering assemblies and workshops to support students to consider apprenticeships?	No, staff would not feel confident in delivering an assembly about apprenticeships.	Partly. Staff would be able to deliver an assembly about apprenticeships, but would prefer to bring in an external speaker instead.	Yes, staff are confident in delivering an assembly about apprenticeships and they do.	

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Do staff feel confident in signposting students where to find more information about apprenticeships?	No, staff would not feel confident in signposting students to more information about apprenticeships.	Partly. Staff would generally signpost to the careers expert for the school or to the head of year.	Yes, staff are confident in signposting students and aware of a range of apprenticeship job opportunities linked to their subject area.	
Do staff visit local employers who offer apprenticeships to increase their knowledge of the opportunities and what employers are looking for?	No, staff do not visit local employers to find out about apprenticeships.	Yes, but this happens very rarely.	Yes, we have good links with our local LEP and arrange a number of staff visits each year.	
Employers				
Does your school invite local employers offering apprenticeship schemes in to talk to students and parents?	No, we do not invite employers to talk to students.	Yes, we have an annual careers fair where employers can meet students.	Yes, we have a schedule of employer activities running throughout the year.	
Does your school maximise connections with governors who may have links to business?	No, we do not involve governors in this type of activity.	Yes, we are aware of our governors and from time to time they may support various activities.	Yes, we have really good links with our governing body and they have helped to introduce us to a wide range of businesses in the local community.	
Does your school invite past students who are now employed as apprentices to visit and speak to current students, staff and parents?	No, we do not bring back past students who are now apprentices.	Yes, but mainly if they contact us to offer their services.	Yes, we systematically track past students who are apprentices and use them to inspire other students, staff and parents.	
Parents				
Does your school include information about apprenticeships for parents as part of post-16 and post-18 guidance?	No, we do not include information on apprenticeships for parents.	Yes, we will make reference to it during the post-16 and post-18 talks.	Yes, we hold specific events for parents so that they can find out more about apprenticeships.	

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Is the messaging around apprenticeships to parents positive, positioning them alongside full-time university as a credible alternative option?	No, we do not promote apprenticeships alongside full time university.	Yes, we do include some information but full time university and UCAS is still the easier thing to talk about.	Yes, we ensure that whenever we talk about full time university we also talk about apprenticeships, particularly higher/degree apprenticeships.	
Does your school help parents to consider the financial benefits of fully funded degree apprenticeships alongside tuition fees for full-time university?	No, we do not cover the financial side of apprenticeships with parents.	Yes, we signpost them to information on the government site, but we don't cover in detail.	Yes, we ensure that parents completely understand how apprenticeships are funded and the impact on family benefits.	
Does your school provide guidance and support to parents to assist their son/daughter in searching for and applying for apprenticeships?	No, we do not provide support to parents on applying for apprenticeships.	Yes, we tell students to ask their parents to help them and to speak to us if they have any concerns.	Yes, we provide specific support for parents about supporting their child to find an apprenticeship.	
Your school as an employer				
Does your school employ apprentices?	No, we do not employ apprentices.	Yes, we have had apprentices in areas like business admin and IT support.	Yes, we employ apprentices at a variety of levels and are looking at how some of the new apprenticeship standards e.g. Teaching could support workforce strategies.	
Is your school subject to the apprenticeship levy?	I do not know.	Yes, but we are not planning to do anything with it.	Yes, we are completely aware of the levy, the opportunities that it presents and how to re-claim our levy through apprenticeship training.	

Additional resources

We have a wide range of resources that have been designed for schools to help promote apprenticeships to students and their guardians via our resource hub; www.apprenticeships.gov.uk/influencers/resource-hub


Some examples include:



Apprenticeship guides

Useful guides and fact sheets about apprenticeships and the benefits.

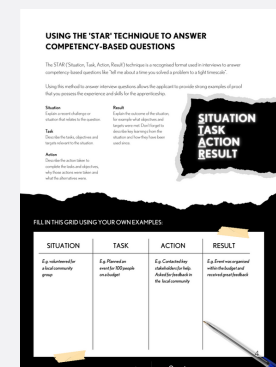
Visit:
www.apprenticeships.gov.uk/influencers/apprenticeship-guides



Student activity packs

Download interactive packs designed to inspire and inform young people about their career options.

Visit:
www.apprenticeships.gov.uk/influencers/student-activity-packs



Application support

Access advice, hints and tips to prepare for the apprenticeship application and interview process.

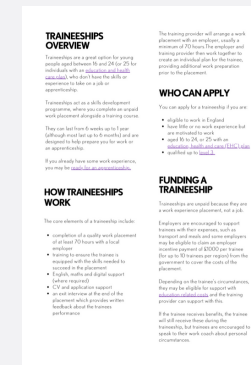
Visit:
www.apprenticeships.gov.uk/influencers/application-support



Subject snapshots

Resources designed to inspire young people to think about what apprenticeship opportunities their education and passions can lead to.

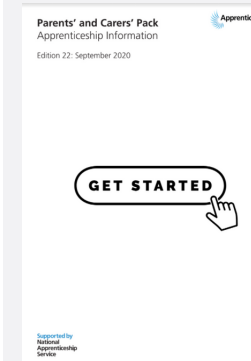
Visit:
www.apprenticeships.gov.uk/influencers/subject-snapshots



Traineeship guides

Discover more about traineeships using our helpful guides designed for teachers, students and employers.

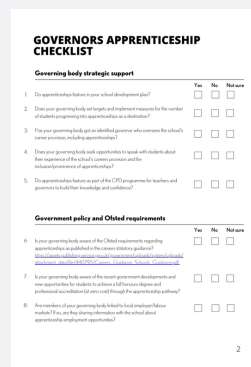
Visit:
www.apprenticeships.gov.uk/influencers/traineeship-resources



Resources for parents and carers

Access the latest resources designed for parents, carers and guardians to help them support a young person in making informed career decisions.

Visit:
www.apprenticeships.gov.uk/influencers/resources-for-parents



Resources for schools and colleges

Access guidance materials designed specifically for educational establishments.

Visit:
www.apprenticeships.gov.uk/influencers/resources-for-schools-and-colleges

More information on apprenticeships:

Visit: www.apprenticeships.gov.uk

Call: 0800 150 400

