

INFLUENCERS

# ACHIEVING THE GATSBY BENCHMARKS

**How to access government support to deliver quality careers provision in secondary education.**



# 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](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 - this ensures that they fulfil their statutory duty to provide excellent careers guidance which informs students and their families about the full range of education and training options available.

## The 8 Gatsby benchmarks

### 1. Stable careers programme

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

### 2. Learning from career and labour market information

Every student and their parent/guardian should have access to quality information about future study options and career opportunities. An informed adviser will ensure that the right information is delivered in the right way.

### 3. Address the needs of each student

Careers guidance and support should be tailored to the needs of each student, ensuring that equality and diversity considerations are embedded throughout.

### 4. Linking curriculum learning to careers

All teachers should link curriculum learning with careers. For example, STEM teachers should highlight what career opportunities link to STEM subjects.

## 5. Encounters with employers and employees

All students should have access to opportunities to hear from employers about work, career opportunities and the recruitment process. This could be done through enrichment activities such as guest speakers, mentoring or enterprise schemes.

## 6. Experiences of workplaces

Every student should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience. This helps their exploration of career opportunities and expands their network.

## 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 as well as learning in schools, colleges, university and the workplace.

## 8. Personal guidance

Every student should have opportunities for guidance interviews with a qualified careers adviser, this could be an internal or external adviser. Access to a career adviser interview should be available whenever significant study or career choices are being made.

## Support to help achieve the benchmarks

The 'Apprenticeships Support and Knowledge' in schools and colleges (ASK) programme, is a government funded programme which entitles all educational establishments in England to access support to promote apprenticeships to students and their parents and carers.

The programme also supports schools and colleges in achieving the 8 Gatsby benchmarks in relation to apprenticeships;  
[www.apprenticeships.gov.uk/influencers/request-ask-support](http://www.apprenticeships.gov.uk/influencers/request-ask-support)

## How Ofsted supports the benchmarks

The expectation of schools working towards achieving the benchmarks has been strengthened through the new Ofsted Education Inspection Framework (EIF).

The framework was published in May 2019 and states that secondary schools must prepare students for future success in education, employment and training using the Gatsby benchmark to develop and improve their careers provision;  
<https://www.gov.uk/government/publications/education-inspection-framework>

## How the ASK programme supports schools achieving the benchmarks

The below diagram shows how ASK supports schools in achieving their Gatsby benchmarks with regards to apprenticeships, either directly or indirectly through their activities and resources.

	Benchmark 1	Benchmark 2	Benchmark 3	Benchmark 4	Benchmark 5	Benchmark 6	Benchmark 7	Benchmark 8
Apprenticeships, traineeships and t level awareness assemblies	✓	✓	✓	✓	✓		✓	
Registration and application workshops	✓	✓	✓	✓			✓	
Interactive virtual workshops (years 10-13)	✓	✓	✓	✓			✓	
Mock assessment centre workshops	✓	✓	✓	✓	✓		✓	✓
Bespoke support for years 11 and 13	✓	✓	✓				✓	✓
Careers fairs	✓	✓	✓	✓	✓		✓	✓
Teachers and careers adviser training and development	✓	✓	✓	✓	✓		✓	✓
Parents and carers support	✓	✓	✓	✓	✓		✓	✓
<b>Online offer</b>								
Classroom resources	✓	✓	✓	✓			✓	✓
Apprentice ambassadors	✓	✓	✓	✓	✓	✓	✓	✓
Teacher and careers adviser webinars	✓	✓	✓	✓	✓		✓	✓



Direct link



Indirect link

**For more information visit:  
[www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)**

