

OVERVIEW – SETTING THE CONTEXT: THE GATSBY BENCHMARKS

"Young adults who recall four or more encounters with employers while at school are five times less likely to be NEET and earn on average, 18% more than peers who recall no such activities. Yet today young people have this kind of meaningful encounter with an employer each year in only 40% of schools." — Dr Anthony Mann

There is considerable evidence which demonstrates that the Gatsby benchmarks (highlighted below) has great impact for young people. The Company would encourage providers to pay particular attention to benchmarks 5 and 6.

GATSBY BENCHMARK	DEFINITION	CATEGORY
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 pupils, teachers, governors and employers.	Talks and Websites
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 best use of available information.	CV Workshops
3 Addressing The Needs Of Each Pupil	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.	Mock Interviews
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 career paths.	Mentoring
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.	Employability Workshops
6 Experiences Of Workplaces	Every pupil should have first-hand experience of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.	Enterprise Activities
7 Encounters With Further and Higher Education	All pupils 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.	Employer-Delivered Classroom Learning
8 Personal Guidance	Every pupil should have opportunities for guidance interviews with a career 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.	Workplace visits and experience
		Work Shadowing
		Volunteering and Citizenship

