

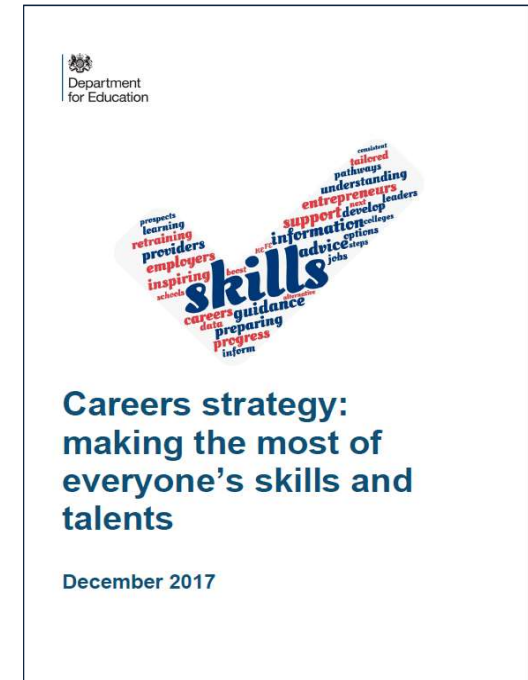
## The Careers Strategy Guidance for Governors

Lesley Thain  
Head of Education

# Agenda

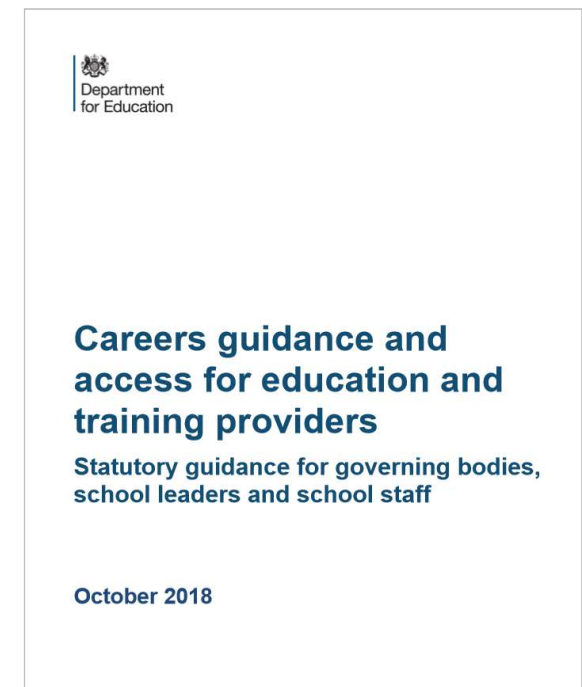


- Welcome
- An overview of the Careers Strategy and The Careers & Enterprise Company remit
- The Gatsby Benchmarks
- The role of Careers Leaders in schools
- Support and resources from The Careers & Enterprise Company
- How to evaluate your school's career provision against the Gatsby Benchmarks using digital tools Compass and Tracker
- Prompt questions for governors
- Close



## The Careers Strategy & Statutory Guidance

- The Government's careers strategy was published in December 2017.
- Statutory guidance for school leaders and school staff was published in January 2018, updated and re-issued in October 2018.
- The strategy sets out the plan for building a high-quality careers system to help young people choose career opportunities that are right for them.
- The aim of the strategy is to ensure that all young people get an excellent programme of advice and guidance, based upon their own needs.



## Requirements & Expectations of schools

\*taken from statutory guidance published by DfE in January 2018

Timing	Action
Ongoing (legal duty came into force in September 2012)	Every school must ensure that pupils are provided with independent careers guidance from year 8 to year 13.
From January 2018 (legal duty came into force on 2 January 2018)	Every school must ensure that there is an opportunity for a range of education and training providers to access all pupils in year 8 to year 13 for the purpose of informing them about approved technical education qualifications or apprenticeships. Every school must publish a policy statement setting out their arrangements for provider access and ensure that it is followed.
From January 2018 to end 2020	Every school should begin using the Gatsby Benchmarks to improve careers provision now, and meet them by the end of 2020. For the employer encounters Benchmark, every school should begin to offer every young person seven encounters with employers – at least one each year from year 7 to year 13 – and meet this in full by the end of 2020. Some of these encounters should be with STEM employers.
From September 2018	Every school should appoint a named person to the role of Careers Leader to lead the careers programme.
From September 2018	Every school will be expected to publish details of their careers programme for young people and their parents.

## Strategic Goals

- All schools to begin working toward the Gatsby Benchmarks, meeting them by the end of 2020.
- All schools to have a named Careers Leader in place by September 2018. Training to be made available for at least 500 Careers Leaders.
- Schools and colleges should offer every young person in years 7 – 13 at least one encounter a year by 2020.
- Schools and colleges to have access to an Enterprise Adviser by the end of 2020 .
- All schools should have in place a link governor for careers

# Good Career Guidance The Gatsby Benchmarks

THE CAREERS &  
ENTERPRISE  
COMPANY



North East  
Local Enterprise Partnership



Powered by  
The Local Enterprise Partnerships

## What does good career guidance look like?

- Professor **Sir John Holman** (former Headteacher)
- **Six International Visits** – Netherlands, Germany, Hong Kong, Finland, Canada, Republic of Ireland.
- **8 benchmarks of ‘Good Careers Guidance’** identified.
- Schools starting points in relation to the benchmarks tested via a survey of 10% of schools in England. Findings combined with the international research.
- National Pilot commissioned in 2015 to test how schools and colleges can move from their starting points to a position of achieving the benchmarks.



**North East**  
Local Enterprise Partnership



## The Gatsby Benchmarks

1	A stable careers programme
2	Learning from career and labour market information
3	Addressing needs of each student
4	Linking curriculum learning to careers
5	Encounters with employers and employees
6	Experiences of workplaces
7	Encounters with Further Education
8	Personal guidance



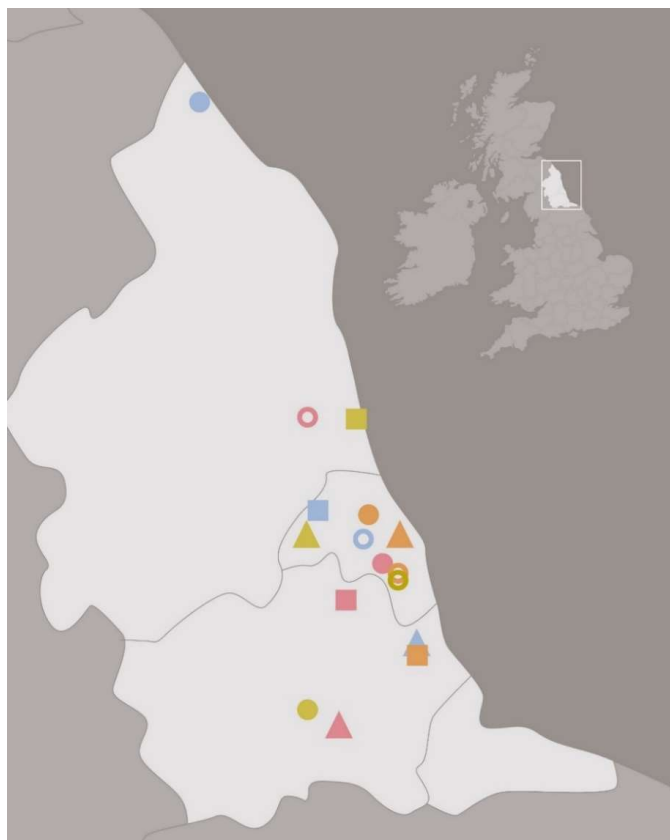
## Gatsby benchmarks national pilot: aims

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- To embed the Good Career Guidance Benchmarks in 16 schools and colleges in the North East Local Enterprise Partnership area.
- To test the benchmarks in action, documenting the conditions, support and capacity needed by schools and colleges to make measurable and rapid progress towards the achievement of the benchmarks .



## Gatsby benchmarks national pilot: aims

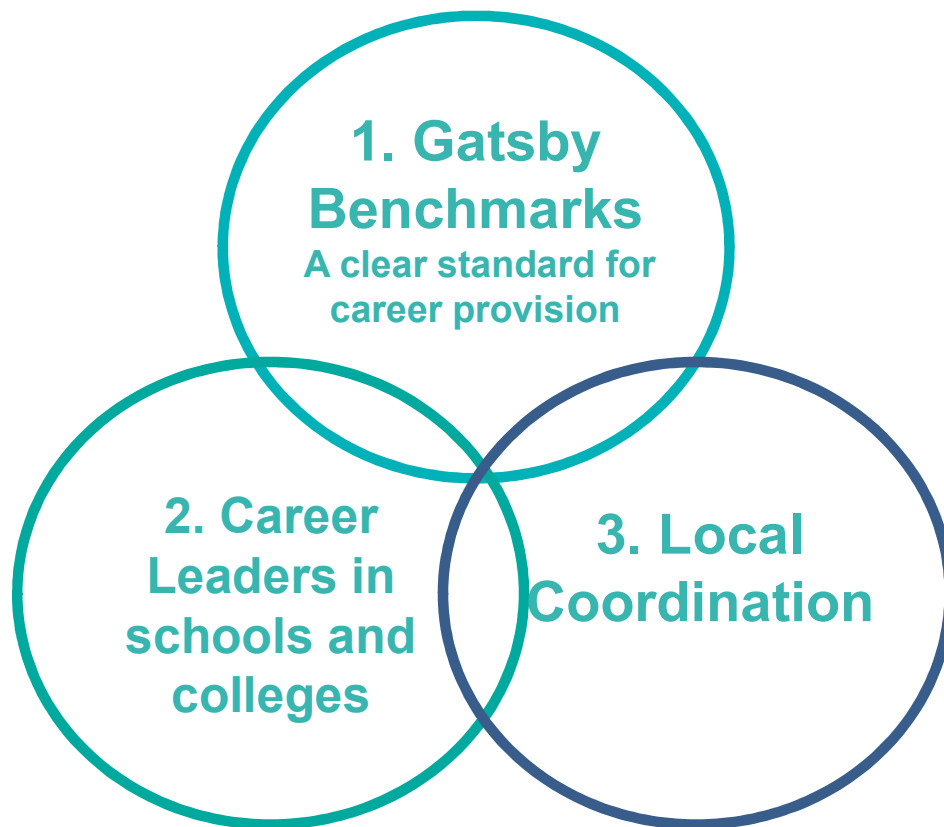


### PARTICIPATING SCHOOLS AND COLLEGES

The schools and colleges that took part in the pilot:

- Berwick Academy
- Bishop Auckland College
- Castle View Enterprise Academy
- Churchill Community College
- ▲ East Durham College
- ▲ Excelsior Academy
- ▲ Greenfield Community College
- ▲ Harton Academy
- Kenton School
- Northumberland Church of England Academy
- Park View Academy
- Shotton Hall Academy
- St Joseph's Catholic Academy
- Sunderland College
- The King Edward VI School
- The Link School

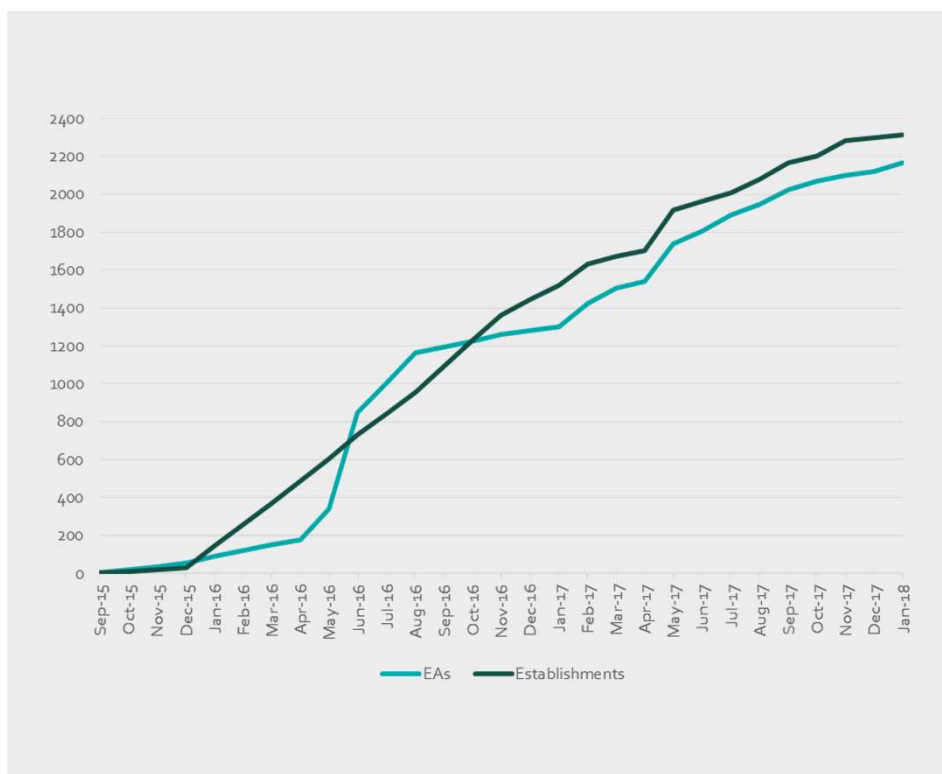
**The Careers Strategy now sets out a comprehensive careers solution to change lives of young people and our economy**



## We have spent three years driving employer engagement up

THE CAREERS &  
ENTERPRISE  
COMPANY

### Growth of the Network over time



# 50%

Resulting in 50% more employer encounters in those schools. 3 new employers on average

# 2,700

More than 2,000 schools and colleges have signed up to our network and are supported by 2,000 Enterprise Advisers

# 82%

of schools and colleges agree that the Enterprise Adviser Network is effective

We are working with all Local Enterprise Partnerships & Combined Authorities

A comprehensive picture of careers

COMPASS TRACKER

3000

schools and  
colleges

#### The eight Gatsby Benchmarks of Good Career Guidance



1| A stable careers programme



5| Encounters with employers  
and employees



2| Learning from career and labour  
market information



6| Experiences of workplaces



3| Addressing the needs of each pupil



7| Encounters with further  
and higher education



4| Linking curriculum learning  
to careers

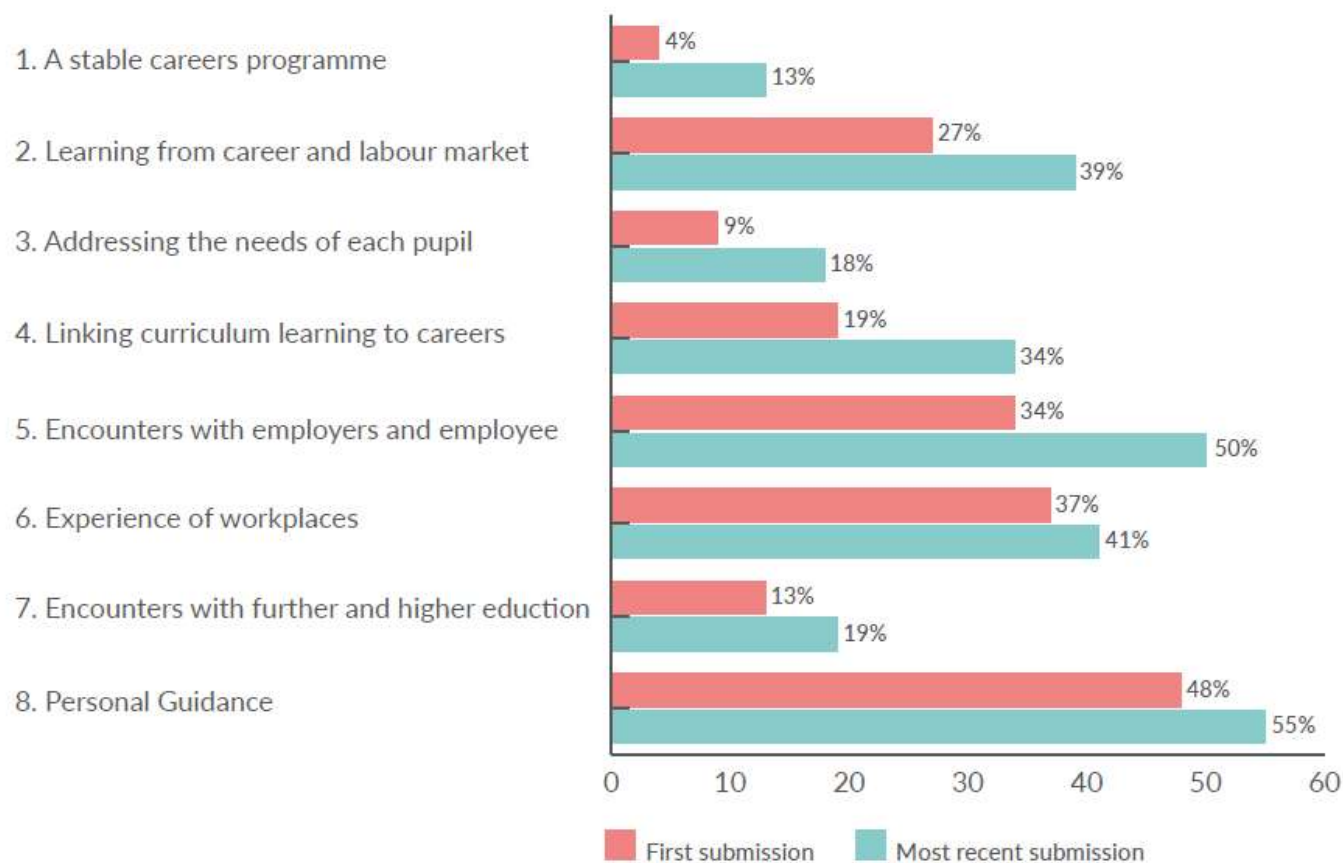


8| Personal guidance

# Careers support is improving

## COMPASS TRACKER

*Change in the proportion fully achieving each benchmark among repeat submissions*





# School and colleges in disadvantaged areas doing well

No	Local Enterprise Partnership
1	Black Country
2	Buckinghamshire Thames Valley
3	Cheshire and Warrington
4	Coast to Capital
5	Cornwall and Isles of Scilly
6	Coventry and Warwickshire
7	Cumbria
8	Derby, Derbyshire, Nottingham and Nottinghamshire
9	Dorset
10	Enterprise M3
11	Gloucestershire
12	Greater Birmingham and Solihull
13	Greater Cambridge and Greater Peterborough
14	Greater Lincolnshire
15	Greater Manchester
16	Heart of the South West
17	Hertfordshire
18	Humber
19	Lancashire
20	Leeds City Region
21	Leicester and Leicestershire
22	Liverpool City Region
23	London
24	New Anglia
25	North East
26	Oxfordshire
27	Sheffield City Region
28	Solent
29	South East
30	South East Midlands
31	Stoke-on-Trent and Staffordshire
32	Swindon and Wiltshire
33	Tees Valley
34	Thames Valley Berkshire
35	The Marches
36	West of England
37	Worcestershire
38	York, North Yorkshire and East Riding



## Positive impacts on young people

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80%

Of young people have an increased awareness of different careers.

Improved *employability* including 10 percentage point improvement in feeling able to come up with new ideas.

75%

have a greater understanding of what they need to do to achieve their ambitions.

Improved *personal effectiveness* including a 20 percentage point increase in young people's determination to keep trying if they cannot do something.

70%

of young people feel more motivated to work hard at school and college.

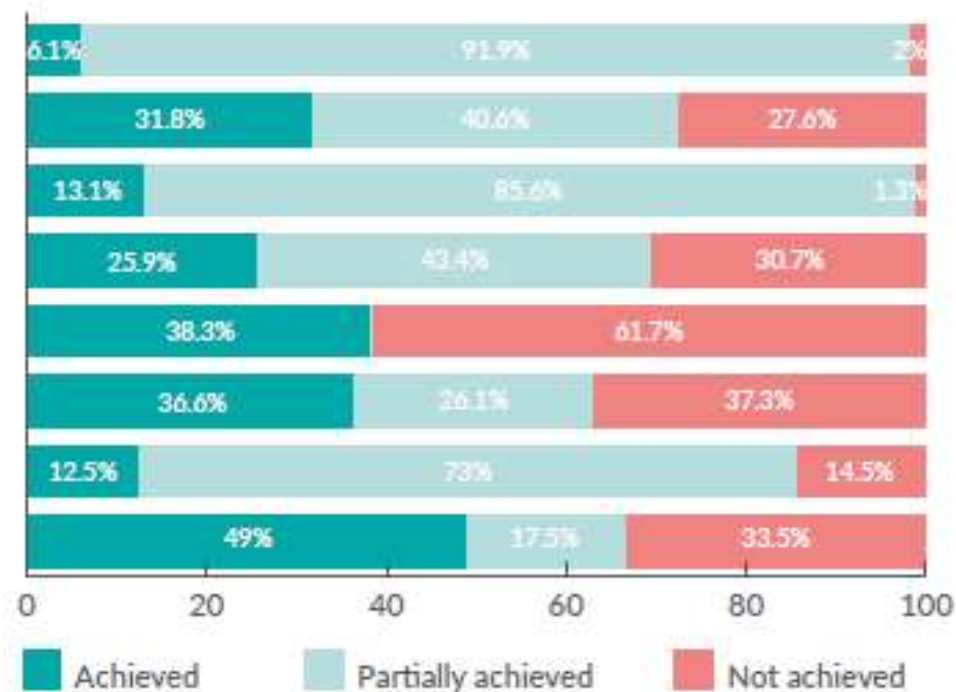
Improved *career readiness* including a 20 percentage point increase in a young person's belief that they can make a plan for the next 5 years.



# The start of a journey

*Benchmarks achieved, partially achieved and not achieved – nationally*

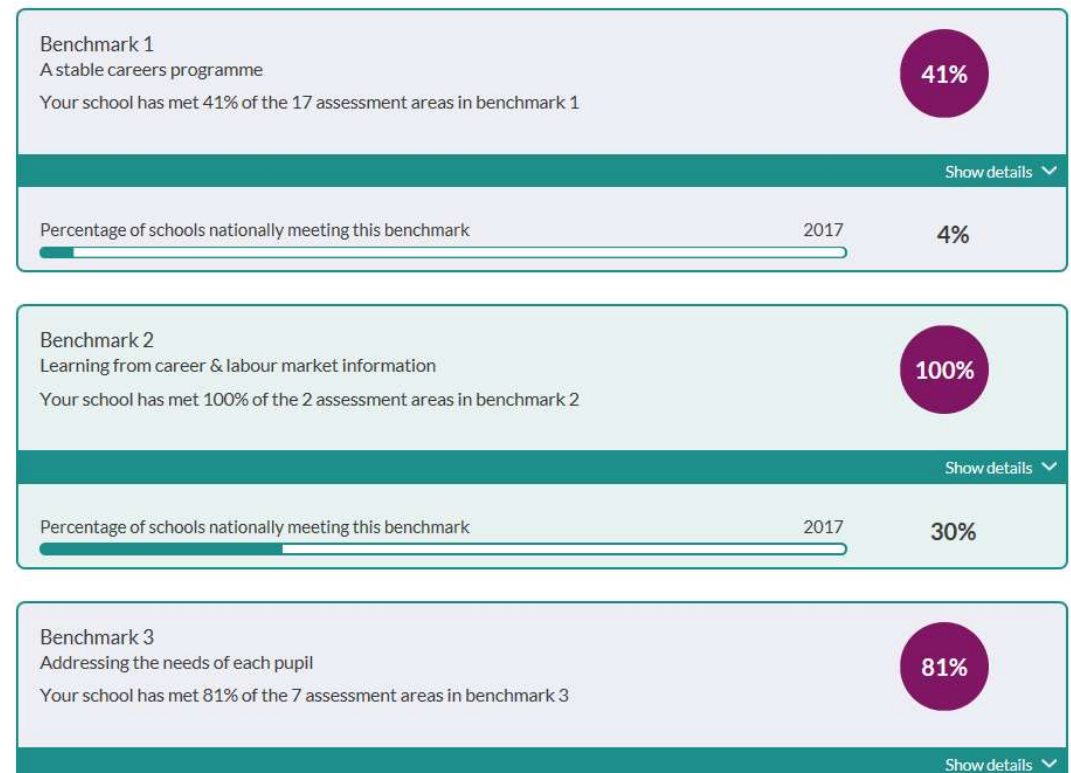
1. A stable careers programme
2. Learning from career and labour market
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employee
6. Experience of workplaces
7. Encounters with further and higher education
8. Personal Guidance



# Digital Tools

## COMPASS TRACKER

- Should be completed by the Careers Leader and/or Senior Leader with responsibility for Careers
- Results can be shared with Headteachers and Governing Body
- Compass results should be basis for planning for academic year ahead
- Should also be used as an evaluation tool to measure progress against the benchmarks



### 3. Local Coordination

We will continue to drive employer engagement whilst the Careers Hubs will accelerate delivery against the Gatsby Benchmarks



# Careers Leaders in schools and colleges

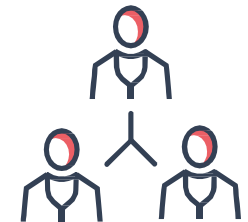
## What are Careers Leaders?

Responsible and accountable for the delivery of their school or college's programme of careers advice and guidance.

The role involves leading the team, planning, and managing careers provision in order to meet the Gatsby Benchmarks

## How are we supporting them?

Training bursaries for 1300+ Careers Leaders delivered by regional partners



Free online training and resources for all Careers Leaders in the country (Adapted Content for Schools, Colleges & SEND)



## How do schools organise careers leadership?

1. Middle leader	<p>A teacher, or non-teaching member of staff, is appointed to a middle leadership role, with line management support from a senior leader with overall responsibility for careers.</p> <p>The role is combined with other responsibilities, as a teacher, a non-teaching member of staff or a careers adviser.</p>
2. Senior leader	<p>A member of the school's senior leadership, who may be a teacher or a non-teaching member of staff, is given direct responsibility for the leadership of careers.</p> <p>The role is combined with other responsibilities as a senior leader.</p>
3. Outsourced leadership	<p>The school contracts with an external organisation or individual to provide its careers leadership.</p>
4. Distributed leadership	<p>The tasks of careers leadership are shared between a group of senior and middle leaders working together as a team.</p>
5. Multi-school leadership	<p>One individual is the careers leader for more than one school.</p>

# Careers Leader Training

## Face to Face

Please see below a list of relevant careers programme providers. To read more details, please click on the name of the provider.

[CLT02 - Ambition School Leadership](#)

[CLT03 - Ansbury](#)

[CLT07 - Canterbury Christ Church University](#)

[CLT08 - Career Connect](#)

[CLT09 - Career Development Institute](#)

[CLT11 - Entrust Support Services Limited](#)

[CLT13 - Futures](#)

[CLT15 - International Centre for Guidance Studies](#)

[CLT21 - Nottingham Trent University](#)

[CLT23 - RGG Associates Ltd](#)

[CLT26 - The EAST Careers Training \(Suffolk County Council\)](#)

[CLT27 - Teach First](#)

[CLT29 - University of Huddersfield](#)

[CLT30 - University of Warwick](#)

## Online

### FIND YOUR COURSE MODULE



CAREERS LEADER ONLINE COURSE  
- MODULE 1

Starts: Nov 7, 2018

[Learn more](#)



CAREERS LEADER ONLINE COURSE -  
MODULE 2

Starts: Nov 14, 2018

[Learn more](#)



CAREERS LEADER ONLINE COURSE  
- MODULE 3

Starts: Nov 21, 2018

[Learn more](#)



CAREERS LEADER ONLINE COURSE  
- MODULE 4

Starts: Nov 28, 2018

[Learn more](#)



CAREERS LEADER ONLINE COURSE -  
MODULE 5

Starts: Dec 5, 2018

[Learn more](#)

# School Support

## Digital Tools

### COMPASS TRACKER

**Find an activity provider**

Search for careers activity providers in your area  
Enter your postcode to find partner companies to help deliver your careers plan:

I am looking for...  ...in the following postcode:

[GO](#)

We invest in careers activity providers across England, helping them to deliver activities with schools and colleges.

Search results are a snapshot of the providers in your area and that we are currently using. You can refine your search by Gatsby Benchmarks, but it may not include all relevant providers.

## Web-based Support

### Guide for new Careers Leaders in schools


We have created this guide to help you make a successful start as a Careers Leader and help your school meet their statutory obligations. It provides you with essential information, helpful resources, practical tools and sign-posts further support.

[GET STARTED NOW  
STARTING ON STEP ONE](#)

Since October 2015, the Gatsby Charitable Foundation has been running a pilot in the North East Local Enterprise Partnership area, where schools and colleges, including a Pupil Referral Unit (PRU) and special educational needs and disabilities (SEND) school, successfully improved their performance against the Gatsby Benchmarks over two years.

This guide draws together the main learnings of the North East pilot, it features our extensive research into 'what works' in careers and enterprise education and first-hand experiences of over 2,000 practitioners in schools in our Enterprise Adviser Network.


There are six easy to use sections that address the main questions you might have when starting in this role:



**Step one**  
**What is a Careers Leader?**

Understand the role and how to get started as a Careers Leader.


[VIEW STEP ONE >](#)



**Step two**  
**What's expected of you?**

Explore the key deliverables expected of the Careers Leader, and find out more about the Gatsby Benchmarks.

[VIEW STEP TWO >](#)



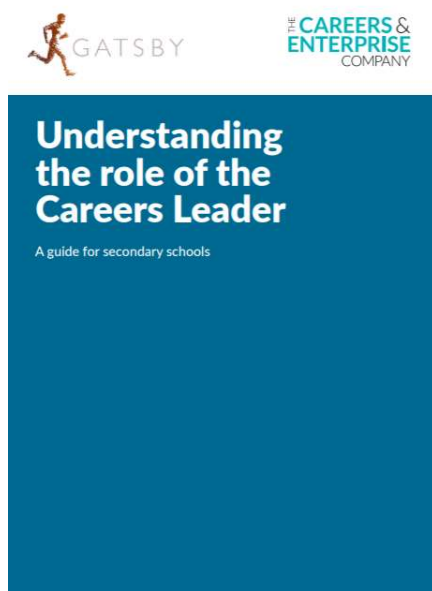
**Step three**  
**How is my school performing?**

Audit your school's performance using our Compass tool and compare your results.

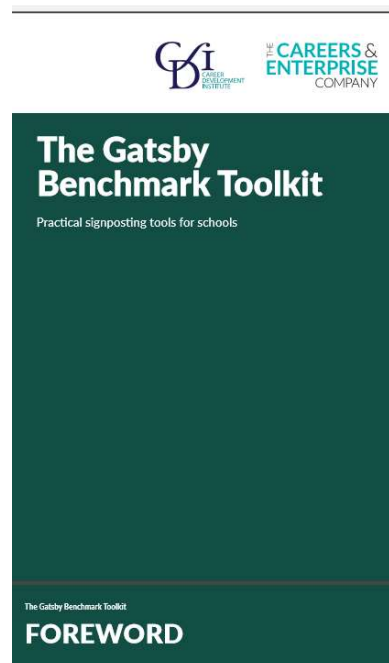
[VIEW STEP THREE >](#)

# School Support

## Career Leaders Guide for schools



## Gatsby Benchmark Toolkit for Schools



## What Works? Research Publications





# SEND

## SEND Gatsby Benchmark Toolkit



### THE SEND GATSBY BENCHMARK TOOLKIT

Practical information and guidance for the Enterprise Adviser Network

## What Works? Research Publication

Transition programmes  
for young adults  
with SEND.  
What works?



The Careers & Enterprise Company 2017  
All names, qualifications, and titles are correct

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## Employer Engagement Toolkit



## SEND Community of Practice



# Ofsted: Education inspection framework: draft for consultation

DRAFT FOR CONSULTATION – January 2019



## The education inspection framework

Framework for inspections carried out, respectively, under section 5 of the Education Act 2005 (as amended), section 109 of the Education and Skills Act 2008, the Education and Inspections Act 2006 and the Childcare Act 2006.

The education inspection framework sets out how Ofsted inspects maintained schools, academies, non-association independent schools, further education and skills provision and registered early years settings in England.

***‘inspectors will seek to evaluate the quality and intent of what a school provides, but will not attempt to measure the impact of the school’s work on the lives of individual pupils..... ‘***

***‘inspectors will seek to evaluate the quality and intent of what a school provides, but will not attempt to measure the impact of the school’s work on the lives of individual pupils..... ‘***

**‘as well as work experience or industry placements and non-qualification activities  
□ how high-quality impartial careers guidance enables all young people to make progress and move on to a higher level of qualification, employment or further training when they are ready to do so.**

**Good ...Leaders adopt or construct a curriculum that is ambitious, appropriately relevant to local and regional employment and training priorities, and designed to give students, particularly the most disadvantaged, the knowledge and skills they need to succeed in life.**

**Inadequate if .. The school does not ensure that students get access to unbiased information about potential next steps, high-quality careers guidance, or opportunities for encounters with the world of work’**

# Prompt questions for governors

- Has the school appointed a Careers Leader? Is the person on SLT or have access to SLT?
- Are the details of the Careers Leader and Careers Programme published on the school website and are these up to date?
- Does the school comply with its statutory responsibilities for Careers Education and are these reflected in the School Careers Policy?
  - Has the school published a provider access policy?
  - Do all students have an interview with a Level 6 trained Careers Advisor by the age of 16 and the opportunity for a further interview by 18?
- Does the Governing Board have strategic oversight of Careers? Is the Governing Board fully aware of the Careers Programme that is offered in the school, how it is delivered and evaluated?
- Is Careers discussed at Governing Board meetings and a written record is kept of these discussions?

## Prompt questions for governors (2)

- Has the Careers Leader carried out a Compass evaluation to measure the school's performance against the Gatsby Benchmarks?
- Has a whole school action plan been developed to address any weaknesses?
- Does the Careers Leader or SLT lead present regularly to the Governing Body?
- Is the Governing Board aware of the destinations of students? Is a plan and system in place to collect, analyse and improve destination data?
- Does the Governing Board know how the curriculum promotes progression to further education, training, apprenticeships and employment.
- How does the Governing Board ensure the school uses labour market intelligence to inform decision making and promote progression?
- Are Governors invited to attend careers events at the school?

# Further Support for Governors



- **Governors for Schools**
  - [https://www.governorsforschools.org.uk/login/?redirect\\_to=https://www.governorsforschools.org.uk/e-learning/course/employability-and-work-related-learning/](https://www.governorsforschools.org.uk/login/?redirect_to=https://www.governorsforschools.org.uk/e-learning/course/employability-and-work-related-learning/)
- **National Governance Association**
  - <https://www.nga.org.uk/Guidance/Pupils-and-parents/Careers/Career-guidance-the-role-of-the-governing-board.aspx>

## Q&A

# Resources

- Support for Careers Leaders
  - <https://www.careersandenterprise.co.uk/schools-colleges/careers-leaders>
  - Careers Leaders Guide - [https://www.careersandenterprise.co.uk/sites/default/files/uploaded/careers\\_leader\\_prospectus\\_schools\\_0.pdf](https://www.careersandenterprise.co.uk/sites/default/files/uploaded/careers_leader_prospectus_schools_0.pdf)
  - Online training - <https://careersleadertraining.careersandenterprise.co.uk/>
  - Apply for Training Bursaries using this [link](#)
- Support Gatsby Benchmarks
  - [Toolkits for Schools, Colleges & SEND - https://www.careersandenterprise.co.uk/schools-colleges/understand-gatsby-benchmarks](https://www.careersandenterprise.co.uk/schools-colleges/understand-gatsby-benchmarks)
- Good Career Guidance report - <http://www.gatsby.org.uk/uploads/education/reports/pdf/gatsby-sir-john-holman-good-career-guidance-2014.pdf>
- Digital Tools
  - Compass and Tracker - <https://tools.careersandenterprise.co.uk/>
  - Support – [digital@careersandenterprise.co.uk](mailto:digital@careersandenterprise.co.uk)

# Resources

- Support locally via Enterprise Adviser Network
  - Sign up your school - <https://www.careersandenterprise.co.uk/schools-colleges/sign-your-school>
- DfE Guidance
  - [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)
  - Statutory Guidance - [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/748474/181008\\_schools\\_statutory\\_guidance\\_final.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748474/181008_schools_statutory_guidance_final.pdf)
  - Destination Guidance - [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/748165/Destinations\\_good\\_practice\\_guide\\_for\\_publishing.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748165/Destinations_good_practice_guide_for_publishing.pdf)
- Research
  - What Works - <https://www.careersandenterprise.co.uk/research/publications/20>
- General Support
  - Email us at [education@careersandenterprise.co.uk](mailto:education@careersandenterprise.co.uk)