

The Careers Strategy

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.
- 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.

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 .
- The CEC will take a broader role across all the Gatsby Benchmarks from September 2018.

Timeframes

- In addition to support across the Gatsby Benchmarks, the CEC will play a key role in other initiatives, including a 'hub' pilot in 20 areas, careers leaders and a fund to assist disadvantaged young people.
- The CEC will seek input from LEPs and strategic partners across education and business to develop an implementation plan by Spring 2018.
- Implementation plan to be published – March 2018.
- Prospectuses for key initiatives to be launched – by April 2018.
- Delivery - from September 2018.

Careers Hubs

- 20 x 'careers hubs' will be funded and supported by additional coordinators from the Company.
- The hubs will link together schools, colleges, universities and other local organisations.
- £5M will be invested to support these areas.
- CEC will be running the process to support implementation of the hubs with an intent for them to be operational in autumn 2018.

Careers Leaders

- The careers strategy requires every school to have a named Careers Leader to deliver its programme across the Gatsby Benchmarks.
- The requirement will be introduced in September 2018.
- £4M will be made available to fund training for Careers Leaders in at least 500 schools and colleges.
- CEC will be supporting the process. Our aim is for training providers and training bursaries to be operational in Autumn 2018.

Fund for disadvantaged young people

- The Careers and Enterprise Company will launch a new investment fund of £5M to support the most disadvantaged pupils.
- The fund will be launched by the end of September 2018.

Other Initiatives

- **STEM** CEC will work with LEPs to help Enterprise Coordinators in areas with low STEM qualification uptake to build STEM encounters into careers and enterprise plans.
- **SEND** CEC will undertake targeted work with employers to stimulate more employer engagement to support children with special educational needs and disabilities.
- **Primary schools** £2M will be provided to test what careers activities are appropriate and work in primary schools.

Detailed Proposals

- **Encounters** CEC will support schools in offering at least one encounter with employers each year in school years 7 -13.
- **Cornerstone Employers** CEC will increase the number of cornerstone employers to 150, benefitting the areas of greatest need.
- **Enterprise Advisers** All schools and colleges will have access to an Enterprise Adviser by the end of 2020.
- **Opportunity Areas** CEC will guarantee that by 2020 pupils in OAs will access a minimum of 4 encounters with employers.

Digital Tools

- CEC is creating free online careers and enterprise tools for schools and colleges :
- **Compass** Helps schools to measure the effectiveness of their careers and enterprise programmes against the Gatsby Benchmarks.
- **Tracker** A tool for building and managing careers plans.
- We will deepen our digital programme to connect schools, colleges and employers to one another and to the best careers and enterprise providers.

Working Together

- CEC will continue to grow the Enterprise Adviser Network and increase the number of encounters available to young people.
- CEC will be developing the Network, to work across all of the Gatsby Benchmarks.
- Investment Fund resources will be leveraged to provide more encounters.
- The programme of Cornerstone Employers will be extended more widely that the 12 DfE Opportunity Areas – with a target of 150 Cornerstone Employers by 2020.
- Data and insight will be disseminated in conjunction with LEPs and Skills Advisory Panels.

Gatsby Benchmarks (1)

- The careers strategy sets out that all schools and academies should use the Gatsby Benchmarks to develop and improve their careers provision.
- The Gatsby Benchmarks are based on best national and international research and define all the elements of an excellent careers programme.
- The careers strategy expects schools to begin to work toward the Benchmarks now, meeting them all by the end of 2020.

The Gatsby Benchmarks (2)

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

Schools Requirements

Subject	Action	Timing
Gatsby Benchmarks	<ul style="list-style-type: none"> • Begin using all Benchmarks • Meet all Benchmarks 	2018 end 2020
Careers Leader	Named person appointed	Sep 2018
Independent careers advice	Pupils provided with advice in years 8 - 13	
Employer encounters	One encounter per year (min) in years 7 - 13	end 2020
Education and training providers	Opportunities provided to access all pupils in years 8 - 13	
Careers Programme	Published for young people and parents	Sep 2018