

Progress Towards Gatsby Benchmarks 2024 to 2025
Link to Careers Programme: [Careers Plan 2024-2025](#)

Gatsby Benchmark	Implementation	Intended Impact	Evidence
1. A stable careers programme	<ul style="list-style-type: none"> • Careers plan overview of the year shared with stakeholders and on website • Careers plan identifies key priority benchmarks • Careers plan identifies opportunities that are consistent across the year as well as at timely points for each year group 	<ul style="list-style-type: none"> • All stakeholders understand the aim of the careers programme • All year groups receive pertinent careers education 	<ul style="list-style-type: none"> • Action plan for development of key priority benchmarks and linked to Character Curriculum Development Plan • Reduction in NEETS
2. Learning from career and labour market information	<ul style="list-style-type: none"> • Shared through weekly Future Fridays in form time and career sessions in character development • Assemblies • Outside speakers • iPad using Unifrog • Using destination information to review intended visitor to meet needs of students 	<ul style="list-style-type: none"> • Every student, and their parents or carers, should have access to good quality information about further study and labour market opportunities. They have the support of an informed advisor to utilise available information 	<ul style="list-style-type: none"> • Form time career resources • Copies of Assembly Character Development Lessons (see overview)
3. Addressing the needs of each student	<ul style="list-style-type: none"> • 1-2-1 careers meetings, priority given to PP and Send • Use of Character programme • Destination's information gathered/used • Attention given to the needs of SEND students in the careers programme. Advice on self-employment • iPad using Unifrog • Career's advisor email share with all parents • Careers advisor attendance at parents evening 	<ul style="list-style-type: none"> • Raised aspirations for more able and vulnerable students • Reduction in NEETs over time having received early intervention from early identification • Parents & Carers are informed of key dates and requirements regarding post 16 provision 	<ul style="list-style-type: none"> • Student meeting spreadsheet with dates of meetings and points discussed • Targeted trips and visits • Character Development Lessons (see overview) • Workshops from Employers in school

<p>4. Linking curriculum learning to careers</p>	<ul style="list-style-type: none"> Careers advertised and linked to subject area posters Career lessons are integrated within the Character Development plan through Unifrog links 	<ul style="list-style-type: none"> Careers is referenced consistently in lessons Students are able to explain how their option choices are able to link to their chosen career or area of interest Video resources utilised supporting students' engagement in careers learning and access to knowledge about careers and pathways into careers Students understand finance and budgeting later on in life Students better understand the skills they need to be successful and can articulate their strengths 	<ul style="list-style-type: none"> Lesson resources Student Voice Character Development Lessons (see overview)
<p>5. Encounters with employers and employees</p>	<ul style="list-style-type: none"> Careers Fayre for all student's Year 7-11 Employer visits as part of PALS Trips and visits to take place during summer term Y10 Mock Interview Day Webinar links via Head's Blog Workshops Y7-11 Post 16 choices assemblies (Y11) Make UK trip (Y10) M&G workshops (Y8) NHS workshops (Y9/10) 	<ul style="list-style-type: none"> Students practice interviews afford them confidence and knowledge of 'real world' interviews in preparation for college Students can speak confidently to employers and employees and ask questions Students aspirations are developed, and they are able to see how they could achieve an aspiration from a positive role model 	<ul style="list-style-type: none"> Mock interview record Student voice regarding mock interview Employer feedback following mock interviews Careers Fayre plan Trips and visits plan and student voice Character Development Lessons (see overview)
<p>6. Experiences of workplaces</p>	<ul style="list-style-type: none"> Year 10 work placements 	<ul style="list-style-type: none"> Students are able to engage in a workplace setting safely in school 	<ul style="list-style-type: none"> Careers long term plan Character Development Lessons (see overview)

7. Encounters with further and higher education	<ul style="list-style-type: none"> • Interactions with colleges, apprenticeship providers • Trips to further and higher education settings • Careers Fayre encounters • Assemblies from local colleges to introduce students to courses they have expressed an interest in. • 6th form schools invited in for post 16 choices. • Parental webinars via Unifrog • Make UK apprenticeship visits 	<ul style="list-style-type: none"> • Students understand the differences between colleges, courses on offer, facilities and make decisions based on knowledge • Students have raised aspirations having enjoyed a visit to a setting they possibly wouldn't have considered otherwise • Students have a better understanding of what is entailed in certain courses to be able to more accurately decide 	<ul style="list-style-type: none"> • Unifrog webinars and videos • Trip plans, resources, evaluations • Careers Fayre student evaluations • Character Development Lessons (see overview)
8. Personal guidance	<ul style="list-style-type: none"> • CEIAG meetings take place for Year 11 and 10 students and early identified NEETS, SEND, LAC and other vulnerable students • Careers Fayre • Unifrog support 	<ul style="list-style-type: none"> • Reduction in NEETS • Parents are able to understand the requirements post 16 well in advance and can begin discussing this at home with their children 	<ul style="list-style-type: none"> • Destinations data • Identification of NEETS • Parental engagement and questionnaire • Character Development Lessons (see overview)

PALS

Year Group	Encounter
7	<ul style="list-style-type: none"> • Careers Fayre
8	<ul style="list-style-type: none"> • Royal Navy • BBC Apprenticeship talks • M&G Workshops • Repair lab workshop - Aim Higher • Careers Fayre
9	<ul style="list-style-type: none"> • Royal Navy • CGI project/assembly • Talks on pathways The Children Society • BBC Apprenticeship talks • Careers Fayre • Get into Nursing – Aim Higher • Walk on the wild side working with animals' trip
10	<ul style="list-style-type: none"> • Royal Navy • Careers Fayre in school

	<ul style="list-style-type: none"> • BBC Apprenticeship talks • Careers Fayre • NHS in action visit to QE • Get into nursing – Aim Higher • Visit to Make UK (apprenticeships) • Work Experience • Walk on the wild side working with animals’ trip • Apprenticeship trip to BCU – Aim Higher
11	<ul style="list-style-type: none"> • BBC Apprenticeship talks • Careers Fayre • Post 16 Providers in local area • Mock Interviews

Careers Fayre Exhibitors:

Access Creative College, Army, Aston University, Engineering Academy, Birmingham Dental School, BMet, Dudley College, Durham University, Education for Dental, Flair Windows, Heart Of England Training, Keele University, Mere Green Healthcare, Ministry of Justice, MPCT (Military Preparation College), National Grid, Newman University, NHS West Heath Surgery, Romulus Football Academy, Royal Air Force, Royal Navy, Skills Training UK, South and City College Birmingham, Tara Group, The School Outreach Company, The Apprenticeship Centre Ltd, University College Birmingham, University of Warwick, Walsall College, West Midlands Ambulance Service, West Midlands Police, Workpays (ASK)