

Linking to the Careers Strategy and Ofsted

How does ASK fit with the Careers Strategy?

The government's Careers Strategy, published in December 2017 and built around The Gatsby Benchmarks, brings with it a range of new requirements for schools to deliver quality careers support for young people, ensuring that they hit the eight benchmarks of good career guidance.

The Gatsby Benchmarks

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 students, parents, teachers, governors and employers.

2. Learning from career and labour market information

Every student, 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.

3. Addressing the needs of each student

Students have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each student. A school's careers programme should embed equality and diversity considerations throughout.

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 future career paths.

5. Encounters with employers and employees

Every student 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

6. Experiences of workplaces

Every student should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.

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 and learning in schools, colleges, universities and in the workplace.

8. Personal guidance

Every student 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.



The ASK programme is supporting schools and colleges in achieving these benchmarks in relation to apprenticeships. To access the full Careers Strategy visit <https://www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents>

Furthermore, the expectation on schools of working towards achieving the 8 Gatsby Benchmarks has been strengthened further through the new Ofsted Education Inspection Framework (EIF) published in May 2019 which states that secondary schools must 'prepare pupils for future success in education, employment or training...use the Gatsby Benchmarks to develop and improve their careers provision'

<https://www.gov.uk/government/publications/education-inspection-framework>

How ASK supports schools to achieve their Gatsby Benchmarks

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

	GB 1	GB 2	GB 3	GB 4	GB 5	GB 6	GB 7	GB 8
Apprenticeship, traineeships and T Level awareness assemblies	✓	✓	✓	✓	✓		✓	
Registration and application workshops	✓	✓	✓	✓			✓	
Interactive virtual workshops (Yrs. 10-13)	✓	✓	✓	✓			✓	
Mock-assessment centre workshops	✓	✓	✓	✓	✓		✓	✓
Bespoke support (Yrs. 11 and 13)	✓	✓	✓				✓	✓
Careers Fairs	✓	✓	✓	✓	✓		✓	✓
Teacher and Careers Adviser training and development	✓	✓	✓	✓	✓		✓	✓
Parents and Carers support	✓	✓	✓		✓		✓	✓
ONLINE OFFER								
Classroom resources	✓	✓	✓	✓			✓	✓
Apprenticeship Ambassadors	✓	✓	✓	✓	✓	✓	✓	✓
Apprenticeship Champions	✓	✓	✓	✓	✓		✓	✓
Vacancy Snapshot	✓	✓	✓	✓	✓	✓	✓	✓
Teacher and Careers Adviser webinars	✓	✓	✓	✓	✓		✓	✓

Direct link  Indirect link 