

Good Career Guidance: Start mapped to the Gatsby benchmarks



BENCHMARK A STABLE CAREERS PROGRAMME

1

- ▶ A free and sustainable online platform for delivering careers information
- ▶ Underpinned by a programme for students in Years 7 to 13
- ▶ Accessible to all students, staff and parents

BENCHMARK LEARNING FROM CAREER & LABOUR MARKET INFORMATION

2

- ▶ Localised career and labour market information from LMI for All
- ▶ Impartial information on all study options at GCSE, post-16 and 18
- ▶ Live course information and apprenticeship vacancies

BENCHMARK ADDRESSING THE NEEDS OF EACH PUPIL

3

- ▶ A student profile to personalise content, career and future study information
- ▶ Learning modules for all ages to guide students through moments of choice
- ▶ Tools to capture and share inspiring alumni stories

BENCHMARK LINKING CURRICULUM LEARNING TO CAREERS

4

- ▶ Subject-led careers and future study search
- ▶ Employer-led information linking subject knowledge application in work
- ▶ Content and tools promoting classroom skills-learning to employability

BENCHMARK ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES

5

- ▶ Employer profiles offering an insight in to work and employment
- ▶ Employer-led skills content and Three Minute Hero career stories
- ▶ An online Locker to record and evidence encounters with employers

BENCHMARK EXPERIENCES OF WORKPLACES

6

- ▶ Advice to help prepare for and make the most of work placements and visits
- ▶ Action plan tools to manage the process of securing work experience
- ▶ An online Locker to evidence impact of work experience and part time jobs

BENCHMARK ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION

7

- ▶ Learning modules to explore and demystify all post-16 and 18 pathways
- ▶ Comprehensive, impartial information on all academic and vocational routes
- ▶ Every post-16 and post-18 provider profiled with full course information

BENCHMARK PERSONAL GUIDANCE

8

- ▶ Student registration data and personal profiles to inform guidance interviews
- ▶ Age-appropriate modules to prepare students for key moments of choice
- ▶ Action plan tools to support and enhance the guidance process

What are the Gatsby benchmarks?

The eight benchmarks are a framework for good career guidance developed to support schools and based on best practice from across the world.

What is Start?

Start is a free, online careers platform, designed to connect 11-18 year olds with their future career potential. It combines the most comprehensive source of information with a personalised experience and career planning tools, helping students to make more informed decisions about future study and career options.

How can Start help me to reach the Gatsby benchmarks?

We agree that there is no 'magic bullet' for delivering good career guidance and that schools must plan and connect a coherent programme of activities. Start is designed to underpin your programme as a resource accessed regularly by students from Year 7 to 13, and the information on this page summarises how it can do that.

Key to any school achieving the benchmarks will be appropriate leadership resource, SLT and staff buy in as well as regular review and adaptation of the programme. With this in mind, we also provide schools with additional services and support including:

- ✓ tailored launch, implementation planning and review meetings
- ✓ reporting on student activity, aspiration and intended destination data
- ✓ staff training and CPD meetings

For more information please visit startprofile.com or call 0113 276 8080