

Gatsby Benchmark 2 – Learning from career and labour market information

Desired Outcomes

- All students and parents should have access to high-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.
- By the age of 14, all students should have accessed and used information about career paths and the labour market to inform their own decisions on study options.
- Parents should be encouraged to access and use information about labour markets and future study options to support their children.

In Practice

- Students access and process objective, local and national labour market information from year 7 onwards to make informed decisions about careers and pathways.
- Information is accurate, up-to-date, raises aspirations, challenges stereotypes and dispels myths about sectors and pathways to a career.
- Information is appropriate for the individual.
- Uses a mixture of medias and should be easily accessible.
- Appropriately trained staff offer practical help including assistance with research by the student.
- Encounters with employers and experience of the workplace should be integral to the process of this learning and not offered in isolation.
- Integrate with Gatsby Benchmark 7 - Encounters with Further and Higher Education
- Contribution to and overlaps with Gatsby Benchmarks 4, 5 and 6

SEM LE P suggests – Learning from career and labour market information



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Channels of Communication

Suggested ways of informing stakeholders about the Careers Programme:

- **Teachers** – school intranet/VLE
- **Students** – assemblies/tutor time/PSHE/VLE/individual support
- **Parents/Carers** – website/newsletter/social media/parent presentations
- **Employers** – call to action on website/social media/Enterprise Adviser/SEM LE P

Resources – Examples of some the resources available

Labour Market Information and Sectors	
SEM LE P LMI	Includes all SEM LE P LMI publications and information
National Careers Service	Information on careers and tools to help with pathways
LMI for All	Simple tool providing information about jobs including typical salaries
Tomorrow's Engineers	Inspirational site for potential engineers
This is Engineering	Introduction to engineering and how it cuts across sectors
Motorsport Industry Association	Information of pathways and careers in motorsport
Go Construct	Comprehensive construction careers website
Shaping Your World - Kier	Interactive site created by Kier to demonstrate the opportunities in the construction sector
Creative and Cultural Skills	Resource for young people seeking a creative career
Think Logistics	Website and resources highlighting the pathways and opportunities in the logistics sector
Step in to the NHS	Site showing pathways and careers in to the NHS
Taste Success	An introduction to careers in food and drink industry
Aspirational and Inspirational	
icould	Career videos from role models
Careers Box	Inspirational careers videos
Prospects	Careers guidance and profiles of jobs by sector including earning potential
Career Comp@nion	An impartial and mediated review service of Careers, Learning and Support Information websites
Start	Free digital platform, offering a starting point to help simplify careers guidance
Success at School	Site to explore careers, employers and search for jobs and courses
Youth Employment - Careers Hub	Overview of careers by sectors and occupations
GoThinkBig	Site with helpful tips, online tools, features, advice and work placement opportunities
Barclays Life Skills	Resources to highlight and develop skills and core competencies

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Pathways	
Office for Students	Site to inform and help young people to get into and succeed in higher education
Apprenticeships – Fire it Up	Introduction to apprenticeships
Amazing Apprenticeships	Resources to support the understanding of apprenticeships
Not Going to Uni	Website demonstrating options and pathways outside of going to university
Events	
National Careers Week	Careers resources to support National Careers Week and regular guidance
Big Bang Fair	Inspirational STEM based fairs
National Apprenticeship Show	A show with employers and providers highlighting pathways and benefits of apprenticeships
Talks and Site Visits	
Speakers for Schools	A charity helping provide young people with inspiration through free talks
Founders4Schools	Provider of employer engagement through various activities including talks and site visits
Future First	Service that helps schools develop sustainable alumni communities
Inspiring the Future	Provider that gives young people the opportunity to meet role models
STEM Ambassadors	Volunteers who offer their time to demonstrate the value of STEM in life and careers
Women in Science and Engineering	Aims to increase the participation and success of women in STEM
The Training Partnership	Inspirational study days for A-level, IB, BTEC and GCSE students

Further Education and Sixth Form Colleges

Barnfield College	http://www.barnfield.ac.uk/
Bedford College	https://www.bedford.ac.uk/
Central Bedfordshire College	http://www.centralbeds.ac.uk/
Milton Keynes College	https://www.mkcollege.ac.uk/
Moulton College	http://www.moulton.ac.uk/
Northampton College	https://www.northamptoncollege.ac.uk/
Tresham College	https://www.tresham.ac.uk/
Luton Sixth Form College	https://www.lutonsfc.ac.uk/
Kimberley College	https://www.kimberleycollege.co.uk/

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Universities

University of Bedfordshire	https://www.beds.ac.uk/
University of Buckingham	https://www.buckingham.ac.uk/
University of Northampton	https://www.northampton.ac.uk/
The Open University	http://www.open.ac.uk/#

Reference

- [SEMLEP Growing People Skills Plan](#)
- [Industrial Strategy: building a Britain fit for the future](#)

How can an Enterprise Adviser Network Help?

Your Enterprise Coordinator from SEMLEP will help and support you through the processes to address Benchmark 2.

The Enterprise Adviser can assist and add value through:

- Knowledge of the sector and business they work in or have had experience of in the past
- Introducing other business people or organisations with knowledge of sectors
- Having experience of or knowing of people who have a story to tell and can demonstrate the impact of the pathway they took for their careers

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