

# Careers Education: now and next

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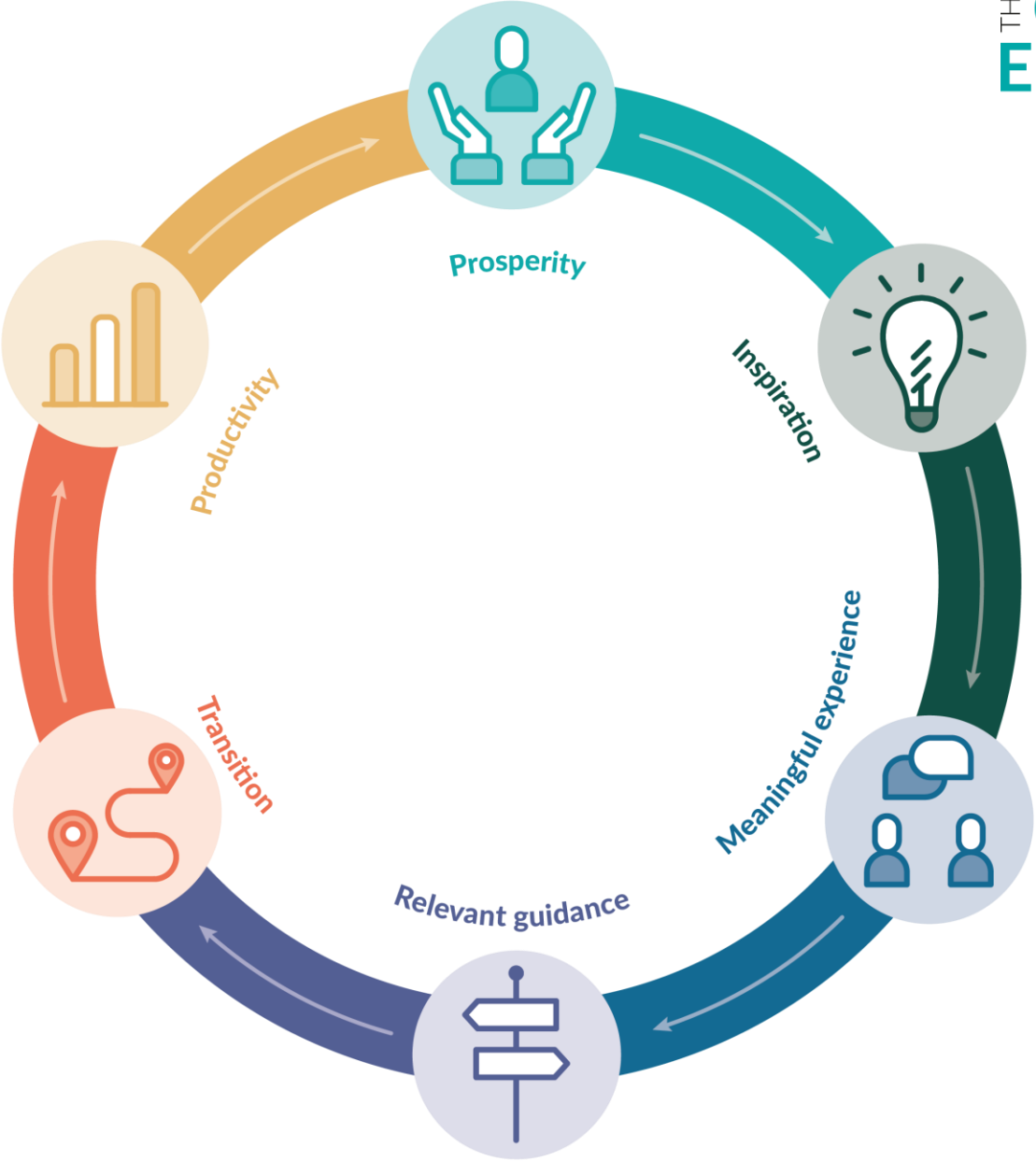
# Agenda

- 1 | What is modern careers education anyway...?**
- 2 | Does it work...?**
- 3 | Where next....?**

# 1. What is modern careers education anyway....?



**A vision for the system...**  
*Meeting the ambitions of  
Employers and Young People*



# The careers journey



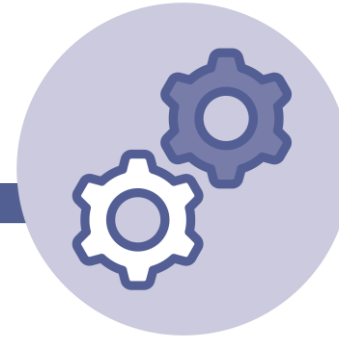
## Primary

*...to challenge stereotypes*



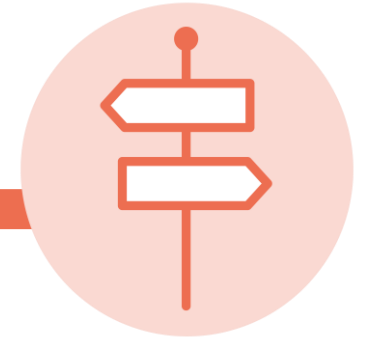
## Secondary

*...to build career readiness*



## FE & Skills

*...to secure strong outcomes*



## Transitions

*...to support at risk young people*

Training - Quality – Co-ordination

## Our Mission

We work with schools, colleges and employers to help every young person find their best next step.

## Modern Careers Education is:

- Employer-informed - 'outreach to intake'
- In the mainstream of school and college life
- Focused on all pathways (amplifying technical routes)
- Targeted at those who need it most



# Our Mechanisms



## Place-based

We bring employers, providers and educators together through **Careers Hubs** to improve careers provision against the Gatsby Benchmarks.

We recruit a **movement of Enterprise Advisers** to make a difference



## National

- Training Careers Leaders
- Quality review and impact data from schools, colleges, employers and young people



## 2. Does it work?





90%

of secondary schools  
and colleges in Careers  
Hubs



93%

of students are  
receiving employer  
encounters every year



x2

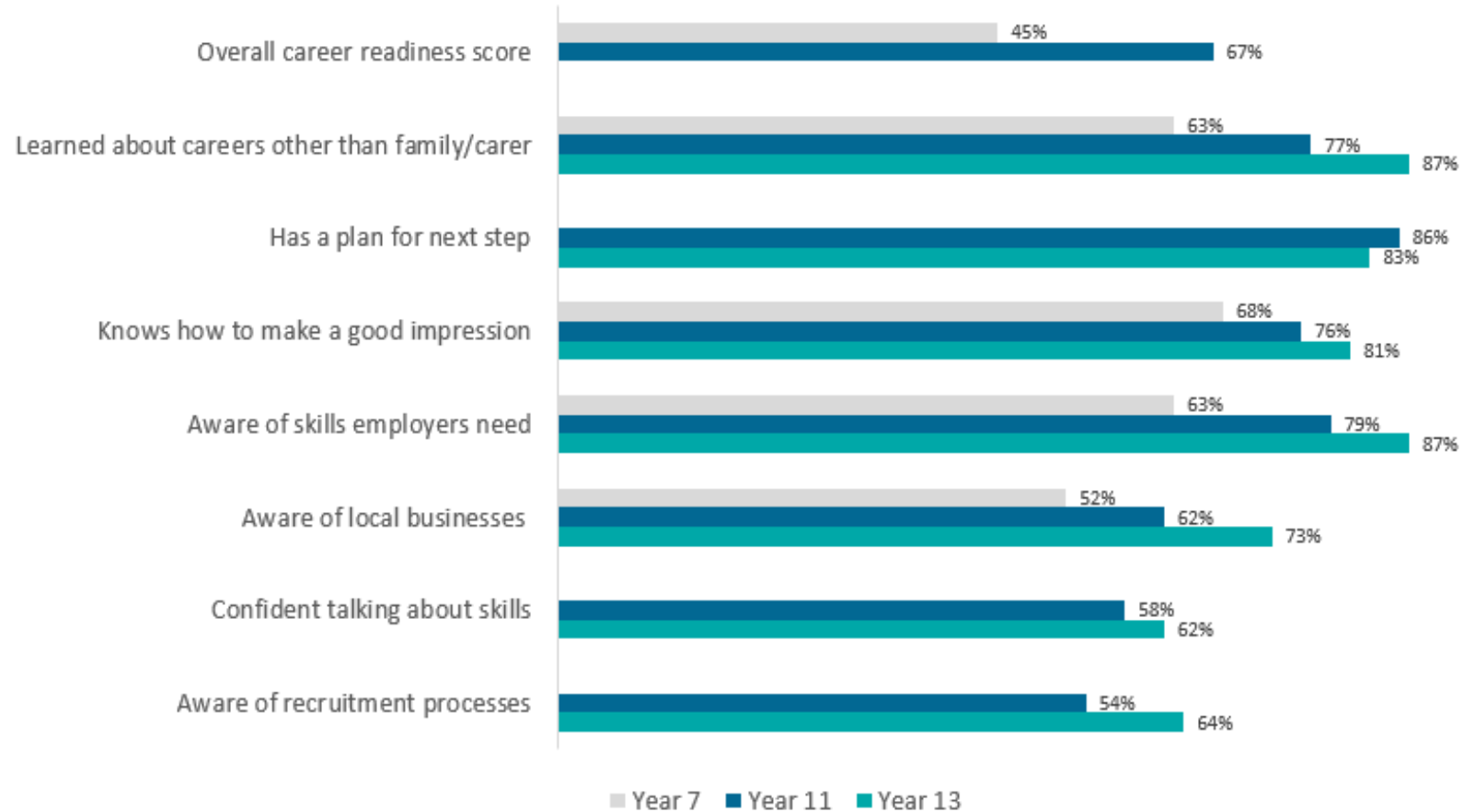
young people twice as  
likely to report awareness  
of apprenticeships  
by Year 11



£150m

£150m saved each year  
due to reduction in  
NEET young people

### Career readiness, years 7 to 11 (and 13)



Source: CEC Future Skills Questionnaire, 2021-22 (34,986 responses from young people)

Young people are  
benefitting....

# With those who face most barriers benefitting most...

-1.1%

Each benchmark achieved reduces the likelihood of any young person being NEET by 1.1%

2x

Twice the improvement for the quarter of schools with the most economically disadvantaged intake

+17%

Full benchmark achievement is associated with a 17% increase in apprenticeship uptake post-16

Source: CEC Benefits of Gatsby Benchmarks for Post-16 Destinations: Technical update, 2023

# .... And employers are noticing the difference too.....

**80%**

Say Careers Education has helped them develop their talent pipeline

**2 in 3**

Say they have recruited young people involved in their work experience and placement programmes

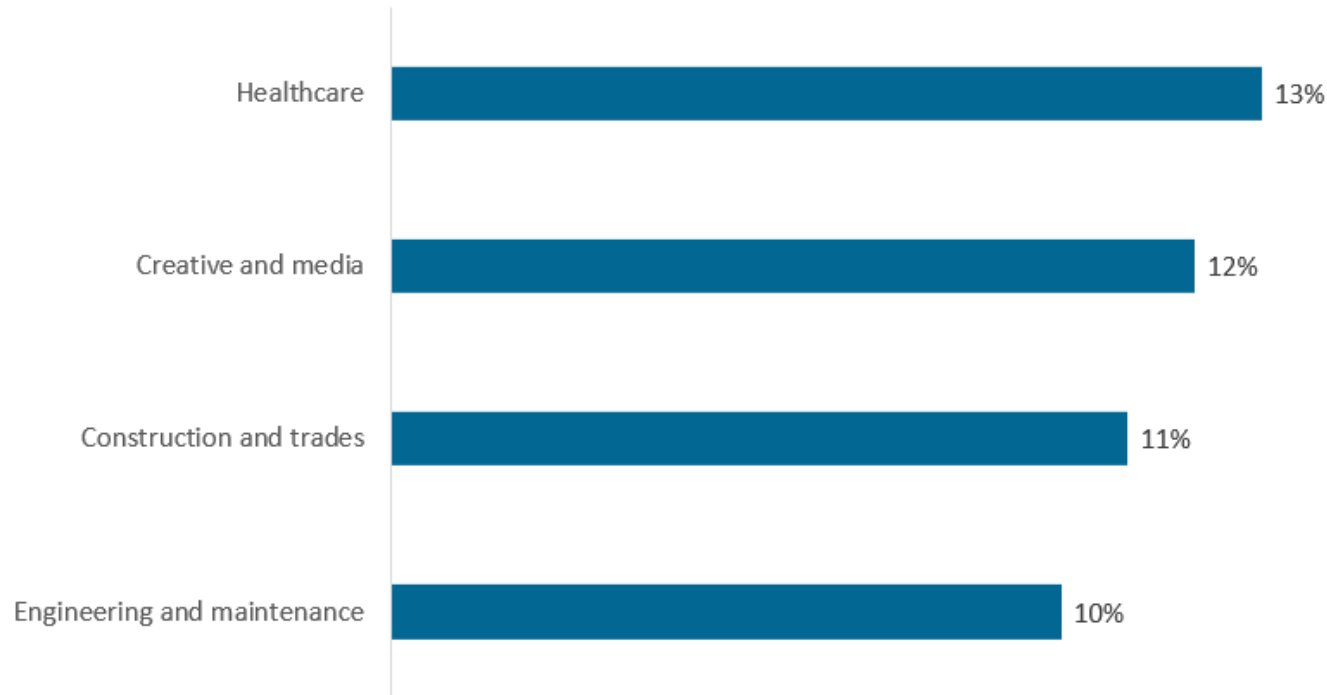
**89%**

Say careers education is an important way to improve productivity and growth

# Young people are the future...

## Top 4 industry interests at Key Stage 4

(% students selecting)



Source: CEC Compass+ Schools Destination intentions data, 2021/22; N = 19,021

## Sectors reporting skills gaps

- **Healthcare:** 133,000 NHS vacancies in England alone – highest for 5 years (NHS Digital)
- **Creative:** 1.2 million new workers needed in creative industries over next decade – 42% of creative industry employers report skills shortages (NCFE)
- **Construction:** Needs to recruit 53,000 new entrants a year over next 5 years to maintain output (CITB)

## 3. Where next?



## Progress...

The job of trained Careers Leaders

Awareness of technical routes

Employer input

Leadership buy-in

## Next steps...

Teachers and parents part the careers conversation

Removing friction at points of transition

Employer/education partnerships leading to more and better experiences for teachers and students

Systematic review and improvement





## Teacher Encounters

# Careers in the curriculum



**How big is the table, how small is the White Rabbit's house?**  
How can we use ratio & proportion when building sets & props?

Year Group	8	Subject	Maths	Employer Link	Pinewood Studios
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Curriculum Objective(s)	<ul style="list-style-type: none"><li>To solve ratio and proportion problems to find missing values using scaling and multipliers</li></ul>
Careers Objective(s)	<ul style="list-style-type: none"><li>To highlight the relevance of Maths to future career paths</li></ul>
Essential Skills Development	<ul style="list-style-type: none"><li>Listening, Speaking, Teamwork, Creativity (build these skills <a href="#">here</a>)</li></ul>



Ladywood and Perry Barr  
Locality Partnership

Reinvention of  
workplace  
experiences

# 'Outreach to Intake'



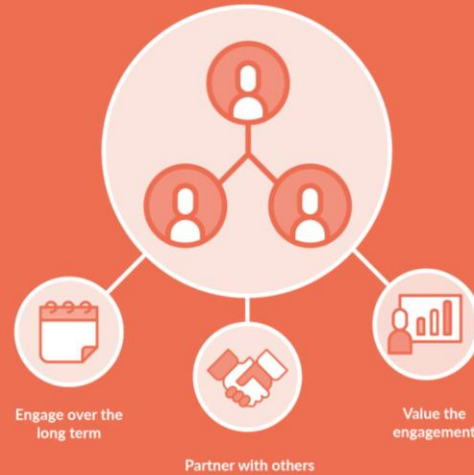
### Inspire young people for their best next step



### Prepare young people to be career ready



### Collaborate for success



# Employer standards

# Peer and expert review

Theme 1	Theme 2	Theme 3
<p>Resource and Support for Careers Leadership</p>	<p>Strategic careers planning, addressing the needs of all students &amp; impact evaluation: (Benchmarks 1 &amp; 3)</p>	<p>Access to high quality information about future study options and labour market opportunities and encounters with further education, higher education, and training providers (Benchmarks 2 &amp; 7)</p>
Theme 4	Theme 5	Theme 6
<p>Linking curriculum learning to careers (Benchmark 4)</p>	<p>Encounters with employers/employees &amp; experiences of the workplace (Benchmarks 5 &amp; 6)</p>	<p>Personal Guidance (Benchmark 8)</p>



**‘Interest to uptake’**

# Combined Pilot Scores





# CEC's agenda for 2023/24

## PRIORITY 1: IMPROVE CAREERS PROVISION

**Raise the quality of careers provision in schools, special schools and colleges** against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance

## PRIORITY 2: DRIVE MORE HIGH QUALITY EMPLOYER EXPERIENCES

**Drive more high-quality experiences with employers for students and teachers** – with a focus on current ‘cold spots’

## PRIORITY 3: AMPLIFY VOCATIONAL ROUTES

**Amplify apprenticeships, technical and vocational routes** – including by supporting the implementation of the Provider Access Legislation (PAL)

## PRIORITY 4: FOCUS ON DISADVANTAGE

**Focus on interventions for economically disadvantaged young people (FSM) and those who face most barriers** – through identifying and addressing the needs of specific cohorts

## PRIORITY 5: CONNECT CAREERS PROVISION TO LOCAL ECONOMIES

**Connect careers provision in schools and colleges to the needs of local economies** – as articulated through Local Skills Improvement Plans ([LSIPs](#))

Thank you.

Questions?

