

# ELEVATE

The education business partnership



# The Statutory Careers and Gatsby Guidance Pack

Transforming Lives, Creating Growth



@ElevateEBP 

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[www.elevate-ebp.co.uk](http://www.elevate-ebp.co.uk)

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## Introduction

Elevate EBP has been supporting schools and colleges for over 20 years to deliver their Careers Strategy and statutory responsibilities. Starting out as Sefton EBP, we have grown to become your EBP for the Liverpool City Region and are here to help! We wanted to outline how we can support your school, staff and students to enrich your Careers offer, supporting your statutory responsibilities through a menu of inspirational experiences and opportunities.

### WHO WE ARE?

Elevate EBP (the Education Business Partnership) exists to transform lives and create growth across the Liverpool City Region and beyond. We are the catalyst between local schools, colleges and business; inspiring young people for their next steps and the fast-changing world of work by creating aspirational experiences with local businesses. We are passionate about preparing our future workforce by giving young people opportunities to learn from business role models through meaningful encounters with employers and their workplace. We are committed to supporting our local economy and businesses by nurturing the talents of the young people in our city. We want every young person to realise the brightest of futures.

Our skilled and passionate team has a wealth of experience and is made up of Project Managers, IAG specialists, Career Coaches, Employer Engagement specialists, Teachers, Trainers and Health and Safety Professionals - all experts in their field and committed to supporting you and your students.

### WHAT WE DO?

Our comprehensive menu of activities include Work Experience, Mentoring, Employer Encounters, Practice Interviews, Enterprise Activities and much more. We have mapped all our delivery services against the Gatsby Benchmarks on the following page.

In addition, we are here to support you strategically too. Our Management Team are all Enterprise Coordinators for the Career Hub, supporting and guiding Careers Leaders and senior management in schools across the region to develop and deliver a robust careers plan that meets statutory requirements. This is done in partnership with Enterprise Advisors, senior volunteers from business.

We work with and deliver on a number of projects with funders and partners across the Liverpool City Region in order to deliver our mission. These include Merseyside Youth Association, Talent Match, The Careers and Enterprise Company, Growth Platform, The Cadent Foundation and Children's University to name a few. This allows us to support children from primary age through to pre-NEET students and unemployed young people.

We are confident that our reliable service, quality track record, highly experienced team and employer engagement expertise make us an ideal partner in helping you prepare your young people for a future full of promise. Please get in touch to find out more about how we can support you.



**“BUILDING A SKILLED WORKFORCE AND ENSURING THAT ALL STUDENTS HAVE ACCESS TO THE SUPPORT AND REAL-WORLD EXPERIENCES THEY NEED IS CRITICAL TO BUILDING AN INCLUSIVE ECONOMY THAT WORKS FOR ALL”**

**Viswas Raghavan,**  
CEO of EMEA at JPMorgan Chase

**“THERE IS NO SINGLE ‘MAGIC BULLET’ IN CAREER GUIDANCE. IT IS ABOUT DOING A NUMBER OF THINGS – IDENTIFIED IN OUR BENCHMARKS – CONSISTENTLY AND WELL”**

**Good Career Guidance,**  
The Gatsby Report.

# The Gatsby Mapping

Activity	BM1	BM2	BM3	BM4	BM5	BM6	BM7	BM8	Max Group Size
Work Experience		X	X		X	X			Whole year group
Virtual Work Experience		X	X		X	X			Whole year group
Extended Work Experience		X	X		X	X			Individual programme
Practice Interviews			X		X				Whole year group
Application Form/ CV Workshops									Whole year group
Meet the Professionals		X		X	X				Whole School
Careers Fairs		X	X				X		Whole School
Labour Market Information Workshops		X							Whole year group
Workplace Safari's		X			X	X			Whole year group
Personal Branding Workshop			X	X	X				Whole year group
Higher Education Tasters							X		Whole year group
Staff CPD	X	X		X					Whole staff team
Enterprise Activities (variety of themes)		X		X	X				Whole year group
Quest for Enterprise		X		X	X				Whole year group

Think Make Sell		X		X	X				Whole year group
Financial Literacy/ Get a Life			X	X					Whole year group
Resilience Workshops			X						Whole year group
CU Online 11 +		X	X						Whole year group

**OTHER**

Activity	Max Group Size
Student First Aid Training	Whole year group
School Council Training	Class size
Prefect Training	Class size
Peer Mentor Training	Class size
360 Virtual Tours	Transition tool



# APPENDIX A

## Gatsby Report - Eight Benchmarks of 'Good Career Guidance'

### 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.

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### 2. LEARNING FROM CAREER & 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.

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### 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.

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### 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.

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### 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.

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### 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.

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### 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.

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### 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. They should be expected for all students but should be timed to meet their individual needs.

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## Elevate EBP Partners, Funders and Corporate Sponsors include



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