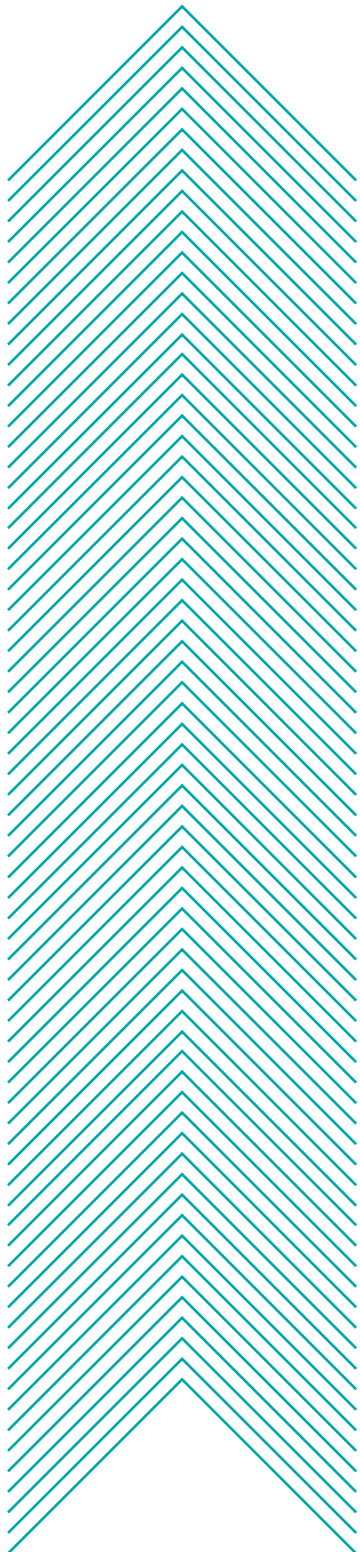




· ~LÇLE~, N̄ >LL^%&HÿB>, ~š fl~n >~H

Introduction

"~" ^ , HÿB"š ~



5pL~2snp"ž , ~ "pL~
, > ^ , ~L%) , ^n>~ , N~ , "L%

~ p>š , N5pL~ > LL ^% fl~"L ^..š%
~ , } ..>~¥ ~ fl~

: pL~"T%ALB>} L~3LB'L">^¥, N
3">"L^N ^fIHÿB> , ~"E>%%LHA¥
>wÿ^~>š%, %¥Ép>" } ¥..š ^s L%
ÉL^L , ~s-%o-B" "HBP>^B^L~

ALB>Y% "p>HALL~s-ç, çLHEšp~pL~
A^s s~" , ^shL" , : , ^y %pL} L's~
} ¥B ~%o"YL~B¥Épšp É>%A^s ns-n~
L} ... , ¥L^%~" , %p , , %~>š%
>%ç> , ~%~HA , , %o-n%pB>~
} , Ass¥ * L>^ ¥ ~ ¥L>^%o~š%
n^L>"..šsLnL" , ^AL "pL~LE~ p>š , N

ALL~} >HL ~

f , ^"pLT^% } L's~} >~¥¥L>^%ÉL~
~ , É p>çL>A^ , >HB ~%~%A, Y~

Ž >%¥ L~Bp} >y%~H^>~ , ~>~
%oYB^Y^L , N%o... , ^"~ >LL^%š YA%o
ÉpšpšB ~LB ~n^Y%L%o%~

B } s-n^p^ , Ynp^N, } LHÿB> , ~
L} ... , ¥L^%~H¥, Y~n..L , ..L~
n>"pL^LH^p^ , Ynp , Y^Hns>" , , %o

%o , ~n^N Y~H> , ~%o~Épšp , ^YsH~

5pš%L.. , ^"~ 2L>H^N ^"pL^Y^L~

5pL~2"ž, ~ ~

Y~yL""~

>%đ> , ~%~HL~>A s-nŸ, Ÿ~n
..L, ..L s~..> BŸ >~"p, %đN, } ~
L%đak ŸL~"A>Byn, Ÿ~H%đ, ~
^L>%đ"pLs~., "L~ >~>HLđ., ^L~
B>^LL%đ~psnp <>ŸL, BBŸ..> , ~%đ
ŸsHs-n>%đ> , ~>~H"pL^LN ^L
Lđ.LB"> , ~%đBp> L~nL^N ~đL
>~H~, "Ÿ%đ"pL^N Ÿ~H> , ~.., <đHLH
s~N ^ } > B } ..Ÿ %đŸLHŸB> , ~

5pL^T~Hs-n%đ, } ~2L>HŸ^N ^~pL
† Ÿ^Ÿ^L >^L^BL>^~"~đL%đ L~"s~

%ŸHL~"%đBs-n~pL^snL%đA>^đ~%đ
B>~>~H^H, ^AL~LT"} , %đN, } ~

s Ÿ%đ>^L~"p>~"B>^LL^%đHŸB> , ~

B, LnL~đL ~, "Ÿ%đ>%đ~>H^H, ~, ~
HsđL , ~>Ÿ>B <đŸ~

yLŸ^..>~", N>~LHŸB> , ~"p>~"pL..%đ

>~H^L>HŸ^N ~đL ~"Ÿ%đ%đ>AŸsHs-n
A, By", ^pL..Ÿ%đ LL", Ÿ~%đ%đ~H
.., HŸB <đŸBp> L~nL%đ ^đHs-n
"pL^n..^AL^ÉLL~LHŸB> , ~>~H
L} .., Ÿ} L~"A^s-n%đAL~LT"%đ, Ÿ, Ÿ~n

N ^ } L^>BBL%đ^A, >HL^LHŸB> , ~>~
Lđ.L^đ~BL ~pL^>^ML^%đL~n^pL~

"~..>B BL ^ÉpL~L>~L^%đLBLđL
} L>~s-nN ^ é đ.L^i >

f|αLBÿ"sCL %ÿ} } >^¥

5pS%L... ~"%ldly%o ~Lj LB", ~"pL`B>`LL`%bHÿB> , ~"%%%L} ~>%e p, L ~>-> ¥%enp, f ~

, ~H">>-Hs-%ap"N, } ~¥, ÿ~n~.L, ..L~ %p, , %e~HB, LnL%o ~>-H
L} ... ¥L^%o CL~>pÿ-H'LE, ^ys-n} , %oB, %o¥E s'p"pL %%%L} ~>-H ~AY%oL%o
¢, ÿ~"LL^%o"pL yL¥T~Hs-n%en>s-%öyL¥†ÿL%o, ~%e`L`%o", ÿ"AL, f ~

ž , f ~S%B^LL^%bHÿB> , ~pL ..s-n¥, ÿ~n~ ..L, ..L`ALB } L } , ^L`B>`LL^~L>H¥

s-BÿHL%e-B'L>%en>E>L~L%oN..>"pE>¥%yL~>...L~"sL%ps.%e~H, N, B> ~AY%oL%o%o

5pL~, ~nL~>`LL^%ö YA%o~, B>~L"E, ^y%oN%ö... ^" ~E, ^yE s'p~p, , %e~HB, LnL%o
"pL} , ^L`A`L>H"p~>-HHL...p, NL... %L`o%ÿHL~"%p>CL", L} ... ¥L^%



%L¥~"L^} %o

Ž >"%AY~ , L~Bp} >^y%o

5pL Lmp"~>%dB" %o Npsnp ‡Ÿ>s¥B>^LL^%a., C\$%o ~A>%dH
, ~s~"L^~> , ~> L C\$HL~BL ~

~ " %oA L B>^LL^%a., n^>} } L~

~&L>^~s-nN, } B>^LL^~>~H^>A, Ÿ^} >^yL"s-N ^} > , ~

~fl-B, Ÿ~"L^%& s'pN^"pL^~>~H'psnpL^LHŸB> , ~

~/L^%o~> nŸst~BL

~ , } ..>%o

~ Hns">~, , Ÿ%LHAY~%p, , %o~HB, LnL%o, ~"~>By~
B>^LL^%a., C\$%o ~>n>s-%o"pL Ž >"%AY~ , L~Bp} >^y%o>%dH
, ~>....., s\$ >"L ¥ ~ ‡ŸL%o, ~%5pL H">N, } ~ , } ..>%o
N ^} %pL A>%oN"ps%L., ^" ~ , } ..>%o%o~Ÿ..n^HLH

s~"L^cL~ , ~%o~HB, p, ^" %o

~ >^LL^%oHŸB> , ~

, NB>^LL^%oHŸB> , ~ Ÿ~HL^..s~LHAY~"pL Ž >"%AY~
, L~B



3Y} } >^¥

..>"pE >¥%oyL >...L~"BL %ps.%e~H, N, B> "AY%L%L%o

5pL~, ~nL^~ >LL^%z YA%o~, B> ~L"E, ^y%oN%o...,, ^~ ~
E, ^yE sp^%p, , %e~HB LnL%o%pL} , ^L^L>H^p>~H

>~H^Y>s^¥, NLx.L^d~BL%E sp^L} ..., ¥L^%pL ..s-n¥, Y~n
..L, ...L~, "AYsHB>LL^~L>Hs-L%o%o%oyL B } } Y~B>"s ~
>~H... A L} %oCs-n

yL¥, Y"B } L^N ^B>LL^%bHYB> , ~%p, E B, ~THL~"¥, Y-n..L, ...L^NL ^>A, Y""pLs~
 ~L^%b..%f, "pL¥Y~HL^%>~H^"pL^>A, Y^} >yL" z, E H, "pL¥~>"L~"pLs^%s %o
 /, "pL¥p>CL>...>~N ~"pL^N^Y^L ~ fl^ %bY^Y^L^3ys %B>LL^~L>Hs-L%%s-HL^>%o%o
 %YHL~"%o~>~nL, N^Y^L%o, ~%o Y~HL^%>~H^"pLs^y~, E LHN^>~H^%s %o ~>~H^n^CL%o~
 &>%o>B>HL} sB¥L>~>...; , s; >"L ¥ ^YHL~"%o

E L^L^B>LL^~L>H¥s~<L>~ ~%on", ~ ^A¥<L>~ ^5ps%a>^ML^~^E>%oA%o^CLH^
 >B, %%o~>~nL, N>%o^L^B^%o~B^Y^Hs-n^>E >L~L%oN^"pL^%s %o B> L} ... , ¥L^%oLLH^ s~
 ¥L>~ ~ s~¥L>~ ~>~H^Y~HL^%>~Hs-n, N, B>^AY%oL%o%o ¥L>~ ~ ¥L>~ ~

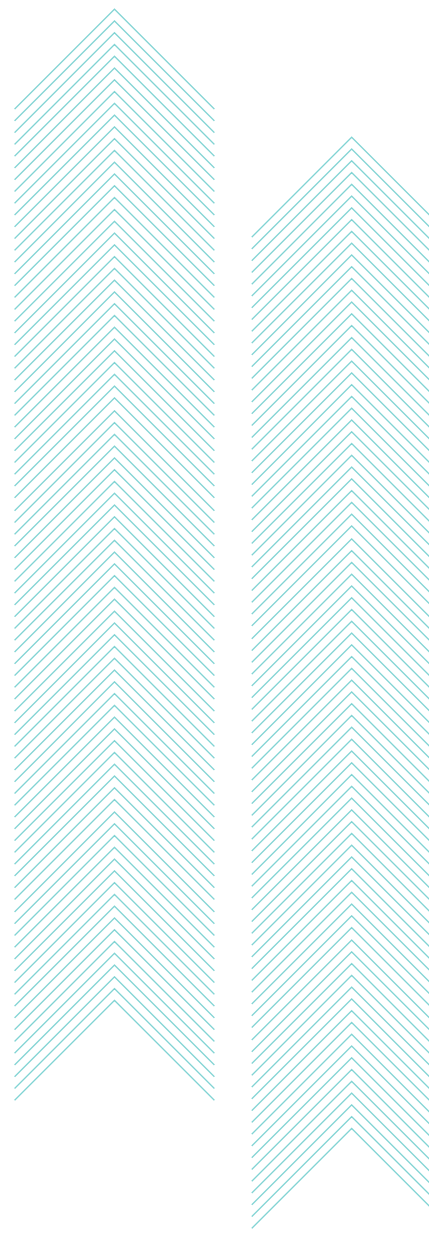
Chart 1: Students career readiness – years 7, 11 and 13

%YHL~"%oL%o, ~Hs-n^.., %o CL ¥

3, Y^BL ~ fl^ fl^Y^Y^L^3ys %f YL%o, ~>>L^ ~ ^L%a ~%o^N, } ¥, Y-n..L, ...L

>^LL^~L>Hs-L%%s ^L^HL^s^LHN, } %YHL~"%oL%o ~%o%o ~"pL^B>LL^y~, E LHN^>~H^%s %f YL%o, ~%o sps~"pL^f 31 ~%oL^N, ~, "L^
 "p, , %a^, >H¥~L...L%o~> CL^, N^p, , %o> , ~> ¥s~"L^} %oN..L^BL~>nL^, N^%YHL~"%oL^BL^s^s-n^L^L^3Bp, ,) L>%o., ...^, ^, ~, N} >s~%oL>} ^p, , %o s^p^
 >%o^"p^N^} >~H^Lns ~f, ^}, ^L^s^N^} > , ~, ~f 31 T~Hs-n^%o~H^%o} ...L ^5pL^>^LL^%o fl~"L...s^o~ , } ..>~¥ ~"~^ap^"A^s^L^T-n 7 ..H>L^, ~%YHL~"B>LL^~

^3^YHL~"~L%o ~%o%o f 31 ^s~ ^>B>HL} sB¥L>~><L>~^ * ~ ^<L>~^ * ~ ^<L>~^ * ~ fl snY^L^N^¥L>~^ , } s^MLHE pL^L^"p>"^f YL%o, ~%o"~
 >%L^@ L>~^ , " , , , , , , A F ^ %o %o 7 L} , ~ n ~"U z



"pL^L>L^AL~LT"%% A, "p <, Y~n.L, ..Lñ>s~s-%ap"s-", "pL
É, ^H, NE, ^y s-BYHs-n~pL%cs%L†YsLH`5ps%pL..%pL} } >yL
NŸ"Y`L`B>^LL^HLB%~%~HAYsH%b, C>, ~s~"pL`pL^L>~H~, É
fl} ..., ¥L^%d>^~>A, Y"~"pLs`NŸ"Y`L`É, ^yN`BL`>~HLCL~ALns~



Chart 3: Careers activities reported by employers working with Careers Hubs

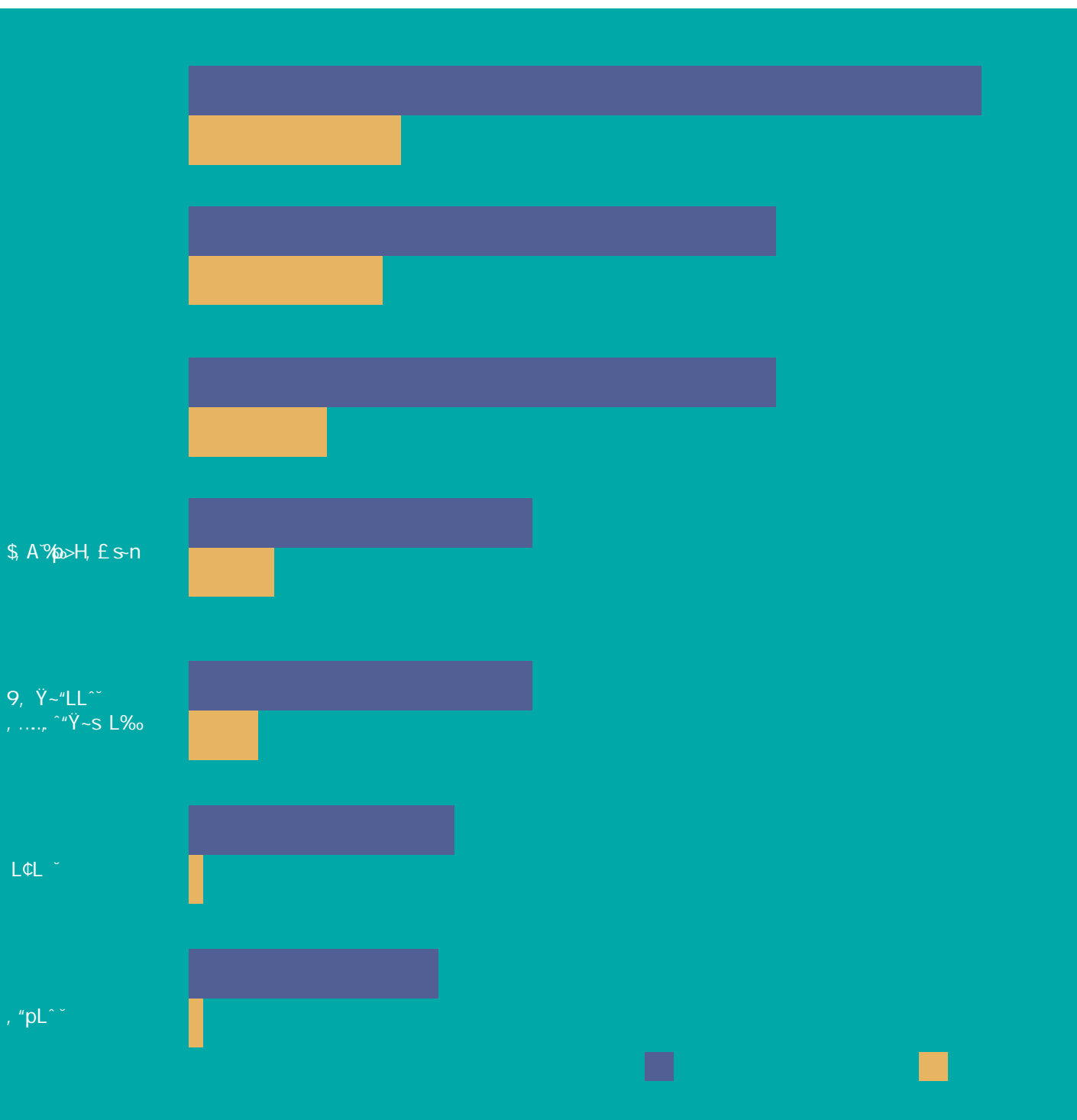
~L.,^ L\$ c s B C's ..Lc' , , f ,



fl} ..., ¥L^%£, ^ys-n^HSLB^ ¥£ s^p~ >^LL^%£ YA%oQL^LH^>£ sHL^~>-nL^, NLq..L^d~BL%oN
 "pL^£, ^y...>BL ^5ps%£-B^YHLH^s~.L^%o~>%£ L ^>%o~s-L^>B £s L%A^Y^"£>%£ Lsqp^LH^", ^

Chart 5: Range of experience of the workplace of hired by employers working with Careers Hubs

^Y~HL^">ys-nL>Bp^>B £s^¥



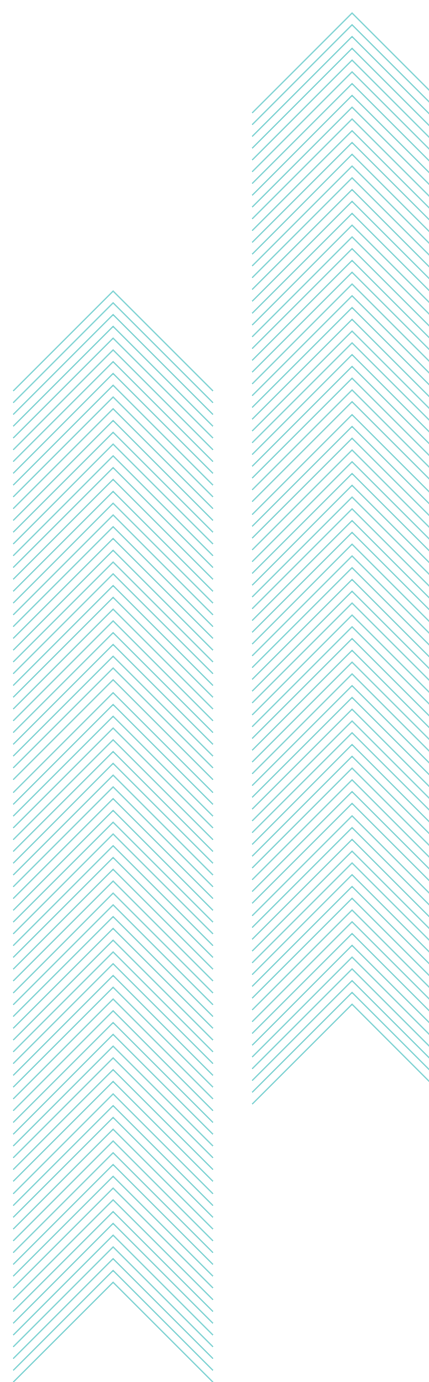
5pL^L>^L~,, ^"Y~s L%oo, E ~", ~s-B^L>%o
 Nÿ^"pL~"pLç, Y} L~>~H†Y>s"¥, N
 Lα..L^d~BL%f s"pL} .., ¥L^%pL..s-n¥, Y~n~
 ..L, ..L", ~AYsHB>^LL~^L>Hs-L%o%ys %oL~
 B } } Y~B> , ~

· %o} ... ¥L^%oL} , ~%o>"L~pLs~E s s-n-L%o, L~n>nL~E s"p~pL^LL^%o%oL} %o

Chart 6: Student essential skills across secondary school

%YHL~"oL..., ^ ~nB, ~THL~BL~B", %o"pL~ L%o~ > %o%o

3. Y~BL ~ fl 1 Y~Y~L~3ys %o YL%o, ~->sL ~ ~ L%o~ %o%oL} } ¥, Y~n~..L, ...L



· ~L} .., ¥L^č\$£ ž , £ B>~£L'A, , %ö
“pL B>LL^~L>Hs-L%%oN¥, Y~n~.L, ..L

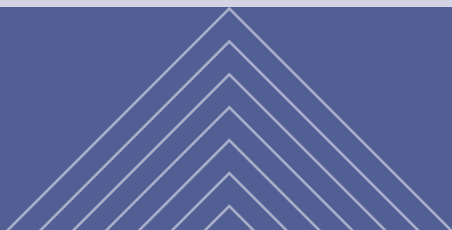
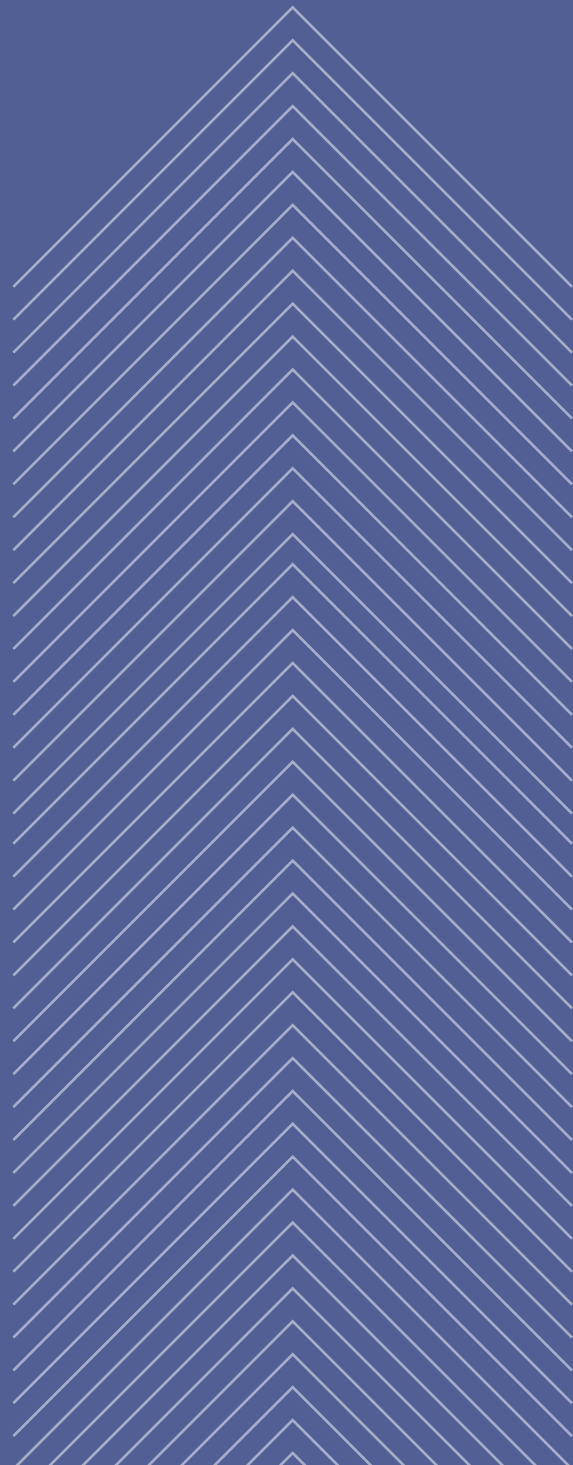


3Y} } >^¥

5p, %ōÉ p, NBL~pL } , %ā>^đ~%AL-LN# } , %āN, } ~

L~n>nL } , ^LĒ s̄p̄B>^LL^%ōL., ^"psnpL~.L^N ^ } >-BL~>-H

· %pL B>^LL^%ā%L } } >^Y^L%ōpL^L>^L,, ^"Y~s̄đ%~

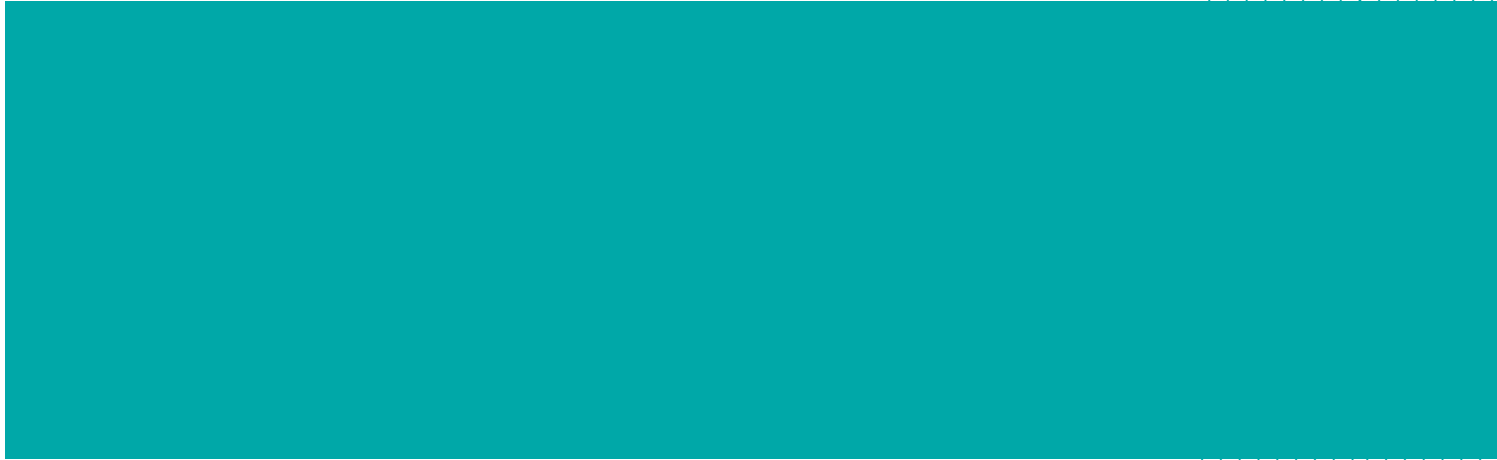
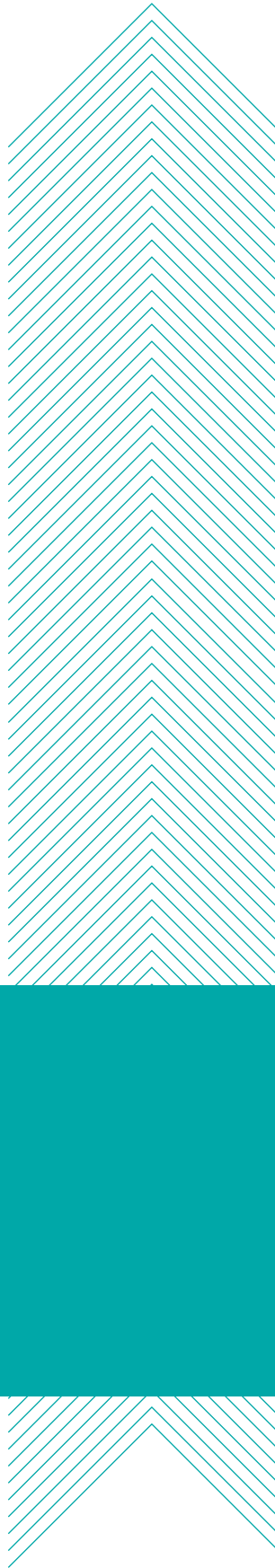


5p, %oY, Y~n..L, ..L'E p, NBL } , %A>^~L^%o AL~LT"} , ^LN, } B>LL^%oHYB> , ~

Esp~pLHYB> , ~%o%o} 5pL%oB>~AL~s-yLH", LB, ~, } sB~L~A>Byn^, Y~H^
H%o%o s> , ~, ^LHYB> , ~>~LLH~>^LL^%oHYB> , ~%o, HQL^L~" E sp%o} L%, Y~n~
..L, ..LNBs-n>Hs , ~> %o} L } L%o Y ..L^A>^~L^%o%oHL~BL^%o%o%o%o, ELCL^~p>~
psnp^Y>s^B>^LL^%o%o..., ^B>~} >YL>~s} ... ^">~" HQL^L~BL^..> B^Y> ^N^~p, %o
N, } ^, EL^%oBs LB, ~, } s^A>Byn^, Y~H^o

z snp s} ..>B^B>^LL^%o%o..., ^~%o^~%o> ^~", B Y~L^~s} s ~n%oL^L, "%.L%o psBp^ALB } L^
^fl} ... , %L^~L^E, ^y%o} LHs^LH^p^, Ynp%o, , ^>~HB, LnL^
>^L^s B>~", , ^>%oPL^p>CL^pL^.., EL^~", B } ..L} L~">~HB } ..L~%oLN^~pL^%oBs^
~L^E, ^y%o, Y~n..L, ..L^p>CL^A^Cs^YL^, N^pLs^N} s^A>Byn^, Y~H
N^L} ... , %L^%o, ^E s^ps-n", ^.., } , "L^%oBs> } , Ass^>~H^L>Bp^>^nL^ } , ^LHCL^%o

~ fl^ %o^L%oLCLHL~BL^%o E %B>^LL^%oHYB> , ~p>%o, YAL^pL s} ..>B^N^LB, ~, } sB> ^
H%o%oH^>~>nLH%, Y~n..L, ..L ^>%o%oL>^N^~pL^T^%o } LH>^>E>%oC>s>AL^", ^> , E^~pL^
~ fl^ ~, HL} , ~%o>^L>^L> , ~%ps.AL^E LL~psnp^Y>s^B>^LL^%oHYB> , ~>~H^.., %o CL^
.., %o HL%o~> , ~%o^~%, Y~n..L, ..L 5pL LQLB^E>%oE sBL^%o, ~nN^~p, , %o%oCs-n^
"pL} , %oLB, ~, } sB> ^H%oH^>~>nLH%oYHL~%o%o%o%oL>^~~Y..H^LH^>~> %o%oB, CL^s-n^
<L>~^~L>CL^%o, } ^p^LL^B, p, ^%o B~T^} %oPL^L> , ~%ps..
%o E s-n^p>^L>Bp^, N^pL^ Z>^%o%o L~Bp} >^y%o
%, Y~n..L^%o~ALs-n^* fifi5, ^s>~Y~y~, E ~HL%o~> , ~A^~ ~ n>s~pL^L> , ~%ps..



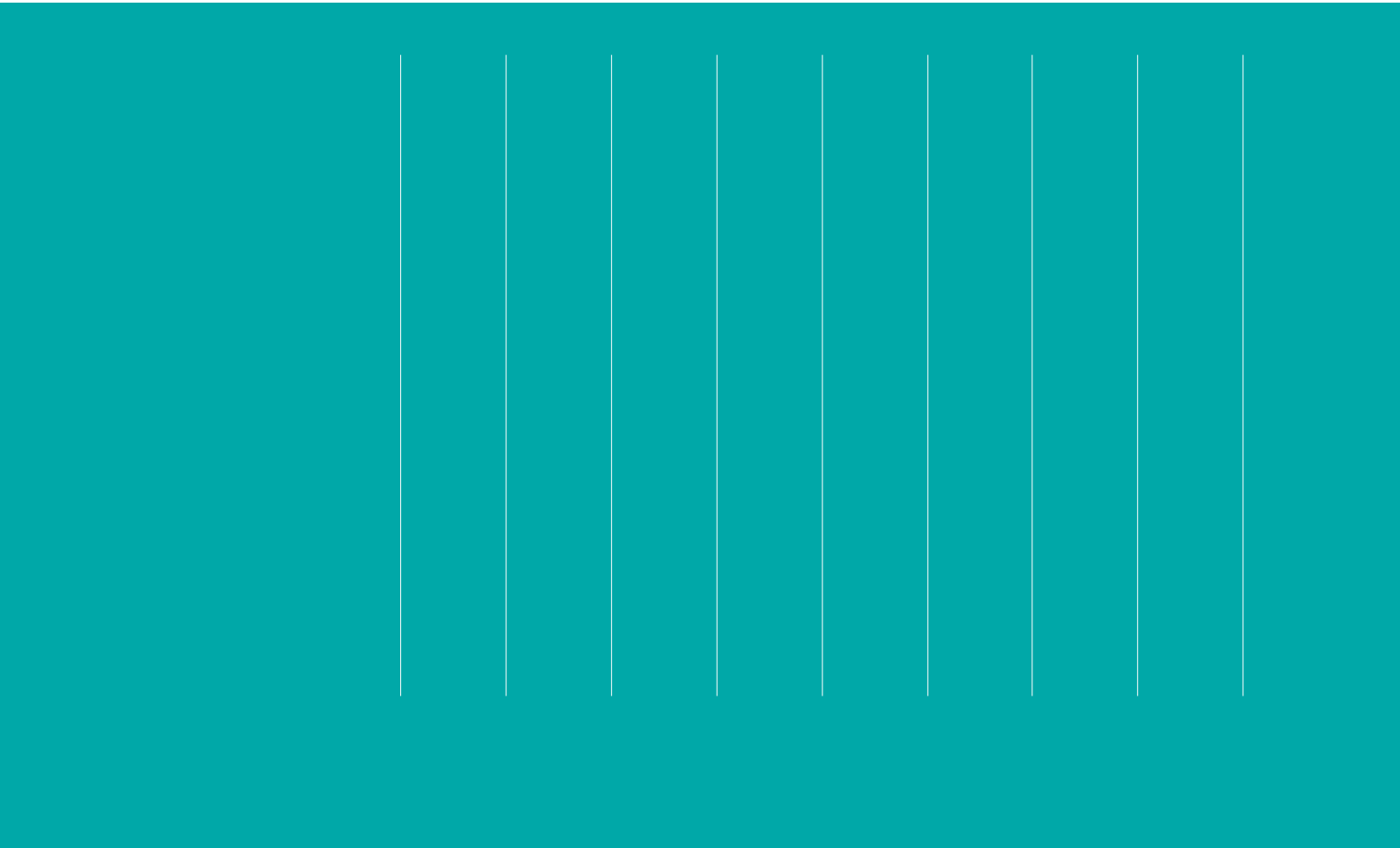
3Bp, , %& \$p} , ^L LB ~, } \$B> ¥ HS%HC>~">nLH
%ÿHL~"%b~n>nL } , ^L'É \$p B>^LL~%öL.., ^"
psnpL ^~.L^N ^} >~BL'>~H'..^, n^L%N>%b^

5pL¥>^L} , ^L' yL ¥", p>çL'>~^>s-LH' >^LL^%&L>HL^'AL's-~> ^LL^%ö YÄ>-H'AL'ÿ%ön"pL'

Chart 7: % mainstream schools engaging in the careers system according to level of disadvantage



Chart 8: Increase in average number of Gatsby Benchmarks achieved by mainstream schools 2018/19-2021/22



... ..
..> Bs.> , ~%AY~s-HcshY> %YHL~"%s-%LBSTB>B \$s L%EpL} , %B } } , ~>B \$sY
"¥..L%EL^L^s-N ^} > , ~>A, Y~"pL^>A, Y^} >yL"~~HLCL~"%e~H">y%e-c, \$s-n
L} ... ¥L^%Ep, %oL sA L^N ^NLL%Ep, , } L>%e~"pL^>%o%e¥L>%p>H, ~>CL^>nL
%mp" ¥} , ^LB>^LL^%eB \$s L%o
Es L~>ALHLL..L^s-CL%on> , ~>~HY~HL^%e~Hs-n, NE pSp~>B \$s L%p>CL~"pL^

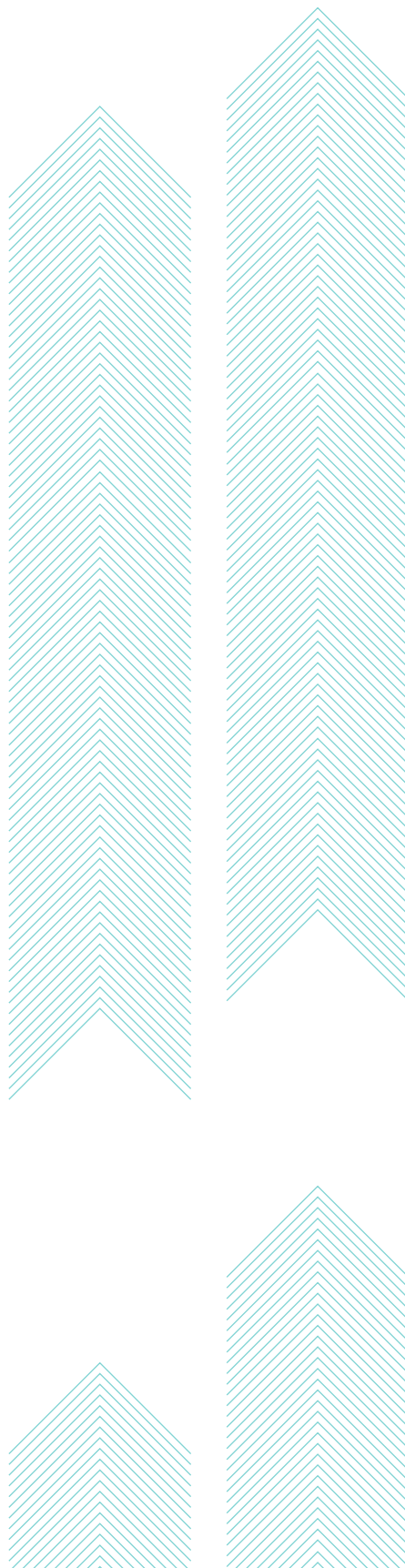
· %"pL B>^LL^%%V%b} ~
} >"ÿ^L%~"pL^L>^L~
,, ^"ÿ~s L%~ "s~"L~%~
%~, ^"ÿ~"~">nL"~n^, ÿ..%~

f{çHL~BL~, ÇL~"p^LL`¥L>~%bL} , ~%~>"L%~pL~.., %~ ÇL~

, QL^%B, ~THL~BL~s~"pL~ç>ÿL~, N"pL`Z>"%~¥~. L~Bp} >^y%~

LHÿB> , ~"pL^L~L} >s~%~a~sTB>~"~ %~} L } L%~p ÿ ..L~
^A>^~L^%~pçp~...>BL`¥, ÿ~n~.L, ...L>">H%~Hç>~">nL~

~>H~, B>~..ÿA çB>~H~..ç>"L~



Case study

fiQLB CL ~ >^LL^%
/^, n^>} } L%N ^~%YHL~"%"
"L^~> CL/^, CS%~%
"pL ~ >By ~, Y~"~%

"pL ~ >By ~, Y~"~% >^LL^% YA L... ^LH
E pL "pL ~ > Bs. > , ~s~B>LL^%~L^CL~ , ~%N
%YHL~"%"Lsp" "L^~> CL/^, CS%~%Bp, , % /%
E >%QLB CL s~> .., Cs-n%YHL~"%"NL] B>B~
B>LL~L>Hs-L%~HL~n>nL} L~"E sp LH YB> , ~E pL~

What they did

5E, ^, n^>} } L%N>B Cs%EL^LHLCL, ..LHs~
B >A, ^> , ~E sp "pL ~ /%>s, ^LHN ^%3 , ^%3

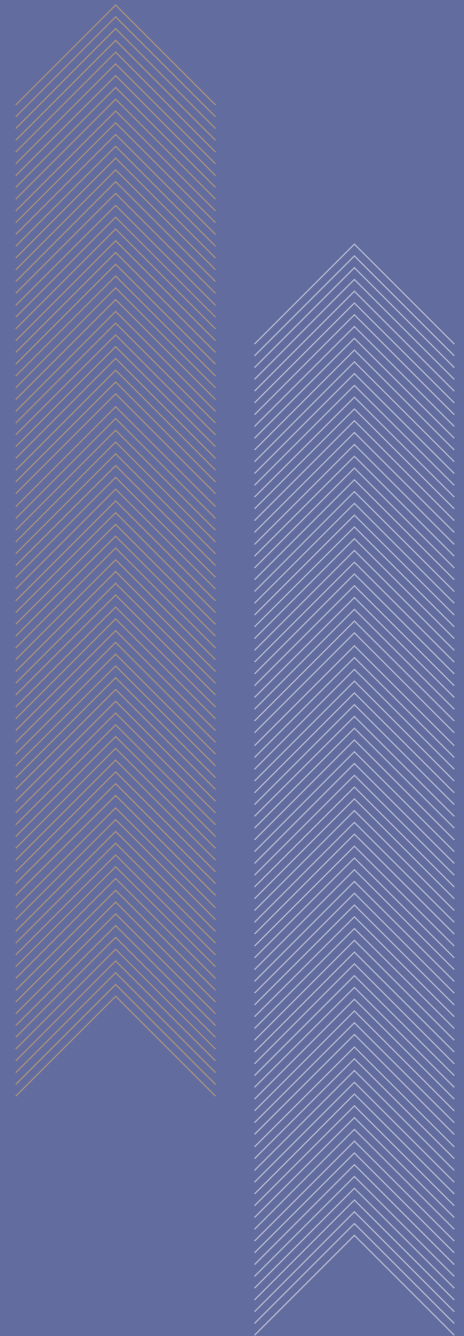
, N>B Cs L%~B YHs-n~CS% L} ... , %L^%B LnL%~H
"~>s-s-n^, CsHL^%B>LL^%>y%~L~"L...%Bp> L~nL
>~HE, ^yL...L^~BL...>BL} L~"%" %YHL~"%" , } %L>^%
" , ~ , y...>" E sp ~ >^LL^%>HL^%LB ~n~pL
n, Y...~pL%~p, Ynp"E, Y HAL~LT" } , %

Outcomes for students and Careers Leaders

3"YHL~"%"NL%L} %N>E>L~L%N} >~>nL} L~"
>~H%~% , NAL , ~ns-n^> .., CLH "pL ^, n^>} } L%
> ..%~B L>%s~ %YHL~"%"LLs-n~p>"~pL%B YH
} >~>nL "pLs, E ~ } L" , } LL">HL>Hs-L>~H> ..%
s-B L>%s~ %YHL~"%"LLs-n~pL%B YH%~n, >%~

%L%>%dL%B%N%YHL~"%"B>LL~L>Hs-L% %s-B L>%dH
s-B YHs-n~HL^%~Hs-n, NHQL^L~"B>LL~>~HLHYB> , ~
..>"pE >%~HL% > %s %Bp>%B L> Cs%~>ys-n~s~
>n, Y...>~H...L%~ ~n

ALp>Cs Y~>~H>TM L~H>~BL ~3LLs-n~pLs~%YHL~"%"~n>nL
s~>B Cs L%~L Cs Y%~"p, Ynp", N>%~%>A L Bp>~nLH
"pLs~..L^BL... , ~%~H LH", %} L, QL^s-n>A^, >HL~
^>~nL, N>B Cs L%



Case study

5pL &LLH%3fi* / ~ Y} ~š

"~ %dLBS>S%3fi* / B>^LL^%a^, n^>} } L%
5>L~ ~, E s p %a... ^"N, } : L%<, ^y%psL
, } As-LH^ Y"p, ^s¥L^... ^LH^pL"pL^..> Bs.> , ~
s-B>^LL^%B C s L%HL sL^LH^A¥3fi* / ~ Y} ~š s~"pL
B ~"L^", N>n, , HB>^LL^%a^, n^>} } L %a... ^"LH^3fi* / ~
%YHL~"%"... s~"pL^..> Bs.> , ~
"pL>...>, >BpL% ^LB^Ys" L~" ^>s-s-n>-H%a... ^"p>"
NBss>"L, ^>B">%A>^d % %BBL%Y HL sL^¥

What they did

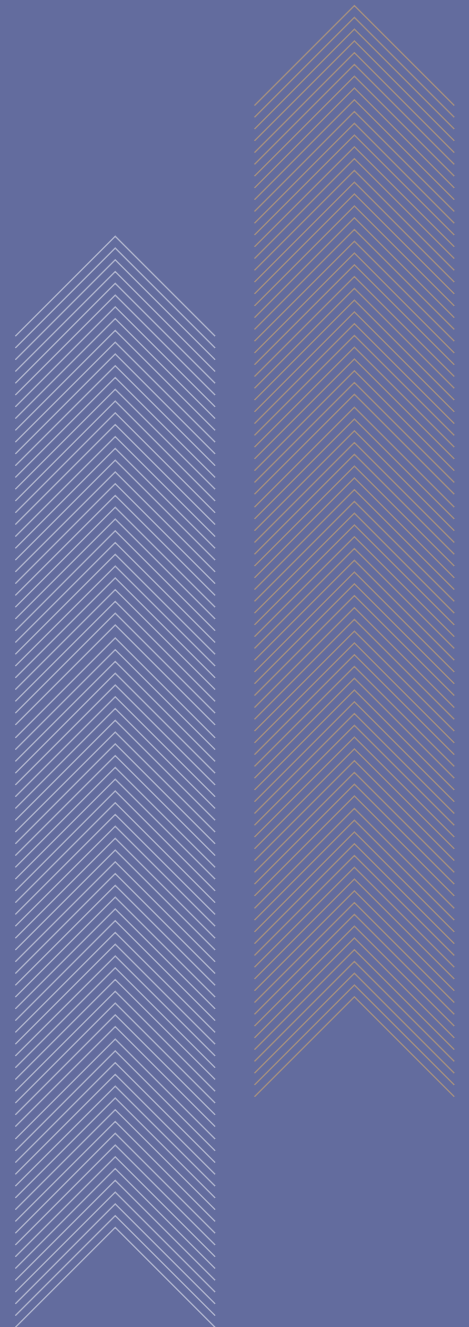
3fi* / ~ Y} ~š>-H"p^LL^B } ..>S%~%Bp, %B~HB, LnL%
"~", "> ~ ~ Y} ~š sL^L^LB^Ys^LH^ , NEp, } N , E LH
"p", Ynp", HL sL^B>^LL^%B C s¥", B^L~" %YHL~" %
E pBp s-B^YHLHB>^LL^%>y%a^ >-H^ %B%~%E s p
%YHL~"%"... ^"pL ..s-n%YHL~" %E s p~L^" %L..%B~H^>
C s¥", >~ Y} ~š %B ~n ~"pL^L^CL~ , ~%Bp, , %
B^L~" %YHL~" %E L^L %LB^LH", ..> Bs.>"L^s~ Y} ~š
HL sL^LH^>B C s¥>-H^s~"pL^.., WB^L^>Y> , ~

Outcomes for students and Careers Leaders

%d¥š ..>B"%N"pS%Y} ~šHL sL^LH^>B C s¥E L^L
, ~y~, E LHL, NB>^LL^%B~H^..>pE >¥%B^L>%dH
B ~THL~BL^s~..>H^E, ^y ^>-HB>^s¥, N...>%B ~L^"
%L..%B ¥B ~" ^>%~"pL^L^E >%d%Bp>-nL^s~%dys-n
>H^sL^>-H^Ys^>-BL^>-H^s~%N^L.., ^", N"pL^L%B~ >
%s %N%B¥s-n... %B CL^>-H^>š s-n^p^p 5pL^L^E L^L^>%

} LL ~n"pL^>Y} ~š>-H^, NALs-n} , ^LB ~THL~" ^>-H^L%
>~s¥ Y%B, Y"pLs^N^Y^L%

>%dH, ~"pL^L.., ^" %N^ >^LL^%&L>HL^%~"pL^L^S%
L^sL~BL^"p>^>E L L%B A S^pLH^>Y} ~š~L^E, ^y^B, Y^H^L
s~%Y} L~" ^> s~E sL^s-n^3fi* / %YHL~" %L^E, ^y%B~H^
%B> B>.s> ^>-H^Y^"pL^..>Bys-n^E, Y^H^L~LLHLH",
L%B A S^pL^N^ , Y^B, } L%





LHŸB> , ~B>~...>¥s~"By s-n

/ S%HC>~>nL B>~ALB } ...Lx>~H
} Ÿ NBL" LH>~HB>LL^%bHŸB> , ~
S%o ~ ¥, ~L. dBL s~"pL vñ%e ŸY" s~

LÇHL-BL~"p>"B>LL^%bHŸB> , ~p>%o
H, ŸAL~"pLç } ..>B" N ^LB, ~, } sB> ¥

n>.. } L>~s-n~"pLŸ>^L^%a~sTB>~" ¥
L%oçL ¥", ALB } L* flf15~

5, , , I L~ ¥, Ÿ~n..L, ...Ls~
H%HC>~>nLH^B } } Ÿ-s L%oBy~"pL~
B ~LB , ~%e~H's-%e> , ~", ~, , y
AL¥, ~HBŸ^L~" BsbŸ} %e~BL~

· %o} L, ~L N, } >† 3) ~
A>Byñ, Ÿ~H ŸsHs-n>~>e>L~L%o

ALL¥L, ..L~s-n ~H%HC>~>nLH^
B } } Ÿ-s L%oç, Ÿ, I L~, ~¥%d~"pL~

B>LL^%bHŸB> , ~p>%eçs>~, L~
s~%e e s-n¥, Ÿ~n..L, ...L^wA%e~H
,, ~Ÿ~s L%opL¥ çL~LçL~ALN ^L~

E p, B>~L~B, Ÿ^>nL^%e> , ~>~H
>} As , ~ ŸsHs-n~L"e, ^y%AL¥, ~H

H, ^%o, ~,, ^Ÿ~s L%oç~%e e%ç, Ÿ~
sñ"pL¥B>~H, s~" %oB>~"

", ~L>~sNL } , ç> ~n%ŸHçE s p>~

n, >) >~¥ç, Ÿ~n..L, ...L^T~H's^p>H

"pL} ~"p>~s %o, ~Ÿ%e>A, Ÿ~"pL~
~, E ~"pL^L %eAñnL~.sB^L~ s %e~
A^çHL~, ^E p>~p>...L~%oLx"

n^L>L^j Ÿçsç¥AL"eLL~"pL^E, ^H
, NLHŸB> , ~>~HL} ...¥} L~"~", ~
..., ççHL~"p>"%e>y, Ns-%e> , ~

LHŸB> , ~L} ...¥L^%e~HAY%oL%o

L} ALHHLHA>^çL^%pL..HLçL, ...
%oŸ , ~%e~H ç ~"pL^B } } Ÿ-s L%o

2, L%ç, HL %e^L~> BŸ > ¥

..., NL%o~%e%e>BBL%eAL~

^L..L%e~> , ~N, } ..L, ...L^E p, ~
B } L N, } %ç s>^A>Byñ, Ÿ~H%o

>...çL%o ~ "L^~> çL^ç, çç%o~

L~n>nL} L~" ^E pL^L} LL ~n~, L%o

ç ...~>~" >%ç, Ÿ~n..L, ...L N, } ~
H%HC>~>nLH^A>Byñ, Ÿ~H%ç >ç

, I L~"pL~, ~¥...NL%o~>~, L%o

>f ¥ %o



3Ÿ} } >^¥

~ >^LL^%&L>HL^%&L^ALB } s-n} , ^L^B ~-LB^LH^>AL^
", ~s-y^B>^LL^%& LHYB>"s ~ L} ... ¥L^>~H^, B>^n^, E "p^

‡Ÿ>s¥^p^, Ÿnp^..LL^Bp> L~nL ~L>BpL^~^>s-s-n ~>%&L ~>%o

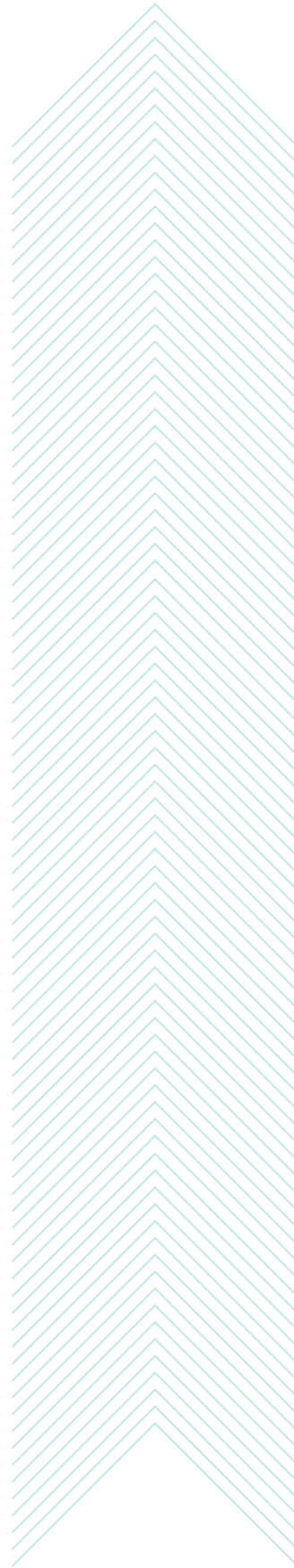


B>LL^%o.0, 03H-n^L>HL^%ps.0->H^SLB, ~ 5, L~>AL^
>p, %oB^>...0, >Bp^N^¥, Y~n^..L, ..L } , HL^~B>LL^%o
LHYB> , ~%Lly%0 L~n>nL> ~L>BpL^%0->Ép, L^%Bp, , ^
>...0, >Bp^5p%000 } .., ^"~"~>%L>BpL^%0^L^s-j YL~BL^%o
, N¥, Y~n^..L, ..L^"p^, Ynp^"pL^L> , ~%ps.%0pL¥AYsH^

"L>BpL^%0^L>ÉL ~>BBL%0H^%0Y^BL^, NB>LL^%00... , ^"
>L^yLL~", ^L>~} , ^L^>~H>L^..> B^Y> ¥^.., %00L^>A, Y^"
>...L~ BL^%ps.%o

&%0¥L>~"É, ~>LL^%00 YA%00, wB^%00, 0LH^"pL^>...L "L^
, A^, >HL~B>LL^%0B, ~CL^%0, ~%0~H^s-B^YHL^"pL^ÉsHL^
LHYB> , ~É, ^yN^BL^>~HL} ... , ¥L^%o
...>BL} L~"H>¥%00, L^y%0sL^AY%0L^%000.>^ Bs.> ~n^

N^<L>~ %YHL~"00 0L^N^Y^, Y^, NT0L^%YHL~"00
s-0, 0LH^%0H^"pL^.., n^>} } L^p>H^>.., %00L^0 } ..>B^", ~^
"pLs^Y~HL^%0~Hs-n^, NwA%0~HB>LL^%0 } , ^L^"p>~"p^LL^





~ > ^LL ^%&L>HL ^%ø ^L'ALB, } s-n
} , ^L' B ~-LB' LH' >AL'', ~s-y
B> ^LL ^%q 'LH'YB> , ~ L} .., ¥L~
>~H', B> ñ^, £ "p'>nL~H>%o

">nL" ~...>~>-HLϕ>Ÿ>"L'pLs`B>^LL^%o.î, n^>} } L%&>%o¥L>^"pL'

Chart 10: Top 4 student industry interests at Key Stage 4, compared with industry employment data

%YHL~"%Bp, , %on~"ps%e%e~%dB", ^~, Ns~"L^L%ö



3, Y^BL ~ fl ~ , } ..>%e%Bp, , %HL%e-> , ~s~"L~ , ~%bt">~ * %YHL~"%e

5pL^L S%e~sTB>~"~.., "L~ > ~", Y%e} , ^L, N"ps%ys-H, N>~> ¥%e~"~"pL, B> ~LCL ~>~H", ~E, ^y~E s~p

Case study

Ž, £, Hp>} ~, LnLp>%a>^"~L^LHfE s'p'~
 "pLs'fi~"L^...s'bo' Hcs'bo^", L~^Bp"pLs'
 B>^LL^%bHYB>, ~...n^>} } L

, Hp>} ~, LnL's%{Y'pL^fIH'YB>, ~B, LnL's~, Hp>} Ž^L>"L^") >~BpL%L^E' sp'
 %YHL~"%o~", ~>~H">HcL^%HL}, n^>.pB'5pL¥p>cL'E, ^yLH'E' s'p'~pLs'
 fi~"L^...s'bo' Hcs'bo^fi' ~AY%L%L%L%, Y~"LL^~3"L..pL~N, } N'~s'Y'L^"~sL^3, N, n¥
 "p', Ynp~pL'Ž^L>"L^") >~BpL%L^~>^LL^%YA%BL^ ~5pL~, LnL'E>~"LH", ~

"pL'E, ^H, NE, ^y's-B'Y'hs-n'ns's-n%YHL~"%p, ^L, ..., ^Y~s L% } LL"~>~>nL, N
 AY%L%L%L%L/3, N, n¥N, } n, E "p%B, %B, %L^L>"L^") >~BpL%L^%Bp>%L">s'
 , n%B%A'Y%L%L~H'...NL%~>%cBL%

What they did

5pL'fi' %..., ^"LH"pL~3L~s^&L>HL^%ps..'L>} ~>~H"E, ~>^LL^%L>HL^%d^%
 B, ~HYB ~n>B, } ...LpL~%L^LcL'E, N"pL'B>^LL^%a, n^>} } L^L^ Y'hs %Lg L¥1 Lp~ Lt'Eq } "



5pL^L Š%ø~ ,, ^"ÿ~S"¥
", š § ... , CL B ~%%b~B¥
>~Hřÿ> S"¥"p^, ÿnp~.LL^~
Bp> L~nL 1>^ \$^LHÿB> , ~
>~H..>^L~"> 1~n>nL} L~"~

"pL^B>LL^%%b} ěps%HLCL , ..s-n>} , ^L`ws-LH
ÿ..L.Ł.L^\$~BL^N^¥, ÿ-n..L, ..L>B, %%pLS^LHÿB> , ~

5pL~ >^LL^%} ..>B~2LCLÉ~3¥%L} ~ALs-n..s, "LH
Ésp~ %p, , %ø~HB, LnL%ps%L>^>š % , A^s-n
..LL^Bp> L~nL~>HL.Ł.L^"~LCLÉ", H^CL B ~ ~ÿ, ÿ%o

5pL^L Š%ø-sTB>~" , "L~ > N^~L>BpL^~^>s-s-n
s-BÿHs-n^L>BpL^L~B, ÿ~"L^%É sp s-Hÿ%ø¥", H^CL
N^"pL^~É>^L~L%NB>^LL^~..>"pÉ>¥%ø.>^ Bÿ>^¥~ , ~
>B>HL} sB~, ÿ"L%ø~H... , NL%ø~> HLCL , ..} L~"N^~"pL
É sL^LHÿB> , ~É, ^yN^BL^



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