



Department Support to Embed Careers in the Curriculum

What are the Gatsby Benchmarks?

They are guidelines that set out best practice and how to meet the statutory obligations of careers provision in education [Click here](#)

Which Benchmark is particularly relevant to departments?

Gatsby 4 Embedding Careers in the Curriculum- What good looks like

All subject staff should link curriculum with careers, even on courses that are not specifically occupation-led. For example, STEM subject staff should highlight the relevance of STEM subjects for a wide range of career paths. Study programmes should also reflect the importance of maths and English as a key expectation from employers.

- By the age of 14, every pupil should have had the opportunity to learn how the different STEM subjects help people to gain entry to, and be more effective workers within, a wide range of careers.
- Throughout their programme of study (and by the end of their course) **every student** should have had the opportunity to experience how **their subjects** help people gain entry to (and be more effective workers within) a wide range of occupations.

Why should departments try to do this?

- Linking your subject to careers can help to show students the purpose of what they are learning. This can help to raise aspirations and motivate them. Studies show improvements in both attainment and attendance where there is effective careers education.
- We have a duty to ensure our young people are well informed and prepared for life after school.
- Careers will be part of OFSTED deep dives. Asking DLs, teachers and students.

How do you do it?

- Embedding careers does not have to be an industrial visit or speaker, but if you want to do this, we can help you to organise this. Many employers are now keen to do virtual interviews or tours. Try to use every opportunity to talk about how your subject/topic builds employability skills or links to future pathways.
- Embed careers tasks in your medium term plans. This could be as simple as a homework task. **We have included resources below.**
- Display information about careers linked to your subject in your classroom. (We have given you some posters but students could investigate a particular sector and produce this themselves).

Resources

1. Purchased Resources

The image shows a digital e-booklet with a pink and white color scheme. The title is 'How will art and design prepare me for work?'. It is divided into seven sections, each with an icon and a brief description of classroom activities and real-world applications:

- Communication:** In class, you'll learn about visual communication. At work, you'll need to communicate clearly with different audiences.
- Creativity:** In class, you'll be encouraged to use your imagination and be creative. At work, being able to think creatively is useful in a variety of professions.
- Evaluation:** In class, you'll be encouraged to evaluate the work of artists and designers. At work, being able to look objectively at a product or situation and evaluate it to find a way forward is useful in many roles.
- Drawing:** In class, you'll refine your drawing skills on various projects. At work, animators work in visual special effects (VFX), film, TV and video game productions.
- Problem solving:** In class, you'll learn how to follow a brief and will be encouraged to think of creative solutions to problems. At work, construction engineers may need to think creatively about how to solve problems on site.
- Project management:** In class, much of what you do in class will be coursework. At work, being able to manage your time effectively is essential in many roles.
- Research:** In class, you'll carry out research into relevant images, artefacts and resources. At work, if you're an urban planner you will need to research the rules and regulations in a specific area.

On the right side of the booklet, there is a photo of a smiling young woman with curly hair. Below the photo, there is a red book titled 'Words change the world' and a red folder with 'Live Windows at sci' written on it. A magnifying glass icon is positioned over the bottom right corner of the booklet.

We have purchased additional resources for each department as follows. Some subjects are better than others! Copy and paste the one for your subject/s into your search and it will produce a e-booklet linked to your subject. The spotlight on careers and interviews might be particularly useful. There are also links taking you to different industries where you see the link sign as below:

It is tricky to print pages, so you might want to set a task based on some pages for homework or if you are in a computer room.

Art and Design- [Click here](#)

Biology- [Click here](#)

Business- [Click here](#)

Chemistry- [Click here](#)

Computer Science- [Click here](#)

Design and Technology- [Click here](#)

Drama- [Click here](#)

Economics- [Click here](#)

English- [Click here](#)

Geography- [Click here](#)

History- [Click here](#)

Languages- [Click here](#)

Maths- [Click here](#)

Music- [Click here](#)

Physical Education- [Click here](#)

Psychology- [Click here](#)

Physics- [Click here](#)

Religious Studies- [Click here](#)

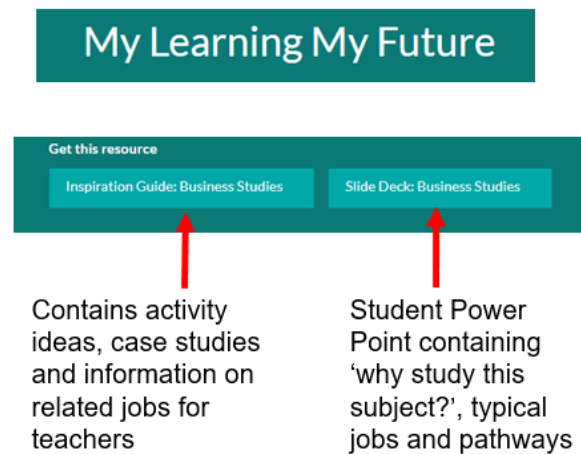
Sociology- [Click here](#)

2. My Path Videos



This site has a job of the week video (useful for form time) and excellent videos linking to English, Maths and Science. It links jobs to different topics in these subjects so is easy to link to your scheme of work. [Click here](#)

3. My Learning My Future



THE PLEDGE
CHESHIRE AND WARRINGTON



[Click here](#)

4. icould – great videos for KS4 and KS5 organised by subject

inspiring
the
future



Explore careers

Buzz Quiz

Teaching resources

About us

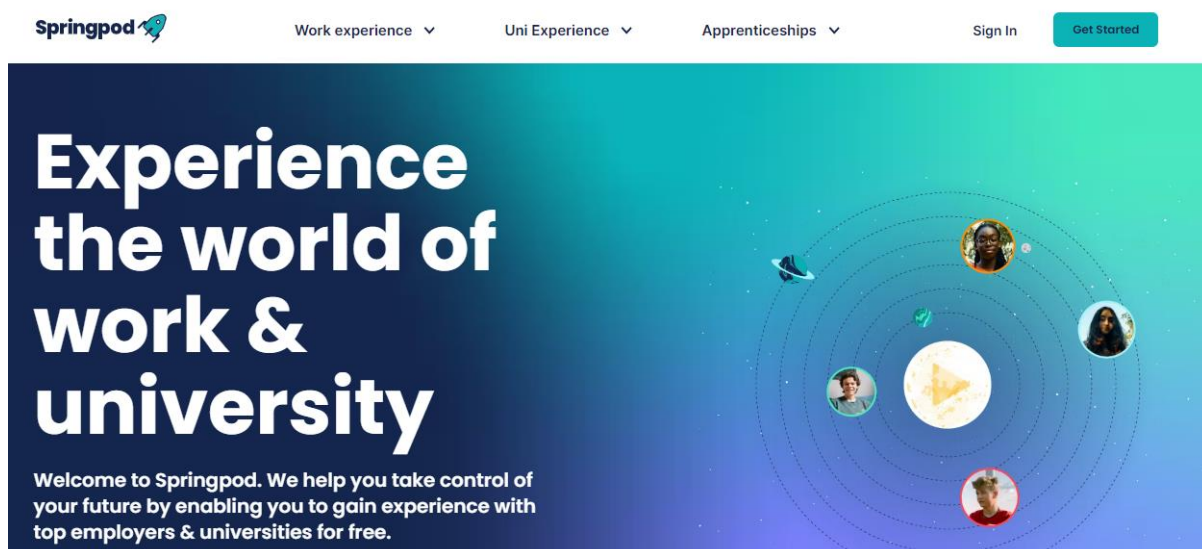
icould free teaching resources



How to get the most out of icould for your students

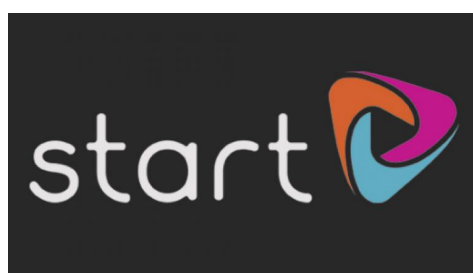
[Click here](#)

5. Springpod – Great for KS5



Students will need to register but they can watch short videos explaining the relevance of subject courses to careers and then have mini-lesson. There is also an apprenticeship section. [Click here](#)

6. START



We have purchased the START platform again for our students. Start is a digital careers platform with the information, advice and tools to help our students to explore and plan for their future.

At the heart of the platform is a student's StartProfile, built throughout the academic journey to evidence their career development, informing and supporting their successful transition to future study and employment.

first aid

Gatsby Benchmark 4: Linking curriculum learning to careers

- Students use subjects as inspiration to search job profiles, or view a list of subjects (ranked by relevance) to consider studying if they have particular job in mind
- It's easy for classroom teachers to record careers learning taking place in lessons
- Work and sector insight activities frequently include references to the application of subject knowledge or technical skills in the workplace and specific job roles
- Video content from industry and employer partners provide engaging soundbites to help students to connect their studies to opportunities in growth sectors or jobs in demand
- Being able to access Start without logging in, as well as its ease of use across devices including tablets and mobile, supports classroom teachers without access to IT suites

[Click here](#)

Student features and benefits

CV builder: Students can record evidence of their career development in one place.

Study pathways information and course finder: Help your students to build a clear picture of where they are going and the most appropriate route for them.

Labour market information: Connect subject learning to the world of work. Live Local Market Information (LMI)- helping students to browse the information based on their interests or explore using the subjects they are studying, as well as access the latest list of in demand jobs to guide their study and career choices.

Personal development and work preparation content: Students use the information on Start to discover and develop themselves, to grow in confidence and learn how to link interests and strengths to their career development.

Labour Market Information

*LMI obtained from the Office for National Statistics and Gov.uk. Poster last updated August 2020

** Data used in this poster covers the period April - June 2020 and includes furloughed workers

Cheshire & Warrington LEP

Cheshire East, Halton, Warrington, Cheshire West & Chester



Employment

UK - 76.4%
LEP - 80.2%



Unemployment

UK - 3.9%
LEP - 3.3%

16-64 year old population = 563,200
Total population = 930,800

Full-Time Salary



UK Average - £30,414
LEP Average - £29,499

Self-Employment



10.7%

67,900 people in the region are self-employed

Apprenticeships

There are approximately 1,018 live vacancies within a 40 mile radius of Middleswich, including...

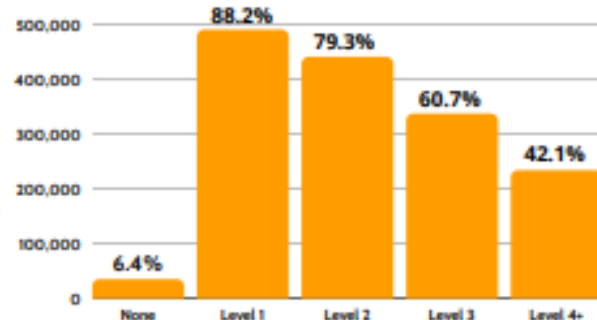
- Vehicle Maintenance & Repair
- Laboratory Technician
- Bricklaying
- Teaching Assistant
- Beauty Therapy
- Dental Nursing
- Gas Engineering
- Software Developer
- Healthcare
- Digital Marketing

Plus many more! Find local opportunities on www.apprenticeships.gov.uk/



Qualification levels

441,900 people have at least a level 2 qualification such as GCSEs or an NVQ.



Where do people work right now?

Most jobs

- Wholesale & Retail - 85,000 (17.3%)
- Science & Technology - 65,000 (13.3%)
- Health & Social Care - 52,000 (10.6%)
- Administration - 46,000 (9.4%)
- Manufacturing - 41,000 (8.4%)

Fewest jobs

- Arts & Entertainment - 12,000 (2.4%)
- Real Estate - 7,000 (1.4%)
- Water, Sewerage & Waste - 4,000 (0.8%)
- Electricity, Gas & Air - 1,750 (0.4%)
- Mining & Quarrying - 600 (0.1%)

Growth Sectors

- Transport
- Energy
- Health and Social Care
- Science and Innovation
- I.T and Cyber Security

There are many other sectors that will grow in your region

What are some of the region's big name employers?



pets at home



BRITISH SALT

BENTLEY

