



Gatsby

Ian Caley, Guidance & Participation Manager



Stockton-on-Tees
BOROUGH COUNCIL

Children and Young People

Big plans for the young people of our Borough

The Gatsby Report

In your papers

Forms the basis of most Government thinking

Really good piece of work - Based on empirical evidence, academic research and international visits; it is really clear and accurate; makes absolute sense – it brings all the knowledge and understanding of what works into one place

ALL 8 Benchmarks must be achieved, for EVERY student = hard to achieve!

Benchmark 1: A stable Carers programme

The most important Benchmark, as without it the others won't happen or aren't sufficiently linked together to have positive impact

Heard from Egglecliffe; focus when visiting schools?

37% of Stockton schools are fully meeting this Benchmark; all are fully or partially meeting it

Benchmark 2: Labour Market Intelligence

Intelligence not just Information – let's deliver it in a form that means something and is accessible

Lots of free support inc. [TeesValleyCareers.com](https://www.teesvalleycareers.com)

Made available to staff, students, parents, communities

58% of Stockton schools are fully meeting this Benchmark; all are fully or partly meeting it

GB 3: addressing the needs of each pupil

Challenges stereotypical and negative thinking e.g. gender roles, raising aspiration, realities of labour market (there are jobs!)

Destinations follow up for three years after leaving school, analysed to inform and shape future delivery (is what we do working?)

37% of Stockton schools are fully meeting this Benchmark; all are fully or partially meeting it

GB 4: linking curriculum learning to Careers

Focus on STEM but also across the curriculum

Can be difficult to integrate into National Curriculum

Lots of free support through CEC

37% of Stockton schools are fully meeting this Benchmark; all are fully or partially meeting it

GB 5: Encounters with employers and employees

Through guest speakers, mentoring schemes, enterprise activities

Can be difficult to integrate into the school day

Has to be achieved for EVERY student – so can't just be done once a year

Lots of free support available through CEC

74% of Stockton schools are fully meeting this Benchmark, 89% are fully or partially meeting it

GB 6: Experiences of the workplace

Traditional Work Experience weeks are making a comeback (we are coordinating and supporting work placements across SBC)

Other types of work placements and work shadowing

Group visits to workplaces

Again, for ALL students, including vulnerable young people and those with challenging behaviour

37% of Stockton schools are fully meeting this Benchmark; 68% are fully or partially meeting it

GB 7: Experiences with FE and HE

Relatively simple to arrange college and University visits, but expensive to transport a whole year group

Must also include vocational routes such as Apprenticeships and T Levels

For ALL students (may be exemptions re HE for all students with learning difficulties)

47% of Stockton schools are fully meeting this Benchmark; all are fully or partially meeting it

GB 8: Personal Guidance

At least one 1:1 with a qualified, independent and impartial Adviser by end Y11 (may be needed at Y8 or Y9 re. GCSE choices)

At least one more 1:1 by end Y13

Adviser can be employed by the school or an external organisation

Adviser qualified to minimum Level 6 in Careers Guidance = expensive!

79% of Stockton schools self-assess as meeting the Benchmark;
95% are fully or partially meeting it



Guidance

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Great Careers Guidance

Structured conversation with a purpose – a science and an art!

- Introduction – building rapport and understanding of the purpose and what could be discussed
- Contracting – agreeing what will be discussed
- Discussion – covering the client's ideas, passions, motivation, fears, plans, experience, skills, dreams, ability, interests...
Guidance needs many skills to engage and develop these, including questioning, active listening, reflecting back, using curiosity and humour
- Summary – drawing out and sharing understanding of the key points
- Action planning – who is going to do what, how and by when

Benefits of delivering Gatsby Benchmarks

Benefit of providing full Careers support to a young person (all 8) estimated total return calculated by PriceWaterhouseCoopers:

Save £56k if we prevent one NEET

£79000 - £122000 if we can upskill from L1 > L2

£133000 - £182000 if we can upskill from L2 > L3

£197000 if they gain an undergraduate degree

Cost of delivering all 8 Benchmarks for each student = £200
(but – underestimate the cost of 1:1 Guidance?)



Impact of personal Guidance

Human Capital:

Upskilling, motivating, employability, better matching of people to the labour market

Social capital:

Increased network, Guidance can fill the gaps in networks (i.e. increase social mobility)

Supported transitions:

Smoother and speedier transitions from education, illness or caring into employment and between opportunities

Impact of personal Guidance

Increase in self awareness and self esteem

Better career planning and decision making

Improved attendance and attainment

Delivers value for money re. economic and educational attainment

Productivity: UK still at or behind 2008 levels; a 1% increase in productivity would generate £10.6bn annually in increased production



Primary economic outcomes

Higher rates of **participation** in employment

Higher **level** of employment

Faster transitions back into work

Increased levels of upskilling and retraining

Enhanced individual skill and knowledge base

Improved national skills base

Workforce is more adaptable to changes in technology and working practices

Greater lifelong learning



Secondary economic outcomes

Increased job satisfaction leading to better mental and physical health

Lower unemployment correlates with lower levels of crime

1% increase in employment = £1.5bn in extra tax revenues

Loss of Connexions = £3.2bn in lost earnings (Connexions cost £200m a year in England and Wales)

£9 extra tax revenues for every £1 spent on Careers Guidance

Cost of providing 1:1 Guidance to every Universal KS4 student at every Stockton school = c.£100k (Connexions delivery for Careers-related support in schools in 2009-10 was c.£600k)