




# Our objectives

- 1** |  We aim for a careers education system that has a measurable **impact** on young people - now and in the future
- 2** |  We aim to **include** all young people in careers education removing barriers where we can
- 3** |  We build **leaders** and institutions who can sustain the mission in the long term

# Our strategic priorities





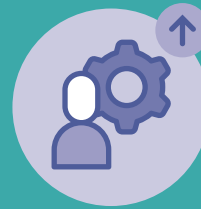
### Raise quality

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



### Drive experiences with employers

Drive more high-quality experiences with employers for students and teachers – with a focus on current areas of need



### Boost skills pathways

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



### Tackle 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



### Connect careers to economic need

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

# Our model



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1. A powerful **Careers Leader** in every school and college that can meet individual needs.
2. A school or college where there is **strategic engagement with business** (through Enterprise Advisers and Cornerstone Employers).
3. A **local area where activity is co-ordinated to share expertise** (facilitated by Careers Hubs).
4. A national body to secure **higher standards, consistency and promote what works**.

