

Outreach to intake: the business case

Employer Standards 2023/24 show
Healthcare amongst key sectors
leading the way



CEC's Employer Standards are helping to improve the impact and efficiency of education outreach.

The [Employer Standards](#) were launched in 2023 with the aim of improving the quality and impact of employer engagement in careers. By the end of September 2024, 811 employers from a wide range of sectors and sizes had self-assessed against the Standards. Within the national sample, 60 were from the Healthcare sector.

One year on, we see growing evidence that education outreach works: strengthening talent pipelines, closing disadvantage gaps and saving money. Sustained engagement and higher quality outreach lead to long-term benefits for employers, especially in key sectors.

"It's been great to use the Employer Standards for a second year and to see our scores increase across a number of Standards. It's a very useful process to reflect and review, with lots of simple recommendations to make improvements in our impact with young people. In particular we have been pleased to see our efforts on Standard 3: Evaluate & Improve reflected in our scores."

Elaine Pope, Head of Engagement, Culture and Organisational Development, Buckinghamshire Healthcare NHS Trust



1. School outreach works: strengthening talent pipelines, closing disadvantage gaps and saving money

- Providing meaningful opportunities, such as careers talks, mentoring and workplace visits, leads to more sector interest, applications and closing skills gaps
- Engaging with parents, teachers and underrepresented groups helps to improve the effectiveness of early career recruitment, improve workforce diversity and develop new talent pipelines
- Outreach leads to direct business benefits (particularly for Healthcare sector employers) and reduced costs, with Careers Hubs driving improvements



2. Sustained engagement and higher quality outreach lead to longer-term benefits, especially in key sectors

- Those providing meaningful opportunities over the long-term report the most significant business benefits
- Employers repeating Standards assessments take a more long-term approach, are more inclusive, provide more opportunities and see more business benefits
- Health sector employers score above the average across all nine Standards; Construction and Digital higher than average across eight



3. Employer Standards highlight common challenges and opportunities

- There is more to be done to prepare young people for application processes, evaluate activity and measure the value of careers engagement
- Greater engagement with parents benefits both businesses and students
- Employers who collaborate with Careers Hubs are leading the way

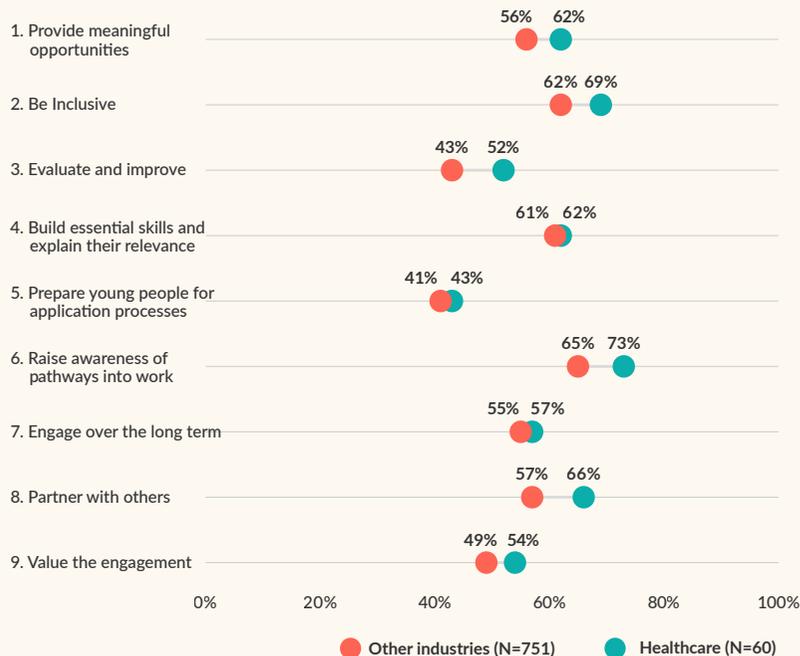
How did Employers in the Healthcare sector compare with the national sample?

The 60 Healthcare employers reported on average 6%pts higher than non-Healthcare employers across all nine Standards. Following the trend of all employers, those in the Healthcare sector scored themselves highest against **S6 (Raise awareness of pathways into work)** and **S2 (Be inclusive)** compared to employers in other sectors. On average, they scored **9%pts** higher on **S8 (Partner with others)**, and **8%pts** higher on **S6 (Raise awareness of pathways into work)** than employers not in the Healthcare sector.

Employers in the Healthcare sector saw positive business benefits, reporting positive outcomes from engaging with schools and colleges more frequently than non-Healthcare employers: the vast majority said that their **outreach is helping to encourage young people to apply for roles in their business (92%, +13%pts** compared with non-Healthcare) and to **take up careers in the sector (97%, +11%pts)** and developing new pipelines (**90%, +9%pts**). Healthcare employers were also **14%pts more likely to say that engaging with institutions is helping them improve diversity in their workforce.**

Employers' overall scores against each of the 9 Employer Standards, by Healthcare status

Overall scores against each Standard (%)



Source: Employer Standards Self-Assessments, Apr 2023 - Sep 2024

What business benefits did Healthcare employers see?

80% of Healthcare employers said that outreach is helping to improve the diversity of their workforce (14%pts higher than other sectors)

92% of Healthcare employers said their outreach is encouraging young people to apply for roles in their business (13%pts higher than other sectors)

Healthcare employers report stronger business benefits

Proportion of employers responding positively



Source: Employer Standards Self-Assessments, Apr 2023 - Sep 2024



Spread the word

The recruitment crisis in healthcare is expected to reach up to 360,000 vacancies by 2036. Now is your chance to do something about it.

Share these insights with your network to promote Employer Standards and inspire, engage, and introduce young people to the wide range of careers available in the industry. [Click](#) or scan the QR code here.

