

# Embedding the Gatsby Benchmarks:

## A Guide for Employers Supporting Apprentices

Employers play a vital role in delivering high-quality careers education for apprentices. Working collaboratively with your training provider supports positive retention and progression of apprentices, builds a skilled and motivated workforce and strengthens your role in shaping future talent. The Gatsby Benchmarks provide a framework to ensure apprentices are well-prepared for lifelong career success. Here's how employers can contribute:



### 1. A Stable Careers Programme

- Collaborate with training providers to shape and evaluate their careers strategy and programme.
- Share insights on your sector's skills needs and labour market trends.
- Support apprentices' access to careers activities (e.g. events, mentoring).



### 2. Learning from Labour Market Information (LMI)

- Provide real-time insights on career prospects, salaries, and sector trends.
- Help apprentices understand career pathways within your business.
- Support onboarding with Labour Market Information rich discussions.



### 3. Addressing Individual Needs

- Offer mentoring or buddy systems to support personal and career development.
- Encourage apprentices to reflect on goals and seek additional training.
- Provide inclusive opportunities that challenge stereotypes and raise aspirations.



### 4. Linking Curriculum to Careers

- Engage in curriculum planning with providers to ensure relevance to job roles.
- Highlight how desired skills and behaviours for your organisation align with occupational standards.
- Offer feedback to tailor learning to business needs.



### 5. Encounters with Employers and Employees

- Facilitate exposure to different roles within your organisation.
- Host masterclasses, competitions, or talks to broaden apprentices' perspectives.
- Enable networking with suppliers, customers, and industry bodies.



### 6. Experiences of Workplaces

- Provide cross-departmental experiences or job shadowing.
- Support external placements or swaps with other businesses where possible.
- Encourage apprentices to reflect on workplace experiences.



### 7. Encounters with Further and Higher Education

- Discuss progression opportunities with apprentices and providers.
- Support lifelong learning through CPD and internal development pathways.
- Encourage career planning beyond the apprenticeship.



### 8. Personal Guidance

- Allow time for apprentices to access 1:1 careers guidance as required.
- Support early intervention if apprentices are at risk of leaving employment.
- Encourage use of career development plans.