

# OFSTED WEBSITE CAREERS CHECKLIST

With the launch of the [2021 Skills White Paper](#) from the Department of Education come greater emphasis on Careers learning.

It has been highlighted that Ofsted will be doing a deep dive into careers learning, and therefore, will inevitably be asking more questions about your careers provision.

As we know, Ofsted will always check your school website prior to an inspection. Therefore, we have created the following checklist for you to audit your own school website.

It has been laid out into 3 standards, all 3 standards should pass you through an inspection. However the more information on your website the fewer questions the inspector will need to ask. We would therefore encourage you to strive for the Gold standard, work with your Enterprise Coordinator and Enterprise Advisor to check off the bullet points.

[Link](#) to Education Inspection Framework Guidance for Careers leaders.





# BRONZE STANDARD

**The bronze standard should be considered as the baseline of what your website should display in regard to your careers' provisions.**

- > Careers Leader Details, including Name, Email Address, and telephone number visible
- > Summary of your careers programme, including details of how pupils, parents and employers may access information about the careers programme
  - > Overview of careers learning from year 7
  - > Transition advice and data for past 3 years
  - > Local college links and information
  - > Parents support information
  - > List Gatsby benchmarks and how they are achieved
  - > Learning journey
  - > Highlight how quality of education, behaviour and attitude, personal development and leadership and management fall into the careers provision and how they are supported or are achieved
  - > Explain the Intent, Impact and Implementation
  - > Experiences of the Workplace offer
- > How your school measures and assesses the impact of the careers programme on pupils
- > The date of the school's next review of the information published
- > Information updated/ amended annually



# SILVER STANDARD

**The silver standard should display more readily available information for all to see and access in regard to your careers' provisions.**

- Careers Leader Details, including Name, Email Address, and telephone number
- Summary of your careers programme, including details of how pupils, parents and employers may access information about the careers programme
  - Overview of careers learning from year 7
  - Transition advice and data for past 3 years
  - Local college links and information
  - Parents support information
  - List Gatsby benchmarks and how they are achieved
  - Learning journey
  - Highlight how quality of education, Behaviour and attitude, personal development and leadership and management fall into the careers provision and how they are supported or are achieved
  - Explain the Intent, Impact and Implementation
  - Experiences of the Workplace offer
- Enterprise Advisor Information, including Name and bio.
- How your school measures and assesses the impact of the careers programme on pupils
- The date of the school's next review of the information published
- Labour Market Information or link to the platform you utilise (with how they can log in)
- Careers information found within 3 clicks on your website if it doesn't hold its own page
- Case studies from activities undertaken
- Best practice evidence on how you have achieved each Benchmark
- Information updated/ amended annually



# GOLD STANDARD

## The gold standard is considered best practice.

- > Careers Leader Details, including Name, Email Address, and telephone number
- > Summary of your careers programme, including details of how pupils, parents and employers may access information about the careers programme
  - > Overview of careers learning from year 7
  - > Transition advice
  - > Local college links and information
  - > Parents support information
  - > List Gatsby benchmarks and how they are achieved
  - > Learning journey
  - > Highlight how quality of education, Behaviour and attitude, personal development and leadership and management fall into the careers provision and how they are supported or are achieved
  - > Experiences of the Workplace offer
- > Enterprise Advisor Information, including Name and bio.
- > Labour Market Information or link to the platform you utilise (with how they can log in)
- > Careers to hold its own page within the website ensuring it is easy to locate and navigate
- > Feedback platform- contact details/ Feedback survey/ feedback forms
- > Careers responsibility framework - who does what (governors, SLT, etc.)
- > Case studies from activities undertaken
- > Best practice evidence on how you have achieved each Benchmark
- > Alumni feedback on destination achieved
- > Baker clause highlighted and proven how it is achieved
- > List of local businesses you are linked to/work with
- > Up to date destinations data for the last three years
- > How your school measures and assesses the impact of the careers programme on pupils
- > The date of the school's next review of the information published
- > Links to local support- Skills4Worcestershire Website etc.
- > Links to KS 3, 4 and 5 and parents' booklet (if applicable link to SEND Life Beyond School Booklet)
- > Link to your local offers
- > Highlight how SEND students are supported
- > Information updated/ amended termly
- > Link to National Careers Service website

# WEBSITE TOP TIPS:

- Remove out of date information/ external links and hide 'under construction' pages
- Keep main navigation sections to a minimum using clear titles
- Avoid long drop-down menus, instead, keep information in subsections
- Keep all news up to date - we suggest regular updates on activities
- Avoid making viewers download a document for a small piece of information, copy it into the web page
- Offer downloadable versions of information where possible
- Keep the font, text sizes and heading styles we have provided consistent throughout the website
- Avoid typing in CAPITALS, as it interferes with the translation of the page
- Avoid underlining text, as it may be confused with a hyper-link
- Use high resolution photography
- Ensure website is fully assessable

# HELPFUL LINKS...

<https://www.gov.uk/government/publications/school-inspection-handbook-eif>

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/748474/181008\\_schools\\_statutory\\_guidance\\_final.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748474/181008_schools_statutory_guidance_final.pdf)

<https://www.gov.uk/government/publications/careers-guidance-provision-for-young-people-in-schools>

## Best Practice Example

<https://www.sohamvc.org/page/?title=Post%2016%20Careers&pid=1020>

The Inspiring Worcestershire Careers Hub have created an example template which could be used in order to support your achievement of Gatsby Benchmark 1. This example can be found by following the link below and could be adapted should you wish.

[http://www.skills4worcestershire.co.uk/careersportal/info/25/the\\_8\\_gatsby\\_benchmarks/21/worcestershire\\_careers\\_hub\\_members\\_area](http://www.skills4worcestershire.co.uk/careersportal/info/25/the_8_gatsby_benchmarks/21/worcestershire_careers_hub_members_area)

This document is a simple tool to self-assess your careers information/offer within your school website. This is Inspiring Worcestershire's interpretation but not OFSTED quoted. The document is simply to support and therefore Inspiring Worcestershire will not be responsible for any Negative Feedback from the use of this document.