Dear Headteacher,

The government’s Careers Strategy published in December 2017 and accompanying statutory guidance for schools published in January 2018 place new responsibilities on schools for delivering high-quality careers provision. The Gatsby Benchmarks, which outline best practice in careers guidance, are at the heart of the Strategy and provide a helpful framework for schools.

The Careers & Enterprise Company is here to support you in improving your school’s career provision. Our aim is to help inspire and prepare all young people for the fast-changing world of work.

We do this by working together with your Local Enterprise Partnership Greater Birmingham and Solihull and Birmingham Education Partnership to support you and other schools in your local area. The lead Enterprise Coordinators for your LEP are:

- Leeanne Parker, Interim EC Lead for Life Ready/Solihull schools’ Enterprise Adviser Network: leeanne.parker@solihull.gov.uk
- Julie Stirrup, EC Lead for Birmingham schools’ Enterprise Adviser Network: julie.a.stirrup@birmingham.gov.uk

We also have a representative from each area on our Headteacher/Principal’s Advisory Group to shape everything we do. Your local representative is David Chapman from Aston University Engineering Academy.

We have developed a number of resources to support schools, which we have included in this pack. These packs will be sent to all mainstream secondary schools in England to provide some introductory resources. Your pack includes:

- A one-page summary of the government’s Careers Strategy and accompanying statutory guidance.
- A Careers Leaders guidance document, which helps clarify the role and responsibility of a Careers Leader in schools. The guidance also provides advice on how schools may identify the right person for the role and some potential models to fit into existing school structures.
- Our Gatsby Benchmark Toolkit, which provides guidance on each benchmark and practical ways for you to implement them. In April, you will also receive a handbook from the Gatsby Foundation. This will contain stories from schools and colleges which took part in Gatsby’s successful North East pilot of the benchmarks, as well as helpful tips and tools to help you work towards them.
- Information on our digital tools, Compass and Tracker, which help your school evaluate its careers provision against the Gatsby Benchmarks. The enclosed Digital Tools Guidance gives you a step-by-step guide to getting the most out of these resources.

We hope that you find these helpful. We look forward to working with you over the coming years to help ensure that every young person has access to high-quality careers provision.

Yours sincerely,

Claudia Harris
Chief Executive
The Careers & Enterprise Company

Roger Mendonça
Interim Director
Greater Birmingham and Solihull LEP

Tim Boyes
CEO
Birmingham Education Partnership