



Outreach to intake: the business case

Employer Standards 2023/24 show

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

One year on, we see growing evidence strengthening talent pipelines, closing disadvantage gaps and saving money. Sustained engagement and higher quality

- Providing meaningful opportunities, such as careers visits, leads to more sector interest, applications and
- Engaging with parents, teachers and underrepresented groups helps to improve the effectiveness of careers provision

longer-term benefits, especially

opportunities

How did Employers in the Construct on sector compare with the national sample?

S6 (Raise awareness of pathways into work) and **S2 (Be inclusive)** were the highest

other sectors.

On average, they scored **16%pts S6 (Raise awareness of pathways into work)** and **11% pts higher on S9 (Value the engagement)**.

they were **20%pts more likely to say engagement in education is helping to close skill gaps**, and **17%pts more likely to say it helps bring apprentices into the organisation**,



