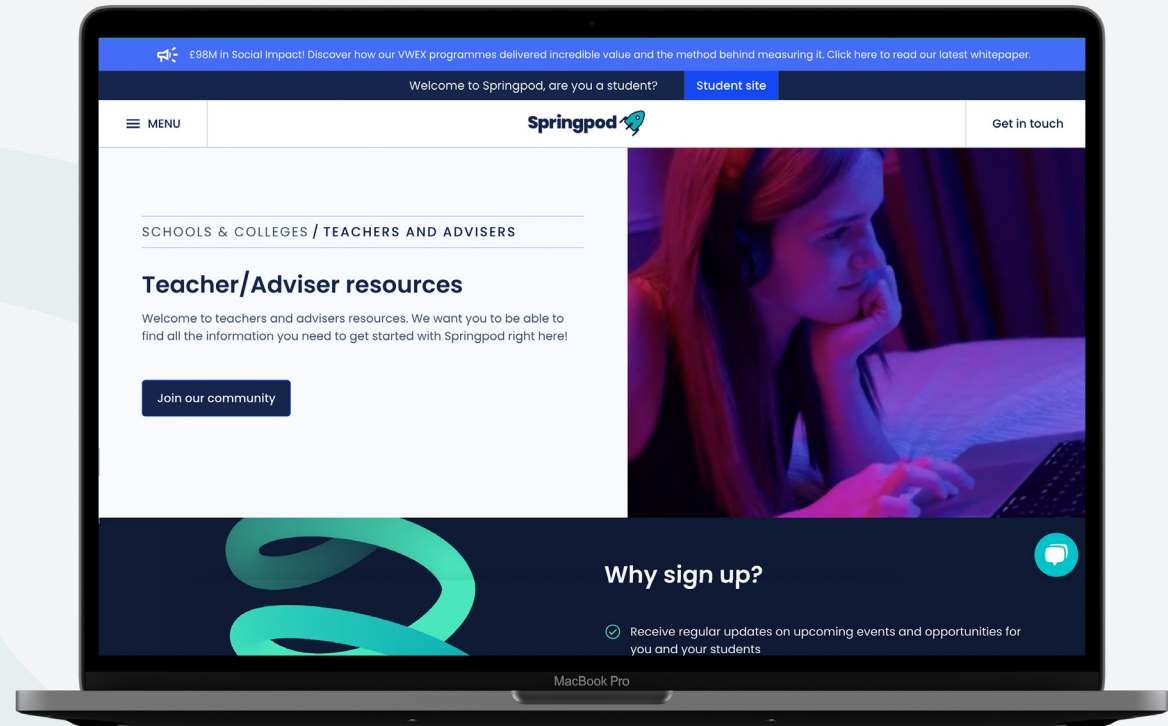




# Helping you meet the **Gatsby Benchmarks** – Schools



Quick links!



Benchmark	Summary	Springpod Experiences
1. A stable careers programme	Every school should have an embedded programme of careers education and guidance that is known and understood by pupils, parents and carers, staff, governors, employers and other agencies.	Springpod experiences are flexible, accessible and scalable, meaning they can be easily embedded into a careers programme so all pupils benefit. Pupils can move from exploring careers and universities to applying for opportunities. Each experience is underpinned by learning outcomes and our <b>learning journey</b> guides pupils and staff through progressive and sequenced experiences appropriate to their needs. <b>Parent and carer guides</b> offer easy-to-follow guidelines on how Springpod can add value to careers education. Staff can track engagement via our reporting dashboard to evaluate impact and identify areas of improvement.
2. Learning from career and labour market information	All pupils, parents and carers, teachers and staff who support pupils should have access to good-quality, up-to-date information about future pathways, study options and labour market opportunities. Young people with special educational needs and disabilities (SEND) and their parents and carers may require different or additional information. All pupils will need the support of an informed adviser to make the best use of available information.	We have the latest LMI information across all of our experiences. Working with our employer partners, we are able to bring this information to life for pupils through engaging webinars, tasks and activities. Through experiential learning, pupils learn important information to inform their decision-making and hear directly from employers about growth sectors, pathways and skill needs for that industry. Pupils with special educational needs can access our targeted programme where the content is appropriate to their needs. We share suggested follow-up activities so pupils can reflect upon and discuss their experiences with qualified advisers.

Benchmark	Summary	Springpod Experiences
3. Addressing the needs of each young person	<p>Pupils have different careers guidance needs at different stages. Careers programmes should help pupils navigate their concerns about any barriers to career progression. In addition, opportunities should be tailored to the needs of each pupil, including any additional needs of vulnerable and disadvantaged pupils, young people with SEND and those who are absent.</p>	<p>Pupils can choose from a wide range of programmes so that they can experience an industry or subject of choice. Our programmes are flexible and self-led, meaning pupils can work at their own pace with support from staff when needed. Content is carefully planned to take into account different learning styles. Our SEND programme has been created to make Springpod accessible for all.</p> <p>Our experiences can demystify job roles and address any barriers that pupils face when exploring their options. We showcase a variety of roles, sharing success stories from relatable role models. Our content aims to tackle misconceptions and stereotypical thinking around career pathways.</p> <p>Our virtual delivery model means that no pupil faces barriers linked to geography or opportunity. Everyone is able to link with employers, no matter their background or personal circumstances.</p> <p>Our new AI Interview Coach embedded in programmes provides pupils with a safe environment to practice their interview skills and receive constructive feedback to help them improve.</p> <p>Our experiences are increasingly being used by alternative provisions, charitable organisations, hospital schools, virtual schools or secure settings. We have seen some innovative delivery of Springpod in community spaces targeting those young people not in education, training or employment.</p> <p>Our <a href="#">testimonials</a> and <a href="#">case studies</a> demonstrate the impact on individual pupils and the vital role of careers advisers and leaders in encouraging their participation.</p>

## Benchmark

## Summary

## Springpod Experiences

### 4. Linking curriculum learning to careers

As part of the school's programme of careers education, all teachers should link curriculum learning with careers. Subject teachers should highlight the progression routes for their subject and the relevance of the knowledge and skills developed in their subject for a wide range of career pathways.

We have developed easily shareable **job sectors** that staff can use to encourage pupils to explore pathways related to curriculum areas. Each experience showcases the knowledge and skills essential to that sector and demonstrates subject relevance. Our integrated Career Readiness Skills illustrate how these competencies apply across a variety of career paths

Our **university subject spotlights** allow pupils to think about what career options might be available from a wide range of subjects.

Springpod delivers staff CPD to ensure all staff are aware of the value of virtual experiences to their subject area.



## Benchmark

## Summary

## Springpod Experiences

### 5. Encounters with employers and employees

Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment opportunities, including visiting speakers, mentoring and enterprise schemes, and could include pupils' own part-time employment where it exists.

Pupils have the opportunity to engage in multiple work experience programmes with a diverse range of employers. Our [Rethinking Experiences of Work](#) explains how Springpod can be used as part of a multi-experience and progressive programme.

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Our classroom-based activities for [Years 7 and 8](#) are designed to spark early career thinking, helping pupils understand the relevance and value of work experience. They also provide opportunities to connect with employers virtually, broadening horizons and inspiring future aspirations from a young age.

Each Springpod experience begins with clear and concise information outlining what pupils can expect and the benefits they will gain. Opportunities for two-way interaction are available through our safeguarded ambassador platform, where pupils can engage with industry professionals or submit questions to employer partners following webinars. Reflective activities are embedded throughout, encouraging pupils to consider the knowledge and skills they've acquired and identify next steps in their career exploration.

Springpod experiences focus on developing key career readiness skills while providing insights into career pathways, labour market information (LMI), and industry expectations. Schools can use these virtual experiences to better prepare pupils for in-person placements. By participating in Springpod programmes, pupils gain confidence, feel more enthusiastic about upcoming placements, and develop a clearer understanding of which opportunities align with their interests, ultimately increasing their chances of securing a suitable placement.

Our Virtual to Reality programmes give learners the chance to apply for in-person experiences. Employers can use Springpod's virtual experiences to support a fairer selection process by recognising those who have shown genuine interest and engagement. This helps create a more equitable application journey for in-person opportunities.

Benchmark	Summary	Springpod Experiences
6. Experiences of workplaces	Every pupil should have first-hand experiences of workplaces to help their exploration of career opportunities and expand their networks.	<p>Springpod is committed to providing progressive experiences for all pupils, with virtual programmes designed to support them as they work towards securing in-person opportunities. Our <a href="#">Getting Started Guide for Teacher and Advisers</a> includes practical suggestions on how virtual experiences can support careers education, encouraging pupils to use these experiences to secure in-person, meaningful placements.</p> <p>Our virtual programmes open doors to new opportunities, introducing pupils to roles and companies they may not have previously considered or thought were out of reach. We aim to spark inspiration, enrich in-person experiences, and support pupils as they navigate decisions that can often feel overwhelming.</p> <p>Learning outcomes and purpose are shared with pupils, and we continually evaluate the impact of our programmes using data from before and after surveys.</p> <p>Our work experience programmes offer insight into the day-to-day realities of a wide range of careers, allowing pupils to explore different workplaces and complete tasks based on real-world activities. Virtual experiences offer the added benefit of exposing pupils to modern work practices, including time management, meeting deadlines, and working in remote or hybrid environments. While each programme varies, many include opportunities for feedback and interaction with employers in a safeguarded setting.</p> <p>By combining in-person and virtual experiences, we help ensure that all pupils can access opportunities that match their interests, regardless of geographical location or logistical constraints.</p> <p>Our Virtual to Reality programmes give learners the chance to apply for in-person experiences. Employers can use Springpod's virtual experiences to support a fairer selection process by recognising those who have shown genuine interest and engagement. This helps create a more equitable application journey for in-person opportunities.</p>

Benchmark	Summary	Springpod Experiences
7. Encounters with further and higher education	All pupils should understand the full range of learning opportunities that are available to them, including academic, technical and vocational routes. This should incorporate learning in schools, colleges, independent training providers (ITPs), universities and in the workplace.	<p><b>Springpod Unlocked</b> (developed with DfE) offer insights into technical and vocational pathways (T Levels, Apprenticeships and Higher Technical Qualifications). Short one-hour courses featuring information and real-life case studies to support decision making.</p> <p>Our <b>university subject spotlights</b> help pupils experience a taste of what university life could be like. They can explore subjects in depth and develop their academic skills and super-curricular knowledge to inform their subject choices and strengthen their applications. Our partnership with UCAS allows pupils to explore subject spotlights and work experience within their UCAS hub account.</p>
8. Personal guidance	Every pupil should have opportunities for guidance meetings with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These meetings should be available for all pupils whenever significant study or career choices are being made. They should be expected for all pupils but should be scheduled to meet their individual needs. The careers leader should work closely with the careers adviser, SEND coordinator (SENDCO) and other key staff to ensure personal guidance is effective and embedded in the careers programme.	<p>We provide careers advisers with the information they need about how pupils use Springpod. This enables them to provide tailored, personalised guidance. We encourage pupils to reflect and discuss their experiences with a careers adviser. Our partnerships with careers professionals allow us to gather continuous feedback, which we use to improve and develop our programme to support their guidance roles.</p> <p>Careers advisers widely recommend Springpod experiences in meetings with pupils, often as an action point for further research. Our <b>testimonials</b> and <b>case studies</b> demonstrate the impact on individual pupils and the vital role of careers advisers and leaders in encouraging their participation.</p>