

Benchmark 1: Website Audit Tool

The [Statutory Guidance for Careers Education](#) sets out what [Maintained schools must](#) and [academies and colleges should](#) publish regarding information about their careers programme on their website.

Please use the following criteria to complete an audit of the careers information shared on your institution's website.

***South Midlands Careers Hub** - Please ensure any reference to SEMLEP is updated to reflect the change to the **South Midlands Careers Hub**, including its associated website [South Midlands Careers Hub](#).

Statutory Information to Include	Updated
The name and contact details for the Careers Leader (email address and telephone number). If there are additional members of staff who support with the delivery of careers, it may be beneficial to add their contact details (for e.g. Work Experience Coordinator, Careers Advisor etc.)	☐
A summary of the careers programme. Your careers programme can be described as the planned programme of careers activities, which includes careers activities, encounters and experiences. This information will explain to stakeholders what pupils can expect to learn.	☐
Details of how students, parents, teachers, employers and other agencies can access information about the careers programme. Consider how you can adapt information for each of these audiences to ensure information is accessible (tips are included at the bottom of this document).	☐
How the school measures and assesses the impact of the careers programme on pupils. Consider the use of destination data and feedback from pupils, parents, wider staff and employers to demonstrate how you measure the impact of your careers programme.	☐

The date of the school's next review of the information published.	☐
An up-to-date Provider Access Statement/Policy. This lays out the terms and procedures by which an employer can get involved. It must include the next review date of the information published. It is good practice for your policy to include a table of activities that take place across each year group, that providers can get involved in.	☐

Ensuring careers information is accessible for pupils, parents and carers, staff and employers

The following table outlines ways in which you *could* adapt information on your website to ensure it is accessible to different stakeholders.

Audience	How could information be adapted?
Pupils	• An overview of careers activities pupils will take part in in your setting • Use of easy read • Symbols, visuals and widgets to support communication • Audio and/or video • Photo examples from careers activities pupils take part in • Signposting learners to supporting careers websites and resources • Signposting learners to post-16 and post-18 provision • Include information on who pupils can speak to should they want further information, e.g. a careers advisor
Parents and Carers	• An overview of what they can expect their child to learn and take part in for careers in your setting • Ways in which parents/carers can support their child with careers information, such as signposting to Talking Futures • Audio and/or video • Ways in which parents/carers can get involved with the careers programme, for e.g. delivering careers talks • Signposting to information on post-16 and post-18 options, including the Local Offer • Simplified language – many parents/carers may be unfamiliar with terminology we are accustomed to in education • Upcoming events for parents/carers, including open days

Employers	• An overview of careers activities your setting provides • Information on how an employer can get involved, including who to get in touch with • Showcase employers you currently work with using their logos • Provide a range of different types of activities employers can get involved in • If your school delivers SEND training to employers, include information about this • Photos examples of activities involving employers and pupils • The benefit to employers getting involved
Staff	• Signposting to CPD that can support them with linking careers to the wider curriculum, including The Careers & Enterprise Academy • Signposting to resources, such as My Learning My Future