

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

