

Users - Students

Users 1/9/23 to 31/8/24

554,816

11-19 year old with accounts

362,000

Page Views 1/9/23 to 31/8/24

7,012,097

Most popular sections

- Job sectors
- Start with a subject
- Start with a value
- Skills profile
- Your choices at 16
- Information/GCSEs
- Information/A Levels
- Information/a job/career

Users - Schools/colleges

Engaged Schools/colleges

667

Schools/colleges meeting top engagement criteria

1

190

2

142

3

125

3 = Super Users

Meeting outcomes to mitigate risks to equality for APPs*

Risk 1: Knowledge and Skills

Outputs	As at 31.8.24
132,000 students (Y10+) will be registered	250,659
110,000 users will have used 'Start with you'	230,357
110,000 users will have used 'Explore options'	574,590

Risk 2: Information & Guidance

Outputs	As at 31.8.24
540,000 users will access the web tools nationally	554,816
260,000 students will be registered with own account	250,659
95 schools will be Super Users	123

Risk 3: Perception of HE

Outputs	As at 31.8.24
45,000 use the Provider or Courses Search tool	59,392
110,000 students use Start with a subject	69,379
15,000 students access video stories	13,704

*Every university needs to identify how they will mitigate risks to equality in their APP. We have identified Careerpilot outputs that will support this

What the users say (952 responses to survey):

What do you think of CP in general?

	Strongly agree/agree	Disagree strongly/disagree
Useful	98%	2%
Would recommend to a friend?	93%	7%
Will you use again in future?	94%	6%

Did CP help you learn these things? (outcomes related to pre 16 APP risks to equality)*

Year group	Strongly agree/agree	Disagree strongly/disagree	Can't comment
Y9: 2 outcomes	79.5%	7.5%	14%
Y10: 2 outcomes	73%	6%	20%
Y11: 3 outcomes	77%	6%	17.5%

*Data is gathered through an online survey that users choose to complete. One question asks them if they have achieved a set of learning outcomes, for each year group, as a result of using CP. The % is an average across outcomes for the year group.

Learning Outcomes used to assess how Careerpivot contributes to mitigating risks identified through APPs*

Year Group	Learning outcomes
7	Careerpilot helped me understand more about jobs that might suit me
7	Careerpilot has helped me see that some jobs are growing and the reasons why
8	Careerpilot has helped me assess the skills I have and think of skills I could develop further
8	Careerpilot has helped me see which skills will be useful in different jobs
9	Careerpilot has given me ideas of future jobs and courses the subject I could choose at GCSEs could lead on to
9	Careerpilot has helped me consider which GCSE subjects I might do
10	Careerpilot has helped me understand the post 16 pathways I can choose and how to get into them
10	Careerpilot has helped me see the benefits of doing work experience
11	Careerpilot has helped me decide the best pathway to take at 16 to fit with future plans
11	Careerpilot has helped me identify the skills I have that will be useful in future study/work
11	Careerpilot has helped me understand what I need to do to move onto my next and future pathway

“It has expanded my knowledge on higher education and has showed all my options to me in a clear way, to help decide what I would like to work towards.”

“It allowed me to discover all the other options I have , which has made me less overwhelmed with college.”

“It has helped me to plan out my future more and to help me understand the value of school.”

“Careerpivot makes me feel great about my choices in the future.”

*For further information about how Careerpivot can help mitigate risks to equality as identified by the Office for Students please [see this document](#)

Registered users meeting indicators of disadvantage

(data collated through the HEAT Tracker by postcode of registered users)

Postcode data run through HEAT shows:

- 33% are from IMD Q1 or Q2
- 48% from TUNDRA Q1 or Q2
- 42% from POLAR Q1 or Q2
- 33% from IDACI Q1 or Q2

UK location of students with Careerpivot account by postcode



If you would like to know more or would like training for your team please contact the Helpline



Careerpilot
HELPLINE

Call or email us:
01225 386161
careerpilot@bath.ac.uk
9am to 3pm, Term Time





Careerpilot
Supporting young people to explore future careers and pathways
careerpilot.org.uk

Lifepilot
Helping adults progress to higher level study and work
life-pilot.co.uk