

UCAS

# USING UCAS DATA TO TARGET MEANINGFUL WORK EXPERIENCE

Sam Sykes, Lead for Schools and Colleges  
Liz Lloyd, UCAS Adviser Lead, FE Colleges



# DESTINATIONS PROGRAMME

CREATED BY CAREERS ADVISERS

UCAS

A new, free, structured, two-year Careers Discovery Framework supporting consistency and quality across the curriculum, for ages 16-18.

[UCAS.COM/DESTINATIONS](https://ucas.com/destinations)



# CREATED BY A TEAM OF CAREERS EXPERTS



## JOHN PALEY

Level 7 qualified careers development professional, CEIAG resource designer, With over 16 years' experience.



## LIANE HAMBLY

Over 35 years of experience as a careers guidance educator, coach, supervisor and international keynote speaker.



## LIS MCGUIRE

A Registered Career Development Professional with 23 years of experience helping people of all ages move forward with confidence.

# WHAT'S INFLUENCING APPLICANTS' SUBJECT CHOICE?



84% favourite subject



43% the subject I'm best at

+2 pp vs 2024



56% good career prospects



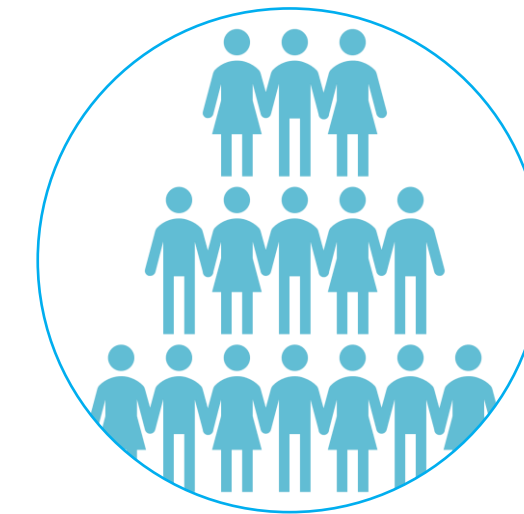
27% it will be challenging

-6 pp vs 2024



46% needed for my chosen career

+2 pp vs 2024



21% people similar to me study this

# 1 in 5

Close a door to a course of choice.

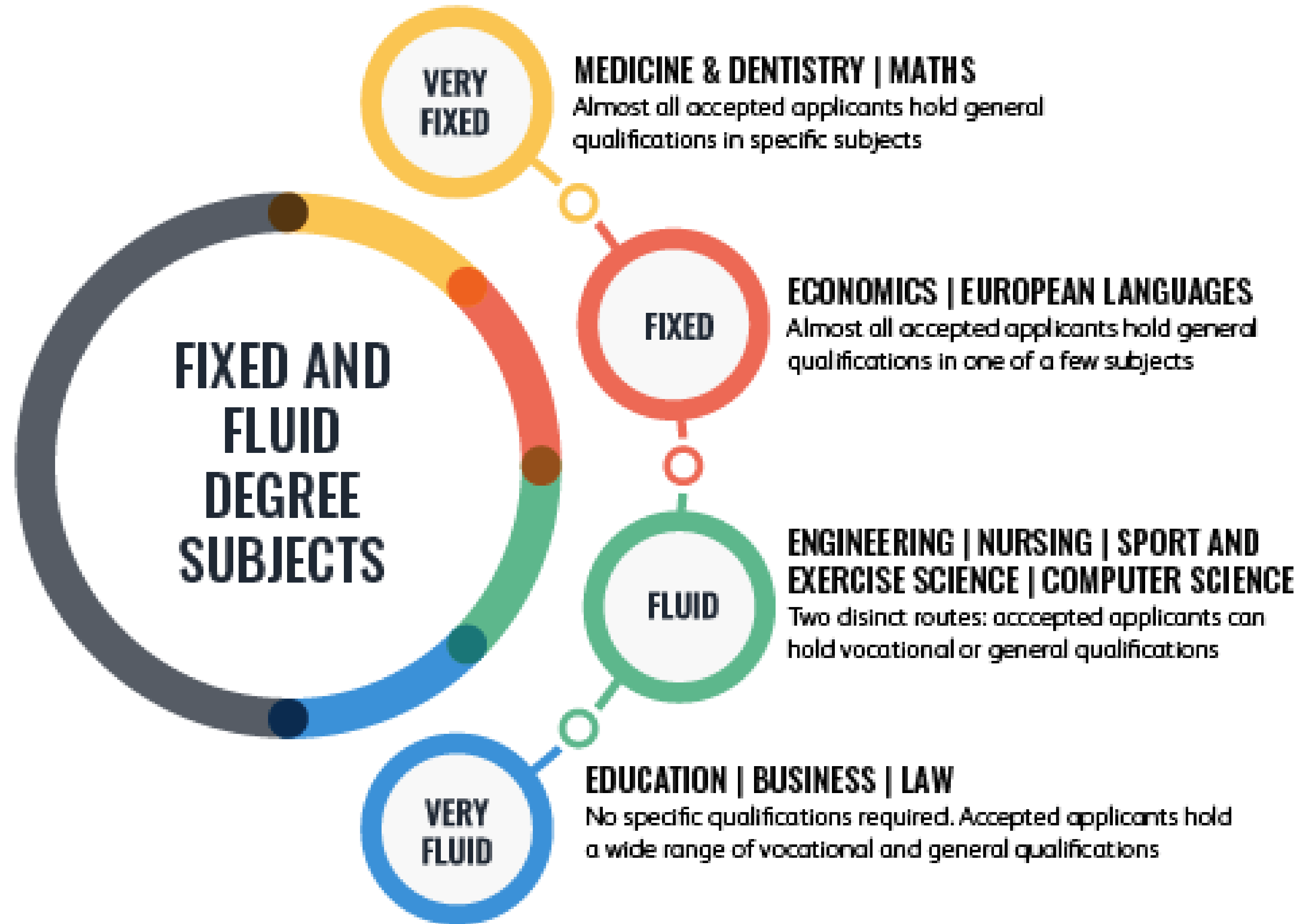
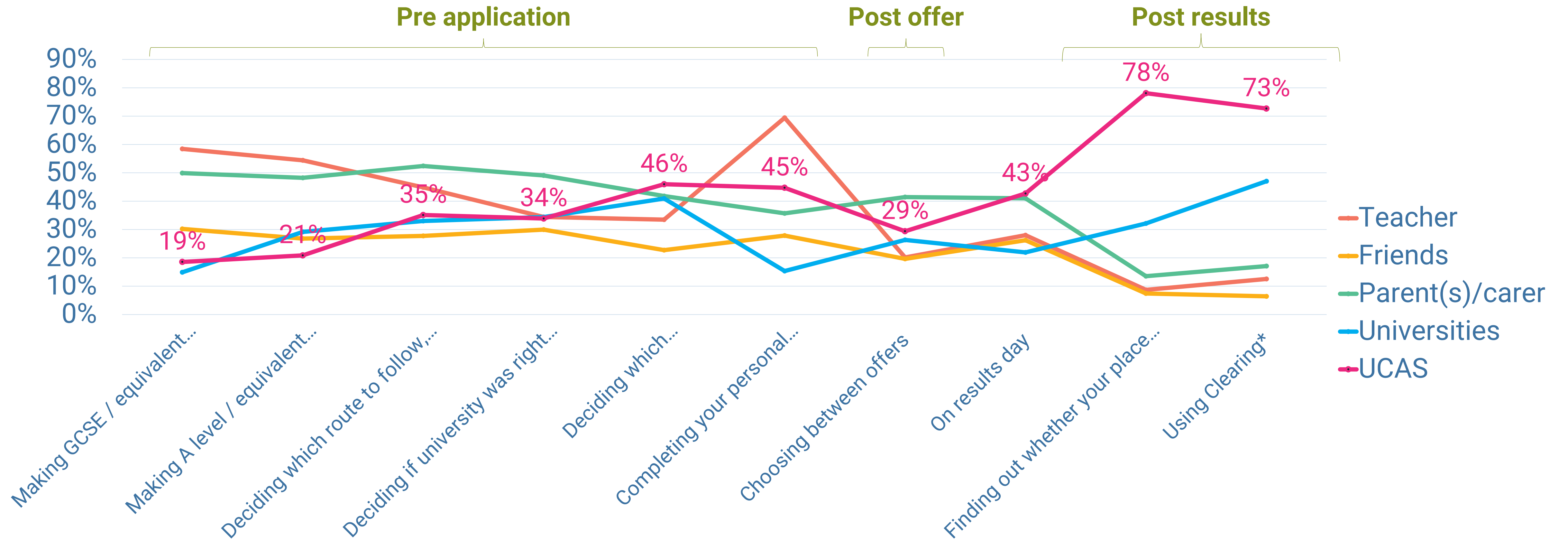


Figure: typical routes for school leavers into different degree subject areas  
(*what influences school leavers choice (2021)*)

# PARENTS/CARERS AND TEACHERS WERE THE MOST HELPFUL SOURCES AT THE START OF THE PROCESS, WHILE UCAS WAS MOST HELPFUL AT THE LATER STAGES OF THE APPLICATION

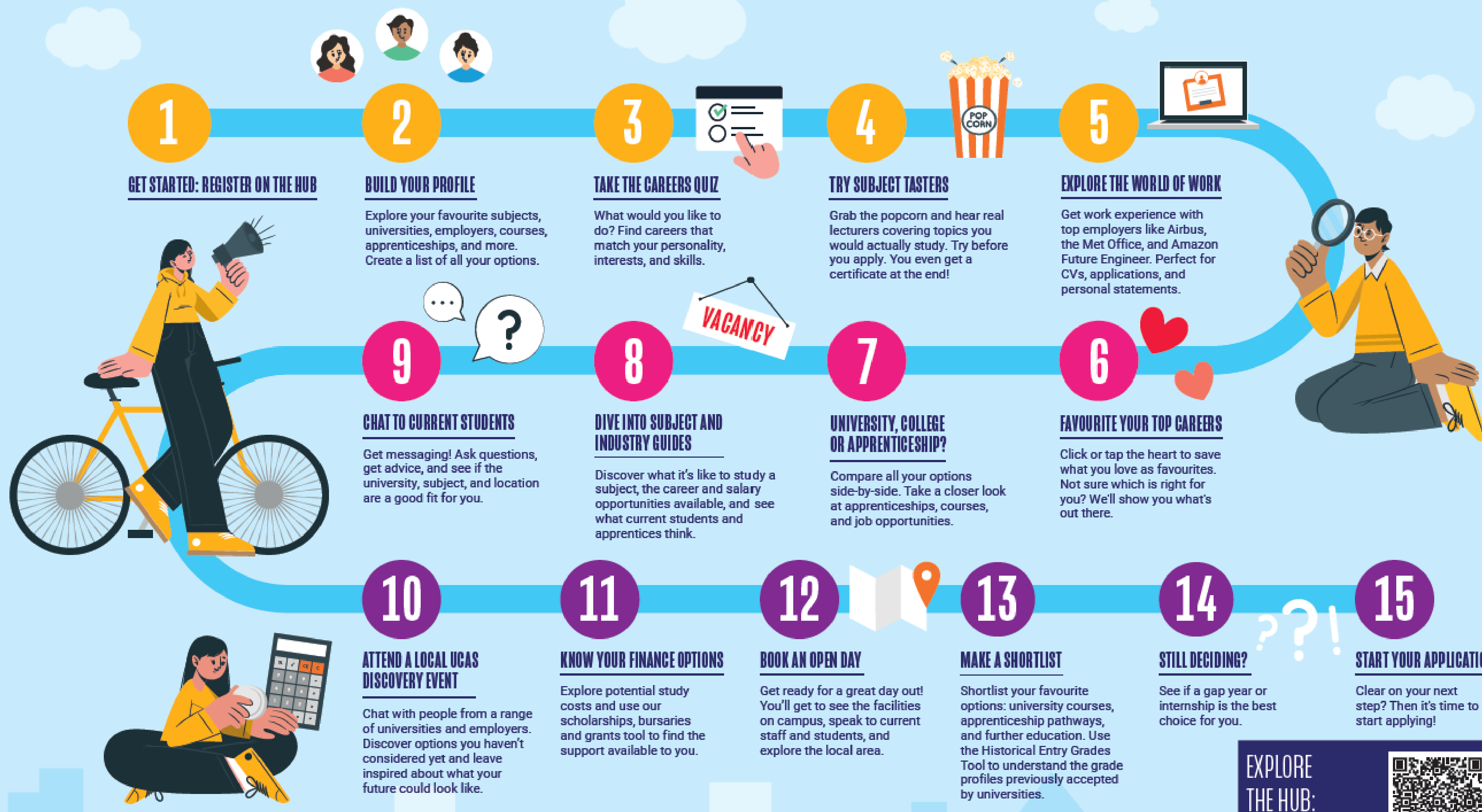
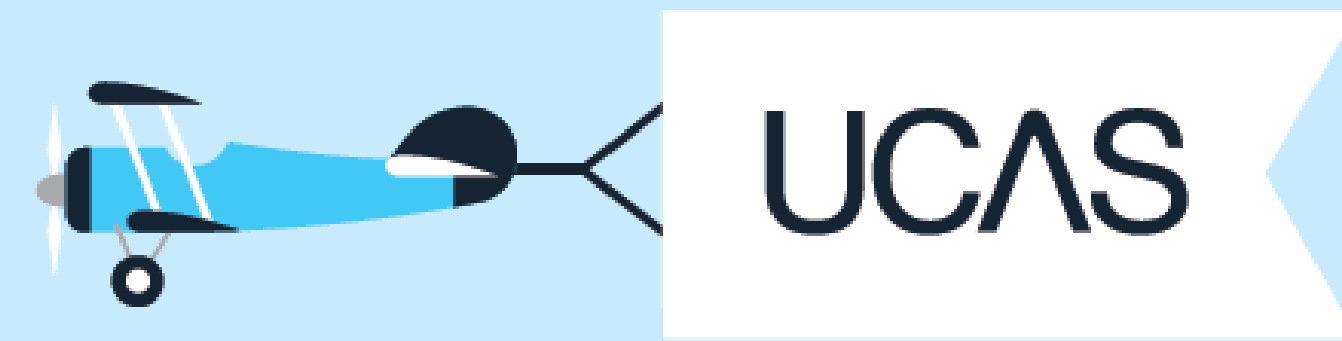
Helpful sources at each stage of the application



2025 UCAS End of Cycle Placed surveys

Q: Which of the following were helpful during each of the following stages of the application? Please tick all that apply. Base all respondents: 3854, \*Clearing respondents only: 274. UK16-19 year olds: 3020, All UK: 3715, International: 80\*\* low base.

# YOUR HUB JOURNEY



1

## GET STARTED: REGISTER ON THE HUB



2

## BUILD YOUR PROFILE

Explore your favourite subjects, universities, employers, courses, apprenticeships, and more. Create a list of all your options.

3

## TAKE THE CAREERS QUIZ

What would you like to do? Find careers that match your personality, interests, and skills.

4

## TRY SUBJECT TASTERS

Grab the popcorn and hear real lecturers covering topics you would actually study. Try before you apply. You even get a certificate at the end!

5

## EXPLORE THE WORLD OF WORK

Get work experience with top employers like Airbus, the Met Office, and Amazon Future Engineer. Perfect for CVs, applications, and personal statements.



9

## CHAT TO CURRENT STUDENTS

Get messaging! Ask questions, get advice, and see if the university, subject, and location are a good fit for you.



8

## DIVE INTO SUBJECT AND INDUSTRY GUIDES

Discover what it's like to study a subject, the career and salary opportunities available, and see what current students and apprentices think.

7

## UNIVERSITY, COLLEGE OR APPRENTICESHIP?

Compare all your options side-by-side. Take a closer look at apprenticeships, courses, and job opportunities.

6

## FAVOURITE YOUR TOP CAREERS

Click or tap the heart to save what you love as favourites. Not sure which is right for you? We'll show you what's out there.

10

## ATTEND A LOCAL UCAS DISCOVERY EVENT

Chat with people from a range of universities and employers. Discover options you haven't considered yet and leave inspired about what your future could look like.

11

## KNOW YOUR FINANCE OPTIONS

Explore potential study costs and use our scholarships, bursaries and grants tool to find the support available to you.

12

## BOOK AN OPEN DAY

Get ready for a great day out! You'll get to see the facilities on campus, speak to current staff and students, and explore the local area.

13

## MAKE A SHORTLIST

Shortlist your favourite options: university courses, apprenticeship pathways, and further education. Use the Historical Entry Grades Tool to understand the grade profiles previously accepted by universities.

14

## STILL DECIDING?

See if a gap year or internship is the best choice for you.

15

## START YOUR APPLICATION

Clear on your next step? Then it's time to start applying!

EXPLORE THE HUB:  
[UCAS.COM/HUB](https://ucas.com/hub)




# VIRTUAL WORK EXPERIENCES

All filters
Sector
Organisation

- Accounting, banking & finance (9)
- Agricultural & environmental (1)
- Business, administration & consulting (3)
- Construction & trades (2)
- Digital, it and computing (2)
- Energy & utilities (6)
- Engineering (7)
- Government & politics (1)
- Healthcare & medicine (12)
- Hospitality, catering & events (2)
- Law & legal services (1)
- Property & surveying (1)
- Publishing & journalism (1)
- Retail (1)
- Science & research (4)

[Show more](#)




**AtkinsRéalis Virtual Work Experience Programme**

Engineering

This programme will explore an array of career opportunities available at AtkinsRéalis.

Available 11/11/2024 - 30/06/2025

**Start now**




**Virtual Work Experience with mydentist**

Healthcare & Medicine

This programme will explore an array of career opportunities available at mydentist.

Available 11/11/2024 - 30/06/2025

**Start now**




**HR Career Insights: Virtual Work Experience with CIPD and Springpod**

Business, Administration & Consulting

This programme will explore an array of career opportunities available at Chartered Institute of Personnel and Development.

Available 13/11/2023 - 31/10/2025

**Start now**




**Skills for Success: Forvis Mazars Work Experience**

Accounting, Banking & Finance

This programme will explore an array of career opportunities available at Forvis Mazars.

Available 28/10/2024 - 15/06/2025

**Start now**




**Allied Health : Virtual Work Experience with Health Education England**

Healthcare & Medicine

This programme will explore an array of career opportunities available at Health Education England.

Available 16/09/2024 - 25/03/2025

**Start now**




**Severn Trent Sustainability: Water Industry Virtual Work Experience**

Energy & Utilities

This programme will explore an array of career opportunities available at Severn Trent.

Available 09/09/2024 - 29/04/2025

**Start now**




**Engineering a Sustainable World - Work Experience with IChemE**

Engineering

This programme will explore an array of career opportunities available at Institution of Chemical Engineers.

Available 30/09/2024 - 30/04/2026

**Start now**



**Legal Realities Unveiled: Virtual Law Careers with TLT and Springpod**

Law & Legal Services

This programme will explore an array of career opportunities available at TLT LLP.

Available 01/09/2024 - 31/08/2025

**Start now**

Reset filters
POWERED BY Springpod
UCAS Media Service

# SUBJECT SPOTLIGHTS

All filters

Subject

University or College

Reset filters
POWERED BY **Springpod**  
UCAS Media Service

Anglia Ruskin University (20)

Canterbury Christ Church University (4)

City St George's, University of London (3)

Coventry University (4)

Coventry University London (2)

Durham University (1)

Leeds Arts University (3)

Leeds Beckett University (4)

Liverpool Hope University (3)

Manchester Metropolitan University (3)

Middlesex University London (1)


Queen's University Belfast (1)

Teesside University (5)


The University of Law (8)

UCL (4)


[Show more](#)

★ Promoted



**Teaching: A Profession And A Passion**  
with Damien Maguire from Liverpool Hope University

★ Promoted


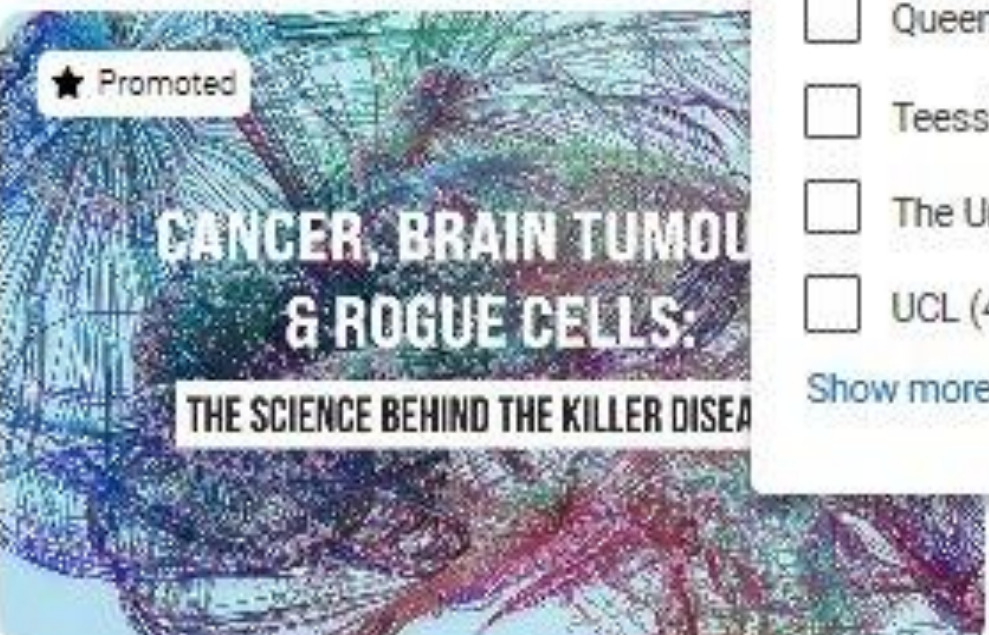
**Understanding**  
with Prof. [Name] from [University]

★ Promoted



**And Breathe: The Respiratory System Explained**  
with Charlotte Anderson from the University of Sunderland

★ Promoted


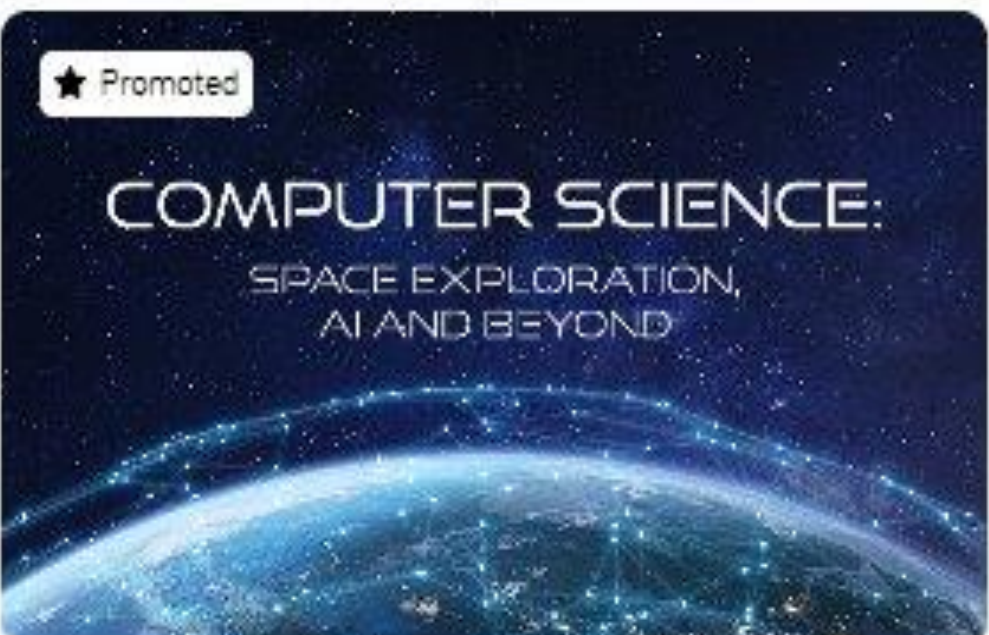
**Biotechnology: The Rise Of Radical Healthcare**  
with Prof. M. Safwan Akram from Teesside University

★ Promoted



**Cancer, Brain Tumours & Rogue Cells: The Science Behind The Killer Disease**  
with Dr Shafiq Ahmed from University of Sunderland

★ Promoted



**Computer Science: Is Generative AI The Problem Or The Solution?**  
with Dr Aminu Usman from the University of Sunderland

★ Promoted



**Computer Science: Space Exploration And Beyond**  
with Dr Paul Sant from The University of Law

★ Promoted



**Covid: The Law And You**  
with Mike Meehan from University of Law

★ Promoted


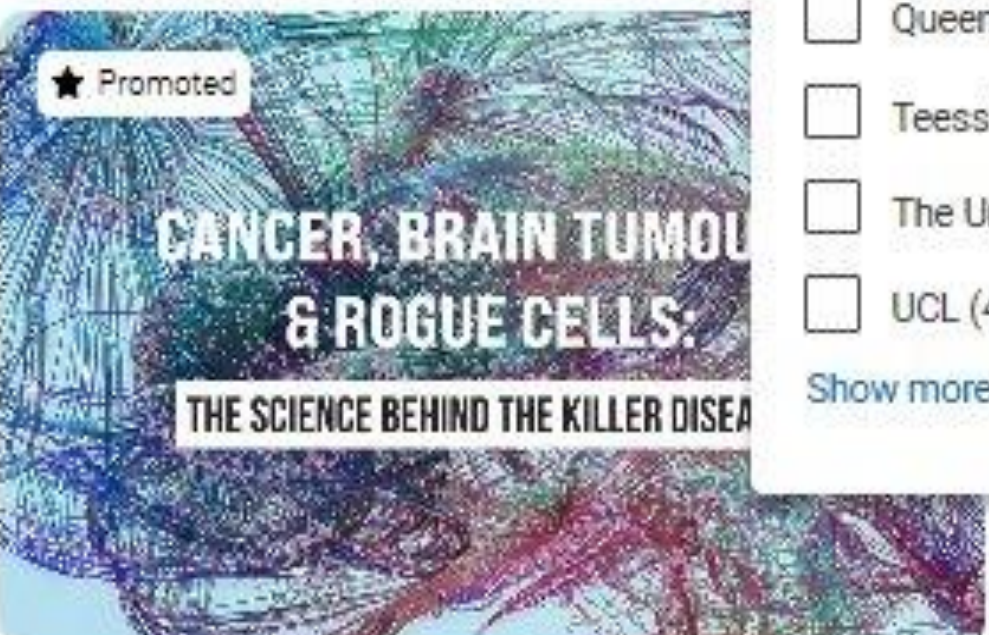
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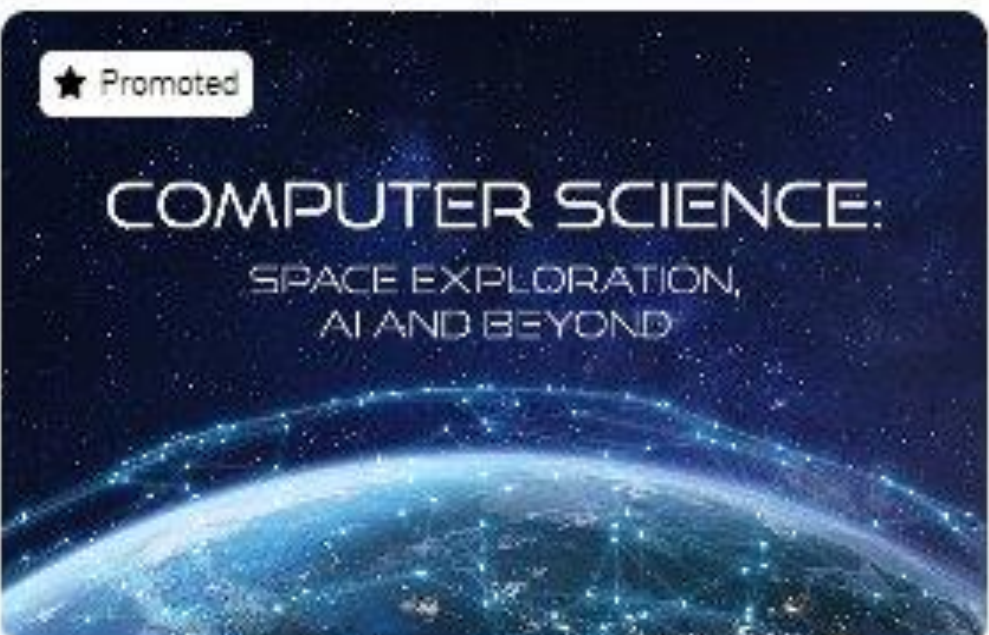
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# MAXIMISING MOMENTS

**Subject  
Guides**

Relationship  
between subject  
choice and future  
pathways.

**Course  
Maps**

Capture subject  
based evidence to  
articulate future  
potential.

**Subject  
portfolios**

Course reference to  
contextualise learning.  
Content –course-  
career



# Adviser portal

For registered centres supporting UG applications



Sam  
Edit your Account



Adviser Homepage



Adviser Portal



Student Hub



Sign out

## Student Hub activity

View your students' preparatory activity in the Hub

Go to student Hub activity

## Application Management

View details of your students' progress, application details, and references

Go to 2025 applicant list

Go to 2026 applicant list

## Tracking offers and decisions

View details of your students' offers and decisions

Go to 2025 tracking offers & decisions

Go to 2026 tracking offers & decisions

## Outreach Connection Service

Search, find and filter for outreach opportunities

Go to Outreach Connection Service

## Centre management

Here you can view and manage details about your centre(s) including buzzwords and groups

Go to 2025 centre management

Go to 2026 centre management

## Data & reporting

Your paid for data and reports

View reports

## Staff management

Here you can view and manage staff and permissions at your centre(s)

Go to staff management



Hi Anthony

Name of centre | 123456

Cohort ▾

### Student stats

Total number of students	460
2026 application year	150
2027 application year	152
2028 application year	158

### Additional study types

Apprenticeships	460
Straight to employment	150
Conservatoires	152
Gap year	158
Study abroad	158

### Subject of interest

Business and management studies	45
Education	38
Computer science	32
Architecture and planning	24
Nursing	22
Philosophy	16
Mathematics and statistics	12
Law and legal studies	9
Social work, childhood, and youth stud...	8
Teaching	8

### Industries of interest

Business and administration	45
Education, teaching, and childcare	38
Digital and IT	32
Construction, architecture, and the bu...	24
Creative and design	22
Care services	16
Engineering and manufacturing	12
Law and legal studies	9
Sales, marketing, and procurement	8
Health and science	8

### Universities of interest

University of Nottingham	45
University of Birmingham	38
Nottingham Trent University	32
The University of Manchester	24
University of Oxford	22
Arts University Bournemouth	16
Imperial College London	12
University of the Arts London	9
University of East Anglia	8
University of the West of England	8

### Springpod Subject Spotlights

Students exploring courses	24	Total Subject Spotlights	32
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### Springpod Virtual Work Experiences

Students exploring experiences	24	Total experiences	32
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Student details		Student progress		Search for students					
First name	Last name	Applying	Subject Spotlights		Virtual Work Experiences		Events		Last sign in
			In progress	Complete	In progress	Complete	Booked	Attended	
Becca	Jones	2027	3	1	1	1	1	0	30/04/2023
Maximilian	Campbell-Howard	2026	0	0	1	1	1	0	30/04/2023
Hannah	Abbott	2028	2	1	2	1	1	1	07/05/2023

# Becca Jones

Last signed in: 4th July 2025 1 day ago

Year of application: 2026

Application type: Undergraduate

**2** Subject Spotlights  
2 In progress

**3** Virtual Work Experiences  
2 In progress, 1 complete

[Back to student activity](#)

## Additional information

### Email addresses

student.name@school.ac.uk

**12** We recommend <name> adds a personal email address to their account.

### Student is considering:

- Studying outside the UK
- A gap year

### Student would like further information on:

- Apprenticeships

## Initial subjects

Subjects of interest chosen by the student during registration for their UCAS account.

- Fine art
- Graphic design
- Architecture, building, and planning

## Initial providers

Providers of interest chosen by the student during registration for their UCAS account.

- University of Exeter
- Nottingham Trent University
- Northumbria University

## Events



Booked events will display here along with confirmation of their attendance.

- 6**  
OCT 2025  
**Create Your Future London 2025: The Creative Career Showcase**  
 Attended
- 23**  
MAR 2026  
**UCAS Discovery York 2026**  
 Ticket booked

## Springpod Subject Spotlights

These short tastings allow students to gain insight in to what it's like to study courses at universities and colleges.

**0** In progress **2** Complete **0**

- 
**How can engineers make a smarter toaster?**  
 with Dr Anne Nortcliffe from Canterbury Christ Church University  
 Date started: 2025-07-02 (16 days ago)  
 Last activity: 2025-07-02 (16 days ago)  
60%
- 
**Fashion Marketing Subject Spotlight**  
 with Thomai Papathanasiou from Leeds Arts University  
 Date started: 2025-07-02 (16 days ago)  
 Last activity: 2025-07-16 (2 days ago)  
20%

# SUPPORTING STUDENTS

## Prepare

Course search  
Subject Tasters  
Industry Guides

## Research

Virtual work experience  
Careers Quiz  
Look at skills (hard and soft)

## Utilise it

Add to CV Builder  
Include on Personal  
Statement Builder  
Building Evidence

## Reflect

What did you enjoy?  
What elements did you  
find challenging?

# BENCHMARK REFERENCE SUMMARY

This summary can be shared with colleagues, including careers leaders and senior leadership teams (SLT), to provide a concise overview of how each theme meets, contributes to, and prepares learners for the Gatsby Benchmarks and wider frameworks.

THEME	GATSBY BENCHMARKS	WIDER FRAMEWORK LINKS	EVIDENCE WITHIN LESSON
<b>1. FOUNDATIONS FOR THE FUTURE</b>	<ul style="list-style-type: none"> <li>● Meets GB3</li> <li>○ Contributes to GB1</li> <li>○ Prepares for GB8 where the lesson informs self-referral, personal guidance, or individual follow-up.</li> </ul>	CDI Framework: Manage career – post-16 transition and preparation for post-18 transition. SDS Career Management Skills: Strengths – awareness of skills, strengths, and achievements. Careers Wales CWRE: Adaptability and resilience. Ofsted: Starting points and progress.	Learners produce road/river reflections, end-of-studies visualisations, prompt card choices, support/team reflections, one action or focus statement, and optional balance or purpose worksheets. Learners can also note ideas, favourites, or next steps in the UCAS Hub.
<b>2. MAKING CONNECTIONS</b>	<ul style="list-style-type: none"> <li>● Meets GB2/3</li> <li>○ Prepares for GB5/6/7 through career information, question-building, work experience preparation, and HE/provider/employer conversations where centres build these into delivery.</li> </ul>	CDI Framework: See the big picture and explore possibilities – evaluating information sources and seeking labour market/education information. SDS Career Management Skills: Networks. Careers Wales CWRE: Exploring opportunities through meaningful experiences. Ofsted: Starting points and progress.	Learners capture ideas, write questions to rule ideas in or out, map networks, make LinkedIn/profile research notes, prepare an outreach approach, and identify one follow-up action.
<b>3. BEYOND LEVEL 3</b>	<ul style="list-style-type: none"> <li>● Meets GB2/3</li> </ul>	CDI Framework: Explore possibilities – learning pathways and qualifications. SDS Career Management Skills: Horizons. Careers Wales CWRE: Widening horizons. Ofsted: Awareness of academic, technical, and work-related opportunities, plus starting points and progress.	Learners complete future clarity reflection, post-18 options exploration, decision-making style reflection, a group decision-making model, and one next action.
<b>4. READY TO APPLY</b>	<ul style="list-style-type: none"> <li>● Meets GB2/3</li> <li>○ Prepares for GB5/7 through application-process exploration.</li> </ul>	CDI Framework: Explore possibilities – recruitment and selection processes. Manage career – planning next steps. SDS Career Management Skills: Strengths – building on strengths and achievements. Careers Wales CWRE: Exploring opportunities and progression routes. Ofsted: Starting points, progress, and employment trends.	Learners produce an application readiness check, deadline/calendar reflection, apprenticeship and route follow-up, CAR write-up, personal evidence examples where time allows, and one support or feedback next step.
<b>5. YOUR NEXT STEPS</b>	<ul style="list-style-type: none"> <li>● Meets GB3</li> <li>○ Contributes to GB2</li> <li>○ Prepares for GB8 where the lesson leads to self-referral or guidance follow-up.</li> </ul>	CDI Framework: Manage career – building confidence and optimism and acting on it. SDS Career Management Skills: Strengths – confidence, resilience, and learning when things do not go as expected. Careers Wales CWRE: Overcoming barriers. Ofsted: Starting points and progress.	Learners complete an application/next-step readiness reflection, control/influence/outside-control notes for Jada, limiting-thought challenges, personal next action, and optional shopping basket or open/closed mindset sort.
<b>6. PLANNING FOR EVERY OUTCOME</b>	<ul style="list-style-type: none"> <li>● Meets GB3</li> <li>○ Prepares for GB8 where results day planning includes careers support, personal guidance, or emergency contact routes.</li> </ul>	CDI Framework: Create opportunities – being creative and agile. SDS Career Management Skills: Strengths – confidence and resilience. Careers Wales CWRE: Adaptability and resilience. Ofsted: Starting points and progress.	Learners produce a results day plan, support checklist, key contacts list, actions for different outcomes, and a results day survival toolkit, including next-step support for UCAS, apprenticeships, or alternative routes.

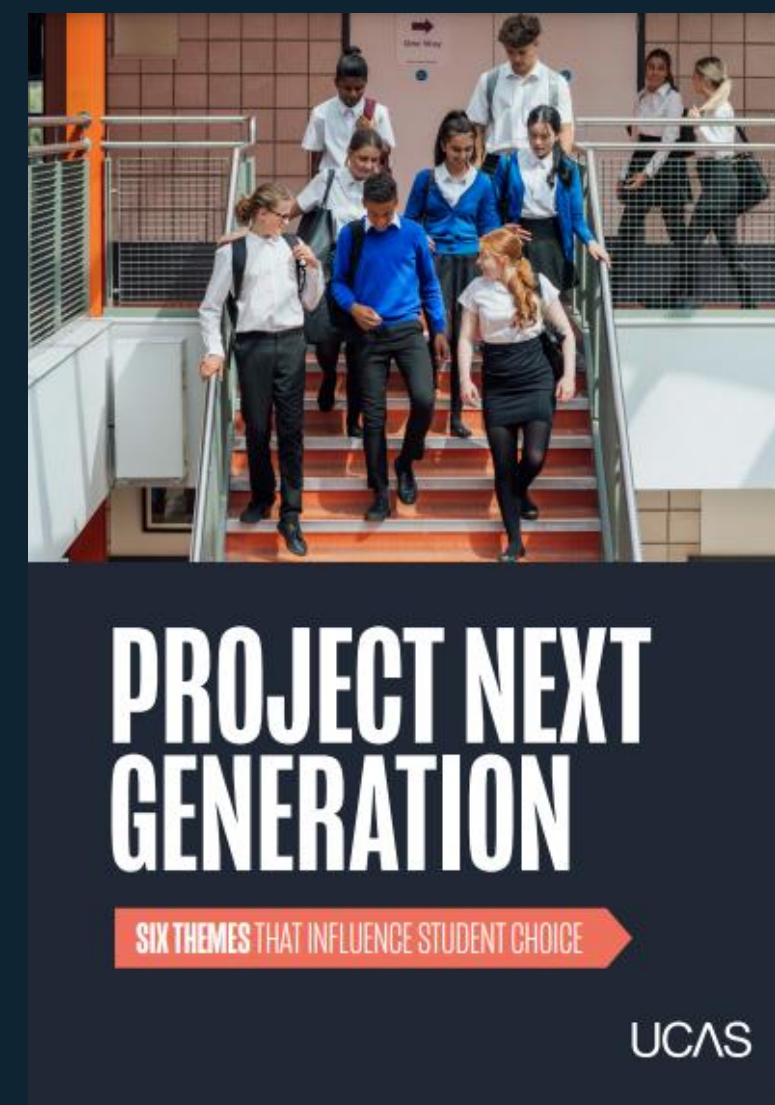
Note: GB4 can be added where UCAS subject guides are used to connect subject learning to future options.

# SOME GOOD READS:

## UCAS insight reports:

We have released multiple impact reports that discuss pertinent issues in education and skills; the key ones discussed today were:

1. Where next? What influences the choice school leavers make (2021)
2. Project Next Generation: Six themes that influence student choice (2023)
3. Where next? Who applies for Level 4 and 5 qualifications? – December (2024)



# JOIN THE COMMUNITY TODAY

1. Free, structured two-year framework for ages 16-18.
2. Drop-in careers clinics with programme creators.
3. Delivery support and CPD to build confidence.
4. Data-informed content to support effective guidance.
5. Connect with UCAS experts in a dedicated community space.

**[UCAS.COM/DESTINATIONS](https://ucas.com/destinations)**

