

# YOUTH EMPLOYMENT WEEK

## Impact Report

Highlights and impact of the launch of Youth Employment Week 3-7 July 2023



# CEO Foreword



We held the inaugural launch of our new annual national campaign, **Youth Employment Week**, on 3rd July 2023.

The theme for this year - Opportunity for All - put a focus on inclusivity at every level of education and transition into training and employment. That's been reflected in the events we've hosted and attended, and in the passion from employers and educators to treat young people as individuals.

We held a number of online and in person events. Our **Gen Z webinar** was an important moment for us to challenge some of the language and assumptions around young people. We also held a fantastic session for employers on supporting neurodiversity in the workplace, with thanks to our **Youth Ambassadors** for leading this!

**LJ Rawlings**  
CEO, Youth Employment UK

We've also held and attended events helping young people **explore their next steps** and connect with our free services and our incredible community.

On 5th July we were in Parliament to launch our hugely important **report on the impact that place has on a young person's employment prospects**. We also **met a number of MPs** to discuss with them youth employment nationally and at their local constituency level.

The team, our partners, friends, community members and young people have fully embraced Youth Employment Week 2023. We blew away our target of sharing 5k opportunities with 50k people. In fact, we connected young people with over 53,000 opportunities! Not bad for Youth Employment Week's inaugural year! Here's to making next year even bigger...

Minister for Social  
Mobility, Youth and  
Progression,  
Mims Davies MP



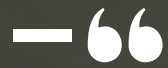
“

Supporting young people from all backgrounds to access suitable job opportunities to boost their experience, skills and confidence is vital – both for individuals and employers whose organisations are so enriched through these links.”

It's why I am really pleased to support Youth Employment Week 2023, a great moment to shine a light on our brilliant young people and focus on the inclusive, youth-friendly opportunities that make such a difference to young people's lives.

”

# With thanks to our sponsors...



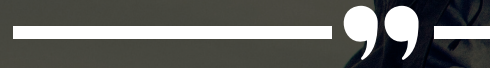
We're proud to support Youth Employment Week 2023. Employers who work with us in the education sector say it is helping them develop talent pipelines, close skills gaps, increase diversity and attract job and apprenticeship applicants.



Youth Employment Week is a worthwhile and fun opportunity as well as being essential to levelling up and increasing social mobility prospects for young people.



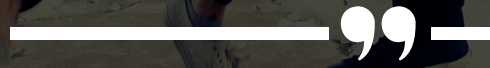
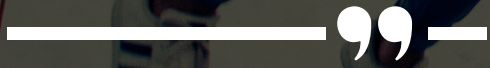
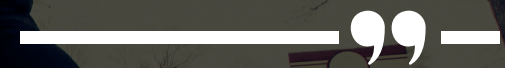
We're delighted to support Youth Employment Week and shine a light on the importance of nurturing talent so that all young people have the opportunity to reach their potential.



The Inspirational Learning Group are delighted to be supporting the first ever Youth Employment Week. In today's rapidly changing world, it's more important than ever to help our young people to become more prepared for the transition to the workplace through the development of key transferable employability skills.



Supporting young people from all backgrounds to access suitable job opportunities to boost their experience, skills and confidence is vital – both for individuals and employers whose organisations are so enriched through these links.



and our supporters



# Key Headlines



**79,018** website views

**11,327** Youth Employment Week hub views

## Opportunity for all

**53,182** youth opportunities showcased

**2,459** Virtual Work Experience explorers

**1,550** Young Professional Programme explorers

**6,019** London Digital Training explorers

**18** new Youth Friendly MPs signed the Youth Friendly MP Charter

**1,000** organisations signed the Good Youth Employment Charter.  
A new milestone!

# Social and In-Person Reach

52,147 newsletter views

44,182 #YouthEmploymentWeek  
and #YEW23 social views

We reached and supported over **3,700**  
young people at in-person and online  
events during Youth Employment Week



# Supporting Educators, Schools and Colleges

To celebrate the work educators do, we published **Quickstart guides** to using our free careers education resources, and hosted a **Next Steps webinar** to support students in considering options after exams.

With well over 6,000 Careers Leaders in our network and nearly 100 educational institutions acting as **Young Professional Providers** of our educational resources, we are proud to support educators with our free resources aiding careers confidence in students and learners.

# Changing the Youth Employment Landscape

- 18 MPs supported and signed the **Youth Friendly MP Charter** at Portcullis House
- 50 organisations and think tanks attended the **APPG for Youth Employment report launch** on the impact of place on youth employment
- 50 UK councils presented with mental health support best practice at the LGA conference



# Press and PR

The campaign has had press coverage from government and industry bodies including Business Wales, Movement to Work, London Youth, NCFE, ERSA and Skills for Health... to name a few!

**NCFE** @NCFE

Take a look at this year's free Youth Employment Week events and help young people benefit from opportunities for all: [bit.ly/3JzfUy8](https://bit.ly/3JzfUy8)  
#YouthEmploymentWeek #YEW



**YOUTH EMPLOYMENT WEEK**  
3 - 7 JULY 2023

12:17 PM · Jul 4, 2023 · 242 Views

2 Retweets 1 Like

**careersinracing.com** @careersinracing

We are now in the middle of #YouthEmploymentWeek and today's theme is '#Opportunities'. We have a wide range of opportunities available in the racing industry and you can explore them here: [careersinracing.com](https://careersinracing.com)  
@YEUK2012

**London Youth** @LondonYouth

#YouthEmploymentWeek Great debate & big questions at the APPG for Youth Employment.

How best to put young people at the forefront of employment solutions to their place-based needs?  
How can we better support NEET young people out of scope for current interventions?

@YEUK2012



1:10 PM · Jul 6, 2023 · 345 Views

5 Likes

**Speakers for Schools** @speakers4schools

Week is #youthemploymentweek - A celebration of youth employment opportunities for young people aged 11-30 🎉 This year's theme is Opportunity For All, a core belief that drives us to the #careerconfidence of young people facing the barriers to into work.



11:00 AM · Jul 4, 2023 · 576 Views

1 Quote 5 Likes

**Business Wales** @businesswales

🌟 Youth Employment Week 2023 is here!

🎉 Join us this week to celebrate opportunities for young people aged 11-30!

📌 This year's theme: 'Opportunity for All!'

📺 Don't miss free webinars!

👉 Sign up: [ow.ly/kqfF50P2nF4](https://ow.ly/kqfF50P2nF4)  
@YEUK2012 #YEW23 #YouthEmploymentWeek



3:35 PM · Jul 3, 2023 · 548 Views

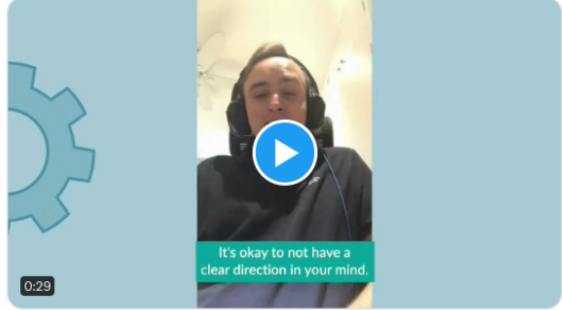
Retweet 3 Likes

**The Careers & Enterprise Company** @CareerEnt

Alex shares his top tips and advice to guide young people thinking about next steps in their career journey:

- ★ It's ok to not have a clear direction in your mind.
- ★ Keep your options open.
- ★ Speak to people with jobs you might be interested in.

#YouthEmploymentWeek



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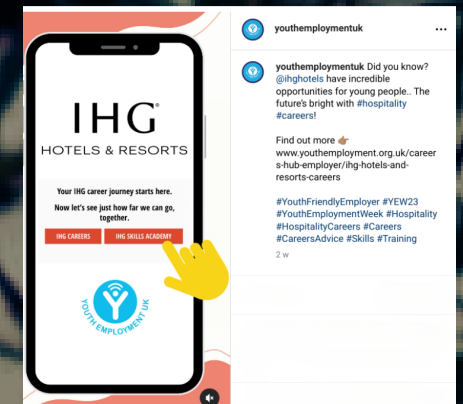
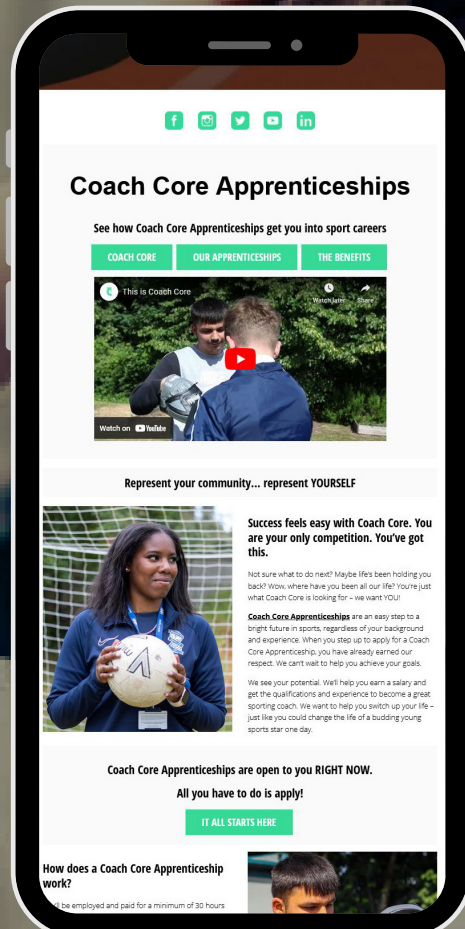
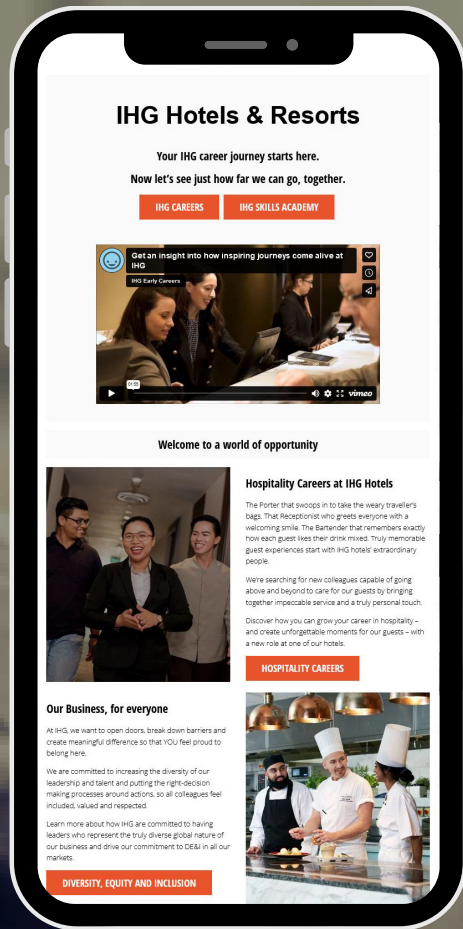
It's okay to not have a clear direction in your mind.

3:00 PM · Jul 5, 2023 · 760 Views

4 Retweets 10 Likes 1 Bookmark

# Youth Friendly Employers

Please join us in a warm welcome to our two newest Youth Friendly Employer Profile holders - **Coach Core** and **IHG Hotels and Resorts!**



Key players in our membership network of Youth Friendly Employers have pulled out all the stops to engage young people with fantastic opportunities.



# Save The Date



**1 - 5 July  
2024**

**YOUTH EMPLOYMENT WEEK**

For more information please contact [info@youthemployment.org.uk](mailto:info@youthemployment.org.uk)

# #YOUTHEMPLOYMENTWEEK

# #YEW24