

Working together to tackle youth unemployment

Youth Employment UK MEDIA PACK



Who we are

Experts in youth employment

Youth Employment UK is a not-for-profit social enterprise actively tackling youth unemployment.

Our expertise, services and advice is centred around what young people tell us they are experiencing, what they want and need.



We understand the root causes of youth unemployment, what works and what doesn't.



Our core aims

- Give young people a voice on the youth employment issues that affect them
- Support young people on their journey to employment with a range of skills and careers support
- Support organisations to develop and be recognised for their youth friendly employment practice and connecting young people to those Youth Friendly Employers
- Provide expert insight across all youth employment policy areas

How we help: Our products and services

Supporting young people on their journey to employment

Skills and Careers Hub

Designed with and for young people, this free to access content provides more than 200,000 young people every month with the support they need.

Young Professional Online Courses

Our free CPD programmes support 14-24 year olds with practical advice and training to help them navigate their skills and the world of work.

Youth Voice

We amplify and champion the voices of young people in our network and through our network of Youth Ambassadors.

Giving young people the chance to have their say on what works for them and what doesn't.

We champion youth voice through active participation in surveys, forums and workshops.



Employer support

Championing Youth Friendly Employers

Recognising organisations committed to the Good Youth Employment Charter, our Youth Friendly Employer Badge shows you're working towards making your organisation a place young people can thrive in.



Show off your free badge.

Young people are looking for it!

Supporting organisations

We offer strategic support and a range of pre-employment and employment services to help build, refine or benchmark your youth employment strategy.

Policy experts

Understanding 'what works' and getting it done

We hold a unique view of the youth employment landscape, offering insight and recommendations on how best to support young people.

We produce best practice guidance, thought pieces, policy insights and research. Our annual Youth Voice Census is the largest year-by-year collection of young people's views on their journey to employment.

Secretariat for APPG for Youth Employment

We have been the secretariat for the All Party Parliamentary Group since 2015.



The young people in our network

200,000+ views of skills and careers content every month

56%
Female

22%
Black, Asian and
Minority Ethnic
background

17%
with additional
needs

22.5%
eligible for free
school meals

UK reach: We were accessed by over **834** locations in 2021.

Social reach: **42,000+** people are engaged across our social media platforms, including Twitter, Instagram, Facebook and LinkedIn.

Network reach: Over **3,380** registered teachers and careers leaders receive our resources to support skills and employability in their schools and networks.



Who works with us?



Department of Health & Social Care



Pearson



worldskillsuk
GO FURTHER, FASTER



West Midlands Combined Authority



Nando's



THE CAREERS & ENTERPRISE COMPANY



Department for Work & Pensions



Coca-Cola
EUROPACIFIC PARTNERS



Avado



Prince's Trust



Breyer Group



aspiration TRAINING LTD



Department for Education



youth futures
FOUNDATION



LTSB



PREZZO



EDGE FOUNDATION



BT



McDonald's



abp



SURREY COUNTY COUNCIL



ies
institute for employment studies



YOUTH EMPLOYMENT UK

How we can support organisations

We support you to reach and help more young people in 3 ways...

1

Recognising Youth Friendly Employers

Sign up to the principles of good youth employment & be recognised and supported as a Youth Friendly Employer.

2

Supporting attraction & recruitment campaigns

Bring your brand & opportunities to life with a profile in our Careers Hub. Let us create inspiring content & digital experiences for you.

3

Bespoke projects: including employment, education & youth voice projects, CPD, CSR & marketing

We offer a range of bespoke services to meet your youth employment needs.

1. Recognising Youth Friendly Employers

Sign up to the Good Youth Employment Charter by registering for the **Youth Friendly Employer Badge**. Young people recognise organisations with the badge as quality brands they can trust.

Principles of Good Youth Employment

- Creating opportunity
- Recognising talent
- Fair employment
- Developing people
 - Youth voice



These benefits are all FREE OF CHARGE:

- **Badge** to download and use on all your recruitment and engagement activities
- **Support** to embed the key Good Youth Employment Principles in your work
- **Listing** on the Youth Friendly Employer Database
- **Access** to the Good Youth Employment Resource
- **Newsletter** bringing you monthly expert advice, insights & recommendations

About the Charter

The Good Youth Employment Charter was developed in collaboration with a range of youth employment experts and young people.

It provides a framework to support, inspire and recognise organisations who are committed to providing quality opportunities to young people.



2. Supporting attraction & recruitment campaigns

Bring your brand to life on our Careers Hub...

We build tailored Employer Profiles for clients who wish to have a presence on our [Careers Hub](#).

An Employer Profile allows organisations to amplify their brand and early careers and employment opportunities, whilst also increasing reach through our channels to a diverse range of young people.

With partners such as DWP, DfE, CEC and others recommending our free skills & careers resources to young people, our engagement regularly exceeds 200,000 young people per month.

The benefits

- Bespoke build, where we do all the heavy lifting
- Upload career opportunities including work experience, apprenticeships, school leaver programmes and more
- Utilise and amplify your existing assets, videos & case studies
- Receive targeted support for your recruitment campaigns. We'll help you reach and engage our users including through our newsletters & social media channels
- Quarterly reporting & account management with tips to grow your presence
- Further opportunities to connect with our work and networks

Employer Profile Offer



Our Employer Profiles come in three simple packages - Bronze, Silver and Gold - with prices starting from just £1,500.00 per year.

We do all the heavy lifting, taking your current assets and designing you a microsite on our [Careers Hub](#) that will reach thousands of young people every month.

Talk to our team today about the opportunity to have an Employer Profile with us.



[Take a look at some of the brilliant brands and their Employer Profiles](#)



3. Bespoke Projects

We have been working with employers, partners, local and national government for more than 10 years. We have led and supported many projects - including creating careers education resources, developing complete youth employment strategies, training staff, and running large scale events. We are also the proud CSR partner to some great organisations who are committed to supporting young people.

Project & Consultancy Work

If you are looking to develop your own youth employment strategy, or have plans for new programmes and activities for young people, we can support you. We have an expert team who are able to provide bespoke support across a range of areas.

Training, Networking & CPD

We have a number of “off the shelf” training and CPD options, including the Youth Friendly Recruiter Certificate, Line Manager Training, D&I training and more. We also run a range of events and networking opportunities.

CSR & Marketing

As a not-for-profit with an incredible impact record, we make for a great CSR partner. We have a flexible and partnership-led approach to CSR. We also have a range of marketing and sponsorship packages available.

Additional opportunities to work with us

Schools engagement Bespoke	Lesson Plans & education resources Prices start at £5,000	Work Experience Programme Prices start at £10,000
Sponsorship of events Prices start at £5,000	Sponsorship of policy work & insight Prices start at £8,000	Content sponsorship Prices start at £10,000
Youth Friendly Places Prices start at £15,000	Consultancy & Project Work Bespoke	Patronage £25,000

CSR - Bespoke, completely tailored to the needs of your organisation and the impact it wants to make in the world of youth employment



**Find out more about
some of the
organisations we
work with...**



Department of Health & Social Care



Department of Health & Social Care (DHSC) Careers

Do you think good health and social care matters? So do we. You could help make a difference.

[DISCOVER DHSC CAREERS](#)

What could you do at the DHSC?

Whatever role you might do for our department, you'll be helping deal with some of the big issues of the day. So many of the challenges our country faces are health related, from dementia and childhood obesity, to funding in-hospital and out-of-hospital care. Our work really does affect people in their daily lives.

UK health needs you – whatever your interests and background are.

Many of our staff are in policy roles and work on finding ways to tackle these challenges. Lots more staff provide vital support for this work, from people working in finance and human resources, to those communicating the department's work to the media and general public.

Every role is important because you're working towards one big goal – helping people live more independent, healthier lives for longer.

3 ways to find a job with us at the DHSC



DHSC Health Policy Fast Track Scheme

If you are a graduate or in the Civil Service? Our Health Policy Fast Track Scheme could



Apply for Civil Service Jobs

If you're interested in applying for a wide range of jobs with the DHSC, including Public Health England, this one is for you.



Apply for NHS jobs

Looking for clinical and non-clinical jobs in the NHS, including NHS England, NHS Digital, and NHS Improvement?

The **DHSC** is a Youth Friendly Government Department and we support the nation to lead healthier and more independent lives.

We offer apprenticeships in 11 different areas and a [health policy fast track scheme](#) for graduates and young people already in the Civil Service. Find out more!

The Department for Health and Social Care chose to work with us in 2019 to support their recruitment campaigns and aim to increase the volume, diversity and socio-economic status of candidates.

The Department reported 3 times more applications and saw an increase in the number applications from Black, Asian and ethnic minorities and those with a disability applying for their programme.

McDonald's

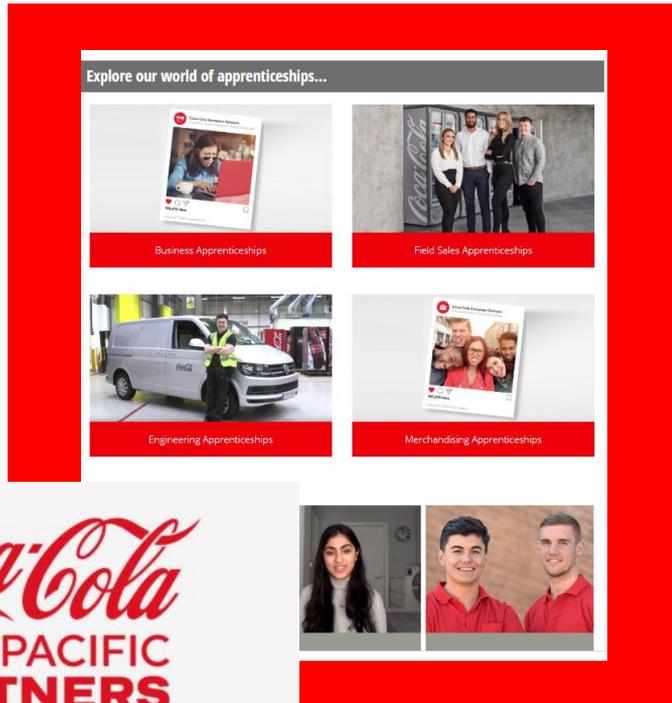


We have been working with McDonald's since 2016. We custom built an [Employer Profile](#) for them to help them reach and attract new audiences to their great opportunities.

In 2019 we became their CSR partner to support their commitment to support youth employment and create 2 million opportunities for young people around the world. We continue to support this mission with the creation of [Get Job Ready](#) support.

New for 2021 we have worked with McDonald's to build our virtual work experience programmes '[Explore Careers In](#)'.

Coca-Cola Europacific Partners



Coca-Cola Europacific Partners became a Youth Friendly Employer in 2018. Together we built an engaging [Employer Profile](#) to help profile their brand as a great place to work.

We have supported Coca-Cola to develop their youth employment strategy, providing advice, support and resources as they built a world class early careers programme.

Coca-Cola have also supported a number of our events and activities including events with DWP, Careers Talks and Video Creation.

The Careers & Enterprise Company



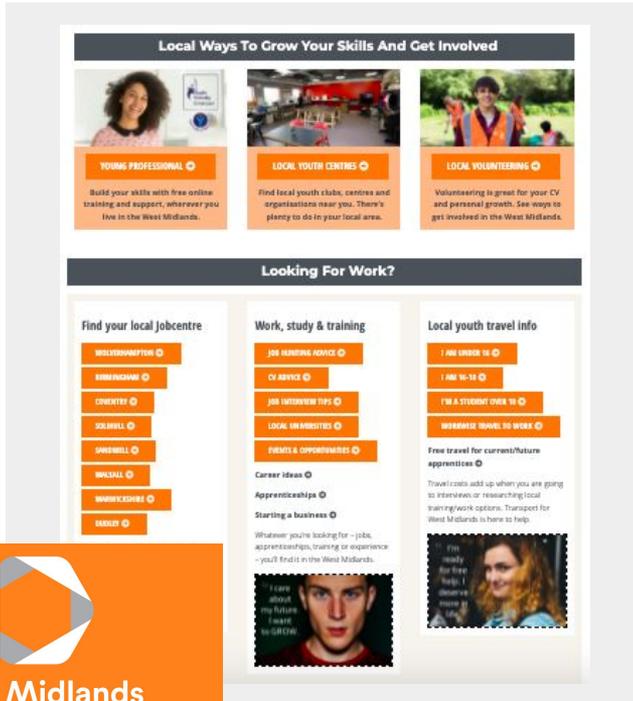
The Careers & Enterprise Company are a key strategic partner.

Our free skills and careers resources are recommended throughout their network, as is the Youth Friendly Employer Badge.

Our 2020 [#CreateYourFuture](#) campaign ensured young people and those supporting them had impartial resources and access to opportunities last summer.

Look out for the 2022 campaign.

West Midlands Combined Authority



Youth Employment UK are the digital hub for the West Midlands. We have worked in partnership with the WMCA to build a Youth Friendly space for young people across the region to engage with the relevant content, events and support relating to education, training, employment and seeking employment.

We have since worked together to create a West Midlands Kickstart Finder supporting the region and most recently the launch of our Skills and Training Hub too.

[Visit the digital hub](#)

Department for Work & Pensions

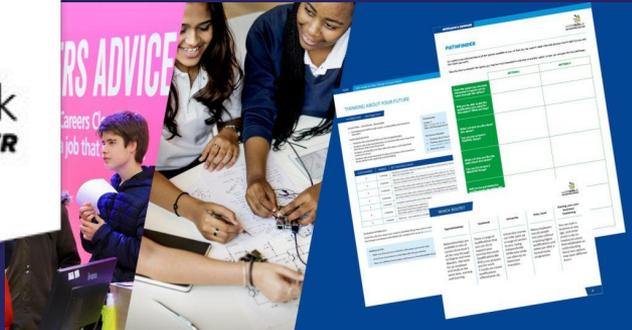


Youth Employment UK is a national partner of DWP.

Our free skills and careers resources are used by job coaches around the country and we have provided training and support to colleagues working directly with young people through the schools and youth employment programme.

The DWP also recognise the Youth Friendly Employer Badge and consult with us on a wide range of projects, activities and policy developments.

WorldSkills UK



We have worked in partnership with WorldSkills UK to develop a free careers education programme for Key Stage 3 and Key Stage 4 students across the UK.

The digital Careers Advice Toolkit is now available to download from WorldSkills UK and contains 19 interactive, engaging and impartial lesson plans for students across KS3 & 4.

The lessons are all mapped to Gatsby Benchmarks and linked to the CDI Framework for Careers Education, as well as the skills framework from The Skill Builder Partnership.



Youth Employment Group



One of our most impactful partnerships has been the creation and co-management of the Youth Employment Group. A specialist policy group set up in March 2020 to respond to the impact that Covid would have on youth unemployment.

The YEG has more than 250 Members and produced a range of reports that have directly influence government policy and its handling of the Covid Pandemic on young people.

The YEG continues to be a trusted network to senior government officials and is recognised as a leading policy group in the youth employment space. Youth Employment UK is proud to be a co-founder, Chair of the Quality of Work Subgroup and the Secretariat of the Youth Voices Group that is a key part to the YEG's work.

Before you go...

Read

What young people say about their barriers to work in our annual nationwide [Youth Voice Census](#)

What our incredible [Youth Ambassador](#) team has achieved

Explore

Our expert [policy and research work](#), including our APPG work

Our new Virtual Work Experience offer, [‘Explore Careers In’](#)

Share

Our [Looking for Work Booklet](#) with young people in your network

The [Young Professional and Careers Hub](#), with skills-boosting programmes and career guides



Contact us



Visit the website

<https://www.youthemployment.org.uk>

Email the team

info@youthemployment.org.uk

