

# **WORKING TOGETHER** to tackle **youth unemployment**

Media pack for employers and organisations

[youthemployment.org.uk](https://youthemployment.org.uk)



# Who we are



## Experts in youth employment

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

As a youth-led organisation we are pretty unique. Our expertise, services and advice are centred around what young people tell us they are experiencing, what they want and need.

We understand the root causes of youth unemployment. We know 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 connect 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 over 100,000 young people every month with the support they need.

### Young Professional Journey to Work

This free CPD programme supports 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.

We give 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

By recognising all organisations committed to the Good Youth Employment Charter, our Youth Friendly Employer Badge shows you are working to make your organisation a place in which young people can thrive.

***Show off your free badge - young people are looking for it!***

## Our work to support 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

**100,000+ views of skills and careers content every month**

<b>56% female</b>	<b>16% BAME background</b>
<b>17% with additional needs</b>	<b>12% eligible for free school meals</b>

UK reach: we were accessed by over 750 locations in 2019.

30,000+ people engaged across our social media platforms which include Twitter, Instagram, Facebook and LinkedIn.

Over 1,300 registered teachers and careers leaders receive our resources to support skills and employability in their schools and networks.



# Who works with us?



# How we can support organisations



Supporting good youth employment organisations to help more young people

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

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 good quality opportunities to young people.

You can [sign up to the Good Youth Employment Charter](#) by registering for the Youth Friendly Employer Badge.

## Principles of Good Youth Employment

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

**The Youth Friendly Employer Badge marks you as a high quality organisation that young people can trust.**

### The benefits:

- Downloadable badge to use on all recruitment and engagement activities
- Support to embed the Good Youth Employment Principles into your work
- Listing on the Youth Friendly Employer Database
- Access to the Good Youth Employment Resource
- Monthly newsletter bringing you advice & tips.

**This is all free of charge**





## 2. Supporting attraction & recruitment campaigns

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

We build tailored profiles for clients who wish to have a presence on our Careers Hub. A 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 and career resources to young people, our engagement regularly exceeds 100,000 young people per month.

#### The benefits

- Bespoke build, where we do all the heavy lifting
- Upload unlimited career opportunities including work experience, apprenticeships, school leaver programmes and more
- Utilise and amplify your existing assets, videos & case studies
- Targeted support for your recruitment campaigns and help to reach and engage our users including visibility in our newsletters & social media channels
- A great platform for your new digital early careers and work experience offer
- Quarterly reporting & account management with tips & suggestions to grow your presence .





## 3. Bespoke Projects

We have been working with employers, partners, local and national government for more than 8 years. We have led and supported many projects including the creation of careers education resources, the development of complete youth employment strategies, training staff and running large scale events. We are also the proud CSR partner to some great organisations 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 & 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 - Youth Friendly Recruiter Certificate, Line Manager Training, D&I training & 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 & sponsorship packages available.

# Our impact and what they say



## PREPARING YOUNG PEOPLE FOR THE WORLD OF WORK

**1,000,000+**

page views across skills and careers content

**81%**

feel that they will use Young Professional resources to keep growing their Self Belief skills

**95%**

feel more confident they know what Problem Solving skills are

**92%**

better understand how they can grow their Communication skills over time

**95%**

feel more confident that they understand why Self Management skills are important

**906** Registered schools



"Coca-Cola European Partners are delighted to be working with Youth Employment UK. The Youth Friendly Employer Award is a tool that not only will recognise our work in this space but is helping us to develop the opportunities we provide young people.

The support and insight given by Youth Employment UK has been really valuable."



**SHARON BLYFIELD**  
HR Business Partner  
Coca-Cola European Partners

Ambassador Harvey:  
"Everything I've been involved in has helped boost my confidence"



From our 2019 Impact Report

# Pricing

<b>No- Employees/ Service</b>	Not-For Profit	1-50	51-100	101-999	1000-4999	5000+
<b>Youth Friendly Employer Badge</b>	<b>Free of charge</b>					
<b>Organisation Profile Price per year, ex VAT</b>	<b>£700</b>	<b>£1000</b>	<b>£1500</b>	<b>£2,000</b>	<b>£3,000</b>	<b>£5,000</b>
<ul style="list-style-type: none"><li>• <b>Consultancy</b></li><li>• <b>Content &amp; Digital</b></li><li>• <b>Training &amp; CPD</b></li><li>• <b>Education outreach</b></li><li>• <b>CSR</b></li><li>• <b>Sponsorship &amp; Marketing</b></li></ul>	<b>Competitive pricing - speak to us about your needs</b>					



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

[youthemployment.org.uk](http://youthemployment.org.uk)



# 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

Are you 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 campaign's 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



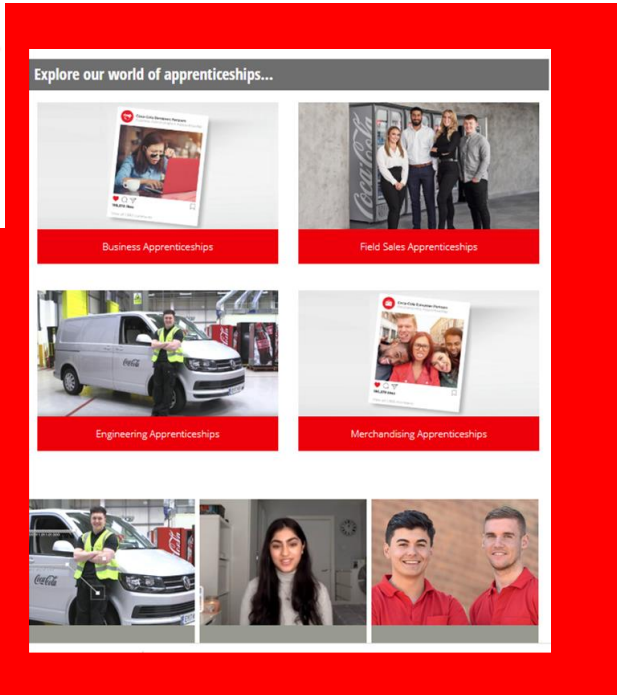
A screenshot of the McDonald's careers website. At the top, there are navigation tabs: 'MCDONALD'S MAIN SITE', 'CATERING & HOSPITALITY CAREERS', and 'ALL CAREERS'. Below these is a 'CORONAVIRUS INFO' tab. The main content area is titled 'Our Culture' and includes the text: 'Working for McDonald's is more than just a job. It's about you. Whatever you want to get out of your career - with McDonald's, you can.' Below this is a list of statistics: 'Over 85% of McDonald's employees told us they love the flexibility their job offers them', '9 in 10 of our Business Managers started with us as Crew Members', '1/3 of our executive team started their career in one of our restaurants', and 'Each year we invest over £43 million in training to develop our people'. There is also a link for 'Apprenticeships on offer if you want to earn and gain nationally recognised qualifications'. The bottom section is titled 'Apprenticeships and Degree Apprenticeships' and features two cards: 'APPRENTICESHIPS' with a stylized 'A' icon and 'MANAGEMENT DEGREE APPRENTICESHIPS' with a yellow arrow icon. At the bottom, there are four small photos of employees: Thiago, Apsana, Josh, and another person.

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.



# Coca-Cola European Partners



Coca-Cola European 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.

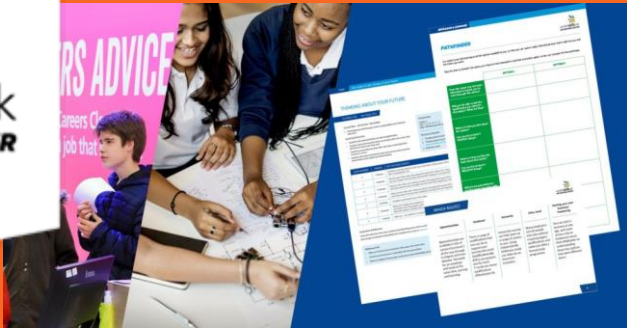
We have supported Coca-Cola to develop their youth employment strategy, providing advice, support and resources as they built a world class early careers programme.

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





# 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.

# The Careers & Enterprise Company



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.

The Careers & Enterprise Company have sponsored the Annual Youth Voice Census since 2018.

We meet regularly to look at opportunities to work more closely and ensure that we are supporting the greatest number of young people.



# Department for Work & Pensions



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 obligation programme.

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



# Greater Manchester Combined Authority



**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY



The Greater Manchester Combined Authority have devolved responsibility for local education, employment, training, transport, business and health services.

In the summer of 2020 Andy Burnham, Mayor of Greater Manchester, launched a Youth Guarantee Task Force; a specialist team that would develop an offer so that all young people in Greater Manchester could fulfil their potential.

We have been appointed as a strategic partner to the Task Force in order to provide expert insight, guidance & project management.

# Before you go...

## Read

1. What young people have to say about their barriers to work in our [Youth Voice Census](#)
2. What our incredible [Youth Ambassadors](#) team have been up to

## Explore

1. Our expert [policy and research work](#)
2. The [Coronavirus Hub for Employers](#) we've been building

## Share

1. Our [Looking for Work Booklet](#) with young people in your network
2. The [Young Professional and Careers Hub](#)

# Contact us



Visit the website

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

Email the team

[info@youthemployment.org.uk](mailto:info@youthemployment.org.uk)

