



We are the leading campaign and membership organisation dedicated to tackling youth unemployment in the UK. Young people are at the heart of what we do.

WHAT WE BELIEVE

Youth Employment UK was set up to reduce youth unemployment and support every young person to progress.

Young people need a voice in the decisions being made which impact them, while developing their personal and work skills. Organisations, employers and policy makers all agree – the future of young people is our shared future.

We are the only membership organisation to work with every stakeholder invested in youth employment. Our expertise and services are directed at supporting everyone invested in seeing young people achieve their potential.

OUR KEY OBJECTIVES

- To give young people a voice and empower them to be more prepared for the world of work
- To help organisations be better equipped to support young people and adopt Youth Friendly Principles
- To ensure that government policy is geared towards the real needs of young people

WHAT WE DO

Since our launch in 2012 we have worked as a non-profit organisation to:

- Offer a platform for young people to have a voice on youth employment issues that affect them.
- Empower young people to take control of their personal and professional development, and gain the skills employers want.
- Support organisations working in the youth employment space by providing an impartial platform for them to communicate, share best practice and network.
- Campaign and influence policy on employment issues and barriers facing young people.

HOW WE SUPPORT YOUNG PEOPLE

Mentoring. Networking. Campaigning. Giving young people tools to develop their skills and apply them to real life.

We have facilitated a huge and energetic UK community of young people creating positive change in the world of work. As the secretariat of the APPG for Youth Employment we link young people with employers, decision-makers and the world of work in a way that makes a real difference.

We have a nationwide reach of 14-24 year olds who:

- Represent the youth voice at policy meetings, conferences and community events in a volunteer capacity as Youth Ambassadors
- Develop employment skills and an understanding of work culture to take ownership of their future as Young Professionals
- Represent employers and get support in the workplace as part of the Corporate Ambassador Programme
- Work on projects that are of real interest to them, developing their employability as well as a network of business contacts.



Community Membership & Pricing

Together we can build a better employment landscape for young people.

Youth Employment UK is a specialist membership organisation with expertise across the youth employment landscape. We support a range of community members to:

- Access best practise and practical support for youth employment strategy and policy development
- Attract, retain and develop young people
- Understand, access and be prepared for policy developments – general landscape of youth employment, apprenticeship policy, education reform (particularly technical education), welfare policy, employment rights, responsibilities and more

Our Community Members include employers, providers, educators and youth organisations.

DOUBLE BENEFIT

As we're a not for profit organisation, our Community Members are supporting us to help thousands of young people across the UK, schools and colleges benefit from our free careers and skills resources.

NATIONAL RECOGNITION

As part of our commitment to raising youth employment standards in the UK, we are also the home to the national kite mark for youth friendly employers – **The Talent Match Mark**.

Our Members include:



COMMUNITY MEMBERSHIP BENEFITS

Become a Community Member from as little as £100 per year:

	BUILD YOUR BRAND	GET PRIORITY ACCESS	STAY UP TO DATE		
	Exclusive access to the Platinum Talent Match Mark	All-Party Parliamentary Group for Youth Employment	Access to best practice, guidance and support		
	Share examples of your youth friendly employment practice	Bi-Monthly Business Breakfasts (locations move around the UK)	Youth-led insight		
	Sponsor young employees onto our national Ambassador programme.	Annual Conference & Youth Friendly Employer Awards	Webinars (recent topics include GDPR, mentoring, creating work experience programmes, apprenticeship levy and more)		
	Upgrade your membership to include an interactive Careers Hub	Opportunities to support our Young Professional Members	Newsletters		
			Policy bulletin		
No. Employees	1-20	21-100	101-750	751-4,999	5,000+
Price per year (exc. VAT)	£100	£350	£700	£1,000	£2,500

Sponsor and patron packages are also available with Youth Employment UK. Please talk to our Membership Managers about specific requirements.

Please email our Membership Managers at info@youthemployment.org.uk to get in touch.

One of the biggest barriers to employment for young people is that they don't know which careers are available to them or how to even start making education, vocational and career choices. Meanwhile, employers describe future skills shortages and a lack of applications as a growing concern.

Our inspiring and impartial Careers Hub (which is free to all young people) aims to remove these barriers and bring the world of work to life for the thousands of 14-24 year olds using our site. Through the hub, young people can better understand the range of sectors, careers and routes into work as they navigate information that has been specifically created for them to inspire and inform their choices.



GET AN EMPLOYER PROFILE

Inspire young people with your brand.

This is your opportunity to showcase your organisation to the young people, schools and colleges using the Youth Employment UK site.

An employer profile:

- **Showcases your organisation.** By working with our expert content writers, your organisation will come to life through an employer profile
- **Inspires young people** to consider the many career routes you offer and helps them to understand what you are looking for in future recruits, helping them to make better applications
- **Utilises your own case studies and content,** amplifying the investment you have already made whilst reaching new audiences
- **Helps to overcome stereotypes and perceptions** of industries, careers and employers that may otherwise hold talented young people back from applying.

Throughout the year we run sector-based campaigns bringing industries to life with more career roles, myth busting content, webinars, school resources and spotlights on supporting employers. These campaigns reach an increased audience and provide our employers with even more opportunities to be seen by a large and growing youth audience.

COSTS

Employer profile costs also include the cost of Community Membership to Youth Employment UK, along with all the benefits that Membership brings. All our employers are holders of the **Talent Match Mark**, reinforcing their proven commitment to quality youth employment.

ORGANISATION SIZE		
1 - 100 employees	101-4,999 employees	5,000 + employees
Employer Profile with the opportunity to upload: <ul style="list-style-type: none"> • 3 Case Studies • 3 Career Roles 	Employer Profile with the opportunity to upload: <ul style="list-style-type: none"> • 6 Case Studies • 6 Career Roles • 6 Content Pieces • 1 Challenge 	Employer Profile with the opportunity to upload: <ul style="list-style-type: none"> • 6 Case Studies • 6 Career Roles • 6 Content Pieces • 2 Challenges • 1 Mailout
£1,000 p/y + VAT	£2,500 p/y + VAT	£6,500 p/y + VAT

There are also a limited number of opportunities to become a sector sponsor. Please contact our account managers – info@youthemployment.org.uk

Youth Employment UK is home to the Talent Match Mark, an award framework that recognises and celebrates outstanding employers who support young people in their journey to work.

You can apply for a Talent Match Mark Award in Bronze, Silver, Gold or Platinum to demonstrate to young people and the business community that you provide young people with opportunities to explore and experience work, as well as creating opportunities for employment.

When you become a Talent Match Mark employer, you're making a genuine difference. One that benefits your company as well as the young people you support. You are part of something big.

WHICH TALENT MATCH MARK AWARD IS BEST FOR YOUR ORGANISATION?

With the Platinum Award you will receive an independent assessment of your practice along with practical ongoing guidance and entry into the Annual Youth Friendly Employer Awards. The Platinum Award is exclusively available to Community Members.

Achieving the Bronze, Silver and Gold Awards is free - simply visit www.youthemployment.org.uk/membership/talent-match-mark and download an application form to get started.

WHY BECOME A TALENT MATCH MARK EMPLOYER?

Being an employer with the Talent Match Mark could help you discover someone your business couldn't do without.

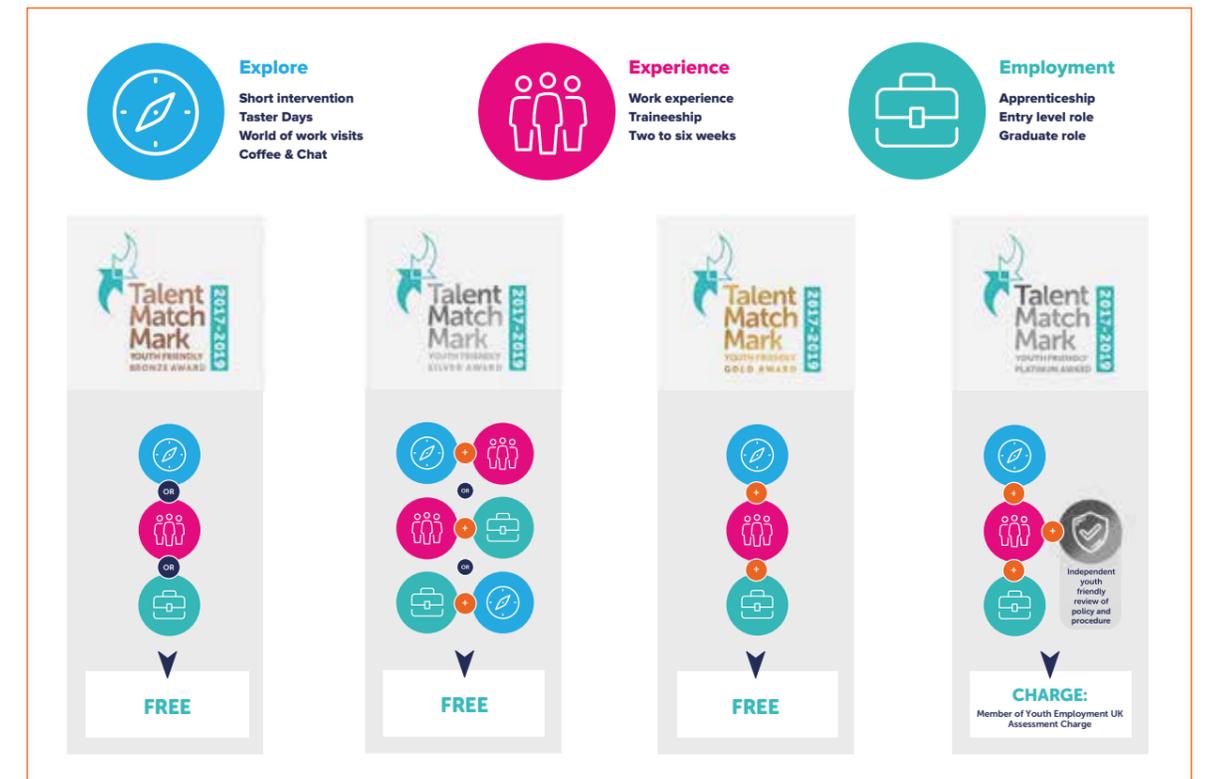
How the Talent Match Mark can help your business:

- Be recognised as an employer that creates opportunities for young people in your community
- Work with a national network of organisations providing pre-employment support to thousands of talented young people
- Provide employees with the opportunity to support young people and therefore develop their management, public speaking and presentation skills
- Create real opportunities for social mobility
- Improve staff retention and employee investment

Endorsed by Goldsmiths University, our Talent Match Mark gives organisations the tools and support they need to ensure their organisation is positioned to maximise the potential of the young people it engages as employees, customers or other stakeholders.

BECOME A TALENT MATCH MARK EMPLOYER TODAY

There are four award levels of the Talent Match Mark: bronze, silver, gold, and platinum. Employers are awarded for the number of stages in a young person's journey at which they offer career interventions, for example:



Corporate Ambassadors

Since 2012, Youth Employment UK has led a volunteer Youth Ambassador Programme. Our Youth Ambassadors are aged 16- 24 and work with us to tackle some of the employment barriers young people face in the UK.

All Youth Ambassadors are provided with the support and training they need to fully engage with the programme. Youth Ambassadors get involved with a range of activities including: responding to government consultations, writing content for our site, speaking to young people in their local community, attending meetings with government departments, conferences and attending and speaking at the APPG for Youth Employment.

In the last year our Ambassadors spoke at the Economic Forum in Poland and met with the Skills and Employment Ministers and the Secretary of State for Education.

YOUTH AMBASSADOR PROGRAMME FOR YOUNG EMPLOYEES

Employers can put their young employees forward to join the Youth Ambassador Programme.

There are many benefits to supporting a young person onto the programme, if they are a young apprentice it also meets some of the standard requirements:

Off the job training

Youth Ambassador activity and training can be completed within the working day (10-15 hours per month). The time spent on the Ambassador Programme can be offset against elements of the 'off the job training' requirement.

Training of 'behaviours'

During their 12-month training programme Ambassadors receive a full programme of training – Public speaking, Written communication, Leadership, Youth engagement, Content writing and Mentoring and Equality and Diversity training and Young Professional Training (Communication, Team work, Problem Solving, Self belief and Self management),

Ambassadors track the personal development progress they are making, recording and reflecting on their training and activities.

Please talk to us about any additional 'behaviours' not included which may be part of your specific Apprenticeship Standard.



BENEFITS TO THE EMPLOYER & THE PROVIDER

- **Representation and role models:** Ambassadors support our work with schools, colleges, youth organisations and government, where they can represent both their employer and provider.
- **Inspiration:** Ambassadors share their journey to work with the young people they meet and help create content for our site based on their experiences. This helps to introduce young people to new career ideas and pathways, such as Apprenticeships.
- **Breaking down barriers:** Ambassadors can help to break down any stereotypes and misconceptions that young people and parents have about Apprenticeships better than other company representatives.
- **Training and skills:** Youth Ambassadors are given training and mentoring throughout their time as an Ambassador. This support can help the individual further develop both their work skills and their contributions to employers and providers.
- **CSR:** Young people are usually attracted to employers who have a social responsibility offer. The Youth Ambassador Programme and support of Youth Employment UK can be included as part of a CSR programme.
- **Retention:** Employees given opportunities to engage with social action through employment are often more satisfied in their role and choose to stay longer with the employer.

The cost to put a young staff member on the Corporate Youth Ambassador Programmes is £350.00 per year per Ambassador (exc. VAT).

Young Professional Membership

Young Professional Membership is a free personal development programme for all 14 - 24 year olds in the UK. It helps young people to build life and work skills and changes the way they view themselves.

Young Professionals are supported with weekly skill development challenges helping them to improve their Communication, Problem solving, Team work, Self belief and Self management skills.

WHAT DO YOU GET AS A YOUNG PROFESSIONAL MEMBER?

Being a Young Professional starts from the moment you sign up and commit to developing your skills.

Here's what you get as a Young Professional Member:

1. **Self development:** Grow in confidence, improve knowledge & increase your skills. Training resources and weekly challenges help to teach you skills and keep on developing them
2. **Information and network:** Access resources, guides, tips & get support from our Youth Ambassador community. Peer led content from people who really know what it's like!
3. **Show your commitment to future recruiters:** Not only do you get access to these resources but you get to add that you are a Young Professional Member to your CV, LinkedIn profile and college or UCAS applications.
4. **Have your say:** Feed in to our work and policy changes to help us make a positive change for young people in the UK.



NOTE: For teachers, careers professionals and providers we have free "teacher" resources to help you support your young learners to become Young Professionals and embed it into your Careers & Employability Programme.





CONTACT US

www.youthemployment.org.uk

 01536 680916

 @YEUK2012