

## Your guide to becoming a Youth Friendly Employer

The Youth Friendly Employer Award is a quality kitemark that assesses organisations against a best practice framework. The Award supports organisations to embed a youth friendly employment culture, attract a diverse pool of future talent and ensures best value from recruitment, training and development strategies.

### What are the benefits of being a Youth Friendly Employer Award holder?



- Access to ongoing support from Youth Employment UK including youth employment expertise, templates and resources, strategy support, youth voice research and updates on government policy
- Automatic entry into our national employer awards held in partnership with WorldSkills UK
- Demonstrates your commitment to youth employment best practice
- Recognition of your brand and career opportunities on our [careers hub](#), viewed by over 50,000 young people, teachers and work coaches every month

Catering & Hospitality Careers See All Careers McDonald's Careers

#### Our Culture

Working for McDonald's is more than just a job. It's about you. W career – with McDonald's, you can.

Things move fast at McDonald's, whether we're serving our customer's futures. In our workplace, we promote flexibility, opportunity, equality. Employees come from all walks of life, but share a common approach: employees help to make happy customers, so we want you to enjoy it!

#### Why choose a career with McDonald's?

Over 95% of McDonald's employees told us they love the fruit

*"Working with Youth Employment UK has helped provide us with some insight on areas where we can continue to challenge ourselves as an employer – it's a partnership we really value." Harriet Hounsell, Chief People Officer, McDonald's UK and Ireland*

### What does the Award Assess?

The Award assesses three essential youth employment areas – **Explore, Experience and Employment**. We know that young people need to benefit from these three quality experiences in order to build their confidence, skills and knowledge for their futures.

These three areas cover your early careers and outreach work, work experience and employment pathways. The Award looks to see that you are working to best practice across these areas. Many businesses already offer great experiences and find the Award a useful tool in checking processes, understanding where there might be room for improvement and gaining some fresh new ideas.



Youth Employment UK provides support every step of the way, with templates, guides, case studies and practical help across each of these areas. Our resource bank grows monthly as we share more case studies, bring insights from more experts and create documents in response to the needs of our network.

#### Example Criteria and evidence needed for Experience

Criteria	Evidence Needed
<p>Organisation ensures that work experience opportunities have clear learning outcomes for the participant.</p> <p>The placement includes a range of experiences so that the participant can learn about the whole business as well as a specific job role.</p>	<p>Describe the placement</p> <ul style="list-style-type: none"> <li>• What do young people learn from the placement?</li> <li>• What sort of activities take place?</li> <li>• If the organisation uses the <a href="#">Young Professional</a> skill resources as part of its programme, describe how that is embedded.</li> </ul>
<p>Organisation ensures the opportunities it provides can be accessed by young people with additional needs and that activities are tailored to meet the needs of individuals.</p>	<ul style="list-style-type: none"> <li>• Describe what measures the organisation takes to ensure inclusive engagement of young people and how they are tailored to the needs of the individuals.</li> </ul> <p>Additional needs can relate to: special educational needs, mental health and anxiety issues and disability awareness</p>

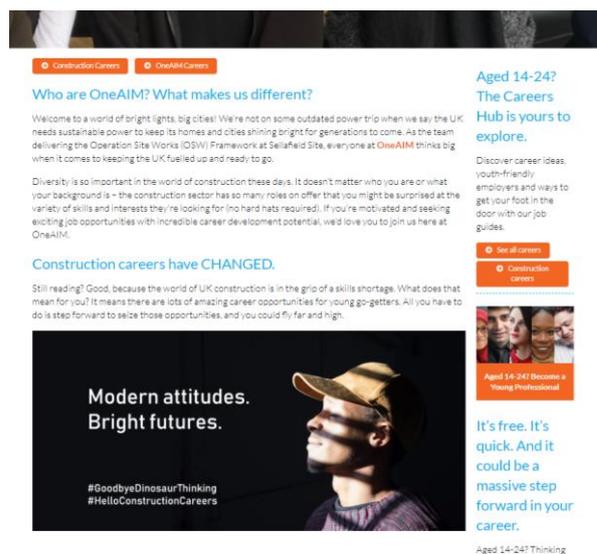
For more information and pricing please email us at [info@youthemployment.org.uk](mailto:info@youthemployment.org.uk) or

visit [www.youthemployment.org.uk/youth-friendly-employer-award](http://www.youthemployment.org.uk/youth-friendly-employer-award)

## Using the Youth Friendly Employer Award as a recruitment & branding tool

We work closely with all of our Youth Friendly Employers to better understand your brand and opportunities so that we can create really engaging youth friendly content for you on our careers hub. We build employer profiles that provide an insight into who you are, what you do and why working for you matters. Our expert writers know just how to make employers stand out to our 14-24 audience. In addition, we can support your engagement campaigns be that for experience or employment opportunities.

*“Young people are the future leaders of our organisations, they bring talent and new ways of thinking to the workforce. We are committed to providing explore, experience and employment opportunities to young people. We are delighted to be recognised as Youth Friendly Employer and see this as our way of ensuring that our organisation is future ready”.* Luke Richardson, OneAIM



### Youth Friendly Employer Community

Thank you for joining us and showing your commitment to the Youth Friendly Employer Award. This dashboard is your personal resource for our latest content, case studies and exclusive best practice and insight.

To apply for the Youth Friendly Employer Award you will need the following documents:



## Using the Youth Friendly Employer Award as a development tool

Wherever you are on the journey to becoming a Youth Friendly employer, our framework and supporting resources can guide you to develop, enhance and be recognised for embedding best practice. The process will ensure that your opportunities are inclusive, and that you are reaching a diverse cohort of young people, as well as reducing your recruitment and retention costs.

## Why the Youth Friendly Employer Award?

Youth Employment UK are experts in the youth employment and understand the challenges faced by young people and employers. Since 2012 we have been bringing young people and employers together to understand what works in youth employment.

The Youth Friendly Employer Award is a quality tool that has the support of a range of stakeholders including government bodies, youth organisations, young people and of course the already committed Youth Friendly Employer Award Holders.

By bringing our network of young people and employers together we are addressing one of the biggest youth employment challenges – the disconnect between young talent and great careers

For more information and pricing please email us at [info@youthemployment.org.uk](mailto:info@youthemployment.org.uk) or

visit [www.youthemployment.org.uk/youth-friendly-employer-award](http://www.youthemployment.org.uk/youth-friendly-employer-award)

## Youth Friendly Employer Award Q&A

### What is the Award?

The Award is based on a comprehensive framework which was co-created with young people and partners in 2012, it is a quality framework that sets out what the best practice standards are across a range of youth employment programmes. In 2016 the Framework was evaluated by Goldsmith University of London and endorsed as a sustainable business tool for employers.

Organisations sign up to working with Youth Employment UK and are then able to download the Framework, Guidance and supporting resources in order to prepare for an Assessment.

### What areas of our business does the Award cover?

The Award looks at three areas of your youth employment work - explore, experience and employment.

**Exploration** - what you do to engage young people before they make career decisions

**Experience** - what you do to support young people to have meaningful experiences in your business

**Employment** - what entry roles you have to support young people into careers in your business (entry level, apprenticeships, graduate employment etc)

### Why these areas?

These are the key ways in which businesses support young people and we want all businesses to be operating at the very highest standards. This helps the business achieve diversity, inclusion and ROI goals but importantly ensures that young people have the best possible experience and engagement. We also know that young people who benefit from all three of these types of engagement are less likely to be unemployed than those young people without these experiences.

### How long will it take to be ready for assessment?

It depends on where you are in your journey, many employers are already offering quality experiences in these areas so for them the process of gathering the data for assessment is relatively straightforward. The benefit of the award is to evaluate what they are doing and reflect on the processes against a quality framework. In every case it has provided employers with some new ideas and slight improvements they can make.

For other organisations who need to develop in some areas before assessment we work closely with them to offer the support and resources they need, but it can take up to 6 months to be ready for assessment.

### Who does the assessment?

The assessment is either over the phone or in person and is lead by one of external delivery partners.

### How do I know this is a quality assessment?

We work with SLQ a qualification body that provides external quality assurance to our assessment process. You can also ask to read the Goldsmith review.

### How often am I assessed?

We assess our employers every two years.

### What support do I get?

Once you sign up to the award you will have access to comprehensive resources, advice, template, webinars and case studies. These will all help you to develop and enhance your offer but also ensure you are assessment ready. The value of the templates and resources are significant and can save time and money for organisations without some of the documents in place such as company policy's, handbooks etc.

When you sign up you will be given access to a member's dashboard with all of the resources, a getting started guide, the framework and evidence forms. The Youth Employment UK team are always on hand to provide advice and guidance.

### I just want to have a profile on your careers hub, can I do that?

No, as an organisation we are committed to only providing young people with information about quality opportunities and the Youth Friendly Employer Award assures that quality.

### What is the cost?

The costs are based on the number of employees your organisation has. The cost is for two years and includes all you need for the Award, your members dashboard, assessment, profile on the careers hub and support with campaigns.

No of Employees	Award Details	Cost
1 - 20	Telephone assessment	£1250
21 - 50	Telephone assessment	£1500
51 – 100	Telephone assessment	£2000
101 – 999	Telephone assessment	£3000
1,000 – 4,999	Onsite assessment	£4500
5000 +	Onsite assessment	£7000

### Who else has done it?

Our Youth Friendly Employers include McDonalds, Coca-Cola, EY, DST, St James Place, OneAIM, Balfour Beatty, Groundwork Nottingham, Imperial Commercials and many more

### What is the compelling reason we should do it now?

In November 2019 we will be hosting the Youth Friendly Employer Award Celebrations in partnership with WorldSkills UK at their LIVE Show at the NEC. LIVE is the largest careers event showcasing apprenticeships and skills with more than 70,000 visitors, prestigious guests such as Ministers and MP's and visitors from around the world we cant think of a better place to celebrate the best UK employers.

By joining us now we will have time to support you with your assessment which will be your entry in the November Celebrations.