

Youth Friendly Employer Masterclass: Hiring young people - the business case



Welcome



Introductions, housekeeping and about us

Identifying the challenges

Workforce Planning & CSR

Pitching to SLT

Our resources and support

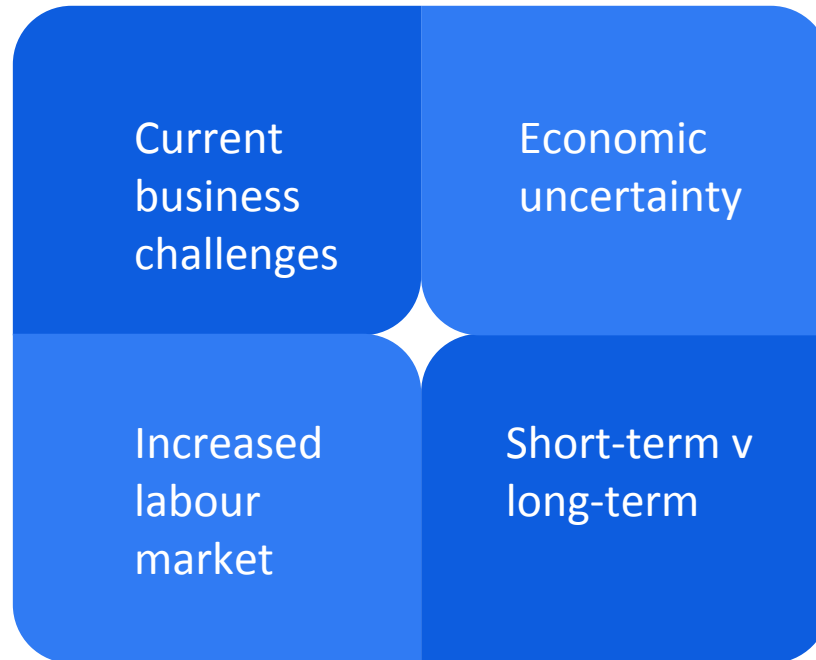
Introductions and housekeeping

A warm welcome from Laura-Jane Rawlings

- This session is being recorded
- You can use the chat box to speak with Kim if you have questions or technical issues
- Please stay in mute mode with your camera off
- We would love it if you could complete our short survey after the webinar

Share any insight #YouthFriendlyEmployer
@YEUK2012 or connect with us on [LinkedIn](#)

Identifying the challenges



Hiring now



Nicki Williams, Head of Employee Recruitment & Early Careers at St. James's Place, said: *"We're really pleased to be offering our apprenticeship and graduate programmes again this year, especially as employment options for younger generations look to be severely impacted by the Covid-19 pandemic. The application process is understandably in a slightly different format, but the programme content remains the same, offering our next generation of leaders the training, development and freedom to choose how they build their path to success. We look forward to welcoming the next cohort in September."*



Skills Shortages

Key Considerations

Prior to the Coronavirus some of the biggest industries in the UK were facing significant skills shortages.

- The fourth industrial revolution - digital, robotics, AI, VR
- Ageing workforce
- Aspirations mismatch
- Skills - soft skill demand - Communication, teamwork, problem solving

A skills mismatch can act as a drag on economic growth by limiting the employment and earnings opportunities of individuals and impacting on firms' performance and productivity. UK firms have previously reported that lack of access to the right skills was the number one threat to the competitiveness of the UK labour market.

We recommend the
Edge Foundation
and their Skills
Bulletin Reports:
<https://www.edge.co.uk/research-policy/publications>

Workforce Planning & CSR

Key Considerations

Workforce Planning

- Business needs, ambitions and strategy
- Understand labour market forecasts
- Evaluate current workforce
- Identify skills gaps
- Representation, inclusion and diversity
- Existing/recent investment
- Reputation management

CSR

- Youth unemployment, social mobility, inclusion and diversity
- Charitable partners
- Linking the two

Key Considerations

- The right time
- The business case
- The counter arguments
- The financial and philanthropic case
- Point in time measurements

Additional support



- Membership includes frameworks, resources, guides, case studies, telephone support
- Consultancy
- Educational resources
- CSR



Full webinar

<https://www.youthemployment.org.uk/developing-a-youth-employment-strategy-webinar/>

Top tips and advice

<https://www.youthemployment.org.uk/developing-youth-employment-strategy/>



Our resources and support



Coronavirus Advice For Students And Young People

If you're feeling anxious because of the news or wondering what you should be doing right now, we're here to help.

Stay safe, stay home

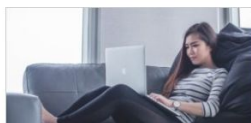
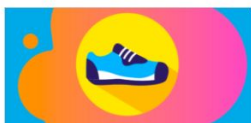
Wash your hands

Stay calm, stay kind

Plan your time

We are a one-stop ideas shop when it comes to your education, work and future – even when you're self-isolating at home. You can check out our [Careers Hub](#), boost your skills for free with our online [Young Professional](#) skills training, or get help with your [life choices](#).

General info for YOUNG PEOPLE 



[Coronavirus support for young people](#)



Information For Employers During Coronavirus

Supporting employers through the Coronavirus.

In this time of rapid and unprecedented change we are here to help you with information, best practice and practical support for staff. We'll continue to add resources including our policy expertise, youth voice and employer guides.

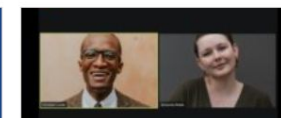
View our coronavirus resources for...

EMPLOYERS & MANAGERS 

APPRENTICESHIP PROVIDERS & TRAINERS 

EMPLOYEES 

Coronavirus information for EMPLOYERS & MANAGERS



[Coronavirus support for employers](#)

Masterclass

- Supporting young staff who are at risk of redundancy or furlough (available now)
- Supporting young staff who are working from home (available now)
- Developing online work experience and early engagement plans (Fri 12th June)
- Rethinking your youth employment strategy for the class of 2020 (Fri 19th June)
- 2020 Youth Voice Census Launch (23rd June)

Other webinars also available

- Developing a work experience strategy
- Supporting young disabled people into work
- Supporting young deaf people
- Creating youth friendly LGBT+ workplaces
- Developing early careers programmes

Working with us



www.youthemployment.org.uk
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- GET THE YOUTH FRIENDLY EMPLOYER MARK
- ACCESS SUPPORT, GUIDANCE & POLICY
- INSIGHTS FROM THE EXPERTS
- GET CONNECTED WITH EARLY & FUTURE TALENT
- EDUCATION AND TRAINING SUPPORT
- CSR
- YOUTH VOICE
- CONTENT & CAMPAIGN SUPPORT