
The Good Youth Employment Charter

Why we need a charter:

The impact of COVID-19 on youth unemployment

Prior to the onset of the COVID-19 crisis, there were over 760,000 young people not in education or employment in the UK. And young people who experienced disadvantage such as low socio-economic backgrounds, disabilities or those from Black, Asian and ethnic minority groups who were most likely to be outside of learning or earning opportunities, or to be underemployed in often low-paid or insecure work.

Young people as a group are more likely to be affected by any economic downturn, there is a real risk that youth unemployment could rise to 2 million young people not in education, employment or training, a devastating consequence of Covid-19.

Young people want to work:

Young people are committed and hardworking, with skills, experiences and perspectives that can add value to the business community. Businesses who employ young people regularly report of the positive difference young employees can make and how important they are to their own future success.

Equal access to employers, work experience and the world of work:

In order to be able to move into good quality employment young people need the opportunities to build their skills and experiences. They need to explore the world of work by having conversations with employers, taster days, work experience and mentoring (to name just a few) to build their knowledge and confidence.

[Evidence](#) from the Education and Employers Charity suggests that where a young person experiences 4 or more quality encounters with employers they will be five times less likely to become NEET (not in education, employment or training) than their peers. The [2020 Youth Voice Census](#) found that not all young people have the same access to information, work experience and networks and not all opportunities are equal.

The role organisations can play:

Organisations have an important role to play in ensuring that there are enough good quality opportunities for young people to explore the world of work, grow their skills and confidence, gain experience and move in to quality employment.

We know that organisations want to do the right thing by young people but sometimes the right thing isn't always clear. To offer clarity and support we have developed 5 principles of good youth employment that all companies should aspire to follow and embed into their pre-employment and employment practices.

The Good Youth Employment Charter was developed in collaboration with a range of youth employment experts and young people, it aims to provide a framework to support, inspire and recognise all those employers who are committed to providing good quality opportunities to young people.

Principles of Good Youth Employment

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

How the charter helps:

Your organisation:

Through this toolkit you will be able to learn more about the principles of good youth employment and understand how and if your organisation is already working to them

Guidance

- Each principle is underpinned with guidelines, specific examples and support, as well as a list of charitable organisations who endorse these principles and can offer specialist help.
- The charter compliments other national best practices around the engagement and employment of young people from protected groups and can complement your wider commitments to good employment.

Help and support

- This guidance document links to expert organisations who can support you to develop your practice and engage with young people directly through their extensive networks.

Recognition and reach

- Organisations that wish to be recognised for committing to the Good Youth Employment Charter can choose to sign up for the Youth Friendly Employer Badge (FOC) and also choose to be listed on the national Youth Friendly Database connecting to thousands of young people www.youthemployment.org.uk/organisations.

Young people:

In a cluttered and confusing landscape young people will be able to search and explore organisations committed to providing quality opportunities and learn more about the opportunities that exist for them.

Organisations who developed & support the Good Youth Employment Charter





The 5 Principles

| Creating Opportunity | Fair Employment | Recognising Talent | Developing People | Youth Voice |
|---|--|---|---|--|
| <p>Provide opportunities for young people to gain the skills and experiences they need, through meaningful and good quality experiences of the world of work that raise their aspirations, skills and personal networks</p> | <p>Provide good quality employment opportunities for young people, such as apprenticeships, graduate roles, entry level jobs and supported internships. Offer fair and safe opportunities and rewards in accordance with the highest industry standards.</p> | <p>Recruit young people based on their ability, talent and potential, recognising they may have limited experience. Ensure young people from Black, Asian and ethnic minority groups, as well as those young people from lower socio-economic backgrounds or those with additional needs or barriers are not unfairly excluded.</p> | <p>Promote the development of all young people through on and off the job training and support so they are motivated to take ownership and responsibility for their careers, and they are equipped to progress.</p> | <p>Listen to young people. Actively provide opportunities for their voice to be heard within a community or organisation</p> |

A company's activity should be proportionate to the number of employees they have. Organisations are encouraged to provide at least one pre-employment or employment opportunity for at least one young person every year. The organisation should seek to embed the 5 principles of good youth employment throughout all of their youth employment activity.



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| How can this principle be met? | By offering quality work-related learning experiences, these can be digital and/or face to face: | |
| | Career talks Career fairs Employability skills training Digital content Workshops | Taster days Work experience Traineeships Mentoring Traineeships |

What does good look like?

Ensure that the opportunity has good learning outcomes such as supporting career aspirations and improving employability skills.

Deliver opportunities that meet the needs of diverse young people. Recognise and overcome the barriers that those from lower socio-economic background, those with disabilities, care leavers and other protected groups will have when designing, promoting and undertaking this activity.

Wherever possible co-create opportunities with young people and provide opportunities for feedback.

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| Who can support your organisation? | 5% Club Amazing Apprenticeships Association of Colleges Careers & Enterprise Company Drive Forward Foundation Fledglink Generation | Generation Medics Movement to Work My AFK Princes Trust Working Options in Education Youth Employment UK Youth Fed |
|---|--|--|

Fair Employment :

Provide good quality employment opportunities for young people, such as apprenticeships, graduate roles, entry level jobs and supported internships.

Offer fair and safe opportunities and rewards in accordance with the highest industry standards.

How can this principle be met?

Review workforce development needs and identify areas where young people can be brought into the organisation such as apprenticeships, school leaver, entry level or graduate roles.

Ensure your pay and reward system for young staff is aligned to industry standards, or the Living Wage Foundation.

What does good look like?

Regularly review workforce development plans and look for opportunities to employ young people.

Become a Living Wage employer and work with industry bodies and providers to set pay scale bands

Review reward structure on a regular basis with colleagues across the whole business

Look to offer flexible working options for young people

Promote good health and safety practice

Offer an inclusive working environment where people are confident and able to bring their whole selves to work

Create roles that meet the needs of diverse young people. Recognise and overcome the barriers that those from lower socio-economic background, those with disabilities, care leavers and other protected groups will have with applying and accessing work

Who can support your organisation?

5 % Club
Association of Colleges
Business in the Community
Generation Medics
Industry bodies

Living Wage Foundation
Local college and providers
Movement to Work
Youth Employment UK

Recognising Talent:

Recruit young people based on their ability, talent and potential, recognising they may have limited experience. Ensure young people from Black, Asian and ethnic minority groups, as well as those young people from lower socio-economic backgrounds or those with additional needs or barriers are not unfairly excluded.

How can this principle be met?

Look to use skill-based recruitment methods and evaluate systems for bias, acknowledging that some young people face additional barriers into work, such as lower socio-economic, race and ethnicity, disability and those from care.

What does good look like?

Understand the barriers any process may create and actively look to remove those barriers.

Provide support during the recruitment process for candidates, simple and clear messages, setting out the expectations of the process and hints and tips for good applications.

Provide personal support and guidance to young people who have additional barriers.

Provide constructive feedback to candidates at every stage possible so that they can improve future applications.

Review all new vacancies to ensure that the job description and person specification are relevant to the role and remove unnecessary grade requirements and work experience expectations along with unnecessary recruitment questions such as criminal records, university name etc

Who can support your organisation?

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|---------------------------|---------------------------------------|
| 5% Club | Generation |
| Amazing Apprenticeships | Generation Medics |
| Association of Colleges | Local colleges and training providers |
| Business in the Community | Movement to Work |
| Drive Forward Foundation | Princes Trust |
| DWP | Social Mobility Commission |
| Fledglink | Youth Employment UK |
| | Youth Futures Foundation |

Developing People:

Promote the development of young people through on and off the job training and support so they are motivated to take ownership and responsibility for their careers, and they are equipped to progress.

How can this principle be met?

Provide a welcoming and appropriate onboarding programme with regular 'keep in touch' points from date of acceptance to start date

Create and regularly update a development programme which supports each young person to fulfil their potential.

What does good look like?

Ensure young people benefit from good induction programmes and regular personal reviews

Provide ongoing formal and informal training and personal development opportunities

Support young people with mentoring or coaching

Consider offering pastoral care for young people who need additional support

Who can support your organisation?

5% Club
Association of Colleges
Business in the Community
CIPD
Drive Forward Foundation
Generation Medics

Movement to Work
My AFK
Nacro
Skills Builder
Working Options in Education
Youth Employment UK



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| <p>How can this principle be met?</p> | <p>Work with existing young colleagues to develop programmes and services.</p> <p>Provide young people with an opportunity to share their ideas and be able to give feedback.</p> | |
| <p>What does good look like?</p> | <p>Invite young people to participate in the development of the youth employment strategy</p> <p>Set up youth voice forums</p> <p>Empower young people to take a lead on different initiatives including early careers and supporting other young people</p> <p>Encourage young people to take part in organisations outside of the employer – social action, youth councils, surveys etc</p> <p>Recognise and overcome the barriers that those from lower socio-economic backgrounds, those with disabilities, care leavers and other protected groups may have in participating and sharing their views and experiences</p> | |
| <p>Who can support your organisation?</p> | <p>5% Club Association of Colleges Drive Forward Foundation Fledglink Generation</p> | <p>Generation Medics Movement to Work UK Youth Volunteering Matters Youth Employment UK</p> |

More support

The Principles of Good Youth Employment were first created by Youth Employment UK in 2012 and are the foundation of the Youth Friendly Employer Badge and the Youth Friendly Employer Benchmark.

Employers can sign up to the Charter (FOC) and choose to receive the Youth Friendly Employer Badge and be listed on the Youth Friendly Employer database, searchable by young people.

Organisations who wish to access further support, training and information can visit www.youthemployment.org.uk/organisations



Using the Good Youth Employment Charter

The Principles of Good Youth Employment were first created by Youth Employment UK in 2012 and are the foundation of the Youth Friendly Employer Badge and the Youth Friendly Employer Benchmark.

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For any administrative questions please contact info@youthemployment.org.uk



Annex 1

| Organisation Name and Bio | Contact information |
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| <p>Youth Employment UK CIC</p> <p>A not-for-profit youth employment expert organisation that works with young people (14-24), employers and the government to help tackle youth unemployment. Home of the Youth Friendly Employer Mark and a range of services for employers including the opportunity to promote brands through the skills and careers hub which attracts more than 100,000 young people every month.</p> | <p>www.youthemployment.org.uk info@youthemployment.org.uk 01536 513388</p> |
| <p>Youth Futures Foundation</p> <p>The Youth Futures Foundation aims to transform the lives of young people by unlocking potential and addressing the root causes of youth unemployment. A key part of this mission is to improve the employment prospects of, and remove barriers faced by, young people who are disadvantaged or who experience discrimination. Youth Futures is an independent not for profit company with a £90m endowment dedicated to funding youth opportunities, finding out what works and working in partnership with others to deliver a lasting impact for young people from diverse backgrounds and those furthest from the labour market.</p> | <p>www.youthfuturesfoundation.org</p> |

Annex 1 cont...

| Organisation Name and Bio | Contact information |
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| <p>The Institute for Employment Studies (IES) is an independent centre for research and consultancy in employment and HR policy and practice It is not-for-profit, its activities funded through research and consultancy commissions. It was originally established over 50 years ago as a centre for expertise in workforce planning, labour market change and productivity. It has since diversified its expertise to cover all aspects of employment policy and human resource practice.</p> | <p>www.employment-studies.co.uk askIES@employment-studies.co.uk 01273 763 400.</p> |
| <p>The Prince's Trust The Prince's Trust supports 11 to 30 year-olds who are unemployed or struggling at school to get their lives on track. The youth charity was founded by HRH The Prince of Wales in 1976 and has helped more than 950,000 young people to date, giving them the skills and confidence to change their lives. Three in four young people on Prince's Trust courses move into work, education or training.</p> | <p>https://www.princes-trust.org.uk/ 0800 842 842</p> |

Annex 1

| Organisation Name and Bio | Contact information |
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| <p>5% Club</p> <p>The 5% Club is a skills campaigning charity, a movement of employers committed to earn & learn as part of building and developing the workforce they need as part of a socially mobile, prosperous and cohesive nation. The Club exists to help its members and all employers increase further the number, quality and range of earn & learn opportunities across the UK. We do this via a range of best practice events, reports and advice.</p> | <p>gill.cronin@5percentclub.org.uk</p> |
| <p>Associations of Colleges</p> <p>AoC is a membership organisation which represents over 90% of colleges in England. Colleges provide high-quality academic, technical and professional education and training for young people, adults and employers. They prepare over two million students a year with valuable skills for the workplace and continuing education, helping to develop their career opportunities and strengthen the local, regional and national economy. Colleges are inspirational places to learn because education and training is delivered by expert teaching staff in industry-standard facilities. From basic skills to postgraduate degrees, colleges offer first rate teaching, in a range of subjects and professions including engineering, hospitality, IT, construction and the creative arts. Colleges provide an amazing opportunity to engage with young people to support their journey into skilled employment. Contact the business development team at your local college.</p> | <p>elizabeth.wenzerul@aoc.co.uk</p> |

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| Organisation Name and Bio | Contact information |
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| <p>Business in the Community</p> <p>Business in the Community is the oldest and largest business-led membership organisation dedicated to responsible business. We inspire, engage and challenge members to create a skilled, inclusive workforce today and for the future. Through our employment framework, we support and advise employers on how to Inspire, Hire and Grow youth talent, with a particular focus on developing essential skills, breaking down recruitment barriers and offering good work for all. Through our UK-wide employment programmes we engage businesses in offering training and work placements for disadvantaged groups, including young people.</p> | <p>https://www.bitc.org.uk/</p> |
| <p>Drive Forward Foundation</p> <p>Drive Forward has existed for 10 years as a specialist charity for care leavers in London. Our goal is to support individuals into fulfilling and sustainable careers. Our relationship-based model connects individuals with a support network of experienced staff, peer support networks and employers. We work closely with employers to create exciting opportunities, from insight sessions to placements to apprenticeships, providing training and an account manager to enable employers to recruit and support the best fit for their team.</p> | <p>www.driveforwardfoundation.org 0207 620 3000</p> |

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| Organisation Name and Bio | Contact information |
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| <p>Fledglink</p> <p>Fledglink aspire to be the most helpful, supportive digital platform for young adults as they make critical decisions about their future and transition from education and into work. Through their free self-development and employability app and additional products and services, they blend digital, virtual and high-touch solutions to enable school leavers and those no longer within educational or employment pathways (NEETs) to better and more readily access the support and employment opportunities they want. For employers, they provide an innovative, all-in-one solution to engage, attract and hire diverse young talent.</p> | <p>www.fledglink.com ellie@fledglink.com</p> |
| <p>Generation</p> <p>Generation's mission is to address unemployment by building pathways into growth sectors and industries facing skill gaps. Our education-to-employment programmes prepare, place, and support people into life-changing careers that would otherwise be inaccessible. In these programme young adults facing barriers to employment are provided with training and pastoral support, through to interviews for job opportunities with Generation's employer partners. So far, Generation have supported 36,000 young people into work across 14 countries. In the UK, the charity focusses on 12 week, highly tailored training programmes to prepare people for specific entry-level technology roles (software engineering, data engineering, cloud computing), plus shorter programmes to support people into jobs with the NHS and Care sector, and programmes in retail, hospitality, and the green-sector.</p> | <p>michaelh@generation.org</p> |

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| Organisation Name and Bio | Contact information |
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| <p>Generation Medics</p> <p>Generation Medics is a multi-award-winning BAME-led social enterprise. Their community of healthcare professionals and students support young people from all backgrounds to lead successful careers in the healthcare and life-sciences sectors.</p> <p>Through fun, engaging and evidence-based programmes, Generation Medics improves access to careers. They do this by providing information, advice, opportunities and networks for young people both online and in-person. They also work with training providers and employers to ensure that young people can get in, stay in and thrive in the career paths they have chosen. Generation Medics are champions of social mobility, equality and diversity and are recognised as leaders in their sector. Through their innovative programmes they are working towards a healthcare workforce that better represents the community they serve.</p> | <p>https://generationmedics.org.uk/contact-us/</p> |
| <p>My AFK</p> <p>my AFK (formerly Action For Kids) is a national charity supporting disabled children, young people and their families. As well as providing mobility equipment not available on the NHS, we help young people with learning disabilities and autism for life after school through our training and work placement programmes. For over 27 years, we have recognised that although an identified impairment or diagnosis is meaningful, this should not dictate or define who the child is or limit their employment opportunities.</p> <p>The tailored programmes we provide not only allow our trainees to learn in a safe space but encourage peer-to-peer socialisation, boosting the confidence needed to take ownership of their own path and progress into college or the world of work. The ultimate goal being to help young disabled people into paid employment that they enjoy, allowing them to live more independent lives.'</p> | <p>info@my-afk.org</p> |

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| Organisation Name and Bio | Contact information |
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| <p>Nacro Nacro is a national social justice charity with more than 50 years' experience of changing lives, strengthening communities and reducing crime.</p> <p>Nacro Education and Skills works with very hard-to-reach learners in 14 Education and Skills Centres across England and in secure and custodial settings. Nacro equips young people and adults with the skills needed to move into further education, training or employment. Our apprenticeship unit and our employer ambassador programme provide work-ready routes and support for them to progress in the workplace.</p> <p>Nacro learners have often struggled at school or in work and face complex barriers to achieving qualifications and improving their life chances. We offer wraparound support and a range of vocational pathways to suit individual need. We support our learners to aspire to progress and offer essential English and maths skills as well as enrichment and work experience opportunities so they can succeed through learning.</p> | <p>Clare.Kirk@nacro.org.uk</p> |
| <p>Skills Builder Partnership The Skills Builder Partnership brings together schools, colleges, employers and organisations around a common language for building eight essential skills. These are defined as those skills which are essential for success in the classroom and in any workplace: Listening & Speaking, Problem Solving & Creativity, Staying Positive & Aiming High, Teamwork & Leadership. The Skills Builder approach is underpinned by the Universal Framework, which provides a roadmap for skill progression by breaking down these eight skills into tangible steps.</p> | <p>www.skillsbuilder.org/framework</p> |

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| Organisation Name and Bio | Contact information |
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| <p>Volunteering Matters</p> <p>At Volunteering Matters we believe that everyone in the UK should have the opportunity to thrive. We bring people together to overcome some of society's most complex issues through the power of volunteering.</p> <p>Our work enables older people to maintain their health and wellbeing, empowers disabled people to lead independent lives, offers security and stability to families and helps and children, young people find their direction in life.</p> <p>We are a trusted provider of high impact projects where we partner with communities to overcome adversity, tackling social isolation and loneliness, improving health, developing skills and opportunity and making sure young people can lead change. We are a national charity and do this at scale, sharing our expertise and building partnerships to make an even bigger impact. We turn local knowledge and energy into action and progress, building stronger communities and a better future for all.</p> | <p>Stephen.skeet@volunteeringmatters.org.uk 020 3780 5870</p> |

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| Organisation Name and Bio | Contact information |
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| <p>Working Options in Education</p> <p>Working Options in Education is a charity that gives 16-19 year olds the employability and life skills, confidence and self-esteem they need to move from education into work. Our programme is delivered free in schools, colleges and online through our well-established links with employers, and a diverse network of industry volunteers, who bring practical, real-world examples from the world of work. We offer young people multiple interactions with employers, including expert insight from industry, skills workshops and webinars, online content, access to industry events, work experience and placements. The widening opportunity gap in employment prospects means that we particularly focus on engaging disadvantaged young people.</p> | <p>lauren.monk@workingoptions.org.uk 07944443073</p> <p>claire.mcmaster@workingoptions.org.uk 07702730482</p> |
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| Organisation Name and Bio | Contact information |
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| <p>Youth Fed</p> <p>The Charity delivers a broad range of support to young people. Its Pledge programme works with employers to ‘Create Opportunities’ for young people to experience the world of work through careers fairs, employability-related skills sessions and virtual talks from industry leaders. Focused on raising awareness of the skills of the future, the Youth Fed’s mentors are able to support young people with additional barriers both before they secure a job and during the crucial first few months. Furthermore, as one of the largest Delivery Partners for National Citizens Service in the country, it is well placed in terms of relationships with all of the schools and colleges in the North West of England. The Youth Fed is also piloting the September Promise across Chester and Ellesmere Port which seeks to ensure that every Year 13 not progressing in education is guaranteed access to training, structured volunteering and career advice.</p> | <p>www.youthfed.org</p> <p>0151 3571971</p> |
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