

#GYESymposium



Creating fair opportunities for disadvantaged young people

The Good Youth Employment Symposium

A big thank you to our sponsors & partners



City & Guilds Group



Patrick: Chair



I always wanted to be a Geography teacher, but I fell into **digital marketing** thanks to an **apprenticeship** and the rest is history.

I stumbled across digital marketing apprenticeships at Youth Employment UK's Youth Friendly Employment Conference in 2015, and I've since completed a Level 3, Level 4 and Level 6. The Chartered Institute of Marketing are currently developing a Level 7 Apprenticeship, so it's likely I'm going to continue on my learning journey. I've been volunteering with Youth Employment UK since 2015.

I'm currently sitting as Chair of the Youth Ambassador Board, and more recently at the start of 2020 I was invited to join as a Non Executive Director. One of the best opportunities I've had was **travelling to Krakow**, Poland, for the European Congress of Local Governments.

Day to day I'm a Digital Marketing Executive at **Kreston Reeves**, a UK top 25 accountancy and financial services firm based in the South East

Welcome



Thank you for joining us today, get comfy, reading for discussion

& follow along with your Symposium Brochure

Housekeeping Reminder

- To use the chat box for any questions or technical issues
- Questions we do not get to will be sent to panelists and full responses published in our event resources
- If you are struggling with bandwidth please turn your camera off
- We will be recording the session

Thanks to our partners and sponsors



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Agenda

12:00 - 12:10	Welcome & Introductions	Patrick, Session Chair
12:10 - 12:20	Setting the scene	Sam
12:20 - 12:30	Addressing the challenge head on	Ashley
12:30 - 12:40	Youth Voice : Speaking from lived experience	Gertrude & Victoria
12:40 - 12:50	An employer journey from Coca-Cola European Partners	Sharon
12:50 - 13:15	Breakout Session	All
13:15 - 13:30	Summary and Close	Patrick

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Today's Panel

#GYESymposium

Creating Opportunities For Disadvantaged Young People

Session
Chair



Ashely McCaul
ThinkForward



Sam Windett
Impetus



Sharon Blyfield
Coca-Cola
European Partners



Gertrude
Youth Employment UK
Youth Ambassador



Victoria
Youth Employment UK
Youth Ambassador



Patrick Cantellow

Sam Windett: Director of Policy



Sam is the Director of Policy for Impetus, which transforms the lives of young people from disadvantaged backgrounds by ensuring they get the right support to succeed in school, in work and in life. Sam is also Chair of the Youth Employment Group, which brings together key leaders and experts around the youth employment sector to help drive the UK's response to the COVID-19 crisis.

Previously, Sam was Head of Policy at ERSA, the representative body for the employment support sector, and, prior to that, led the policy and public affairs teams for support providers in the private and charity sectors.

Ashley McCaul: CEO



Ashley joined ThinkForward as CEO in November 2018. She is an experienced leader who has held senior positions in the not-for-profit, education & youth sectors for over 20 years.

Ashley is a strong ambassador for social mobility and is passionate about working in a sector which aims to improve life chances for young people where their circumstances have created barriers to opportunities. For 13 years prior to joining ThinkForward, Ashley led a successful apprenticeship provider in London.

Ashley came to the UK as a teenager and has a lived experience of youth unemployment, homelessness and overcoming disadvantage. This drives her committed to ThinkForward's long-term coaching programme and strong vision for preventing youth unemployment.



Youth Voice: Gertrude



I'm very passionate about how socio economic factors can affect a students academic life and future career path. I'm currently studying sociology as one of my a levels and I have learnt from many studies that class plays a detrimental role in someone's academic and career success. Particularly during COVID, working class communities have been significantly disadvantaged.

Therefore I would like to help find ways to decrease inequality, and the educational and career gap , between the working class and the middle class.



Youth Voice: Victoria

I am a 2nd year psychology student. I joined this panel because I believe that this is one of the leading causes of youth unemployment especially during the pandemic.

I want to look at ways we can make sure that all young people have access to the technology they need and what are the alternatives for there for young people who are working or studying things that can't be done online.



Youth Voice: Victoria



Sharon Blyfield: Early Careers & Apprenticeship Lead



Sharon has been in the business for 27 years in a variety of functions and roles. She joined the HR team 16 years ago, covering all elements of Supply Chain and now heading up the Coca-Cola European Partners (CCEP) Early Careers agenda for Great Britain.

Having spent the majority of her career developing young talent at the start of their careers, her current remit fits perfectly with her passion to create opportunities to support the next generation of young leaders. As part of her commitment, Sharon strives to work with strategic partners who challenge organisation's approach to under representation of young people across all communities and works to create a level playing field in the recruitment process that might unconsciously deselect from those groups.

Sharon's dedication and commitment to CCEP's apprenticeship programme has been recognised by CCEP's leadership team, as well as her peers and apprentices alike. She has received praise for her outstanding leadership of the programme, which has continued to grow and expand in line with the business' Early Careers agenda. As well as recognition from the leadership team, Sharon is adored by the apprentices themselves, who see her as a trusted advisor and mentor.



An Employer Journey



Coca-Cola®

Sharon Blyfield

The Good Youth Employment
Symposium

Creating the Opportunity

Meet Morgan



Let me introduce
you to Morgan
Age 19



*"All I want is
an
opportunity"*

*"I can't believe
that Coca-Cola has
given a me chance
and a placement"*

Kickstart Programme

How can CCEP support this scheme

Kickstart to Success

KICKSTART
SCHEME



- Support the government initiative to create and provide opportunities for unemployed young people, through the Food & Drink consortium
- Commit to 10 opportunities for the initial 6 months of the programme, this can be increased and a second group onboarded at the end of the first pilot
- Start date January 2021
- Participation in the government scheme demonstrates CCEPs commitment to support and widen representation

Shadow Roles which the Kickstart works alongside

- Success could be measured based on conversion to CCEP apprenticeship schemes

- Field Sales Merchandiser
- Human Resource Administrator
- First Contact Administrator
- Customer Logistics Admin Assistant

Merchandising Kickstart to Success



“A Plan for Jobs” – Supporting Social Mobility

KICKSTART
SCHEME



Kickstart Scheme is a £2 billion fund to create hundreds of thousands of high quality 6-month work placements aimed at those aged 16 to 24 who are on Universal Credit and are deemed to be at risk of long term unemployment.

6 month job placements for young people 16-24

Placement should support the participant develop the skills and experience they need to find work after completing the scheme

- Fund from incentives Moped licences and lessons to add additional value to the programme
- Kickstart Placement to work alongside existing merchandiser and then own their own territory for the duration of the programme, creating additional instore grocery resource within our key cities
- Success of scheme determined by conversion to permanent merchandiser roles on a Level 2 or 3 apprenticeship programme funded through the apprenticeship levy

Inspiring the Next Generation



Volunteer for IGD's Feeding Britain's Future Schools Programme

Inspire the next generation of food and grocery talent



igd.com/feedingbritainsfuture

Pay it Forward

Thank You



Breakout Session

You will shortly be guided to your breakout session.

These breakout sessions are an opportunity to discuss and share best practice, ideas for development & whether or not you are able to pledge taking action on today's topic.

Your breakout will be facilitated by a Youth Employment UK Team Member & once complete we will return to the main session for a summary and close from the Chair



Summary & Wash Up

Key Highlights from Breakout Rooms

Final Reflections



Close

Thank you for joining us

Join us later for our Awards & Impact Event, where we get to celebrate the best youth friendly employers of 2020 and most outstanding Ambassador contributions.

Details of previous sessions and further learning resources will be made available on our website youthemployment.org.uk

info@youthemployment.org.uk



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