

YOUTH EMPLOYMENT UK

# Recruitment for Recovery

Part of the Good Youth Employment  
Webinar Series

[youthemployment.org.uk](https://youthemployment.org.uk)



# Who we are



## Experts in youth employment

Youth Employment UK is a not-for-profit social enterprise actively tackling youth unemployment.

As a youth-led organisation we are pretty unique, our expertise, services and advice is centred around what young people tell us they are experiencing, what they want and need.

We understand the root causes of youth unemployment, what works and what doesn't.

## Our core aims :

- Giving young people a voice on the youth employment issues that affect them
- Support young people on their journey to employment with a range of skills and careers support
- Support organisations to develop and be recognised for their youth friendly employment practice and connecting young people to those Youth Friendly Employers
- Providing expert insight across all youth employment policy areas

# Session information

This session is being recorded, the recording, slide deck and links to resources will be available on our website next week.

Please keep mic's on mute, camera's on or off, and use the chat function to introduce yourself and ask questions.

In this session we will cover:

- Youth employment landscape
- Developing a youth employment strategy
- Government initiatives
- Engaging and supporting a young diverse talent pipeline



# Good Youth Employment Webinars

Every last Friday of the month - 1pm to 2pm

Recorded sessions

External & internal expert speakers

Free to attend

Previous sessions:

[DWP - Kickstart & the broader youth offer](#)

[Amazing Apprenticeships - Apprenticeships](#)

[DfE - Traineeships](#)

[Edge Foundation - Talent & Skills Gaps](#)

Search through our site for a range of webinars, articles and resources.



# Landscape of youth unemployment

There are currently 728,000 young people NEET; long term youth unemployment is at a 5 year here and has seen a sharp increase in the last year.

Young people have been hit hardest by the economic impact of Covid-19, as a group they make up for more than 60% of the people who have lost their jobs in the pandemic, they are most likely to work in the shut down sectors and are most vulnerable to labour market challenges.

Within these figures we must also draw out that young people who are disabled, come from poor socio-economic backgrounds, have low attainment or who are Black, Asian or of an ethnic minority are more likely to be unemployed than their peers.



# Systemic Challenges

**Labour market** - job creation, economic confidence, new economies, industry 4.0

**Employer perceptions of young people** - lack of employability skills, attitudes and work experience, skills mismatch

**Quality of work** - young people often find themselves in low paid, precarious work, last in first out

**Discrimination** - gender, race and ethnicity, social class, disability

**Regional variances**

**Social Mobility** - lack of social, economic or cultural capital

**Education, training and access to information**

Fall out from 2008



# What young people tell us

Since 2012 young people have been sharing their views, experiences and challenges of their journey to work with Youth Employment UK.

Repeatedly we have heard that:

- Young people do not feel prepared for the world of work, they do not know what skills employers are looking for or what careers and pathways exist
- Young people do not feel that employers are particularly youth friendly, or that they will be able to find good quality work where they live
- Young people face additional barriers such as mental health, anxiety, socio-economic status, discrimination

Covid 19 has amplified all of these challenges and widened the inequality gaps.

Read our expert research & policy work, including the [Annual Youth Voice Census](#) & our Report on the [Role of the Family in Social Mobility](#)



Youth Friendly employers have the power to change all of that.

To be industry leaders in talent, diversity and community.

Commitment to a good youth employment strategy will make you more appealing to future hires, will address your skills shortages & build a phenomenal culture that retains its workforce.

# Developing your Youth Employment Strategy

## Take a step back

- Where are you today?
- What works, what does not?
- What do you want to achieve? What could you achieve?

## Strategic Planning

- Have the end in mind
- What does the business need to achieve
- Quality first
- Measurement
- Build a team
- Get expert help
- Review with young people

[Read our blog post for more information and ideas](#)

**Ask us for our draft strategy paper!**  
**lan@youthemployment.org.uk**



# Government Programmes

## #PlanforJobs

- Work placements - T-Levels
- [Kickstart](#)
- Traineeships
- Apprenticeships
- Sector based work academies
- Free level 3 qualifications
- Skills Bootcamps
- JETS
- Restart

[Government Guidance](#)

[Movement to Work](#)

[Cabinet Office - Inclusive  
Economy Partnership](#)

[Careers & Enterprise Company](#)



# Young people & their Journey to Work

## Journey to Employment framework (JET)



A young person's journey to work is not always easy or straight forward.

Does your strategy, recruitment & engagement plans reflect this?

Do you really know the young people you are trying to connect with, have you looked at your world through their eyes?

# How to engage young people



How are you engaging young people?

- Language
- Content
- Relatable
- Youth Friendly
- Someone like them
- In their space and place



TASTY CAREERS   

Have You Thought About Tasty Careers?

OFFICIAL PREZZO RESTAURANT CAREERS WEBSITE

### Prezzo Restaurant Careers: Proud To Hold The #YouthFriendlyEmployer Mark!

#### Careers with Flavour

We've become one of the most loved and known Italian restaurants on the high street.

From our first restaurant opening in New Oxford Street in London in 2000, we now have more than 180 restaurants with a team of 3,300 people creating special moments for customers across the UK.

Prezzo is a Youth Friendly Employer with plenty of exciting work opportunities for young people. What's your flavour?

[FIND OUT MORE AND APPLY](#)

#### Amazing Apprenticeships

Take a look at our Apprenticeships in 2020!

We've got some delicious opportunities on the menu:

- Production Chef Apprenticeship – levels 2/3
- Chef Management Apprenticeship – level 4
- Customer Service Apprenticeship – level 2 for Front of House teams
- Hospitality Team Member Apprenticeship – level 2 for Front of House Teams
- Management Apprenticeship – level 3/4 for Front of House teams

We are working with HIT Training, a recognised hospitality expert at delivering a wide range of hospitality programmes.



...out food an

...is an exciting pl

...ut becoming a or a photograp you could do



Business Apprenticeships



Field Sales Apprenticeships



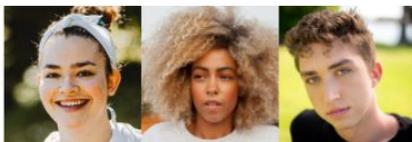
Engineering Apprenticeships



Merchandising Apprenticeships



# The Careers Hub



Retail Jobs & Careers



Energy, Water & Sustainability Jobs



Health & Science Jobs

## STUDENT advice

GCSEs

BTECS

A-LEVELS

EXAMS AND REVISION

RESULTS DAY

COLLEGE & UNI

STUDENT FINANCE

UK STUDENT HELPLINES

## Find a JOB or CAREER

FINDING A JOB

CAREERS HUB

YOUTH FRIENDLY EMPLOYERS

INTERVIEW TIPS

CV TIPS

JOBCENTRE PLUS

APPRENTICESHIPS

FIND OPPORTUNITIES

STARTING A BUSINESS

## Find YOUR OWN PATH

EXPLORE YOUR CHOICES

MENTAL HEALTH MATTERS

YOUNG PROFESSIONAL TRAINING

WHAT'S NEXT?

DIGITAL SKILLS

VOLUNTEERING

VOLUNTEER WITH US



Hair & Beauty Jobs



Legal, Finance & Accounting Jobs



Protective Services Jobs



Creative & Design Jobs



Social Care Jobs



Childcare & Education Jobs

The [Careers Hub](#) is packed with impartial and inspirational information for 14-24 year olds, covering everything from education to employment, with additional support around mental health and wellbeing, digital skills, entrepreneurship, volunteering and more. Updated daily & no login required young people can access quality information wherever and whenever they need it.



# Explore, Experience & Employment

**3 stages of engagement - build trust and interactions - opportunities for you to learn**

## **Explore**

Careers Fairs, Workshops, CV and Interview practice, assemblies, curriculum related learning, mentoring

[Visit our employer hub to find out more](#)

[Talk to The Careers & Enterprise Company](#)

## **Experience**

1 day tasters, work shadowing, 1 week, 2 week, industry placements, Kickstart, traineeships, virtual

[Visit our employer hub to find out more](#)

[See how we can help you with virtual work experience](#)

## **Employment**

Apprenticeships, Graduate Roles, Entry Level,

[Visit our employer hub to find out more](#)

# Partnerships, Delivery, Culture, Quality

## Key Considerations

- **Internal:** Who in the business do you need to be working with, buy-in, investment, time, are there training needs
- **Internal:** Does your strategy align with the company values
- **External:** Who should you be working with to deliver your strategy, what expertise, reach do they have, can they partner with you for the long term
- **External:** Are their quality standards, industry standards, awards you can work towards which will support and recognise your work



# Good Youth Employment



## The 5 Principles

Creating Opportunity	Fair Employment	Recognising Talent	Developing People	Youth Voice
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	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.	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.	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.	Listen to young people. Actively provide opportunities for their voice to be heard within a community or organisation

**Sign up today - access free support., toolkit, youth friendly database listing and share opportunities to the #Opportunity Finder**

# #CreateYourFuture - a summer of opportunity



## Opportunities For Young People – Work, Skills And Life

From work experience to competitions and free training – see what's on offer to young people around the UK. Apply now or share with a friend!

### Opportunity Finder

Choose a sector:  Type of Organisation:  Work Experience Locations:  Explore Locations:  Employment Locations:

**FILTER**

### Latest Opportunities



Youth Voice Forum Opportunity at NCS



Train for a City and Guilds Level 2 in Jewellery making with MasterPeace Academy



Survey: Partnership for Young London



Undergraduates – apply for a 2021 industrial placement with St. James's Place by 18th December 2020



The Career Jump Group Virtual Work Placements



Change 100 : Supported Internships

Our Opportunity Finder helps young people to search for great opportunities where they live and across the UK.

[Youth Friendly Employers](#) can list their early careers, work experience or employment opportunities and youth organisations can share their volunteering, skills programmes and other opportunities in the Finder.

**Early Careers \* Work Experience \*  
Employment \* Volunteering \* Events  
\* Training \* Learning \* Connecting \*  
Youth Voice \* Competitions  
and more**



# Before you go...

## Visit our site

1. What young people have to say about their barriers to work in our [Youth Voice Census](#)
2. See who our [Youth Friendly Employers](#)
3. [Visit our Youth Friendly Places Hubs](#)

## Check out the skills and careers hub

1. Visit the [Hub](#) which is full of information, inspiration and support
2. Show young people our free [training](#) and boost their life and work skills
3. For educators, careers leaders, youth workers and work coaches stay up to date with our [free resources](#)

## Give young people a voice

1. Unlock opportunities today by looking at our [Ambassador](#) programme
2. See what our incredible [Youth Ambassadors](#) team have been up to

# Links to resources



## SOCIAL MEDIA CHANNELS



TWITTER  
@YEUK2012



INSTAGRAM  
@youthemploymentuk



FACEBOOK  
/YouthEmploymentUK/



LINKEDIN  
[/company/youth-employment-uk/](https://www.linkedin.com/company/youth-employment-uk/)

Website:

[www.youthemployment.org.uk](http://www.youthemployment.org.uk)

Email:

[info@youthemployment.org.uk](mailto:info@youthemployment.org.uk)