



# IMPACT REPORT 2021



# A message from our CEO

It is my absolute privilege to present Youth Employment UK's Impact Report for 2021. In a year of turbulence, uncertainty and challenge our organisation has led the way in driving positive outcomes for young people right across the UK and delivered possibly the greatest impact of our 9 year history.

This report celebrates the work that our small (and mighty) business has done in supporting young people, connecting employers and influencing policy. Whilst the difference we are making locally and nationally is clear to see our work is a direct response to what young people tell us they need. We continue to be led by our youth voice activity and have set out our ambitious plans for the next five years based on what we have heard.

As a not-for-profit social enterprise our work is not possible without the organisations working with and supporting us. As ever I share my heartfelt thanks with them and look forward to growing our reach and impact with these brilliant partners.

We are ever more determined that the work of Youth Employment UK will combat the challenges young people are facing.



Laura-Jane Rawlings

**Champion**

OF YOUTH VOICE

**Connecting**

EMPLOYERS & YOUNG  
PEOPLE

**Changing**

YOUTH EMPLOYMENT



*Laura-Jane*

# Experts in Youth Employment

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

Our expertise, services and advice is centred on the voices of young people. What they are experiencing, what they think is working and what they want and need from the systems and people around them.



## Core Aims



Give young people a voice on the youth employment issues that affect them

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Support young people on their journey to employment with a range of skills and careers support

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Support organisations to develop and be recognised for their youth friendly employment practice and connecting young people to Youth Friendly Employers

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Provide expert insight across all youth employment policy areas



Part 1:

# Youth Voice





# Youth Voice Impact



## 1 Youth Voice Census

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Our annual temperature check of how young people are feeling on the big issues.

## 2 Youth Voice Forum

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Secretariat for the Youth Employment Group Youth Voice Forum.

## 3 Youth Ambassadors

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Our youth volunteers championing and supporting young people.



# Youth Voice Census

3,400

**YOUNG PEOPLE  
SHARED THEIR VOICE**

 [CLICK TO DOWNLOAD](#)

A weighted view of how young people are feeling about education, employment and training right now. Most important to young people this year was that their experiences were shared and heard - we have taken this mission and shared the census with policy makers, wider sector experts, employers, educators and others. To date it has had over

10,000

**VIEWS &  
DOWNLOADS**



# Youth Voice Forum

 [CLICK TO SEE MORE](#)

Secretariat for the Youth Employment Groups Youth Voice Forum. The Youth Voice Forum enables young people from across the Youth Employment Groups organisations to access, and directly feed in to policy work.

All sub-groups and policy areas are covered with experts joining every session. The insight of this group is shared meaningfully and regularly with both the DWP and the DfE.

3

**DFE &  
DWP  
MEETINGS**

49

**YOUNG  
PEOPLE  
ENGAGED**

9

**YOUTH  
FORUM  
SESSIONS**

# Youth Employment UK Youth Ambassadors



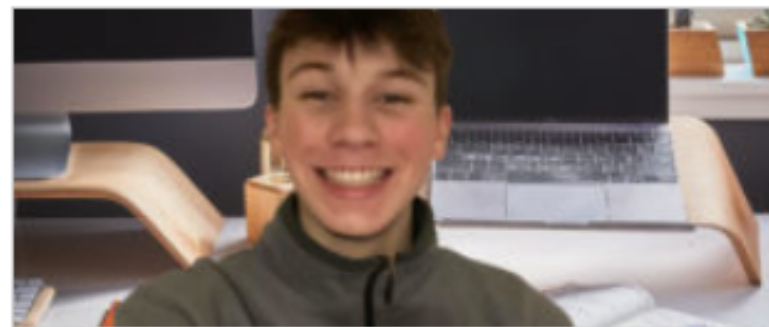
[CLICK TO SEE MORE](#)

## 55

**YOUTH AMBASSADORS  
SUPPORTED THIS YEAR**

## 50+

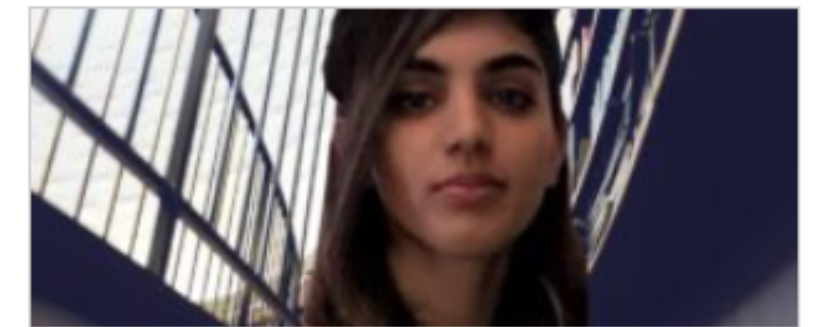
**EVENTS, CONFERENCES  
AND ROUNDTABLES**



**Youth Ambassador Case Study: Euan's Degree Apprenticeship Journey**



**Volunteer Youth Ambassador Amelia :  
"Making an impact to help young people"**



**Volunteer Youth Ambassador Sibha: My  
Second Year of University and Keeping  
Positive in a Pandemic**

## 30+

**AMBASSADOR ARTICLES WRITTEN**





Part 2:

# Supporting Young People





# Supporting Young People Impact



## 1 Skills and Careers Support

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New skills development programmes, mental health and wellbeing hubs and virtual work experience

## 2 #CreateYourFuture

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A campaign for young people to explore their options and ensure they have support for their next steps

## 3 Support Networks

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We've created better services for schools, colleges, providers, parents and those supporting young people



# Supporting young people



[CLICK TO SEE MORE](#)

2,300,000+

**PAGE VIEWS OF OUR SKILLS  
& CAREERS CONTENT**

We've doubled the page views of young people seeking our careers and skills support. Growing and adapting our content to the ever growing and changing needs of young people throughout the pandemic.

In quarter 1 we launched two new [Young Professional Online courses](#). These courses revolutionise the way young people explore their options. Based on the JET framework and mapped to Gatsby, CDI and Skills Builder Frameworks.

In response to the stark findings of our Youth Voice Census we launched a [Mental Health & Wellbeing hub](#) surfacing the the best support and guidance from across the sector

Across summer we launched the first of our virtual work experience programmes, following this we have proudly launched our McDonald's Virtual Work Experience and our newest Explore Careers In Hospitality and catering module.

17,000+

**REGISTERED YOUNG  
PROFESSIONALS**

98%

**MORE  
CONFIDENT IN  
SKILLS**

2,970+

**SUPPORT ARTICLES**





# #CreateYourFuture

THE CAREERS &  
ENTERPRISE  
COMPANY



In May 2021 we launched our joint Create Your Future campaign with the Careers and Enterprise Company. The campaign started with a focus on ensuring young people had the tools and support they needed before they broke up for the summer break.

Across the summer we featured Youth Friendly opportunities from 100's of organisations giving young people the chance to explore a range of opportunities nationally as well as crucially, local to them.

1,200,000

**PAGE VIEWS**

27,000+

**OPPORTUNITIES SHARED**

8,000+

**OPPORTUNITIES  
TO EXPLORE  
WORK**

1,400+

**OPPORTUNITIES  
FOR WORK  
EXPERIENCE**

13,600+

**OPPORTUNITIES  
FOR  
EMPLOYMENT**

3,100+

**OPPORTUNITIES  
FOR EDUCATION**



# Young People's Network

Young people rely on those around them to help them navigate their next steps.

We have created a special space for [parents and guardians](#) to get the support they need to help young people.

We have invested in the support we provide to education, careers and training provision with additional tech support around our Young Professional Programmes to offer group management functionality; the ability to share and monitor progress of students.

We also set up our Young Professional Provider Advisory Group to work directly with those supporting young people and support the continued growth of our Young Professional Training Programmes

3,400+

**REGISTERED EDUCATION PROVIDERS**

38

**YOUNG PROFESSIONAL PROVIDERS**

1

**BRAND NEW PARENTS PORTAL**





Part 3:

# Connecting Employers & Places





# Connecting to Employers

# Impact



## 1 Good Youth Employment Charter

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More organisations joined our Community to improve the number of quality opportunities for young people

## 2 Youth Friendly Places

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Supporting a place based approach to connecting communities and reducing unemployment

## 3 Developing best practice

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Content and events supporting organisations to develop best youth employment practice





# Connecting Employers



[CLICK HERE TO SEE MORE](#)

# 300+

**NEW GOOD YOUTH EMPLOYMENT  
CHARTER SIGNED**

We have championed over 300 new organisations who have signed up to our free to access Good Youth Employment Charter. Those that sign up are changing the way young people can access education, employment and training and support opportunities across the UK.

# 10

**YOUTH FRIENDLY EMPLOYER  
MASTERCLASS WEBINAR**

# 900

**ATTENDEES ACROSS EXPERT  
WEBINAR CONTENT**

Employers in our network have enjoyed exclusive content and access to webinars and discussions supporting all areas of youth employment practice. This active and growing community are the employers of choice for Young Professionals in our network.

Our interactive careers hub has welcomed over 30 employer profiles, these micro-sites showcase employers careers opportunities and give young people an accessible way to explore what it is like to work in different environments.

# 4

**QUALITY OF  
EMPLOYMENT  
CONFERENCE SESSIONS**

# 30+

**EMPLOYER  
PROFILES  
BUILT**



# Places

## 2

### YOUTH FRIENDLY PLACES

**Somerset**  
Live local - think BIG



**West Midlands**  
Live local - think BIG



# 20,000+

## OPPORTUNITIES

Supporting young people where they live with the opportunities to learn, train, gain employment, skills and support.

In addition we have supported WMCA with a Kickstart portal which has helped support over 9,000 young people in the region in to work.



# Innovation

We have supported employers to help more young people explore careers in:

## 3

### EXPLORE CAREERS IN VIDEOS



Supports young people's biggest challenges:

- Accessing information and insight into the world of work
- Understanding more about what employers are looking for
- Having access to carers advice
- Catching up on what's missed
- Grow confidence and reduce anxiety



Part 4:

# Expert Policy Insight





# Expert Policy Insight

# Impact



## 1 APPG For Youth Employment

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In our role as secretariat we have supported the release of 2 reports this year

## 2 Youth Employment Group

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In partnership with IES, Impetus, Princes Trust, Youth Futures Foundation and Learning & Work we are co-chairing this powerful group

## 3 Policy Insight

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We have grown our relationship across government and supported submissions across key policy areas



levelling up for young people  
Building an Opportunity Guar

July 2021





# Expert Policy Insight

4

**APPG MEETINGS**

15+

**MEETINGS  
ACROSS  
GOVERNMENT**

300

**MEMBERS OF THE YOUTH  
EMPLOYMENT GROUP**

1

**MAKING YOUTH  
EMPLOYMENT POLICY  
WORK REPORT**



1

**ROLE OF EMPLOYERS IN  
YOUTH EMPLOYMENT  
REPORT**



[CLICK TO SEE MORE](#)

As the secretariat for the APPG for Youth Employment we launched "The Role of Employers In Youth Employment Report" and "Making Youth Employment Policy Work" reports .

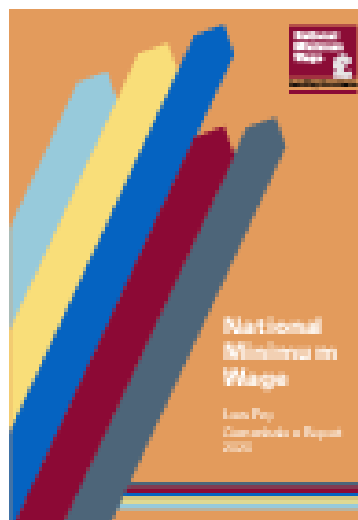
We are co-chairs of the Youth Employment Group and have led key meetings and produced the Levelling up for young people paper.

We have met regularly with Government departments to support our work and also in support of the Youth Employment Group. We are members of the governments Creating Opportunities Forum and sit on a number of forums and advisory groups.



HOUSE OF LORDS  
Youth Unemployment Committee  
Report of Session 2021–22

**Skills for every  
young person**



Thank you for your support

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

