



# Supporting & measuring early careers activities



# Housekeeping

**This session is being recorded**

Please use the chat function to introduce yourself and your organisation, but to also ask any questions. Our team are on hand to support you through this webinar.

Please keep microphones muted.

Presentation and the recording will be available and shared with delegates after the session.



# Your hosts today



**LJ Rawlings MBE DL**  
CEO



**Lauren Mistry**  
Deputy CEO

# About Us

Youth Employment UK is the expert voice on youth employment.

Our extensive expertise is driven by:

- hundreds of employer members
- the voices of millions of young people
- policy insight, knowledge and connections

We are ideally placed to understand the complex employment landscape and to support employers, young people and policy makers as we drive for full youth employment.



# Key barriers to youth employment

For 12 years Youth Employment UK has been building its knowledge and understanding of the youth employment issues across the country. With a significant pool of research including 7 years worth of [Youth Voice Census](#) analysis we can identify the common barriers to youth employment:



**Who you are**



**Where you live**



**Education &  
Training**



**Global Issues**



**Access to  
opportunities**



**Policy Initiatives**

# How can Youth Employment UK help?



## Presence

Online presence with young people and providers that receives over 4 million views a year



## Grounded in expertise

12 years of expertise, including national and local policy

Consultation, research, evaluation and project leadership experience

## Driving quality opportunities

Working with employers to improve quality & quantity of opportunities



## Supporting resources

Digital tools connecting young people and providers with - employability programmes, virtual experiences, careers inspiration & opportunity finders

## Expert insight

Nationally recognised Youth Voice Census : with local and regional analysis



## Policy placement

Leadership of the Youth Employment Group & APPG for Youth Employment

## Connected community

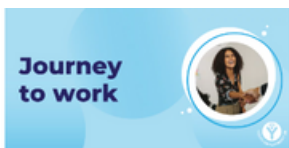
Partnerships with CEC, NCS, M2W, YFF & others



### Haven

Explore the virtual work experience guide from Haven, a Youth Friendly Employer.

TRY THIS COURSE 



### Journey To Work

Aged 17+? This free online course helps you build skills and careers confidence.

TRY THIS COURSE 

### West Midlands

West Midlands  
Live local - think BIG



Get opportunities and support in your local area:

Wolverhampton ★ Birmingham ★  
Coventry ★ Dudley ★ Sandwell ★  
Solihull ★ Walsall ★ Warwickshire

VISIT HUB 



### HELP FOR YOUNG PEOPLE

Aged 14-24? Get help with **skills, study, jobs and training, career routes** and MUCH more.



## Build

Utilise or custom build online work experience to inspire young people about opportunities & sectors locally



## Develop

Utilise or custom build online short courses that help young people to build, and grow their skills



## Inspire

Build a Youth Friendly Digital Hub that brings local support, opportunities and signposting together



## Support

Provide young people to impartial and up to date careers information, inspiration and help



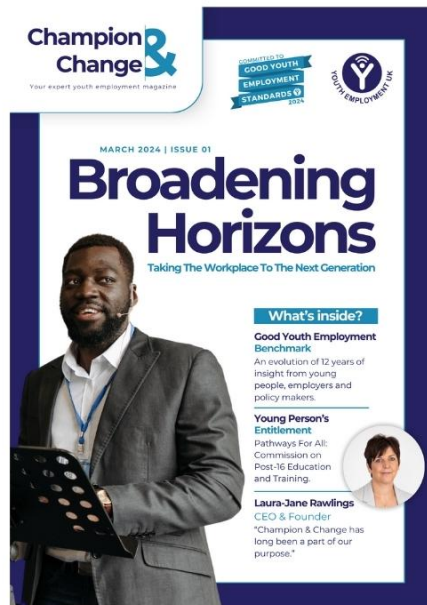
## Connect

Connect young people to good quality events and opportunities through the interactive opportunity finder



# How Youth Employment UK helps Employers

COMMITTED TO  
GOOD YOUTH  
EMPLOYMENT  
STANDARDS   
2024



- Membership
- Benchmark Tool
- Recruitment
- Virtual Work Experience
- Expert advice and support





# For employers

Membership to Youth Employment UK is for employers of all sizes who want support to become and to be recognised as great employers for young people.

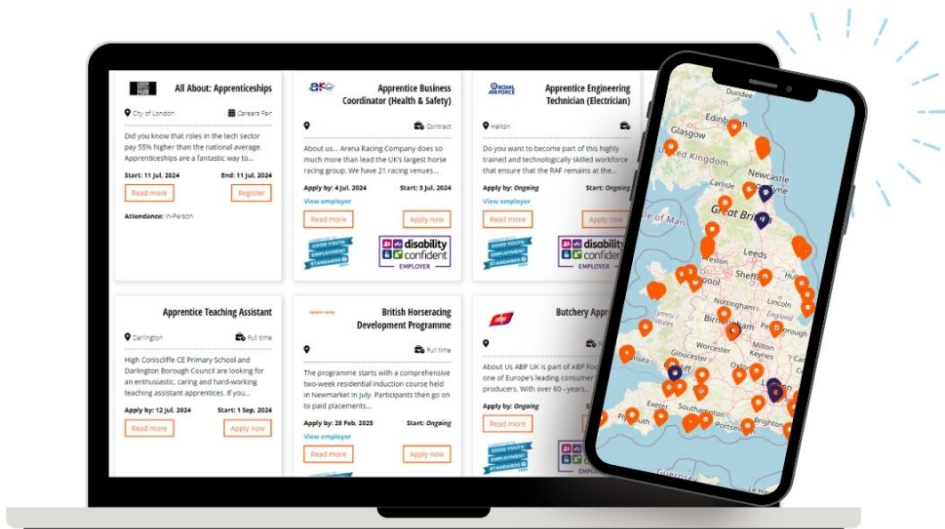
Our knowledge and support covers all aspects of youth employment from early careers outreach to work experience and employment, and includes advice and content on supporting the most marginalised young people, and key topics such as Safeguarding and inclusive practice.

Membership includes:

- Use of the Good Youth Employment Standards Badge
- Members Dashboard with articles, resources, case studies and more
- Access to the Good Youth Employment Benchmark and entry into the Good Youth Employment Awards
- Events - webinars, in-person and policy influencing - *includes Members only access to insight from the Youth Voice Census*
- Members only newsletter and additional Magazine content



# Membership PLUS Recruitment



For a £500 annual administration fee our Members can post unlimited opportunities to our Opportunity Finder for young people



# THE GOOD YOUTH EMPLOYMENT BENCHMARK

COMMITTED TO  
GOOD YOUTH  
EMPLOYMENT  
STANDARDS   
2024



# Youth Voice Census 2023

01

Disaffected & Disconnected

- Anxiety & mental health challenges increased
- Safety & fear
- Growing disenchantment

02

Catching up

- Disruption continues, particularly in education
- Experiences of work are down
- On receiving support for key issues

03

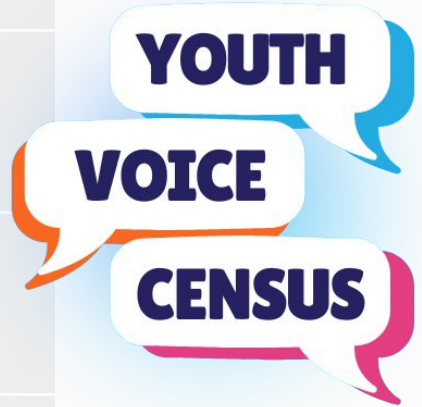
Facing the future

- Careers education is increasing in secondary school
- But, the closer you get to work the less ready you feel

04

Quality Work

- Workloads, stress and pressure increasing
- Anxiety and depression
- Apprentices continue to be 'happiest' workers



## EXPLORE

Youth-friendly employers offer young people the chance to explore different careers and industries through a range of activities including taster days, assemblies and careers fairs.

Working with schools, colleges, youth organisations and young people directly to open up the world of work.

## EXPERIENCE

Youth-friendly organisations understand that young people benefit from a range of work experience opportunities. Work experience can take a variety of forms such as work shadowing and short work experience placements. These quality experiences must take place on employer sites and support young people to develop skills and understanding of the world of work.

## EMPLOYMENT

Youth-friendly organisations offer a range of employment and training pathways for young people. These roles meet the highest standard of youth friendly employment and include training and development plans, support and fair opportunities.

# Good Youth Employment Benchmark

A first-of-its-kind digital tool, allows employers to measure and monitor their current youth employment practice.

It will support employers to access the information, advice and guidance they need to grow the quality of their early talent interactions and programmes, particularly for young people from disadvantaged backgrounds.

Access to the Benchmark is available through Youth Employment UK Membership.

## Reports



See how your organisation sits against industry averages.

## Resources



Feed into our annual national 'Setting the Standard' report.

## Insights



Tailored content based on your organisations needs

## How will the Benchmark benefit your organisation?

- 1** It's a guided space that will help you review and reflect on your organisations current practice.
- 2** It'll support you to build on youth employment best practice.
- 3** You'll access a wide range of tailored content and resources that will support your strategic priorities.
- 4** You'll support the wider evidence base of good youth employment practice, feeding into systems of change.

# + Good Youth Employment Benchmark

Pilot findings



01

## Creating strategy:

Employers are eager but lack clear strategies. Effective youth engagement needs time, investment, and a well-defined, systematic approach.

02

## Connecting networks:

Employers use mediators and networks to engage young people, focusing on ages 13-19. Most lack targeted approaches and struggle to support NEETs

03

## Committing to the future:

Employers value hybrid models but face challenges due to rising costs, skill shortages, and limited resources. Benchmark materials support innovative opportunity creation.

04

## Championing evidence and evaluation:

Employers need support for robust design, evaluation and impact measurement.



# Accessing the Benchmark

## Good Youth Employment Benchmark

### Overview

[GYEB Overview](#)

### Explore

[Explore - Overview](#)  
[Careers Talks](#)  
[Preparing for Applications](#)

### Experience

[Experience - Overview](#)  
[Workplace Visits/Taster Days](#)  
[Job Shadowing](#)  
[Short Work Experience](#)

### Employment

[Employment - Overview](#)  
[Apprenticeships](#)  
[Graduate Schemes](#)  
[Supported Internship](#)

### In progress

[GYEB - Employment - Overview](#)

### Completed forms

[GYEB - Overview](#)  
[GYEB - Experience - Overview](#)

## GYEB - Explore - Overview

### Definition of Explore:

Good employers offer young people the chance to explore different careers and industries through a range of activities including taster days, assemblies and careers fairs. Working with schools, colleges and youth organisations, employers can directly communicate with young people to open up the world of work.

### Approach to Explore Activities

The following set of questions on this page are seeking to gather your thoughts on your overall approach to Explore activities you have engaged with **in the last 12 months**.

If there is a programme that runs differently but is related to Explore activities, we will provide the space for you to capture this at the end. You will be asked questions about specific Explore activities in the other forms under this section.



Step 1 of 2

What is the name of your organisation? \*

In the last 12 months, did your organisation actively seek to engage with schools, colleges, universities and other groups that serve disadvantaged communities?

- Yes - always
- Yes - sometimes
- Not yet - but we are looking at/plan to look at ways of doing this
- No - and we have no plans for this
- Not applicable
- Don't know

In the last 12 months, did your organisation actively seek to engage with schools, colleges and universities that you have not previously worked with?

- Yes - always
- Yes - sometimes
- Not yet - but we are looking at/plan to look at ways of doing this
- No - and we have no plans for this
- Not applicable
- Don't know



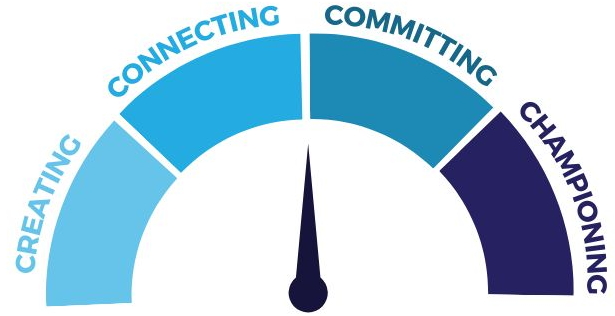


## Employment

From the completion of the Employment section it was clear that you are in the committing stage of good youth employment practices.

You offer three developed programmes - paid internships, Apprenticeships and Industrial placements.

It is positive to see that you provide support and feedback to unsuccessful candidates. Examples you have shared include advice and guidance on how to develop future applications and signposting to website/resources to improve career confidence and employability skills. It is also extremely valuable that young staff always have access to a coach/mentor by their training provider. Internally, you offer a buddy system (someone who was an apprentice themselves to provide more pastoral support). Well done on committing to youth friendly employment opportunities.





## The Good Youth Employment Benchmark

An evolution of 12 years of insight from  
young people, employers and policy makers.

Now live



Complete the  
Benchmark by  
**29th September**  
to be included in the  
2024 dataset





## NEXT MONTH:

### 2024 YOUTH VOICE CENSUS FINDINGS LAUNCH



11th & 18th September 2024

Members who completed the Benchmark get early access to our 2024 Youth Voice Census findings on September 11th.

Our in-person launch will be held in London on September 18th. Get insight into what over **5,000 young people** had to say about life, work and study.



## SAVE THE DATE

### GOOD YOUTH EMPLOYMENT SYMPOSIUM

3rd December 2024

We will be hosting our 4th Good Youth Employment Symposium, where we will:

- Host talks from expert speakers
- Launch 2024 Benchmark findings
- Present our **Good Youth Employment Awards**





# THANK YOU FOR JOINING US



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