



Youth Employment Recruitment Trends

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About Us

Founded in 2012 as a not for profit, community interest company Youth Employment UK is the expert voice on youth employment.

To achieve full youth employment, support the economy and ensure all young people are able to fulfil their potential we must

- Improve transitions from education to employment
- Support employers to attract, retain and develop young people
- Ensure no young person is left behind

For organisations:

- Our **membership service** provides guidance, best practice, support and recognition through the Good Youth Employment Standards.
- **Employer Profiles** drive brand recognition, recruitment campaigns and connection with young people.

For Young People:

- We provide a trusted space for sharing their **voice** on the youth employment issues that impact them.
- Our **careers, skills and employability** content supports them to be more informed and prepared to navigate their next steps.

For policy and research professionals:

- Our **expertise, connections and counsel** offer a unique breadth of insight and support.
- We provide the highly anticipated and respected annual **Youth Voice Census**.
- We are the secretariat for the APPG for Youth Employment.





Today's session will cover



As the workforce landscape continues to evolve and new policies are starting to emerge, staying ahead of recruitment trends is essential. In this webinar, we'll explore the latest youth employment trends for 2025, discuss where young talent can be found, and share actionable insights to help you navigate what is next.

What You'll Learn:

- **Current landscape:** what is the makeup of young people.
- **What are the current policy announcements and plans:** what are the government planning and proposing.
- **Where young people are at right now:** Insights into platforms, spaces, and networks where young people are engaging and seeking opportunities.
- **Trends for 2025:** Emerging roles, industries, and skills most attractive to young job seekers.
- **Workplace expectations:** What young people are looking for in employers, from flexibility to values alignment.
- **How we can help:** Learn how Youth Employment UK can support your efforts to attract, engage, and retain young employees.

The current landscape



Changing demography

- Declining number of young people
- Increased diversity
- Migration

System structure

- Skill level
- Qualifications
- Local access

946,000

NEET young people

15.1% Men

11.2% Women

25% Black Caribbean

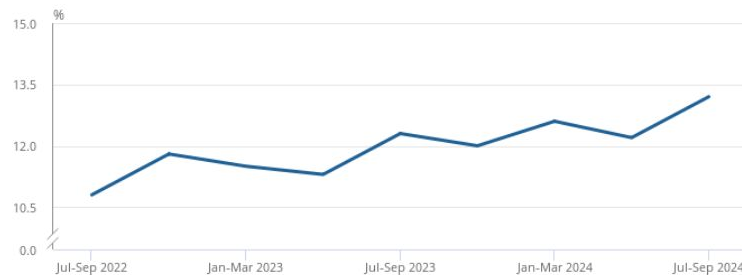
15% in North East

60%

Will pass English and Maths GCSE.

Figure 1: The percentage of young people who are not in education, employment or training (NEET) increased over the year (July to September 2023) [Note 1]

People aged 16 to 24 years NEET as a percentage of all people aged 16 to 24 years by age, seasonally adjusted, UK, July to September 2022 to July to September 2024



Source: Labour Force Survey from the Office for National Statistics

Policy plans



Economic Growth

- Deliver economic stability with tough spending rules
- A new partnership with business to boost growth everywhere

New deal for working people

Breaking down barriers to opportunity

- A modern curriculum so young people are ready for work and life
- High-quality apprenticeships and specialist technical colleges

5 MISSIONS FOR A BETTER BRITAIN



Secure the highest sustained growth in the G7

with good jobs and productivity growth in every part of the country making everyone, not just a few, better off.



Make Britain a clean energy superpower

to create jobs, cut bills and boost energy security with zero-carbon electricity by 2030, accelerating to net zero.



Build an NHS fit for the future

that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer.



Make Britain's streets safe

by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels.



Break down the barriers to opportunity at every stage

for every child, by reforming the childcare and education systems, raising standards everywhere, and preparing young people for work and life.

Where are young people at right now?



1 Anxiety, safety, discrimination and financial concerns are the biggest worries for young people.

2 Readiness for next steps has dropped

3 Opening up opportunities

4 Overall, work is a positive place for young people. **But workload, stress and pressure is increasing.**



Sectors and skills

For young people out of education

Literacy skills, problem-solving, and listening skills were the top three skills that young people felt confident in (83%).



51%

Think they understand the skills employers are looking for.

For young people in Education

Compared to last year, confidence has dropped across all skills. Notably, there's an 8 ppt decrease in numeracy confidence, a 6 ppt drop in digital skills, and a 9 ppt decline in listening skills.



36%

Think they understand the skills employers are looking for.



40%

Retail

33%

Business & administration

30%

Creative

7%

Hospitality & catering

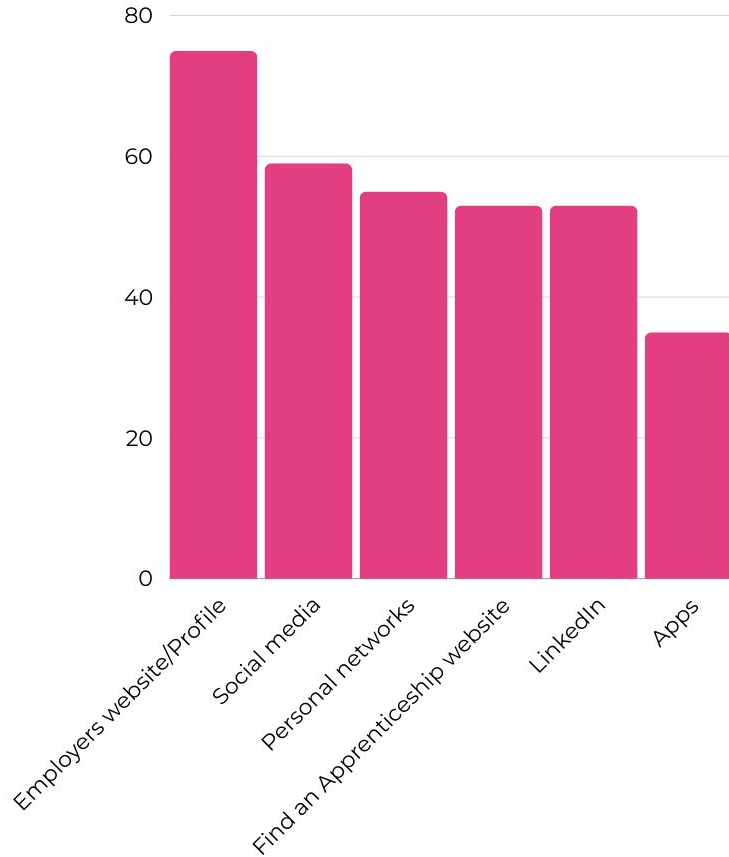
5%

Protective services

2%

Hair and beauty &
Transport & logistics

Finding work



Over half of young people had used AI in the last 12 months.

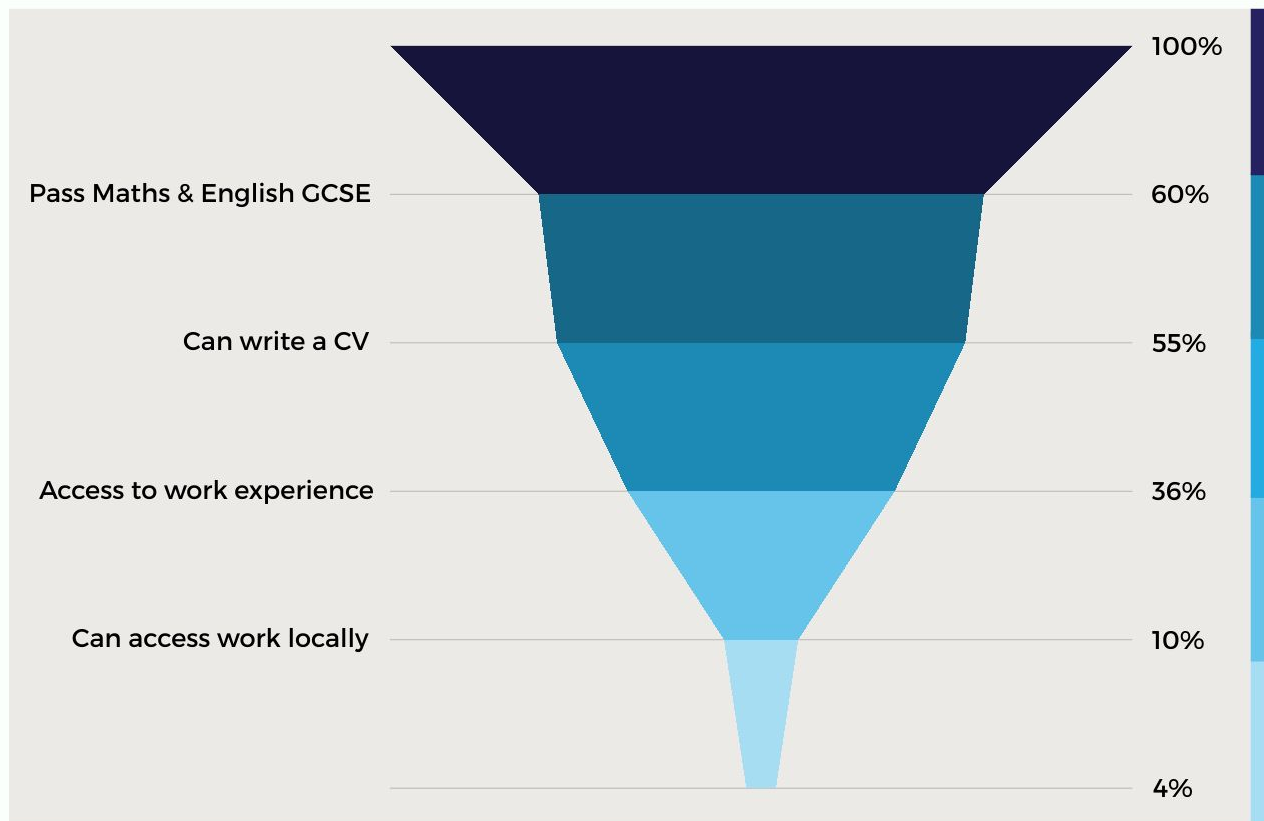
Young people are looking for an employer:

- Who pays fairly
- who provides opportunities to progress and be promoted.
- Who is supportive and inclusive

14%

Confident or very confident that there will be quality jobs in their local area

Building inclusivity



What could you be doing?

Designing jobs for young people



Building multiple networks



Gaining feedback and insight everywhere



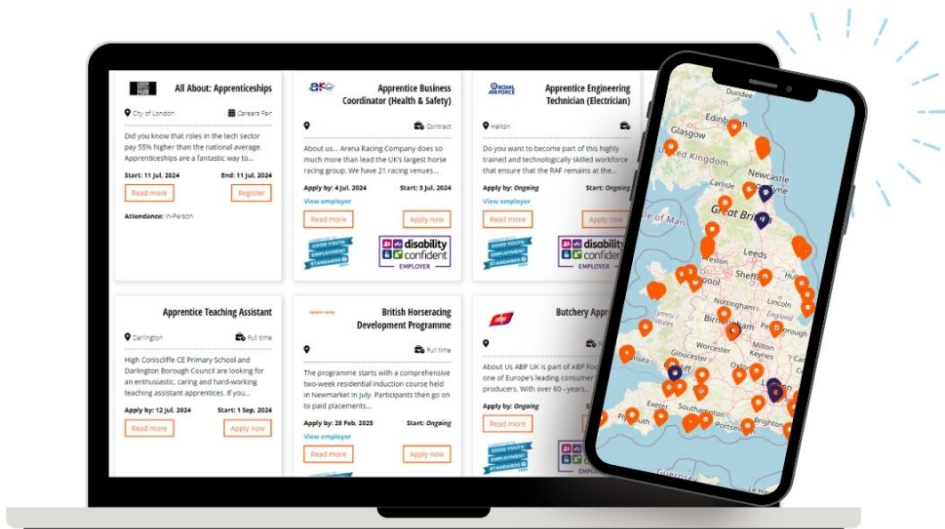
Be ready to upskill



Training line managers



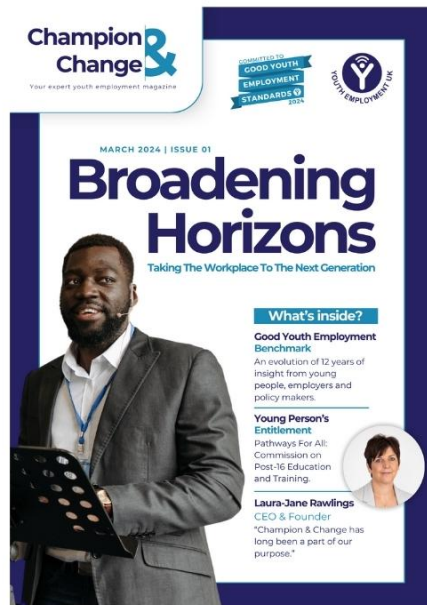
How Youth Employment UK helps Young people



- Free careers and skills training for 11-30 year olds
- Virtual work experience
- Advice and inspiration
- Connections to Good Youth Employers

How Youth Employment UK helps Employers

COMMITTED TO
GOOD YOUTH
EMPLOYMENT
STANDARDS 
2024



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



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