



Supporting Youth Employment

Upskilling young people and supporting businesses to grow by creating new job opportunities for 18-24 year olds

How alternative recruitment approaches can improve access to employment

How funded work placements (Youth Employment Scheme) can get young people into employment

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Why Create a Youth Employment Scheme?

We are pleased to present this guide which is intended for a diverse audience including (but not limited to) local authorities and businesses. It provides an overview of the processes, barriers and successful interventions in youth employment.

Havant Borough Council is committed to upskilling our young people (and reducing the relatively high numbers of 18-24 year olds not in employment, education or training) whilst supporting businesses to grow within the borough.

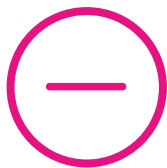
The decision to launch the Youth Employment Scheme Havant (YES) was based on the success of the Kickstart scheme which saw 75% of participants three months after their paid-for placement ended, still in employment or back into education and training ([DWP Kickstart Report](#)). The scheme has trialled alternative recruitment approaches which improve access to employment opportunities.

By addressing this challenge effectively, it allowed us to unlock opportunities for social inclusion, economic growth, and healthier fulfilled personal lives.

We wanted to:

- Enhance the recruitment process for businesses and young people.
- Create opportunities for 18-24 year olds young people to get work experience and upskill at the start of their career journeys.
- Reduce the numbers of young people who are not in work.
- Remove the barriers to the recruitment process for those young people struggling to access the job market.
- Support businesses to grow and recruit with a focus on supporting priority sectors identified in the Local Skills Improvement Plan.
- Replicate the success of the Kickstart scheme which saw 75% of leavers in education, employment or training at 10 months (3 months after completing their Kickstart job [DWP Kickstart Report](#)).

What Can YES Change?



Escape the cycle of inexperience

Employers seek workers with experience, meaning disadvantaged young people struggle to gain relevant work experience or training.



Work placement opportunities can develop the skills and knowledge base which can be used in future careers.

Access to labour market

Young people are less effective in searching for work, compared to adults, due to fewer contacts and less job hunting experience.



The scheme can provide easier opportunities to accessing work for inexperienced young people.

Create local opportunities

Young people feel there are not enough job opportunities locally and do not know where to look for jobs that match their skills.



Local businesses provide an environment where young people can develop work experience and employability skills, bridging the gap between businesses and the communities they reside in.

Boost motivation

Lack of success in applications leaves young people feeling that no-one will give them the opportunity to demonstrate they can do the work.



Employment develops professional and social role identity, contributing to an individual's optimism and belief in their capabilities and competency, enabling them to develop their own goals for their career progression.

Develop employability skills

A lack of soft skills is a significant barrier to accessing education, training or gaining work experience.



These roles strengthen skills, provide experience, develop levels of responsibility and commitment towards their job, supporting the start of a successful career journey.

What are the Benefits to Businesses?

Why get involved?

- Attract new talent and fill skills gaps in your business from your local area.
- Give your business the potential to grow through recruitment.
- The Youth Employment Scheme enables employers to access young people with potential who are ready for an opportunity to start work.
- Support your local community and young people looking for job roles.
- Added CPD for your staff to support and mentor a new employee.

What can businesses expect?

- Skills matching service matching candidates matched to your role criteria.
- Scaffolded support from a dedicated work coach for the employer and employee through the recruitment and induction process.
- 6 months funding at National Living Wage (on-costs covered by the employer).

Criteria for business applications:

- Employers must demonstrate how they will help participants develop their skills and experience with support to look for long-term work.
- The job placements created through Youth Employment Scheme funding must not cause existing employees and contractors to lose or reduce their employment.

“ Dan has been brilliant. I am still learning his strengths and what he enjoys, making sure I am aligning this with his workload. This includes mapping out the warehouse in software which is something we have not had before. He has been bringing skills into the warehouse that we didn't know we wanted. His enthusiasm never falters, he even runs to the door as soon as it rings, and he is very on it. ”

Asembl AG Ltd.

“ We are a new company with new ideas and would love to work with young people from the local area. This is a great opportunity to train fresh young minds. ”

Roberts Scotts Ltd

“ We are definitely already seeing the positive impact she has had on the business. ”

Invictus Professional Training Ltd.

“ Successes to highlight include how quickly she picked up her role, her attitude towards her work is brilliant, and her ability to hit the ground running. ”

Lightning Safety Systems Ltd

“ It has been a positive experience all round and the whole process has been really simple. You don't often expect to join these schemes and find someone that you can keep hold of rather than it just being a tick box. ”

Asembl AG Ltd.

What are the Benefits to Young People?

Our alternative recruitment approaches have been designed to support young people access opportunities to gain work experience and secure long term employment. Candidates were those already supported by our Youth Employment Hub, with specific skills and employability barriers preventing them from moving in to work. Gaining work experience supports improves confidence and provides the training and skills to improve long term career prospects.

Young people are given scaffolded support throughout the recruitment process, where candidates are matched to suitable roles through a skills matching process. This support includes CV writing and mock interview practice. Supported interviews with the employer and work coach help reduce anxiety.

Regular check-ins throughout the placement monitor progress and provide continued support to secure long term employment.

Feedback from young people on the Youth Employment Scheme

“ I believe it’s been an invaluable experience for me and would be for anyone who is ready and motivated to get into work but doesn’t yet have the experience or confidence to find much success through the normal process. ”

“ It has definitely been with the help of the Youth Hub and the YES Havant Scheme I wouldn’t have been able to find something like this by myself. It has helped me with my confidence. ”

“ I had a call from Matt and he told me that someone had shared that I had really good work ethic and that people enjoyed working with me. Matt said that if he is able to give me more responsibility then he will look to move me to full time. ”

“ YES Havant has been a huge help for me, coming out of college into a hugely competitive environment with little job experience made finding a position seem like a monumental task, but through YESH I’ve both been able to gain experience for future applications and also accustom myself to a working environment and everything it entails.

Being given opportunities to work independently on projects and being treated like an equal has done a lot to bolster confidence in my ability to take on future roles in similar positions alongside allowing me to take pride in a lot of the work I’m doing. ”

“ I had been out of work for 2 years, so this opportunity has lifted me out of that slump. It has helped with things in my personal life where I am earning more money and I enjoy the work-life balance. I feel like I fit in naturally with the team and I like how that has helped my social skills. ”

Reverse Recruitment Fair

Many young people need support with navigating the recruitment process and developing soft skills to overcome the barriers that prevent them from accessing good jobs. Alternative recruitment approaches can support this process.

Young people who attend our Youth Employment Hub co-created a speed-dating-style reverse recruitment fair where they hosted stalls, allowing them to showcase their skills and engage in employment conversations with a variety of employers.

Give young people a fair chance to show their talents

An alternative to traditional interviews

Opportunity to practice professional conversations

Meet a variety of businesses in one place

To prepare the young people for the reverse recruitment fair our work coaches held a workshop to ensure they had the confidence to engage with employers and promote their skills effectively:

- Explain the structure of the event to help reduce anxieties.
- Discuss appearance and suitable interview wear.
- Plan professional conversations.
- Interview techniques (STARR: Situation, Task, Action, Result, Reflection).
- Review CVs.
- Prepare their stall.

The young people created mind maps and brought a personal object as discussion starters:

My top 3 strengths

E.g. communication, creativity, leadership

Jobs I am interested in

E.g. customer service, working with children

Random Fact

E.g. my favourite film/quote/music is...

Ask me about

E.g. playing guitar, my artwork

Employers were recruited via promotion through our communication channels, business partnerships networks, newsletters, and cold-calling and were invited to attend and meet with the candidates, removing the barriers to standard recruitment processes.

**14 employers
20 young people**

**3 job offers
without further interview**

29 further interviews offered during event

Roadmap: Business Process

1. Planning Process

Source funding, agree budget for scheme, create documentation (see toolkit resources).

2. Programme Launch

Promoted via press, business newsletter, LinkedIn and networking events. Share application form.

3. Business Applications

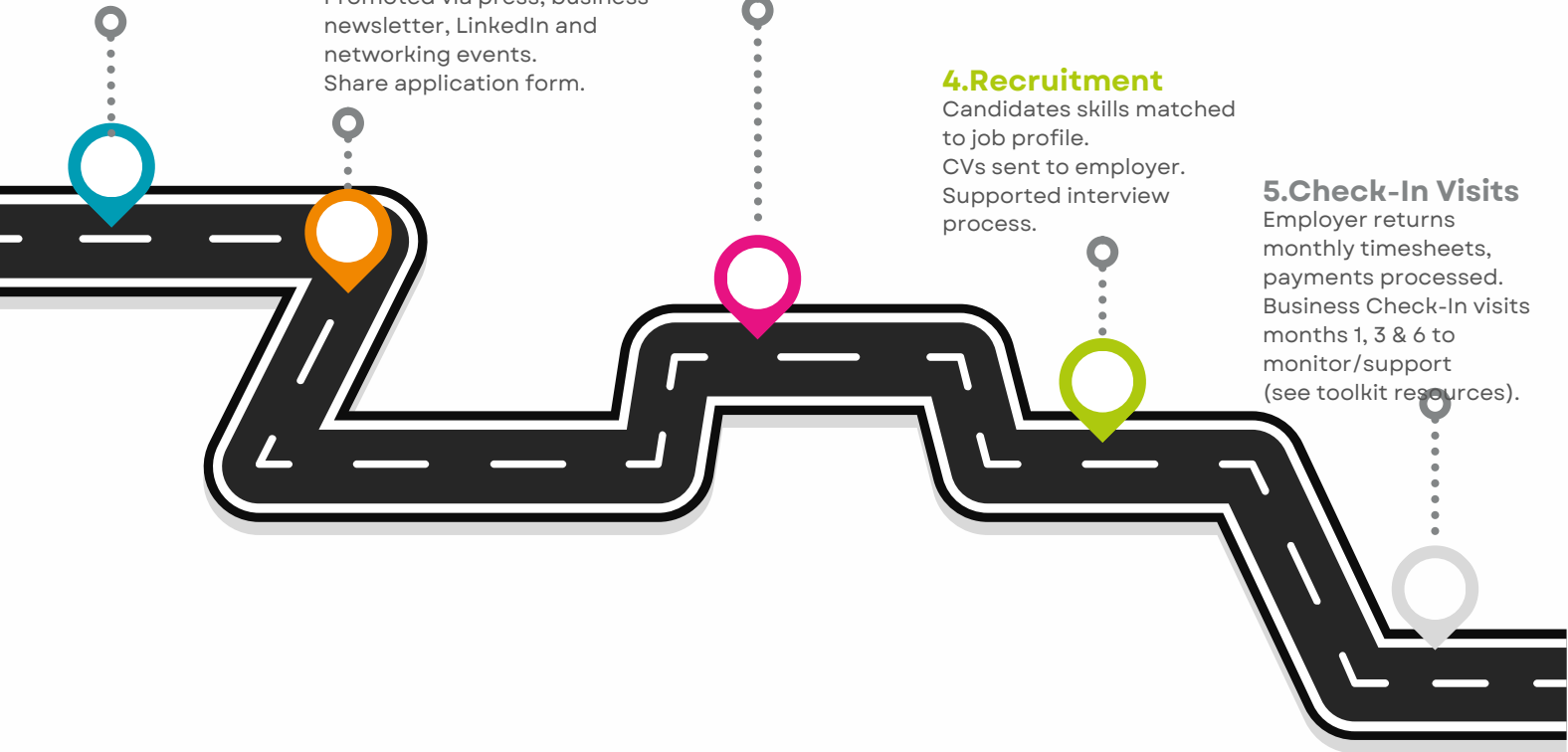
Applications vetting process (see toolkit). Sign Business Agreement and Business Details (see toolkit resources).

4. Recruitment

Candidates skills matched to job profile. CVs sent to employer. Supported interview process.

5. Check-In Visits

Employer returns monthly timesheets, payments processed. Business Check-In visits months 1, 3 & 6 to monitor/support (see toolkit resources).



Roadmap: Candidate Process

2. Prepare Candidates

CV preparation. Mock Interviews.

3. Supported Interviews

Host interviews at Youth Hub for familiarity. Work coach sits in on interview for support. Potential reverse recruitment event.

5. Next Steps

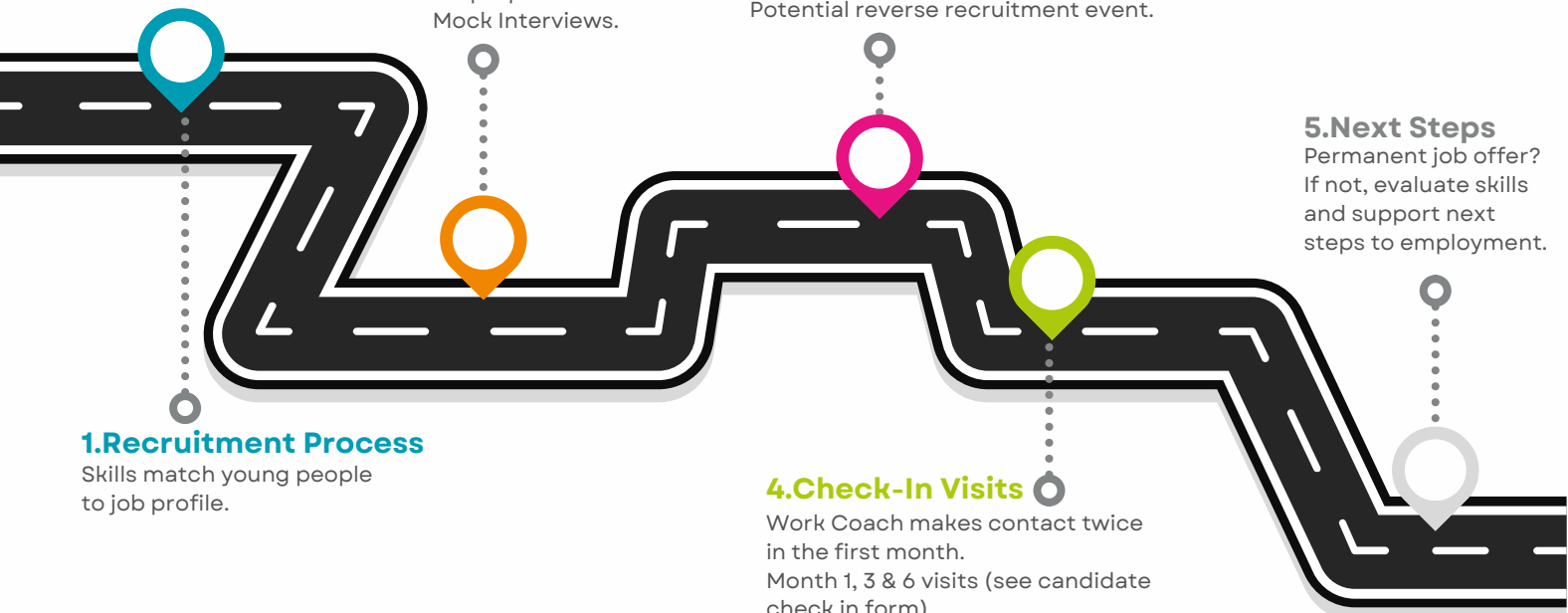
Permanent job offer? If not, evaluate skills and support next steps to employment.

1. Recruitment Process

Skills match young people to job profile.

4. Check-In Visits

Work Coach makes contact twice in the first month. Month 1, 3 & 6 visits (see candidate check in form).



Acknowledgements



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whose efforts have brought this programme
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Havant
BOROUGH COUNCIL

Supported by

