



GROW YOUR OWN

HOW YOUNG PEOPLE
CAN WORK FOR YOU

VALERIE TODD, TALENT
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CROSSRAIL AND
UK COMMISSIONER

“ If we want young people who are ready for the workplace, we need to be ready to help build their employability skills ”

INTRODUCTION

One of the biggest challenges businesses face is finding the right people to help them grow. Recruiting and developing young people is a great way to build a dynamic and productive workforce. They have the talent and skills to help you succeed.


But only a minority (24%) of UK businesses have recruited straight from school, college or university in the last 2 to 3 years. And the fact is that the vast majority who do take on young people find them well prepared for work. So why do many businesses shy away from recruiting young people? The biggest complaint is that young people lack experience of the workplace. This means that young people find themselves in a 'Catch-22' situation – can't get a job without experience and can't get experience without a job.

There is a clear message here: if we want young people who are ready for the workplace, we need to be ready to help build their employability skills.

Even in tough economic conditions, opening up your business to young people is worth it. If you are still unconvinced, take a look at some of the many benefits there are to recruiting a young person...

JULIE KENNY, CHAIRMAN AND CHIEF EXECUTIVE, PYRONIX AND UK COMMISSIONER

“ As a young person I was given the opportunity to train as a legal secretary and it changed my life. Someone believed in me which gave me the confidence, motivation and skills to better myself. Pyronix has a long history of recruiting young people and I have seen real benefits to my business ”



PYRONIX

Pyronix, an SME manufacturer based in Yorkshire, has a history of recruiting young people, as it believes that they bring real benefits in terms of performance, loyalty and business growth. The company collaborated with Sheffield Hallam University to offer a 3-month graduate internship. One intern started off working in the marketing department and quickly became a valuable member of staff. Her language skills in particular contributed to Pyronix's expansion as she was able to market the company in Germany. At the end of her internship she was offered a full-time position and still works there today.

WHAT CAN YOUNG PEOPLE BRING TO YOUR ORGANISATION?

Help your business enter new markets

Young people often bring fresh ideas and approaches which open up new and emerging customer groups and markets. A younger perspective is valuable where markets are rapidly changing or rely on a youthful customer base.

Reduce staff costs and de-risk recruitment

Young staff are cost effective to recruit and to train. Apprentices, for example, pay for themselves very quickly. To see how, have a look at the [ROI Calculator](#), which will show you the return on investment gained by hiring an apprentice.

Offering young people work placements can serve as an informal trial period both for businesses and for young people. This means that any decision to commit to a permanent position will be an informed one on both sides. Even if you can't offer your young person a job, the experience of work they will have gained means that your community or sector will benefit from an increased pool of work ready recruits.

Improve staff retention

Investing in young people brings you returns in commitment and loyalty. Remember, they are with you because they want to be. Nurturing and unlocking young people's talent will motivate and engage them even further. People who have bought in to the company values and culture from the start, and who have trained and progressed with a business, are more likely to stay with that business. For you, this helps maintain productivity and reduce future recruitment costs.

MOST BUSINESSES FIND EDUCATION LEAVERS WELL PREPARED FOR THE WORLD OF WORK*

16 YR OLDS



59%

17-18 YR OLDS LEAVING SCHOOL



64%

17-18 YR OLDS LEAVING COLLEGE



72%

YOUNG PEOPLE LEAVING UNIVERSITY



84%

* UK Commission's Employer Skills Survey, 2011

WHAT CAN YOUNG PEOPLE BRING TO YOUR ORGANISATION?

Grow your own talent

Growing your own talent by working with young people helps with succession planning as it reduces the risks associated with unplanned retirements, staff absences and skills shortages.

It's also an effective and simple way of developing a talent pipeline. Opening your business up to young people will make working for you attractive to other bright young minds and their networks.

Skills tailored to your needs

Skills gaps are a big challenge; but when it comes to apprenticeships and work experience placements, the mixture of on and off the job learning ensures that young people will learn the skills that work best for your business. This guarantees your workforce will have the practical skills and qualifications that you need, both now and in the future.

Support business growth

Young people are flexible in terms of their work patterns and can be more willing to move and work in different locations around the country. They bring creativity, innovation and a willingness to learn. Their flexibility and adaptability are integral to enhancing productivity and contributing to business growth.

Interested yet? The next section will outline the support that is available to help in your drive to recruit young people.

LOCAL JOBCENTRE PLUS CONTACTS FOR SUPPORT IN RECRUITING YOUNG PEOPLE

East and West Midlands, East Anglia /

Candice.danleigh@jobcentreplus.gsi.gov.uk

North West /

Jackie.mason@jobcentreplus.gsi.gov.uk

North East, Yorkshire and the Humber /

Dave.wright1@jobcentreplus.gsi.gov.uk

London and Home Counties /

Derek.harvey@jobcentreplus.gsi.gov.uk

Southern England /

Lynda.jones4@jobcentreplus.gsi.gov.uk

Scotland /

Stephen.mcconnachie@dwp.gsi.gov.uk

Wales /

Huw.thomas@jobcentreplus.gsi.gov.uk

Northern Ireland /

www.employersonlineni.com

WHAT SUPPORT IS AVAILABLE TO HELP RECRUIT YOUNG PEOPLE?

Once you decide to help young people help your business you can build a 'youth policy' into routine business planning. Your policy could include jobs, apprenticeships or work experience placements. Any of these will give both young people and your business a fantastic opportunity to grow.

The many benefits of recruiting and developing young people outweigh the costs – even so, times are tough. But there is a lot of support out there to help you make it happen.

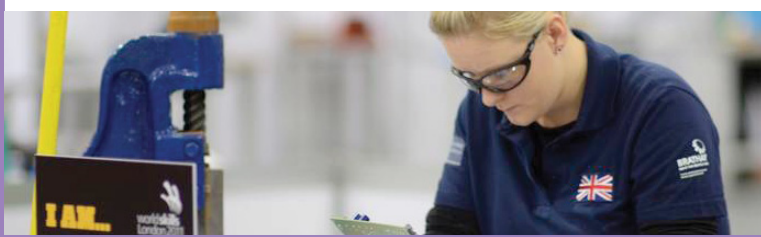
Offering a young person a job

The easiest way to advertise a vacancy is through Jobcentre Plus. This is free and as well as saving you money and time, will provide access to a wide pool of candidates suitable for the job.

- To advertise vacancies with Jobcentre Plus simply go online, or get in touch via telephone or email. See the contacts list opposite. For more details, visit the [Business Link website](#).
- Wage incentives are available if you are interested in taking on a young person. To find out more, visit the [Department for Work and Pensions website](#).
- In Wales, there are fully funded six month job opportunities for young people. For more details, visit the [Jobs Growth Wales website](#).

Further support available

Often additional support for recruiting young people will be available in your locality. This may include additional support and training available to individuals who are disadvantaged in the labour market. A good starting point is your local Jobcentre Plus team. Here you can get extra help with your recruitment needs, including sifting and matching candidates.



BAE SYSTEMS

BAE is a major employer of young people and recruits around 300 apprentices every year. Their approach to recruiting apprentices is very cost-effective and involves newspaper advertisements, initiatives such as 'bring your child to work' days and strong links with local colleges and skills providers. The apprenticeship programme provides BAE with people who gain a broad understanding of the business and fit in well with the culture and values of the organisation. This may be why 95% of apprentices stay on after their training ends.



WATES GROUP

Before their work experience placement at Wates Construction starts, students are interviewed so that activities can be tailored to individual interests. During the placement, students see all areas of the company including site visits. At the end, they have to give a presentation. The company believes that this is a worthwhile experience for students and for Wates' employees. Students gain a valuable insight into the way businesses work. The business as a whole benefits from the air of excitement and thought-provoking questions that students bring.

Taking on an apprentice

Apprenticeships provide work based training designed around your needs, and funding is available to train apprentices. In England, the National Apprenticeship Service (NAS) and its website will provide more information and guide you through the steps of offering an apprenticeship. For each of the nations there are websites that contain general information and details on additional financial support:

- If you are based in England, there is additional funding of up to £1,500 per apprentice for small- and medium-sized businesses. For more information, visit the [NAS website](#). For a great way to get your vacancy seen by young people, you can use [Apprenticeship vacancies](#), a free online recruitment tool.
- If you are based in Wales, please visit the [Careers Wales website](#), where you can find information on additional financial support of up to £2,600 per apprentice.
- If you are based in Scotland, please visit the [Skills Development Scotland website](#) for information on support available.
- If you are based in Northern Ireland, please visit the [NI Direct website](#). This includes information on additional funding of up to £1,500.

Offering a work experience placement or internship and engaging with schools and colleges

Jobcentre Plus can help you take a young person on work experience for between two and eight weeks. If you are interested in offering work experience and would like to find out more, visit the [Department for Work and Pensions website](#).

The Chartered Institute of Personnel and Development (CIPD) has developed a work experience guide to help employers and young people get the most out of a work experience placement. This guide is available on the [CIPD website](#).

If you are interested in taking on a graduate intern, visit the [Graduate Talent Pool website](#). To start engaging with schools, information is available on the [Employers' Guide website](#). Alternatively, contact your local school or college.

GET INVOLVED

The Growth and Innovation Fund helps employers develop their own innovative skills and recruitment solutions which have the potential to transform growth in their sector, region or supply chain. Find out more on how your business can get involved by visiting the UK Commission's website: www.ukces.org.uk/gif

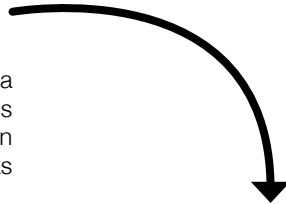
The Employer Ownership Pilot offers all employers in England direct access to up to £250 million of public investment over the next two years to design and deliver their own training solutions. Visit our website to find out more: www.ukces.org.uk/employerownership

LEARN MORE

The UK Commission has published a number of reports that provide employer perspectives on youth employment and the changing nature of work for young people. For more information, please visit: www.ukces.org.uk/ourwork/youthemployment

What is this?

This is a QR Code. Using a QR reader on a smartphone device will give you direct access to the UK Commission's website where you can find out more on this project and access the links provided throughout this brochure.



ABOUT THE UK COMMISSION FOR EMPLOYMENT AND SKILLS

The UK Commission for Employment and Skills is a social partnership, led by Commissioners from large and small employers, trade unions and the voluntary sector. Our mission is to raise skill levels to help drive enterprise, create more and better jobs and economic growth.

