

Investing in youth employment



UKCES 

UK COMMISSION FOR
EMPLOYMENT AND SKILLS

Times are tough for young people...

The recession has hit the young hardest. But youth unemployment across the UK has actually been rising since 2005, suggesting that alongside the implications of the economic crisis, structural causes are at play.

The labour market is changing in ways that impact negatively upon young people, making it hard for them to get a foot on the ladder. One of the biggest challenges young people face is a lack of experience. Most employers, particularly smaller ones, value experience above all other criteria. But fewer and fewer young people are getting experience of work while still at school, college and university. This puts young people in a Catch-22 situation, where they can't get a job without experience, and can't get experience without a job.

Employers are stepping up to the challenge and working to provide opportunities for young people to get into work. But there is still scope to do more, especially as only one in four of

employers in the UK have taken on a young person direct from education in the last few years. That's why we are calling for every UK business to adopt a youth policy. Most employers can do at least one thing to help young people into work – from offering apprenticeships and hosting work experience placements to giving careers talks, mentoring or arranging workplace visits.

Rising to the challenge by investing in young people ensures that future skills needs will be met, so it's a win-win - for young people, businesses, and the economy as a whole. At the UK Commission, we have already seen many examples of forward-looking employers taking ownership of the skills agenda and proposing innovative solutions to the youth employment challenge (See the back of this leaflet for a full list). At a time when economic growth is a struggle and job creation is a must, what we now need is more of these employers.

More career opportunities for young people through greater co-investment with employers

The UK Commission's investment funds are a key resource in helping employers meet the youth employment challenge. The state of the economy means that many businesses are still struggling, particularly smaller businesses. There is a need, therefore, to improve capacity amongst employers — this is where our investment funds can help employers to invest in young people's skills.

Our "Youth employment challenge" report stresses that employers can support young people into work through a whole range of activities. The UK Commission's investment funds are essentially supporting employers to put these activities into place. We have already initiated a wide variety of projects to boost apprenticeship numbers, develop employer-backed sandwich courses, create links between industry and career practitioners and provide pre-employment support for unemployed people. Have a look through these pages for more information.

Our investment funds:

- Employer Ownership Pilots
- Growth and Innovation Fund (GIF)
- Employer Investment Fund (EIF)

¹ <http://www.ukces.org.uk/publications/youth-employment-challenge>

Employer Ownership

We want to nurture employers' ambition and capacity for skills development and support more collective action by employers of all sizes working together through their sectors, supply chains and local network. The Employer Ownership pilots offer 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.

The pilot is jointly overseen by the UK Commission, the Department for Business, Innovation and Skills and the Department for Education. Through Employer Ownership, employers can step up to the challenge of bringing more young people into the productive workforce and mitigate the risk of losing a generation of talent.

As of September 2012, there are 34 projects fully approved, with levels of co-investment over two years of £67 million for an employer investment of £98 million. A further four projects are close to approval.

Current projections for successful Round 1 Employer Ownership pilots are:

11,000

Apprenticeships including 4,500 at age 16–18

18,500

Full time non-apprenticeship training opportunities

45,000

other learning or training opportunities; including work experience and work placement opportunities

Growth and Innovation Fund (GIF) and Employer Investment Fund (EIF)

Youth investment breakdown:



■ Cash
■ In-Kind

Where employers have devised an innovative approach to boosting their investment in skills, including opportunities for young people, and can demonstrate that the approach is sustainable without ongoing public investment, the UK Commission can invest alongside them to make that transformation happen as quickly as possible.

Through GIF and EIF, we have so far invested a total of £30.5m alongside £30.6m of employer co-investment in employer-led projects that will contribute to increasing employment opportunities available to young people.

Our investments will support a diverse range of employer activities that each contribute to making the labour market more accessible to young people. We support projects ranging from the provision of expert-led Information, Advice and Guidance, to the development of work experience placements, through to the creation of new Apprenticeship places. These projects will transform the long term level of employer investment in young people as well as produce a minimum return on investment by 2014 of:

700

New graduate roles

11,846

Positions on employer approved training and HE courses

17,040

Work experience placements

19,366

New apprentice starts

129,790

Young people receiving Information, Advice and Guidance (IAG)

Sector investment

The GIF and EIF investment portfolio spans the whole of UK industry and opens up opportunities to young people in a number of careers. The UK Commission has co-invested with employers and worked with Sector Skills Councils, trade organisations and local employer bodies to create greater employment prospects for young people across all industry sectors.

UKCES Youth Investment (£m)

Creative and Digital



Service



Manufacturing



Energy



Agriculture



Logistics



Our investments and their impact on the youth employment challenge

The UK Commission's youth related investments will have a positive impact on the opportunities available to young people at every point of entry to the labour market:

School and college leavers

The majority of young people embark on a career once leaving compulsory or further education. So there is a need to provide more entry routes into work for these young people, and to equip them with the skills necessary to succeed. To this aim, the UK Commission and employers have created more apprenticeship opportunities, increased the number of work placements and invested in the creation of valuable information, advice and guidance which will help school and college leavers map out their career.

Graduates

The UK's relatively high rate of young people entering Higher Education means that it is vital for UK industry to ensure that HE courses are meeting employers' needs; and the long term trend of graduate underemployment shows that relevant entry and progression routes must be in place to make the most of graduate potential. Our investments address this through facilitating employer and Higher Education collaboration, and removing some of the barriers employers face in recruiting and training graduates.

Unemployed people

With young people being one of the hardest hit demographics of the recent recession there is a danger of them becoming disenfranchised with the labour market. With this in mind, our investments that increase the employability of unemployed people will contribute towards meeting the youth employment challenge.

All of our youth related investments can be grouped into the following three activities:

- **Investments to improve sector attractiveness, IAG and careers information**
- **Investments that provide more career opportunities for young people in the sector**
- **Investments that help unemployed people into the labour market**

Investments to improve sector attractiveness, IAG and careers information

One of the main barriers young people face is a lack of information about the choices available to them. In order to make informed choices that will lead either directly to employment or to the development of the skills needed for employment, young people need to have clearly signposted information, advice and guidance in order to map out their careers.

Many employers also need support and advice to help them overcome some of the barriers that prevent them from employing a young person. The UK Commission has invested in employer led projects that will increase the amount of IAG available to young people and employers through the creation and extension of web portals, employer visits, business backed competitions and industry wide careers fairs.

Case Study: e-skills UK

Big Ambition in Scotland and Wales (ambTion)

Target group: School and college leavers

Sector: Creative and Digital

"Working in IT is a satisfying career that will challenge and reward the best, and particularly those who combine technical and business skills. BigAmbition Wales will inspire and encourage young people to consider this dynamic and fast-growing sector."

Ian Clark of General Dynamics UK Limited, a leader in the integration of cutting-edge defence and security systems to military, government and civil customers worldwide

e-skills UK developed their ambTion project to address the issue of the UK ITC workforce failing to deliver quickly enough. Attracting new talent into the sector was difficult and many young people seem to distance themselves from a career pathway in IT after their experience with the subject at school.

e-skills UK's Ambitions is a UK-wide programme of valuable online career resources for 14–19 year olds in England, Scotland and Wales (BigAmbition), and Northern Ireland (Bring IT On). Support from the UK Commission for Employment and Skills through the Employer Investment Fund (EIF), has enabled e-skills UK to create brand new BigAmbition sites for Scotland and Wales, featuring unique content.

ambTion resources allow young people to:

- hear about life as an IT professional by watching any of over 75 video interviews
- find out about potential employers through company-profile videos featuring big names like Microsoft, BBC and BT
- discover the perfect IT job using interactive games and quizzes
- learn about current technology career trends through news articles

Young learners, employers and teachers are all utilising ambTion tools with:

- More than 100,000 users across the sites
- 300+ registered teachers
- 60+ companies featured on the sites ranging from Microsoft and IBM to MySpace and the BBC
- 240+ hours of online teaching resources for 14–19 learners, mapped to a range of Key Stage 4 and 5 qualifications, plus accompanying downloadable support material
- 90+ IT professional role model profiles, 36% of which are female

Case Study: Creative & Cultural Skills

Ambassadors for Growth

Target group: All Young People
Sector: Creative and Digital

"I am delighted that these organisations have come forward to host Ambassadors, who will make a huge difference to our campaign to engage the creative and cultural industries in skills and training...I hope that their work will inspire a new set of businesses to take on apprentices, and commit to working with young people, supporting a next generation of talent in to the industry."

Pauline Tambling, Joint CEO, Creative & Cultural Skills and Managing Director, National Skills Academy for Creative & Cultural

With investment from the Employer Investment Fund, Creative & Cultural Skills have launched their **Skills Ambassadors** programme to help reach small businesses and individuals working in the creative sector. Industry Ambassadors have been selected to engage businesses on their skills needs, particularly in relation to young people in an attempt to find solutions to some of the challenges they face. The ambassadors will use their extensive knowledge and experience to help micro businesses access the skills and training resources needed and boost employer investment in the skills of young people.

Amongst other things Ambassadors will have the objectives of:

1. Ensuring that every young person in the UK has access to industry-endorsed information, advice and guidance, helping them to make the best choices about their futures.
2. They will facilitate a change in recruitment culture across the creative sector, opening up access to talent through paid internships and apprenticeships
3. Enable creative sector employers and employees, freelancers and sole traders, to access the best tools and training to support their growth.

Investments that provide more opportunities for young people

Work experience

When employers take on young people directly from education they tend to find them well prepared for work. Where they don't this can usually be attributed to lack of experience. But this puts young people in a Catch-22 situation: no job, no experience; no experience, no job.

To give young people the experience they need to get into the work, the UK Commission will co-invest in projects that will return a minimum of **17,000** new work placements by the end of 2014.

Case Study: Financial Skills Partnership

Graduate Foundation College

Target group: Graduates
Sector: Services

The Graduate Foundation College is an ambitious industry-led initiative to help young, unemployed graduates qualify as advisers and fill much needed positions in small and medium sized advisory firms across the country.

The College offers a structured programme of academic training and industry experience to bright, young and unemployed graduates in order to increase their employability as future advisers.

Participating firms who are interested in recruiting new talent but who cannot necessarily fund their initial training and induction into the profession will have access to these candidates as potential new employees.

The candidates will achieve an entry level standard into the world of financial advice and during the programme candidates will be introduced to a participating firm, which in turn provides invaluable insight and experience. At the same time, the firm can assess the employability of their candidate as well as build a potentially highly beneficial new relationship for the longer term.

The pilot programme will create opportunities for up to 150 young, unemployed graduates and increase their employability for small to medium sized advisory firms, potentially leading to a career as a financial adviser. The College will deliver a 10 week pre-employment training programme, with access to e-learning, face to face workshops, exam preparation training and invaluable industry experience for successful graduates.

Participating firms will be able to take on candidates with a view to offering an internship placement and increase the probability of employing fresh talent into their business, with a lot of the hard work already done for them.

The Graduate Foundation College has been developed by the Financial Skills Partnership in association with Aviva, Chartered Insurance Institute (CII), Department of Work and Pensions (DWP), Inmarkets, Institute of Financial Planning (IFP), Just Retirement, Mymar, National Skills Academy - Financial Services, Personal Finance Society (PFS), Redland Business Solutions, Scottish Widows, Sesame Bankhall Group (SBG) and Tenet Group.

Apprenticeships

The difficulties that young people face in today's labour market are compounded by the fact that there has been an increase in competition between graduates and non-graduates for lower skilled jobs — and employers are tempted to overlook non-graduates in favour of those with a higher level of education.

To ensure that opportunities remain accessible to those young people that choose not to enter Higher Education we have, along with employers, invested in projects which will see a return of **19,000** new Apprenticeships available to non-graduates by the end of 2014.

Case Study: Cogent

Technical Apprenticeship Service (TAS)

Target group: School and college leavers
Sector: Manufacturing

"This is a really exciting time for the nuclear industry and I am really pleased that Magnox are able to support the development of a new generation of nuclear workers through the sponsorship of the apprenticeship programme. This is also another opportunity for us to continue to work jointly with our supply chain to create interesting career paths for keen, motivated individuals."

Mandy Walker, the Learning & Development Manager for Magnox

With £900k co-investment from the UK Commission and £3.6m from employers, Cogent has launched the Technical Apprenticeship Services (TAS) which will double Apprenticeship numbers in the science-based industries, particularly in Small and Medium sized Enterprises (SMEs).

The TAS will develop a "one stop shop" approach to Apprenticeship provision for employers, including a recruitment service and the facility to employ the apprentice on behalf of the employer.

200 new Apprenticeships places will be created at level 3 by the end of 2013. The vision "real jobs for real apprentices"

means that there will be no barriers to an employer taking on the apprentice at any time or to awarding them pay-rises in line with other employees. 510 Apprentices will take up training and employment by 2014.

The TAS has recently announced a new apprenticeship supply chain with Magnox Ltd. The project will see Magnox Ltd sponsor twelve apprentices in the South West and South East, near its sites; at Sizewell, Bradwell, Berkeley, Oldbury and Hinkley, offering exciting opportunities to local school and college leavers keen to secure an alternative to university study.

Graduate opportunities

Graduate unemployment is a well documented aspect of the recent economic downturn, with one in five of those graduating in the last two years remaining unemployed

To help alleviate graduate unemployment and increase employer investment in the skills development of graduates, employers and the UK Commission have invested in projects that will increase the number of graduate positions, increase graduate employability and ensure that Higher Education provision is meeting employer needs. This will lead to, amongst other things, direct employment of 700 graduates by the end of 2014.

Case Study: Creative Skillset

On Course

Target group: Graduates
Sector: Creative and Digital

"The benefit of studying an accredited course is employers really taking notice of what you are doing and it helps to get the vital first step on the ladder."

**Jeremy Booth, Bournemouth University, BA (Hons)
Computer Visualisation and Animation**

"I studied at Bournemouth on the computer visualization and animation course and I graduated last year. Studying an accredited course really helped when I went out and started meeting employers. I managed to secure an internship at Double Negative and afterwards they offered me a full time position. It is hard to find job opportunities after studying a creative course, but it just shows how the Creative Skillset tick is working to get students into employment."

Azhur Mohammed, Double Negative

UKCES funding has supported Creative Skillset's "Pick the Tick" accreditation scheme which awards the Tick to only those universities and degree courses that have been identified as centres of excellence in creative media disciplines and provide the most up-to-date, industry relevant training available.

With over 122 employers and a wide range of industry experts involved in assessment, employers can be sure that tick graduates will have the right sector specific skills in place to allow their business to grow thus increasing the number of entry opportunities in the sector.

Pick the Tick has been hugely successful to date with:

- 1 in 3 students from Tick courses finding employment 6 months after graduating
- an increase in media graduates entering the Creative Media industries over the last two years
- a growth in students wanting to apply.

Investments that help unemployed people into the labour market

Alongside the UK Commission's youth related investments there are a number of investments in the portfolio that target opportunities for unemployed people. Although these projects have a broader focus they will nevertheless contribute to our drive to increase employment opportunities for young people through work placements, pre-employment training and entry roles specifically available to unemployed people.

Case Study: Improve

Tasty Jobs

Target group: Unemployed people
Sector: Services

The National Skills Academy for Food & Drink has named the first firms to step forward to support a ground-breaking new recruitment initiative designed to help food and drink manufacturing firms attract more local employees and get more young people into the industry.

Premium meat producer - McIntosh Donald, leading Scottish beef processing company AK Stoddart and chilled seafood producer Blue Earth Foods along with the UK's largest national catering butcher, Fairfax Meadow, and leading international producer of fresh prepared foods and produce Yorkshire Fresh Fruit (part of the Bakkavor group) have all pledged direct support for the Tasty Jobs pilot project which aims to ensure local unemployed people have the right

skills, experience and knowledge to be job-ready for vacancies at the companies. Under the scheme, all candidates who successfully complete the training are guaranteed a job interview. While firms retain selection rights, the vast majority of trainees are expected to secure long-term employment at the company where they have trained.

Each firm taking part commits to host a mix of on-site and classroom training lasting up to six weeks. Candidates train in a "live" environment at company premises but away from main production lines and always under the guidance of Academy trainers.

Unemployed people will be able to gain the experience and skills needed to break into the jobs loop without fear of compromising their unemployment benefit, it removes the financial insecurity and time-consuming red tape associated with moving on and off the unemployment register and into temporary positions. It is intended that at least 600 currently unemployed people will benefit from the pre-employment training.

Investing in youth employment — Our projects

AssetSkills

| Service

Routes to Employment

Target Group: Unemployed People

Fund: EIF

This project will link the UK wide Department for Work and Pensions Work Programme with employment opportunities in cleaning, facilities management and parking together with a training intervention (funded through the Work Programme). The programme will lead to sustained work or structured work experience that directly connects the supply of trained personnel with employment demand.

Increasing Employer Investment in Higher level skills

Target Group: Graduates

Fund: EIF

This project will develop sector-focused networks of employers and Higher Education Institutions (HEIs). They will provide a route for employers to influence and participate in course design, and in the development of workplace learning materials. This will lead to the development and promotion of work placement programmes and professional traineeships.

Youth Employment Charter

Target Group: 16–24 year olds

Fund: EIF

The programme will increase employment of young people in the service sector through amongst other things the provision of employability training to newly unemployed young people, the launch of an employer engagement service and the launch of an e-based matching service linking employers to educational institutions.

CIPP

| Service

Financial Skills Resource Solutions to Support business Growth and Sustainability

Target Group: 16–18 year olds

Fund: GIF

This investment will create an Apprenticeship Training Agency for financial administration resulting in the increase in apprenticeship take up within the sector.

Cogent

| Manufacturing

Technical Apprenticeship Service for Science Based Industries

Target Group: 16–18 year olds

Fund: GIF

Cogent have launched the Technical Apprenticeship Service (TAS) which will double apprenticeship numbers in science based industries particularly SMEs. The TAS Was one of the first Apprenticeship Training Agencies to be recognised by the National Apprenticeship Service (NAS).

Nuclear

Target Group: 16–24 year olds

Fund: EIF

Cogent will improve the information available and provide inspiration to individuals looking to enter the industry. Linkage to the school curriculum will enable teachers and career advisors to benefit from this tool.

Cogent

| Manufacturing

Life Sciences Skills Pathways

Target Group: 16–24 year olds

Fund: EIF

This investment aims to increase the supply of essential skills to the UK Life Sciences economy by increasing the number of science technicians and the development of more work ready graduates through an employability kite marking scheme.

Women into STEM Apprenticeships Programme

Target Group: 16–18 year olds

Fund: EIF 3

The UK Commission's investment in Cogent's Women into STEM Apprenticeships Programme will address diversity gaps in science based industries through creating additional opportunities for young women.

Creative & Cultural Skills

| Creative and Digital

Ambassadors for Growth

Target Group: Unemployed People

Fund: EIF

The Ambassadors, a network of sector experts, will directly engage over 1,700 employers and coordinate workplace careers events for 13-16 year olds. This will lead to raised and sustained levels of engagement of school age children regarding the range of careers available in the creative sectors.

Academies in Scotland, Wales and Northern Ireland

Target Group: 16–24 year olds

Fund: EIF

This project extended the successful National Skills Academy for Creative and Cultural in England to Scotland, Wales and Northern Ireland. The Academies' primary focus will be the delivery of: Apprenticeships; continuing professional development (CPD) provision; and careers information, advice and guidance (IAG).

Creative Skillset

| Creative and Digital

Creative Futures

Target Group: 16–24 year olds

Fund: EIF

Creative Futures is a package of strategic interventions and pilot schemes identified by employers and designed to achieve a fundamental transformation in skills within the Creative Industries. Amongst these interventions and pilots are projects that will increase employer and education institute collaboration resulting in more employment opportunities for creative students.

Extending the Tick

Target Group: 16-24 year olds

Fund: EIF

This project has extended the Creative Skillset Tick kitemark to Apprenticeships, Internships, vocational progression and feeder courses. It will also set standards and guidelines for best practice delivery in a wider range of courses in further and higher education.

Creative Skillset

| Creative and Digital

Creative Advance

Target Group: Graduates

Fund: EIF

Creative Advance will further accelerate Creative Skillset's successful "Pick the Tick" degree course accreditation by bringing 60 creative courses up to the "Tick" standard.

Skillset on Course

Target Group: Graduates

Fund: GIF

Skillset on Course has accelerated Creative Skillset's accreditation of practice based Higher Education degree courses. The accreditation will provide an ongoing link between industry and higher education, facilitating employer input into courses and engagement with students, driving up graduate employment opportunities.

Energy and Utility Skills

| Energy

Raising the Sector Profile to Attract New Entrants

Target Group: 16–18 year olds

Fund: EIF

Energy and Utility Skills will develop a suite of interactive tools which will increase entry into the sector. Tools will be targeted at young people and careers advisors to boost the attractiveness of the sector.

Talent Bank

Target Group: 16–18 year olds

Fund: GIF

Energy & Utility Skills (EU Skills) will establish an employer led Talent Bank, providing a recruitment and training hub which will amongst other things. Directly employ Apprentices and other trainees and provide cross industry placements and opportunities.

e-skills UK

| Creative and Digital

AmbITions

Target Group: Unemployed People

Fund: EIF

AmbITion will increase the talent pipeline into the IT industry through bringing together a number of innovative skills solutions. AmbITion includes the creation of a new stimulating GCSE curriculum for IT, IAG insights into IT related apprenticeships and courses as well as the continuation of the award winning Computer Clubs for Girls.

Informed Choices

Target Group: 16–18 year olds

Fund: EIF

Informed Choices will inspire young people to pursue an IT related career through provisions of career insight programmes, employer interaction with learners and teachers as well as the creation of a stimulating new curriculum for 14–16 year olds.

e-skills UK

| Creative and Digital

Vocational Pathways

Target Group: 16–18 year olds

Fund: EIF

Investment in Vocational Pathways will transform opportunities for young people in the IT sector through opening up vocational routes to employment. The project will create a pre-apprenticeship education course to help more young people secure jobs in the sector as well as create a Young Professional programme that will set an industry wide learning framework to help new recruits.

Sector Managed Apprenticeships

Target Group: 16–18 year olds

Fund: GIF

Eskills have created an apprentice programme for the IT sector through extending BT's employer managed apprenticeship model to other employers, particularly SMEs. This project will create jobs; change perceptions of the relevance of Apprenticeships to the IT sector and with the IT Talent Pool will help alleviate recruitment barriers. The sector-managed Apprenticeship programme will enable smaller companies to benefit from quality Apprenticeships that are usually only available to large organisations.

HE Pathways

Target Group: Graduates

Fund: EIF

Through this investment e-skills UK will develop a world-class pipeline of graduate talent into IT careers. Employers will support the enhancement of university degrees and offer attractive student placements, this will also address gender imbalance in IT degrees.

IT Industry Readiness

Target Group: Graduates

Fund: EIF

IT Industry Readiness will deliver a skills development package for students to help them develop the skills needed for a career in IT. This package includes skills self assessment tools, vocational industry recognised certificates and work experience opportunities particularly for female students.

FSP

| Service

Get in Get on — New People, New Jobs, New Skills

Target Group: 16–24 year olds

Fund: GIF

Our investment in "Get in Get on — New People, New Jobs, New Skills" will create new entry pathways and sustainable work opportunities for young people and non-traditional groups with recognised industry standards for entry into the sector. This will be achieved through the provision of an online learning platform, ambassadorial and outreach programmes as well as pre-employment placements and mentoring.

The Hidden Powerhouse

Target Group: Graduates

Fund: EIF

FSP will develop a foundation college, pre-employment programme, internships and an employment pathway, which will recruit unemployed graduates and fast track their employability into Small and Medium sized Enterprises.

IMI | Service

Attracting and retaining talent in the automotive sector

Target Group: 16–18 year olds

Fund : EIF

IMI will develop the infrastructure and resources to link careers teachers and practitioners with industry employers and trainers. This will give them first hand insight into what a career in the industry entails. Additionally, students will be come work ready through participation in the Headlights employability skills programmes as well have access to AUTOcity - an industry careers web portal.

Improve | Service

Tasty Jobs

Target Group: Unemployed People

Fund : EIF

"Tasty Jobs" represents work with employers in the meat sector to identify and address the barriers which prevent an unemployed person from securing long-term employment in their local community. It will provide solutions such as enabling unemployed individuals to undertake a pre-employment programme to ensure they are industry ready.

Tasty Graduates

Target Group: Graduates

Fund : EIF

Tasty Graduates will create a "Centre of Excellence in Food Production Engineering" within the UK and also a new Undergraduate level sandwich course in food engineering, through working with key industry employers and the Food & Drink Federation as part of their Graduate Ambition activity. The investment will also develop an applicant portal for use by employers and graduates to promote and "match" themselves.

Lantra | Agriculture

Promoting Careers - supporting entry and progression routes

Target Group: 16–18 year olds

Fund : EIF

Through this project Lantra will promote the image and available opportunities in the Agricultural sector to young people, career changers and those who find entering the workplace difficult. Along with employers they will develop an IAG web portal including career pathways, entry points and up to date opportunities.

NSA Nuclear | Energy

Transformational Growth in the nuclear industry — A National Nuclear Gateway

Target Group: 16–18 year olds

Fund : GIF

This project will deliver transformational growth in the UK nuclear industry by equipping businesses with the skills to deliver the nuclear new build programme. The approach includes the approval of apprenticeship schemes which will generate 3000 new apprentice places by 2016.

People 1st | Service

Helping the unemployed

Target Group: Unemployed People

Fund : EIF

This investment includes five strands of youth related work: raising the standard of pre employment training delivery; developing the concept of an employment academy model; piloting the employment academy concept in low qualification zones to provide opportunities; providing SMEs with easier access to a talent pool of appropriately trained individuals (to a recognised industry standard) and strengthening links between pre employment and apprenticeships.

Hospitality Guild

Target Group: 16–18 year olds

Fund : GIF

People 1st have created a Hospitality Guild which will broker 500 new Apprenticeship places, introduce four voluntary Licence to Practice schemes and support 15,000 unemployed people to find work. The Guild will provide a unified approach to raising skills by bringing the SSC, National Skills Academy, employers and a range of professional bodies together.

Increasing Business Investment Skills

Target Group: 16–18 year olds

Fund : EIF

With this investment People 1st will continue to build employer understanding of apprenticeships and offer free advice and guidance to help employers find the right solution. They will also test and roll-out a number of innovative delivery methods providers to widen access to apprenticeships, and set up a hospitality-specific Apprenticeship Training Association (ATA).

Semta | Manufacturing

Attracting New Talent to Fill the Skills Gaps in SMEs through Apprenticeships

Target Group: 16–18 year olds

Fund : GIF

This SEMTA project will contribute to achieving the vision of dramatically increasing the take up of apprenticeships and Modern Apprenticeships across the UK by supply chain companies. UKCES funding will support the development of solutions to identified barriers and support engagement of SMEs and potential apprentices.

Attracting New Talent to Fill the Skills Gaps in SMEs through Graduates

Target Group: Graduates

Fund : EIF

This investment will increase the number of SMEs who recruit Science, Technology, Engineering and Mathematics (STEM) graduates. Solutions to identified barriers in the sector will be provided as well as the application of current 'Best Practice' from the Electronics sector across the Advanced Manufacturing and Engineering (AME) sectors.

Semta

| Manufacturing

Securing Employment for 200 Unemployed Graduates

Target Group: Graduates

Fund: EIF

This project will deliver direct employment of 200 engineering graduates into SMEs in the Advanced Manufacturing and Engineering sector. With only 15% of SME employers currently employing a graduate this will significantly increase the number of opportunities for young people in Advanced Manufacturing sector.

Skills Active

| Service

Group Training Association

Target Group: 16–18 year olds

Fund:

SkillsActive is creating a Group Training Association (GTA) for the Sport & Active leisure sector which will enable employers to have a single route to access and invest in quality approved training. The GTA will see an increase in the number of Apprenticeship opportunities for young people as well as an increase in the engagement of SMEs on the skills agenda.

Skills for Logistics

| Logistics

Local Logistics

Target Group: Unemployed People

Fund: EIF

Skills for Logistics will create Local Logistics Community Networks (LLCNs) where clusters of employers will take action to create local talent pools, attracting new and able job-seekers into the sector.

Skillsmart

| Service

Retail PREP — Retail pre-apprenticeship programme

Target Group: 16–18 year olds

Fund: EIF

Skillsmart Retail, with the support of UKCES investment, will create a pre-apprenticeship programme for the retail sector that will increase the employability of enrolled young people and will include guaranteed interviews and employment opportunities for those that complete the course.

Summit Skills

| Built Environment

Test Drive Talent

Target Group: 16–18 year olds

Fund: EIF

This project will establish a network of brokers which will provide talented learners on full-time building services engineering (BSE) courses work placement opportunities. Sector specific toolkits and guidance materials will increase knowledge on the benefits of working with young people in the sector and overcome current barriers and misconceptions. As part of this process, employers will also sign up to a "Youth Policy."

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:

www.ukces.org.uk/gif

The **Employer Investment Fund** is open to SSCs across the nation and aims to stimulate employer investment in skills and to improve the use of these skills in the workplace in the most effective way.

For more information:

www.ukces.org.uk/eif

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.

To learn more:

www.ukces.org.uk/employership



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.

Please visit:

www.ukces.org.uk/ourwork/youthemployment