



Scrutiny Review

Employment and Education



Stockton-on-Tees
BOROUGH COUNCIL

Big plans, bright future

“Our ambition is to create a Borough that is more confident, more vibrant and more successful than ever before. A place where people prosper and grow, where they feel happy, safe and healthy.

A place where people can see that our drive, integrity and imagination have delivered genuine improvement and exceptional value for money. A place that every single one of us is proud of. This is our vision.

We’re on with it.”



Stockton-on-Tees
BOROUGH COUNCIL

STRAND ONE : DEMAND

Lead: Richard Poundford
Head of Regeneration & Economic Development

Presenting: Louise McDonald
Economic Strategy Manager



Stockton-on-Tees
BOROUGH COUNCIL

What's the baseline?

- **Priority & Growth Sectors** / Tees Valley Sector Action Plans – Digital and Creative, Advanced Manufacturing, Health, Logistics, Processing, and Low Carbon – **but are we attracting young people to these sectors?**
- There were 525 (net) new VAT /PAYE business start-ups between 2004-2012, and an increase of 2,000 people to 8,800 who became self employed – **do young people see self-employment as a viable alternative to employee?**
- In May 2013 almost 1 in 3 of those people claiming Job Seekers Allowance were aged between 16-24 years (2,040) and of these 8% (560) were aged 16-19

Job Seekers Allowance Claimant Count
Aged 16-64

	July 2010	July 2011	July 2012	July 2013
Aged 17	15	15	20	15
Aged 18	215	245	255	175
Aged 19	300	340	385	305
Aged 20-24	1,270	1,515	1,630	1,490
TOTAL	1,800	2,115	2,290	1,985

Employer / Business Perspectives

- Many have high expectations of young people during the recruitment process, which controls entry to jobs, and find it difficult to assess young people with limited work experience
- Use more traditional means of recruitment e.g. websites, on-line job boards, and newspaper adverts
- Have 'dress code' expectations
- Expect young people to be prepared and ready for work



(Unemployed) Young people perspectives

- Many lack knowledge about job opportunities, how to apply, and how to write a good CV & application
- Use a 'scatter gun' approach to applying and do not adequately think about or research where they want to work
- Confidence is an issue for many young people – they don't know how to talk about their skills or 'market' themselves
- Young people like 'open' recruitment channels like social media



- Recruitment processes are lengthy and not very transparent – employer feedback is too infrequent for them to learn from
- Barriers to finding work include lack of available jobs, lack of experience, personal circumstances

What can employers do?

- Make the case for recruiting young people i.e. build talent and skills, motivate young people, increase work place diversity, enhance employer brand and cost effectiveness of developing own staff
- Adapt their expectations of young people...instead of work ready, can they see the potential to train and mold
- Create different access routes to work, such as apprenticeships or school-leaver programmes
- Broaden outreach and promotion of their work through social media, engagement with schools, job fairs
- Ensure a youth friendly and transparent recruitment process



Next Steps?

Member visits to:



NI**f****CO**

FUJIFILM
Diosynth
biotechnologies

Scrutiny Members to test these assumptions and proposals with businesses



Stockton-on-Tees
BOROUGH COUNCIL