

# Scrutiny Review Employment and Education



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."



# STRAND ONE : DEMAND

Lead: Richard Poundford Head of Regeneration & Economic Development

Presenting: Louise McDonald Economic Strategy Manager



# 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 Cla Aged 16-64	Seekers Allowance Claimant Count d 16-64		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
n-on-Tees		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, online 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?

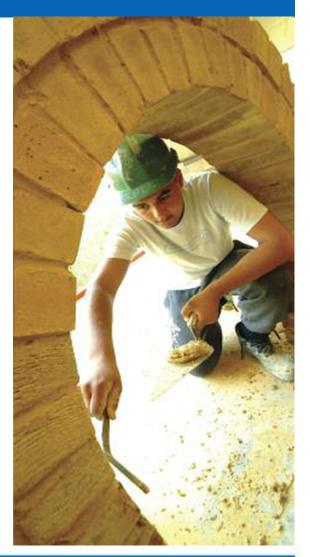
•Make the case for recruiting young people i.e. build talent and skills, motivate young people, increase work place diversity, enhance employer brand and cost effectiveness of developing own staff

•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:







Scrutiny Members to test these assumptions and proposals with businesses

