

backing young Britain

A guide for employers

www.hmg.gov.uk/backingyoungbritain

SOUND BUSINESS SENSE

Backing young people through Apprenticeships, employment and experience of work is good for business and good for Britain.

This leaflet explains how you can harness the enthusiasm, ambition and potential of young people for your business – increasing your organisation's productivity, competitiveness and innovative capacity.

The Government is committed to supporting you.

Apprenticeship funding has increased by almost a quarter since 2007/08 to over £1 billion in 2009/10. The Government's £1 billion Future Jobs Fund is creating 120,000 new jobs for young people on Jobseeker's Allowance, and, through the Graduate Talent Pool, it is easier than ever to find highly skilled graduates to make a real difference to your business.

You can back young Britain by:

- Offering an Apprenticeship
- Giving a young person a job
- Providing experience of work.

For more information and help on any of the approaches outlined in this leaflet, visit the Backing Young Britain website at www.hmg.gov.uk/backingyoungbritain.

If you have a specific enquiry you can email the Backing Young Britain team at byb.info@dwp.gsi.gov.uk.

Alternatively, you can contact a Recruitment Adviser at your local Jobcentre Plus.

In areas outside of England, skills and training are a devolved responsibility and, therefore, some of the information provided in this website may be relevant in England only.

OFFERING AN APPRENTICESHIP

Apprenticeships are work-based training programmes designed around the needs of you, the employer. They help young people reach their full potential and gain a nationally recognised qualification, while you get the well-rounded, skilled employee you need.

Training is either part or wholly funded by the National Apprenticeship Service. With nearly 200 different job roles an apprentice can undertake, and all designed by the Sector Skills Councils, there's bound to be a place for an apprentice in your organisation.

Why take on an apprentice?

Taking on an apprentice can help you:

- Address skills gaps and recruitment difficulties in your business
- By providing you with a highly motivated employee, with qualifications that reflect the latest technology and working practices in your sector
- Retain vital expertise when people leave or retire
- Access a range of Government-funded training and support

- Send a positive message about your company to the local community.

To find out more about Apprenticeships visit the Backing Young Britain website, or go direct to the National Apprenticeship Service at www.apprenticeships.org.uk or **08000 150 600**. The National Apprenticeship Service offers a free expert support service for employers, to guide you through the whole Apprenticeship process. It also provides Apprenticeships Vacancies, a free online recruitment tool that matches potential apprentices with your vacancies.

Apprenticeship facts

80% of employers who employ apprentices agree they make their workplace more productive.

81% of consumers favour using a company that takes on apprentices.

GIVING A YOUNG PERSON A JOB

Offering a young person a job can have huge benefits for the individual and for your organisation. By investing in fresh new talent you will strengthen your business as we move out of recession and provide the building blocks for a shared future economic prosperity.

Why recruit a young person?

It is now easier and quicker than ever to find the right person for your business, and from cash subsidies to long-term partnerships, we can help you every step of the way.

Working in partnership with Jobcentre Plus, you can:

- Work with a recruitment adviser and receive a personal service to ensure you get the right candidate for your needs
- Give a young employee a no-obligation work trial
- Find out if you are eligible for the £1,000 cash-back for taking on a young recruit
- Find out more about the Government funding that could help you with salary costs

- Find out about fully-funded, flexible training opportunities to provide prospective employees with the skills you need.

For more information, register your details on the Backing Young Britain website at

www.hmg.gov.uk/backingyoungbritain.

You can also learn more about all the different options and services that are available by speaking to a Recruitment Adviser at your local Jobcentre Plus.

PROVIDING EXPERIENCE OF WORK

Whether it's through a two-week work experience programme or a six-month internship scheme, it's essential that young people gain real-life experience of work to enter the jobs market.

Young people are eager to offer you a period of commitment and hard work in your company, and can provide you with a flexible solution to your business needs.

There are many ways that we can help you to offer young people experience of work.

Internships

An internship is a fixed-term period of work experience. It is an effective way of attracting a talented graduate or non-graduate into your organisation and gives a young person the chance to enhance their employability and career prospects. Internships can be paid or unpaid – we encourage employers to pay interns for the valuable contribution that they make to businesses.

Why take on an intern?

By taking on an intern you:

- Access talented, enthusiastic and ambitious individuals who are keen to work for you
- Utilise new skills and flexible resources to build your business and complete projects
- Utilise a cost-effective and flexible solution to your recruitment needs
- Promote yourself as a desirable employer with a diverse talent pool
- Assess the quality of potential staff – your intern could even be a future leader of your organisation.

Graduate internships

A young graduate with passion and enthusiasm will be keen to put everything they've learnt through university into practice. They are already well prepared for work, which means an intern should bring real value to your workplace.

To find out more about graduate internships visit the Backing Young Britain website, or go direct to the new Graduate Talent Pool online service at [graduatetalentpool.direct.gov.uk](https://www.graduatetalentpool.direct.gov.uk).

The site provides you with all the advice and tools you need to start offering internships that maximise the benefit to your organisation. For queries call the helpline on **0845 072 7598**.

service has been set up, managed by Reed in Partnership, which you can access at

www.backingyoungbritain.co.uk.

Internship fact

According to a report by Lancaster University, graduate recruitment programmes generate a return of £5.30 for every £1 of investment, and the average graduate pays for themselves within 20 months of starting.

Non-graduate internships

There are many enthusiastic young people in Britain who may not have chosen to take the path to university but who are bright, willing and able to come into your organisation and provide you with dedication, hard work and fresh new ideas.

To help you tap into this group of talented individuals, a specialised free

Additional information

Internships are also offered through Shell Step, the Economic Challenge Investment Fund (ECIF), the Low Carbon Future Leaders placement scheme, and are being promoted by the Federation of Small Businesses.

Skillset, in collaboration with Creative & Cultural Skills, Arts Council England and Skillfast-UK, are developing a code of practice to provide a guide to effective graduate internships in the creative industries and a set of best practice guidelines for employers. More information can be found at www.skillset.org/graduatecode.

Work Experience

You can also harness the talents of a young, eager individual through a short burst of work experience.

Why offer work experience?

Work experience not only offers young people an opportunity to enhance their employability and gain valuable new skills, it allows you to:

- Utilise flexible resources to complete a project
- Gain insight on target markets for your business
- Talent spot for your organisation.

To find out how to access Backing Young Britain work experience places, managed by Reed in Partnership, visit

www.backingyoungbritain.co.uk.

Mentoring

Volunteering your time to mentor school, college or university leavers is one of the most effective ways to support young people and help them develop into strong candidates for employment.

Why mentor a young person?

Through mentoring, you can:

- Make a huge impact on a young person by sharing your knowledge and experience – inspiring them to succeed
- Receive huge satisfaction in being a role model for a young person
- Develop skills that you can bring to your business
- Talent spot for your organisation.

If you like the idea of giving your time to help local young people you can find out more from Nord Anglia Education who are providing training and support, in partnership with Backing Young Britain, at www.backingyoungbritain-mentoring.org.uk.

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