

Employer Handbook Youth Pledge for Employers



Handbook Purpose



Please be aware that this document is intended as information only and is not intended to constitute advice

As there are such a variety of organisations engaging with Youth Pledge for Employers, we can't know what is right for each of you from a legal or compliance perspective, so we expect you to follow your own due diligence processes for activities you offer to young people.

It does however contain, what we hope, are useful links for your business to develop your young person facing offer as an organisation and we will be happy to discuss your needs individually to best support you to as a business.

If you have any questions at all, please do get in touch with your local Business Connector.

Introduction



Thank you for signing up to be a part of the Youth Pledge for Employers programme! We are so grateful for your support to young people in our region.

As you know, we are a team running across Norfolk and Suffolk that are engaging with micro, small or medium-sized employers to offer work inspiration, experience or employment opportunities for 16-24-year-olds.

We have two Business Connectors in each county who will work with you to decide what opportunity fits best with your business. Our project team can also create a page on www.icanbea.org.uk for you, work to join you up with young person facing organisations and help you realise your plans.

So, whether you have lots of experience in working with young people or you have never done this before, we will offer the right support for your organisation.

Next Steps:

1. Your Business Connector will send you a link to a MS Form to get your www.icanbea.org.uk page set up if you would like to be on this site. Or they can do this with you to save you a job!
2. Choose the opportunities that you want to offer if you haven't done so already. Check out [x page](#) for further information about what you can offer or schedule a call with your Business Connector.
3. We will advertise your opportunity on your completed icanbea page as well as circulating this to young person facing organisations through our monthly log that we share across the counties.

How You Can Help



Here are some ideas of how you can help:

- Host a Work Experience (WEX) placement
- Give a work trial
- Be a mentor
- Offer an Apprenticeship
- Give a talk or a tour
- Host a taster day for young people
- Offer employment with associated training
- Choose to offer bespoke support to a young person with special educational needs or who is leaving care



Work Experience



Learning from the experience of our employers, you may want to:

Research offering work experience as a business – we've added some handy links to sites you may find useful if you are doing this for the first time.

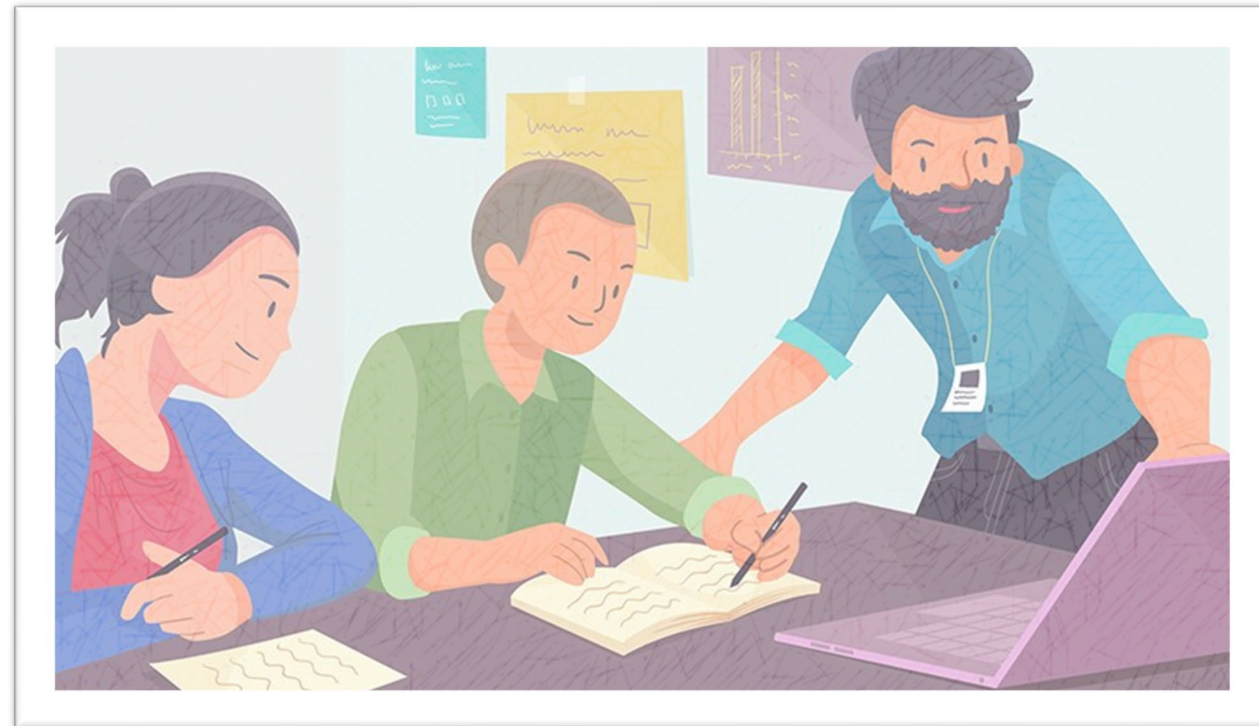
Consider how you are advertising your opportunity. Feedback tells us that young people are interested to know key points about work experience such as:

- When will it be? (Work experience can be offered in blocks or for one day a week over time, for example)
- How long will it last?
- What their days will look like?
- What support will be available?
- Create a work plan for activities they will be involved with

Think about the fact that your work experience person may never have been in the workplace before, so it can be helpful to:

- Break tasks down
- Say the things you think may be obvious
- Be clear about rules, for example around internet or mobile phone usage
- Offer regular chances for them to check in with the person
- Think about who is supporting them.

Though not all work experience is part of a recruitment process, offering to act as a referee can be a really positive way to support someone after their time with you finishes.



Work Experience Quick Links

Quick Links

<https://www.youthemployment.org.uk/youth-employment-experts/work-experience-employer-guide/key-questions-for-employers-offering-work-experience-to-ask/>

[making-work-experience-work-top-tips-for-employers_2014_tcm18-10924.pdf \(cipd.co.uk\)](https://www.cipd.co.uk/making-work-experience-work-top-tips-for-employers-2014-tcm18-10924.pdf)

[Working hours and pay during work experience: Young workers, apprentices and work experience – Acas](https://www.acas.org.uk/working-hours-and-pay-during-work-experience-young-workers-apprentices-and-work-experience)

<https://www.hse.gov.uk/youngpeople/>



Employment

Offering employment to a young person can bring great benefits to your organisation. Employers say that often the fresh ideas and enthusiasm that young people offer, brings a new energy to the workplace.

As it is a very competitive employment market, these points below may be of use to you:

- Young people often find adverts including information about 'A typical workday' more engaging than a standard Job Description. You could use the Skills Matching function on www.icanbea.org.uk to showcase the broader skills you need if you advertise your vacancy for free here.
- They also enjoy hearing what it is like to work in your organisation from peers. You could create a video for this, and we could link it to your profile on the www.icanbea.org.uk site.
- A workplace tour can be useful too as it is interactive to help people understand what it is like to work in your business, and this can be a handy chance to meet people prior to interview.
- Do think about mentoring and development in advance as knowing about support that will be in place in a new role is crucial for most people.
- As you are a professional organisation, you will be finding out about any legal or regulatory steps you may need to take. There are some quick links on the next slide provided for information, though it is always useful to take professional advice if you have any queries.
- Like any other employee, young people may have protected characteristics or require additional help. You could think about arranging work patterns to support childcare needs or at times to support a young carer. Maybe consider how workspaces are arranged to ensure there is access space or introducing a quiet area, particularly helpful for those in stressful roles!



Employment Quick Links

Quick Links

- [Working hours and pay during work experience: Young workers, apprentices and work experience – Acas](#)
- <https://www.youthemployment.org.uk/youth-employment-experts/advice-for-employers/>
- <https://www.hse.gov.uk/youngpeople/>



Work Trial or Sector Based Work Academy Programme



Work Trial

- A work trial is giving someone an opportunity to showcase their skills in your organisation within a role for a short fixed period of time.
- Best practice shows that independently-run work trials should be paid and part of a genuine recruitment process.
- You can run a work trial for someone claiming benefits through the Department of Work and Pensions where people are not paid but continue to claim benefits. If you are interested in this type of work trial, please speak to your local Business Connector who will link you up with your nearest DWP contact.

Our slides on work experience and employment may also be of interest if you are looking to offer this.

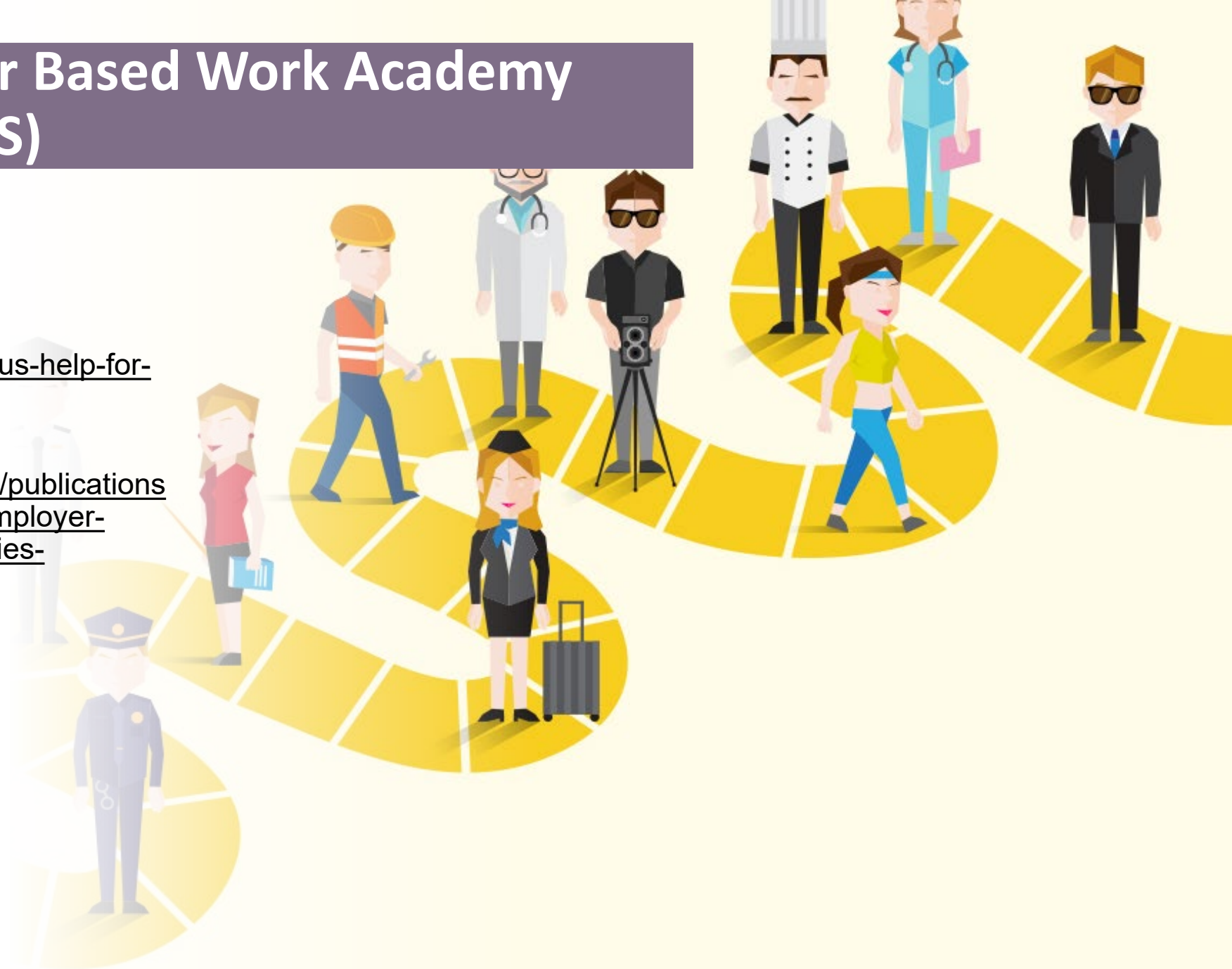
Sector Based Work Academy Programme

- A Sector Based Work Academy Programme (or SWAP) helps you to grow skills for your business by offering a structured programme of work experience plus an opportunity for interview for people receiving unemployment benefits. SWAPs can include a qualification and usually last no more than six weeks.
- If you are interested in this option, please speak to your Business Connector who will make contact with DWP on your behalf to help organise this.

Work Trial or Sector Based Work Academy Programme (SWAPS)

Quick Links

- <https://www.gov.uk/jobcentre-plus-help-for-recruiters/work-trials>
- <https://www.gov.uk/government/publications/sector-based-work-academies-employer-guide/sector-based-work-academies-employer-guide> \



Apprenticeships



- As you may well know, Apprenticeships are now available to people of all ages. They are a great opportunity to recruit in fresh skills, develop knowledge and behaviours as well as offer you the opportunity to grow your own talent in line with your own organisational values.
- There are a huge range of apprenticeships available in many different fields (now called 'Apprenticeship Standards') and you can get a taste of these by looking at the Institute for Apprenticeships and Technical Education's website [Apprenticeship search / Institute for Apprenticeships and Technical Education](#)
- If you want to find out more about apprenticeship generally, you can check out the benefits of apprenticeships here [What are the benefits of hiring an apprentice? \(apprenticeships.gov.uk\)](#). There is a wealth of information online about making apprenticeships work for you.
- Employers are now more in control than ever of apprenticeships because of how they are set up though, if you haven't had an apprentice recently, it can feel daunting, navigating this new landscape.
- However, in our region, we have dedicated teams to support you – Apprenticeships Norfolk and Apprenticeships Suffolk - who are on hand to offer bespoke support for your organisation and your apprenticeship needs. Your Business Connector can contact the team for you to organise this support, if you choose to access this service.



Apprenticeships

Quick Links

- [Employing an apprentice - GOV.UK \(www.gov.uk\)](http://www.gov.uk)
- [Apprenticeship search / Institute for Apprenticeships and Technical Education](#)



Talks



Virtual talks

Giving a talk can be a great way to inspire young people into your business or into your sector. It's also a great way to get involved if you have less time to give. For a virtual talk, we will:

- Get you to think about how it would work best for you. Many people prefer to pull together a presentation to focus their talk, though we can just do an interview with you, if you prefer.
- Book a mutually convenient time for a Teams Call that we will record and then share with organisations that are working with 16-24-year-olds. Talks usually last about 15-20 minutes though we will book out 30 minutes to make sure you have time to ask us any questions and prepare for your recording.
- Ask you to complete a consent form, including consent to share on social media. It will also ask you to make sure you have permission to use any images in your presentation.

For an in-person talk, we will:

- Support you to work with an appropriate young-person-facing organisation to complete this activity, if it is not one of our own events.
- Give you all the details you need to make things run as smoothly as possible.
- Help you to prepare by discussing suitable topics or activities.

Quick Links

[Career Talks | founders4schools](#)

[Advice for Employers - Youth Employment UK](#)





Tours

Tours give a great flavour of your business and are both useful inspiration for young people and a handy recruitment tool as well. We can link virtual tours to your [icanbea...](#) page for you.

- You could create a virtual, pre-recorded, tour of your organisation – remember, people now prefer to engage with content that looks more ‘real’ so this can be done on a Smart Phone.
- The key is to plan it! Let colleagues know in advance so they can put away any information that is confidential or sensitive or prepare to talk to you if you want to actively include them in your tour.
- Think about the main parts of your organisation that you may want to showcase. Do you have a specialism you want to share as you could focus a tour on this part of your business? Or do you want to showcase the diversity of your organisation? If so, you could make a short film of what your organisation is like if you walk through it, showing the different areas people work in.
- If this is face-to-face, you will, of course, need to make people aware of any health and safety requirements when on site e.g. exit routes, Covid-19 mitigations if these are in place etc.

Taster Days

Taster Days

- Taster days could be a morning or afternoon or the whole day. They require similar planning to tours and you may also find our 'Work Experience' slide useful to refer to.
- You will need to plan activities in more detail as the idea is to provide a more hands-on learning experience. Think about other team members who would be suitable to share what they do with young people as the more interesting and engaging you can make it the better. You may want to have a carousel of different activities for people to engage with
- **Remember for any face-to-face event, you will need to check access requirements of attendees.**

Quick Links

- [Workplace visits | founders4schools](#)
- [CEC-Introduction-v7.pdf \(careersandenterprise.co.uk\)](#)
- [Young people and work experience: A brief guide to health and safety for employers \(hse.gov.uk\)](#)



Other Activities



There are so many ways that you can get involved to support our young people locally, in a way that is right for you. We have included a few more ideas below that may also be of interest to you:

- **Mentoring** – you may want to give up some time to mentor a young person who is keen to embark on a certain career. We can link you up with organisations who can help you to facilitate this.
- **Becoming an Enterprise Adviser** – Norfolk and Suffolk are lucky to benefit from the Careers Hub who aim to increase industry engagement with schools and colleges across the region. You can become an Enterprise Adviser where you will be matched to an organisation to work in partnership to inspire young people.
- **Mock Interview Panellist** – Often work inspiration can be really practical and being part of a mock interview panel for a young person looking for work or looking to go into a specific sector can be a great opportunity to give your support.
- You may have **your own ideas** about how you would like to engage with young people, or want to know more about activities like **internships** or **traineeships**, or you may be looking to develop your own **corporate social responsibility programme** that involves working with 16-24-year-olds locally.
- Becoming a **Disability Confident** employer is easier than you think, and again, something that we can support you to find out more about.

If you have any queries about any of the ideas or information on here, please do get in touch with us via your Business Connector in the first instance or via our email youthpledgeforemployers@norfolk.gov.uk which covers both Norfolk and Suffolk. We hope these ideas have inspired you to think about how you could be a part of Youth Pledge for Employers! We look forward to working together to make a difference to young people in our region.



Norfolk County Council



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