

ACCESS GENERATION.

Youth employment accessibility research

After successfully assessing an initial 50 companies in our youth employment accessibility research, we have extended this to a further 150 companies. We focussed on three sectors; transport and logistics, manufacturing and engineering and food and drink.

“Are the headline results a key factor in the challenges that business face when recruiting?”

What we know

The initial pilot research identified valuable insights into the accessibility of the job section on company websites. We have since validated the assessment further with groups of young people at Loughborough University, De Montfort University, Twenty Twenty, Seed Creative and Talent Match Leicester.

The latest results from the East Midlands Chambers Quarterly Economic Survey stated that over half the businesses who responded were attempting to recruit and 58% of those had difficulties with their recruitment.

As the local enterprise partnership and the chambers are focussing on eight industry sectors as a priority for the region we chose three that are said to be experiencing challenges with recruitment.

The challenges stated were as follows;

- ➔ Brexit causing tightening of the labour market in the **food and drink industry** ([Guardian](#))
- ➔ Skills shortage in **manufacturing and engineering** ([Guardian](#))
- ➔ Ageing demographics in **transport and logistics** ([PWC](#))



Only 25% of businesses had an entry point for young people to gain employment



50% of businesses had a very poor or no job section on their website



Four out of five businesses failed to promote their employer brand

What we learnt

We have learnt the extent of barriers that young people face when applying for jobs online. We have also identified specific areas of support individual businesses need to improve their ability to attract and recruit young people.

What support is required?

Direct engagement with businesses, including:

- ➔ **FEEDBACK**
Specific examples of what is missing, what needs improvement compared to their peers
- ➔ **SUPPORT**
Provide examples of what good looks like
- ➔ **EDUCATION**
Provide insights into what young people are looking for from an employer



(To see the reference links view this document online).

What next?

The latest round of research will enable us to engage with businesses to offer support, feedback and educate them on how to become an employer of choice.

We will be offering training workshops, individual feedback through reports and creating more guidance. Keep an eye on the **website** for more details.

Acknowledgement

A special thank you to Talent Match Leicester, Emma Southern and our research team Peter Colley, Chris Colley, Alex George and Lisa Duffin. Thank you to young people who took part in focus groups at Loughborough University, De Montfort University, Twenty Twenty, Seed Creative and Talent Match Leicester.

Why Leicester?

There are initiatives and strategies in place with the local enterprise partnership that are delivering programmes to create jobs, support business growth and increase traineeships.

Introducing Access Generation CIC

Access Generation CIC is a social enterprise that was established in September 2016. Our primary aim is to encourage businesses to employ inexperienced young people (16 to 24 year olds) by providing straightforward free practical guidance online at www.accessgeneration.co.uk We want to help small to medium businesses build their own pool of talent and become an employer of choice for young people.

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A detailed report from this research including sector specific results will be published in March.

Visit www.accessgeneration.co.uk

If you have any questions or queries please get in touch

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