

# ACCESS GENERATION.

## Youth employment accessibility research Middlesbrough project



**1 in 3 businesses did not have an entry point for young people to gain employment**



**1 in 5 businesses had a very poor or no job section on their website**



**74% of businesses failed to promote themselves as an employer**

### Executive summary

This research project includes national and medium-sized local companies and organisations. However, it is clear that they are not fully exploiting the opportunity that inexperienced young people can bring to them as an employer.

The key areas of focus required are to build a process, considering the candidate as a customer, provide support and feedback throughout the process and promote themselves as an employer in terms that mean something to young people.

Our work is designed to support business to take advantage of this opportunity.

### Background

Our youth employment accessibility research has been commissioned by the Prince's Trust initiative, Talent Match Middlesbrough. 50 companies based in Middlesbrough have had their jobs/careers section on their website assessed against young people's expectations in a bid to show local employers the problems young people experience when looking for work.

Linda Smith, Middlesbrough Talent Match Manager, said: "Young people on our project identified inconsistencies in recruitment practices and felt they were overlooked much of the time due to their age and lack of experience and/or qualifications. We wanted to explore whether this could be improved and as a project what could we share with employers to support future generations."

Two young peer researchers from Leicester trained three young peer researchers in Middlesbrough on how to conduct the assessment. This included practical exercises and examples of websites and positive discussions about what was found.

# What we learnt

Only 2% of companies assessed excelled at providing support and guidance. This was consistent with our previous research.

The best companies recognise that inexperienced young people need to be supported to make a good application rather than apply the hurdles and obstacles used to test or filter out experienced candidates.

Only 6% of companies effectively promoted and evidenced their culture and values.

This is important because young people are looking for a company that states its purpose and evidences that it lives by its values.

Only 1% presented the information that young people need before applying in an accessible manner.

Young people base their expectations on their other online activities such as gaming and shopping.

## About Access Generation CIC

Access Generation CIC is a social enterprise. Our primary aim is to encourage businesses to employ inexperienced young people (16 to 24 year-olds) by providing straight-forward free practical guidance online at [www.accessgeneration.co.uk](http://www.accessgeneration.co.uk). We want to help small and medium businesses to build their own pool of talent and become an employer of choice for young people.

## Acknowledgement

Initial funding and resource provided by Talent Match Middlesbrough. A special thank you to Linda Smith, Canaan, Karl and Damian and Peter and Chris Colley.



## 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

*"Don't miss the opportunity that young people can bring to your organisation."*

**Canaan, young peer researcher**



If you have any questions or queries please get in touch

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