

## Youth employment accessibility research



**44%** of businesses did not have opportunities for young people to gain employment



**Three out of four** of those who did not have opportunities for young people also had an overall poor online job section



**Only 14%** of businesses surveyed presented themselves in a way that was attractive to young people

### What we know

Initially, we conducted three separate workshops with a total of 28 young people at De Montfort University and Talent Match Leicester, and identified that 80% of young people look for work on the job section of company websites. We gained insight into what young people look for when selecting a prospective employer and also what obstacles and challenges they face when applying for jobs online. This information was collated and used to construct a survey under three broad headings; candidate journey, support, and employer brand.

Based on this, we embarked on a pilot project with Talent Match Leicester to survey 50 Leicestershire-based companies against the criteria set by young people. The main aim of the pilot was to create a set of measures, by which we were able to quantify and compare online accessibility of Leicestershire based businesses.

### 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



# What next?

The research is well placed to bridge the gap, between initiatives working with young people and business. Access Generation can engage with businesses and provide support to help businesses benefit from recruiting from a diverse range of young people.

Access Generation aim to extend this research further in Leicestershire and look to scale up the project into other regions later on.

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## 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 straight-forward free practical guidance online at [www.accessgeneration.co.uk](http://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.

A detailed report of the findings from the pilot research will be published in July.

Visit [www.accessgeneration.co.uk](http://www.accessgeneration.co.uk)

If you have any questions or queries please get in touch

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