



## Youth employment accessibility research Workvine project



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



**1 in 6 businesses had a very poor or no job section on their website**



**78% of businesses failed to promote themselves as an employer**

### Executive summary

This research, sponsored by [Workvine](#), supports us in our work within the [Work.Live.Leicestershire \(WiLL\) project](#).

We have added a further 150 companies to our original dataset which now totals 400 companies assessed to date. We have also researched new industry sectors including construction, care, retail and hospitality.

The headline results tell us that despite the tightening employment market, companies are still not creating entry-level roles or opportunities for young people. There is still a significant number (15%) of companies that have a job section on their website that is not fit for purpose. And finally, there is still a big opportunity for companies to promote themselves as an employer.

Our work is designed to support businesses to take advantage of the opportunities this presents. We will publish all the learnings in a full report which will include comparisons between industry sectors shortly.

### Background

Hinckley based HR tech company, Workvine, sponsored us to assess 150 job sections on company websites through our youth employment accessibility research.

Our young peer researchers assessed the job sections on company websites against young people's expectations in a bid to show employers the problems young people have in gaining work.

Adrian Hobbs, executive director of Workvine, said: "We are delighted to be sponsoring this project and be able to share some valuable insights that will help us and our customers attract young people to our businesses.

"Far too many businesses actually make it difficult to apply for a job and many career pages on company websites just do not reflect a true picture of a companies potential in the eyes of a candidate. If we can make it easier and young people see businesses as an employer of choice everyone can win."

# What we learnt

We found that 32% of companies assessed provided a minimum level of support and guidance with no company excelling or matching a young person's expectations.

This was consistent with our previous research as only 2% of companies excelled in this area.

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 1 in 4 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 evidence that it lives by its values.

## 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

Thank you to our sponsor, Workvine, and our young peer researchers, Peter Colley and Liam Tarry.



## 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

*"If companies have opportunities for young people to gain work they need to make them more visible."*

**Liam, young peer researcher**



If you have any questions or queries please get in touch

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