

Invest in Young Hastings & Rother proposal

Stage 1 - Invest in Young Hastings & Rother stage 1 consists of a campaign spearheaded by the Observer newspapers with a surveymonkey questionnaire that engages with local employers seeking their views about whether or not they currently offered apprenticeships, work placements or visits to schools/colleges and whether they would be able to offer one or more of these options over the next twelve months.

An event would bring companies that expressed an interest in finding out more together to ensure that they are fully aware of the opportunities available for them to realise their pledge.

Stage 2 - In order to continue this education and business partnership approach to tackling youth unemployment it is proposed that a small group of partners (The Observer, Sussex Coast College Hastings, Let's Do Business Group and the District & Borough Councils) support the development of:

1. 3 x breakfast employer events focused upon key education and skills policies that will enable employers to support Invest in Young Hastings & Rother. Hosted by employer champions and partners these would focus upon:
 - **Apprenticeships** – an easy guide to taking them on. Employers with a genuine interest in taking on a young person will be supported to do so.
 - **Work Placements** – a walk through guide to support schools, 16-19 providers and Jobcentre Plus to development meaningful placements for young people
 - **Careers Guidance support for schools and colleges** – providing an overview of the changes to careers guidance in schools and colleges and how employers can get involved in offering talks or visits to provide meaningful and practical careers support
2. Explore the development of an area wide skills and jobs fair in summer/autumn 2013 – building upon Amber Rudd's recent jobs fair partners would be asked to sponsor and support the event with zones linked to careers, jobs, apprenticeships and training. This would target any resident in the city looking for work or retraining.

Indicative Budget required

Breakfast events (£3k); Careers event (£5k); Management and Marketing (£3.5k) = £14k total

Additional funding or support could be levered in via sponsorship/stall hire from Employability Group members; applications to National Apprenticeship Service (NAS) for event costs or Jobcentre Plus Flexible Support Fund; in-kind sponsorship from agencies or organisations e.g. venue for free/low cost which could then reduce the initial budget to enable the campaign to offer more events or provide employer champions with funding to develop additional activity.

National links to policy or campaigns

- CIPD: Investing in young people: why your business can't afford to miss out ¹
- UKCES: Grow Your Own: How Young People Can Work for You ²
- UKCES: The Youth Employment Challenge³

¹ http://www.cipd.co.uk/binaries/5938%20LTW%20employer%20leaflet_WEB.pdf

² <http://www.ukces.org.uk/assets/ukces/docs/publications/grow-your-own-how-young-people-can-work-for-you-v2.pdf>

³ <http://www.ukces.org.uk/assets/ukces/docs/publications/the-youth-employment-challenge.pdf>