

YOUNG PEOPLE IN THEIR OWN WORDS

ASPIRATIONS
CHALLENGES
SKILLS
SUPPORT:
HOW WE CAN HELP
YOUNG PEOPLE
START SUCCESSFUL
CAREERS



COMMISSIONED BY
TESCO

YOUNG PEOPLE IN THEIR OWN WORDS

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INTRODUCTION

FOREWORD FROM SAM CONNIFF, CHAIRMAN, LIVITY

Give a young person some trust, and 99 times out of 100 they'll respond by being trustworthy. Give a young person some responsibility, and 99 times out of 100 they'll act responsibly. The reverse is equally true.

However, if you limit their horizons, deprive them of role models and starve them of opportunity, when you could expect them to give up – and some do – remarkably, most young people will remain optimistic and willing to work hard to make more of themselves.

Young people in the UK are remarkable, resilient and, in my view, the most powerful, untapped natural resource our country has. They are also the most diverse and well-connected generation ever, with a more rounded world view than our society has ever known.

The opportunity is clear: we can stop wasting an asset that holds the power to transform, and turn what is seen as social cost into social capital. We can harness the power of young people and release their positive energy into our economy and society.

A big part of the answer is simpler than we think. We need to get much better at opening doors to young people; opening doors to experience and learning key life skills; opening doors to developing simple networks and contacts; opening doors to gaining entry level experience.

When we learn to open doors, to trust young people and hand them some of the responsibility for their own future, 99 out of every 100 will take it, and make something more of themselves with it.

Tesco's ambition is bold, far-reaching and needed; Livity's research findings for Tesco are honest, clear and self-evident. By listening to young people we are helping Tesco open the right doors at the right time. And with the power of their people and network behind them, I believe Tesco could be the organisation through which many young lives can be changed for good.



RESEARCH BACKGROUND

Youth unemployment levels are at crisis globally, with a staggering 917,000¹ young people unemployed in the UK alone. As a major global retailer and the UK's largest private sector employer, Tesco can create opportunities wherever it operates. That's why, as part of its commitment to 'Use our Scale for Good', Tesco's ambition is to create new opportunities for millions of people around the world.

In order to identify which opportunities would most benefit young people, Tesco commissioned youth engagement agency Livity to gather

insights from young people across the UK. They wanted to understand young people's hopes for their futures, their career aspirations, the challenges they face in achieving these, and what support they are looking for, and from whom, to help them reach their goals.

The findings and recommendations generated by this research will be used to inform the development of initiatives to inspire, equip and enable young people to start successful careers.

¹ Office for National Statistics, 2014, http://www.ons.gov.uk/ons/dcp171778_350998.pdf



EXECUTIVE SUMMARY



Businesses have a big role... they should be able to take us on, help us and develop us so we can enter that environment as professional as we can

Nearly one in five young people in the UK is unemployed – that's almost a million 16–24 year olds not in work, education or training. Yet despite the odds, more than three in five have faith that they'll find the career they're looking for. And what's more, they're willing to work for it. We spoke to young people across the UK. They gave us intelligent and profound insights into what they want, their skills, the challenges they face and the support they need to find success.

THEY TOLD US HOW THEY FEEL ABOUT THEIR FUTURE // 65% of the young people we spoke to are optimistic about their future and have faith that they'll find a successful and rewarding career. Even more surprisingly, they know what they want to do and are confident in their value to a prospective employer. We found that, in the face of rising unemployment statistics, young people today are absolutely determined.

This vital energy and motivation should be harnessed and built upon.

THEY TOLD US ABOUT THEIR CAREER ASPIRATIONS // Big business is big news for young people – a quarter can see themselves joining a large corporation. But they also want to make a positive contribution to the world, with 76% aiming for a responsible profit-making business.

When it comes to brands, they want to work for those they admire, either because they sell cool products, are recognisable and visible in the media or, are run by people they consider as role models. However, they are often unaware of the variety of roles on offer.

THEY TOLD US ABOUT THE CHALLENGES THEY FACE // Young people believe they have skills and definitely have enthusiasm. They're also under no illusions about the difficulty of breaking into the job market and are ready to work hard. The number one factor holding them back is lack of experience. Despite doing a variety of volunteer and paid work, this still concerns around 60–70% of young people (location dependant), and is closely followed by a lack of contacts and confidence.

The opportunities here are huge. Young people need help to make those all important first steps, through training in key employability and life skills, work experience and advice, and help to build their networks.

THEY TOLD US WHAT SUPPORT THEY NEEDED TO FIND SUCCESSFUL CAREERS // Young people know exactly what is standing between them and their ideal careers – support.

They told us careers advice and support networks are out of date, and 64% said businesses are not doing enough to help them. Many fall at the first hurdle, struggling with CV or application writing.

Today's young people want better career education and work experience. These two things will help to unlock the potential of a willing, able and determined workforce, waiting to be guided into challenging and rewarding careers.

This timely report provides valuable insights into ways in which organisations from different spheres can work together to help solve the youth unemployment crisis.



METHODOLOGY

THE FINDINGS OF THIS RESEARCH HAVE BEEN GATHERED BY YOUTH SPECIALIST AGENCY LIVITY THROUGH A TWO-STAGE PROCESS OF QUANTITATIVE AND QUALITATIVE RESEARCH, WHILE ALSO DRAWING ON PROFESSIONAL INSIGHT FROM LIVITY EXPERTS CURRENTLY WORKING IN THE FIELD.



PURPOSE // To gather and gauge national trends.

METHOD // An online survey of 25 questions covering the following research themes: inspiration, ambition, entrepreneurship, access to skills and opportunities, and the role of big business in supporting them. There were more than 1,000 respondents aged 16–25, with a representative spread: geographically, socio-economically, urban/rural, unemployed/in employment/in education, gender balanced and with a spread of ages.

OUTCOME // A detailed landscape across the UK of young people’s attitudes towards and experiences of starting their careers.



PURPOSE // Testing specific concepts and idea generation for areas where business and others could help young people.

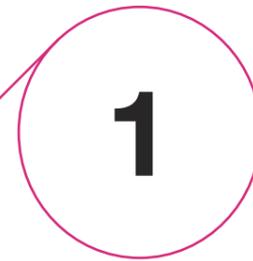
METHOD // Two face-to-face insight sessions combined with co-creating with young people based on Livity’s methodology (one in Middlesbrough; one in London), each with up to 10 young people from Livity networks, in the target age range of 16–25 years old and from a variety of backgrounds. The sessions covered a number of research themes, probing deeper into the quantitative data, but with an element of co-creation to draw out insightful responses.

OUTCOME // Direct feedback and insight from talented young individuals, who represent the youth of today.



KEY FINDINGS

WHAT YOUNG PEOPLE SAID



THEIR FUTURE

How young people feel about what lies ahead



THEIR CAREER ASPIRATIONS

What they want to do and what they are looking for from a career



THE CHALLENGES THEY FACE

Careers advice, contacts, skills acquisition and first steps on the ladder



THE SUPPORT THEY NEED

Ideas for supporting young people to achieve their goals

1

their future



65% OF YOUNG PEOPLE ARE OPTIMISTIC ABOUT THEIR FUTURE.

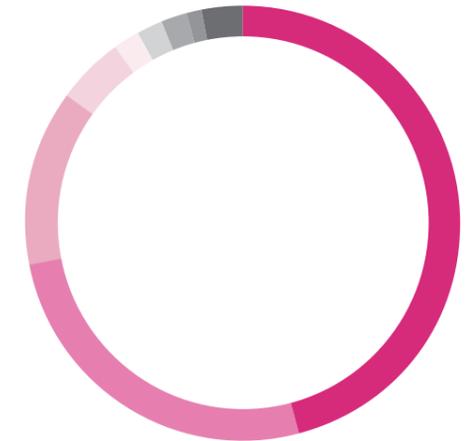
THEY REALISE THE CHALLENGES AHEAD BUT THEIR DETERMINATION HAS NEVER BEEN GREATER.

Nearly one in five young people in the UK is currently unemployed²; a worrying proportion, much higher than in other age groups. Despite the negativity in the national media about young people's employment prospects, an overwhelming majority of those who took part in this research were optimistic about finding a successful and rewarding career (65%).

This optimism and determination is encouraging and inspiring – the motivation of young people to succeed has never been greater, however it's combined with concern about being the master of their own destinies.

The picture is more complex when looking at certain groups of young people. Optimism was slightly higher (70%) within 16–18-year olds alone. Social classifications also had an impact with ABC1s at 70% vs C2DEs at 56%.

WHY DO YOU FEEL OPTIMISTIC ABOUT FINDING A SUCCESSFUL CAREER? (SINGLE CHOICE)*



The main reasons behind young people's optimism were that most know what job they want to do and how they're going to get there, they also believe they possess skills that are very useful to an employer and have a good education.

I'm determined to earn enough money not to have to worry about money

Young people recognise the value they can bring to the workplace and they know they need to stand out from the crowd to get ahead. They appreciate the need to be determined and hard working and they're willing to sacrifice their evenings to gain experiences or attend additional courses.

- 46% I KNOW WHAT JOB(S) I WANT TO DO AND I KNOW HOW I'M GOING TO GET THERE
- 26% I BELIEVE I POSSESS SKILLS THAT ARE VERY USEFUL TO AN EMPLOYER
- 13% I HAVE A GOOD EDUCATION
- 5% I HAVE WORK EXPERIENCE THAT EMPLOYERS (WILL) APPRECIATE
- 2% I KNOW PEOPLE IN MY CHOSEN PROFESSION
- 2% MORE AND MORE BUSINESSES ARE OFFERING OPPORTUNITIES FOR YOUNG PEOPLE
- 2% I AM GOOD AT NETWORKING
- 1% IT IS EASY TO FIND A JOB, IF YOU KNOW WHERE TO LOOK
- 0% GOVERNMENT IS DOING MORE TO HELP YOUNG PEOPLE
- 3% OTHER

² <http://www.theguardian.com/commentisfree/2013/nov/20/youth-unemployment-learning-earning>
*May not sum due to weighting and rounding

2

their career aspirations



SCIENCE, RESEARCH AND TECHNOLOGY WERE THE SECTORS THAT MOST RESPONDENTS WERE INTERESTED IN.

YOUTH-CENTRIC BRANDS ARE A POPULAR CHOICE AS A POTENTIAL EMPLOYER, AS ARE PURPOSE-FIRST ORGANISATIONS.

THERE IS A GROWING INTEREST IN ENTREPRENEURIALISM IN THIS GENERATION, ALTHOUGH THIS APPEARS TO BE LONDON-CENTRIC.

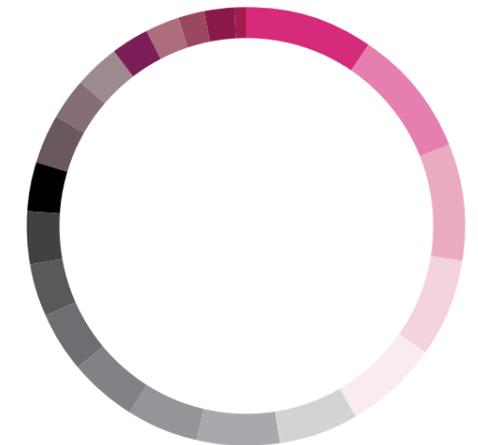
YOUNG PEOPLE STRUGGLE TO FIND ROLE MODELS FOR THEIR DESIRED CAREERS, AS MANY OF THESE ROLES DIDN'T EXIST IN THE GENERATION BEFORE THEM.

I am determined to find a job I enjoy and will not settle for one that I do not like. Once I have found a career I would like to pursue, I will work hard to get to where I want to be. I have the drive and determination to do this

Young people recognise that getting started on the career ladder is more difficult than it has ever been before. It's also clear there are changing attitudes towards careers – young people recognise that careers are less linear and they may pursue several different careers during their lifetime.

A quarter of our respondents were interested in science or research careers, followed closely by technology. This trend favoured the younger groups slightly more than the elder (27% vs. 24%), and women more than men (26% vs. 23%), perhaps showing that the governmental push to get young people into STEM subjects might be having an impact.

ARE YOU INSPIRED OR INTERESTED IN A PARTICULAR CAREER?
(MULTIPLE CHOICE)*

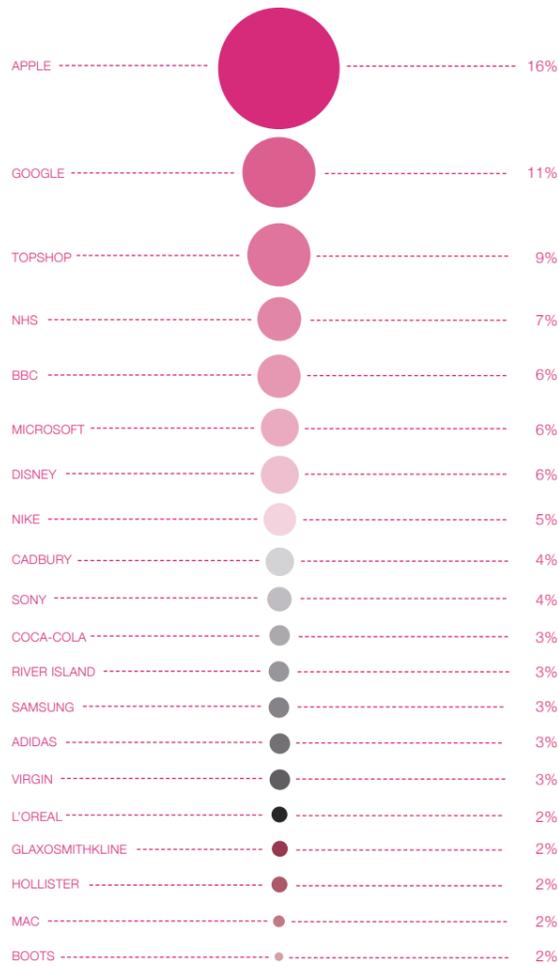


| | | | |
|-----|---------------------------|-----|--------------------|
| 24% | SCIENCE AND RESEARCH | 10% | GOVERNMENT |
| 23% | TECHNOLOGY | 9% | RETAIL |
| 21% | EDUCATION | 9% | CHARITY |
| 18% | HEALTHCARE | 9% | LEGAL |
| 17% | ENTERTAINMENT | 8% | FASHION |
| 15% | INTERNET | 8% | OTHER |
| 15% | MEDIA AND JOURNALISM | 7% | EMERGENCY SERVICES |
| 13% | MARKETING AND ADVERTISING | 6% | HR AND RECRUITMENT |
| 12% | ENGINEERING | 5% | ARMED SERVICES |
| 11% | FINANCE | 5% | CONSTRUCTION |
| 10% | TOURISM AND LEISURE | 2% | CATERING |

*May not sum due to weighting and rounding

McDonalds may be a fast food chain but, believe it or not, over the last 3 years my friend has climbed to manager of her branch at the age of 20

WHAT COMPANY WOULD YOU MOST LIKE TO WORK FOR?



Large businesses are a popular career choice for young people, with a quarter stating they wanted to join a big business in the future. When explored further, not only were big businesses considered to provide job security, but also variety and opportunities to progress.

Young people who took part in the insight sessions were very taken with the fact that Tesco CEO Philip Clarke had worked his way up through the company from his first job on the shop floor. When discussed further during the insight sessions, a charismatic and high profile leader figure was found to be especially inspiring and appealing.

Apple, Google and Topshop are the key companies that young people would like to work for³. These brands are relevant (young people use them), highly recognised (online and TV with well known logos) and often have inspiring leaders (eg Steve Jobs).

This indicates that brands should seek relevance with a young audience, both as consumers and potential employees, as there is not always a distinction between the two.

38% indicated they would like to set up their own business (with 34% unsure). The statistics were higher for men (48% vs 28% for females) and also in London (42% vs 38% overall).

The growing interest in entrepreneurship in this generation proves the optimism and determination of young people. 41% 'like the idea of being their own boss' because it will give them greater control over their life and career.

Our quantitative research, as well as observations from our insight groups, indicated that this interest in starting a business is more prevalent among those in urban areas. In London many felt that entrepreneurialism was a good way to get work experience when all other options failed – that it was a way of them taking control of their own careers. In the North East, entrepreneurial spirit was much less visible, perhaps indicating less inspiration, opportunities and funding options.

A common theme from both the quantitative research and insight sessions was that young

people were interested in careers that gave them the opportunity to make a positive contribution to society.

76% WANTED TO WORK FOR A PROFIT MAKING BUSINESS THAT GAVE SOMETHING BACK TO SOCIETY.

A couple of young people from the sessions had aspirations to set up their own charities – mixing entrepreneurial spirit with the idea of contributing to their communities. This interest in making a positive contribution was also expressed through career choices such as nursing or social work, although might be linked with these being well established professions and recommended by parents and schools.

A significant challenge young people face is the fact that jobs they're interested in simply did not exist in their parent's generation. As a result, a third of young people do not know someone with a career they would like to pursue and suffer from a lack of role models.

Young people in the insight sessions also felt their parents were steering them towards jobs that they considered boring. They recognised however, that this encouragement was down to parents wanting them to have stability and security, and to avoid the disappointment of unfulfilled ambitions.

I don't know anybody in my chosen industry so there's nobody to help me in

Interestingly a high number said that being famous was very important – 86%. While we could dismiss this as an outcome of celebrity culture, it could also be attributed to the fact that, in young people's minds, success and fame are often intimately linked. Also, with few career role models available to them, exposure to different types of careers is often through the media and celebrities.

70% OF YOUNG PEOPLE TURN TO PARENTS AND 57% TO TEACHERS FOR CAREER ADVICE. HOWEVER THESE MAY NOT BE THE BEST INFORMED GROUPS TO TALK TO ABOUT THEIR POTENTIAL FUTURES.⁴

Amongst the younger age groups surveyed there is evidence of a disconnect between their ambitions and reality, with aspirations focused on potentially unrealistic careers (high demand or requiring very specific skills). Within the slightly older age group, ambitions are lower, which may be linked with experience of job hunt disappointment and lack of opportunity.

It seems a balance needs to be struck between encouraging young people's ambitions and helping them achieve these, with helping them understand the jobs that are out there and which they are suited too, in order to enable a more realistic pursuit of suitable roles.

This indicates the importance of inspirational, relevant and future-focused career advice at a much earlier age to avoid educating entire generations for disappearing jobs. It also emphasises the importance of careers advice being delivered with clear input from employers.

³ <http://www.marketingweek.co.uk/Pictures/web/r/g/u/youth-100-trends-fullwidth.jpg>

⁴ Association of Colleges and Skills Show Feb 2014

3

the challenges they face



YOUNG PEOPLE HAVE A LOT OF SKILLS AND ENTHUSIASM THEY THINK THEY CAN OFFER FUTURE EMPLOYERS BUT LACK INSPIRATION, CONFIDENCE, AND NETWORKS.

Participants felt career advice was out of date and they either don't have access to or don't know how to start establishing support networks. They are also adamant that businesses don't do enough to help young people.

When it comes to searching for a career, lack of experience is the greatest barrier for young people. This is especially true among young people in Scotland (59%) and Northern Ireland (69%), and is followed closely by a lack of contacts and confidence in their own ability.

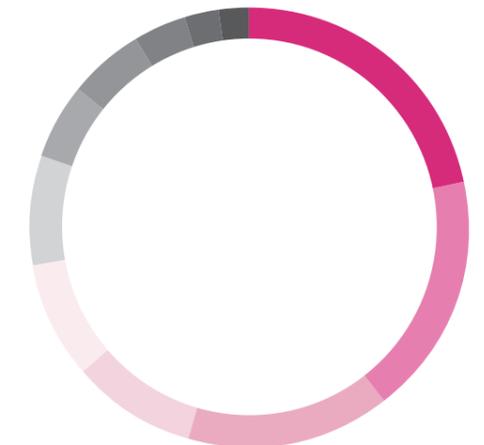
Many struggle with the initial steps of the application process such as CV writing. They are unsure how to identify and demonstrate the relevant skills and experience that they already possess, despite engaging in a wide variety of activities such as volunteering and Saturday jobs.

The biggest challenge when starting my career was to actually start it...what places to go to, who to speak to and what equipment I needed

Another challenge when starting out is to build contacts and just get yourself really out there

WHAT ARE YOUR GREATEST WORRIES ABOUT FINDING A REWARDING CAREER?

(MULTIPLE CHOICE)*



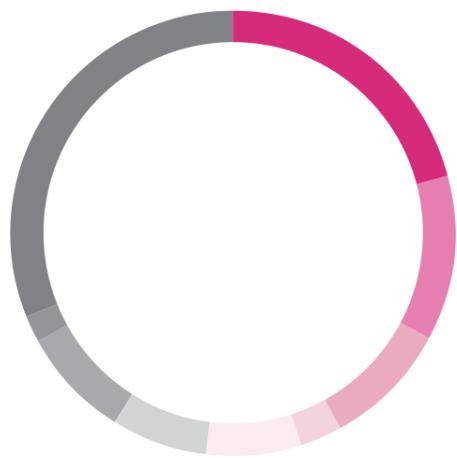
- 51% LACK OF EXPERIENCE
- 42% LACK OF CONTACTS
- 35% LACK OF CONFIDENCE
- 22% LACK OF FOCUS
- 20% LACK OF JOB-SPECIFIC SKILLS
- 19% LACK OF PATIENCE NEEDED TO CLIMB THE CAREER LADDER / START WITH THE MORE BASIC JOBS
- 13% LACK OF QUALIFICATIONS
- 13% LACK OF COMMUNICATION SKILLS
- 9% LACK OF GENERAL WORK SKILLS
- 6% LACK OF IT SKILLS
- 5% OTHER, PLEASE SPECIFY

*May not sum due to weighting and rounding

KNOWLEDGE AND NETWORKS // Despite being optimistic about finding a successful career, they had little confidence in themselves and recognised a lack of networks and inspiration.

31% of young people have never met a person who has a job that they would like to do in the future. They wouldn't ask their parents for advice or inspiration as they feel that the older generation currently work in professions that are not relevant for the future and do not understand the employment landscape for young people today.

DO YOU KNOW ANYONE WHO HAS A JOB YOU'D LIKE TO DO IN THE FUTURE?
(SINGLE CHOICE)*



- 21% FRIEND
- 12% FAMILY
- 9% FAMILY FRIEND
- 3% ACQUAINTANCE THROUGH SCHOOL
- 7% TEACHER
- 7% SOMEONE YOU KNOW IN THE COMMUNITY
- 8% SOMEONE FAMOUS
- 2% OTHER
- 31% NO ONE

For young people, demand for credible information and recommendations is juxtaposed with outdated career advice from schools and traditional job centres and a lack of involvement and help from businesses.

Careers education is supported and strengthened by young people's networks. In the North East

OVER 42% SAID THAT LACK OF CONTACTS TO GET ON THE CAREER LADDER WOULD PREVENT THEM FROM FINDING A REWARDING CAREER.

in particular, young people lacked contacts, didn't know where to go for advice and weren't aware of any programmes that could support them beyond those run by Job Centre Plus or Connexions.

Peer-to-peer information and recommendations were very important when talking to the insight groups.

WORK EXPERIENCE // Surprisingly, young people seek lots of advice, reviews and credible information before deciding where to go to gain experience, as many talked about having experienced 'useless' internships and courses where they only 'made teas and coffees' as opposed to receiving valuable and useful education and experience.

I'm not good at talking to new people or in front of people

Insight sessions revealed that a large percentage of young people had stopped considering work experience as a tick box exercise but really value it and want genuine, hands-on and valuable experience where they learn, shadow and gain new skills.

Sadly, unemployed participants in the North East group recognised they were trapped in a circle where they had no experience to offer a potential employer but also were not able to gain experience without being given an opportunity by employers.

Business have a big role - they should be able to take us on, help us and develop us so we can enter that environment as professional as we can

SKILLS REQUIRED // The majority of young people (65%) feel they have some of the skills to achieve jobs they are interested in, and overall were optimistic about developing these skills further in the future.

Young people understand that they can gain skills from a variety of places, such as universities and further education institutions as well as work experience, job training and internships. Interestingly, they see all of these opportunities as being equally valuable in contributing to their skill sets.

This contrasts with the findings in the recent UKCES Employer Skills Survey⁵, in which

employers reported that they struggle to find staff with the right skills. This suggests perhaps that young people are not fully aware of the range of skills that employers are looking for.

Employers reported particular difficulty finding recruits with the right generic or transferable skills, such as communication skills. Young people recognise that they need support to develop these skills and recognise work experience as a way of doing this.

Recognition of the importance of so called 'soft skills' or 'life skills' was higher among young people who were already employed, even if they only had part time and Saturday jobs. They saw the value of being in a professional environment and having to deal with new people.

Among the young people in the insight groups, we observed a common lack of ability to identify relevant skills that they already have and how they would demonstrate these to a potential employer during the application process. These 'soft skills', like communication, confidence, resilience and teamwork are not taught in school or recognised in formal qualifications and are therefore difficult for young people to prove they possess.

When questioned further participants did feel that they have some relevant attributes that they could bring to a potential employer. Those most frequently mentioned were: enthusiasm, teamwork and organisation. However, a majority of young people (35%) who had already started working felt that their skills, views and ideas were valued only to some extent by employers.

GETTING ON THE CAREER LADDER // Even with the right skills and experience, young people struggle to get their first step on the career ladder. The key reasons given by those surveyed were: lack of opportunities for young people (50%) and not knowing the right people (17%).

Young people also struggle with practical skills such as CV writing and online testing and applications.

They don't know where to get this help and this makes the recruitment process even more confusing and complicated.

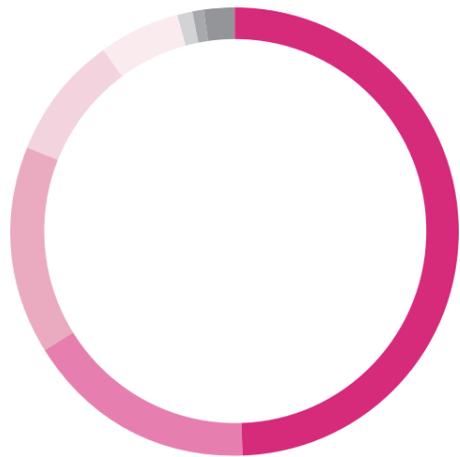
*May not sum due to weighting and rounding

⁵<http://www.ukces.org.uk/publications/er81-ukces-ess-13>

A lack of immediate help in the community (apart from the Job Centre), and a lack of feedback on submitted applications were also negative factors. The North East group revealed that advice and feedback from employers, if given at all, was inconsistent and confusing, making it difficult for them to know how to best present and sell themselves during interviews or even at the written application stage.

Key skills gained in previous job experience are socialising with new people, not being afraid to come out of your comfort zone and being able to be confident and being yourself

WHY ARE YOU PESSIMISTIC ABOUT FINDING A SUCCESSFUL CAREER?
(SINGLE CHOICE)*



- 50% THERE ARE A LACK OF OPPORTUNITIES FOR YOUNG PEOPLE GETTING ON THE CAREER LADDER
- 17% I DON'T KNOW THE RIGHT PEOPLE I NEED TO KNOW TO GET ON THE CAREER LADDER
- 15% I HAVE NO IDEA WHAT I WANT TO DO FOR A LIVING
- 9% I DON'T HAVE THE SKILLS I NEED TO GET ON THE CAREER LADDER
- 6% I DON'T HAVE THE RIGHT QUALIFICATIONS TO GET ON THE CAREER LADDER
- 1% I THINK WORKING LIFE WILL BE BORING
- 1% I CAN'T AFFORD THE EDUCATION I NEED TO START A CAREER
- 2% OTHER

Lastly young people felt that getting on the career ladder was particularly hard in the current economic climate. 50% mentioned a lack of opportunities and 26% of respondents felt that the current situation was too risky to even consider setting up their own business. The economic crisis has led to a lack of new jobs, with young people facing stiff competition for vacant jobs from older more experienced candidates. They also mentioned high levels of competition for the graduate and entry level jobs that are made available specifically for young people.



The biggest challenge when starting my career was applying for jobs... on the portal with jobs and grad schemes

*May not sum due to weighting and rounding

4

the support they need



YOUNG PEOPLE WANT BETTER QUALITY, CURRENT AND RELEVANT CAREER EDUCATION, AND CRAVE REAL WORK EXPERIENCE IN THE FORM OF APPRENTICESHIPS AND INTERNSHIPS. THEY FEEL THAT BUSINESSES HAVE A HUGE ROLE TO PLAY IN THIS.

Can I actually do the job?.. I don't think there are enough life skills being inputted by schools or previous managers out there. If you're going to employ a young person you should really teach them core life skills and get them to be in a work environment

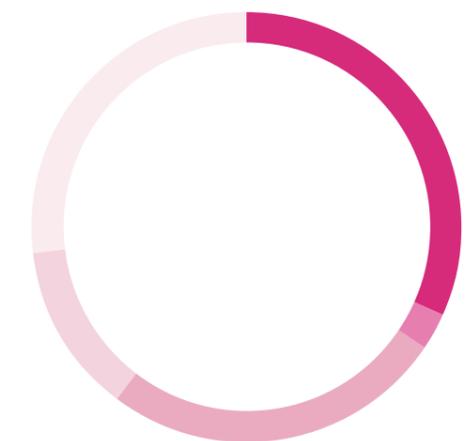
Businesses have a role to teach young people skills that they might not learn at school, but that they need outside of school

64% of young people surveyed thought that businesses did not do enough to help them.

Young people said they also want educational institutions to do more to equip them with the skills they need for the workplace and advise them about future career options.

They want credible information and courses that teach skills in a real business environment (eg face to face meetings, contact with real employers, and work shadowing), ideally delivered by trusted businesses they know and recognise.

WHO SHOULD TAKE RESPONSIBILITY FOR CREATING ACCESS TO EMPLOYMENT OPPORTUNITIES FOR YOUNG PEOPLE?
(SINGLE CHOICE)*



- 32% GOVERNMENT
- 3% FAMILY
- 26% THE INDIVIDUAL
- 13% SCHOOLS/COLLEGES
- 27% EMPLOYERS

*May not sum due to weighting and rounding

The analyst programmes at most investment banks (eg Goldman Sachs), intense as they are, teach young people a wide variety of skills they need to pursue a successful career

When asked about specific companies who might have helped in the past, big brands were mentioned, including Google, McDonalds, Boots, Apple, KPMG and Sainsbury's as well as the publicly funded Connexions service.

However, it appears that support and opportunities are not evenly distributed across the country. Participants from the North East felt that awareness and access to organisations and programmes that might help them were limited. Young people who we spoke to in the North East couldn't identify one business that could support them, and the only other organisations mentioned were Connexions and Job Centre.

During the co-creation session in Middlesbrough, young people were very keen for big businesses to use peer-to-peer recommendations. Young people trust their friends and will pursue similar paths if they can see that they have worked for others.

Participants favoured a collaborative approach, with businesses, educators and public services such as the Job Centre working together to support them. There was a huge appetite for more information and practical job training in their local area that they could sign-up to online.





RECOMMENDATIONS

THE RESEARCH POINTS TOWARDS A NUMBER OF KEY RECOMMENDATIONS AND OPPORTUNITIES FOR BUSINESSES AND ORGANISATIONS INTERESTED IN SUPPORTING YOUNG PEOPLE WITH THEIR FUTURE CAREERS.

BUSINESSES HAVE A GREAT OPPORTUNITY TO INSPIRE THE NEXT GENERATION // Young people lack contacts, career role models and success stories. Despite an apparent focus on fame and a tendency to resort to inspiration from celebrities presented in the media, they find genuine stories of career progression and entrepreneurship fascinating.

THERE IS A BIG OPPORTUNITY FOR BUSINESSES ACROSS THE COUNTRY TO STEP IN AND FILL THE GAP THAT TRADITIONAL CAREER ADVISORS AND THE EDUCATION SYSTEM ARE UNABLE TO COVER // Young people are largely unaware of the variety of jobs and career choices offered by businesses in the UK. They often aspire to jobs that are hard to get into, few in number or low in demand, as opposed to focusing on skills and vacancies in the areas that businesses are desperate to fill. They lack inspiration and role models to guide them on their career paths.

GENUINE AND MEANINGFUL WORK EXPERIENCE, BEYOND 'MAKING TEAS AND COFFEES', HAS BEEN RECOGNISED AS CRUCIAL IN TAKING YOUNG PEOPLE FROM NEW AND INEXPERIENCED TO THE VALUABLE EMPLOYEES THEY ASPIRE TO BE // They're looking for opportunities, to get involved and get genuine, hands-on experience. This includes

meeting and shadowing staff, and carrying out meaningful tasks that give them insight into the working environment.

BUSINESSES HAVE A BIG ROLE TO PLAY IN HELPING YOUNG PEOPLE GAIN THE SOFT SKILLS NECESSARY FOR WORK // Despite optimism amongst young people, they lack confidence. Workshops, training, mentoring and peer-to-peer programmes could be solutions to build their confidence and help them gain valuable skills. Work experience programmes which combine job specific training and the opportunity to learn more transferable life skills are also valuable.

MENTORING PROGRAMMES, KNOWLEDGE NETWORKS AND ADVISORY GROUPS OF YOUNG EMPLOYEES ARE EXAMPLES OF PEER LED ACTIVITIES THAT COULD BE DEVELOPED AND LAUNCHED. // Young people know that they need to work hard and go above and beyond but they don't know where to start and whose advice to trust when it comes to choosing training programmes, contacts and other activities. Peer-to-peer programmes could be powerful and have a great impact on both groups: young people looking to start their careers and those at junior level looking to help their peers and develop themselves at the same time.





LIVITY

LIVITY IS A 2013 QUEEN'S AWARD WINNING YOUTH ENGAGEMENT AGENCY, AND WAS CHOSEN AS MARKETING AGENCY OF THE YEAR AT THIS YEAR'S MARKETING AGENCY AWARDS. PIONEERING A YOUTH-LED AND SOCIAL IMPACT DRIVEN APPROACH, IT HAS A CORE DEFINING VALUE: TO BENEFIT THE LIVES OF YOUNG PEOPLE BY LEVERAGING THE POWER OF BUSINESS, BRANDS, MEDIA AND MARKETING.

Livity opens the doors of their office to young people from a wide range of different backgrounds, and employ unique techniques and levels of youth engagement, refined over the course of thirteen years. This direct daily interaction and collaboration gives Livity unparalleled insight, and the fusion of community and enterprise creates opportunity, understanding and innovation for our young people and clients alike.

Based in London and Cape Town, Livity has delivered numerous projects across the UK and globally which have made a tangible impact on young people's lives, from Zeitgeist Young Minds, an international search to bring pioneering, world-changing young people to Google's prestigious Zeitgeist event, to LIVE Magazine, the most credible and successful youth-led media brand with offices in Brixton, Cape Town and Johannesburg.

Livity has an award-winning history of delivering successful and experience-rich research, insight and scoping projects across youth audiences that this brief targets for clients such as BAFTA, The Queen Elizabeth Diamond Jubilee Trust, Comic Relief and Fabric.

