

## Backing Young Britain/Young Persons Guarantee

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### Increased support to 18 to 24 year old

#### • Background

- Economic Downturn
- Increased Support to All New Customers
- Recognition that 18 to 24 year olds need specific Support

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### Increased support for young people Young Person's Guarantee

• Guaranteed job, training or meaningful other activity for all 18-24 year olds across the UK before they reach a year on JSA

#### • Four elements:

- Routes into Work – November
- Future Jobs Fund – October
- Work-focused training – November
- Community task force – January 2010

• Young Person's Guarantee fully effective from early 2010 – mandatory from April 2010

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### BACKING YOUNG BRITAIN (BYB)

• Government, Business and Voluntary Sector working together to deliver for Britain's young jobseekers

• There are Business benefits to being involved in this initiative

• Organisations encouraged to commit to at least one of the 7 BYB asks

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### BACKING YOUNG BRITAIN (BYB) The 7 Asks;

1. Become a volunteer mentor for school, college or university leavers
2. Provide work experience opportunities within your organisation
3. Offer internships to graduates, undergraduates and non graduates
4. Consider a young person for work trail
5. Supply apprenticeship opportunities for 16 – 24 years olds
6. Sign up for a Local Employment Partnership
7. Employ a young person through "Routes into work or through Future Jobs Fund

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### BACKING YOUNG BRITAIN (BYB)

Organisations can:

Log on to the Backing Young Britain website to find out more; add their logo; offer support for one or more of the 7 asks

(<http://.hmg.gov.uk/backingyoungbritain>)

Act as an Employer Champion or sectoral Employer Ambassador to champion the campaign within their industries and in the media

Support marketing and advertising activity; suggest case studies of young people who have accessed BYB

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