



Department  
for Work &  
Pensions

# The WY Youth Offer

**Get Britain Working**

**A Plan For  
Jobs**

**Youth Hubs**

**Expanding  
Youth Offer**

**Chancellors  
Announcement**

**Kickstart  
scheme**

## CASE STUDY – Kirklees Virtual Youth hub

A customer finished her university course where she studied Law and came out with a 2:1 in July 2019. She'd expected that she would be able to get a job in that sector but found it hard, possibly because she hadn't done a placement as part of the course.

She was looking for any work, but coming up against the same wall a lot of people meet in this situation – overqualified for “A Job”. She had become disenchanted and frustrated.

She was also having to spend some time looking after her mum who was sick and shielding under Covid-19 regulations. She felt it would be difficult to find work because she lived with her mum and didn't want to take Covid home with her. This was affecting her mental health, although she felt she wasn't ill, just “down”.

We got support through our Youth Hub Partner, C&K Careers through the Works Better programme. With this additional support, we were able to move to work on motivating the customer, keeping her focused and building her resilience.

We had some Kickstart placements at Huddersfield University, where the customer had studied, and she applied for some of them.

She was applying again and being more positive, despite personal setbacks. We kept the motivation up and the customer told us she had an interview with Huddersfield University, with a local law firm, and with Kirklees Council. We worked on positivity – seeing herself in the interview and able to answer each question confidently.

She was offered a Kickstart job with Huddersfield University and was delighted!



## Why your Youth Outreach Hub is important

The coronavirus Covid-19 pandemic has delivered a major shock to the country's economy. During the early weeks of the pandemic, our priority in DWP was wholly focused on ensuring that financial support was provided to those who needed it – with excellent results in West Yorkshire. While this remains our priority we are now working hard to re-start our labour market activity in what is an unprecedented environment, especially for our young people. No doubt this will bring challenges, however success will come by harvesting the influence of our partners to collaboratively bring about an attraction campaign for the young people and employers.

With a weak economy and high competition we are aware that young people are likely to be disproportionately impacted by the pandemic – they are more likely to be working in sectors that have shut down and those entering the labour market for the first time will not have access to the same opportunities as before. Those 18 to 24 year olds that were unemployed or already vulnerable in the labour market, prior to COVID19, will be further disadvantaged having no work experience and for some, no qualifications. Young people will be a key priority for DWP and that is why the pace to develop and implement a Youth Outreach Hub is extremely important.

# Our Vision

*Youth Hubs* work collaboratively with our local community and partner organisations who specialise in the wellbeing and support of young people and who will raise awareness of the support available, how they can access it. We want to create opportunities within the Hub bringing together all our partners in a common goal for young people to help, support and engage to move them closer to or into work, apprenticeships or education

## Short Term

- Virtual Hub
- Partnership Approach
  - Virtual Sessions
- Supporting young people into work
- Variety of on-line sessions

## Longer Term –Youth Offer

- JCP Outreach Hub
- Work coach on site
- Community Based approach using a variety of locations
- Youth Unemployment hotspots/deprived wards
  - Community centres/Leisure Centres/Colleges/Sports Arenas

# Youth Hub Landscape

## Bradford Keighley

NCS, YMCA,  
Brathay Trust  
Centrepont, Bradford  
College, Aspire Igen,  
The Bridge  
Project, and more....

## Kirklees

Works Better,  
NCS  
K BOP  
Princes Trust

## Leeds

Leeds Local Authority  
Leeds City College  
The Princes Trust  
National Careers Service  
Citizens Advice Bureau

## Calderdale

NCS,  
Princes Trust, C&K  
Careers, Healthy Minds,  
Aspire Igen, Calderdale  
College, NHS Yorks  
& Humber

## Wakefield

NCS, WDH  
Wakefield  
College, Princes Trust,  
Blue Apple, Aspire Igen

## PARTNERSHIP MANAGERS ACROSS WEST YORKSHIRE

District	Account Manager	Partnership Manager
Wakefield	Amanda Newlove – <a href="mailto:Amanda.newlove@dwp.gov.uk">Amanda.newlove@dwp.gov.uk</a>	Julie Gladman <a href="mailto:Julie.gladman@dwp.gov.uk">Julie.gladman@dwp.gov.uk</a>
Leeds	Jenny Curry – <a href="mailto:Jennifer.curry@dwp.gov.uk">Jennifer.curry@dwp.gov.uk</a>	Stephanie Kendall <a href="mailto:Stephanie.kendall@dwp.gov.uk">Stephanie.kendall@dwp.gov.uk</a>
Bradford	Michelle Lyman-Carter <a href="mailto:michelle.lyman-carter@dwp.gov.uk">michelle.lyman-carter@dwp.gov.uk</a>	Tracy Othen <a href="mailto:tracy.often@dwp.gov.uk">tracy.often@dwp.gov.uk</a>
Calderdale	Nicola Webb <a href="mailto:nicola.webb@dwp.gov.uk">nicola.webb@dwp.gov.uk</a>	Mary Foulds <a href="mailto:mary.foulds@dwp.gov.uk">mary.foulds@dwp.gov.uk</a>
Kirklees	Adele Leahy <a href="mailto:adele.leahy@dwp.gov.uk">adele.leahy@dwp.gov.uk</a>	Francesca Strachan <a href="mailto:Francesca.strachan@dwp.gov.uk">Francesca.strachan@dwp.gov.uk</a>

# Hub Partnership Strategy

DWP and the relevant partners to collaboratively develop an individual strategic delivery plan with details of appropriate joined up work. Advocating creative ways of delivery that meets the Employment and Skills needs for young people

Creating a larger Network of Partners working across West Yorkshire on the Youth Agenda to generate further opportunities to achieve enhanced benefits of Systems Leadership

Establish there is a clear communication strategy amongst the Youth Employability Coach Team to share good practice and case conference to ensure the young person is progressing towards employment and is on the most effective Routeway

Ensure Youth Employability Coaches work collaboratively with the Third Party Provision Team to identify any provision gaps

Ensure DWP Employer Engagement colleagues at all levels develop and deliver a 'Youth Offer' for Employers to generate more opportunities for Young People in the labour market

Build capability of our staff by refreshing the Solution Focus Approach, Influencing Skills and Having difficult conversations training to ensure Youth Employability Coach's have the right tools for outreach activities

Ensure Customer Service Reviews take place with individual hubs to understand success and inform any changes to be made



## ***Successes and challenges of Youth Hubs***

***We will collaborate with partners to help and support our young people under one roof.***

***Working where the young people are in their communities***

***Ensuring we are best supporting and meeting the needs of the local community***