

A template for reducing youth unemployment?

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% of 16-18 year olds Not in Employment Education or Training (NEET)

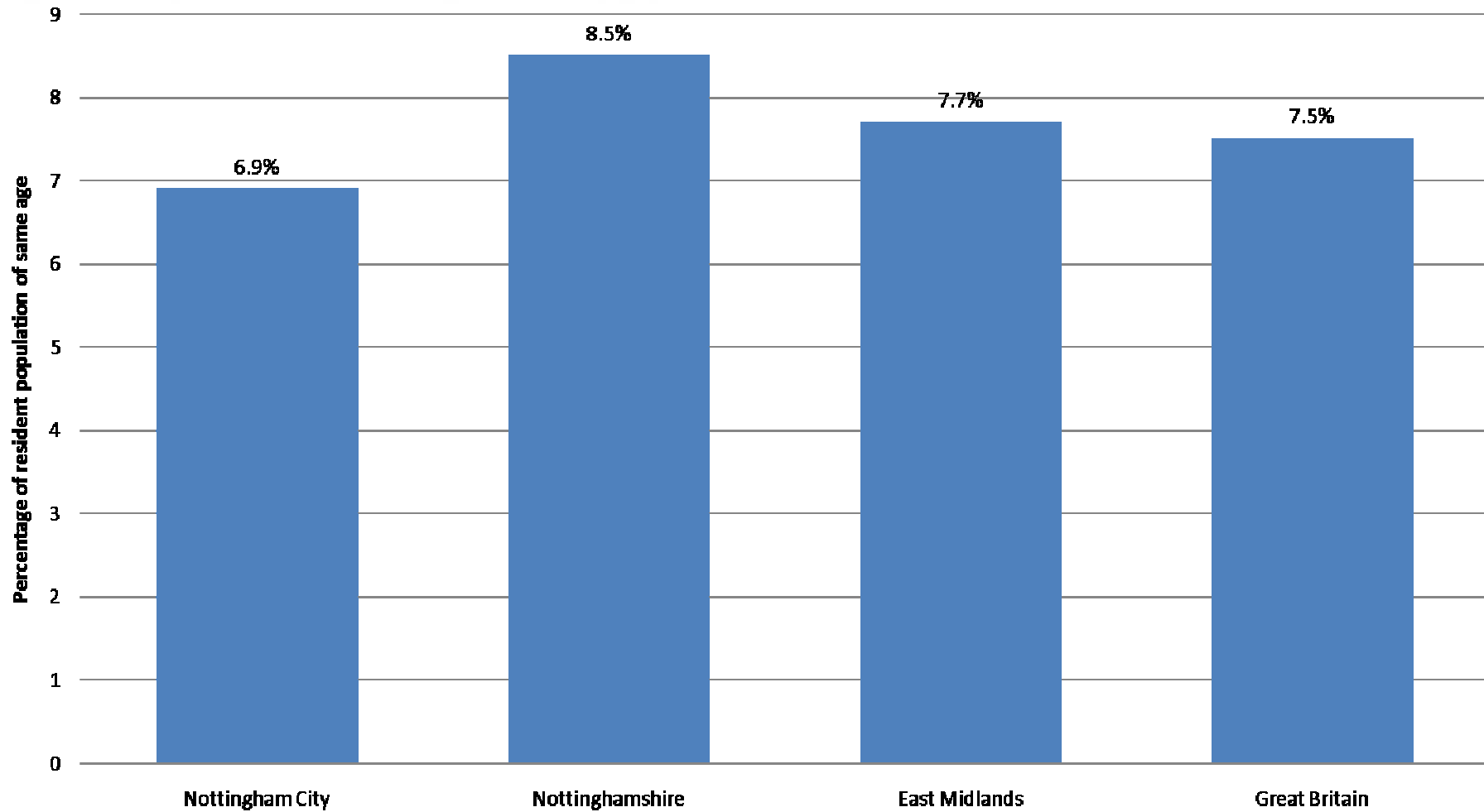
Core Cities	NEET (%)	Rank	County Families	NEET (%)	Rank
Nottingham	5.5	1	Northamptonshire	2.2	1
Birmingham	6.0	2	Nottinghamshire	3.5	2
Leeds	6.2	3	Lincolnshire	3.9	3
Bristol	7.6	4	Dudley	4.5	4
Sheffield	8.1	5	Staffordshire	4.7	5
Manchester	9.2	6	Swindon	5.4	6
Liverpool	9.8	7	Cumbria	5.5	7
Newcastle	10.9	8	Lancashire	5.9	8
			Kent	6.1	9
			Derbyshire	6.2	10
			Wigan	6.7	11

England	5.4%
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Actual number NEET (March 2012)

City	387
County	850

JSA claimant count for 18-24 year olds May 2012



Source: ONS claimant count - age duration with proportions.

Note: % is number of persons claiming JSA as a proportion of resident population of the same age

Actual claimant count:

Nottingham City: 4,330

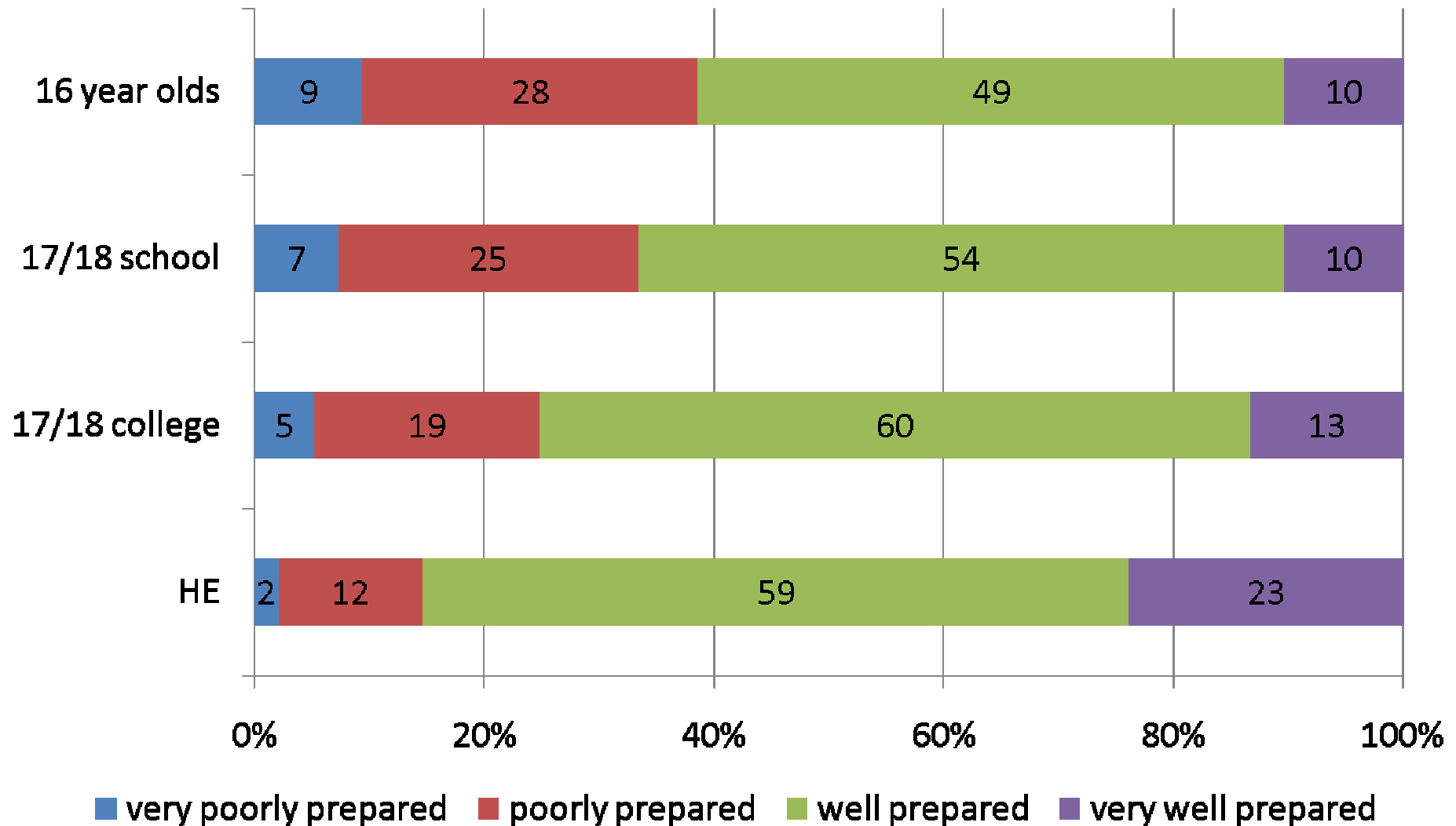
Nottinghamshire: 5,555

What can we do? Keep it simple!

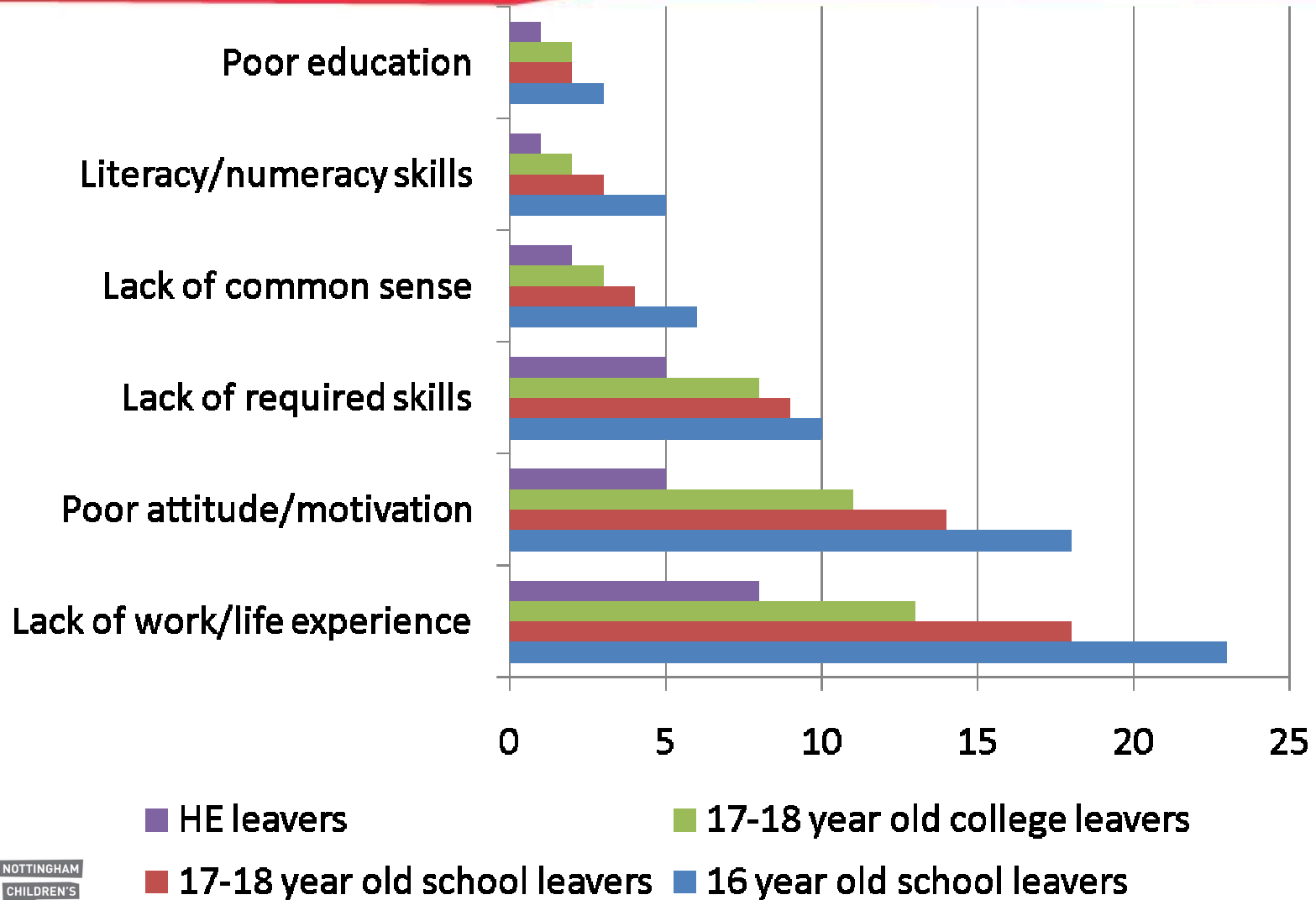
- Create opportunities
 - make it easy and affordable to employ young people
- Prepare young people for work better
 - “employability”, enterprise, skills
- Clear pathways into work
 - better use of multi-media communications

Re-inventing Routes into Work

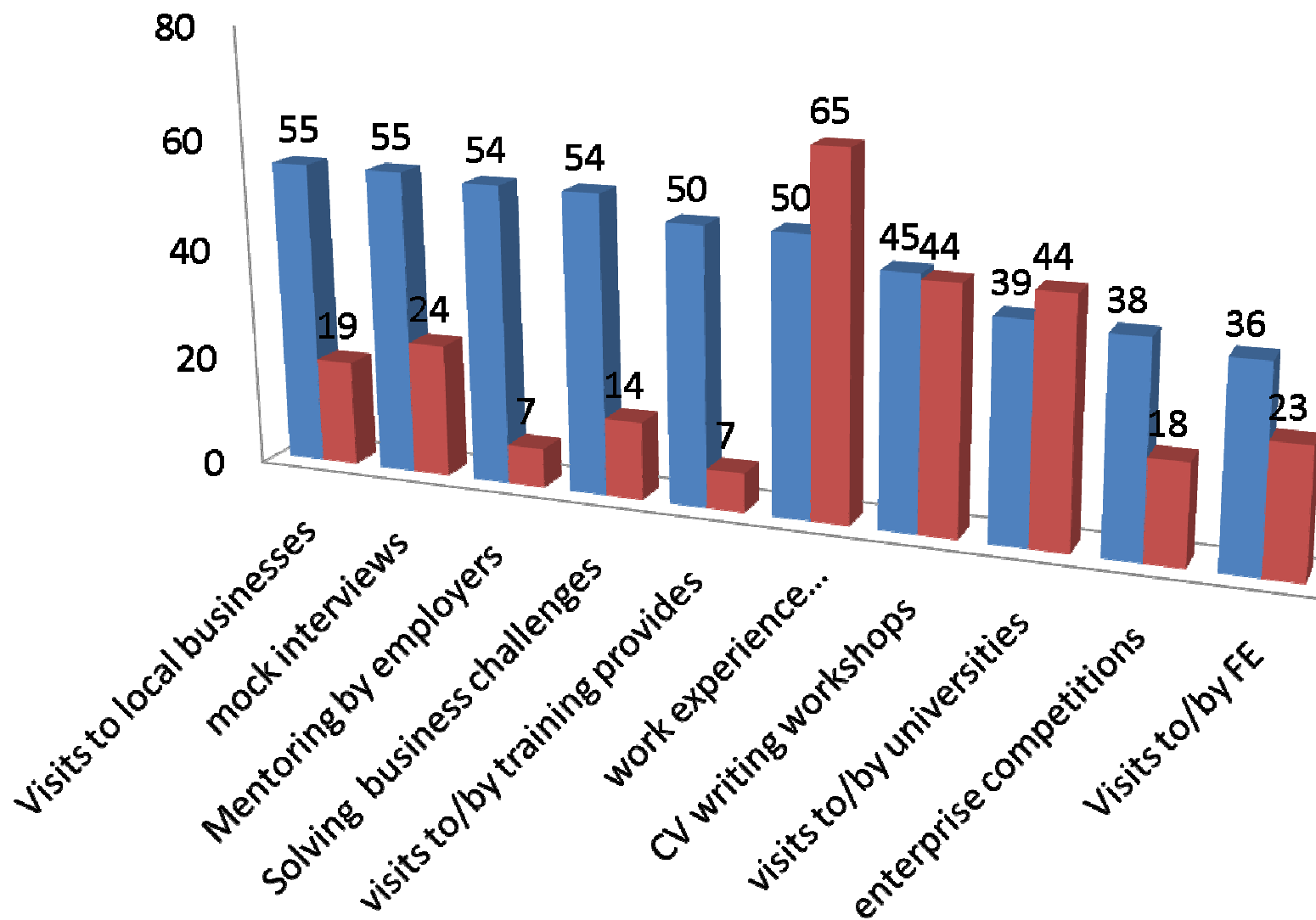
Employer views on their young recruits preparedness for work. Source: European Social Survey 2011



Proportion of recruiters who find them poorly/very poorly prepared – by reason



What do young people think will help them prepare better for work?



Strengths and Challenges

- Low NEET 16-18
- Strong engagement and leadership from business
- Wide perception of this as a priority
- Public sector commitment
- Strong support from FE and Universities

- communication with parents and young people
- leadership and co-ordination
- maximising resource and getting value from it
- making it easy for SMEs to get involved
- involving schools
- unblocking structures which limit success e.g. reduced funding for apprentices post-18