



ManpowerGroup™

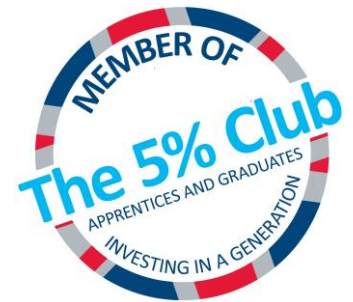
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Kickstart: an introduction

in partnership with The 5% Club



Founded in 2013 by Leo Quinn, Group CEO of Balfour Beatty, The 5% Club is a movement of businesses committed to having at least 5% of their workforce in earn and learn (apprentices, graduate programmes and sponsored students). Membership now exceeds 500 organisations who represent a workforce in excess of 1 million employees, with 61,000 in formal workplace learning.



Our speakers today



Geraint Williams
Kickstart Operations &
Engagement Lead,
DWP



Laura Parker
Head of Learning &
Development,
Aggregate Industries



Jeremy Hay-Campbell
Head of Corporate Affairs,
ManpowerGroup



Youth unemployment challenge

- Young people disproportionately impacted by Covid-19 pandemic
- Youth unemployment rate has **increased to 14.5%** from 12% (Aug-Oct 2020 vs Jan–March 2020)
- Unemployment to rise further; 2010 youth unemployment was 20%+
- August 2020, 376,000 youth in employment furloughed (9% total eligible jobs) – 2 million at some point (March – July)
- Over 2020, young people claiming unemployment has **increased by 282,000 – up by 120%**
- Economically inactive **up by 181,000**



What is Kickstart?



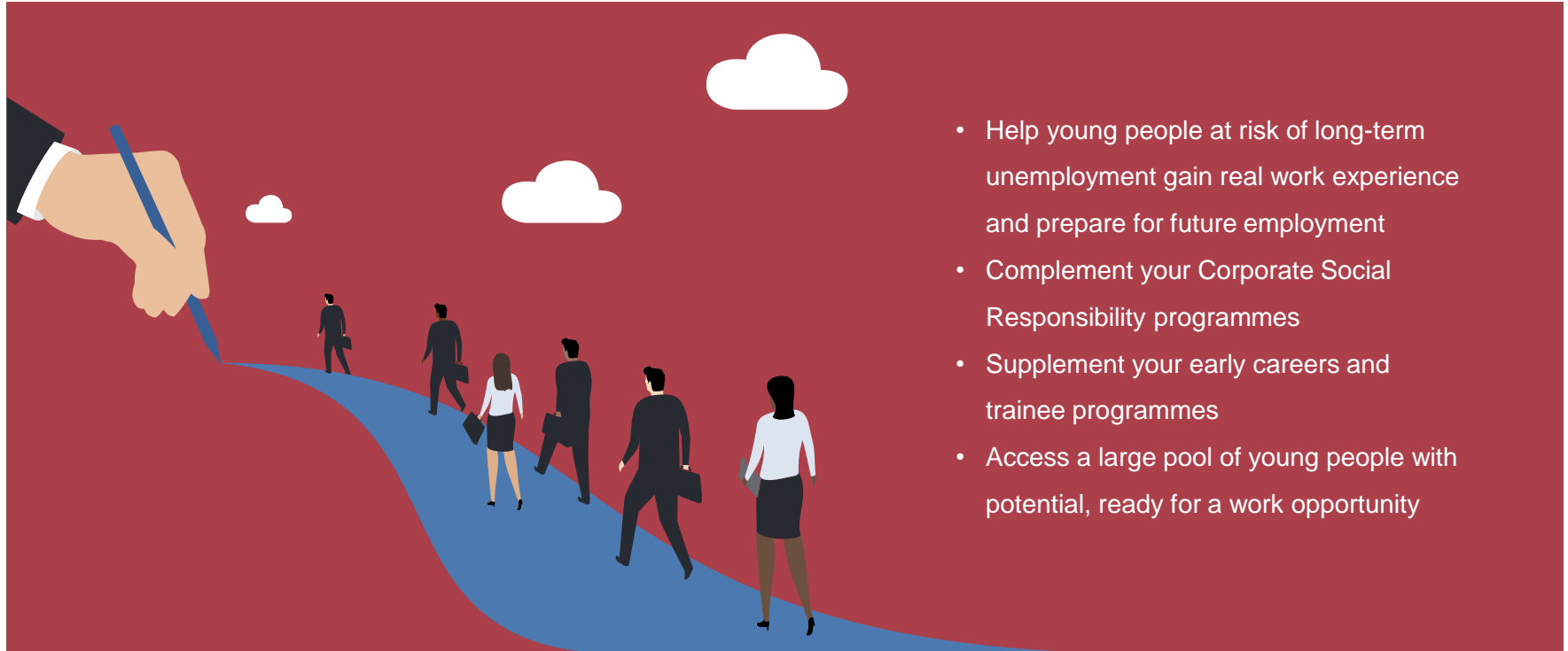
- Flagship programme to support young people aged 16-24 at risk of long-term unemployment
- Supported by £2 billion public investment
- High quality 6-month work placement
- Young people identified by Jobcentre Plus
- Participants must start by end December 2021
- Funding covers 25 hrs/week at NMW
- Employer NIC and auto enrolment also paid
- Young people supported by work coaches in their role
- Structured employability support & training is core to a placement
- Employer incentive payments: £300 through Gateway; £1,500 for employer incentive

Key criteria



1. Employers have no obligation to offer full-time employment after the programme ends
2. The job placements created with Kickstart funding must be new jobs
3. The Kickstart role must not:
 1. Replace existing or planned vacancies
 2. Cause existing employees or contractors to lose or reduce their employment
4. The young people can only attend one 6-month work placement
5. Open to employers in England, Scotland and Wales (NOT Northern Ireland)

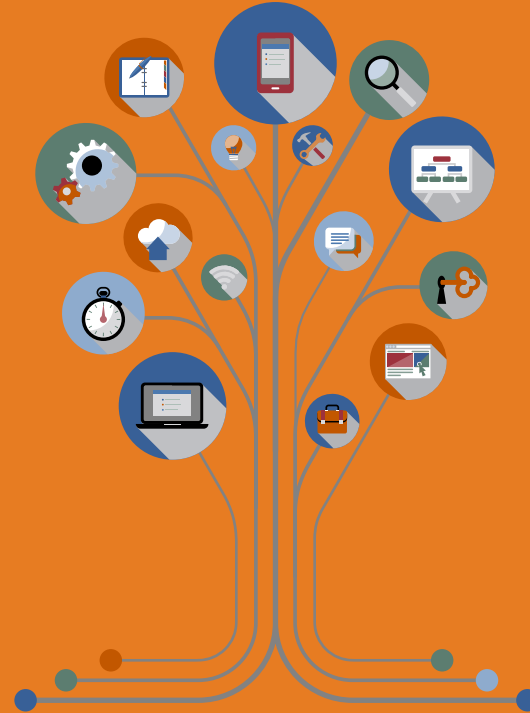
Why support Kickstart?



- Help young people at risk of long-term unemployment gain real work experience and prepare for future employment
- Complement your Corporate Social Responsibility programmes
- Supplement your early careers and trainee programmes
- Access a large pool of young people with potential, ready for a work opportunity

What does employability support cover?

- Basic work skills
 - attendance
 - timekeeping
 - communication
 - teamwork
 - travelling to work



- Support and career planning
 - support to look for long-term work
 - support with CV and interview preparation
 - training to develop their skills, such as team work, organisation and communications as part of the role



Aggregate Industries - Early careers 2021

Laura Parker - Head of Learning and Development

KICKSTART SCHEME

About us

A FLAIR FOR
INNOVATION



- Large employer, Construction building supplies, 4,000 workforce, 300 sites
- Established Apprenticeships and Graduate scheme successfully running for 15 years
- Average intake per year - 8 Graduates, 25 Engineering Apprentices, 15 Higher Apprentices

Kickstart

- Our kickstart programme is being designed as a **route** to our **Apprenticeship and Graduate schemes**.
- Giving individuals and us the opportunity to carry out a 'six-month interview' before joining us

Our Kickstart scheme



- Applied for 39 kickstarts; engineering, plant ops, admin, commercial and technical.
- Topping up to 37.5 hrs per week
- Additional funding to run our Kickstart development programme.
- Development programme:
 - Includes several CPD and formally accredited courses, ie: IOSH, Mental Health Awareness, Safety Passport
 - Soft skills - timekeeping, team work, collaboration, communication, CV skills and interview tips, financial planning, personal management
- 1:1 coaching with an external work coach, monthly virtual HR/L&D check ins, personal development plan, mentor and buddy.

Kickstart recruitment

- 39 job roles
- 124 applications
- 8 offered (to date)
- 4 started

Our experiences and tips

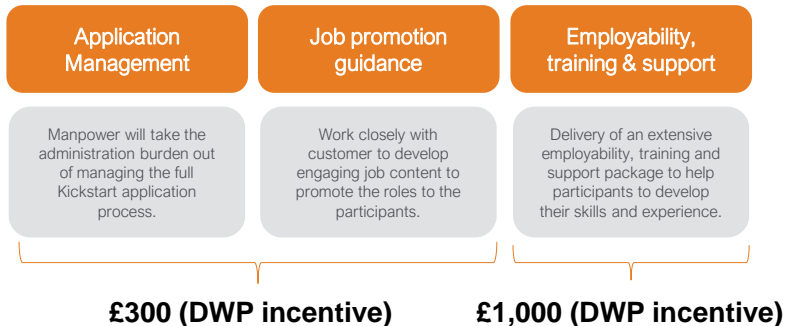
- Educate the business - **expectations**
- Mapped vacancies to local DWP job centres
- Created a flyer for DWP to issue to their customers
- Be **agile** and **adapt**
- Adverts are clear, no jargon, short and to the point
- **Sell the role**, the company and opportunity
- Be prepared to advertise for a longer period of time
- Keep requirements to a minimum to be more accessible
- **Act quickly**
- Plan beforehand how you will work differently due to COVID
- Onboarding



How is ManpowerGroup helping?

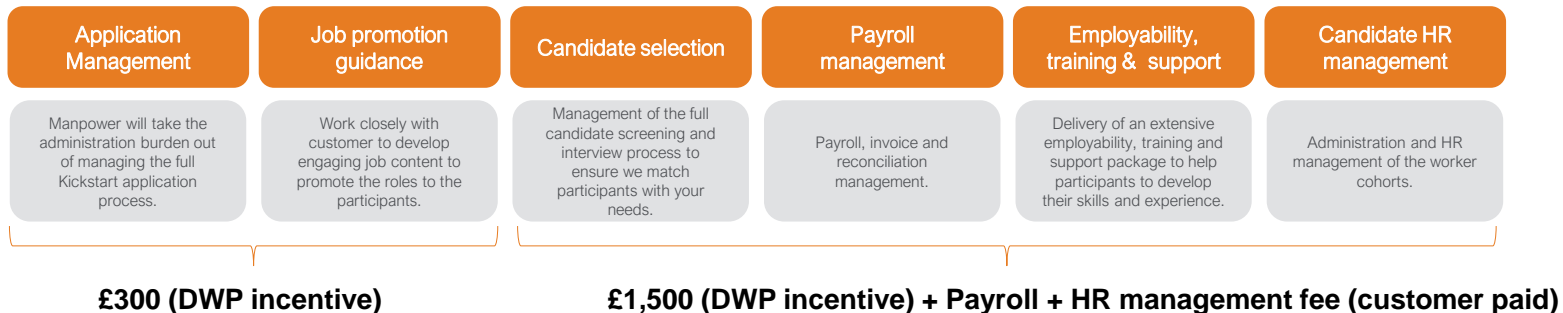
Gateway Model

Acting as a Gateway organisation Manpower will provide the following Kickstart services

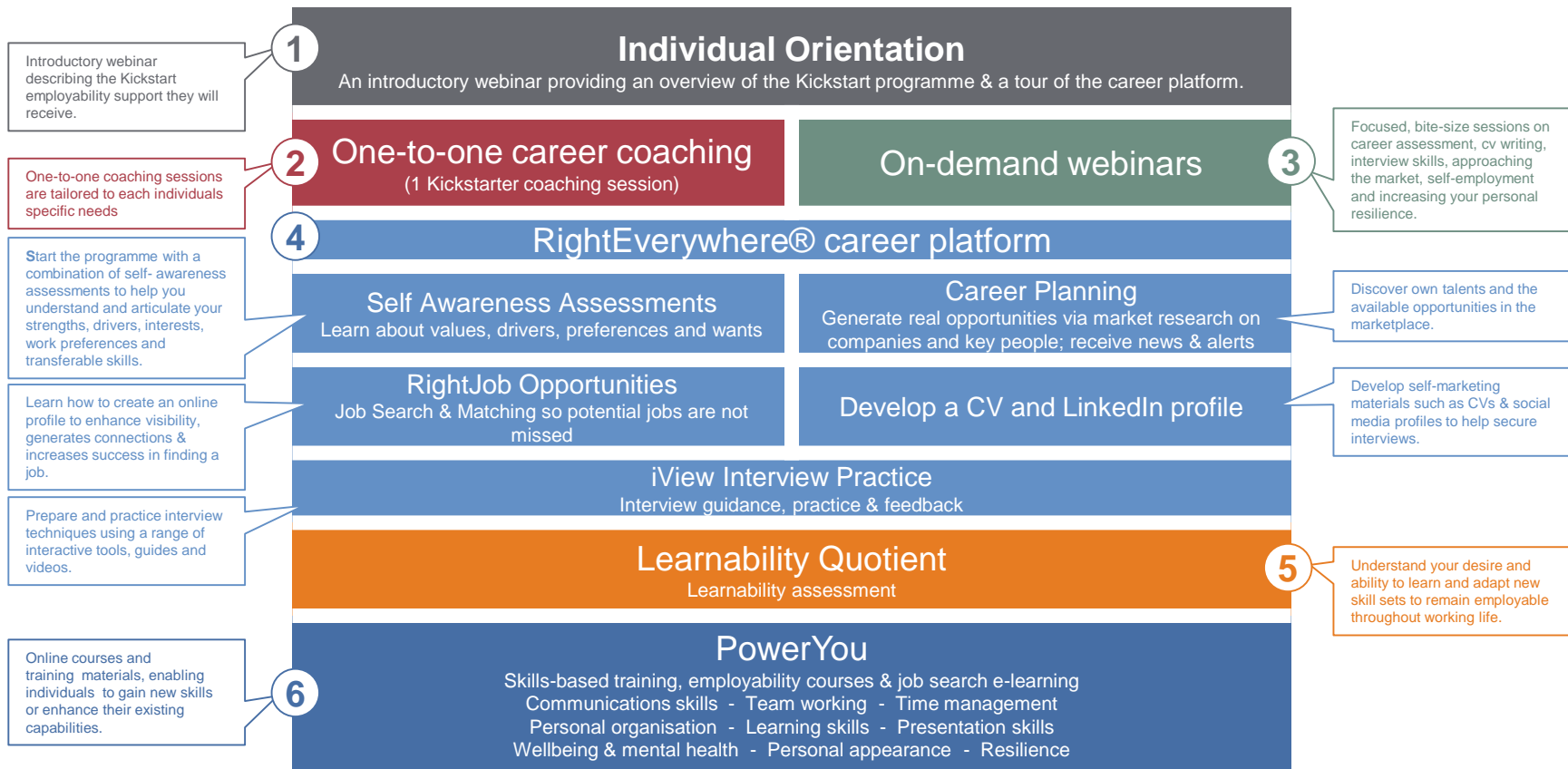


Gateway Plus Employer Model

Acting as a Gateway organisation Manpower will provide the following Kickstart services



ManpowerGroup Employability Support Programme



Each Kickstarter will receive a regular check in call to discuss progress with placement and training and development courses completed through RightEverywhere and PowerYou

MONTH
1

- Onboarding and Induction
- Self-awareness course
- Learnability assessment
- Learning skills
- Personal organisation course
- Basic MS Office skills (1)

MONTH
2

- Self discovery course
- Communication skills
- Time management
- Basic MS Office skills (2)

MONTH
3

- Career planning
- Linked In profile/Social media
- Personal branding
- Mental health
- Resilience
- Team working

MONTH
4

- CV builder
- Personal appearance
- Job searching skills
- Presentation skills

MONTH
5

- Approaching the market
- Job search
- 121 Interview practise Session

MONTH
6

- CV session
- Career planning
- Next steps



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Q&A



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Thank you

You can get in touch at kickstart@manpowergroup.co.uk