

IMPACT REPORT 2019



GetMyFirstJob
Where it all starts.



ALL
YOUNG
PEOPLE
DESERVE
A FUTURE
THAT'S
RIGHT FOR
THEM.

2019 was a year of contradictions for the Early Talent market, and the jobs market overall.

The UK's unemployment rate hit the virtually unprecedented level of just 3.8% and open job vacancies peaked at 750,000 during 2019. This picture of success is welcome but hides many real and significant challenges. These impact directly on local communities as well as national industries, and the future competitiveness of the UK.

Despite the continued drop in overall unemployment throughout the year, in the last half of 2019, the number of those Not in Education, Employment or Training (NEET) was on the rise, ending the year at nearly 12%. More than 1 in 10. According to the latest data available from the ONS, in some ethnic groups, this rises as high as 15% or 16%.

Whilst more than 50% of young people are now going to University, 20 years after Tony Blair's Labour party set the target, it is not clear that this objective is feeding through to the skills required by business. Many sectors report skills shortages; Engineering UK suggests up to 60,000 more engineers are required each year. The NHS advertised for 90,000 places in the first three months of 2019 alone, and other areas such as ICT, Hospitality and Construction report similar issues. Furthermore, the HE sector has engaged in what some consider dubious incentives. In a market of uncapped recruitment and funding that is significantly higher than FE equivalents, young people are being financially incentivised through a range of 'bursaries' and 'scholarships' that amount to little more than cash-back on their student loans.

It has never been more important for young people to have access to a wide range of unbiased and objective information about the future of the jobs market, and their role within it. Similarly, employers face challenges in getting their message across to every group of young people – no matter the background, gender or ethnicity – to help educate and inform.

During 2019, we were delighted to have played our part in supporting this process. During the year, we worked with over 27,712 Employers, Colleges, Training Providers and Universities; supporting them across Traineeships, Apprenticeships, Graduate and other Early Talent roles.

We were particularly excited to see our technology applied by charities such as MovementToWork and Speakers for Schools as well as LEPs to support work placements and work experience – vital in helping young people explore the options that are open to them.

We anticipate an extension of these challenges in 2020. The impact of Brexit, continued use of the Apprenticeship Levy for management and existing employers, as well as the introduction of T-levels will all have an impact on the education and careers marketplace.

We continue to be excited, however, by the role technology can play in delivering effective and cost-efficient tools to support the life changing decisions that all young people make as they take their first steps in the world of work.

David Allison

Co-Founder & CEO, The Talent People





THE CHALLENGE

GetMyFirstJob was launched in conjunction with Nesta Impact Investments, after we recognised that young people were unaware of the opportunities open to them after compulsory education, causing them to make selections from an increasingly limited range of options.

Our teams' combined experience within youth recruitment and training has shown us that without the right support, and unless young people are aware of their options, they will have limited choice, potentially low aspirations and will therefore struggle to achieve their potential.

Young people are reliant on numerous individuals; friends, family, neighbours, teachers and careers advisers for career support. In many ways it is the knowledge of society as a whole that determines someone's occupational outcome. If a young person doesn't encounter a particular opportunity, pathway or employer they cannot apply for it; even if it is perfectly suited to them.

Careers advice should empower young people to lead successful and independent lives, however it appears something has gone awry, with youth unemployment a continuing problem for the UK. Those aged between 16 and 24 in the UK are almost four times more likely to be unemployed than someone aged between 25 and 64. *1 Of those not in education, employment or training (NEET), no less than 60% of them are missing out on both benefits and advice. *2

A plethora of factors have contributed to this, most young people are pushed down the academic route of going to university, while vocational options, specifically apprenticeships are misrepresented. However, this route is not ideal for many, with one in twelve freshers from a low-income background dropping out in their first year. *3

As a nation, we are geared towards an adult recruiting system that relies on experience and informal recruitment methods such as contacts, making it increasingly difficult for young people to get on the career ladder. Most young people get caught in a predicament where they have no work experience but are expected to demonstrate to employers, they have the skills required for the world of work.



Every 22 seconds someone
visited GetMyFirstJob in
2019



Every hour, we placed
almost 5 (4.8) candidates in
jobs

It can be said that for some students, careers knowledge and skills can be built through a range of extra-curricular activities – work experience, debating, mentoring and student representatives. Some may have support from their parents and their professional networks and learn about careers through them. However, for many young people, these opportunities don't exist, particularly for those from more challenging backgrounds who typically apply to traditional roles rather than future-proofing their own path.

Our venture is aimed at raising awareness of career alternatives amongst all young people to ensure they are better informed, so they will make better decisions leading to careers to which they are more suited to.

*1 Princes Trust *2 The Independent *3 Teach First



WHAT DO WE DO ?

What we do really matters. We're not selling software or filling a vacancy. We're changing lives for the better. We want to help everyone on the route to independence, the career ladder and professional fulfilment, no matter their ethnicity, (dis)ability, social class, gender or what they think they can achieve.

We give young people across the UK advice, guidance and support at the start of their career journeys, so they are able to make informed choices. The stories we tell and advice we offer breaks pre-conceptions and stereotypes to give everyone the best chance to be successful in life.



6

Every 6 minutes,
someone registered on
GetMyFirstJob

We know that we can't do this alone, so we have a network of charities, training providers and employers who work collectively to make a difference and offer more choices for young people. By combining our expertise, technology, data and insight we inform, educate and support them with class-leading solutions. Not only does this ensure that they know what they are doing, but candidates can apply there and then, and we can be more confident the young people we place are going to good opportunities.

Young people are fresh faced when it comes to the world of recruitment. We are welcoming the first digital generation into the working world, and it will be the first time for many where they will not be presented answers to their questions with the click of a button. Our app and websites allow young people to access information, resources and jobs from the comfort of their closest companion, their phone.

Our whole solution has been built with this in mind; we want to make things easier for young people in their journey to employment. Finding a job is not reliant on the candidate applying for an opportunity that they stumble across; we offer so much more. Candidates can be talent-spotted by employers by roles in their local areas and we send them notifications about new opportunities that align with their interests. We let them know about things they otherwise may not have seen or even heard of.

We also know that young people don't know that they have to continue a search for a job for many days, but our platform allows businesses to talentspot individuals that may be interested in their roles.

We intend to develop this further within the coming years. We will be working alongside the government to test how we can nudge people to consider opportunities they wouldn't normally apply for. We are also developing technologies to allow candidates to be informed and engaged right up until their first day.



"I would like to take this opportunity to thank you for all your help. You have been invaluable in your efficiency and knowledge helping me through this process, so thank you for that."

Linda



WHAT DID WE ACHIEVE IN 2019?

We always say that we make a massive difference to our entire community and our numbers don't lie...

6,026,338

People we reached
in the UK

1,426,822

Visits to our
GetMyFirstJob
website

887,673

People visited our
GetMyFirstJob
website

183,532

People logged in to
their GetMyFirstJob
account

79,887

People registered
with us

504,897

Have registered
with us since we
started

189,879

Applications to
opportunities on
GetMyFirstJob

202,516

People used
our advice and
information pages

42,160

People were placed
in opportunities



Big Assembly Events

Together with our partner WorkPays, we are one of the organisations at the heart of the Big Assembly. The Big Assembly is an online webinar where schools, employers and young people can stream the event from the comfort of their own classrooms, offices and homes.

Our events bring together young people, parents, training providers and employers from all walks of life to discuss the options they had and the choice that they made and recommendations for people getting into the world of work. We have had events that focus on routes such as apprenticeships to industries such as science, engineering, technology and mathematics (STEM).





Across the year

We had a total of 2,163 people register to watch one of our events or request more information. In total, one of our Big Assembly events was watched by 181,692 people.

2,163

Schools reached

181,692

Individuals reached

#NAW2019 BA

Total Registered:	575 (Schools)	48,300 (Individuals)
Total Watched Live:	372 (Schools)	31,248 (Individuals)
Total on Demand:	410 (Schools)	34,440 (Individuals)

#MAKETHEFUTURELIVE BA

Total Registered:	245 (Schools)	23,002 (Individuals)
Total Watched Live:	180 (Schools)	16,740 (Individuals)
Total on Demand:	219 (Schools)	20,367 (Individuals)

#TEWEEK19 BA

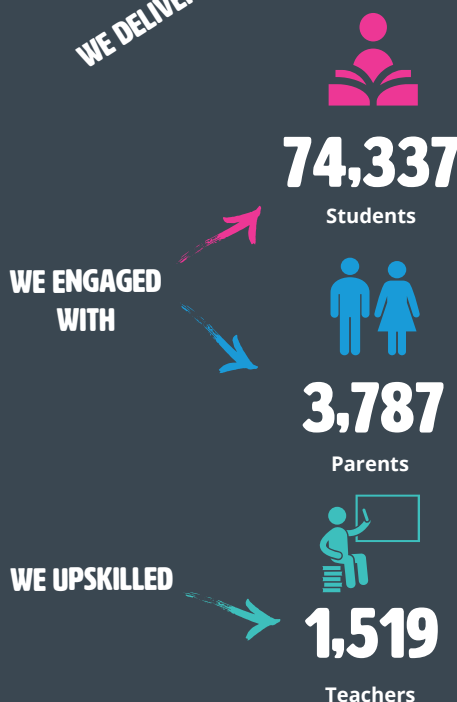
Total Registered:	639 (Schools)	52,317 (Individuals)
Total Watched Live:	420 (Schools)	34,384 (Individuals)
Total on Demand:	415 (Schools)	33,615 (Individuals)

WE DELIVERED SUPPORT TO OVER 600 SCHOOLS.

Project Ask

Young people are heavily motivated by their environment such as their school, after all that is where they will spend most of their time before they start working. So, reaching them there to challenge their perceptions and make them aware of all possible opportunities is essential so they can make an informed decision based on what they know.

The Apprenticeship Support and Knowledge for Schools and Colleges programme (ASK) is funded by the National Apprenticeship Service, part of the Department for Education. The programme is designed to give schools, colleges and other educational establishments across England free support to develop and transform how your students think about apprenticeships. We support the programme through administration for one of their regions and in the academic year 2018/19, we helped to achieve some amazing results.



Tall Ships

The difference that we make doesn't stop with what we do. Behaviours need to be challenged from a young age and many individuals need support, so they have the confidence to apply for what is right for them.

That's why we chose Tall Ships Youth Trust as our charity of the year. They provide voyages for young people to give them the chance to develop life skills, build self-esteem, embrace a healthier lifestyle and gives them skills to help them into employment. Throughout 2019, our team raised £1,772.46 for Tall Ships Youth Trust. Our CEO, David Allison raised £1,053.86 by changing his usual commute and getting to work on a Paddleboard.



A FEW OF THE PEOPLE WE'VE HELPED...



Movement to Work

Movement to Work partnered with the Talent People in 2019 to provide a new platform which is now used by a wide range of employers to help attract and promote their work placement programmes.

376 Vacancy ads uploaded

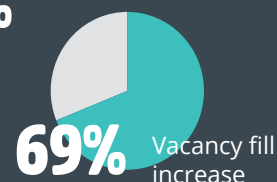
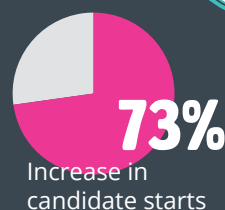
1923 Applications over 8 months

"In the first year of our partnership, not only have we been able to significantly increase the number of applicants for these opportunities, but the insight into geographic, ethnic and other demographic data is allowing us to become even more effective in addressing issues such as social inclusion."

Truro & Penwith College

Truro and Penwith College have worked with the TalentPeople for the last five years as we have grown our apprenticeship programme to meet the needs of employers and respond to key industries across our country.

"TheTalentPortal has revolutionised our recruitment offering to employers allowing us to deliver consistently high levels of service to employers, large and small, whilst ensuring the candidates are guided to the best roles for them."





Building People

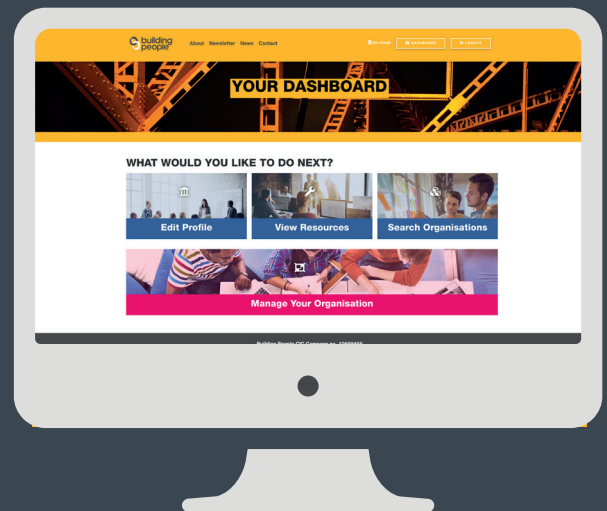
The Built Environment, like many other sectors, needs to ensure we have a diverse talent pipeline for the future. The Building People objective is to 'join the dots'; to bring together the many fantastic organisations and initiatives that exist to help inform, educate, attract and support people into our sector.



"Working with TheTalentPeople, we've been able to deliver a proof of concept platform that does just that. It's been fantastic to see the TheTalentPeople team understand our vision and - with incredible patience and friendliness - turn it into reality. We're looking forward to growing the scope, reach and impact of the platform together."

BESPOKE BUILT WEBSITE

Built for
Building
People's needs



Hart Learning and Development

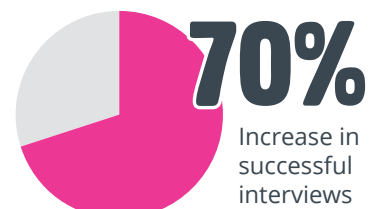
Hart Learning and Development already built a solid reputation for delivering quality apprenticeship training for a vast range of employers, when they came to us. Their desire to grow and continuously improve their service to candidates and employers had revealed a requirement for a talent attraction and engagement platform that could support these needs.



"The TalentPortal has completely transformed the way in which we work with employers. The speed of service not only allows us to deliver on behalf of our customers, but immediately frees us up to move onto the next role and do the same again."

X3X3X3

Increase in successful interviews





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Where it all starts.

getmyfirstjob.co.uk