



POLICY BRIEFING NOTE: 17

This is the 17th of a series of short Policy Briefing Notes

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COLLECTIVE LEADERSHIP FOR HIGH-QUALITY CAREERS SUPPORT:

FUTURE TALENT CAMPAIGN: text courtesy of Patrick Watson.

“Never mind youth unemployment now, what about the next generation?”

1. A new report on youth unemployment titled **‘Precarious Futures’ by the UKCES** confirms our concerns about labour market opportunities for future generations.
2. TUC Secretary General, Frances O’Grady said recently that job prospects for many young people have deteriorated alarmingly.
3. Although improving, we know that only one in four employers offers work experience placements to young people in education and just 15% of employers have or offer apprenticeships to young people.
4. Structural changes in the labour market mean that young people are competing with older and more experienced workers, who have been forced to trade down for the lower and mid-level jobs that young people would normally take.
5. The Careers Alliance, of which Careers England is an active member, has launched a #futuretalent campaign backed by over 50 employers, professional bodies and education organisations, including:
 - Atkins,
 - Capgemini,
 - Deloitte,
 - National Grid,
 - Siemens,
 - Wates,
 - the ACCA,
 - the Bar Council,
 - the Chartered Management Institute,

- the ICAEW,
 - the Royal Academy of Engineering,
 - the Federation for Industry Sector Skills & Standards,
 - Creative & Cultural Skills,
 - and the Recruitment and Employment Confederation.
6. It is not enough for employers to just offer more work opportunities for young people now. The Royal Academy of Engineering's report on "Jobs and Growth" forecasts that the UK economy will require 830,000 professional scientists, engineers and technologists over the next decade alone. There is a long term skills issue that must be addressed by bringing education and training and the labour market closer together.
7. This is why **employers and the Careers Alliance** are working together and calling for collaborative action between professional careers advisers, employers and schools and colleges in providing careers advice and guidance to young people by:
- Highlighting the importance of careers education, information, advice and guidance programmes in schools and colleges.
 - Framing employer contributions as part of professionally managed careers programmes and not as ad hoc initiatives – embedding these contributions into robust CEIAG provision.
 - Affirming that, working together within a planned careers programme, employers and career professionals can provide far more effective help to young people than either could do on their own.

<http://careersalliance.com/future-talent-campaign/>

Careers England recommends that all Schools and Colleges should seek to secure externally validated quality assurance of their CEIAG provision by working towards a CEIAG Quality Award which is nationally validate by the Quality in Careers Standard

<http://www.careersengland.org.uk/quality.php?page=ceiag-quality-awards>

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