

Movement to Work

Impact Report

January 2024





OVER
175,000
YOUTH
OPPORTUNITIES
DELIVERED

89%
POSITIVE
OUTCOMES

100+
MEMBERS
NATIONWIDE



“It’s vital for UK industry that we invest in the next generation of talent. All too often young people get trapped in a vicious cycle of ‘no experience, no job,’ which limits their career prospects. By providing high-quality work placements that give young people a route into long-term employment, we also help businesses access the talent they need to succeed. Through Movement to Work, I’ve seen first-hand the impact these opportunities can have on our communities and organisations.”

Dr. Charles Woodburn CBE

Chair & Trustee, Movement to Work &
Chief Executive Officer,
BAE Systems

Executive summary

Movement to Work’s Impact Report outlines some of the major milestones, projects and success stories during the period January – December 2023. Here, we will share more about the charity’s core objectives and demonstrate progress towards our goals and resulting impact.

Key takeaways for this period include that the Movement’s annual delivery is amongst the strongest ever. More than **20,000 youth employment opportunities** have so far been reported, with over **89% positive outcomes**¹ for young people engaged in our programmes. This brings our total delivery since the charity was founded to over **175,000**.

Our network has also continued to grow with new members, partners and steering group supporters helping us in our mission. We have developed new products and services to help our network both measure the socio-economic impact of being involved in the Movement, alongside accessing live real-world insights from young people.

Read on to find out more!

¹ Based on the number of work placements completed leading to onward employment, apprenticeship, training, or education.



Message from our CEO

Gillian Churchill

Welcome to the Movement's Impact Report. Over the coming pages you will read about the Movement's work and impact from the past 12 months and beyond.

This includes the pace at which we are delivering opportunities which is ever increasing. We have now delivered more than 175,000² opportunities for young people across the country, and we are working hard to further grow and diversify our network of employers, while remaining focused on driving positive outcomes for our young people.

We've introduced new mechanisms to hear from young people first hand about their experiences of looking for and gaining employment, which will help us to evolve and adapt the support we offer to them. We also marked our tenth anniversary with a targeted campaign - our first ever - to drive awareness of the challenges facing young people today and the important role of business in helping to tackle this, as well as grow our network of employers faster than ever before.

As CEO of the charity I am incredibly proud of our progress, but with nearly 12%³ of young people, aged 16-24, not in education, employment or training, our work is far from over. Looking ahead, we must continue our work together to create even more opportunities for young people, supporting them every step of the way into sustainable, quality employment.

Thank you for your continued support and I hope you enjoy reading about the collective impact we're making; we simply could not do this alone and without the support of our employer members and partners.

Here's to the year ahead and making a difference to even more young people, to helping them to fulfil their potential and unlocking opportunity for all.



Message from our COO

James McCann

I am immensely proud of the impact that the Movement has had throughout the course of 2023 and over the past decade, delivering more than 175,000 opportunities for young people not in education, employment, or training.

Over the past two years we have seen a significant increase in the number of employers joining our Movement, meaning an even broader range of diverse opportunities are being delivered to young people than ever before.

We have continued over the past year to broaden our services, introducing new offerings including our Digital 'Youth Voice' Survey & Data Dashboard programme, our 'Impact Calculator', and our solution focused 'Youth Action Forum'. All these have been designed to support our employer members deliver impactful programmes that meet the ever evolving needs of young people.

With youth unemployment on the rise, vacancies reducing, and an economic outlook that could see the UK falling into recession in 2024, there is still much work to be done.

To all our members, thank you for your ongoing commitment to Movement and the delivery of high quality experience for those young people furthest from employment.

If you are reading this and believe your organisation could play a role in delivering even more life-changing opportunities to young people across the UK, please do [get in touch](#) and join our growing Movement.

² Overall opportunities delivered to date comprising primarily of work experience placements, apprenticeships and direct entry roles. ³ Based on the period April to June 2023 - ONS August 2023.

ABOUT MOVEMENT TO WORK



Why we do it



We believe that young people are our future. The more we invest in them, the more we secure the wellbeing of future generations. With almost **800,000**⁴ young people not in education, employment or training, and over **2.5 million economically inactive**⁵, we have a responsibility to help them into work and set them up for success.

Get involved!

W: www.movementtowork.com

E: info@movementtowork.com

@MovementoWork

#YoungPeopleWork

Who we are

Founded in 2013, Movement to Work (MtW) helps employers deliver high quality employability opportunities for young people aged 16–30 who face barriers to work.

We are a registered UK charity offering 100% no-cost support to businesses interested in youth employment. All we ask is that you join our community and create worthwhile experiences for young people.

1 FREE 1-2-1 SUPPORT

Membership comes at no cost and you can count on a dedicated account manager to support you. From designing, reviewing or updating your programme, to making connections across our network.

2 FREE TOOLS & INSIGHTS

We can help you stay in the loop with latest trends alongside providing you with access to our Member Area filled with tools to measure and get the most out of your programmes.

3 FREE EVENTS & NETWORKING

From intimate peer-to-peer forums to large conferences and awards, our events are fantastic opportunities to showcase your employer brand, network and learn from the wider MtW community.

4 ACCESS TO A RANGE OF PARTNERS

Membership includes access to industry experts via a national network of training providers and youth outreach organisations supporting specific groups such as ex-offenders, care leavers, those with a disability and refugees.

5 UNLOCK ADDITIONAL FUNDING

We work closely with policy makers and can advise on how to utilise additional funding to support programme development and delivery, minimising the cost to your organisation.

6 PROMOTE YOUR OPPORTUNITIES

We'll advertise your opportunities on our Talent Platform and Youth Opportunities Bulletin free of charge, and help you engage with young people furthest from the job market.

⁴. Based on the period April to June 2023 – ONS August 2023. ⁵. Between November 2022 and January 2023, 2.61 million young people (aged 16 to 24) were economically inactive according to the Office for National Statistics – ONS Labour Force survey.

OUR NETWORK

Employers

Movement to Work is a growing community of employers, youth outreach organisations, training providers and government allies – all aiming to level the playing field for young people aged 16–30 facing barriers to work.

In 2023, we welcomed many new employer members including:

- A2 Dominion
- Adler & Allan
- Amey
- AMS
- BBC
- Canon UK
- Carrier
- City & Guilds
- ISG Ltd
- N Brown Group
- PGL Travel
- Teleperformance
- Willis Towers Watson

Youth Engagement

We work in partnership with a selection of training providers and youth outreach organisations that support our employers to plan and deliver their programmes, as well as connect young people with opportunities.

We call this group of partners our Youth Engagement Network – helping our employers design best-in-class offerings for young people furthest from the workplace.

Over the last 12 months we have welcomed new partners including:

- Bridge of Hope
- Careermap Media Group
- DFN Project Search
- Participation People
- ThinkForward UK
- Youth Employment UK
- YouthBuild

Backed by industry

Alongside our 100+ employer members and partners, at the helm of the Movement is our Steering Group. An impressive collective of senior leaders from public, private and the third sector, brought together by a desire to create systemic change and reach young people furthest from the workplace.

In February 2023, the role of Chair was passed from Olly Benzecry CBE to Dr. Charles Woodburn CBE, Chief Executive Officer, BAE Systems.

Emma Taylor, Chief People Officer, Tesco, was also appointed a Trustee of the charity in July 2023.

Our Steering Group continues to grow and we were delighted to recently welcome new member, Spirax Sarco.

accenture

BAE SYSTEMS

BARCLAYS

CIBI

centrica

Department
for Work &
Pensions

DIAGEO

MARRIOTT

M&S
EST. 1884

Prince's Trust

salesforce

TESCO

TUC

Spirax-Sarco Engineering plc



OUR OUTCOMES

Delivery

We are pleased to report that the rate at which we deliver opportunities is increasing alongside the growth in size and ambition of the Movement. Since being founded in 2013, it took eight years to deliver 100,000 opportunities for young people, and in just two more years, we are nearing the 200,000 milestone! This momentum has been hard fought and hard won, and we are excited to continue working with our employer members and partners to deliver more opportunities at pace and at scale.

Measurement & evaluation

We work closely with our employer members and partners to track progress and measure outcomes via regular meetings and quarterly reporting. This is how we're able to track some of our our core delivery data.

↑ Over 175,000 youth opportunities

Since 2013, this is the number of employment opportunities we have helped to deliver collaboratively with our members and partners. With more than 20,000 opportunities reported for 2023 so far, we are on track for one of the strongest annual deliveries in the history of the Movement. These opportunities refer primarily to work experience placements, apprenticeships and direct entry roles, offered to young people age 16-30 by our network.

↑ 89% positive outcomes

This refers to our current rate of positive outcomes based on 2023 data. We define positive outcomes as the percentage of work placements completed leading to onward employment, apprenticeship, training, or education.

In addition to the above, we have recently developed new tools and practices to work with our employers and partners to track real-world outcomes alongside gathering youth insight to ensure that we're at the cutting edge of of what works and what doesn't.



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DIAGEO

"Within six months, I lost my grandparents, my mum's uncle and our dog. This mixed with the pressure of starting a career led to being diagnosed with depression. I spotted Diageo's Learning for Life Programme at a recruitment agency. It helped me realise that I had a real passion for hospitality and that it was a great career choice with lots of room for growth. It's also incredible how the support you receive can help to change someone's outlook and life."

Watch Frazer's story [here](#).



Frazer Wezencraft, Bar Person & Diageo x Springboard Learning For Life graduate

OUR IMPACT & INSIGHTS

Impact Calculator

In partnership with researchers at Oxford Insights and employers from both the public and private sectors, we've been able to calculate and report on the return on the investment and social impact of Movement to Work programmes. Every member can now access our recently developed ROI calculator to understand more about the positive change their programmes are bringing to their organisations and wider communities. Read some of our latest reports [here](#).

M&S
EST. 1884

Building diverse workforces

M&S reported a positive outcome rate of **83%** with **93%** of work experience participants employed by the company on completion of their programme. Moreover, **49%** of participants were female, **24%** from ethnic minority backgrounds, **31%** disclosed having a disability and **1%** disclosed having an offending background.

BAE SYSTEMS

Tangible ROI for employers

BAE Systems' work experience programme showed they achieved a return on investment of **151%**. This means that for every £1 invested into their programme, BAE Systems recovered that £1 plus an additional £1.51 in savings due to reduced hiring costs.



"Supporting MtW remains a key priority for DWP and the wider Civil Service and together we will continue to help young people through our various quality placements and change people's lives for the better, breaking the vicious circle of no experience – no job."

Debbie Alder, Director General Corporate Transformation, Department for Work & Pensions & Movement to Work Steering Group member

Youth Voice

For Movement to Work to ensure we continue to deliver high quality programmes that meet the ever-changing needs of young people, we are committed to understanding their lived-experiences. Previously, we have used our annual Youth Summit as a way to gain insights. However, in 2023 we collaborated with **Accenture Tech for Good** to develop a new digital tool that will allow us to capture real-time, UK-wide, data-driven insights from young people, aged 16-30, not in education, employment or training (NEET).

After piloting with M&S and DWP, the project launched in November 2023. Hosted in our Member Area, the Youth Voice Digital Tool consists of the Youth Voice Survey and the Youth Data Dashboard.

Youth Voice Survey: The quantitative Microsoft Form survey asks young people key questions about their situation and their barriers to employment.

Youth Data Dashboard: The visualisation of the output from the Youth Voice Survey that members are able to view and interact with to gain insight.

To date we have received nearly 200 responses from young people nationwide. See below for some key insights:

- **1 in 5** young people say that lack of experience makes finding a job very difficult
- **75%** of young people feel a level of anxiety they cannot overcome during interviews
- **60%** of young people say that it is difficult to find jobs to apply to in the UK.

In addition to the survey, working in collaboration with DWP, we hosted five in-person **Youth Voice Workshops** in late 2023, where qualitative data was gathered via speaking with young people directly at Youth Hubs across the country. For a summary of key insights from the workshops see [here](#).

"I have no experience, I have a disability, who will hire me? I want an employer to see me for who I am."

- MtW Youth Voice Workshop participant



CELEBRATING 10 YEARS



2023 marked 10 years since the charity was founded. To make the most of this significant moment, we embarked on a year-long campaign to shout loud and proud about what we do to grow the Movement faster than ever before.

We worked in collaboration with creative agency **Smarts** to create a range of videos featuring young people and leaders from some of the biggest UK employers including **Accenture, BAE Systems, BT Group, Diageo, M&S, Manpower, Marriott, The Department for Work and Pensions, Tesco** and **Salesforce**.



To watch the videos and find out more about the campaign, visit the dedicated webpage [here](#).

Through a combination of organic activity and targeted LinkedIn ads (a first for the Movement!), we have seen a significant jump in engagement since launching the campaign. More than **100** employer leads were generated, leading to **10** new businesses signing up as MtW members. We also saw a massive jump in social media engagement, followers and activity on our webpages - something we will continue to build on.



“Young people are the future of all of our organisations and therefore there's a real responsibility for us to get involved in the here and now.”

Emma Taylor, Chief People Officer, Tesco & Movement to Work Trustee

Accenture UK & Ireland
89,350 followers
4mo · 🌐

Happy 10th anniversary, **Movement to Work!** 🎉

We're so proud to be celebrating with you and to continue to support young people to unlock their potential. Our young people need us to support their careers, but we also need the fresh outlooks and experiences that they bring to our workplaces.

Michelle O'Neill's unique perspective gave her the power to succeed at Accenture - but it was Movement to Work who gave her the access and confidence to choose her path. More below 🙌

[#YoungPeopleWork](https://lnkd.in/g/zGghMTp)

It was great to see so many of our employer members get involved and use their platforms to spread the word on behalf of Movement to Work - thank you!

LESSONS

sky news.com | £/€ ▼ 0.07% | UK Government has condemned the "politically-motivated conviction"

Ian King Live: The drive to get more disadvantaged youth into work



OUR EVENTS

CEO Summit

In April 2023, we hosted our annual CEO Summit and Youth Employability Awards in London. Two events, one day. The CEO Summit brought together 110 people from 83 organisations, convening leaders from business, government and third sector, alongside young people to discuss pertinent employment issues.

Youth Employability Awards

The CEO Summit was followed by a very special Youth Employability Awards, welcoming over 300 people from across our network to celebrate all the amazing work we do together.

Movement to Work's biggest annual events would not be possible without the support of our generous sponsors and partners. Once again, a huge thank you to our hosts at **Marriott** for the stunning venue of The Ballroom at JW Marriott Grosvenor House London. In addition, many thanks to **Tesco, Diageo, Accenture, M&S, Smarts / MSQ and Powwow Events** for their valuable contributions.

Presenters included Angellica Bell and The Prince's Trust Ambassador, Hugh Dennis, alongside some fantastic speakers and panelists from across our network including:

- A keynote by Mims Davies MP, Minister for Disabled People, Health and Work
- Antonia Tony-Fadipe, Inclusive Hiring Lead, The Body Shop
- Kayleigh Fosker, Customer Consultant, The Body Shop
- Melony Gouna, Employer Brand & Attraction Manager, Wagamama
- Joshua McLaughlin, Social Media Executive, GetMyFirstJob
- Heather Graham, Employability Programme Manager, M&S
- Luna Cummings, Customer Assistant, M&S
- Samantha Sullivan, Pre-employability and Work Placement Manager, Tesco
- Ryan Smith, Customer Assistant, Tesco
- Marc Bolland, Chairman Blackstone Europe & Founder of Movement to Work
- Olly Benzecry CBE, Movement to Work Trustee
- Dr Charles Woodburn CBE, BAE Systems Chief Executive Officer and Movement to Work Chair & Trustee..



See [here](#) for some reflections on the events alongside videos capturing the highlights. See also [here](#) for a summary of the CEO Summit discussions.

Youth Action Forum

Launched in Summer 2022, we have been hosting intimate online forums, bringing together our employers and partners to discuss the challenges faced whilst running pre-employability programmes.

So far we have hosted five sessions looking at issues ranging from the mental health crisis in young people, to using channels such as TikTok to engage and inspire young people. Here, we aim to share honestly about the obstacles and opportunities encountered by teams working in youth employability, so that we can learn from and empower each other.

Read more about our Youth Action Forums and all our events in our Member Area [here](#).





OUR TEAM

Here at Movement to Work our team is diverse and dynamic – mostly made up of secondees from our employer members. This way, we can bring in bright minds from a range of industries who are committed to putting their skills to helping tackle youth unemployment.

Our secondments range from six months to two years, helping to ensure the team never stagnates and the Movement benefits from fresh energy, ideas and perspectives.



MtW team at the Youth Summit, Birmingham, November 2022

To meet the current team, visit [**here.**](#)

To learn more about our secondment model and read some alumni case studies, visit [**here.**](#)

YOUTH AMBASSADORS

Since 2020 we have been building a network of Youth ambassadors to ensure we have young voices at the heart of our strategy. A Youth Ambassador is someone who has been through a Movement to Work programme, is now employed but in the early stages of their career journey. Alongside proudly representing their employer at major events, they fulfil a key role in adding their unique perspective to the Movement to Work story. Our Ambassadors help to ensure that we learn from their experiences and help us inspire more employers to build inclusive workplaces.

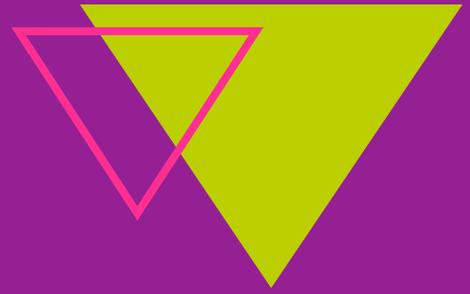


“For me, my learning difficulties and confidence in appearance have been the biggest challenge for me to overcome on my journey into work. Through my programme with the Marriott, I have learnt how to manage my time and prioritise my responsibilities. I really enjoy meeting hotel guests from different parts of the world, as well as working with a great team. My Movement to Work programme has helped me realise that even with disabilities, there is nothing you cannot achieve.”  [**Watch Rachel's story here.**](#)

Rachel Langley, Food and Beverage Associate, London Heathrow Marriott, Movement to Work Youth Ambassador

If you or someone you know would like to become a Movement to Work Youth Ambassador, sign up on our website [**here**](#) and a member of the team will be in touch.





Thank you for reading!

Do you want to help us grow our impact and help even more young people into work?

Speak to a member of the team today.

Website

www.MovementtoWork.com

Contact

info@movementtowork.com

Connect with us on our social channels

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[#YoungPeopleWork](#)

* [LinkTree](#)



MOVEMENT
TO WORK™