



Movement to Work CEO Summit & Youth Employability Awards

Monday 15th April 2024

EVENT BRIEFING DOCUMENT

Last update: 08/04/2024

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1. Key details

One day, two key events, on Monday 15th April 2024 [Movement to Work \(MtW\)](#) will bring together young people and leaders from business, government and youth organisations to shine a light on youth employment. We'll begin with our *CEO Summit* in the afternoon, focusing on best practice and innovative solutions. Following this, we'll host our *Youth Employability Awards*, which will highlight the exceptional people and organisations from across our network.

We also want to use the occasion of our CEO Summit & Youth Employability Awards to boost engagement across our networks and beyond. You can help by downloading our [comms pack](#) and posting on social media using @MovementtoWork #YoungPeopleWork before, during, and after the event. Please also encourage your leaders and communication teams to talk about our initiatives to raise awareness online.

The event will also be a great opportunity to welcome new members of the 2024 team, including Sareena Bains as Chief Executive Officer (seconded from Accenture) who joined us in February and Louise Quinney, Chief Operating Officer seconded from BAE Systems in March.

The Movement to Work team hopes that attendees will leave both events armed with practical ideas and ample inspiration to continue to support young people into work.

MtW CEO Summit: Monday 15th April 2024

- **Timings:** 15:00 - 17:00* (please note check in will begin at 14.30 for a prompt start at 15:00)
- **Location:** The Ballroom, JW Marriott Grosvenor House London, 86-90 Park Lane, W1K 7TN
- **Description:** Bringing together senior business leaders alongside young people, youth outreach professionals, training providers and civil servants to drive a positive impact on UK youth employment. We'll be showcasing real-world case studies and innovative youth recruitment approaches, alongside hearing directly from government leaders, young people, and thought-provoking audience participation.
- **Registration:** Event is by invitation only and free to attend. If not done already, please register for the event and download the calendar information via Eventbrite [here](#).
- **Contact:** events@movementtowork.com

**Optional networking hour open (drinks and nibbles) 17:00 - 18:00 - all attendees welcome.*

MtW Youth Employability Awards: Monday 15th April 2024

- **Timings:** 18:00 - 19:45* (please check in from 17:15 for a prompt 18:00 start)
- **Location:** The Ballroom, JW Marriott Grosvenor House London, 86-90 Park Lane, W1K 7TN
- **Description:** Our annual awards event will highlight individuals and organisations across the network who have been particularly extraordinary in their efforts to tackle youth



unemployment, including amazing young people who are overcoming barriers to work. See the 2024 awards categories [here](#).

- **Registration:** Event is by invitation only and free to attend. If not done already, please register for the event and download the calendar information via Eventbrite [here](#).
- **Contact:** events@movementtowork.com

**Optional networking hour open (drinks and nibbles) 20:00 - 21:00 - all attendees welcome.*

Please note:

- You must register for the CEO Summit (invitation only) and Awards separately should you want to attend both events - please register via Eventbrite (links above) to be added to the guest lists. Spaces and number of attendees per organisation are limited. If you have any queries, please contact events@movementtowork.com.
- Please arrive 30 minutes before the event start time to allow for check in and registration.
- For direct access to the event, please use the 'Ballroom' entrance off Park Lane. If you come via either of the hotels main entrances, staff will direct you round to the Ballroom Foyer.
- A step free route into the foyer is available, accessible next to the Ballroom entrance. Please let us know if you plan to enter via this route by emailing events@movementtowork.com. Alternatively, please alert a member of the hotel's security staff on the day who will open this route and guide you into the foyer. Should you choose to come directly to the main Ballroom, we will be happy to guide you to this as an alternative step free entrance.
- Places are limited so if you cannot attend or would like to send someone else instead, please let us know ASAP by emailing events@movementtowork.com.
- If you have not already done so, please ensure you contact us as soon as possible if you or anyone in your party has any dietary and/or accessibility requirements - you can do this as part of the registration process, or by emailing events@movementtowork.com.
- We will have a photographer and videographer to help capture the events and this content may be shared on Movement to Work and partner digital and social channels. If you or a member of your party does not want to be captured in any content, please let us know so we can alert the comms team.
- **Dress code:** We'd like to recommend business / semi formal afternoon dress for the Summit (or evening wear for the awards!). However it is important attendees wear what they feel most comfortable in - please feel free to dress as smart or as casual as you like.
- **All attendees will have a QR code on their name badge** that will direct them to a page with all of the key info and assets for the two events (i.e. includes quick links to this brief, comms assets, awards programme and Slido). You can also view this [here](#) (NB: link will go live Wed 10th April).

2. Background, aims and objectives

About Movement to Work

Movement to Work exists to help employers find ways to offer quality youth employability opportunities for those aged 16-30 facing barriers to work. Through this, we help to create sustainable, inclusive and diverse workplaces fit for the future. We do this by rallying businesses and making powerful partnerships across the training, charitable and government sectors, and inspiring leaders to help young people change their lives through positive encounters with the workplace.

Since 2013, the Movement to Work community has helped to deliver more than 180,000 opportunities with some of the biggest employers in the UK helping us to drive social change. These include: Accenture, BAE Systems, Barclays, Centrica, the Department for Work and Pensions, Diageo, Marks and Spencer, Marriott International, NHS, Salesforce, Spirax-Sarco, Tesco and Unilever.

We are a registered charity offering 100% no-cost support to businesses – all we ask in return is that employers commit to join our mission and deliver high quality programmes for those that need it most.

About Youth Employment

Unemployment in the UK has risen since last year (3.9%) and job vacancies are decreasing. Economic inactivity continues to increase with 9.2 million people aged between 16 and 64 not in work

nor looking for a job. Those claiming unemployment-related benefits have increased by 85,800 on the year to 1.585 million. By comparison, the youth unemployment rate has increased to over three times the national average (12.1%), with 851,000 young people aged 16-24 not in education, employment or training. Mental health issues are affecting job prospects, worsened by high living costs, especially for marginalised youth.

- **Overall employment** (ONS, 12 March 2024).
 - 1.36 million unemployed people in the UK in November 2023 to January 2024, an increase of 44,000 from the previous year.
 - The unemployment rate was 3.9%, up from 3.8% from a year before
 - The UK Claimant Count for February 2024 increased by 16,800 on the month and by 85,800 on the year to 1.585 million.
 - In December 2023 to February 2024, the estimated number of vacancies in the UK fell by 43,000 in the quarter to 908,000. Vacancies fell on the quarter for the 20th consecutive period.
 - The UK's economic inactivity rate was up on the year to 21.8% between November. 9.2 million people aged between 16 and 64 in the UK are not in work nor looking for a job. The total figure is more than 700,000 higher than before the coronavirus pandemic.

- **Youth employment (ages 16-24)**
 - 502,000 young people aged 16-24 were unemployed in November 2023 to January 2024, 21,000 more than the year before. (ONS, 12 Mar 2024).
 - The unemployment rate for 16-24 year olds was 12.1%, an increase from 11.1% a year before. (ONS, 12 Mar 2024).
 - There was an increase in the number of young people who were aged 16 to 24 years and not in education, employment or training (NEET) in October to December 2023, with the total currently estimated to be 851,000, up 20,000 from the previous year (ONS, 22 Feb 2024)
 - The increase in the number of young people who were NEET was driven by young men, among which there was an increase of 37,000 on the year to 467,000.
 - There were an estimated 559,000 young people in the UK who were NEET and economically inactive*, an increase on the year (October to December 2022) of 39,000. (ONS, 22 Feb 2024)

- **Mental health:** The Prince's Trust NatWest Youth Index 2024 (29 Jan 2024) highlights the threat of poor mental health on young people's employment and aspirations for the future.
 - Over the report's 15 years, young people's happiness and confidence in their mental health shows the biggest decline compared to other factors.
 - Happiness in work, education, qualifications and money are at all-time low.
 - Unemployed 16- to 25-year-olds consistently have the lowest overall wellbeing, while over a third of young people worry their mental health will stop them achieving their career goals.
 - One in five (21%) young people in the UK have missed school or work in the past year due to their mental health. 18% report a mental health issue has stopped them applying for a job or attending an interview (12%) during the last 12 months.
 - Over a quarter (29%) worry their current employer would not support them if they experienced a mental health problem.

- **Cost of living**
 - The cost of living increased sharply across the UK during 2021 and 2022. The annual rate of inflation reached 11.1% in October 2022, a 41-year high, before subsequently easing. High inflation affects the affordability of goods and services for households. (House of Commons Library, 8 Mar 2024)
 - The cost of living crisis has had a negative impact on young people, across many aspects of their lives. Many young people are facing food insecurity, which can have detrimental effects on young people's physical and mental health. (Youth Select Committee, 6 Mar 2024)
 - Young people from marginalised communities are more likely to be impacted by the cost of living crisis. (Youth Select Committee, 6 Mar 2024)



- Growing financial insecurity is worsening young people's mental health. The provision of young people's mental health support services is not sufficient. (Youth Select Committee, 6 Mar 2024)
- **Regional trends** (ONS, 13 Feb 2024)
 - For the three months ending December 2023, the highest employment rate estimate in the UK was in the South East (78%) and the lowest was in Wales (71.1%).
 - London had the biggest rise in employment rate (up by 2%), while South West saw the largest drop (down by 2.9%).
 - East Midlands had the highest unemployment rate (5.1%), while Northern Ireland had lowest (2.6%). London achieved record low unemployment (3.8%).
 - Northern Ireland had the highest economic inactivity rate (26.8%), while South East had lowest (18.8%).
- **Government policy**
 - The Department for Work and Pensions [Flagship youth employment programme hits one million milestone](#) as the Government continues its drive to get people working and grow the economy. The specialist support programme gives 16-24 year olds on Universal Credit extra help to find and secure work including additional time with a Work Coach, access to Youth Hubs and time with Youth Employability Coaches who can help those with more serious and complex barriers to work.

Please note that by the time of the event some of the labour market insights shared above will have been updated with the latest data which will renew on the ONS website [here](#) on Tuesday 16th April 2024.

Events aims and objectives

- (a) **CEO Summit:** Movement to Work is primarily B2B, focusing on motivating and supporting businesses to help young people from diverse backgrounds enter the workplace in a way that benefits all. To ensure we deliver high quality programmes that respond to current real-world experiences, we provide young people with platforms to share their stories and ensure our guidance stays relevant. The CEO Summit agenda is informed by the insights we glean from young people involved in our Youth Voice programme, alongside the challenges and opportunities our employer network faces. This event is therefore an opportunity to hear from a range of stakeholders across business, government, youth outreach and young people and inspire positive action in the year ahead.

CEO Summit - Why do we do it?

1. **Educate...** our network on the salient problems and solutions related to youth employment alongside providing opportunities for authentic storytelling from professionals and young people.
 2. **Motivate...** MtW employers to expand their commitment and inspire new employers to join the Movement - seeing both the social need *and* the business benefits.
 3. **Activate...** focus on problem-solving so that attendees are clear on what commitments and actions can be taken forward.
- (b) **MtW Youth Employability Awards:** Our biggest annual network-wide event and an opportunity to celebrate our collective successes and inspire as many people as possible to take future action. We will be awarding prizes across eight [categories](#) this year. To see the full list of awards and nominees, please see [here](#).

MtW Awards - Why do we do it?

1. **Celebrate...** the remarkable individuals and organisations across the network who have been particularly extraordinary, as well as taking time to reflect on all that has been achieved and why our work matters.



2. **Demonstrate...** the power of quality employability programmes in driving positive outcomes for young people trying to find work and for businesses looking to build a sustainable and diverse workforce.
3. **Generate...** support and awareness of Movement to Work and our collaborative efforts to help more young people into work.

Ultimately, we want to engage and expand our network to help more #YoungPeopleWork and promote a more equitable world.

3. Our host

We are delighted that both events will be hosted by Angellica Bell. Angellica is a Bafta-nominated TV presenter who started out on CBBC before moving on to primetime entertainment and lifestyle programmes. She is now one of The One Show's longest serving reporters, and co-hosts The Martin Lewis Money Show Live, which helps consumers navigate the cost of living crisis.

4. Agenda

CEO Summit (15:00 - 17:00) + Optional networking hour 17.00 - 18.00
The Ballroom, JW Marriott Grosvenor House, London

14:30	Check in opens
14:45	Guests to be seated at tables, <i>time to meet your fellow attendees!</i>
15:00	CEO Summit* begins, presented by Angellica Bell followed by opening speeches: <ul style="list-style-type: none"> • Sareena Bains, CEO Movement to Work • Stuart Bowery, General Manager JW Marriott Grosvenor House London • Dr Charles Woodburn CBE, CEO BAE Systems & Chair Movement to Work
15:15	Table discussion (20 mins): <i>'What are the key features of a high quality work experience programme?'</i>
15:35	Keynote speaker: Mims Davies MP, Minister for Disabled People, Health and Work
15:45	Employer spotlight 1: Spirax Group Movement to Work was delighted to welcome Spirax-Sarco Engineering plc to its Steering Group in 2023. In this talk, we'll hear about their inspirational <i>BreakThrough Programme</i> , and how they've been driving inclusivity through supporting young people financially during their work experience and training programmes. Speakers: <ul style="list-style-type: none"> • Gregor Thain, Group Head of Talent and Organisation Effectiveness, Spirax Group • Laura Caluori, HR Advisor & Programme Manager, Spirax Group <i>If time permits, there will be an opportunity to take questions from the audience...</i>
15:55	Panel Discussion: Unlocking potential and inspiring future workforces In this session, we'll hear from three representatives from Accenture, BAE Systems and Department for Work and Pensions alongside three young people who have completed one of their employability programmes. We'll aim to understand more about what good work experience looks like and what barriers still need to be overcome to unlock potential and remove further barriers to sustainable careers. Speakers:

	<ul style="list-style-type: none"> • Angellica Bell - MC / Chair of the panel discussion • Richard Hamer, Education Director, BAE Systems • Soph Haschka, Assembly Technician, BAE Systems (youth rep) • Diahann Abraham, Apprenticeships & Internships Manager, Accenture • Emma Charles-Wilson, Technology Degree Apprentice, Accenture (youth rep) • Nicki O'Connor, Strategic Partnership Manager - North West Area, Department for Work and Pensions (DWP) • Bradley Hadlington, Administrative Officer, Department for Work and Pensions (youth rep)
16:30	<p>Interactive audience polling (via <i>slido</i>)</p> <ul style="list-style-type: none"> • <i>Does Work Experience meet the needs of young people today</i> • <i>What should leaders prioritise whilst considering tackling youth unemployment?</i> • <i>What is the biggest business benefit for youth employability programmes?</i> • <i>With the emergence of AI, should businesses evolve their youth employability programmes to ensure young people have the skills to compete in the jobs of the future?</i>
16:35	<p>Employer spotlight 2: Diageo's Learning for Life</p> <p>Diageo have been working in collaboration with training charity Springboard for many years to design and deliver their innovative <i>Learning for Life</i> programme. In this session, we'll hear from Diageo's Director of Society alongside Springboard CEO Chris Gamm about what's been key to their successful partnership.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Kate Gibson, Director of Society - Diageo • Chris Gamm, Chief Executive Officer - Springboard <p><i>If time permits, there will be an opportunity to take questions from the audience...</i></p>
17:00	CEO Summit ends - optional networking begins (refreshments provided)

Youth Employability Awards (18:00 - 20:00) + Optional networking hour 20.00 - 21.00
The Ballroom, JW Marriott Grosvenor House, London

17:00	Check in opens
17:45	Guests to be seated at tables, <i>time to meet your fellow attendees!</i>
18:00	Youth Employability Awards begins, presented by Angellica Bell
18:05	Welcome: Sareena Bains, CEO, Movement to Work
18:10	Keynote speaker: Scott Keegan, Executive officer at Department for Work and Pensions (DWP) and Movement to Work Youth Ambassador
18:20	<p>Awards giving:</p> <ol style="list-style-type: none"> 1. Individual Impact 2. Innovator of the Year 3. Mentor of the Year 4. Best Newcomer <ul style="list-style-type: none"> ○ Partner ○ Employer



	<ul style="list-style-type: none"> 5. Partner of the Year 6. Employer of the Year 7. Rising Star Award 8. Breakthrough Star Award - <i>Presented by Prince's Trust Ambassador, Konnie Huq</i>
20:00	Youth Employability Awards Summit ends - optional networking begins (refreshments provided)

5. Live polling

- We will be conducting live polls throughout the CEO Summit via Slido, an interactive polling platform.
- To access Slido and the questionnaire, participants will need to connect to the internet - Wifi details will be communicated at the event.
- If you have a device that can access the internet, we encourage you to bring it along! If you don't have access to a device, please let us know in advance by emailing events@movementtowork.com.

6. Privacy

- Your privacy is very important to us. Any insights shared during the session will be held in confidence - we will not attribute names or companies to anything mentioned without your explicit permission.

7. Comms & Social Media

Young people need us now more than ever. We want to use the occasion of our CEO Summit & Youth Employability Awards to raise awareness across our networks and beyond. Before, during, and post events, we will be creating content across our channels to help amplify the great work we're doing together - **please get involved!**

We would like your support by being active via your own personal social media channels **and** rallying the support of your organisations social and digital teams to further amplify MtW content. Whether you use our comms pack, take the opportunity to create your own stories or re-share some of your existing content once again - please join us and use this moment to celebrate your involvement with the Movement and encourage others to join us.

What you and your teams can do to help:

- **Step 1:** Please ensure you are following all Movement to Work channels (detailed below)
- **Step 2:** We will be posting before, during and after the event – please keep an eye out and *Like* and *Re-share* our posts on your channels.
- **Step 3:** (BEFORE/DURING EVENT) Please see below for suggested copy and content to post before and during the event on your channels. Feel free to amend as you see fit but please remember to *tag @Movement to Work* and use the event *hashtags #CEOSummit2024 #YouthEmployabilityAwards #YoungPeopleWork #ProudtoPartner* so we can track engagement and amplify.
- **Step 4:** (POST EVENT) Please share the event photos and video highlights (more info below).
- **Step 5:** (POST EVENT) If you or your leaders would like to work with us to write a blog following your experience at the summit or awards or to collaborate further, please get in touch!

Social Media

Please use our suggestions below or feel free to edit and/or to create your own but please kindly remember to tag **@MovementtoWork** and use our hashtags. Our visual comms pack includes Movement to Work hero logos if you would prefer to create your own assets.



→ **COMMS PACK:** Please download all social and digital content for use [HERE](#).

→ If you have difficulty accessing this pack, please contact events@movementtowork.com.

Contents of comms pack:

1. Variety of social media assets (for both CEO Summit and Awards)
2. MTW and event logos to incorporate into bespoke comms as needed

Suggested posts - PRE EVENT

CEO SUMMIT

- *Looking forward to the @MovementtoWork #CEOSummit2024 - bringing together leaders across business, charity and government alongside young people, to help remove barriers to work. #YoungPeopleWork*
- *Happiness in work, education, qualifications and money is at an all-time low for young people. We must come together to help them. Looking forward to the @MovementtoWork #CEOSummit2024*
- *We're #ProudtoPartner with @MovementtoWork helping people aged 16-30 overcome barriers to work and supporting #diverse talent. Our young people need us now more than ever. #YoungPeopleWork #CEOSummit2024*

YOUTH EMPLOYABILITY AWARDS

- *Looking forward to the @MovementtoWork #YouthEmployabilityAwards2024 - recognising businesses, charities and individuals who are helping young people overcome barriers to work #YoungPeopleWork*
- *Congratulations to all the amazing @MovementtoWork #YouthEmployabilityAwards nominees. Together, we're addressing youth unemployment and inspiring change*

AWARD NOMINEES

- ***Individuals** - Excited to announce that I have been nominated for [INSERT AWARD TITLE] @MovementtoWork #YouthEmployabilityAwards2024. Get involved, join the Movement and help #YoungPeopleWork*
- ***Organisations** - Excited to announce that [INSERT ORG] has been nominated for [INSERT AWARD TITLE] @MovementtoWork #YouthEmployabilityAwards2024. Get involved, join the Movement and help #YoungPeopleWork*

Suggested posts - EVENT DAY

CEO SUMMIT

- *Enjoyed taking part in the @MovementtoWork #CEOSummit2024 - inspiring leaders across business, charity and government to remove barriers to work for young people. Join the Movement! #YoungPeopleWork*
- *Fantastic to attend the @MovementtoWork #CEOSummit2024 - if you're a business looking to access young diverse talent and receive FREE support to activate employability programmes - join the Movement. #ProudtoPartner #YoungPeopleWork*
- *Great to attend the @MovementtoWork #CEOSummit2024 - we've renewed our commitment to putting diverse young talent at the forefront of building our workforce #ProudtoPartner #YoungPeopleWork*



- We're #ProudtoPartner with @MovementtoWork helping people aged 16-30 overcome barriers to work and supporting #diverse talent. Our young people need us now more than ever. #YoungPeopleWork #CEOSummit2024

YOUTH EMPLOYABILITY AWARDS

- A fantastic night at the @MovementtoWork #YouthEmployabilityAwards2024 - recognising businesses, charities and individuals who are helping young people overcome barriers to work #ProudtoPartner #YoungPeopleWork
- Fantastic to attend the @MovementtoWork #YouthEmployabilityAwards2024 and celebrate all that has been achieved. Get involved, join the Movement #YoungPeopleWork #ProudtoPartner

AWARD WINNERS

- **Individuals** - Excited to announce that I have just won the award for [INSERT AWARD TITLE] @MovementtoWork #YouthEmployabilityAwards2024. Get involved, join the Movement and help #YoungPeopleWork
- **Organisations** - Excited to announce that [INSERT ORG] has just won the award for [INSERT AWARD TITLE] @MovementtoWork #YouthEmployabilityAwards2024. Get involved, join the Movement and help #YoungPeopleWork

Event photography and video

We will have photographers and videographers to help capture event highlights. We can share this photography and video with you in due course - it would be great if you could share and amplify this content on your channels when ready!

PR & Media

There is currently no plan for the media to attend the event to allow for an honest and open conversation.

MtW channels

Website: <https://www.movementtowork.com/>

- <https://www.linkedin.com/company/movement-to-work/>
- @Movement to Work #YoungPeopleWork
- <https://www.instagram.com/movementtowork/>
- @movementtowork #YoungPeopleWork
- <https://twitter.com/movementtowork>
- @MovementToWork #YoungPeopleWork
- <https://www.facebook.com/MovementToWorkUK/>
- @MovementToWork #YoungPeopleWork

Youtube channel: [Movement to Work YouTube Channel](#)

8. Key contacts

- For further information or questions regarding this brief, please contact the MtW events team on: events@movementtowork.com.