



**Fathi Abdulahi**  
Movement to Work X Accenture Scheme

2024-2025

# Impact Report

**250,000 opportunities  
unlocked for young people**

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# Welcome from our CEO



*Since our mission began in 2013, we have helped to deliver more than 250,000 opportunities, spanning work experience, apprenticeships and jobs.*

The transition from education into employment is one of the most defining moments in a young person's life. Yet across the UK, that moment has become increasingly difficult to navigate, and the need for action has never been more urgent. Almost one million young people are currently not in education, employment or training (NEET). They are young people with talent, potential and ambition, but too many are being left without a fair chance to move forward, as entry-level opportunities decline and pathways into work become harder to reach.

This challenge is unfolding at a time of profound change in the world of work. Technology, and increasingly AI, is reshaping how young people find jobs, build skills and progress in their careers. For those already furthest from opportunity, this shift can either widen access or entrench existing inequalities. Without targeted support, there is a real risk that AI becomes another barrier rather than a bridge, compounding the challenges many young people already face. Approached with intention, however, this change represents a once-in-a-generation opportunity to create fairer, more inclusive pathways into work.

Against this backdrop, Movement to Work (MtW) has continued to bring employers, partners and government together to create real opportunities for young people. Since our mission began in 2013, we have helped to deliver more than 250,000 opportunities, across work experience, apprenticeships and jobs. This reflects years of sustained collaboration, with the past two years representing a period of particular momentum, during which our employer network has more than doubled in size, more partnerships have taken shape, and more opportunities have been delivered than ever before.

This period has also marked a step change in how we work. Through our YouthPath partnerships, we have brought employers, partners and regional government together to lead and innovate where new approaches were needed, delivering impact in the places where it matters most.

At the same time, we have harnessed the potential of Generative AI (Gen AI) to break down barriers for NEET young people, exploring new ways to expand access to opportunity. Our focus throughout has been on progress that is practical, inclusive and lasting. This report sets out how that commitment has translated into action, and the foundations it has laid for the future.

We are proud of what has been achieved, not as a headline figure, but for what it represents: young people gaining experience, confidence and a foothold in the labour market, often for the first time. It also represents a wider contribution to the UK economy, with a meaningful economic benefit estimated at £262 million in gross value added. When young people are supported into employment, the impact is felt not only by individuals, but by employers, communities and the economy as a whole.

This progress has been made possible by our employers, partners and steering group members who have chosen to invest in young people. I am deeply grateful to the individuals and organisations across our network who continue to open doors, share expertise and create meaningful opportunities. This collective effort has built a movement that spans a broad range of industries, reflecting the diverse interests, talents and aspirations of young people. This breadth creates space for young people to

learn, grow and build confidence, while enabling employers to access motivated, diverse talent.

Looking ahead, our ambition is clear. The 250,000 opportunities delivered to date show what is possible when the whole system comes together around young people. Building on this strong foundation, our focus now is on extending that impact further, accelerating towards 500,000 opportunities by 2032. If realised, this would generate more than £500 million in gross value added to the UK economy, reflecting both the scale of what can be achieved and the lasting value created when young people are supported into employment.

The momentum of the past two years gives us confidence that this ambition is not only achievable, but necessary. Without sustained action, youth unemployment will continue to rise, and more young people will be locked out of opportunity.

This is the moment to act. The next chapter is not yet written, and it must be shaped together by collective leadership, collaboration at scale, and progress at pace.

Thank you for your continued support.

## **Sareena Bains**

Chief Executive Officer, Movement to Work

# Movement to Work Operating Model

## Partners

We work in partnership with a selection of youth employability experts, including training providers and youth outreach organisations, who align with and support the Movement to Work mission. We call this our Youth Engagement Network!



## Movement to Work's Role

We act as the link between our Youth Engagement Network and employers, ensuring optimal and effective collaborations.

We build strong connections between young people from our engagement network and employers, matching skills and working together in ways that make a difference.

### We offer:

- Dedicated account manager support
- Collaboration with other employers
- Free tools, insights & best practice examples
- Free events & networking
- Access to our Youth Engagement Network
- Advertise your job opportunities through The Talent Platform

We offer fully funded-professional support.



## Employers

We work in collaboration with a wide range of employers who have an aspiration to offer workplace opportunities to NEET 16-30 year olds.

UK Youth Unemployment is an increasing problem with nearly one million 16-30 year olds who are NEET.

Our mission is to break the cycle of 'no experience - no job' by providing young people with access to great work experiences and connect organisations to diverse & undiscovered talent.

## We're backed by industry

Our steering group is a collective of senior leaders from public, private and the third sector, brought together by a desire to create systemic change and level the playing field for young people.



## By joining the movement, you will benefit from:

- Access to fresh, untapped talent
  - Diverse ideas, people and skills
  - Collaboration opportunities with the wider network of employers & partners
  - Measurable social impact outcomes outputs
- Since 2013, we have created 250,000 opportunities
  - Together, we can create the next 250,000 opportunities and open the door to work for every young person

# Message from our Chair



**Together, we can create pathways into work for young people who need it most**

It has been my privilege to Chair this extraordinary charity over the last three years. I've witnessed first-hand the truly life changing opportunities that Movement to Work provides to young people; helping to build the confidence and skills that are critical when seeking and securing employment.

For the UK economy to thrive, businesses and Government must invest in the next generation. This belief is at the heart of Movement to Work, and in 2024 and 2025 we brought our mission to life in powerful new ways that are delivering highly practical and impactful solutions.

Our YouthPath initiative is setting the blueprint for regional collaboration and our Work Experience Works campaign has established a benchmark for high quality placements. Last year we also launched the Next-Gen AI Skills programme, helping young people use technology to prepare for the future of work. The results speak for themselves – of the 68,000

opportunities delivered for young people over 2024 and 2025, 84% led to a positive outcome where the young person progressed into employment, further education or training.

Working collaboratively with thousands of likeminded employers, Movement to Work has made an extraordinary difference to more than 250,000 young people who simply needed an opportunity to prove what they can achieve. We help organisations to access untapped talent, while supporting efforts to tackle youth unemployment in our communities.

I would like to thank all our partners for their commitment, and I encourage new organisations to join us in breaking down barriers to employment for young people. The challenge is real, but so too is the opportunity. Together, we can create pathways into work for young people who need it most. In doing so, we strengthen the future for our nation's youth, our businesses and communities

### Dr Charles Woodburn CBE

Group Chief Executive of BAE Systems Plc and Chair of Movement to Work

## Thank You to our Steering Group

Our work is guided and strengthened by our Steering Group, a collective of senior leaders from the public, private, and third sectors who share a deep commitment to creating systemic change and levelling the playing field for young people.

We're incredibly grateful for their expertise, insight, and strategic direction, which help ensure our programmes remain focused, ambitious, and impactful. Their ongoing guidance has been vital in shaping our priorities, driving collaboration across sectors, and keeping young people's needs at the heart of everything we do.

## Welcome to our new Steering Group members

A special thank you to our newest Steering Group members, the Premier League and the Department for Education. Their involvement will deepen the knowledge, expertise and relationships across the Steering Group, and help push the Movement forward in the years to come, creating even more opportunities for young people.

# Impact in Numbers



**250k+**

Opportunities delivered since 2013



**50**

New employers joined in 2024-25



**17**

New Youth Engagement Partners joined in 2024-25



**68k**

Opportunities delivered across 2024-25 with 84% of positive outcomes \*



**26%**

Increase in work experience delivery



**4000+**

NEET young people, work coaches and youth workers upskilled on AI



**15**

Connections made between employers and partners – creating tangible opportunities for NEET young people



**West Midlands, Liverpool City Region, Greater Manchester**

3x Combined Authorities signed up as YouthPath partners



**£262m**  
in GVA between 2013 - 2025



**£35m+**  
in fiscal spending saved between 2013 - 2025



Estimated **£500m+**  
in GVA Growth and £75m in fiscal spending saved by 2032

\* Positive outcomes include young people securing employment, progressing into further education, or training. Data covers the period January 2024 to September 2025

# Moving Young People into Work and Unlocking Economic Value

Today, one in eight young people in the UK are NEET. That places the UK well behind much of Europe, where youth disengagement has fallen and NEET rates now average closer to one in eleven. This divergence matters – not just socially, but economically.

Periods spent out of work early in life leave lasting marks. Young people who are NEET are more likely to experience repeated unemployment, insecure work, and lower pay well into adulthood. The economic scarring is severe: evidence shows that a single year of youth unemployment can reduce earnings by around 10% even 20 years later (Gregg & Tominey, 2005).

At a national level, this translates into weaker growth, and higher long-term pressure on public services.

What is striking is how the nature of the challenge has shifted. Barriers to employment for young people are increasingly shaped by limited access to opportunities, a lack of meaningful work experience, and health-related constraints. Entry routes into employment have narrowed, with labour demand for young people falling sharply since 2022. At the same time, employer expectations at entry level have risen. Even junior roles increasingly require confidence, communication skills, attention to detail, and workplace readiness. These are not technical skill shortages, but employability gaps, and they are hardest to close without meaningful exposure to work. This is where MtW plays a critical role.

MtW brings together employers and youth organisations to create accessible, work-ready pathways for young people who are NEET, directly addressing practical barriers to labour-market entry. Through structured, employer-led placements offering real tasks in real workplaces, MtW helps translate potential into workplace readiness by building job-ready behaviours, confidence, and credibility.

As recruitment processes have become more competitive, MtW supports young people through each stage. Almost all of MtW programmes help participants prepare for applications, interviews, and assessments – building the communication and presentation skills now expected even at entry level. Where skills gaps exist, MtW works with employers to deliver sector-specific introductory training, ensuring that young people are prepared for roles aligned with current labour-market demand.

The result is an increased likelihood of moving out of NEET status, leading to stronger job matches, and improved long-term outcomes for individuals and the economy.

MtW's economic impact is estimated using a three-step, evidence-based approach: analysis of programme design and reach; review of academic evidence on comparable youth employment interventions; and application of evidence-based multipliers to observed MtW outcomes to estimate employment, earnings, economic, and fiscal effects.

To date, MtW's delivery of more than 250,000 work-based opportunities has generated material economic benefits for both young people and society. MtW supports job creation, improves job quality and early-career trajectories, boosts GDP, and strengthens public finances by reducing reliance on welfare. Programmes delivered up to 2025 have contributed approximately £262 million in gross value added (GVA) to the UK economy. This reflects higher employment and earnings among participants, alongside associated positive spillover effects. In parallel, MtW has generated an estimated £37.5 million in cumulative fiscal savings, primarily driven by reduced reliance on welfare.

These results provide the foundation for MtW's ambition to scale its impact. Doubling reach would mean over 500,000 young people completing an MtW-supported programme between 2013 and 2032. At this scale, MtW is estimated to:

- Improve career trajectories and reduce long-term earnings scarring by supporting earlier entry into higher-quality employment.
- Support £525 million in GVA growth, as the integration of over 10,300 additional workers increases labour supply, consumption, and investment.
- Deliver around £75 million in annual fiscal savings through lower welfare spending and reduced indirect public costs, including £39 million per year in Universal Credit savings.
- Deliver approximately £36 million in indirect savings linked to reduced costs associated with poor health, early parenthood, substance misuse, and crime.

In a labour market where too many young people risk being left behind, MtW demonstrates the economic power of partnership. By reducing information gaps and improving access to skills and work experience, MtW helps expand opportunity and generate lasting value for society.

# Celebrating the Employers Powering Our Movement



Over the past two years, our network has gone from strength to strength – welcoming 50 new employers from across diverse industries, including Compass Group, Lidl, Network Rail, and Stagecoach Group. Each new employer brings invaluable expertise, energy, and a shared belief in the power of opportunity for young people.

Across the network, employers have come together through peer learning sessions, events, webinars, and hands-on workshops, from the Youth Employability Summit and Youth Action Forum (YAF) to lunch and learn sessions, to share best practice, spark innovation, and collaborate on projects that are transforming young lives.

We are grateful to all our employers, both new and long standing, for their unwavering commitment to creating meaningful opportunities. Your support is helping young people nationwide gain skills, confidence, and pathways into work, driving lasting social and economic impact.

With hundreds of employers championing young talent in their own unique ways, it was no easy task to select just a few examples to spotlight. The case study featured reflects the extraordinary dedication, innovation, and partnership that define our growing Movement.

[Our Employers](#) →

## Wagamama Serving up Opportunity



*From the outset, it was clear that Wagamama shared Street League's commitment to supporting young people into sustainable employment. Their team not only understood our mission but actively embraced it, working closely with us to create opportunities tailored to the needs and aspirations of our young people.*

*Wagamama played a crucial role in helping Street League participants access interviews, gain confidence, and receive direct feedback from hiring managers. The support has been invaluable in helping them develop their skills and move closer to employment.*

### Lorder-Sade Akinbo

London Operations Manager – Street League

Wagamama has been a valued employer since joining the Movement in 2021, and over the past two years their involvement has grown in both depth and impact. Their passion for creating opportunities for young people shines through in everything they do.

In May 2025, we connected Wagamama's early careers team with our youth partners at Street League. Together, they hosted an inspiring insight day at Noodle HQ, offering young people a behind-the-scenes look at the world of hospitality. The experience didn't end there – two participants went on to secure roles in Wagamama restaurants across London, turning inspiration into tangible opportunity.

Beyond this, Wagamama has contributed actively to our Gen AI and Youth Action Forum sessions, shared best practice with other employers, and even opened the doors of their Noodle HQ to provide workspace for the Movement to Work team, fostering collaboration and creativity.

Wagamama's ongoing commitment to giving young people hands-on experience and real pathways into work embodies the true spirit of the Movement to Work community. Their partnership is helping to change lives and demonstrates the power of what can be achieved when employers, youth organisations, and young people come together with purpose.

## Severn Trent Letting Opportunity Flow



*At Severn Trent, we're proud to work with Movement to Work to tackle the UK's NEET challenge head-on. This partnership isn't just collaborative – it's delivering real outcomes for young people and is grounded in action, not just conversation. They bring together government, employers, and the charity sector in a way that's responsive, collaborative, and impactful – helping us move beyond intent to tangible outcomes.*

### Alysha Zimmer

Severn Trent – Work Experience and Employability Programme Manager

Since joining the Movement in April 2025, Severn Trent has brought energy, enthusiasm, and a deep commitment to creating opportunities for young people, embedding social value at the heart of their mission. As one of the largest employers in the West Midlands, they have used their scale and influence to drive meaningful impact across the region.

Their spirit of collaboration shines through in the programmes they've led for NEET young people, working side by side with other employers to open doors to employment. A standout initiative, designed specifically for care-experienced young people, united seven employers to provide tailored support and real-world work experience – all initiated and coordinated by Severn Trent.

In just six months, Severn Trent has become an active and valued partner within the Movement. They've engaged in both online and in-person YAFs, taken part in the Birmingham NEC Talent Match Event to meet young people face-to-face, and joined the panel at our SME Toolkit launch event, sharing insight and inspiration with fellow employers.

Though a member for less than a year, Severn Trent's impact-driven approach, collaborative mindset, and genuine dedication to social value have already made them a standout employer. Their leadership is helping to create brighter futures for young people and setting an inspiring example of what purposeful partnership can achieve.

# Celebrating the Youth Partners Empowering the Next Generation



**Our work would not be possible without the incredible support of our Youth Engagement Network (YEN) – a vibrant community of partners united by a shared commitment to improving opportunities for young people.**

The YEN brings together training providers and youth organisations who work alongside employers to design and deliver programmes that reach young people furthest from the workplace. Over the past two years, we've been proud to welcome new partners including Aviard Inspires, B2W Group, Care Trade, Centrepont, EY Foundation, Key4Life, Shaw Trust, Street League, and many others, strengthening an already diverse and passionate network.

Our YEN includes both delivery partners, who support young people directly on their journey towards meaningful work, and non-delivery partners, who raise awareness and influence policy to drive broader change. Together, they form a powerful ecosystem of support, advocacy, and opportunity.

Through ongoing collaboration and open dialogue between partners and employers, the YEN has fostered greater understanding, inspired innovation, and shone a light on groups of young people who are too often overlooked. This collective effort ensures that programmes are inclusive, youth-led, and designed around real needs.

A culture of shared learning continues to flourish within the network, leading to the development of best-practice toolkits that help our wider community deliver even more effective employability programmes. Most importantly, the YEN has given young people a genuine voice – empowering them to share their experiences, shape solutions, and influence those with the power to create meaningful change.

[Our Partners](#) →



## Springpod, Marriott, and Accenture Opening Doors Through Innovation

Since summer 2025, Springpod, one of our more recent youth partners, has been working closely with Marriott UK and Accenture to deliver an innovative virtual-to-reality work experience for young people from underserved communities. By combining Marriott's hospitality expertise, Accenture's strategic insight, and Springpod's virtual work experience know-how, the programme helps young people gain practical skills, build confidence, and take meaningful first steps into hospitality careers – addressing one of the biggest barriers to employment: a lack of experience.

The collaboration also brought together several Youth Engagement Network partners, including Aviard Inspires, Centrepont, Shaw Trust, Street League, and Think Forward, whose frontline expertise helped shape the learning content to ensure it meets the needs of NEET young people. Together, this partnership developed two bespoke career simulations, offering participants both virtual and real-world insights into the hospitality industry.

Since its launch in September 2025, the virtual learning programme has already reached many young people, with several participants progressing to face-to-face placements at Marriott hotels, where they continue to explore and develop their interest in hospitality.

This initiative is a powerful example of the Movement's convening power – bringing together employers, educators, and youth organisations to give young people a real taste of the world of work, opening their eyes to opportunities and inspiring hope for the future.



*By combining virtual learning with real-world experience, we're helping to unlock potential, build confidence, and open doors to meaningful careers in different ways. It's an important example of what's possible when purpose-driven collaboration meets innovation – and we're excited about the impact this model can have for young people across the country.*

**Camilla Drejer**

Managing Director, EMEA Corporate Citizenship, Accenture

*Many of our leaders began their journeys with us through work experience or internships, and with this initiative, we hope to inspire the next generation to start their own careers in hospitality.*

**Joanna Chugh**

Regional Vice President – UK, Ireland and Nordics, Marriott

*This initiative is about breaking down barriers, opening doors, and giving young people the confidence, skills and real-world experience they need to succeed. Seeing them take their first steps towards a meaningful career is truly inspiring.*

**Sam Hyams**

CEO, Springpod

# Youth Ambassadors



**Brandon Tattersall**  
BAE Systems



*Without Movement to Work I don't know where I would be right now. I want to give back and help in any way I can – supporting young people who are struggling like I was and show the value of Movement to Work.*

*I took part in the Movement to Work programme in 2023 after some time dealing with mental health issues and not being able to find work because of them. When I got the opportunity to take part, I was very apprehensive at first, but I decided to take a leap of faith. This decision switched my life around, giving me confidence and the belief that I can do something and make something of myself.*

*Once I completed the programme, I received a permanent job offer from the team at BAE Systems that I did my work experience week with. Since I started my job I've had so many great opportunities like getting nominated for the Breakthrough Star Award and being awarded highly commended at the Movement to Work Awards. In 2024, I took part in a Channel 4 interview addressing how tough it can be getting back into work after dealing with mental health issues. Last year I won the Young Trailblazer award at the Movement to Work Awards and I was interviewed for a newspaper article about how Movement to Work helped me.*



**Emma Carter**  
HMRC



*The experience was truly transformative for my confidence; kick started my career and has brought me a huge sense of community among my peers.*

*After countless rejections, before and after the interview stage, I had very little confidence in being able to start employment. I got the opportunity to take part in a Movement to Work placement at His Majesty's Revenue & Customs (HMRC), allowing me to prove my value and talent to an employer but more importantly, to myself.*

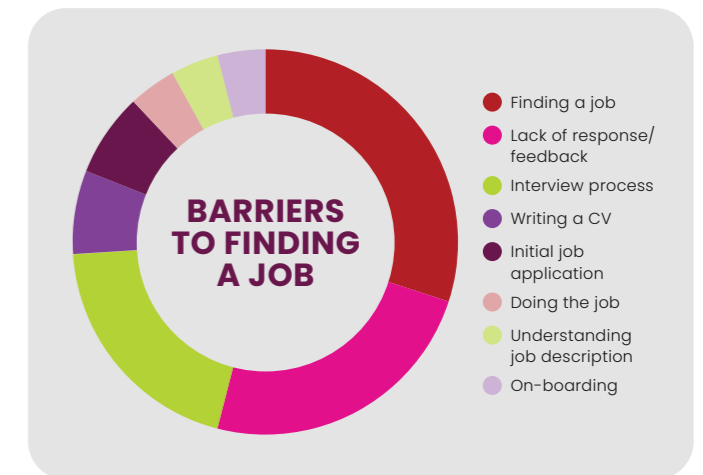
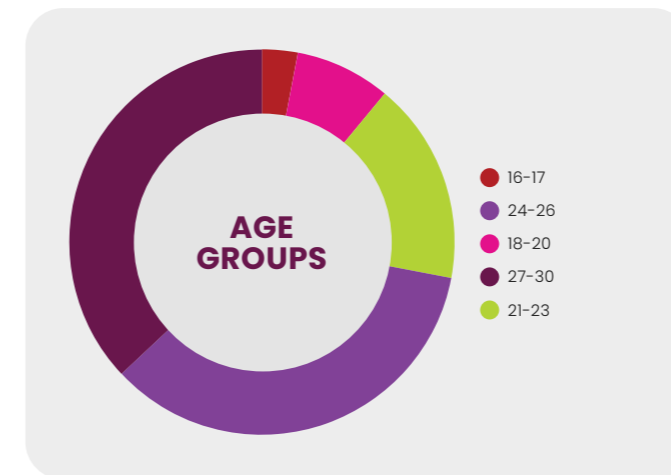
*Over two weeks, I was guided to develop my professional skills, gained insight into civil service responsibilities and regained enthusiasm for my future in the world of work. I felt huge accomplishment from the placement alone but afterwards, I was offered a Job, skyrocketing that sense of pride and completely changing my life for the better.*

*Now in full time employment at HMRC, I am incredibly fulfilled by my job while loving the environment created by my workplace and enjoying tackling everyday challenges. I had a huge head start in the role and took on the training with ease thanks to my experience with Movement to Work.*

*The placement also created a sense of community for myself and others now working at HMRC as a result, bringing some amazing friendships into my life. The effect of those two weeks has shaped my future and given me the confidence to continue developing my career.*

# Amplifying Youth Voices

## From Insight to Action



**Behind every data point is a young person trying to step into work – often without clear pathways, networks, or feedback. In 2024, we set out to listen more closely.**

Through our Youth Voice Survey, rolled out across the Department for Work and Pensions (DWP) Youth Hubs nationwide, we invited NEET young people to share their experiences in their own words: what's holding them back, what careers excite them, and what meaningful support really looks like. The result is a living, UK-wide picture of the realities young people face as they try to enter the labour market – and a powerful tool for turning insight into action.

Since January 2024, over 1,750 young people have responded. Their voices now directly inform our programme design and shape the decisions of our employer network, who can access real-time data through an interactive online dashboard. This ensures that support evolves alongside young people's needs – not behind them.

What we're hearing challenges some long-held assumptions.

While NEET is often framed as an issue rooted solely in disadvantage, our data reveals a more nuanced story. Nearly half of respondents (45%) were not eligible for free school meals, signalling a shift in the socio-economic profile of young people who are out of work or education. Many have qualifications – most commonly GCSEs, A levels, or degrees, yet still struggle to find employment.

The largest share of respondents are aged 18–23, highlighting a critical transition point where young people are qualified, motivated, but increasingly disconnected from opportunity.

When young people talk about barriers, their frustration is clear. The biggest challenge isn't motivation – it's access. Finding a suitable job, not hearing back from applying, and

navigating interviews emerged as the top obstacles. Rejection without feedback leaves many unsure how to improve, while opaque recruitment processes erode confidence over time.

Young people are actively searching – most commonly through Indeed, alongside Jobcentres and Youth Hubs, but the rise in LinkedIn usage points to changing behaviours and a growing awareness that professional networks matter, even if young people don't always feel equipped to use them.

When asked what support would genuinely help, young people consistently prioritised real-world exposure. Work experience, taster days, and career fairs were valued far more than online-only interventions. This reinforces a clear message: young people want practical, human connections to work – not just information.

At the same time, the data reveals a widening digital divide in emerging tools. Despite the growing role of AI in recruitment and job searching, 81% of respondents are not using Gen AI to look for work. Half cite a lack of awareness of what these tools can do – echoing our earlier Levelling the Playing Field research. Without targeted support, there is a real risk that AI becomes another barrier rather than a bridge. That's why, over the past two years, we've focused on championing Gen AI adoption among NEET young people – helping them build confidence, capability, and agency in an AI-driven world of work. By demystifying these tools and embedding them into employability support, we're not just preparing young people for today's labour market but empowering them to shape their futures within it.

Our Youth Voice Survey ensures this work is grounded in what young people actually need – not assumptions. By listening first and acting fast, we are working with our employers and partners to create programmes that reflect lived experience, respond to change, and amplify youth voice where it matters most.

# Creating Pathways for Young People



**In February 2025, we launched YouthPath, a regional initiative in partnership with the West Midlands Combined Authority (WMCA), to tackle youth unemployment in one of the UK’s hardest-hit regions. Across the country, almost one million young people are currently NEET, and in areas such as Birmingham, Sandwell and Dudley, and Wolverhampton NEET rates are nearly twice the national average.**

As part of the Government’s Youth Guarantee Trailblazer programme, the West Midlands has been empowered to design joined-up, locally led solutions. YouthPath builds on this momentum, acting as a catalyst for inclusive growth and opportunity in communities where young people have too often been left behind.

## How it works

YouthPath connects employers with NEET young people, helping businesses across the West Midlands to create meaningful pathways into work – from short-term placements and work experience to apprenticeships and sustained employment. These efforts contribute directly to the West Midlands Mayor’s Youth Employment Plan, which aims to generate 20,000 new opportunities over the coming years.

## Employers backing YouthPath

Since launch, 17 West Midlands employers have pledged their support, including Accenture, Compass Group, Diageo, Mitchells & Butlers, M&S, Severn Trent, Tesco, and The NEC. Each month, more employers are joining the movement, reflecting a shared regional commitment to tackling youth unemployment and driving opportunity where it’s needed most. Through YouthPath, businesses are breaking down barriers to employment and building workplaces where young people feel supported, confident, and ready to thrive.



## Liverpool City Region YouthPath Launch at Raise Up

In October 2025, we officially launched YouthPath Liverpool City Region (LCR) at the Raise Up Youth Summit at Box Park, Liverpool, where hundreds of business leaders came together to support the region’s future workforce. The day was packed with inspiring discussions, workshops, and networking opportunities, making it the perfect place to launch YouthPath as businesses across the LCR were called to step up, show up, and lead the charge on social mobility.

Our CEO, Sareena Bains, led a powerful panel on breaking down barriers to employment, joined by our incredible employer partners Katie Byrne (Barclays), Nicki O’Connor (DWP), and our inspiring Youth Ambassador Emma Carter. Emma completed a MtW placement with HM Revenue & Customs, has gone on to secure employment, and even met the Prime Minister and Chancellor – a true testament to the potential unlocked when businesses invest in young people!

We were also joined by Councillor Marion Atkinson, Leader of Sefton Council and LCRCA Portfolio Holder for Employment, Education and Skills, who supported our call to action for employers in the LCR to get involved.

Throughout the summit the MtW team delivered free training sessions in partnership with Accenture, Microsoft, and LinkedIn – helping young people use AI and digital tools to find their path into work.

The launch marks the beginning of a growing regional movement with employers already pledging their support.



## Greater Manchester Third Combined Authority to join YouthPath

Building on the success of the West Midlands and Liverpool City Region, Greater Manchester is the latest region to join YouthPath, supporting the Mayor’s ambition to ensure that every young person has a clear line of sight into a good job in the city region.

As part of this commitment, the GMCA Group: Greater Manchester Combined Authority, Greater Manchester Fire and Rescue service and Transport for Greater Manchester, will pledge their support as employers, creating pathways into work and training within Greater Manchester’s public sector.

The launch of YouthPath in Greater Manchester will help to tackle youth unemployment and close critical skills gaps in the city region, improving life chances for young people, removing barriers to employment and ensuring that economic growth is inclusive.

We look forward to deepening our collaboration with the Greater Manchester Combined Authority, employers, and partners to deliver meaningful and lasting change for young people across the city region.

# Powerful Partnerships in Action



**We must invest  
in the next  
generation  
of talent.**

**Richard Parker**

Mayor of the West Midlands

## Diageo x Mitchells & Butlers Tapping into Potential

YouthPath has inspired an exciting new collaboration between hospitality leaders Mitchells & Butlers and the global drinks company Diageo.

Building on our strong relationships with both organisations, we identified a shared commitment to supporting young people in the region. Through YouthPath, we brought them together to turn that ambition into meaningful action.

Diageo was already running its award-winning Learning for Life (L4L) programme, delivered in partnership with Springboard, which helps individuals aged 18+ who face barriers to education or employment build sustainable careers in hospitality.

Through YouthPath, this successful programme is now being delivered within Mitchells & Butlers' venues across the West Midlands, giving L4L participants the chance to gain hands-on experience in bar work and hospitality in partnership with another major industry employer.

In October 2025, Mayor Richard Parker joined both organisations at All Bar One, Brindleyplace, to celebrate the partnership, meet participants from the programme and see first-hand the progress already underway through this new initiative. L4L students participated in a cocktail-making workshop with the Mayor himself stepping behind the bar to show his support and enthusiasm for the initiative.



*It's wonderful to see young people being given a taste of what it's like to work in hospitality. This is a unique chance to discover whether this is the sector for them and could prove to be their first step into an enjoyable and fulfilling career. Initiatives like this support my priority to provide meaningful work experience and training for our young people so they can reach their full potential and help drive future prosperity for our region.*

**Richard Parker**

Mayor of the West Midlands

This partnership demonstrates how YouthPath is bringing employers together to expand pre-existing programmes, create more opportunities, and deliver richer work experiences for NEET young people across the region.

## Shaw Trust & SCC Connecting Potential with Opportunity

Since joining the Movement in summer 2024, Shaw Trust has become an active and valued member of our network, bringing energy, expertise, and a deep commitment to supporting young people into meaningful work. As part of their engagement, Shaw Trust contributed to the launch of YouthPath in the West Midlands, helping to champion inclusive opportunities and strengthen collaboration between employers and youth organisations.

Since then, Shaw Trust has been working closely with employers across the Movement, always exploring how to connect their candidates with the right opportunities. One standout example of this collaboration is their growing partnership with Specialist Computer Centres (SCC) – Part of the Rigby Group and one of Europe's largest independent IT groups, headquartered in Birmingham.

SCC was eager to provide NEET young people aged 18–30 with high-quality work experience that could open doors to careers in technology. Working in partnership, Shaw Trust and SCC took the time to understand each other's aims, organisational needs, and culture. This collaboration helped identify and prepare young people who would thrive in SCC's environment.

The result was a week-long work experience programme that gave participants a genuine insight into the world of tech. Young people learned about SCC's strategy and values, met teams across marketing, engineering, and people functions, and explored what a career in each area could look like. They also received practical employability support, including CV writing, interview preparation, and a mini project designed to spark their curiosity in technology.

This partnership highlights what's possible when organisations come together with shared purpose and belief in young talent. Creating real opportunities for young people to develop skills, confidence, and pathways into meaningful work.

# Empowering Young People for an AI Driven Future



**4000+**  
NEET young people, work coaches and youth workers upskilled on AI

As AI rapidly reshapes the world of work, MtW wanted to understand how this shift was impacting young people furthest from opportunity. In September 2024, we launched our Levelling the Playing Field research in partnership with Microsoft, Accenture, Get My First Job, The King's Trust, and Oxford Insights to explore how Gen AI could help break down barriers to employment for NEET young people.

The research found that while most NEET young people are aware of Gen AI, very few are using it to support their job search. The barrier isn't interest – it's AI literacy, confidence, and uncertainty about responsible use.

In response, MtW launched the Next-Gen AI Skills Programme, co-creating practical learning materials with Microsoft and Accenture to help young people use Gen AI confidently, responsibly, and effectively. Delivered initially through a national roadshow across DWP Jobcentres and Youth Hubs, the programme focused on real-world application – showing young people how Gen AI can support job searching, applications, and interview preparation.

Following strong feedback, the programme expanded through virtual delivery, reaching young people, youth-facing workers and work coaches nationwide. The content has since been developed into an online 'Gen AI for Jobseekers' course and embedded into DWP's MtW Work Experience Programme, demonstrating how technology can scale opportunity.

We continue to build on this momentum. Alongside national delivery, MtW delivers in-person sessions through partnerships such as the English Football League and Premier League, supporting young people to build digital confidence and employability skills in trusted, community-based environments.

And our ambition keeps growing.

In September 2025, LinkedIn joined forces with Movement to Work to strengthen the Next-Gen AI Skills Programme even further. By combining Gen AI training with LinkedIn Learning content and AI-powered coaching, we're helping young people not only develop digital skills, but also articulate their strengths, build professional confidence, and showcase their readiness for work in a rapidly evolving labour market.

This work ensures young people are not just aware of AI but empowered to use it to access opportunity and shape their future in work.



*At Microsoft, we are committed to ensuring that everyone has the skills and confidence to thrive in an AI-enabled economy. Our partnership with Movement to Work is helping bring that commitment to life for thousands of young people not in education, employment or training. Together with Accenture, DWP and LinkedIn, we're combining subject matter expertise with the time, talent and passion of Microsoft volunteers, bringing hands-on AI training and career guidance to help young people build their confidence, discover new ambitions and increase their chances of finding employment. We're proud of the impact so far and look forward to supporting even more young people as the programme develops.*

**Charles Eales**

AI National Skilling Director, Microsoft UK

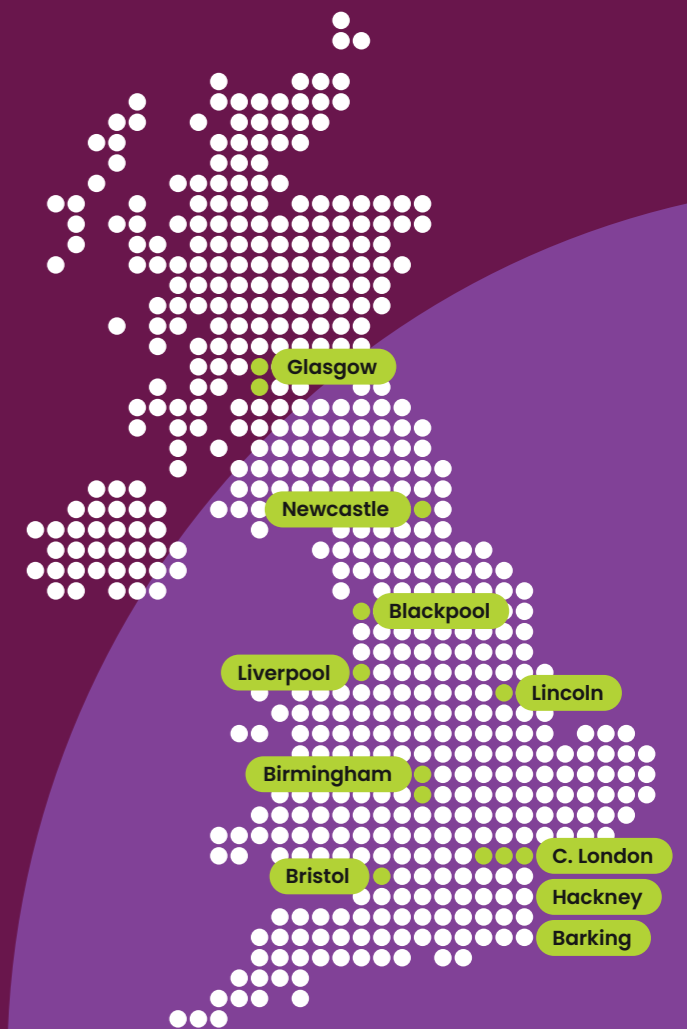


*The world of work is changing quickly and AI is accelerating many of the shifts we're seeing in the types of roles and skills employers are looking for. This is challenging for all professionals but especially for early career starters. That's why we're excited to collaborate with Movement to Work to enable young professionals with the insights, tools and learning opportunities they need to successfully navigate an AI-powered world of work.*

**Jessica White**

Head of Social Impact for EMEA & LATAM, LinkedIn

## In-person training sessions run



# Work Experience Works



Launched at our 2025 Youth Employability Summit, Work Experience (WEX) Works is MtW's flagship campaign, championing the vital role of quality work experience in breaking the "no experience, no job" cycle. For too many NEET young people, a lack of work experience remains the biggest barrier to employment. At the same time, many employers struggle to find candidates with the skills, confidence and work readiness needed to succeed in entry-level roles.

WEX Works tackles this challenge head-on by calling on employers of all sizes to step up and create meaningful work experiences. More than just placements, these opportunities are designed to build confidence, develop transferable skills and support wellbeing – helping young people to thrive and find pathways into sustained work.

At the heart of the campaign is our best practice guide, a set of nine guiding principles, co-created with employers, partners, and young people, that define what best practice looks like. These ensure programmes are purposeful, inclusive, well-structured, and genuinely impactful.

WEX Works is also about action. Alongside the best practice guidance, we also developed a resource library featuring case studies, templates and peer-to-peer learning, to equip employers with the tools they need to engage young people effectively.

The message is clear: Work experience works – for young people, for employers and for society. By embedding quality work experience, we can unlock untapped talent, strengthen businesses and create brighter futures.

## Highlights

To help employers turn principles into practice, MtW launched the SME Toolkit in October 2025 – a practical guide to help small and medium-sized businesses design placements that are accessible, impactful, and sustainable. The toolkit includes step-by-step advice on programme design, outreach, mentoring, and evaluation, alongside templates and case studies that highlight what works.

Since its rollout, the toolkit has been widely adopted, particularly among SMEs eager to tackle youth unemployment but unsure where to start. Hosted on our website alongside the resource library, these materials ensure that every organisation – regardless of size or sector – can confidently offer life-changing opportunities to young people.

# Case Study



## Carers Trust and Witherslack Group Small Steps, Lasting Impact

Since joining the Movement in 2022, Carers Trust has championed unpaid carers, raising awareness of young carers – often overlooked yet showing remarkable resilience and empathy. Through our partnership, we've connected these young people with employers, helping their voices be heard and their potential recognised. In July 2024, Witherslack Group, the UK's leading education provider for children with special educational needs, joined our network eager to offer work experience to NEET young people. Working with Movement to Work and Carers Trust, they arranged a two-week placement in August for a 16-year-old young carer transitioning from GCSEs to sixth form. The young person gained hands-on experience across Recruitment, HR, Marketing, and Reception, completed online training with Learning & Development, and earned certificates to strengthen her CV. The impact was profound. The young person left with confidence, practical skills, and a sense of belonging, while Witherslack's team found the experience hugely rewarding—bringing fresh perspectives and pride in supporting young talent. Witherslack reflected on the importance of flexibility, tailoring tasks to individual interests, and credited Movement to Work's guidance as "vital" in shaping a successful placement. This story captures what the Movement is all about—creating meaningful opportunities that change lives. Whether one placement or one hundred, every chance sparks confidence, opens doors, and reminds young people their future is worth investing in.



*Our partnership with Movement to Work has been incredible in unlocking opportunities for young carers, who so often put others' needs ahead of their own. This story is just one example of how carers thrive in the workplace, particularly when given the chance to apply key transferable skills such as problem-solving, adaptability, and leadership – qualities employers look for. Yet our latest APPG report reveals only 26% of young carers believe they'll have the same chances as their peers. That's why we truly value our work with the Movement and why this partnership matters: together, we're creating fair futures by connecting young carers with employers who recognise their potential and champion their voices. Every opportunity is a step towards confidence, independence, and a future beyond caring.*

### Rebecca Habgood

Young Carers Programme Manager – Carers Trust



*Partnering with Movement to Work allows us to make a meaningful difference for NEET young people by providing valuable work experience opportunities. Their dedicated approach to creating an inclusive, engaging placement helps bridge the gap between education and employment, empowering young people to build confidence, develop skills, and unlock their potential. We are proud to collaborate with Movement to Work in supporting the next generation, and believe that every opportunity we create together can create lasting change and open new doors for young talent.*

### Lucy Weatherill

Recruitment Advisor – Witherslack Group



# Thank You From the Movement

What we're most proud of isn't a particular headline or a statistic, it's the moments that sit in between - a young person taking a chance on themselves, an employer choosing to open a door, a partner going the extra mile, a chance conversation that leads to something big. The work we do is built on trust, partnership and participation; people showing up for one another, even when it would be easier not to.

We're deeply grateful to our Steering Group for strategic leadership and challenge; our employers for opening doors, creating meaningful opportunities and sharing best practice, and our youth partners across the network for the expertise and support that ensures programmes remain inclusive and grounded in real need.

Above all, we must thank the young people who have shown up, guided us and gifted their insight and support to our mission. Your voices and ambition continue to shape what comes next.

To everyone who has contributed, with leadership, insight, effort, care, and courage, thank you. Here's to creating more opportunities for more young people in the years to come.





# Join Us In Transforming Young Lives

## Get in touch

[info@movementtowork.com](mailto:info@movementtowork.com)

and understand more about:

- 1 Joining as an Employer Member or Partner
- 2 Sponsorship
- 3 Charity Partnership

### Email

[info@movementtowork.com](mailto:info@movementtowork.com)

### Website

[movementtowork.com](http://movementtowork.com)

### Social



## Acknowledgements

This report includes photographs of young people who have participated in programmes delivered by **MtW's** employer members and partners, including **Diageo's Learning for Life** collaboration with Springboard and **Wagamama** and **Street League's Taster Experience**. We are grateful to our employers and partners for their continued commitment to creating these valuable opportunities. Photography also includes images by Jonny Gios via Unsplash.

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