

The following pages set out London Youth's response to the National Youth Agency and A4e commission on '*Young people and enterprise: a risky business?*'.

About London Youth

London Youth supports a network of over 400 diverse community youth organisations where young people choose to go. With unique reach to over 75,000 young Londoners, we deliver programmes with and through this network in every London borough and out of town at our two outdoor learning centres.

We nurture a breadth of expertise, because it creates integrated pathways for young people to learn in a range of settings through sports development, youth social action, outdoor education, inclusion and employability. We work with all young people, but place a particular emphasis on those who wouldn't otherwise have access to the kind of opportunities we offer.

About Talent Match London

[Talent Match London](#) is a youth-led approach to supporting long-term unemployed young people into positive, productive futures. By working with organisations and individuals grounded in the community, as well as employers and young people, Talent Match London is supporting young people to not only find work but navigate fulfilling and long lasting careers, including supporting them to start up their own business.

Talent Match London is part of a national programme, funded by the Big Lottery Fund, with an investment of £108 million over the next five years, and £10 million specifically for London. It is running in 11 boroughs across the capital, where the need is greatest. The programme engages young people aged 18-24 years old who have been unemployed for a year or more, and who are furthest away from the job market and may experience additional barriers to employment, such as having a disability, a history of offending, or being a single parent.

Enterprise is a large focus of the delivery outcomes for Talent Match London, which includes the following:

- 2,500 long-term unemployed young people increasing their confidence, optimism and skills to gain employment or start their own business
- 50% progressing onto other positive pathways (such as re-engaging at college, further skills training, pre-apprenticeships or volunteering)
- 50 London employers from across all three sectors create engagement, employment and enterprise opportunities, including pre-employment support, work experience, business mentoring and jobs

Talent Match London was designed in collaboration with young people and with the support of a strategic partnership from the private, voluntary and statutory sectors, including representatives from the London Enterprise and the Black Training and Enterprise Group. As part of our partner delivery approach, a consortium led by the Prince's Trust will fulfil the role of our Enterprise Pathway Provider.

What young people know about enterprise and self employment, and where to go for support

From our experience of working directly with young people, we have found that many can find the prospect of self-employment alluring but daunting. Some feel that they may have good ideas, but would not know where to start with turning the idea into something more practical, and for many the advice they can find on websites are not always comprehensive or feel targeted at young people.

Talent Match London's delivery partner, the Prince's Trust, has a recognisable name and brand, and so for many young people they can be the obvious choice for gaining advice on enterprise from. The Prince's Trust has an established track record of working with young people and has a wealth of experience delivering enterprise training. Using their learning, a programme will be designed in partnership with other local organisations within London which will be specifically focussed on developing enterprise skills in an innovative way for Talent Match London. The Prince's Trust is also leading programmes in other Talent Match regions.

Many of London Youth's member youth clubs also offer programmes to support young people who may be interested, and are there to offer support. This form of informal education is so effective because it is at a place where a young person has chosen to go, and where they will have developed strong relationships with the adults and youth workers, so know they can go to them for advice. One of our member clubs, The Stowe Centre, provides youth services to over 35% of Westminster's youth club population and offer a full range of youth and enterprise programmes, which reach over 1000 young people.

Young people may also be unaware of where to go to develop the necessary skills they need to become self-employed. To combat this, Talent Match London is using a youth work approach to employability. In practise, this means receiving personalised one-to-one support from one support worker that they are able to build a trusting relationship with, and then working with them through a "Journey or Change". This will help them to learn about themselves and what they need to access opportunities, work with them to develop a talent plan, looking at their personal development and what they want to do in the future, explore what activities they enjoy and what they might want to progress in, identify where to develop necessary and relevant skills, focus on more specific career goals and achieving specific tasks, and sustain the support once the young person has undertaken their career opportunity.

Case study, Jace, 20

I was born in Monserrat and moved to the UK in 2010. I was 19 and without the core qualifications in English, Maths and Science to get the type of work I wanted. It was then I realised that I wanted to set up my own bike repair business but still I lacked the practical work experience and skills I needed to do so. I managed to get some help to start my business plan, but now I need help to take a step up, to get my qualifications so I can get a job to pay for a van and other things that I'll need.

The barrier for me has been getting access to the right help at the right time. Getting to where I want to be in my long term career is a step-by-step process that I can't support financially, and which I don't think the current benefits system understands or supports. I've found that the system of claiming JSA, and the support offered by the Jobcentre, is not equipped to support young people at each stage of their career.

I'm involved with Talent Match London because I love working with and helping young people and eventually I want a part of my future business to help make things easier for young people like me to get on in their careers. I know that if I'd have had this kind of step-by-step support, things would have been much easier.

How we can motivate and support young people for whom enterprise, starting and running a business may appear a risky option

As mentioned above, one of the primary principles of Talent Match London is the focus on personalised support, and support that keeps going into employment. This relationship offers a young person motivation and support to keep going to achieve their goal.

With personalised support, one-to-one or small group support are most effective in supporting people to find work, and according to young people, support should be in a relaxed environment with friendly and approachable staff. Additionally, support which is related to the young person's interests is more likely to engage them and maintain their focus on finding work. They work to achieve specific objectives and support young people to take responsibility for themselves and their own career goals.

The importance of peer engagement and encouragement is an effective way of motivating young people to make positive decisions about their future, including starting their own business. This approach is an important element of Talent Match London, shown through the youth-led focus of the programme. London Youth have recruited a Talent Match London Youth Board, who exists to ensure everything we do is relevant and responsive to the needs of young Londoners. They support and guide our work at all levels, from designing the programme, to assessing the quality of delivery, engaging employers and participating in communications activities to best engage other young people. One of our delivery partners, Hackney CVS, is working with young people called *Talent Scouts* to engage young people onto the programme. The involvement of young people in these processes has meant that the young people who are traditionally more difficult to engage with, due to a distrust of the system or a history of poor relationships with adults, have been more willing to engage with the programme.

The contribution of youth work to skills and benefits gained from enterprise to support young people's confidence, aspiration, decision-making for participation in a democratic society

As well as working with young people at the time they are working to develop career opportunities, London Youth work with a younger age groups developing these skills and developing young people confidence in their ability to run a programme from start to finish. An example of this is our social action programme *Athan 31*.

Athan 31 provides young people with the framework and resources to have a say in which activities should be run in their local communities and to deliver these activities themselves alongside the support of a youth worker. The groups of young people plan and run activities, progressing through four stages.

My team involves a group of young people work together to run an activity that enables them to learn about team work, what sort of a team member they are and what skills are needed to work together. They will be able to apply for up to £80 to run their project and will be supported throughout by a trained Athan 31 youth worker.

In *My club* a group of young people work together to understand the needs of other young people in their youth club. They then have to put on a project that meets their needs and involves their peers. As with My Team they will be able to apply for up to £500 to run their project and will be supported throughout by a trained Athan 31 youth worker.

During *My community* a group of young people build a relationship with another organisation, key member or group within their community. The two groups run an activity or event together with mutual objectives. The groups can apply for up to £500 to run their project and will be supported throughout by a trained Athan 31 youth worker.

Finally *My leadership* supports young people to attend leadership training and then have to support of group through their My Team project to complete their leadership challenge.

Another focus of social action programmes is to empower young people to have voice, and be able to express the issues that are important to them. They are supported to express their ideas to change things, and encouraged to feel empowered to implement them. By developing enterprise skills through social action programmes, young people will feel more engaged in their communities, and their role in their society. London Youth are also working with young people on becoming engaged in the democratic process, and supporting them to develop an understanding of how local and national policies affect their lives, as well as their opportunities. A young person setting up their own business will become more aware of how legislation affects them, and may then be more likely to engage in the democratic process.

Contact us

If you would like more information on any areas of our work, or would like to discuss further the points outlined in this evidence submission, then please contact London Youth's Policy and Communications Officer, Suzanne Foster:

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