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## HEADSTART LONDON

Our programme for 16-18 year olds still in education which helps them bridge the gap between school and work.

TEAM  
LONDON

**HEAD  
START**  
Give time. Get ahead.

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## HEADSTART LONDON

HeadStart London is our programme for 16-18 year olds still in education and helps them bridge the gap between school and work.

Launched in June 2013 by Team London and The Challenge, the programme rewards young volunteers with employability workshops and a guaranteed interview for paid work with partner businesses.



## BACKGROUND

In 2013, the Office for National Statistics identified that 13% of young people in the UK were unemployed. This was in part due to young people not knowing or understanding what to do with their future.

At the same time young Londoners were struggling to find work, businesses were struggling to recruit young people who were ready for the workplace.

HeadStart London was launched to help young people develop the character traits and skills they need for work. Volunteering not only helps them build these skills but also allows them to connect with their community and increases levels of social mobility and cohesion.

As a reward for 16 hours of volunteering, young people are offered communications and employability workshops and an interview for a paid part-time job or internship. All job opportunities are with aspirational brands which incentivises the young people to complete their volunteering hours.

*"HeadStart has given me the confidence to believe in myself and to help me to achieve what I would have previously thought of as unachievable.*

*It has also helped me to make a difference to my community, and the lives of the people I was working with throughout my placement.*

*I've loved doing this, and it makes me feel good knowing I have made a difference." **Lauren Holmes,**  
**HeadStart London***

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## REQUIRED ELEMENTS FOR SUCCESS

### Select the Right Partners:

The Challenge is the UK's leading charity for building a more integrated society and was the ideal partner to deliver HeadStart London due to their extensive experience working with young people.



In addition to a delivery partner, leading employers including Starbucks, New Look, Zendesk, Lloyds Banking Group, Bloomberg and the Berkeley Group partnered with us on the programme.

All partners run employability skills workshops and offer part-time or paid internships opportunities. AGL run the communications workshops which help the participants to express themselves and articulate their attributes in an interview.

The businesses who partner with HeadStart London do so to help support their local communities and to fulfil their CSR priorities. They also gain access to skilled young people ready to fill their entry-level roles.



### Incorporate Volunteering:

Volunteering is the pivotal part of the programme as it helps the young people to build the skills and experiences they need to succeed at work. The Challenge helps the young people to find suitable volunteering opportunities. The organisation has hundreds of opportunities available and the young people are free to choose roles that match their interests.

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## SET UP THE RIGHT DELIVERY STRUCTURE:

The diagram below provides an overview of the HeadStart London structure. The programme takes place during the academic year and also meets the partner businesses' timeframes for delivering workshops.



### Recruit the Participants:

HeadStart London is available to young people who have completed the National Citizens Service (NCS). The Challenge is the UK's largest NCS provider and they currently refer all HeadStart London recruits. Plans are underway to offer the programme to young people who have not completed NCS. This will help recruit a more diverse range of young people.

### Set Up the Metrics:

Key Performance Indicators (KPIs) were set up to measure hard and soft outcomes. This means we can measure both the achievements of the young people as well as the learning and growth behind those achievements.

#### Below are KPIs used to measure the impacts of the programme on young people:

- Number of young people volunteering
- Number of volunteering hours completed
- Number of young people who attended employability workshops
- Number of young people who attended an interview

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- Number of young people who are assessed as job ready by employers
- Number of young people who secure part-time or seasonal employment
- Percentage of young people in education, training or employment 12 months after the programme
- Percentage improvement in young people's rating of how well they can communicate their thoughts and ideas
- Percentage improvement in young peoples level of confidence that they:
  - Can speak clearly to employers about their skills and experiences at interview
  - Have the skills that employers are looking for
  - Understand what their main skills are
  - Are able to get a job
  - Have a strong CV

## **Review and Evaluate:**

The KPIs provide a baseline to evaluate the programme. Weekly and quarterly reports ensure the programme is on target. This also allows time to intervene should any risks be identified. An annual evaluation report lists impact, successes and achievements as well as plans for the future.

An annual impact report is also provided for each business partner which showcases their individual successes and achievements. This is a valuable tool for them to promote HeadStart London within their organisations.

"The workshops were very valuable - especially the interview workshop. The tutors help you structure your answers and work on your body language and I feel that I gained a lot from that in the sense that I can utilise those skills at any interview.

I just feel so much more comfortable going to interviews for a job or university from experiences that I've learned from the workshop here."

**HeadStart London graduate.**

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## EXECUTING THE PLAN



### Target Aims and Objectives:

- Develop a generation of socially engaged young people
- Help young people to communicate with confidence, clarity and authenticity
- Help young people to build their CVs through volunteering and work opportunities
- Encourage employers and young people to recognise volunteering as a pathway to employment
- Create a supply of skilled work-ready young people for entry-level roles

### Advisory Board:

An advisory board was established to set targets and measure impact. The board meet quarterly and is an opportunity for all partners to come together and provide strategic direction to:

- Support the development and sustainability of HeadStart London as it continues to grow
- Support, advise and champion HeadStart London
- Support HeadStart London to achieve its objectives

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## BUSINESS BENEFITS OF BECOMING A CORPORATE PARTNER



The high profile of the Mayor of London helps Team London attract potential partners.

A partnership is an exclusive opportunity to help Team London deliver on the Mayor's social mobility and social integration objectives.

### In addition to helping young Londoners, partners gain:

- CSR stories of how they are helping to prevent youth unemployment whilst increasing levels of social mobility
- Opportunities to showcase the partnership in the media
- The chance to make a large impact at scale for a comparatively small investment.
- A supply of work-ready young people for entry-level roles
- Inspiring ways to engage employees in volunteering

*"We've seen a real difference in the calibre of young people coming through HeadStart. In practice we have found them to have better customer service aptitude and more confidence when joining our workforce."*

**Danny Barrasso, Deputy CEO, New Look**

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## IMPACT

### The most recent impact report identified a number of benefits for the participants:

- **Civic Character:** 83% of young people said that they were likely to continue volunteering in their community as a result of HeadStart.
- **Confidence:** 99% of young people felt HeadStart helped improve their communication skills.
- **Motivation:** 18% increase in how confident young people felt about securing a job in the future.
- **Ownership:** 98% of young people report that HeadStart has helped them to feel more responsible for their employment opportunities.
- **Perseverance:** 97% of young people said that the programme has helped them to push themselves out of their comfort zone.
- **Trust:** 91% of young people said they'd a better understanding of people from different backgrounds to themselves.
- **Employability and work-readiness:** 70% of young people who joined HeadStart have been assessed as work-ready compared to the average of 20%.

### Additional impact for business partners:

- HeadStart London graduates are proving to be four times more successful at Starbucks interviews than other candidates.
- New Look is reporting a higher retention rate of HeadStart London graduates than other candidates.
- The Berkeley Group is achieving its aim of raising awareness of the construction industry among young people which is helping them attract strong candidates for their internship programme.
- Zendesk and Bloomberg have changed their recruitment practices to provide paid internship opportunities for under 18s within their organisation.

*"HeadStart focuses on offering the right skills to the right age group.*

*Most importantly it's also created a vehicle for young people to gain these skills through activities which have a strong cultural fit with Starbucks: making a positive impact in their community."*

**Ian Cranna, Starbucks VP Marketing and Category, UK & Ireland.**

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## THE PLAN IN ACTION AND WHAT IS NEXT

Since 2013, over 4,900 young people have volunteered as part of the programme and have given over 80,000 volunteering hours to their local communities. Of those who have graduated from the programme, 30% secured a part-time job or internship and 70% were considered work-ready.

Young people who do not secure employment can attend Get Ahead employability support sessions where they receive further support in developing their employability skills and learn more about entry-level career paths with our business partners.

Bloomberg has played a key role in Get Ahead by delivering training sessions and recruiting over 150 employees to take part in careers speed networking sessions.

The Challenge has expanded the HeadStart London model to Birmingham and Manchester and has already delivered a successful pilot programme in Birmingham. Starbucks is extending their partnership to Birmingham and Manchester too.

All partners in the programme are crucial to its success as each has a specific role to fulfil. The Challenge is responsible recruiting socially engaged young people, the business partners offer the workshops and employment opportunities, and the Mayor of London promotes and supports the programme.

### **Fit With Mayoral Strategy**

HeadStart London meets a number of the Mayor's strategic priorities including:

- Increasing levels of social mobility, social cohesion and community engagement
- Investing in young Londoners
- Improving Londoner's quality of life
- Improving social integration in London

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## JUNIOR MORRISON, HEADSTART LONDON GRADUATE

I joined HeadStart London as I thought it would help me find a new job. I volunteered at a local youth centre that works with kids between the ages of 11 to 15. I enjoyed my time there and still volunteer once in a while, when I haven't got school work or work, as it allows me to develop my communication skills between those younger than me and their parents.

The workshops I attended were beneficial for me and I was able to contact The Challenge with any queries that arose which was great. I learnt how to present myself in a more respectable way and stand out from the crowd. I feel like I learnt how to make myself come across as different and mature compared to the usual stereotype given to many young people in life.



Overall I thoroughly enjoyed the HeadStart programme. It has opened doors for people including me. I have learned that I am very employable and work well with people. I can see the difference in myself and I have become a lot more confident in everything I do. This new confidence has inspired me to start pursuing other goals.

I was thrilled to secure a job at New Look. Getting the job helped me improve my time management skills. As I was also studying full time I learnt to give myself enough time to complete my studies, complete my shifts at New Look and also still manage to fit in a social life. I no longer waste time and am always doing something productive or fun.

After working at New Look for 12 months I was given extra responsibilities and became Menswear Manager for my store. I have since been offered a full-time 12 month apprenticeship working within the HR department – I can't wait to get started this September.

Looking back at how many people got a job from HeadStart London is quite amazing. Living in a society where it is hard for young people to get any kind of paid work to then see many young people employed proves that HeadStart London really does work. I wish it could be offered to even more young people.

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## RESOURCES

### Reports

- Office for National Statistics Report  
[http://webarhive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/dc/p171776\\_355123.pdf](http://webarhive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/dc/p171776_355123.pdf)

### Websites

- Team London <https://www.london.gov.uk/what-we-do/volunteering>
- The Challenge <http://the-challenge.org/>
- HeadStart London <https://www.headstart-thechallenge.org/>

### Videos

- HeadStart London <https://www.youtube.com/watch?v=Z4y4AvgpLEk>
- Junior Morrison [https://www.youtube.com/watch?v=P9l\\_L99xIFA&feature=youtu.be](https://www.youtube.com/watch?v=P9l_L99xIFA&feature=youtu.be)

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