YOUNG PEOPLE WORK

KICKSTART SCHEME

An employer's guide

FEB 2021

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Welcome

Movement to Work (MtW) is committed to helping young people (those aged 16-30) who are not in education, employment or training, to move closer to the world of work, by creating vocational workplace opportunities and work experience placements.

The government have committed up to £2.1bn for Great Britain, to fund 300,000 high quality jobs for 16-24 year olds.
Since then, Movement to Work (MTW) has been working closely with the Department for Work and Pensions (DWP) to support the design and implementation of the new scheme.

This employers' guide outlines the Kickstart Scheme and details how to successfully engage in the best way possible to deliver quality opportunities for young people.

Is this guide for you?

This guide is for employers of all sizes who want to use the Kickstart scheme to bring young people into their workforce.

How will this guide help?

This guide is designed to support you so that you can help young people to:

- Make the greatest possible contribution to your work on their Kickstart placement.
- Overcome barriers and challenges to succeeding at work.
- Move into permanent employment after their placement.

To deliver Kickstart successfully it's important that you make **careful, informed choices** about how to support young people into work and who you work with to support them.

All references and details in this guide are correct as at 15th December 2020 and may be subject to change.

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Setting young people up to succeed?

The Kickstart scheme is designed to support those young people at risk of long-term unemployment. Some young people may have been out of work for significant lengths of time and may be waiting for an opportunity to secure their very first role.

The Kickstart programme provides a £1,500 setup grant per placement. You can choose how to invest this money It can cover some of the extra expenses from employing participants including IT, uniforms, protective gear and other items required to work safely and effectively in your organisation.

For young people to succeed in a Kickstart role you also need to be ready to offer a high level of care and support. **We recommend** that you consider working with a Kickstart partner, paying them out of the setup grant. Partner organisations can help participants develop their skills and experience by providing:

- Support to look for long-term work
- Career advice and goal setting
- Support with CV writing and interview preparations
- Basic employability skills training such as attendance, timekeeping and teamwork
- Support for participants to overcome any specific barriers to work (e.g. mental health, disability, English and maths skills etc.).

Broch
Civil Service, MtW Youth Ambassador

You should **interview any potential partners** to check for evidence of previous success in supporting young people at work.

Movement to Work's Approved Partner Network includes a wide range of organisations who bring a track record of working with our employers so that young people succeed in the workplace. You can also find support for young people with health and disability barriers via the Government's Access to Work and Disability Confident services.

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Taking part and applying through a Gateway

The Government have now removed the requirement to offer 30+ placements in order to enable Kickstart application submission directly to the Department for Work and Pensions (DWP).

Utilising a Gateway is still an option and one that Movement to Work strongly believe worthy of consideration.
You can speak to a member of the Movement to Work team about how to make a strong application and the **benefits of engaging a reputable Gateway**. Please complete our contact form and a member of the team will be in touch with you as soon as we can. Click here to get started!

Taking part and applying directly

Regardless of the number of Kickstart placements you are considering delivering, you are now able to apply directly to the Department for Work and Pensions (DWP)
You can apply here. See Appendix for the information you will be required to provide.

Are you Kickstart ready?

Regardless of the number of placements you wish to host, there are several criteria all employers need to meet in order to see your application approved.

There are also a number of additional considerations that will not only support a successful application but also guarantee a quality placement for your Kickstart placements.

JJ
BT, MtW Youth Ambassador

Kickstart Criteria

DWP lays out the following criteria for employers to successfully apply to host a Kickstart role within their organisation.

- All Kickstart job placements created **must** be new jobs. They **must not:**
  - Displace anyone else in the labour market through replacement of existing or planned vacancies
  - Cause existing employees **or contractors** to lose or reduce their working hours

- All Kickstart job placements **must be:**
  - A minimum of 25 hours per week (employers can top-up)
  - For a period of 6 months
  - Paid at least the national minimum wage for their age (employers can top-up)
  - Accessible – i.e. should not require extensive training before the job placement begins

Aisah
IBM, MtW Youth Ambassador

Employers are expected to submit, alongside their application, details of **how they will help participants develop their skills and experience** through:

- Support to look for long-term work
- Career advice and goal setting
- Support with CV writing and interview preparations
- Basic employability skills training such as attendance, timekeeping and teamwork.

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Offering a high quality placement - Movement to work expectations

The Kickstart scheme is designed to support those young people at risk of long-term unemployment. Some young people may have been out of work for significant lengths of time and may be waiting for an opportunity to secure their very first role.

For young people to succeed in your organisation, you need to make sure they have access to high level of care and support. Employers should help participants develop their skills and experience through:

- Support to look for long-term work
- Career advice and goal setting
- Support with CV writing and interview preparations
- Basic employability skills training such as attendance, timekeeping and teamwork

Remember, the Kickstart programme provides a £1,500 setup grant per placement to help you offer this support. You can choose how to use this grant. We recommend funding:

- IT, uniforms, protective gear and other items required for the person to work safely and effectively in your business
- General support for Kickstart participants in finding work and succeeding at work.
- For supporting participants to overcome any specific barriers that they face (e.g. mental health, disability, English and maths skills etc.).

Do I need additional support?

Supporting a young person with specific barriers into and through a Kickstart placement can provide additional challenges.
Movement to Work's Approved Partner Network comprises organisations that can support young people to tackle those specific barriers.
You can find further support for young people with health and disability barriers via the Government's Access to Work and Disability Confident services.

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Work with a Gateway

If you choose to work with a Kickstart Gateway organisation, they will act on your behalf to manage the application process and grant payments.

All Gateway organisations receives a £300 per placement payment from the government to cover their administrative costs.

The government says that a Gateway organisation will:

- Gather information about the job placements you'd like to offer
- Use this information to submit an online application on your behalf
- Pass on relevant payments to you.

We recommend you interview any organisation before agreeing that they can act as a Gateway for you. You should make sure:

- That they can handle the administration and financial management requirements of the Kickstart scheme for you
- That you understand their payment schedule and how this will affect your cashflow.

Rebeckah
BAE Systems, MtW Youth Ambassador

A number of our Approved Partners can act as Gateway organisations. We've included their contact details in the APPENDIX to this guide.

Gateway organisations working as Kickstart partners

Many Gateway organisations will also offer support to help young people succeed in their Kickstart placements. Some may require you to accept their support and to pay for it from the setup grant before they agree to act as a Gateway.

Where your Gateway also wants to act as a Kickstart partner we recommend interviewing them to check for evidence of previous delivery in the same way as any other potential Kickstart partner (see above).

Choosing and working with a Gateway organisation - Movement to Work's advice

Movement to Work recommend:

- Interviewing the Gateway organisation to understand their track record of working with young people, working with employers, and understanding of financial and administrative management **before you agree to fund their support**
- Utilising a portion of the grant to help manage specific barriers to employment such as English and maths skills etc.

We would suggest the following additional considerations are taken into account before committing to your choice:

Is the Gateway a Movement to Work Approved Partner?

Movement to Work recommend selecting a Gateway organisation **who form part of our Approved Partner Network**. MtW partners all share the same ethos and passion for youth employment and have demonstrated a positive level of commitment that has seen them accepted as a valued partner.

What happens to my £1,500 setup payment?

Should a Gateway indicate they will retain a portion of the £1,500 per placement setup grant, Movement to Work recommend fully understanding the services being offered in exchange.
Employers could expect to receive employability training for their placements, mentoring support, skills training e.g. Interview and CV writing support, and other additional health and wellbeing support.
Remember, the setup grant is for you, as an employer, to support the young person into role.

When will I receive my payments?

Movement to Work recommend fully understanding when payments managed by the Gateway, on your behalf, will be paid to you.
Will the Gateway's payment schedule allow you to adequately manage your cashflow in order to support your placements?

What happens if my application is approved?

If your application is successful, you will be expected to make job descriptions for your Kickstart roles available to DWP. Work coaches at Job Centre Plus will use these to match suitable candidates to placements and send you their details. You will then be able to interview candidates and appoint as appropriate.

What happens if my application is rejected?

You may be able to re-submit, either independently or with a Gateway organisation. However, if Kickstart is not a viable option for you, there are many other choices available that allow you to offer work experience to young people. We've included some of these other options in the APPENDIX to this guide.

Please, CONTACT US at Movement to Work. We can work with you **free of charge** to access alternative government funding and create bespoke in-house work experience programmes for the young people in your area.

APPENDIX

Movement to Work Approved Partner Network
Gateway Organisations

Organisation	Website	Contact
Mencap	Mencap	Mark.capper@mencap.org.uk
The Launch Group	The Launch Group	jonathan@thelaunchgroup.co.uk
Forward Trust	Forward Trust	Daniel.Cook@forwardtrust.org.uk
Catch-22	Catch-22	
London Learning Consortium	London Learning Consortium	kickstart@londonlc.org.uk
Pathway CTM	Pathway CTM	kickstart@pathwayctm.com
Employability UK	Employability UK	info@employabilityuk.org
Qube Learning	Qube Learning	Contact Qube
Springboard	Springboard	Bhavna Patel
PeoplePlus	PeoplePlus	KickStart@peopleplus.co.uk

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Additional Work Experience Schemes

Sector Based Work Academy Programme (SWAP)

Three main components make up the SWAP and can (but does not have to) last up to 6 weeks:

1. Pre-employment training – matched to the needs of your business sector. MtW's Approved Partner Network can support with the delivery of pre-employment training
2. Work experience placement – a great opportunity to identify talent and for the individual to cement their knowledge and understanding of the required role
3. A guaranteed job interview or help with an employer's recruitment process

SWAP is eligible for job seekers aged 18 upwards. Participants remain on benefits while on a SWAP placement. The government will pay any travel and childcare costs whilst benefit claimants are on the scheme. There is no direct cost to an employer for running a sector-based work academy as training and administration costs are covered by government funding

Traineeships

The .Gov information as found here applies from September 2020.

Employers who make new work placement opportunities available may also receive an incentive payment of £1000 per learner, for up to 10 learners.

When offering a traineeship work placement you need to provide:

- Safe, meaningful and high-quality work experience
- A minimum of 70 hours of work experience - but no more than 240 hours for benefit claimants - over the duration of the traineeship (maximum of one year) and as agreed with the traineeship provider
- Constructive feedback and advice to the trainee
- An interview for an apprenticeship or job in your business at the end of the traineeship if one is available
- An exit interview at the end of the traineeship with meaningful written feedback if no job is available

The traineeship is free to your business, but you may support trainees with expenses such as transport and meals

Apprenticeships

Available until 31st January 2021, the government has introduced a new payment of £2,000 to employers in England for each new apprentice hired aged under 25, and a £1,500 payment for each new apprentice hired aged 25 and over. These payments are in addition to the existing £1,000 payment the government already provides for new 16-18 year-old apprentices, and those aged under 25 with an Education, Health and Care Plan – where that applies.

Information Required When Submitting a Kickstart Application

Please have the following information to hand when submitting your application either directly or via a Gateway organisation:

Company information

- Your Companies House reference number, Charity Commission number or Office of the Scottish Charity Regulator number, if you have one
- Your organisation address and contact details
- Details of the job placements and their location

Details of your workforce

- How many employees you have
- Changes to your workforce in the last 6 months and why (for example redundancies and changes to hours worked by existing staff)
- Number of people affected by changes to your workforce in the last 6 months
- The kinds of roles, functions and average salary of those who were made redundant or who had their hours reduced in the last 6 months
- Would you be able to create these job placements without Kickstart Scheme funding and what funding source you would use
- What recruitment you have completed, started or paused in the last 6 months, including how similar these vacancies are or were to the roles you are creating for the Kickstart Scheme
- Whether the job placements will be similar to existing or planned roles or the roles previously done by those made redundant or with fewer working hours, why you are using Kickstart Scheme funding to create similar roles
- Have you engaged with any relevant trade unions and any advice the unions have given

Young person support

- What support will be offered (for example helping them with writing their CV and preparing for an interview)
- When you will provide this support (for example halfway through their job placement or towards the end)
- How many hours it will take
- Who will provide the support (for example you may already have a pre-existing relationship with training providers)
- How you will monitor this support
- How the young person can provide feedback during their job placement and afterwards, and how this will be acted on

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