

HATCH
UK YOUTH × KFC

HATCHING A PLAN

Helping ambitious talent to take flight

A report from KFC and UK Youth on how to
create more ways into work for the next generation



November 2022

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FOREWORD



MEGHAN FARREN

Managing Director

KFC UK & Ireland

When you think of KFC, you probably think of our chicken. And as you should, it's delicious. But how does that chicken get to you? Through the hard work of 27,000 people across the 1,000 KFC restaurants that make up our team in the UK & Ireland.

As one of the largest youth employers in the country, we see incredible potential across our teams. Many of our team members join KFC at the start of their working lives – we have been the ‘first job’ of thousands of young people – and that is a responsibility we take incredibly seriously.

Many young people who apply to work for KFC face massive challenges. Some are care leavers, some are themselves young carers, some didn't have the best start in life, and some didn't get on with school. And many of these young people are now facing greater challenges than ever before. The Covid pandemic took away crucial skills and career development opportunities from young people across the country and increased the gap between the best and worst off in our society. Now faced with a cost-of-living crisis and uncertain economy, those that missed out risk being left behind in the jobs market.

But we know that every young person, whatever their background or current situation, has huge potential. And we have partnered with UK Youth to help more young people see and achieve that potential, through Hatch.

Hatch is a new programme creating opportunities for young people, who are ready for work, but who face barriers beyond their control that prevent them building work skills, confidence and landing their first job. Through this initiative young people will be provided with 1-2-1 support, training and practical work experience thanks to UK Youth and incredible youth organisations in the local community. Each young person who goes through Hatch will then get an opportunity to join the KFC team.

Working in a restaurant is a perfect training ground for work of all kinds – providing opportunities for young people to build self-esteem, confidence and learn teamwork. Whether as a first step to a

career in hospitality or as a steppingstone to jobs elsewhere, restaurants can play a huge role in opening up opportunities and driving social mobility in communities across the UK.

I'm delighted to be able to share details in this report of our first pilot of the Hatch programme which we have been running in Manchester. Through this programme we have already come across some amazing young people (who you'll hear more from in this report), and I am proud that many have already gone on to join our KFC team.

We are committed to now rolling out the Hatch programme across the UK and playing our part in helping even more ambitious talent take flight. This commitment means that, by 2030, we aim for a third of all new hires into KFC to be young people, aged between 16 and 24, who have faced barriers to employment - whether that's because of social, economic, domestic or mental health challenges.

But we know we can't tackle the barriers young people face alone. That's why we're also calling on government and business to come together and create a proper plan for young people. We need policy to be designed around the skills young people and businesses need, and the investment to make this a reality.

For us at KFC, helping young people fulfil their potential is absolutely the right thing to do. Not only will we benefit from the unique talent and contribution that more young people will bring to the KFC team, but it will also ensure that we are living up to our potential as an employer that is creating opportunity and acting as a tool for social mobility.

I can't wait to meet our team members of the future that need a programme, just like Hatch, to help their ambitions take flight.

KFC

FOREWORD



NDIDI OKEZIE
CEO
UK Youth

We are enormously proud of our Hatch partnership with KFC, which is connecting young people to youth workers who are giving them the confidence, skills and the tools to navigate those first steps in their careers. Supporting young people into work must to be a priority – they are our future leaders and the changemakers of tomorrow. However, today’s young people are having to overcome challenges not experienced in generations - the lingering impact of the Covid pandemic, a surge in the cost of living, the climate emergency, and increasing inequality.

At UK Youth, we know that youth work is essential for helping young people navigate these uncertain times. It can be life changing and even life-saving. It provides young people with the tools they need to support their own personal development, to manage their wellbeing, increase their self-confidence, create connections and build trust with others in their community. Every young person deserves this support. Specifically to a young person’s employability journey, youth workers are able to be the essential trusted adult in that process. Youth workers support young people’s wellbeing, increase self-esteem and agency, facilitate skills development, adapt their approach to best suit each individual. Youth workers are also well equipped to prepare young people for the future of work.

It’s not solely about youth work though. Employers have an important role to play to bring the world of work to life for young people, offering paid work experience and supporting high quality youth work that promotes enterprise and empowers young people to develop their skills and to be ‘work ready’. Recruiters place significant emphasis on work experience when recruiting, putting young people - who are more likely to have little to no experience - at a disadvantage. By offering paid work experience and supporting youth work, like KFC, you can empower young people to discover new skills and opportunities that can change their lives.

We know that youth work can transform lives. Now, we can also place an economic value on that.

New research by UK Youth and Frontier Economics has found that for every £1 the government invests in youth work, the benefit to the taxpayer is between £3.20 and £6.40. Youth work is already saving the government £3.2bn a year through improved education and employment outcomes and positive impacts on mental health. It is also contributing £5.7bn annually to the wider economy through jobs, volunteering, and local suppliers. With further investment, the benefits would be even higher.

UK YOUTH

“ **UK Youth provides young people with the tools they need to support their own personal development, to manage their wellbeing, increase their self-confidence, create connections and build trust with others in their community** ”



Kunwal, Hatch graduate

AN OVERVIEW OF HATCH

Hatch is an employability programme created by KFC and UK Youth. Our goal is to help young people overcome employment barriers, build skills and confidence, and get their first job. All the young people that complete this programme will be guaranteed an interview for a role with KFC and will continue to receive on-the-job support if they join our KFC team.

KFC and UK Youth have been delivering the pilot of the Hatch programme in Manchester since March 2022. At KFC, we are embedded within the local Manchester community, and UK Youth have a brilliant network of youth organisations, including Street League, Manchester Youth Zone and Greater Manchester Youth Network, who have all acted as essential delivery partners on this programme.

Manchester was chosen as the pilot location for our Hatch programme because it's a vibrant, young city with lots of flavour (a little bit like our chicken). But there are clear socio-economic challenges that create barriers for young people. 2019 data showed that 21.9% of the Manchester population was income-deprived, making the city the 8th most income-deprived of the 316 local authorities in England.¹ The impact of the pandemic on the young people of Manchester was highlighted by the Youth Task Force set up by the Mayor of Greater Manchester in June 2020, which expressed the need to address economic inequalities for young people.²

Greater Manchester's independent inequalities commission in 2021 dug deeper into how these inequalities manifest in work opportunities in the city.³ The commission identified that Greater Manchester's unemployment rate is consistently higher than for England as a whole,⁴ with nearly a quarter of Greater Manchester adults of working age (24%) economically

inactive, which is notably higher than the rate for England as a whole (21%).⁵ This trend is matched by the skills levels in Greater Manchester, which were also found to be below the national average. Only 37% of Manchester's working-age population qualified with higher level (Level 4+) skills, compared with an average of 40% across the country, and a higher proportion of working-age people with no qualifications (9%).⁶ With a regional skills gap increasing economic inequality and limiting social mobility, we at KFC and UK Youth believe the Hatch programme can make a real difference for local young people in Manchester and across the UK.



¹ ONS local income deprivation statistics by local neighbourhood <https://www.ons.gov.uk/visualisations/dvc1371/#/E08000003>

² Changing the future together: The Young Person's Guarantee Recommendations from the Task Force and Youth Advisory Group

³ The Next Level: Good Lives for All in Greater Manchester The report of The Greater Manchester Independent Inequalities Commission <https://www.greatermanchester-ca.gov.uk/media/4605/the-next-level-good-lives-for-all-in-greater-manchester.pdf>

⁴ Office for National Statistics Annual Population Survey (data for the year to September 2020).

⁵ Office for National Statistics Annual Population Survey (data for the year to September 2020). Note that 'economically inactive' includes students, people looking after the family or home, those who are temporarily or long-term sick, 'discouraged' and retired people.

⁶ Office for National Statistics Annual Population Survey (data for the year to December 2019).

We're proud of how the first launch of Hatch has helped some amazing young people across Manchester build their skills and confidence. And we're delighted to report that 50% of all the young people who've completed our Hatch programme so far have been invited to join the KFC family as full-time employees.

But we're here to dream big and rearrange the pecking order, and Manchester's not the only city we know that's got the talent needed to succeed. After a successful launch, we're now 100% committed to rolling out our Hatch programme across the UK. We believe Hatch is the best way to create opportunities for young people all over the country, and the programme will be a huge part of the way the business grows over the coming years.

Our ambition is for Hatch to help some 6,000 young people, who have faced barriers to employment, to build their work skills, confidence and get their first job. By 2030, KFC aims for a third of all new hires to be young people, aged between 16 and 24, who have faced barriers to employment - whether that's because of social, economic, domestic or mental health challenges.

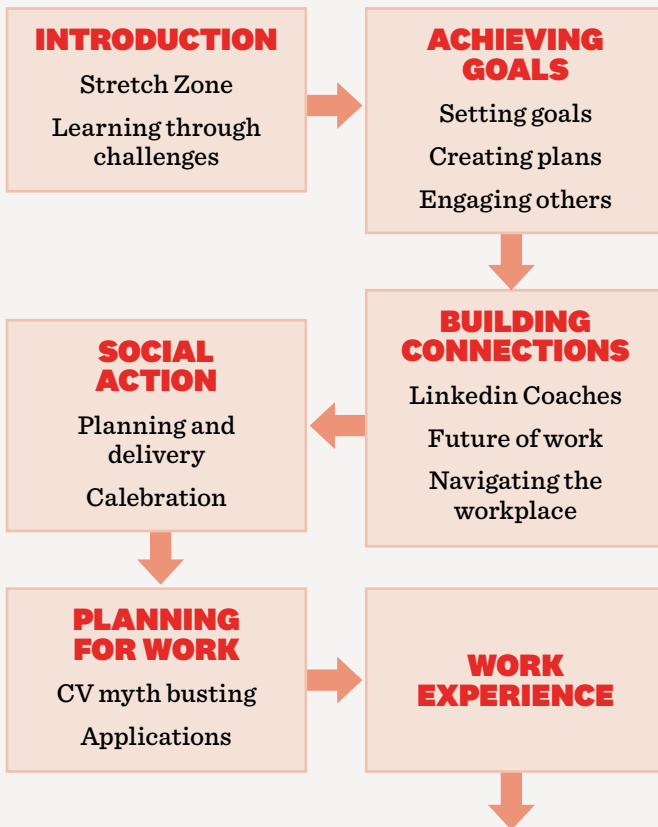
Matthew, Hatch graduate



HOW DOES THE HATCH PROGRAMME WORK?

Recruitment

Young people aged 16-24, who are ready for work but have struggled to make the most of their talent because of circumstances beyond their control, are recommended for the Hatch programme by youth work organisations in the local area. In Manchester, these brilliant youth work organisations include Street League, Manchester Youth Zone and Greater Manchester Youth Network.



Training

These young people are then entered into the Hatch programme which covers seven modules. The first year of the programme includes:

- 15-hours of pre-employability workshops delivered across up to four weeks
- Four weeks of work experience, which can include 16 hours a week with us at KFC or another partner
- A series of mock interviews, offering real-life practice to young people

Each programme module is designed to provide young people with different essential skills.

- 1. Achieving your goals** – This module helps young people set their goals, as well as plan for how they are going to achieve them. This includes using the well-recognised SMART goals process of making sure that goals are specific, measurable, achievable, relevant and timebound. This module also equips young people for working in a team, and improves their listening and communications skills. It also highlights the importance of these qualities for young people and how to measure how they are progressing on them.
- 2. Building connections** – This module helps young people to better understand the realities of working and workplace environments, including what to expect from an employer and what employees expect from them in return. The activities in this module help to build young peoples’ confidence in overcoming challenges and taking advantage of opportunities. This includes how young people can engage with others around their work goals, as well as guidance on networking.
- 3. Social action** – This module allows young people to put the skills they have learnt so far into practice by working as a team to deliver high-quality social action projects that they’re passionate about. Youth-led social action is both an opportunity to support good causes and demonstrate the benefits of teamwork. This module also has huge power to increase self-esteem and motivation through recognising and

HATCH!

Next steps
Celebration

rewarding the work done by young people in this area. Recognising non-academic achievements in this way can be particularly powerful for young people who may not have regularly received praise and certificates in academic settings.

4. Planning for work – This module focuses on building confidence in the job application process, as well as tackling myths around what makes a good CV and what makes someone qualified for a role. Young people will analyse and reflect on examples from others and will then be supported through their own application writing process. This will include how to research an organisation and how to use the STARR (situation, task, action, result and reflection) method of answering competency-based application questions.

5. Work experience – Following this classroom-based learning on the practical skills needed to succeed in the workplace, young people then take on work experience opportunities, either with us at KFC or another employer. This experience will run for four weeks, after which young people will have the opportunity to reflect, share stories, and prepare for their next steps. So far, Hatch participants have joined KFC teams in 18 restaurants across Manchester, including KFC Hulme, KFC Piccadilly, KFC Bury, KFC Altrincham, KFC Deansgate, KFC Stretford, and KFC Wythenshawe.

6. Mock interviews - The final stage of the training programme includes a number of practice interviews conducted by KFC volunteers. Our Hatch pupils will receive feedback and support in identifying career and development opportunities based on what they have learned through the programme.

Job opportunities

Every young person who completes our Hatch programme is guaranteed an interview for a role with us at KFC. And the young people who accept jobs with us will continue to enjoy support from a youth worker or youth organisation, helping them transition into the workplace and create success in their new role.

Our new Hatch employees will also have the opportunity to enrol in a KFC apprenticeship programme within the business, enabling them to keep training and developing. For those who don't join us, the Hatch programme offers other routes into other employment, training and education opportunities. Young people will be supported by youth organisations when their programme comes to an end. We're also aiming to create a Hatch Alumni Network, so that our fully-fledged graduates can stay connected and support each other.



Liam, Hatch graduate

INTERIM RESULTS OF THE MANCHESTER HATCH PILOT

In total, five cohorts totalling over 80 young people have completed the full Hatch training programme in Manchester. Of the young people who have participated in the programme so far, 65% were not in employment, education or training (NEET) prior to joining, and 23% were at risk of being classified as NEET. 48% of graduates were aged 16-18, giving school leavers an immediate step up into the workplace. 42% of graduates were between the age of 19 and 26.

The content of the Hatch training programme was designed based on the Government-backed Skills Builder Framework. The Hatch pilot in Manchester will run until the end of 2022, following which we'll publish a full assessment of the impact of the programme through both the skills assessed in the Skills Builder framework and other impact evaluation methods.

We also asked a number of young people to share their perspective on their ability to find a job, and how the Hatch programme has helped them:



KUNWAL

18-year-old Kunwal lives in Manchester. She started the Hatch programme when she was 17 years old. Before the programme, Kunwal wasn't sure what she wanted to do. She tried a few different causes at college but never found anything she really enjoyed. She enjoyed Hatch as it offered her a more practical approach to learning. The programme helped build her confidence and social skills; Kunwal just wants more young people to know the support available to them. Employment doesn't have to be a one size fits all. Kunwal now works at KFC full time.

“ I always really struggled at college as I find a classroom environment difficult to learn in. It would make me feel unmotivated as I couldn't retain all the information I was being taught. However, my experience on the Hatch programme was different. It was a manageable level of learning in a hands-on environment.

It can be difficult for young people to juggle multiple jobs and commitments to support themselves. I often find that unless you can be honest about your situation, you can't be helped effectively.

The training helped me learn about my needs in a work setting without feeling judged or ashamed. I was always so shy, and the Hatch programme really helped me come out of my shell. It was an instant family-like environment and I felt comfortable and confident to be myself and voice my needs.

My only hope is that more young people understand the help that's available to them. A few months ago I had no idea Hatch existed and it has completely changed my life!

”

“ Trying to find work was really difficult for me. English is not my first language and I moved to the UK without any friends or family, so I felt very alone at times. I really wanted a job and applied to roles in lots of different sectors, but I found the job application process confusing and overwhelming. I also lacked confidence and found it difficult to talk to adults. I never felt like I'd be taken seriously.

Lots of places stopped hiring during the pandemic and I didn't have many people to speak to during lockdown, so I lost my confidence. It can be really difficult for young people to know who to reach out to for help.

The Hatch programme has opened up so many possibilities for me. It taught me how to apply to jobs, and I met managers that I could look up to and learn from.

It has enabled me to get a job working at KFC where I finally feel supported. It's the first time I have been part of a team since before lockdown and it has given me new confidence and friends of my own at work. I hope to become a team leader and one day go on to study at university.

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JUNAKI

23-year-old **Junaki** lives in Manchester, having moved from Bangladesh to the UK three years ago. Junaki tried to find work in a number of sectors prior to joining the Hatch programme but found the application process impossible to navigate without any friends or family in the UK to support her. Junaki now works in KFC and aspires to become a team leader. She also hopes to one day go to university, having grown in confidence. Junaki enjoyed the programme as it helped build her skills and has given her the opportunity to make friends through her current role in KFC.


MATTHEW

18-year-old **Matthew** recently moved back to his hometown, Manchester, after living in care in Halifax for several years. Matthew struggled for a long time to find work in the city. The impact of the pandemic combined with negative stereotypes of young people reduced his confidence and added barriers to him being able to access employment. Taking part in the Hatch programme has helped Matthew build skills and confidence and given him a workplace 'family' that supports him. Today he is on a youth panel with Greater Manchester Youth Network, where he helps to explain the employment barriers faced by 16-24-year-olds and what job centres can do to better support young people. Matthew now has a full-time job with us at KFC.

“ There are loads of barriers in the way for people of my age or people like me trying to find work. And that became so much worse after lockdown, because we were held back for so long from socialising and working. Personally, I found readjusting back to things really challenging - like speaking to new people and being in a different setting. My confidence was really knocked.

But joining the Hatch programme has done a lot for building up my confidence and skills again. It's also helped take the fear out of entering a workplace. It feels like a family with Hatch, and I felt really welcomed and supported straight away when I joined KFC. It's the first time I have ever felt like part of a proper team. I've learnt so much and so many skills that I know will help me for life.

I really feel that we, as young people, have qualities that employers should value and look for, too. I'd love to see all businesses take the time to get to know young people and what they can bring to work - like what Hatch does - rather than pre-judge us based on our age or circumstances.

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“ I have always really struggled with social interaction. It has been something that has made me apprehensive and scared of seeking employment. However, I found hands-on training really helped build my confidence in my own ability and learn in a way that helped me feel calm and comfortable.

In previous jobs I was constantly worried about doing something wrong, which led to so much self-doubt and really held me back. I don't think I'm alone in being crippled by self-doubt when it comes to employment. But because of my age, I am very aware that I don't know a lot of things and the fear of getting something wrong has been a massive barrier in my search for employment.

For me to feel comfortable and able to work, people being welcoming and encouraging from the start is so important. And, having structure and a positive environment really helps too. I respond best to clear structure as it allows me to focus on the learning opportunities available to me.

The people were my favourite part of Hatch the programme. Everyone was so welcoming and encouraging from the start. It has given me resilience, a newfound confidence and an ability to enjoy my job and all the social interaction that comes with it.

Something which was new to me was the culture of the workplace, which is so important, and actually being able to learn and encouraged to try new things allowed me to build confidence in my own ability whilst learning new skills. If more workplaces offered this environment, I think young people would be more engaged and motivated.

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**LIAM**

17-year-old **Liam** lives in Greater Manchester. Liam has struggled for most of his life to socialise in a way that made him feel comfortable and he often found this affected his ability to find suitable employment. Liam also found it challenging to juggle employment alongside his college commitments. Taking part in the Hatch programme has allowed Liam to strike the right balance and has helped him build confidence and develop his social skills. He thinks if more programmes like Hatch existed the self-doubt holding young people back would dissipate. Liam graduated from the Hatch programme in August 2022 and now works at KFC which he is balancing alongside college work.

**CAMERON**

18-year-old **Cameron** was forced to leave home at 18, having to live in a hostel. Without a stable address he struggled to find work for almost a year, relying on Universal Credit to get by day to day. Cameron was keen to get back into work to help him get out of the house and make his own money. He joined the Hatch programme to get training which he thought would help him find a full-time job. Now he works at KFC. In the future he'd like to make music and is working towards buying the equipment he needs to set up his own TikTok or YouTube channel where he can share his music. The programme has opened up doors for him to do that.

“ I found lots of barriers getting into work after leaving school, where I didn't feel supported by careers advisors at all. Finding and keeping a job has been difficult for me, especially after leaving home at 18 and living in hostels without a stable address.

The Hatch programme is made for people like me. It gave me skills that I otherwise wouldn't have learnt, and also helped me find a job when so many doors were being closed on me.

I now have skills, an income and confidence that I didn't have before, which has encouraged me to pursue my passion for music. I now work full time at KFC and my income means I can save up for the equipment I need to start making and sharing my music.

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THE ISSUE HATCH NEEDS TO SOLVE

Hatch is designed to provide tailored support for young people who face the greatest barriers when leaving the roost and entering the workforce. These barriers can come from socio-economic factors, with many studies having found clear links between socio-economic deprivation of households and worse educational, emotional, and mental health outcomes for young people. Inequality in economic and educational opportunities have also been found to impact a young person's likelihood of gaining qualifications in school and impact their long-term employment prospects.

These inequalities, and the barriers they create for young people, have been reinforced by the pandemic, which saw so many young people miss out on vital education, training and job opportunities.⁷ Equally important are the lost connections and inter-personal skills building opportunities which, for many young people, have led to a damaging loss of confidence. The outcome gap between young people from better and worse off households has increased throughout the pandemic, with the critical measures of social mobility all at risk of deteriorating.⁸ All of which has sharpened the need for greater support for young people facing barriers to entering work post-pandemic.

Far from being a marginal issue, our own independent research⁹ found that barriers to employment are a widespread issue for young people across the UK. Part of our research included asking young people and

employers across the country about young people in the workplace.

Concerningly, we found a lack of investment in young people's work skills and confidence, and a growing 'generation gap' between employers' perceptions of young people in the workplace and the value young people believe they can bring to the workplace.

In March 2022, the number of young people aged 16 to 24 not in education, employment or training was

711,000

These issues are contributing to the continued high number of young people that are not in education, employment or training. The number of young people aged 16 to 24 not in education, employment or training rose to a total of 711,000, up from 707,000 in January to March 2022. Of these, an estimated 447,000 young people aged 18 to 24 were economically inactive; a rise of 24,000 on the previous quarter, and up 118,000 on the previous year.¹⁰ A young person aged 16-24 is four times more likely to be unemployed than an adult (aged 25 and over),¹¹ meaning that young people face disproportionately higher rates of unemployment.

This is despite the high number of vacancies across the UK economy, especially in the food service and accommodation sector, where the latest ONS data found 158,000 vacancies between July and September 2022.¹²

⁷ Facing the future: employment prospects for young people after coronavirus <https://www.princes-trust.org.uk/about-the-trust/research-policies-reports/2021-facing-the-future-employment-prospects-for-young-people->

⁸ State of the Nation 2020-2021: Social Mobility in Great Britain https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1003977/State_of_the_nation_2021_-_Social_mobility_and_the_pandemic.pdf

⁹ Research carried out by Opinium from 22nd April to 5th May 2022, research surveyed 2,000 16-25s, weighted to nationally representative criteria and 1,000 UK employers – speaking to managers and above with hiring and HR responsibility in companies of any size, excluding sole traders

¹⁰ Young people not in education, employment or training (NEET), UK: August 2022 <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/unemployment/bulletins/youngpeoplenotineducationemploymentortrainingneet/august2022>

¹¹ PwC Youth Employment Index: August 2022 <https://youthfuturesfoundation.org/wp-content/uploads/2022/04/PwC-Youth-Futures-Foundation-Youth-Employment-Index-2022.pdf>

¹² Vacancies and jobs in the UK: October 2022 <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/jobsandvacanciesintheuk/latest>

Lack of investment from businesses in young people

Our research found that the overwhelming majority of employers (85%) recognise they have a responsibility to help young people develop their skills and that this is worth their time and investment (87%). While many employers offer skills development and workplace support, there's still more employers can do in this area.

Our research indicated a disconnect between employers seeing the value in investing in young people, and then delivering this investment in practice. Less than half (48%) of employers surveyed currently offer skills development, and only 44% provide mentoring and coaching opportunities. More than 1 in 10 employers (11%) admitted to not providing any support for young people in their organisation.

Less than half of employers surveyed currently offer skills development

48%

Employers highlighted a variety of reasons for not offering support to young people, including a lack of time (26%), lack of finance (23%), and lack of training programmes available (18%).

Yet when looking for an employer, the vast majority of young people (79%) would be more likely to work for an employer if they invested in developing their skills (79%), as well as making them feel valued (81%) and supported (80%).



Matthew, Hatch graduate

BARRIERS TO HIRING MORE YOUNG PEOPLE

Question to employers: **Are there any barriers to you hiring more young people?**



A quarter are concerned about young people moving on quickly and a fifth worry about their maturity

Young people reported needing practical work experience or on-the-job training from employers as a priority, but a third (27%) of employers don't currently offer work experience opportunities to young people. That's despite 55% of employers ranking practical work experience as the primary consideration when hiring.

In the hospitality sector, the amount of employers that offer work experience is only

17%

The lack of work experience opportunities is even starker in the hospitality sector, where only 17% of employers offer work experience.¹³ Half of young people (51%) reported that they do not know where to start when seeking support while job hunting. And almost three quarters of young people (73%) would like to see more support available from the Government to help boost their skills and find a job.



Junaki, Hatch graduate

Negative perceptions, and a perceptions gap, are holding young people back

Overwhelmingly, we found that employers believe young people are beneficial to their companies. However, we did find reservations amongst some employers. The most common barrier that employers have to hiring more young people is the belief that they are fickle and will likely move on quickly (23%), which in turn disincentivises employers from investing in younger staff. Employers also reported a lack of trust that they are mature enough to understand the workplace, or not old enough to understand the complexities of the work (both 16%).

Only a third of employers believe that young people offered a good work ethic to their business

32%

More than two thirds (65%) of employers said they value hard work or a good work ethic amongst employees, yet only a third (32%) of employers believe that young people offered this good work ethic to their business. This is in stark contrast to the value that young people believe they bring to the workplace. A third (31%) of young people think that hard work is the most valuable quality they contribute, followed by a positive attitude.

Similarly, more than two thirds (63%) of employers value 'being a good team player' as a quality among employees, but just 39% feel this is a quality young people bring to the table. Yet, young people rank 'being a good team player' in the top three attributes they bring to the workplace (22%).

When asked what qualities and skills they believe young people can bring, 41% of employers said motivation, with 40% also suggesting both tech and social media skills. In contrast, young people don't rank tech and social media skills as their most valuable qualities. Concerningly, four in five young people (81%) told us that an employer has undervalued their skills because of their age.

¹³ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/328484/Briefing_paper_-_Youth_employment_in_the_Hospitality_sector.pdf

The amount of young people who believe that employers have a positive opinion of them is only

38%

Young people are aware of these negative perceptions amongst employers and the idea that young people do not bring the positive attributes employers are looking for in the workplace. Only 38% of young people believe that employers have a positive opinion of them in the workforce, with 34% believing this leads to fewer career opportunities.

The knock-on effects created by negative perceptions of young workers are stark. 44% of young people reported a decrease in their self-esteem, and an overwhelming 88% of young people reported having experienced feelings of discrimination in the workplace based on their age, including being treated differently or having their skills undervalued in the workplace.

Clear need for more action from employers and government

There is a clear disconnect between employers and young people, with high numbers of vacancies but also high numbers of young people out of work. We need to address these issues with serious action and help those employers who want to invest in young people, whilst tackling the disconnect between employers and young people around the qualities they can bring to the workforce.

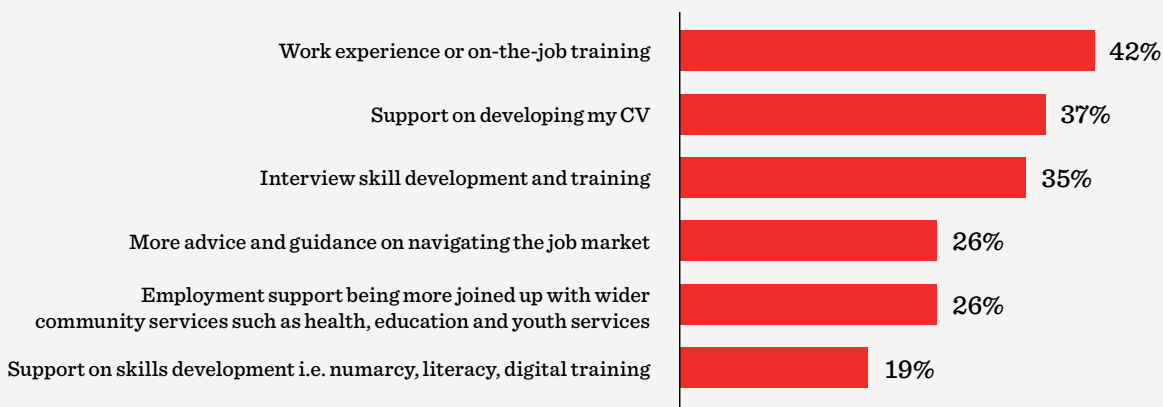
We believe Hatch can help us bridge these divides. But this is just the start, and we can't do it alone. To truly achieve the heights we believe this programme can reach, including our own commitment to a third of new hires coming through Hatch, and to help ambitious talent to take flight, we need businesses, government, and other bodies to work together to tackle the issues facing young people and give them the support they need to succeed in work.



Kunwal,
Hatch graduate

Which support would make you feel more comfortable about searching for a job?

Total (% responses from young people)





KFC and UK Youth are calling on the Government to introduce:

A PROPER PLAN FOR YOUNG PEOPLE

We need a system that creates more routes into work for young people who face barriers in their life; providing the right support, equipping them with the right skills, and ensuring they can thrive in the workplace.

This can be delivered through:

- 1. Post 16-education and apprenticeship policy designed to provide young people with the skills businesses need**
- 2. A government-funded HATCH scheme, designed with businesses to give young people in-work training and job opportunities**
- 3. A cross-government strategy to join up young people with local jobs**
- 4. Tax incentives for businesses to invest in skills development for young employees**

1. Post 16-education and apprenticeship policy designed to provide young people with the skills businesses need

- Working with businesses to better understand the workplace skills they need from young people and building this into the design of post-16 qualifications.
- Redesigning the apprenticeship system to ensure it answers the needs of businesses and young people. Ensuring the apprenticeship levy is flexible and easy enough for businesses to use to fund all the different types of training that would benefit their young employees.

2. A government funded HATCH scheme, designed with businesses to give young people in-work training and job opportunities

- Create a new scheme that builds on the lessons of Kickstart but focuses on young people that are out of work. The scheme would work with businesses and youth work organisations to provide disadvantaged young people with a programme of employability training, building to the opportunity of a job interview.

3. A cross-government strategy to join up young people with local jobs

- Bringing together business, local authorities, job centres and youth work organisations to better connect young people who face barriers in their life with local jobs and training opportunities.
- Creating a role within government to join up departmental strategies around young people and youth work to ensure joined up thinking and strategy.
- Utilising the expertise of youth work organisations and the views of young people to inform this strategy.
- Ensure young people can access in-person support at job centres as well as through accessible online resources.
- Ensure young people can continue to access the support of youth workers as they enter employment.

4. Tax incentives for businesses to invest in skills development for young employees

- Establish a tax credit that incentivises businesses to continually invest in the skills development of their young employees.
- To be eligible, businesses should be required to ring-fence investment to create training and development specialists within the workplace who focus on ensuring young employees have the right skills and access to training to succeed.

For the **Proper Plan for Young People** to succeed, businesses also need to step up and play their part. In turn, businesses will then benefit from the full value that young people can add to their organisation.

During our research, young people highlighted a number of ways that they would like to see employers provide support:

- 1. Create entry level roles for young people who face barriers in life, and tailored support programmes to help these young people stay in work.**
- 2. Offer practical support to help young people with their job search – such as work experience, CV or interview training, and understanding of key skills for employment.** Things young people told us would make them feel more positive about finding a job: work experience 42%, CV support 37%, interview training 35%.
- 3. Invest more in workplace training that is a dedicated, centralised resource to ensure consistency and quality.** 79% of young people say they would be more likely to choose an employer if they invested in their skills.
- 4. Offer more positive reinforcement in the workplace, such as extended youth work support into employment as a transition period.** Young people say they would be more likely to choose an employer if they made them feel valued and recognised their skills.
- 5. Recognise young people's skills and unique contribution to the workplace.** There is currently a clear divide between the skills employers value and skills they feel are offered by young people.



VIEWS FROM STAKEHOLDERS

“ UK Youth’s Hatch employability programme has provided a fantastic opportunity for young people to build the transferable essential skills, such as teamwork and problem solving, that will be their greatest asset in a changing world of work. Participants have seen measurable gains in their essential skills and therefore progressed into the workplace with more confidence.

It’s also been great to see youth workers on Hatch readily take up training in the Skills Builder Universal Framework for essential skills so that they can pass this knowledge on to other young people, and apply it throughout their working and wider lives.

FRAZER SIMPKINS

Senior Associate for Impact Organisations

Skillsbuilder Partnership



“ We have been absolutely delighted to have had the opportunity recently to work with Hatch as a work placement provider. Their commitment to supporting young people finding work and increasing their confidence sits with the Museum’s values of Caring and Inclusion. We look forward to welcoming back new placements next year when the museum reopens in February 2023.

LOUISE WATSON

Retail Manager

Manchester Museum



“ As Executive Member for Work, Skills, Libraries and Leisure for Manchester City Council, I am pleased to contribute to the Hatch publication and support its recommendations. Across my brief, I see great examples through the education and skills system of opportunities and pathways for young people to pursue careers that will enable them to fulfil their potential. However, for many reasons including poverty and discrimination, too many young people end up either out of work at an early stage of their lives which we know can damage their long-term prospects or in insecure work where they struggle to earn a decent living.

For those young people it is important that they have access to good quality CEIAG (Careers Education Information Advice and Guidance), meaningful experience of the world of work, early intervention and additional intervention for young people with barriers or are at risk of becoming NEET (not in Education, Employment or Training). All young people but particularly those with additional barriers need opportunities to develop the “skills for life” that will enable them succeed in the work place and beyond. I welcome the recommendations of this report and its emphasis on all sectors working together to create paid employment opportunities with the right support around them to enable all of our young people succeed. Employers investing in their staff and providing career and wage progression is also very welcome.

COUNCILLOR JOHN HACKING

Executive Member for Skills, Employment and Leisure

Manchester City Council



“ I think the Hatch pilot programme has been a great success. Being able to provide employability support as well as guaranteed placements and financial support is a great incentive. I have seen first-hand young people gaining employment from this programme and the impact this has had on their lives. Programmes like Hatch are vital and a necessity in bringing new and innovative ideas and removing barriers to help young people access employment opportunities

ALEX FAIRWEATHER

CEO and Founder, *Manchester Youth Network*



ABOUT KFC & UK YOUTH

KFC

In 1952, Colonel Harland Sanders opened the first KFC restaurant in Utah. Since then, his perfectly crafted Original Recipe chicken and its secret recipe of 11 herbs and spices has become famous all over the world. Today we have over 1,000 restaurants across the UK and Ireland.

The Colonel was all about doing things the right way. That means our chicken is delivered fresh from farm to restaurant in 48 hours. It's prepared carefully by hand in-restaurant by trained cooks, using the very best chicken reared to strict welfare standards. In July 2019, we took the next big step in our welfare journey and signed up to the Better Chicken Commitment, a set of six criteria that have been designed to improve the lives of all chickens within the KFC supply chain, by 2026. That's what makes our food so finger lickin' good.

The right way also means serving fresh proper food, packed with flavour. We've worked hard to make nutritional improvements across our menu, so our fans have as much choice as possible, and we've committed to removing 20% of calories per serving by 2025.

The Colonel also believed in feeding promise, wherever it's found. So that's why we invest heavily in the development and careers of our 27,000 employees – we were the first restaurant to launch an honours degree. And since its 2015 launch, our **KFC Foundation** has paid out grants totalling £8 million to our charity partners who are passionate about developing and nurturing young people across the country.

UK YOUTH

UK Youth is a leading charity with a vision that all young people are equipped to thrive and empowered to contribute at every stage of their lives. With an open network of over 8000 youth organisations and nation partners in Scotland, Wales and Northern Ireland, we are focused on unlocking youth work as the catalyst of change that is needed now more than ever. To find out more, visit www.ukyouth.org.

Survey methodology

Research undertaken by OPINIUM, an award-winning strategic insight agency. Research carried out from 22nd April to 5th May 2022. Research surveyed 2,000 individuals aged 16-25's weighted to nationally representative criteria and 1,000 UK employers – speaking to managers and above with hiring and HR responsibility in companies of any size, excluding sole traders.

HATCH

UK YOUTH × *KFC*