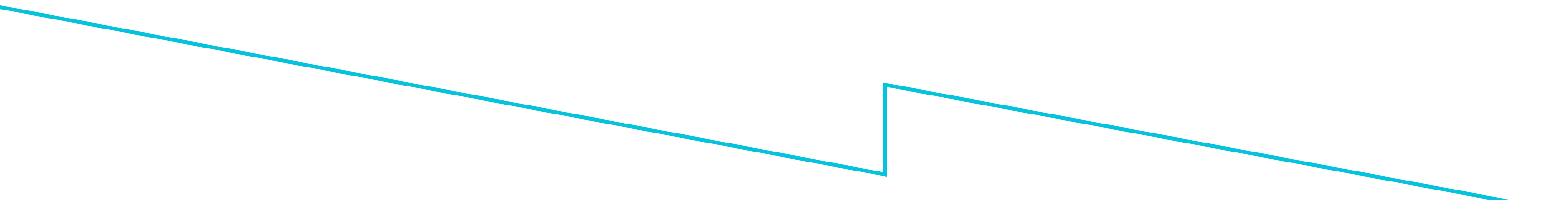


Building Confidence from Grassroots – Young People Take Control

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FOREWORD:

THE RIO FERDINAND FOUNDATION

The Rio Ferdinand Foundation was established to create opportunities for young people, and this approach has been embedded in our work ever since. As an organisation we are also committed to listening to young people, amplifying their voice to create change, and responding to what we hear to create better and more responsive programmes that can help young people achieve their potential in life.

The #NotBoxed campaign was developed and informed by young people across the UK as part of our collaboration with Kiss FM and Bauer Media to create a deeper dive into the needs of young people. We also wanted to raise awareness of young peoples concerns as the country emerged from the COVID-19 pandemic, and in response to ongoing concerns of lack of social mobility, employment opportunities and a growing wealth gap in communities.

Working with Voxburner as a youth research agency and Kiss FM as a national media partner has ensured that the #NotBoxed initiative has consulted and listened to young people across the UK with an independent ear, and not just focused on our own projects that are delivered year-round.

Among some very insightful findings and recommendations in this report, for me there are four takeaways that the Rio Ferdinand Foundation has especially noted:

- That 77% of the respondents have identified cultural industries as an area that they would like to build skills or a career in has huge implications for our own programming. We have focused on building relationships with employers from the cultural sector who have supported #NotBoxed this year so this finding is of specific interest to us.
- The surprisingly high figure of 25% of respondents who saw the Charity/Voluntary sector as a pathway to building skills and careers has a clear resonance for the foundation, and its peers, in how we work with young people in the employability/employment space.
- That a high percentage of young people have a clear idea of the type of career they want, but lack of confidence, opportunities to learn from industry insiders and mentors in a meaningful manner and a perceived lack of entry-level jobs. We need to work with employers to engage with young people ‘further upstream’ and consider new ways of engaging and inspiring young people and creating talent and career pathways.
- The need to be less London focused and shine a spotlight on opportunities across the UK.

The Rio Ferdinand Foundation will be taking on board the insights and recommendations of this report to inform our new strategy for 2023-26 and our ongoing and new work with employers and young people.



RIO FERDINAND FOUNDATION

Rio Ferdinand

FOREWORD:

KISS / BAUER MEDIA AUDIO UK

At Bauer Media Audio UK, our mission is to make audiences' lives sound better. Literally by entertaining, informing and enriching audiences with music, content and experiences every day – but also by being a force-for-good with our audio and digital platforms. This partnership with Warner Music and The Rio Ferdinand Foundation is a great example of like-minded organisations bringing their super powers together to make change. Coupled with the voices of young people in the UK being gathered by the mighty Voxburner – there's a clear direction for 2023 and beyond.

KISS is a brand which is young-at-heart. Aimed at anyone with a spirit wanting to connect to the here and now, whilst also reminiscing for comfort about the past – and looking out for the future through exploring new music and culture. Our audience is made up of young people, parents, leaders and followers alike. Everyone is welcome.

Our authentic voice is what sets us apart – so to be real with our audience in inspiring them and their connections and community to engage in clearing the pathways for positive futures feels right, especially now.

In this insightful report, hearing that cultural industries were attractive to young people was energising. Arts, music, sport and tech are where these partners naturally thrive – so we feel proud to be able to give first hand to this cause with opportunity for people as well as influencing others to take part.

The fact that a lack of confidence was also a major factor in young people feeling less than positive about their futures motivates us further. We pride ourselves on being a trusted guide, accessible to all, and egalitarian with our influence. So we say to our audience every day – “you've got this”.

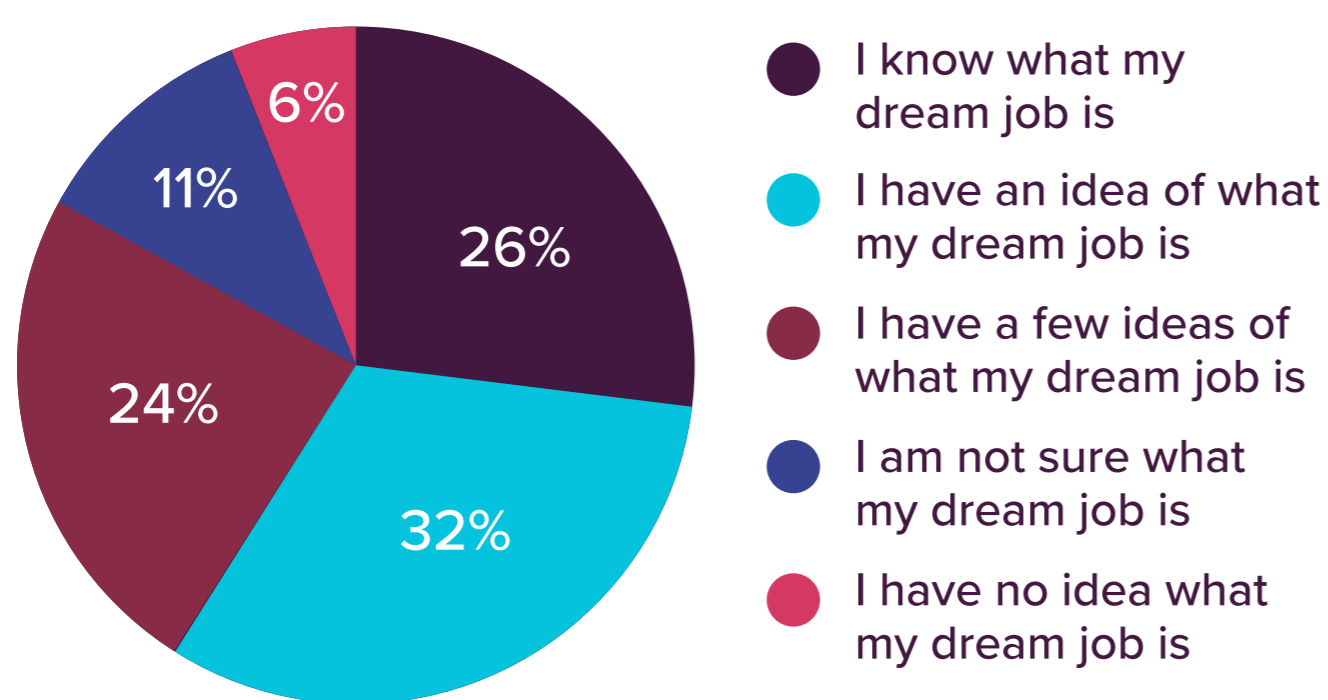
Here's to these insights underpinning a pragmatic and compassionate next phase of this campaign.

INTRODUCTION

According to the [UK Government](#), 728,000 young people in the UK are not in education, employment or training. Therefore, it is important to understand if young people know how to launch their careers and what barriers they face and how to overcome them, all of which will build confidence and set them up for success within their chosen field. Bauer Media, KISS and The Rio Ferdinand Foundation partnered with Voxburner to understand what support young people need in order to build their futures. This report unearths key factors impacting young people's career development today, including the importance of mental health, autonomy over their careers and the impact of the COVID-19 pandemic, which affected many young people whilst in education. It also offers solution-focused takeaways that, if implemented, could increase young people's accessibility to the workforce of their choice.

THE CAREER LANDSCAPE

Overall, young people have an idea of the career space they want to work in even if they have not pinpointed a dream job role. We asked young people in the UK if they know what their dream job is. Around 1 in 4 report that they know what their dream job is. This is met with 1 in 3 who have an idea of their dream job and 24% who report that they have a few ideas of what their dream job is.



Source: Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. When thinking about employment, do you know what your dream job would be? (N=3,001)

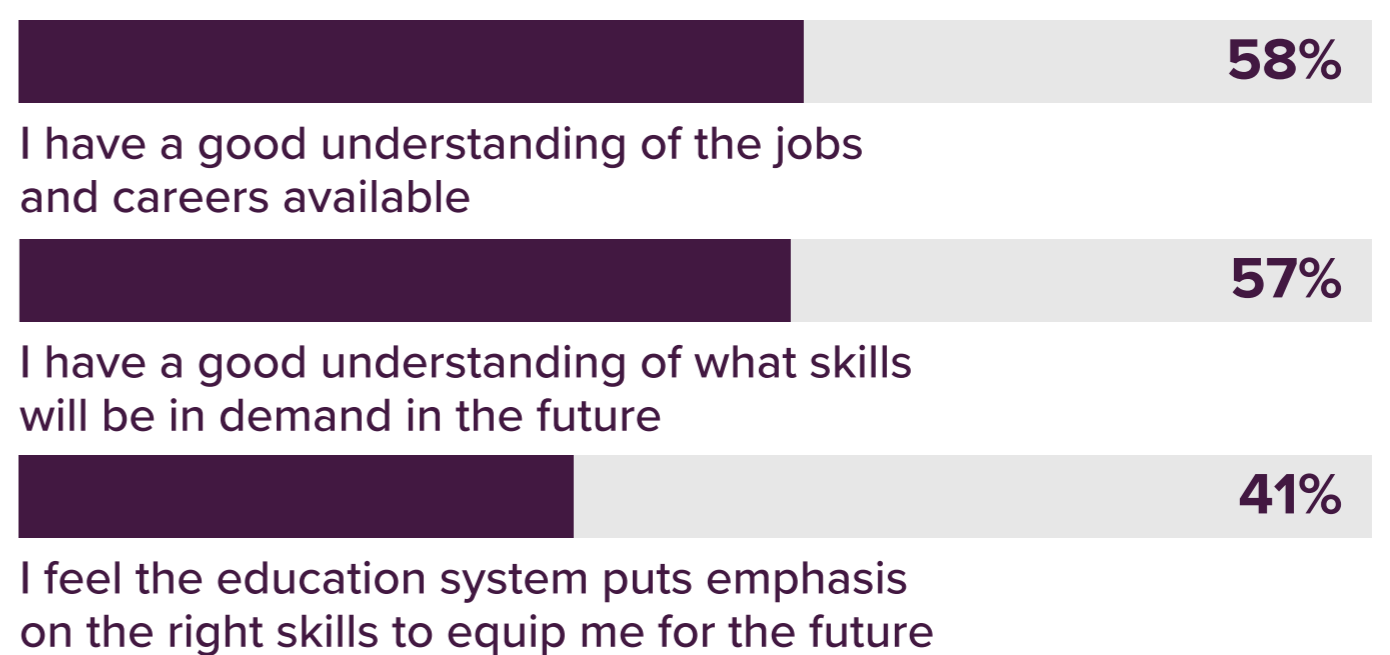
It appears that young people feel that there is a disconnect between education and the workplace and how education is preparing them for the workplace. Therefore, more could be done to convey the applications of the national curriculum to the workplace and job roles to help students understand what career spaces are available to them based on their skills and areas of interest from education.

“As a young person, it's very difficult to work out what careers you want to look into, especially considering school subjects do not always align with exact careers. For example, many people often wonder why we are analysing texts in English and do not know what career you would need this for.”

Female, South East of England

Despite this, young people do feel as though they would try to pursue a career in their dream or preferred job role in the future (60%), with 38% reporting that they think they will try many different careers in the future to see what's right for them and 4% feeling as though they will try to get a job in the future. This suggests that the majority of young people not only have the drive to enter the workforce but will work in a space that is preferred or land a job in their dream role which provides optimism for the future of work.

The majority of young people feel as though they are confident that they know what steps they need to take to land their dream job role (52%), with 1 in 3 reporting that they are not sure but with some help, they can get there; this suggests there is appetite and a need for more support in getting young people into their dream roles. Confidence is similar for genders with 53% of males reporting that they are confident in the steps they need to take to land their dream job compared to 51% of females.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. To what extent do you agree or disagree with the following statements? Those who agree (N=3,001)

Young people reported that they have a good understanding of the jobs and careers available, with the majority reporting they have a good understanding of what skills will be in high demand in the future. However, fewer agree that the education system puts emphasis on the right skills to equip them for the future (41%), therefore suggesting that there is more that educational institutions can do to help young people upskill in preparation for future job opportunities.

When looking at the sectors that young people would consider, 77% of young people report that they would consider working in cultural industries, comprising of creative arts and design, gaming, film and media, and sports and fitness. Thus, there is the opportunity for businesses in this sector to offer workplace incentives, and support to get young people into the roles they want to work in.

SECTORS YOUNG PEOPLE WOULD CONSIDER



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. When thinking about current or future employment, which of the following areas would you consider working in? (N=3,001)

Some businesses in the cultural sector are already using initiatives to get young people into work and offer support with career development, such as introducing young people to other young people who are experiencing the same barriers to entering their chosen field in order to network and share ideas.



CASE STUDY: LEO BROWN

Leo is a semi-professional football player, part-time accountant, part-time student studying for a degree in business and accountancy and has his own custom PC and repair business. Leo hopes to be a professional football player again in the future.

In the past, Leo played for Birmingham City and internationally with Northern Ireland, however, facing a lot of injuries has impacted his professional football career. His biggest challenge to his aspirations is to overcome his injuries.

Football has been his dream since he was a child and he has given up a lot of his childhood to pursue it. Having been a professional athlete in the past, Leo is confident in achieving his dream career.

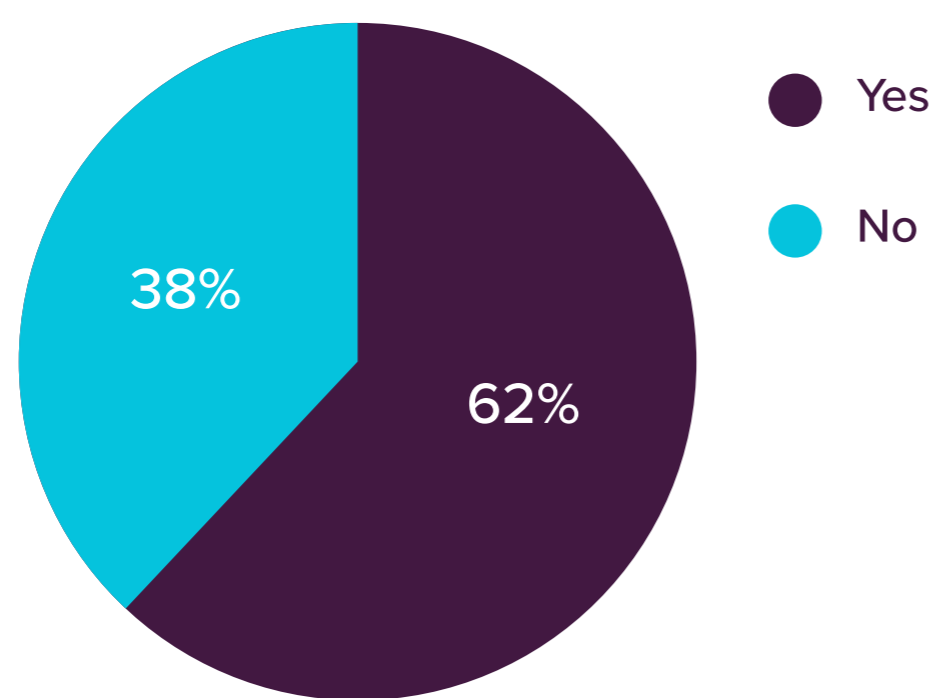
With support from organisations like the Rio Ferdinand Foundation, young people are given the confidence to achieve their goals.

The Rio Ferdinand Foundation has supported me a lot in providing me with a platform to tell my story and influence young people who may be going through the same thing as me and actively seeing these young people inspired helps me to keep pushing on.

THE KINDNESS GENERATION

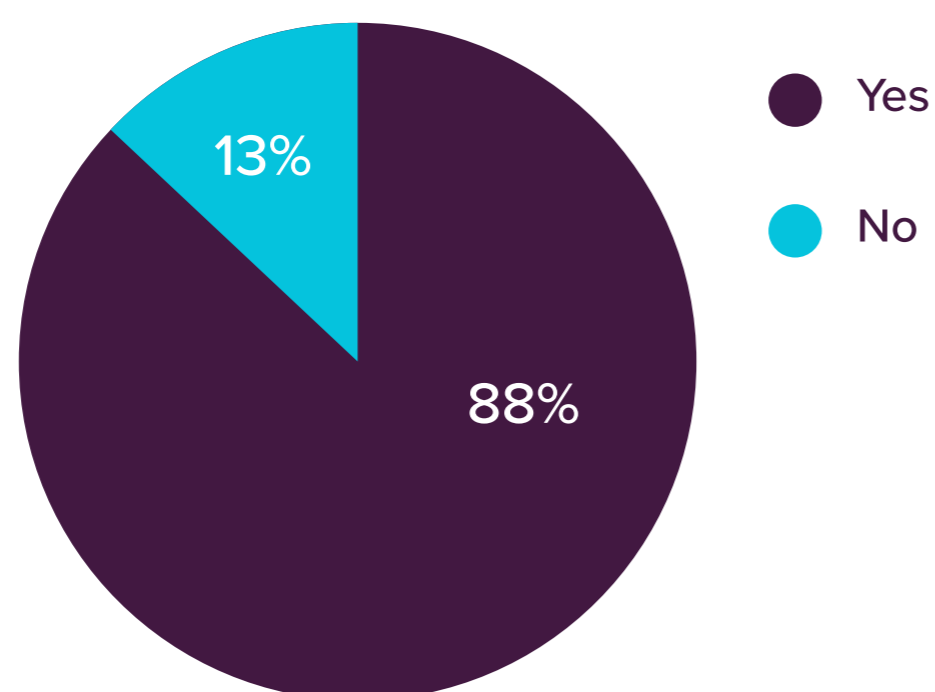
Other sectors young people would consider working in are accountancy, banking and finance (27%), and 1 in 4 who would consider charity and voluntary work as well as 1 in 4 would consider health and social care, suggesting an appetite for helping others and giving back to the community.

Furthermore, not only is the third sector an area young people are thinking about for their future careers but it is an area they are actively involved in. 6 in 10 young people report that they have volunteered for charity in the past.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. Have you ever volunteered for a charitable organisation? N=3001

Almost 9 in 10 young people report that they would consider volunteering for a charity in the future, some potentially to gain access into their preferred sector for the future, others for causes close to their hearts. This suggests that there is a role charitable organisations can play in young people's careers, not just as a support service but as a potential future employer.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. Would you consider volunteering for a charitable organisation? N=3001



I just wanted to better the lives of other people, and once I kind of summarised I want my purpose, in just bettering the lives of other people. You can kind of see how a range of different careers and a range of different ways that you can actually impact people in a positive way.

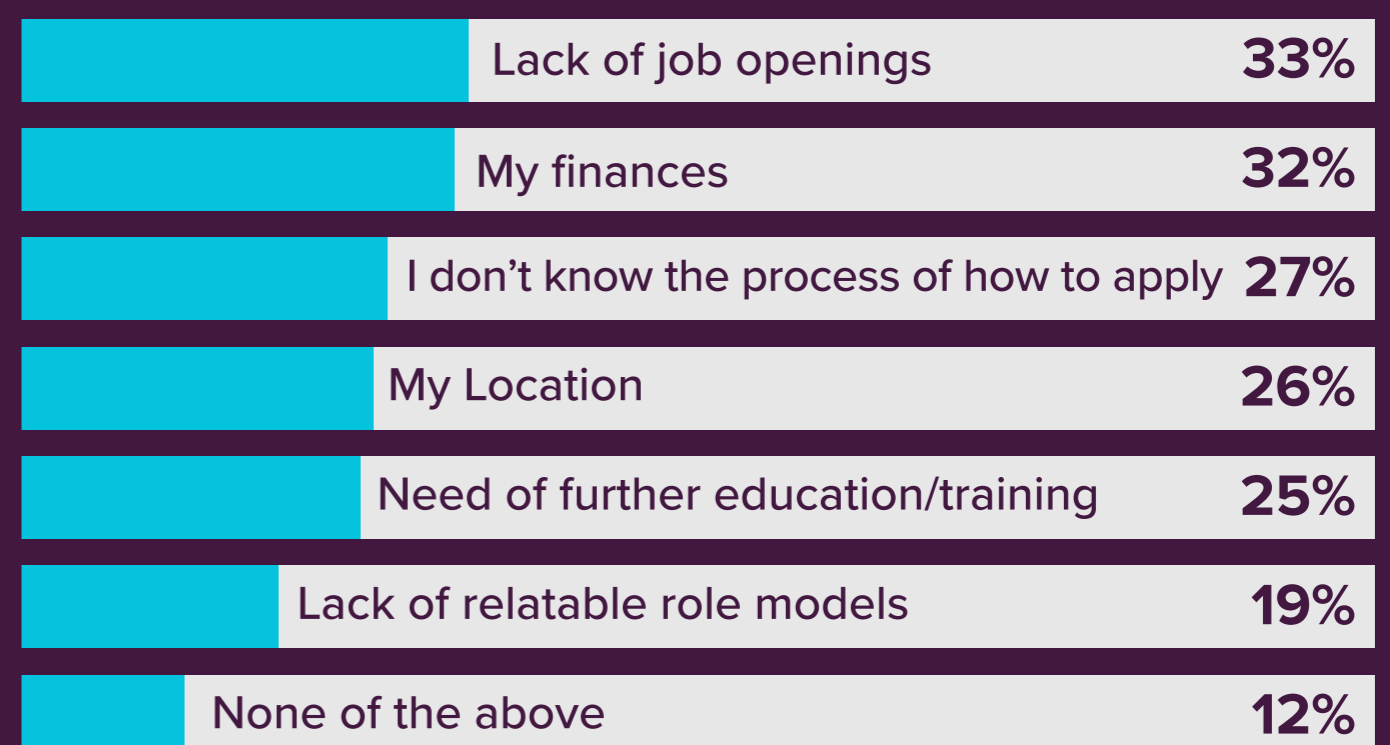


Male, London

NOT KNOWING WHAT IS OUT THERE

Young people report that they know how to find opportunities in areas that they are interested in (78%), whilst 1 in 5 report that they don't know how to find opportunities they are interested in. Therefore, support services could do more to showcase not just sectors but areas where transferable skills can be developed to help young people access sectors and areas where their interest lies.

When looking at those who report that they are not currently in their dream role, we asked them what barriers they faced in accessing their dream career. 1 in 3 young people cite a lack of job openings.



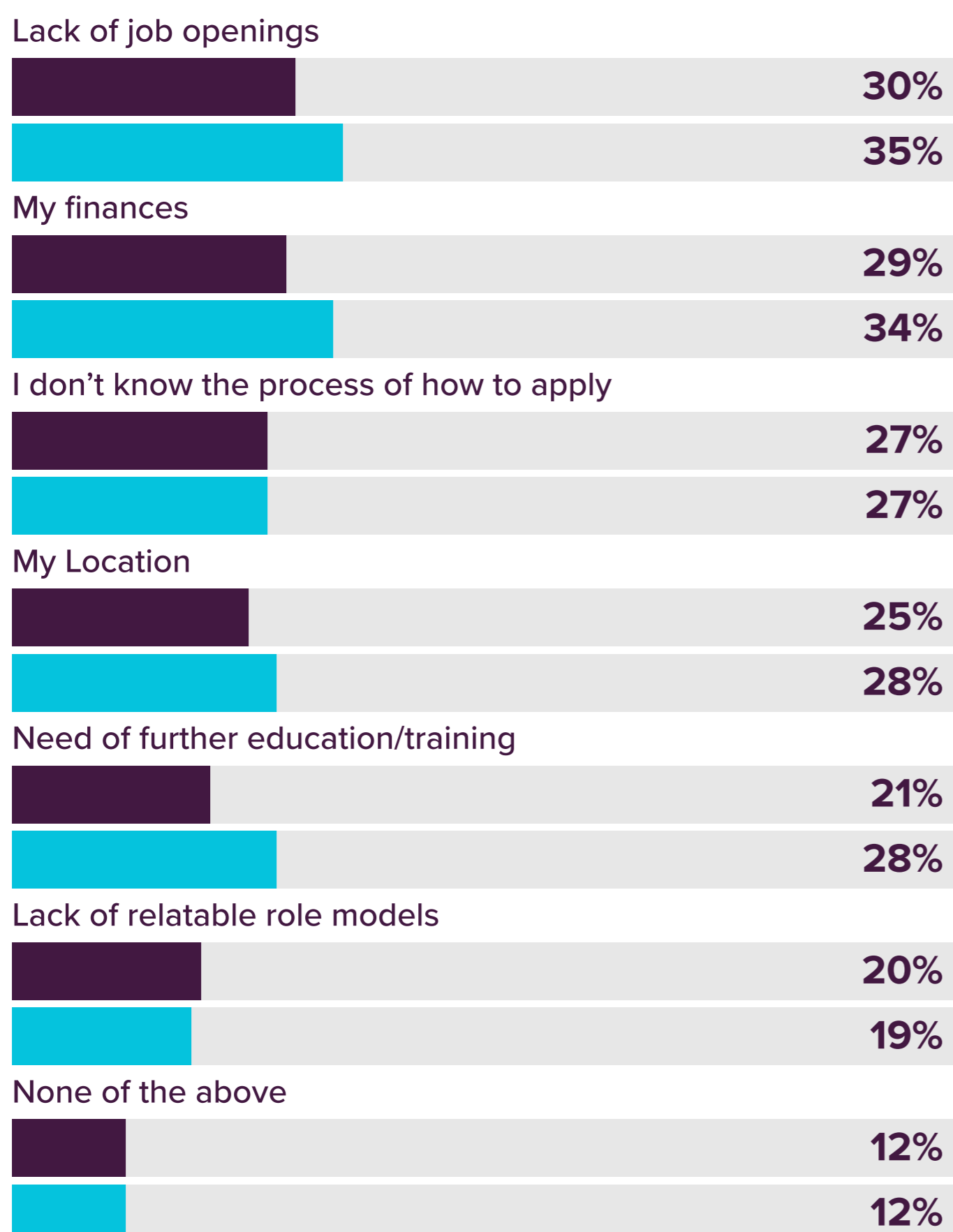
Source: Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) Which of the following, if any, are barriers to fulfilling your dream career? Those who are not currently in their dream job (N=2,676)

It is likely that this is dependent on the sector young people are wanting to work in, as seen with the creative and cultural industries, where in one young person reported that there is not enough exposure to the sector and detailed the difficulties in accessing this compared to STEM roles.

“For the creative industries, there isn't enough exposure and it feels impossible to set foot into it compared to STEM for example.”

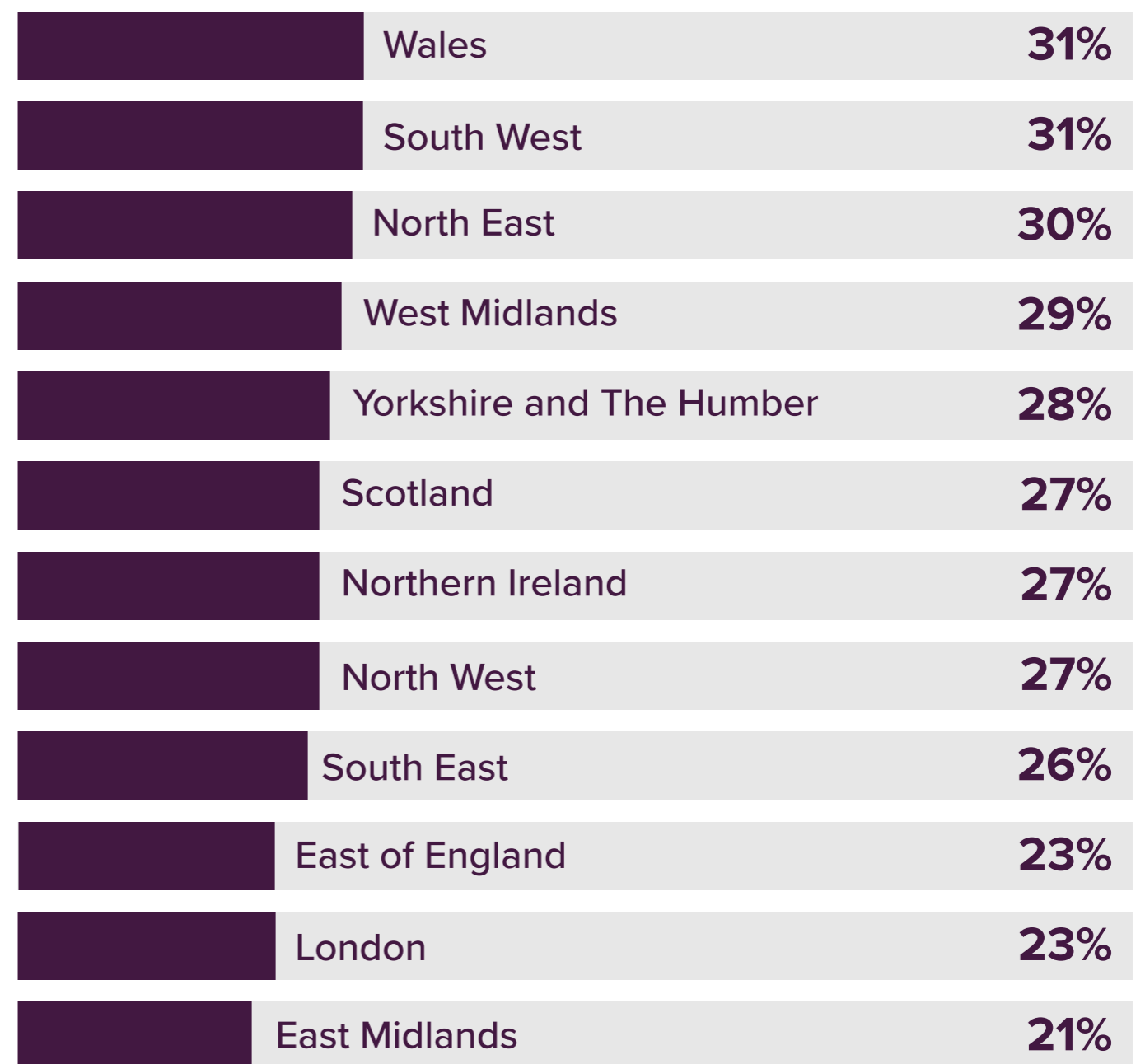
Male, 16-18 in Scotland

Not only are differences reported with regard to accessibility by sector, but the research uncovered that males and females report a difference in their ability to access career-based roles. More females report that they feel they need further training or education to access their dream role, as well as feeling that there is a lack of job openings in their chosen field, compared to males (35% and 30% respectively).



Source: Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) Which of the following, if any, are barriers to fulfilling your dream career? Those who are not currently in their dream job (N=2,676).

Furthermore, 1 in 4 young people report that location is a barrier to fulfilling their dream career, with 25% of males and 28% of females reporting this. When breaking this down by location, we can see that it is more of a barrier to those living in Wales and the Southwest (31%) compared to London and the West Midlands (23% and 21% respectively).



Source: Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) Which of the following, if any, are barriers to fulfilling your dream career? Those who are not currently in their dream job (N=2,676).

There does appear to be the perception that in order to advance their careers, young people think they may not necessarily need to move to London, but a big city.

“...Less I'm going to pack my bags and go to London and find my fortune but I think when I finish [University] in Edinburgh, I'm going to need to move to Manchester and start doing things in a major city but I think maybe that's because with music, you need to be in certain places to actually do a lot of those things such as gigs.”

Female, Scotland

“ I feel very lucky to be from and have been brought up in London because there is so much going on and to see and experience, you know, there’s always a free talk on or free museum exhibition to get ideas flowing.

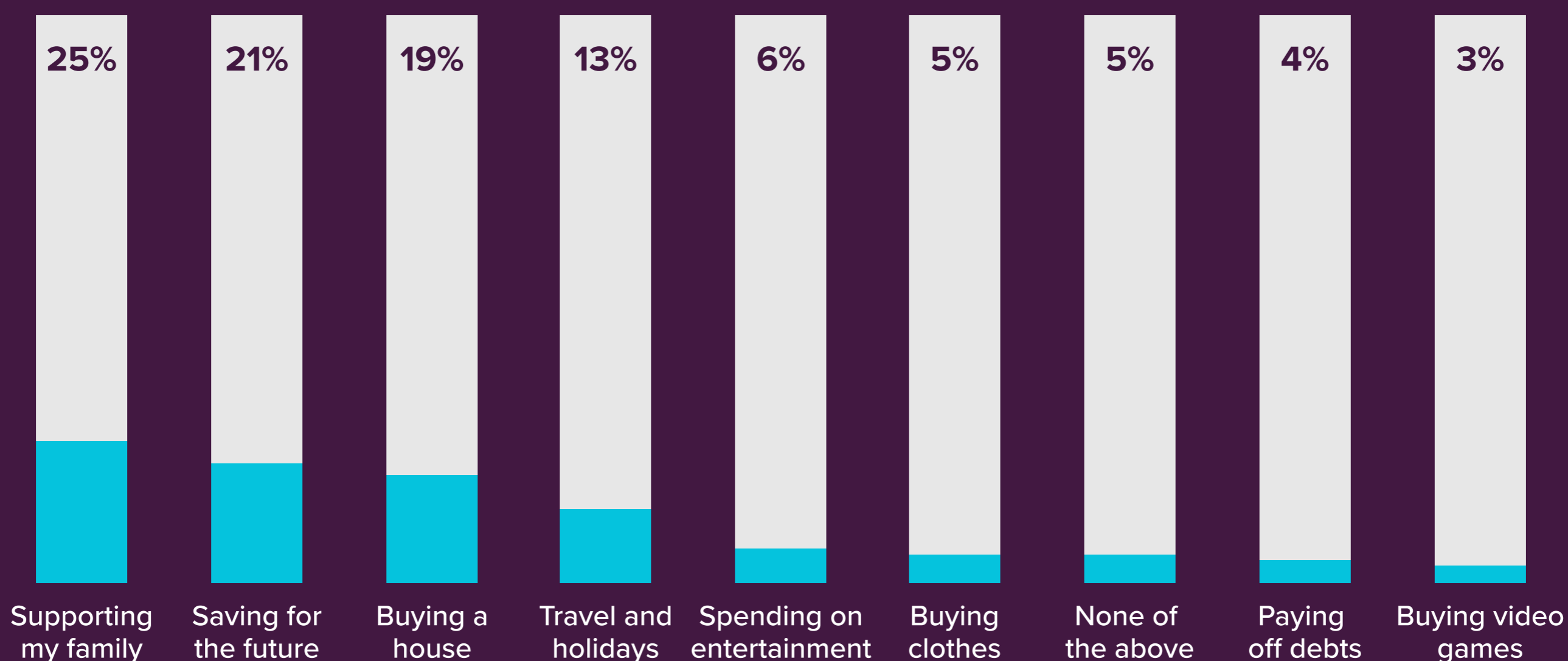
Female, London

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Highlighting roles that are in close proximity to where young people live, whether this be at a local business or within a remote-first workforce, may encourage young people to consider opportunities closer to home, rather than driving that workforce away from the local community. In the cultural sector, start-up and grassroots organisations could be key for young people getting their foot in the door and gaining relevant experience for their chosen career.

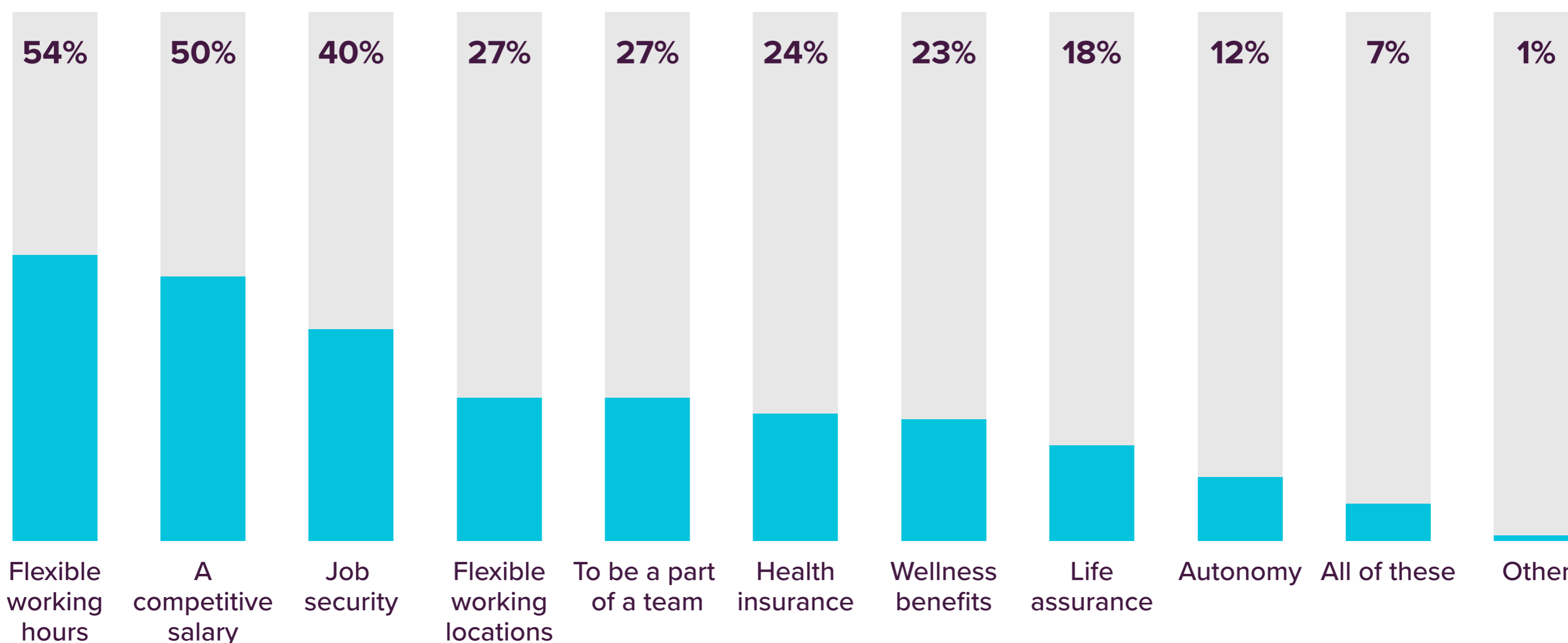
FINANCIAL SECURITY IS MORE IMPORTANT THAN HAVING FUN

Despite barriers to entering their dream role, there are many driving forces behind wanting to have a career: 1 in 4 young people report that supporting their family is the main motivation behind wanting a career, followed by 1 in 5 who report saving for the future as their main motivation and similar figures for buying a house. Travel, spending on entertainment and buying clothes are less of an influence behind wanting a career, suggesting that young people are putting an emphasis on current and future stability.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. What is your main motivation for wanting or having a career? (N=3,001)

Along with the byproducts that come as a result of being employed such as stability and supporting their family, when it comes to employment benefits, young people want flexibility when they work.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. When thinking about employment benefits, which of the following would appeal to you? (N=3,001)

The majority of young people reported that flexible working hours would appeal to them (54%). Comparatively, only 27% reported that flexible working locations would appeal to them. Therefore, career support services should drive young people into roles that have flexible working hours as well as advising brands and businesses to adapt to this new way of working. This is what the workforce of tomorrow is looking at and what they are potentially evaluating companies on.

For young people who do not think they would get a job in the future, they report that nothing would encourage them to reconsider (41%). Around 1 in 3 report that family could encourage their decision around wanting to work and 18% report that their friends could be influential. Thus, working with young people's personal networks or holding events that would allow them to bring family and friends could help young people understand the benefits of the workplace and having a career. One of the ways this can be done is via employment fairs, which 12% of those not wanting to work mentioned would be influential in re-considering their decisions.

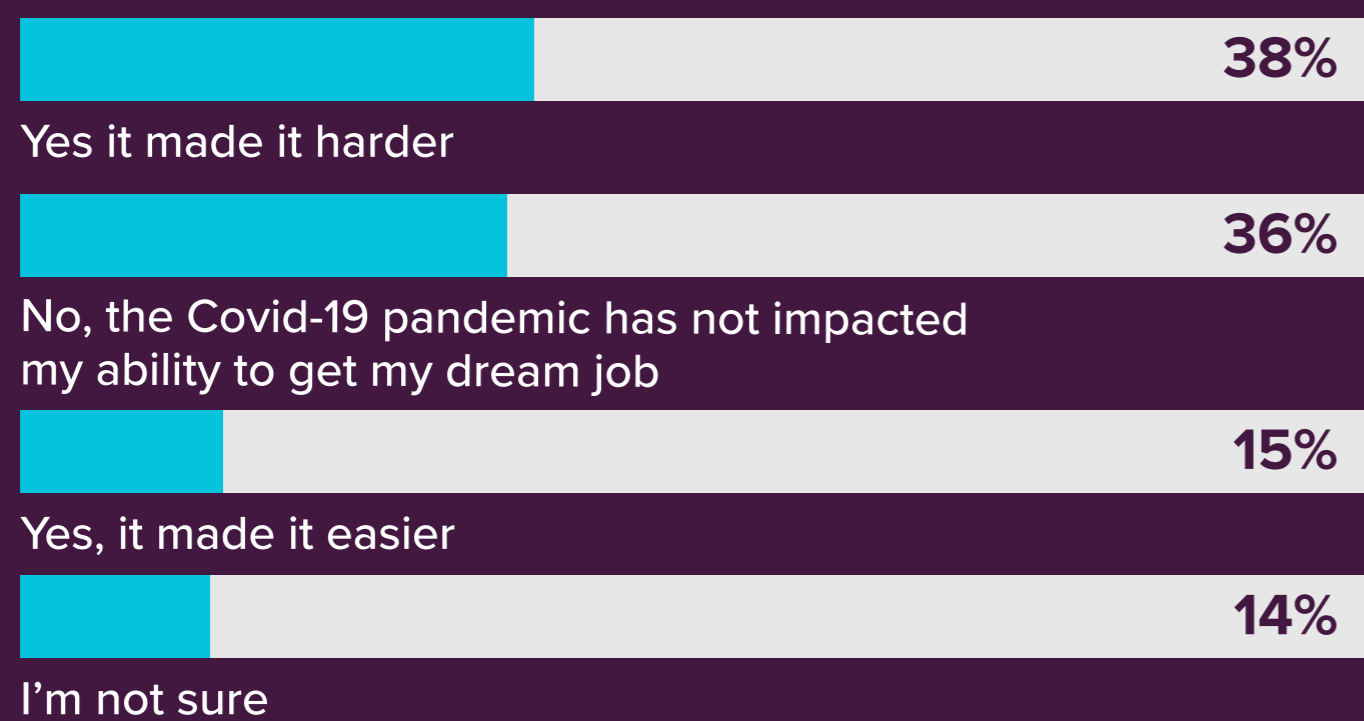
“More outreach from companies and work experience fairs would be good”

Female, East of England

According to YoungMinds, almost two thirds of teachers and school staff agreed that schools being closed for most students during the COVID-19 lockdown has had a negative impact on the mental health of young people. This supports research by Voxburner, Bauer Media, KISS FM and The Rio Ferdinand Foundation, where 65% of young people reported that the COVID-19 pandemic had negatively impacted their confidence compared to life before the pandemic. Despite the emphasis by The Government not to socialise during the pandemic and to stay at home, the negative impact on social networks is lower (53%) than the impact on confidence, with many young people being referred as ‘Digital Natives’, turning to corporate video conferencing software such as Zoom for virtual socialising. This could help us to understand why confidence was more negatively impacted by the pandemic than social networks.

YOUNG PEOPLE ARE STILL FEELING THE EFFECTS OF THE COVID-19 PANDEMIC

We asked young people in the UK 'When thinking about the COVID-19 pandemic, has it impacted your ability to get your dream job?



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) When thinking about the COVID-19 pandemic, has it impacted your ability to get your dream job? (N=3,001)

38% of young people reported that the COVID-19 pandemic has made it more difficult to get their dream job. One of the reasons could be the impact the pandemic had on education across ages, affecting grading and work experience opportunities. 51% of young people reported that young people's engagement with youth support services was negatively impacted compared to life before the pandemic. Therefore, it is important that support services, brands and businesses offer career support and approach entry-level roles with empathy and an understanding that young people may not have had the access, opportunities or support seen pre-pandemic.

MENTAL HEALTH SUPPORT IS A KEY CAREER DRIVER

For those looking to improve existing support services to better serve and up-skill young people getting into employment, it is apparent that young people want more hands-on training and apprenticeships (46%) and better career advice (47%).

What type of support can be done to better serve and up-skill young people looking to get into employment?	
Better career advice	47%
More apprenticeships and training opportunities	46%
More opportunities to speak to employers of interest	40%
For employers to emphasise skills outside of exams	39%
More mental health support in workplaces	33%
More support with CV writing	30%
More support with interviewing	30%
More support applying for jobs	29%
More opportunities close to where I live	28%
More awareness and advertising of support available to young people	23%
More support for careers around my hobbies and interests	21%
More mentors and opportunities to speak to mentors	19%
More support tailored to my needs and circumstances	16%
For employers to emphasise academic results	15%
None of the above	4%

Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) What type of support, if any, can be done to better serve and upskill young people getting into employment? (N=3,001)

1 in 3 young people also report that more mental health support in workplaces would be beneficial; although many places of employment do offer mental health support, it is reported that mental health is a taboo with misunderstanding and stigma attached to it ([The Chartered Institute of Personnel Development](#)). Therefore, ensuring that mental health is talked about both in workplaces by support services and via job descriptions can empower future employees and give them the confidence to access mental health support, knowing it could help their career choices.

“

I think one of the reasons why it's [music] such a hard career to do is because it can be very mentally tough. I've been in meetings where you are not just being judged on your work but you are being judged on the way you look and literally every single aspect of your life. You have got a meeting room with a label talking about it, whether they think it's good enough which is ridiculous and can be so hard on your headspace.

”

Male, North West

YOUNG PEOPLE'S EXPECTATIONS OF CAREER DEVELOPMENT

It is apparent that in some industries, employers do focus on what employees are doing outside of work and how that impacts their brand, but for young people, prioritising them as an individual and their wellbeing is more important than brand identity, especially when it comes to having their personal life criticised.

Although mentorship may not be as high on the list when it comes to the kinds of support that young people are looking for to better serve and upskill them when getting into work, it seems that when it comes to mental health, having someone there who looks out for their headspace is important.

“

I can't keep work too separate from me because that's kind of the whole thing...I have benefited from people looking out for me and when it's creative, it bleeds into every bit of your life and I think, quite often, you need help with that.

”

Female, Scotland

Another reason mentorship may not be appealing to young people may be due to the way in which mentorship programs are structured. Young people want an emphasis on the relationship with their mentors compared to just 'having a mentor'.

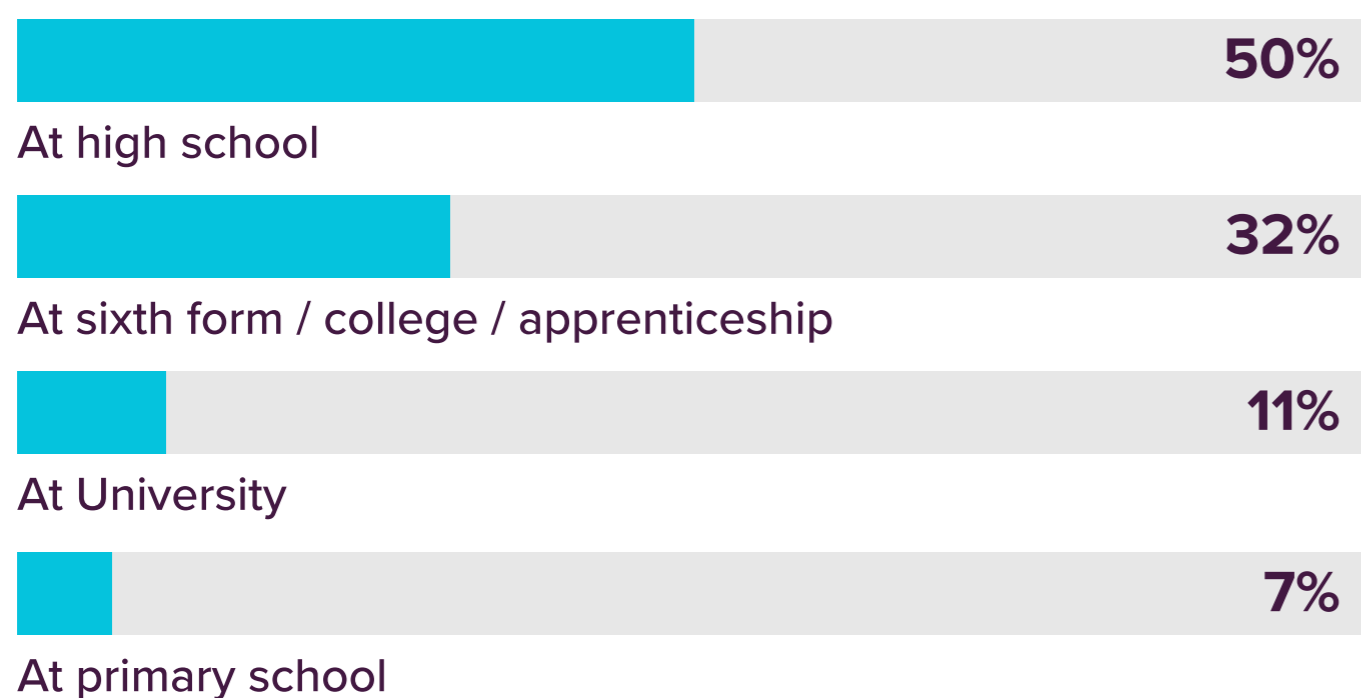


Organisations need to choose the right mentor, just to be getting paid or to put a post on LinkedIn because they mentored someone...I feel like organisations should focus on mentors that are genuinely interested in the youth and when that program is over and they can't pay them anymore, they know for a fact that the mentor is going to come back and give their free time like my mentor did. I feel like that's very important, choosing the right mentor not because of their title, not because of the organisation's relationship with them but because of the potential relationship that they can have with that young person.



Female, North West

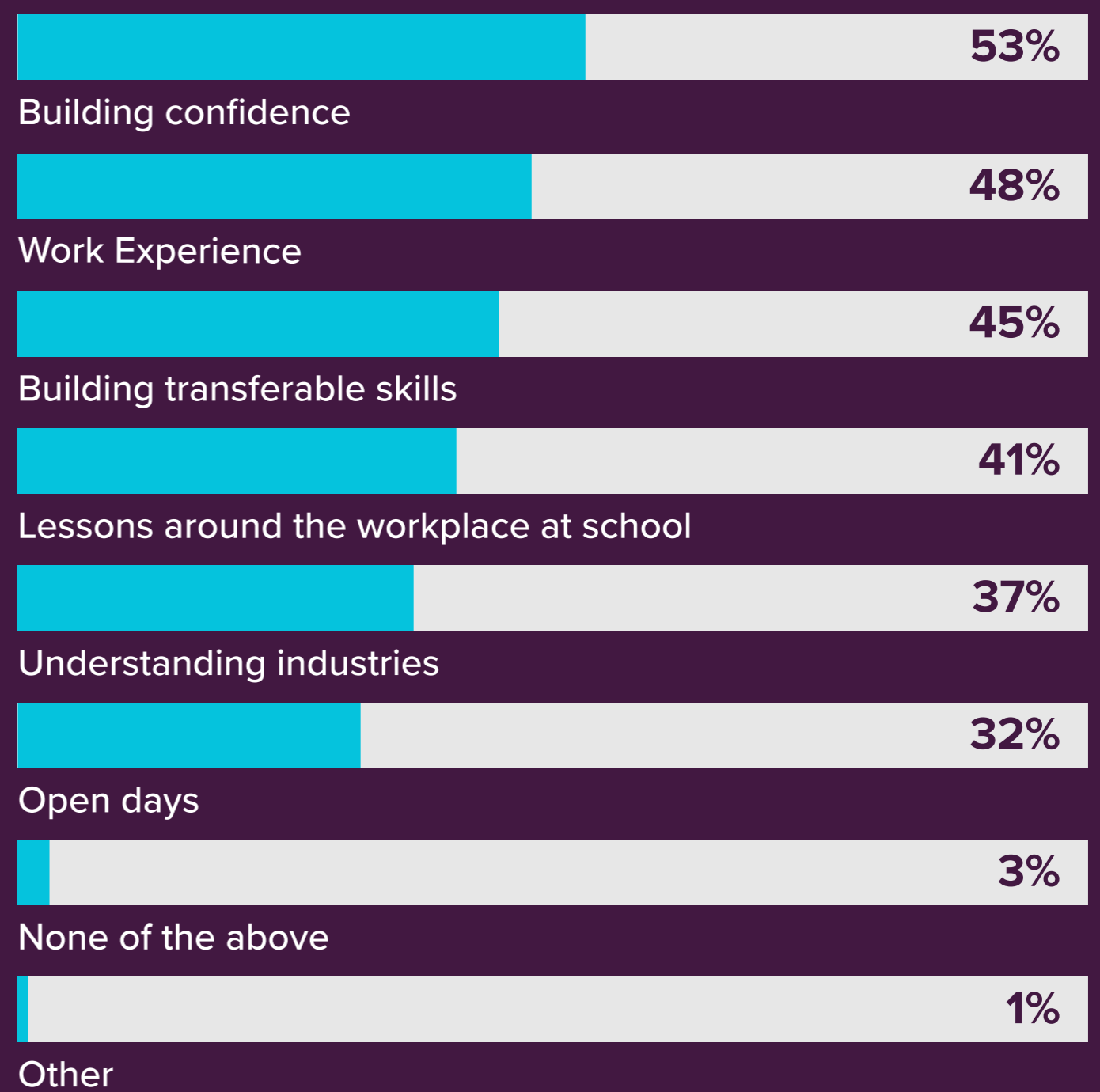
Most school students will have exposure to the workplace in years 10 or 11, as well as opportunities for additional work experience during college or sixth form. 1 in 2 of the respondents who took part in this research reported that young people should have exposure to the workplace in high school.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) When thinking about careers and employment, when do you think young people should have access to employability support and exposure to the workplace? (N=3,001)

This is met with 32% of young people who report exposure to the workplace should be during further education and 11% reporting higher education. This validates some of the interventions that currently exist in high school, college and sixth form. One of the ways this can be improved or be insightful for young people and students is via placements with small and medium-sized enterprises (SMEs). Although there is work available with big brands, SMEs account for 60% of all private sector employment in the UK ([Groundwork](#)), therefore it is likely that many young people will go on to work with SMEs in the future.

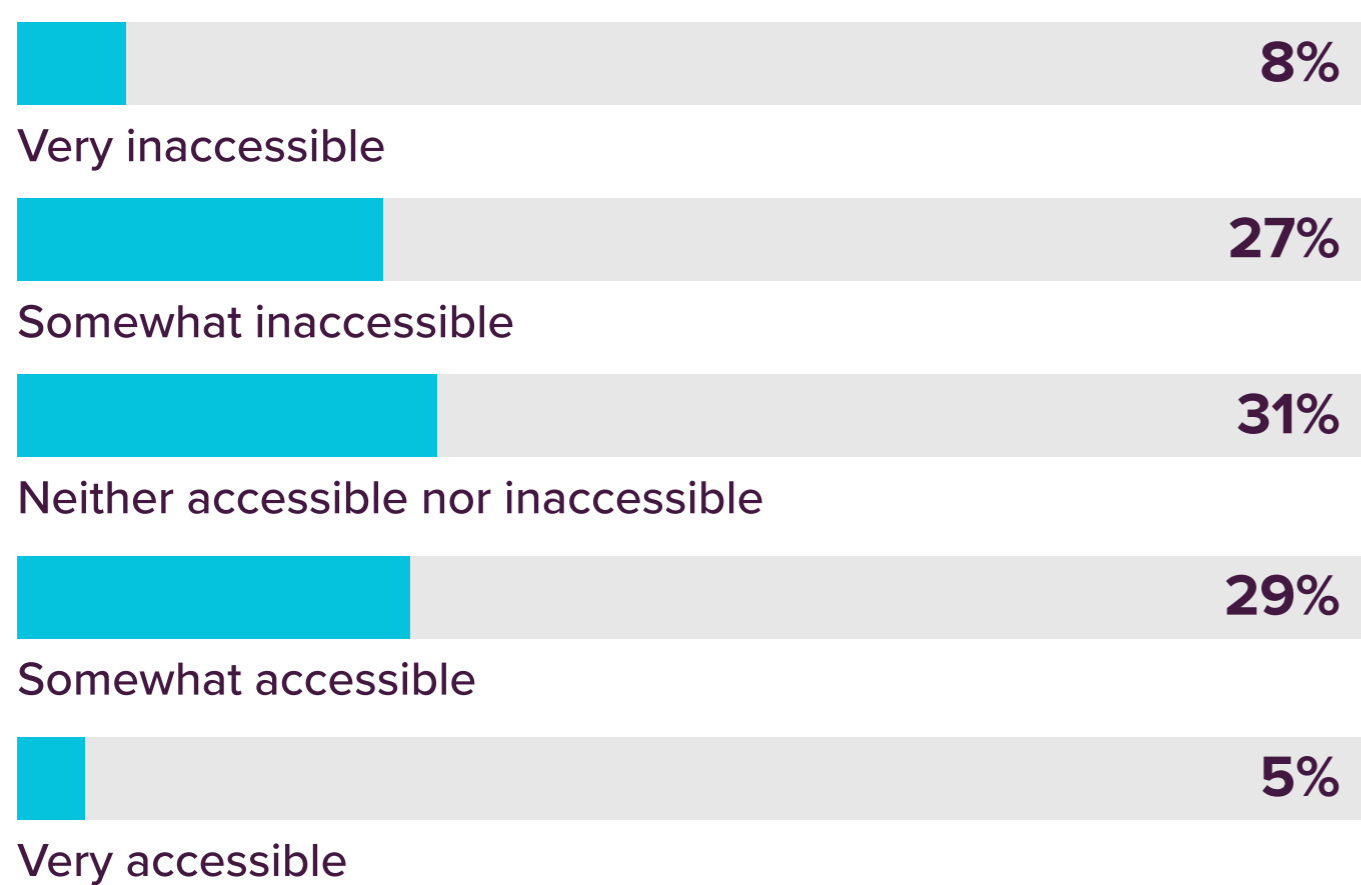
BUILDING CONFIDENCE IS KEY



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023) When thinking about young people and gaining exposure to the workplace prior to employment, which of the following do you feel would be the most beneficial? (N=3,001)

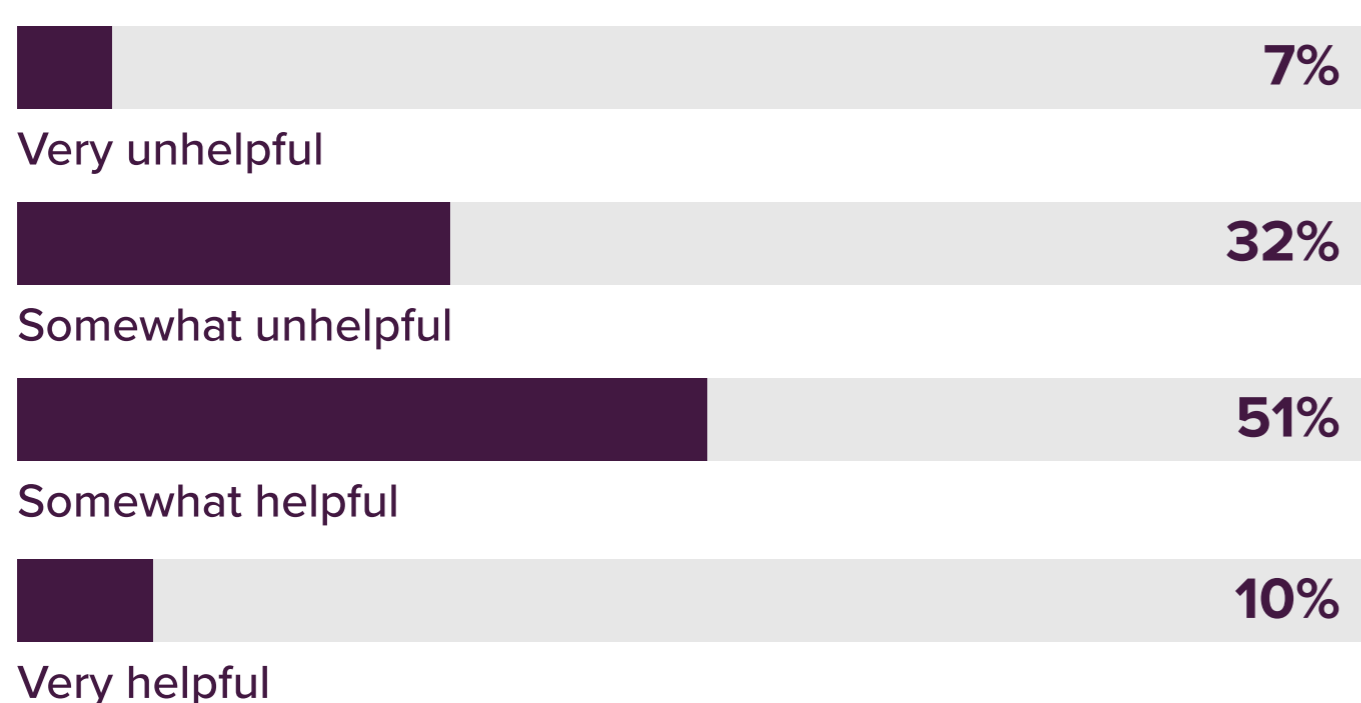
During workplace exposure, whether it be via work experience or with a mentor, the majority of young people report that building confidence would be most beneficial (53%), followed by work experience and building transferable skills (48% and 45% respectively). Therefore, tools, workshops and interventions centred around confidence building would be useful from employers and support services alike.

Overall, there is not much difference between those who would categorise access to careers advice as inaccessible (35%), neither accessible or inaccessible (31%) and accessible (34%). This suggests that more can be done to increase the visibility and accessibility to careers advice that young people currently have. Services being available may not be enough for young people, and having resources, events or lessons that bring advice and services to young people could increase the opportunity for them to reach out for support and advice.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. How accessible do you think career advice and information is for young people in your community? (N=3,001)

Young people report that the support that is available is helpful, validating that what is currently in place is working for the majority of young people in the UK. However, there is room for improvement, with 39% reporting that the support and advice are unhelpful. Tailored support that gives young people the autonomy to communicate the areas they are in and want support in would be beneficial, as well as access to mentors where relationships could be built may better cater to the needs of young people.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. How helpful is the current careers advice/support available to you? (N=3,001)

“...The career advice that I’d want is less of, ‘here’s how to do it’ and more ‘let’s figure out a way to get what you want to do’. I want my own talk show, to be a presenter and people would be like ‘oh get into journalism more’, or ‘study this’...figuring out what your style is and what you really enjoy doing rather than signing up for a degree in journalism.”

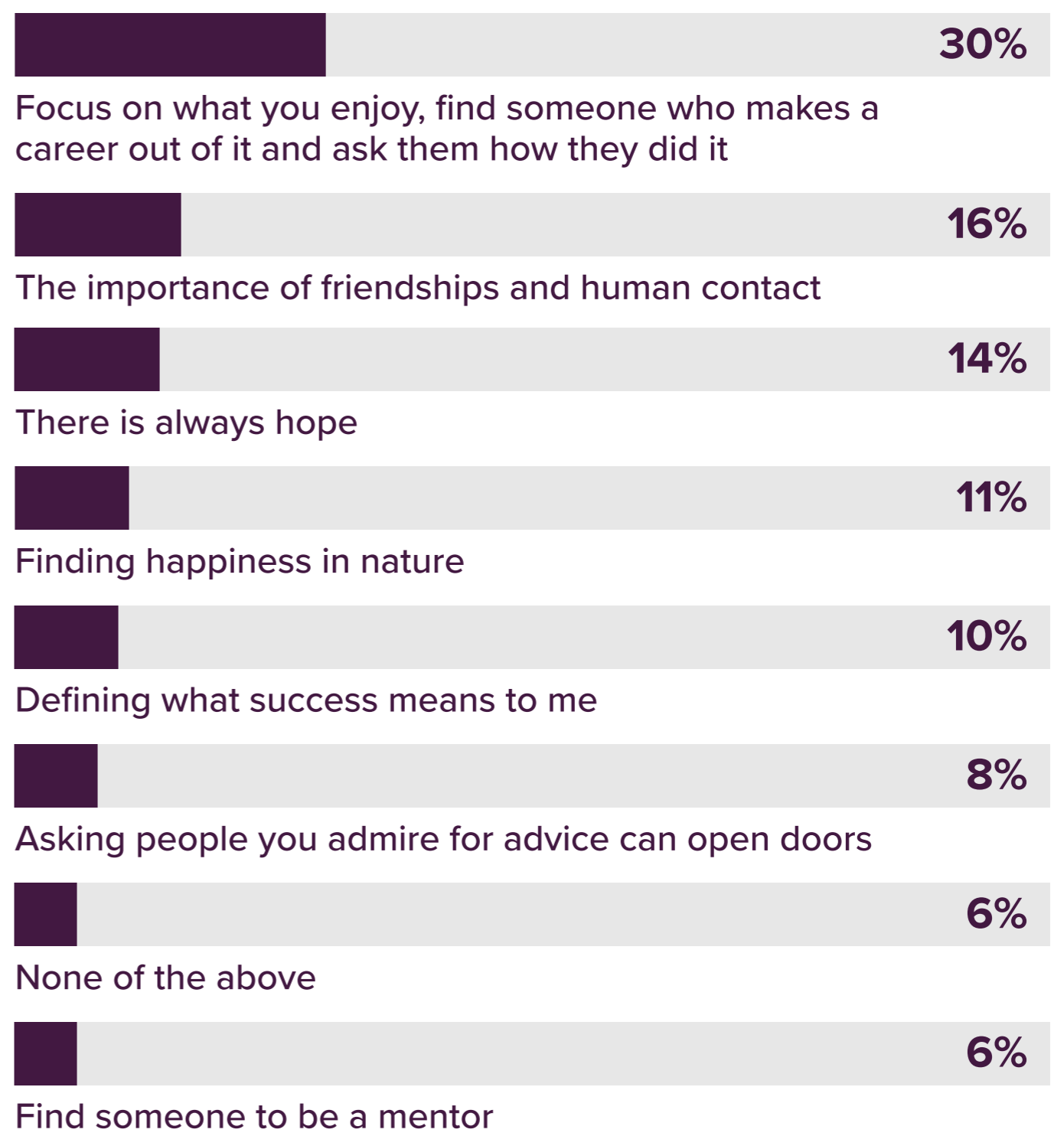
Female, North West

Young people are engaging with employers, with 65% reporting that they are somewhat engaged, however, this is met with 23% who are not at all engaged and just 12% who report that they are very engaged. This may be down to not having helpful or tailored support in the past. One way to improve this is to give young people the autonomy to have a career in their dream job role rather than opportunities within the sector that may not align with their goals.

“Beyond just understanding what each individual wants... also the way that each individual will get there is going to be very much different, depending on what sort of experiences they’ve had in life so far. Some people might need some sort of certain extra support to get to where they need to go. Or, you know, I think it’s also about having a holistic understanding of the starting point of each individual.”

Female, London

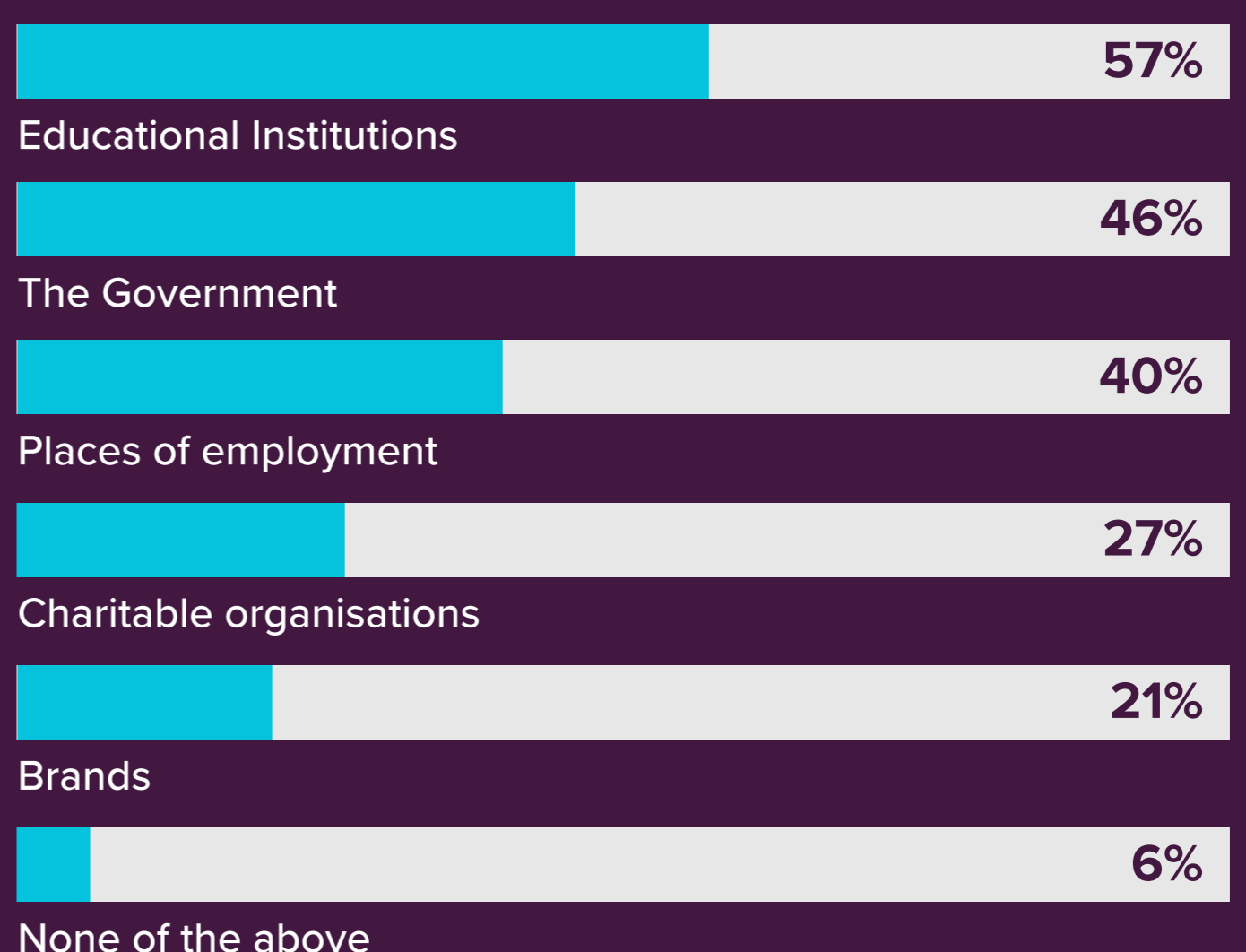
There is an element of looking up to other people in the field of work that young people want to go into, with 30% reporting that the most valuable life lesson they have learned over the past two years is to focus on what they enjoy and to find someone who makes a career out of it and ask them how they did it. Feeding into the idea of valuable mentorships and relationships that are not necessarily mentorship programmes would be beneficial to young people. One of the ways this could be achieved is through networking events for young people.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. What is the most valuable life lesson that you have learnt over the past two years? (N=3,001)

SCHOOL COULD BE BETTER PREPARING YOUNG PEOPLE FOR THE WORKING WORLD

Over half of the young people note that they expect career support from educational institutions, followed by almost half who expect career support from The Government and 40% who say they expect career support from places of employment. There is real opportunity for brands in the cultural sector to outreach to young people to offer career support outside of work experience. Having dedicated career support services embedded in education for alumni and leavers may be the preferred choice for young people entering the workforce, rather than the place of employment that they enter.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. Which of the following organisations do you expect to provide career support? (N=3,001)

However, this support needs to be tailored and not just focused on the national curriculum.

***“ I have a vivid memory of being in school and a science teacher having a conversation with me about having to stay late and doing some science work and I was terrible at science and I was doing something I was bad at and I said I had to leave I have a music after school club and I remember him asking ‘what is that going to do for you’? And I just find it so funny looking back on now because I haven’t used science since but use music every day.* ”**

Male, North West

Due to their own experiences, young people are actively helping each other achieve their career goals.

CASE STUDY: KIAN TEIXEIRA

Some organisations are tackling this issue head-on. Kian discusses how the Rio Ferdinand Foundation supported his goals and helped him lean into the areas he is passionate about.

During his time in school when he was a college athlete, Kian dreamed of playing football full-time, but over time the passion to play slowly hindered whilst his love for football continued to grow. After looking at options for his career, photography and videography felt most motivating and intriguing.

As he continued to study, he felt as though he had been let down by the education system pushing him to continue to study and not explore developing his passions for a career in videography and photography further.

This caused him to feel isolated, whilst also realising his experience was not unique and other young people were looking at roles outside of the national curriculum and unsure of how to get there.

“ My current career goals and aspirations are currently photography and videography while working in and around schools to help younger people to reach their potential goals. ”

As a result, this has led Kian to want to help other young people who are facing the same issues he has faced and help them plan routes for their future careers that they can see themselves doing for years to come with full enjoyment and without them feeling alone. These ideas have come to fruition and are something that Kian is actively working towards as a result of the support that has been put in place by the Rio Ferdinand Foundation, who have helped him to see that his only passion is not football and that his career goals are interesting allowing him to build confidence in his future.

Kian wishes to be the person that people come to when they need help to break the barriers they set themselves and transcend beyond their limits.

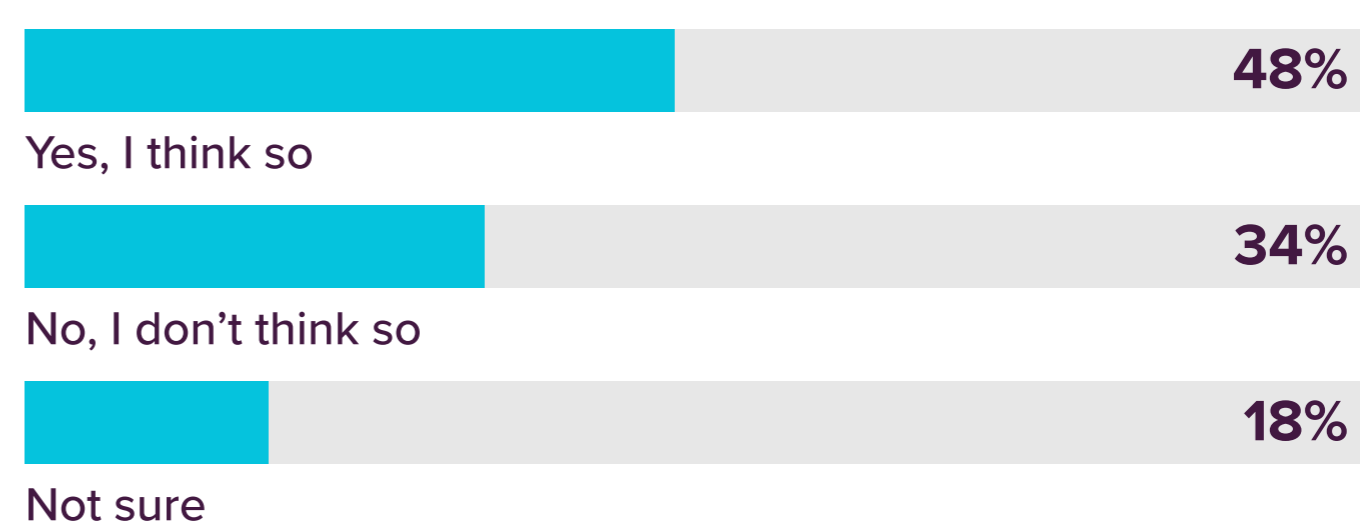
THE FUTURE OF WORK

Forward thinking to the future of careers in 2023, two-thirds of young people report that they think other young people are either slightly or somewhat confident in their career options for 2023; however, there is room for improvement here to increase confidence in getting young people into their dream roles. Confidence is at a similar level for the support they will receive from career support services, therefore, more outreach and assistance in getting young people where they want to be rather than into a broad sector could help with increasing their confidence around career support.

“ I think young people will be working more for themselves. There will be more independent business in the future and fewer corporate jobs. Young people want to be seen as a person, not an employee number. ”

Female, South East

It appears that despite challenges faced as a result of the COVID-19 pandemic, confidence and guidance and mentorship, young people are still optimistic about the future, with almost 1 in 2 young people reporting that they do feel as though they will be financially secure. However, this is met with around 1 in 3 who report they don't feel as though they will be financially secure, therefore, working closely with young people may help support services to better understand why this is.



Voxburner UK young people aged 16-24. Data Collected 14th December 2022 - 3rd January 2023. When thinking about the future, do you think you would be financially secure (e.g. be able to afford a home, bills, food and support yourself and your family)? (N=3,001)

KEY TAKEAWAYS

- **Building confidence is key:** Support that helps young people feel confident in their ability on entrance into a role would be most beneficial for young people. Whether it be workshops or giving them the tools they need to enter into a role with some background knowledge and ability, this could help to increase their confidence.
- **Mentorship programmes should be mutually beneficial** and not just a tick box for organisations running them - young people know mentors can be paid or post about it on LinkedIn to build their own personal brand, but this isn't what they want. They want relationships with those who will champion them and their successes, so relationship building is paramount and networking events may be a good route to an authentic relationship being built rather than young people just being paired with someone who is successful in the industry.
- **Lack of job openings** is considered to be a barrier to getting into their dream role, therefore businesses and brands should encourage entry-level positions where possible in order to prioritise passion over experience and get young people on the career ladder.
- **Career support services** should highlight opportunities in young people's local areas as there is still the perception that moving away from their hometown is essential for career progression.
- **Supporting young people with their mental health** is becoming increasingly important, not only for career support services but for brands and businesses too. It could even be a deciding factor when young people are choosing where to work, not only when it comes to the mental health support in place but also how it's referred to in job advertisements, which can show young people that mental health is important in the workforce.

ABOUT THIS REPORT

METHODOLOGY

Voxburner survey sample representative of young people in the UK N=3,001 on age, gender and location recruited via a third-party access panel. A qualitative focus group was used to (N=5) gather in-depth insight from young people in the UK aged 16-24 on their career expectations and accessibility to the workplace.



ABOUT VOXBURNER

Voxburner's youth marketing events and insights keep marketing professionals in touch with the fast-paced world of Gen Z. We bring the industry together to keep up with the constantly changing trends, habits and attitudes of young consumers.



VOXBURNER+

Voxburner+ is our content subscription service providing all the Gen Z insights and youth marketing strategy you need to ensure your brand remains front of mind with this influential demographic. Members gain access to exclusive research reports, industry networking, our series of YMS events, and much more.



RIO FERDINAND FOUNDATION

The Rio Ferdinand Foundation is a youth and community development charity working in the heart of some of the UK and Ireland's most disadvantaged communities. Established by Rio Ferdinand in 2012, the Foundation aimed to address issues of inequality that Rio had experienced in his own life growing up in Peckham, South London. Through their work, they support young people (aged 10-25) from working class communities, to tackle the inequalities they face in their lives. Creating opportunities and pathways for young people utilising youth culture including sports, the creative arts, tech, and education, they empower young people to take control of their lives, become socially mobile, and drive social change in their communities.