

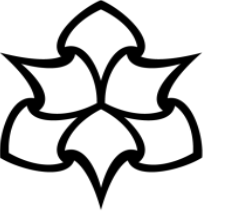


## Decent Work and Productivity Research Centre

# The Evaluation of a Youth Employment Project (Hidden Talent)

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## Topics in this talk

- What was Hidden Talent?
- How was the evaluation conducted?
- What did we find out?
- What are the implications of the evaluation?



UK Government

# Greater Manchester Hidden Talent

## Hidden Talent (January-June 2022)

- Employment support programme for young people aged 16-24 funded by the Community Renewal Fund (DLUHC)
- A Delivery Partner in each Local Authority hosts a 'Talent Coach' who provides **one-to-one holistic support**
- GM Chamber of Commerce (Employer Engagement partner); GM Youth Network (hosted the Youth Panel); Man Met Uni (Evaluation Partner)

 @GMsHiddenTalent

**GMCA** GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

Led by  
**GMCVO**



# Programme Delivery (incorporated good practice from previous projects)

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Advisory Group, Delivery Partner and Talent Coach meetings

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Expenses – ID, travel, equipment, clothes

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Mental health support with 1:1 counselling

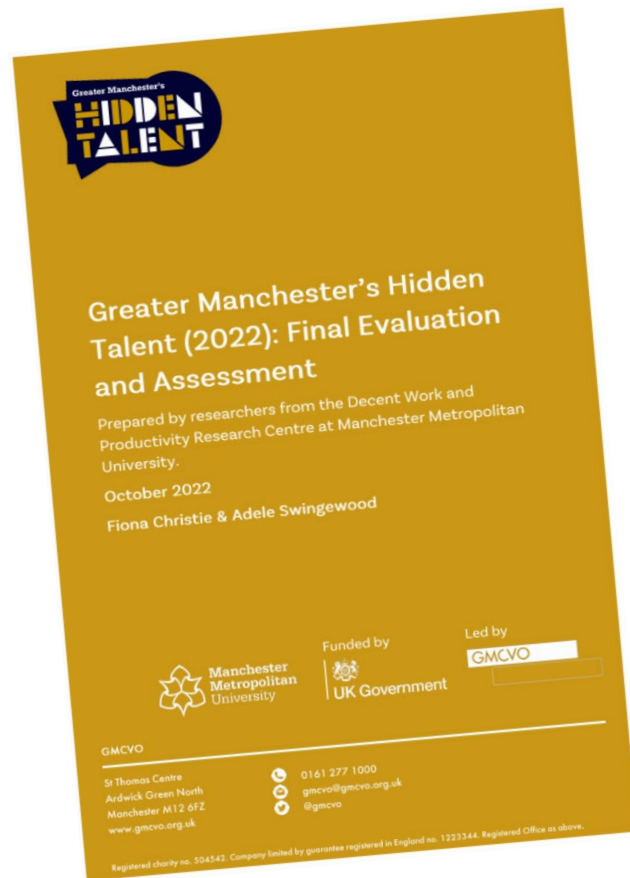
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Accommodation, health & wellbeing and financial advice

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Youth Panel carried out Youth Hub visits and presented findings

# How was the evaluation conducted? (Markiewicz & Patrick, 2015).



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Appropriateness

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Effectiveness

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Efficiency

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Impact

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Sustainability

# How the evaluation was conducted?



Stage One - GMCVO collected and reviewed monitoring data collated by them from delivery partners/talent coaches. This comprised detailed data about participation and outcomes.



Stage Two – MMU team conducted and fully transcribed individual /group interviews with young people (n-15), GMCVO project management team (n- 4), talent coaches (n-6), delivery partners (n-3), and Advisory Group (n-3). The Youth Panel (n-5) and Youth Panel co-ordinator (n-1) met more informally with the evaluator.



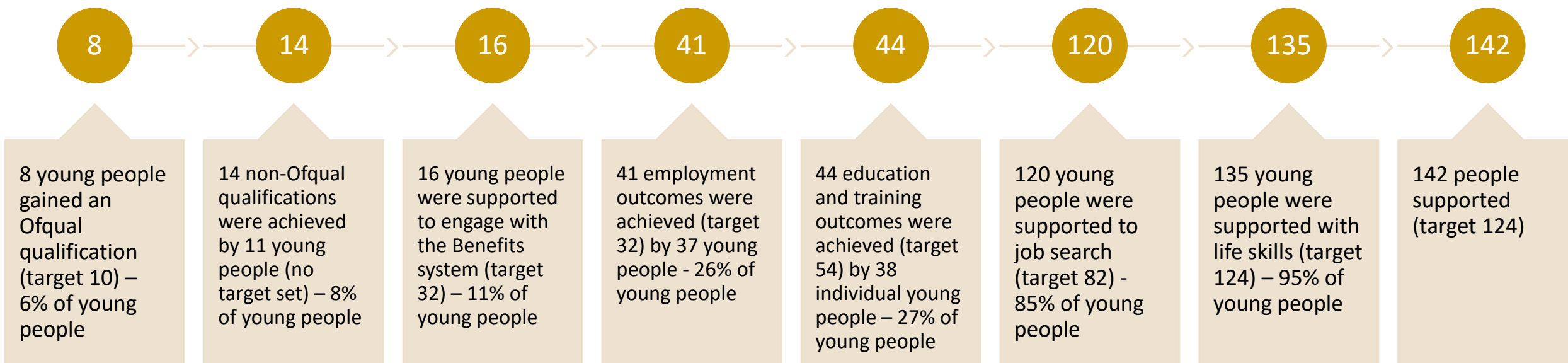
Evaluation team members also attended various meetings to gain insights about the context and operations of Hidden Talent.



## Reaching hidden young people

- Of the 142 young people who participated, 51% were economically inactive (including hidden), 49% were registered as unemployed and receiving Benefits. 45% of the total were hidden.
- More generally, the project was successful in reaching a diverse group of young people who were NEET or at risk of being NEET.

# Outcomes for young people – not just employment

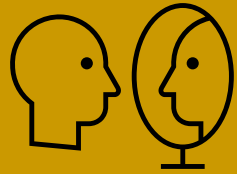




# Comparing outcomes of young people: hidden vs unemployed

<b>Outcome</b>	<b>Hidden</b>	<b>Economically Inactive (including hidden)</b>	<b>Unemployed</b>
Job Searching	91%	86%	83%
Ofqual qualifications	9%	7%	4%
Other qualifications	8%	4%	11%
Engaging with the benefit system	9%	14%	9%
Education and training	23%	23%	33%
Life Skills	94%	96%	94%
Employment	34%	35%	17%

# Strong and trusting relationships with talent coaches lead to...



**Growing self-reflection and self-efficacy**



**Responding to Adversity**

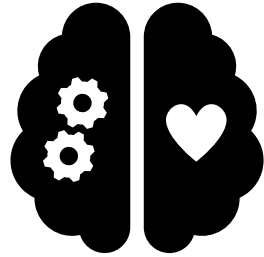


**Taking Action**

## Other findings (connect to implications for partners)

- **Benefits to partners** - Important to consider how these relationships continue if not members of a collaborative project.
- **The role of employers** - Ongoing work is required to support the pipeline of young people who are NEET into the labour market.
- **The role of the DWP** - Barriers to claim included the social stigma associated with being a claimant, an inaccessibility in making and sustaining a Benefits claim, and fears about the repercussions of sanctions.

# Other general insights with important implications



Mental health and wellbeing are an important factor in the development of young people's sustainable employability and need to be recognised in any youth employment programme.



Despite the good outcomes achieved by the project, there were serious misgivings about such important work being allocated short-term funding.

# Project legacy

01

Successive iterations of Hidden Talent support the importance of working with hidden young people.

02

Hidden Talent has provided a foundation for many delivery partners to continue their work through other funding.

03

The modelling of a youth-led approach is an important feature that will continue into other projects.



# Concluding thoughts: Implications for future policy and practice

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A long-term, sustainable strategy is required to support young people into the labour market. Policymakers can lead in creating a suitable funding and investment infrastructure for this.

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Youth employment strategy needs to focus not just on young people but on employers.

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Recognition is required of unique needs of young people and the benefits to individuals and society of **timely** assistance in accessing education, employment and training.

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Integration of specialist careers advice and guidance expertise to strengthen projects.

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