

Futureproof your workforce

Be part of a national trial to help discover what really works in youth employment.

Youth Futures Foundation is the national What Works Centre for youth employment. We're partnering with a small number of employers to test promising recruitment and retention strategies. Together, we will create evidence on how you can unlock the potential of marginalised young people to futureproof your organisation, and spread that evidence to drive nationwide change.



Why does it matter?

The UK workforce is ageing rapidly. Competition for skilled workers is intensifying. Meanwhile, there's an **untapped talent pipeline**: the 1 in 8 young people who are not in education, employment or training.

What's in it for your organisation?

- **Free**, expert-led review of your recruitment and retention practices.
- Tailored intervention design to **tackle your workforce challenges**.
- Independent evaluation using gold-standard research methods.
- Stronger **employer brand** as an inclusion-focused, evidence-based innovator.
- Demonstrable commitment to social value.

How does it work?

We will work with you to:

- **Diagnose your challenge**: identify where recruitment or retention isn't working.
- **Co-design a solution**: shape a practical, scalable intervention.
- **Test and learn**: trial the approach in your organisation.
- **Evaluate results**: use evidence to inform your strategy and lead sector-wide change.

Who are we looking for?

We're keen to partner with employers across all sectors who:

- Recruit in large volumes. Ideally **10,000+ employees** (but not a hard and fast rule).
- Have **buy-in** from senior leadership.
- Have **time** to commit. Partners typically appoint a project manager to work with us.
- Are willing for learning from the trial to be shared publicly.

Let's have a conversation. Contact Katy.Neep@YouthFuturesFoundation.org to set up an exploratory call.