

City Of Change: Youth Ambassador Challenge FAQ

What is the campaign?

In response to our #BridgeToEquality research report, our Youth Ambassadors are challenging businesses from across Bristol to create at least one career opportunity for a young person from a low income or ethnic minority background within the next 12 months.

What is a career opportunity?

A career opportunity is any experience that can help support a young person with their career aspirations, this could be an insight day, a two week work experience, an internship or even an entry level job opportunity.

Why should we do this with Babbasa?

Babbasa is an award winning social mobility organisation, set up to specifically nurture talent and builds on the strengths of young people (up to 25 years) – such as new migrants, those in care, low income families, ethnic minorities and other underrepresented groups. Working with Babbasa is a great way to tap into diverse, resilient and work-ready young people in Bristol on their career journey.

Why should we do this and not go through our normal recruitment process?

Between 2019 -2020 Babbasa conducted a piece of research called the 'Bridge To Equality Report', in order to understand the needs of ethnically diverse young people and employers in Bristol, and help bridge the employment and opportunity equality gap. In the report, 79% of the main barriers to progression identified by inner city young people were lack of information, experience of work, and skills.

In addition to this, youth unemployment in the ethnic minority communities of inner-city Bristol is known to be double that of other parts of the city. Life chances for ethnic minorities here rank 7th worst of the 348 districts in

England and Wales, and 27.9% of all children and young people in the city are registered to be living in relative poverty.

By working with us you will be providing opportunities directly to young people who would otherwise not have access to such opportunity, and will be helping our city become a better place to live and work for everybody.

How many businesses are you looking for?

We are looking to recruit at least 30 businesses to our campaign in light of the Kickstart Programme launched by the government which you can read more about [here](#).

Would I have to create the opportunity for a young person straight away?

You wouldn't need to create the opportunity straight away. We are looking for businesses to commit to a pledge to create an opportunity for a young person within the next year (the opportunity needs to be arranged before November 2021).

Can we change the kind of opportunity we offer to a young person?

2020 has proven to be a very unusual year, and we know there is a good deal of uncertainty ahead, so we are happy to be flexible about the opportunity you offer a young person. For example, if you originally have the idea of organising a month long internship, but then need to change it to something more manageable such as a week long work experience or a taster day that's fine, just let us know.

What else can Babbasa help us with?

Besides providing you with a platform to transform young futures, Babbasa can also support you to access deep cultural understanding of local and ethnically diverse communities; diversity and inclusion training; research offers; and other recruitment support to help your business improve on

diversity and inclusion, as well as increase the awareness of your brand or products to diverse and younger markets.

How does it work?

1. You commit to creating a career opportunity for a young person. Our Youth Ambassadors create an online profile about your business and we share the great news on social media and tag you.
2. You get connected with our Placement Lead Ayanda, and liaise with her on when you might like your opportunity to be in the next 12 months.
3. You fill out our placement enquiry form and let us know how much support you would like with your placement (this can be from just advertising it to our networks, right up to fielding, preparing and shortlisting candidates, as well as doing check ins with the young person). We also discuss what you are looking for in potential candidates.
4. At the time of your placement, you draft a job description as needed and share it with our placement lead. We advertise on our social media channels and website, field appropriate candidates and support them with workshops to make sure they are work ready.
5. Young person joins your organisation and completes the placement.
6. We complete a debrief and feedback process with you and the young person as needed. If you're interested we can also do a case study write up with you on your experience of the placement programme and share this on our website and social media channels.

What about COVID? What happens if there is another lockdown or we can't have people in the office?

It's totally possible to run your opportunity for a young person remotely, and we have seen an increase in these kinds of opportunities over the course of this year. During the summer we worked with a company that ran a two-week internship entirely remotely, and we can talk through this process with you or offer guidance as needed.

Are there any costs?

We ask for a donation to help us cover staff time and any overhead costs, which are outlined below:

TYPE OF PLACEMENT OR RECRUITMENT OFFER

ROLE	FURTHER INFORMATION	RATE If not part of partnership
Placement: Insight Days	We will help you to access and coordinate a visit from aspiring candidates looking to pursue a career in your industry for a learning experience with your staff, in response to your corporate responsibility or strategic needs. Insight Days are typically ½ day to 1 day.	Variable
Placement: Work Experience	We will help you to set up a work experience scheme and recruit candidates for available opportunities as part of your social value or corporate responsibility offer. The purpose of work experience is to enable the candidate to gain experience of work, understand the industry culture and career options. Unpaid placements are typically offered for a fixed duration of up to 35 hours, which can be delivered over a flexible period between 1 - 2 week period.	Donation: <i>Usually £300pp+</i>
Apprenticeship	We will help you to find suitable candidates to apply. Please note that we are not an Apprenticeship training provider, so we can only help you to find the appropriate candidates and support to apply for the role. Typical duration is between 1-3 years.	£1Kpp
Paid Temporary role:	We will help you to promote, find, prepare and access work-ready talent from diverse communities. Please note that we do not	£300pp

<p>Casual /Internships</p>	<p>endorse zero-hour contracts. Duration for temporary roles can be anything from a few days to months of work.</p>	
<p>Permanent role (part-time/ full-time)</p>	<p>We will help you to promote, find, prepare and access work-ready talent from diverse communities as part of your talent acquisition, diversity and inclusion strategy for your entry to supervisory level roles.</p>	<p>£1Kpp</p>

PLEASE NOTE: We ask for a contribution for the candidate's subsistence (e.g. lunch and travel) to be paid directly to the young person for an unpaid placement up to 2 weeks. We strongly advocate that any placement longer than 2 weeks is remunerated.