

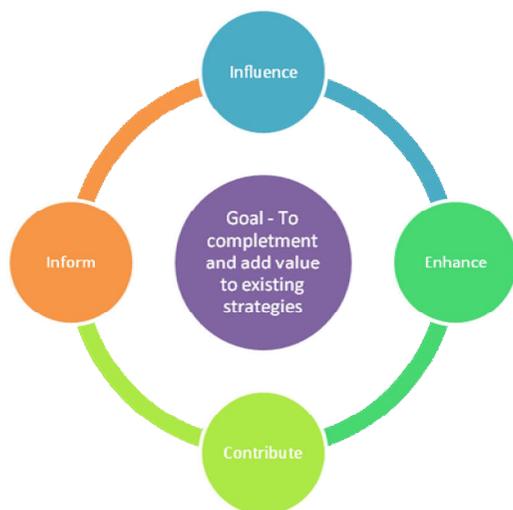
Policy challenge

Glasgow already has a wide range of comprehensive strategies and projects in place to support young people to enter into and compete in the labour market and to support youth enterprise. As a Council we spend £54 million per year supporting youth employability.

Despite this investment, Glasgow continues to face a number of ongoing challenges:

- Youth unemployment, although falling remains above the Scottish and UK average
- A disproportionate number of young people leave school with no positive destination
- Glasgow unlikely to regain its 2008 peak of number of jobs in the City in the short to medium term and the shortfall in demand could be as high as 10,000 jobs per year
- The Global Entrepreneur Monitor shows that Glasgow's young people are the least confident in being willing to start a business because of fear of failure

Given the crowded policy landscape in Glasgow, our Local Action Plan (LAP) focuses on how we can add value and bring new actors and new learning into the City. This will help improve transitions for young people by supporting them into employment and encourage more enterprising skills and mindsets by students at schools and colleges and support young entrepreneurs to develop and grow successful businesses .



Focus and goals

Our LAP provides an opportunity to explore how we can improve how and what we deliver to support our young people into the changing world of work and improve successful transitions from school. Our short term and long term aims are designed to explore new approaches to improve enterprising mindsets and skills and improved collaboration and understanding and linkages within the City in a way in which the voice of young people are heard.

We want to make a difference by influencing how future actions and activities are developed, identify specific actions which could enhance existing activities, contribute to addressing the issues of youth employment and encouraging enterprise through delivery of specific actions and sharing our learning to inform future planning and activity.



Go For It— Bad Idea

The Bad Idea is an innovative youth enterprise competition which was open to all 13-17 year olds in secondary schools within Glasgow. A pilot supported by Glasgow City Council took place early in 2014 with the final taking place on 3 April 2014. Over 500 pupils made submissions and approx 100 took part in 4 one day workshops learning a wide range of skills including, crowdsourcing, business model canvass, marketing and pitching skills. The pupils were assessed both at the beginning, during and after and the attached infographic shows the remarkable impact their participation in this competition had on a range of factors including confidence and a clear desire to engage in enterprise.

Although, within the City, there are a range of initiatives in place to promote enterprise and engage businesses with schools as part of the Curriculum for Excellence. The success of the Bad Idea pilot, shows that this approach contributes to the wider objective of developing enterprising skills and mindsets. Our action plan will seek to build on this and explore the opportunity to engage with some of our most disadvantaged young people by targeting those young people who are not taking their national 5 qualifications.

