

FUTURES AT STAKE

A REPORT BY THE PRINCE'S TRUST AND HSBC UK



Prince's Trust

YOUTH
CAN
DO IT



HSBC UK

FOREWORD



Our Futures at Stake research shows that many young people are losing their stake in society at a critical point in their lives.

For the first time, this research measures the degree to which young people have a stake in society, through a range of indicators including how much a young person feels that people in their community care about them and whether or not they feel they have role models in their community.

Through this research, we can see a clear relationship between a young person's stake in society and their employment status. We can also see there is a steep decline in a young person's stake in society between the ages of 15 and 25.

We all know a young person's life gets increasingly complicated in their late teens and early twenties. It's a critical point for most people and a cliff edge for some. Helping a young person to succeed at this stage of early

adulthood can help define them for the rest of their lives.

We make it our mission at The Prince's Trust to continually raise young people's aspirations and give them role models to help them achieve in life. We are relentlessly practical and positive about how we can turn around young people's lives.

Our vision is that by 2030, we live in a country that puts the needs of young people first so that young people can meet the needs of their country.

This is more than just another survey, this is a wake up call for our nation. If you accept the premise as we do, that when young people succeed, our country succeeds, then the reverse is also true.

Nick Stace
UK Chief Executive
The Prince's Trust

INTRODUCTION



This research highlights how being in work, training or education is absolutely key for young people to have a stake in society.

Through their diverse range of programmes, The Prince's Trust is able to help young people build the confidence and skills they need to prepare for the jobs of the future.

HSBC UK is a proud supporter of The Prince's Trust and we have made it our mission to support young people to get the skills they need for the years ahead. As this research demonstrates, this is crucial as almost half of 16 to 25 year-olds are worried that they won't have the skills they need for the future.

The research also highlights how those in more rural areas often feel cut off from job opportunities, which emphasises the need for us all to consider how we can offer more support to those in remote communities.

In the last six years, HSBC UK has helped The Prince's Trust to support more than 33,000 young people and we intend to continue our work with this important charity to give more young people a stake in society in the future.

Ian Stuart
Chief Executive Officer
HSBC UK

BACKGROUND

The findings in this report are derived from an online survey in which a sample of 3,120 11 to 30 year-olds participated between 31st August and 13th September 2018. The survey was conducted by YouGov on behalf of The Prince's Trust and the figures have been weighted and are representative of 11 to 30 year-olds in the UK.

Methodology

Survey participants were asked a series of questions to gauge their overall "stake in society". These questions included the following: how well they know people in their local community, whether they care about their community, whether they feel people in their community care about them, whether they have role models in their community, whether their actions have an impact on their community, whether they can make a positive difference to their community, how important they think it is for people to be active in the community, and whether they have done any charitable or voluntary work in the last year.

The responses were converted to a numerical scale, resulting in a number between 0 and 100, where 100 denotes participants having a strong stake in society and zero denotes participants feeling no stake in society.

The survey asked other questions relating to role models, aspirations and other topics, not used to gauge "stake in society", but which are written about separately within this report.



EXECUTIVE SUMMARY

Stake in society

This report gauges young people's stake in society through a number of measures relating to how they feel about their communities.

The research shows that a young person's stake in society declines sharply between the ages of 15 and 25. The findings also highlight a relationship between stake in society and employment status, with those young people not in employment, education or training (NEETs) scoring significantly lower on the index than their peers.

Key findings

- The overall stake in society score for the sample is 61 (where 100 represents participants having a strong stake in society and zero represents participants feeling no stake in society). For 11 to 15 year-olds, the stake in society score is 64, but this declines to 59 among those aged between 21 and 25.
- One in three young people (34 per cent) believes that people in their community do not care about them, with this rising to 41 per cent among the subset of 21 to 25 year-olds.
- While 35 per cent of 11 to 15 year-olds do not feel they have role models within their community, this rises to more than half (51 per cent) of 21 to 25 year-olds.
- For NEETs, the stake in society is lower, at 57.
- 42 per cent of NEETs feel that their community does not care about them.

Role models and Influencers

The research asked young people a number of questions about role models, not only in their communities but also in their families and online.

Key findings

- When asked to select from a list who they considered to be their role models in life, 45 per cent of the 11 to 30 year-olds surveyed did not select their parents. This figure increases to 49 per cent of young males, and 62 per cent of NEETs.
- According to the research, 15 per cent of young people claim they do not have any role models at all, with this increasing to a quarter (26 per cent) of NEETs.
- Almost one in three (30 per cent) of 11 to 15 year-olds listed social media influencers as their role models, with this falling to just six per cent among those in their late twenties.

33%

of young people believe that people in their community do not care about them

45%

of young people do not have a parent who they consider to be a role model

15%

claim they do not have any role models at all, with this rising to a quarter of NEETs

71%

of young people believe that where someone lives in the UK "completely changes" the opportunities they have in life

51%

of young people who live in rural areas feel their opportunities for the future would be better if they lived elsewhere

23%

of all the young people surveyed claim they do not know anyone who can help them get a job

29%

of young people in work have "settled" for a job they don't want

46%

of 16 to 25 year-olds are worried that they won't have the skills they need for the future

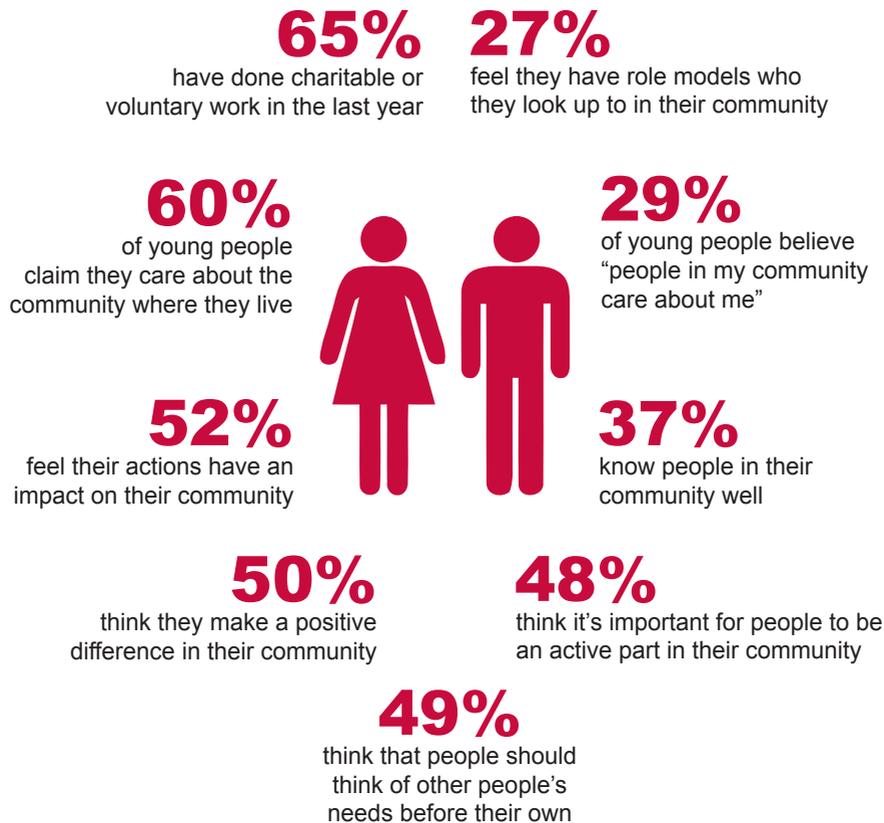
YOUNG PEOPLE'S STAKE IN SOCIETY

This research has set out to gauge a young person's stake in society by asking a range of questions, including how much they care about their community and how much they feel people in their community care about them.

This has been translated into a stake in society index, with an overall score out of

100 which takes into account all the various measures. The overall stake in society score for the sample was 61 (where 100 represents participants having a strong stake in society and zero represents participants feeling no stake in society).

The full range of questions used to gauge young people's stake in society is shown in the graphic below. The figures are representative of 11 to 30 year-olds living in the UK.



THE DECLINE IN YOUNG PEOPLE'S STAKE IN SOCIETY

The research indicates that a young person's stake in society declines sharply between the ages of 15 and 25.

One in three young people (34 per cent) believes that people in their community do not care about them, with this rising to 41 per cent among the subset of 21 to 25 year-olds.

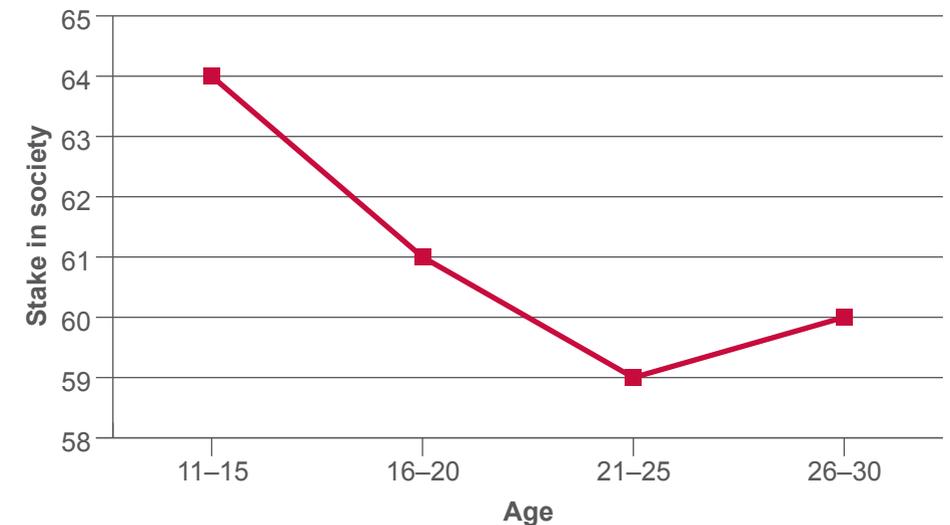
Twenty per cent of young people do not believe their actions have an impact on their community, and this increases to almost a quarter (24 per cent) among those aged between 21 and 25.

Young people in their early twenties are also least likely to feel they can make a positive impact on their communities.

The findings also show a stark difference between those aged 11 to 15 and those in their early twenties when it comes to role models. While 35 per cent of 11 to 15 year-olds do not feel they have role models within their community, this rises to more than half (51 per cent) of 21 to 25 year-olds.

Overall, those aged between 11 and 15 have the highest stake in society with a score of 64, but this declines to 59 among those aged between 21 and 25.

Figure 1: Young people's stake in society by age



Unweighted base: All 11 to 30 year-olds (3,120)

AYRSHIRE TEAM 150'S STORY

More than 30 young people from Ayr, Kilwinning and Kilmarnock, all lacking in self-belief and direction, came together to create a sensory garden for young children being assessed for autistic spectrum disorders.

Kris Moyles, who went on the Team programme, said: "More than 30 of us took part on Team 150. It was a pretty large group, but we all wanted the same thing: a better life.

"The community project was the best part of Team for me. I loved it. We approached staff at Doonfoot Primary School in Ayr to ask if they needed help with any projects and they were really pleased we'd asked. They have a Base at the school that looks after children on the autistic spectrum and had wanted to build a sensory garden for ages, but didn't have the money.

"They gave us their wishlist and we started calling up local companies asking them to donate materials for it.

"We built a massive wooden tepee and a fence around the garden, which we also painted; we installed sensory flower beds, made a willow tunnel, interactive textured structures and a quiet area with swings and a sand pit; and we linked everything up by laying a sensory path. It looked really cool.

"The school laid on this unveiling ceremony for it and it was really nice to see how pleased the kids and their families were. Some people even cried.

"We learned so much during that project. I'm proud of what we achieved and grateful for being able to create such a special area for disadvantaged children."



I'M PROUD OF WHAT WE ACHIEVED AND GRATEFUL FOR BEING ABLE TO CREATE SUCH A SPECIAL AREA FOR DISADVANTAGED CHILDREN.



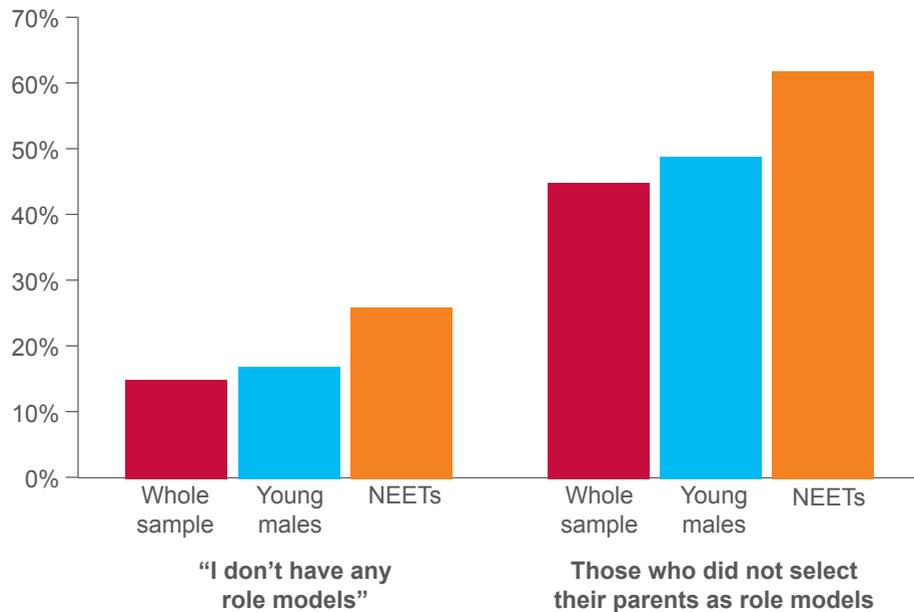
YOUNG AND UNEMPLOYED

For those young people not in education, employment or training (NEETs), the stake in society index falls from an overall average of 61 to a score of 57.

NEETs are significantly more likely to feel that their community does not care about them, with this figure increasing from an overall average of 34 per cent to 42 per cent.

They are also significantly less likely to feel like they can make a positive impact on their community, with this figure falling from 50 per cent (overall) to 39 per cent (NEETs).

Figure 2: Role models



Unweighted base: All respondents (3120), young males (1484), NEETs (312)

ROLE MODELS AND INFLUENCERS

The survey participants were asked a range of questions about role models.

When asked to select from a list who they considered to be their role models in life, 45 per cent of the 11 to 30 year-olds surveyed did not select their parents. This figure increases to 49 per cent of young males, and 62 per cent of NEETs.

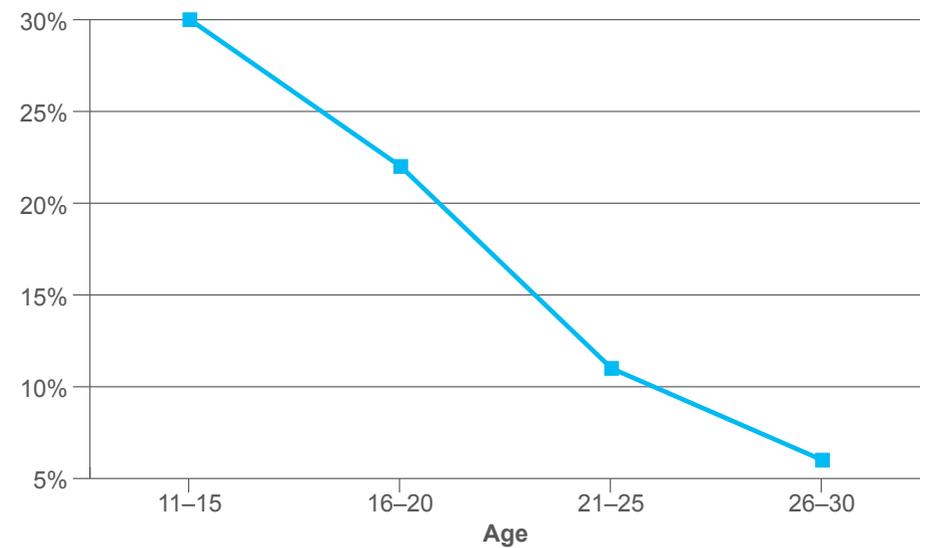
According to the research, 15 per cent of young people claim they do not have any

role models, with this increasing to a quarter (26 per cent) of NEETs.

It also appears that young people in their twenties are significantly more likely than those in their teens to claim they "don't have any role models".

Interestingly, almost one in three (30 per cent) of 11 to 15 year-olds listed social media influencers as their role models, with this falling to just six per cent among those in their late twenties.

Figure 3: Young people who selected social media influencers as role models, by age



Unweighted base: 11 to 15 (752), 16 to 20 (625), 21 to 25 (826), 26 to 30 (917)

NAADIRAH'S STORY

Naadirah, from Leicester, had her confidence eaten away by unemployment until a simple leaflet set her on a new path.

"In 2015 I had to leave my retail job because I had a problem with my knee. My bosses weren't very supportive. They put me on the tills and gave me a chair, but after a week they put me back onto the shop floor. No one seemed to understand how difficult it was for me just to get through each day.

"I found myself in a hole and I thought there was no way out. I was unemployed for over a year. No one was listening to me. I lost a lot of my confidence. I thought I was useless.

"One day at the job centre I saw a leaflet for an employment course with The Prince's Trust. I thought at least I'll be doing something with my time! It was the first time since being unemployed that I felt a bit happy.

"I was really nervous, but I met the tutor and he put me at ease straight away. I was out of my comfort zone but I really enjoyed it. As the course went on I felt more confident and motivated. It was an amazing opportunity that helped me learn new skills and start believing in myself a lot more. It gave me my spark back.

"I learned a lot about myself. I had been really quiet, really shy, but I learned I had much more confidence than I thought. I think I was stuck in that loop because people assumed that's who I was.

"The Prince's Trust helped me find who I am as a person. At the end of the course we had a celebration event where I was introduced to two amazing mentors, Paula and Shân. We talked about what I wanted in life, the things that were holding me back, and what I could do to move forward. I focused on my personal development and self-belief. With their support I got the chance to go on a short course with the BBC and work at Leicester City Council.

"I recently graduated from a Level 3 Business Admin apprenticeship. Paula and Shân were there cheering me on! I was so proud. I'm now working full time at a call centre. I love it there!

"I've also been volunteering to help other young people who are struggling with the same things I was. It feels really great to help them because I can see myself in them.

"I feel a lot more confident. I feel like I can take on whatever challenges come at me. I don't think I'd be doing what I'm doing without The Prince's Trust, and without people who believed that I had something to offer."



I WAS UNEMPLOYED FOR OVER A YEAR. I THOUGHT I WAS USELESS.



AN OPPORTUNITY LOTTERY?

According to the report findings, 71 per cent of young people believe that where someone lives in the UK “completely changes” the opportunities they have in life.

Here are some of the findings in the research relating to a young person's location and their perceptions of opportunity.



***54%**

think it's harder for those in rural communities to have the best opportunities in life



***Half**

(51%) of young people who live in rural* areas feel their opportunities for the future would be better if they lived elsewhere



***43%**

in rural areas feel they need to move away to get a good/better job



***54%**

of young people aged between 16–20 want to move away from where they currently live



***64%**

of young people think they will move away from the area they currently live



DESPITE LIVING IN A RURALLY ISOLATED AREA I HAVE BEEN ABLE TO SET UP A SUCCESSFUL AND DIVERSE COMPANY WHICH WORKS WITH NATIONAL AND MULTINATIONAL PARTNERS THANKS TO THE PRINCE'S TRUST.

* 'Rural' is calculated by combining the responses of those who live in rural wards and town/fringe wards, according to the Office of National Statistics' Rural/Urban Definition.



CAREER INSPIRATION AND ASPIRATION

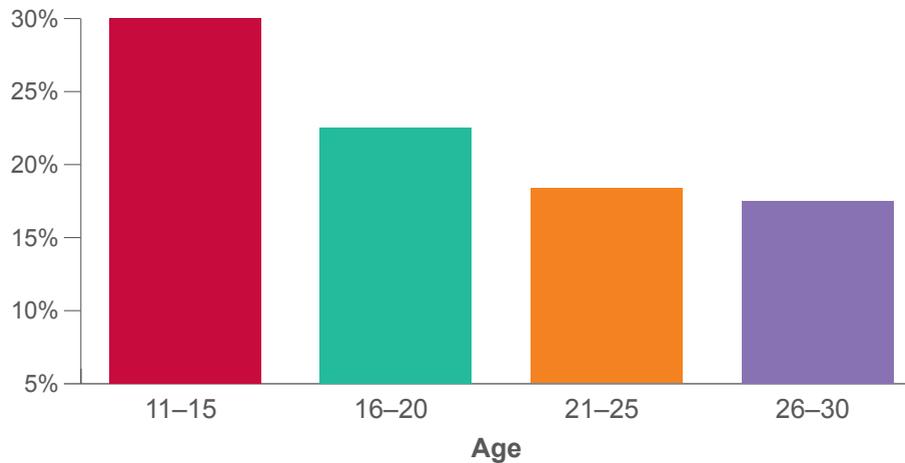
One in five young people has never met someone who does a job they would like to do, and this increases to 30 per cent among the subset of 11 to 15 year-olds. See Figure 4.

More than one in five (23 per cent) of all the young people surveyed claim they do not know anyone who can help them get a job. This increases to more than one in three (35 per cent) of those young people who feel they do not have any role models, and to 38 per cent of NEETs.

The research suggests that, after the age of 20, young people are increasingly less likely to believe they will achieve their dream career. Thirty per cent of 21 to 25 year olds who have not achieved their dream career still believe they can do so, but this falls to 23 per cent of 26 to 30 year-olds.

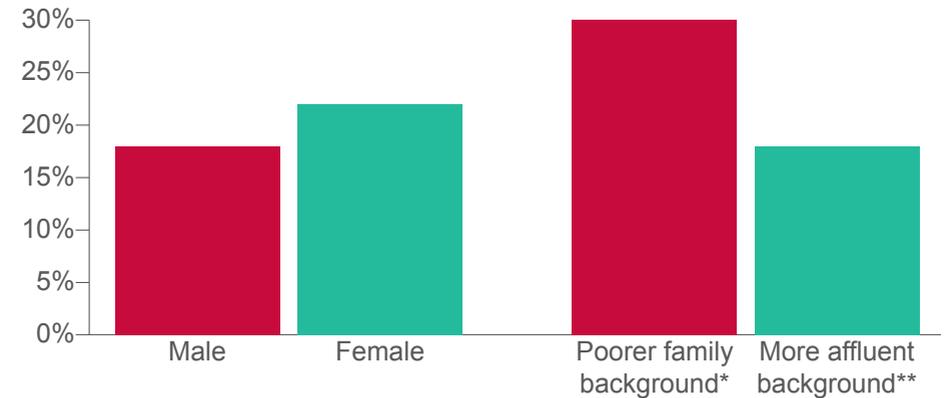
While 29 per cent of young people in work have “settled” for a job they don’t want, this increases among the subset of 21 to 25 year-olds to 32 per cent, and to 33 per cent for young women. It increases to 38 per cent for those from poorer backgrounds. See Figure 6.

Figure 4: Young people who have never met someone who does a job they would like to do, by age



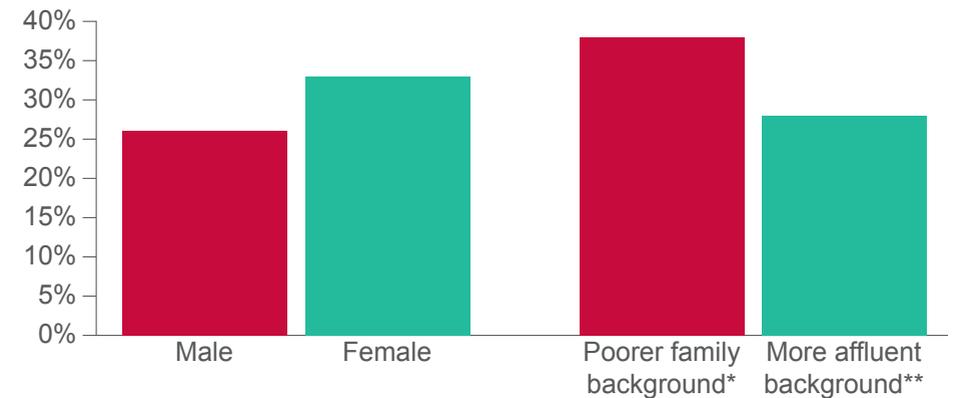
Unweighted base: 11 to 15 (752), 16 to 20 (625), 21 to 25 (826), 26 to 30 (917)

Figure 5: Young people who have never met someone who does a job they would like to do, by gender and circumstance



Unweighted base: male (1484), female (1636), eligible for free school meals (318), not eligible for free school meals (458)

Figure 6: “I have settled for a job I don’t want”



Unweighted base: male (1484), female (1636), eligible for free school meals (318), not eligible for free school meals (458)

* 'Poorer family background' is the sample of young people in the research who were eligible for free school meals throughout their time at school

** 'More affluent background' is the sample of young people in the research who were never eligible for free school meals throughout their time at school

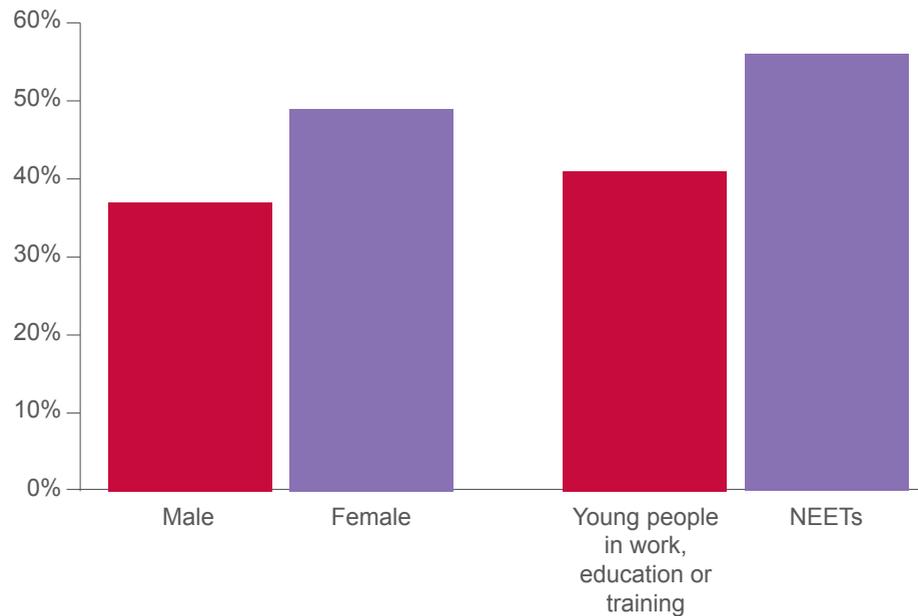
SKILLS FOR THE FUTURE

Young people are clearly aware of the fact that the skills needed for the jobs of the future are going to be different, with 72 per cent acknowledging this.

One in five young people (21 per cent) does not know what skills they will need in the future.

Almost half (46 per cent) of 16 to 25 year-olds in the sample are worried that they won't have the skills they need for the future. This increases to 49 per cent of young women, and 56 per cent of NEETs.

Figure 7: Young people who are worried they won't have the skills they need for the future



Unweighted base: male (1484), female (1636), in work/ education/ training (2808), not in work/ education/ training (312)



ABOUT THE PRINCE'S TRUST

The Prince's Trust has supported young people across the UK to move into work, training or education for more than 40 years.

The Trust helps provide 11 to 30 year-olds with the practical and financial support they need to stabilise their lives, helping to raise aspirations, develop self-esteem and enhance skills for work, enabling them to live, learn and earn.

The UK's leading youth charity focuses on those who need the most support, such as those who are unemployed, struggling at school, in or leaving care, those who have been in trouble with the law, or those dealing with mental health issues.

Founded by His Royal Highness The Prince of Wales in 1976, The Trust has helped over 900,000 young people to date, helping them to realise their full potential. Three in four young people supported by the charity move into work, education or training.

With more support, The Trust can help even more young people access its services and transform their lives.



ACKNOWLEDGEMENTS

The Prince's Trust would like to thank the young people who are featured as case studies in this report. The Trust would also like to thank HSBC UK for supporting this research.



FIND OUT MORE ABOUT THE PRINCE'S TRUST

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Email: info@princes-trust.org.uk
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Prince's Trust House
9 Eldon Street
London EC2M 7LS

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