

Background, FAQ's and User Journey

Background

Kickstart is the current initiative to aid economic recovery by supporting young people into a new job placement and reducing the possibility and consequences of long term unemployment. For each Kickstart job, the government will cover the cost of 25 hours a week at the relevant National Minimum Wage in addition to pension and National Insurance contributions. Employers will also receive £1,500 per placement for wraparound support for the young person, including personal development and employability skills.

For more information on the Kickstart scheme as an employer or employee please visit [Kickstart Scheme - GOV.UK \(www.gov.uk\)](https://www.gov.uk/kickstart-scheme)

If you are considering recruiting through Kickstart please contact wmkickstart@dwp.gov.uk for more information.

FAQs

Eligibility

Q: Which young people are eligible for this scheme

A: 16 – 24 year olds who are on Universal Credit, further details can be found on [Kickstart Scheme - GOV.UK \(www.gov.uk\)](https://www.gov.uk/kickstart-scheme)

Website related

Q: How do I get my jobs featured or promote a good news story?

A: Talk directly to your Kickstart district area manager to feature your jobs on the website.

Q: Do all Kickstart vacancies listed with DWP- get added to this site?

A: All vacancies registered with DWP will be uploaded to the site on a daily basis.

Q: Is the website linked to all the Kickstart opportunities and are these uploaded in real time?

A: The website will have all Kickstart jobs within the West Midlands region uploaded, there will be a 24 hour delay, the data will be uploaded at 6pm the following day.

Q: Are there any plans to add the job descriptions to the opportunities?

A: Not currently, though will be considered as part of version 2.0.

Q: Will vacancies be noted if employer is Disability Confident?

A: Not currently, though will be fast tracked to be included as part of version 2.0.

Promotion and marketing

Q: Is an app in development as this would make it more accessible to our young customers?

A: Not currently, though will be considered as part of version 2.0. We have QR code to link directly to the website.

Q: Who is the website for can we advertise this site to employers- so they can see what kind of vacancies are open to the young people?

A: This website is available for young people and stakeholders (including Work Coaches) and will allow unlimited access to all individuals to see the current vacancies.

Q: Is it possible to link this website to our own platforms/share the link with others?

A: The link can be shared and hosted on any website, a toolkit will be produced with the logo and link embedded and will be delivered shortly.

Q: Is there a marketing pack so we can help promote this?

A: A marketing toolkit will be produced shortly and distributed via this Stakeholder list.

Q: What marketing strategies will be applied in disadvantage areas with a high youth unemployment rate as take up has always been historically low?

A: We won't be introducing any large scale marketing activities to promote Kickstart and this website, however we will be utilising our existing partner relationships and new initiatives such as West Midlands Street Teams, Youth Hubs and the Stand Out National Lottery project and these will be supplemented by a marketing toolkit.

Q: How do we refer our students/young people to the jobs available?

A: A customer journey is attached below to show how a young person takes advantage of the Kickstart opportunities if they are not in receipt of universal credit then they should apply firstly for Universal Credit if they are eligible via the government website or speak to their local Youth Hub or Job Centre if they need further support.

