

KickStart - A Guide for Employers

Contents

1. About the KickStart Scheme – what it’s about and what funding is available	03
2. What Job Placements Can Employers Offer	04
3. How Does KickStart Work and How to Choose a Gateway Provider	05
4. What Can Employers do to Meet the Training and Employability Requirements of KickStart	05
5. What else do Employers Need to Know?	06
6. Who are PeoplePlus and How Can We Help with KickStart?	07
7. How Can PeoplePlus Help you Access Additional Funding?	08
8. What are your Responsibilities as an Employer and What PeoplePlus Can Support with?	10

1. About the KickStart Scheme – what it’s about and what funding is available

This guide is for employers of all sizes who want to use the KickStart scheme to bring more young people into their workforce. The guide is designed to support employers to ensure they can set up their KickStart programme for success and help young people to progress.

About KickStart

The Kickstart Scheme provides funding to employers to create new 6-month job placements for young people who are currently on Universal Credit and at risk of long-term unemployment*. It is available in England, Scotland and Wales.

For each KickStart job placement funding will cover:

- 100% of the relevant National Minimum age-related wage for 25 hours a week, paid monthly, in arrears. (Employers can top this up) including National Insurance and Pension contributions.
- A one off £1,500 per job placement payment to be put towards setup costs, support and training. Payment will be made following a confirmed start from the employer, and verification from HMRC that the Kickstarter has been entered onto the payroll
- In addition employers can work alongside training providers such as PeoplePlus, who can access additional funding, on top of KickStart funding, for participants to help them prior to, or during their KickStart placement; providing them with employability and work related training.

As it evolves further KickStart is likely to provide additional funding to support young people to build their experience and help them move into sustained employment after they have completed their Kickstart Scheme funded placement. You can read more about KickStart on the government website [here](#)



* eligibility rules may change during the KickStart initiative to increase access to more young people



2. What Job Placements Can Employers Offer?

To access KickStart funding the job placements created must be new jobs and mustn't replace existing or planned vacancies or cause existing employees, apprentices or contractors to lose work or reduce their working hours.

The job placements must:

- be a minimum of 25 hours per week, for 6 months
- only require basic training

For each job placement employers must help the young person become more employable which can include support such as looking for long-term work. This can include; career advice and setting goals, support with a CV, interview preparations and developing their skills in the workplace. **PeoplePlus can support you with all of these requirements.**



3. How Does KickStart Work and Choosing a Gateway Provider

Employers are able to submit their application directly to the [Department for Work and Pensions here](#) Or they can work with as external Gateway Provider who will manage the application on an employers behalf. Things you should consider when choosing and working with a Gateway Provider:

- Interviewing the Gateway organisation to understand their track record of working with young people, working with employers, and their understanding of financial management before you agree to fund their support
- You have complete employer discretion in utilising the £1,500 setup payment to support young people and can choose how its spent to support the young person
- Should a Gateway indicate they will retain a portion of the £1,500 per placement setup grant, we recommend fully understanding the services being offered in exchange
- Employers could expect to receive employability training for their placements, mentoring support, skills training e.g. Interview and CV writing support, and other additional health and wellbeing support
- Understand the Gateway providers payment schedule to ensure you can adequately manage cashflow in order to support your placements
- PeoplePlus can work with employers wishing to offer 30+ placements as their Gateway Provider. By choosing us, the grant monies will initially come to us before being distributed to the employer once an agreement of how the amount will be apportioned is agreed.

If you are interested in working with PeoplePlus as your Gateway provider please contact us



4. What Can Employers Do to Meet the Training and Employability Requirements of KickStart?

Employers are expected to submit, alongside their application, details of how they will help participants develop their skills and experience through:

Support to look for long-term work

Career advice and goal setting

Support with CV writing and interview preparations

Basic employability skills training such as attendance, timekeeping, and teamwork.

The KickStart experience; all the way from recruitment to employment and beyond, will help the young people working in the business to gain valuable skills and experience to progress in their career. In addition to this work-related experience; employability and work-based learning is vital to help give additional experience, skills, qualifications and expertise to further develop the KickStarters.



5. What Else Do Employers Need to Know?

The KickStart scheme is designed to support those young people at risk of long-term unemployment. Some of these individuals may already have been out of work for significant lengths of time or may be waiting for an opportunity to secure their very first role. Its important to consider the background of some KickStart applicants and ensure engagement, onboarding and induction sets them up for success.

Remember, the KickStart programme provides a £1,500 setup grant per placement to help you offer the training and support required. Employers should therefore consider:



Providing IT equipment, uniforms and any other items required for the person to work in the business where applicable



Consider selecting a training provider to work with to further develop the KickStarter's skills and expertise



Keeping some of the grant to fund training such as compliance, governance and competency training or training that would further enhance skills e.g. Food Hygiene, Food Safety, Card Payment, HACCP, 5S, lean techniques and other learning to increase employability skills



Please be aware that support for young people with health and disability barriers can also be found via the Government's [website](#).



6. Who are PeoplePlus and How Can We Help with KickStart?

PeoplePlus is the largest provider of skills support for the unemployed, supporting thousands of learners each year, delivering skills and training to ensure people can access employment and enhance their career prospects.

PeoplePlus can support employers with their KickStart journey in the following ways:

1. To act as a **Gateway provider for 30+ placements**
2. **Access to additional funding** – Outside of the KickStart funding PeoplePlus can provide nationally recognised employability and sector specific training and qualifications for your KickStart employees
3. **With a dedicated KickStart Coach** to work with your KickStart employees, supporting them on their journey. Your coach will host events such as Wellbeing webinars, provide mentor support and additional learning suggestions and advice.
4. **Over 350 online courses** to choose from all tailored to your KickStart employees and can be delivered at a time, place of your and the learners choice
5. **Focus on Wellbeing** – Dedicated monthly Wellbeing Webinars for all PeoplePlus KickStart learners focusing on Healthy Pocket, Health Mind, Healthy You and Healthy Work
6. **Skillzminer** – Virtual Coach - an engaging AI online coach you can access 24/7 on any device. This coach tracks progress from beginning to end and suggests interventions that are tailored to an individual.
7. **Data Intelligence** – we can track progress and record training for compliance and audit purposes and offer meaningful data and intelligence.





7. How Can PeoplePlus Help you Access Additional Funding?

As well as helping with KickStart, PeoplePlus can also offer a range of funded solutions for employers who are looking to up-skill their workforce, take on new employees, offer training to colleagues at risk of redundancy or on furlough, plus a suite of cost effective online training packages.

Here are just some of the solutions:

Sector Based Work Academy Programmes (SWAP)

Three main components make up the SWAP and can (but does not have to) last up to 6 weeks:

1. **Pre-employment training** - matched to the needs of your business sector.
2. **Work experience placement** - or in Covid-19 times virtual introductions to your organisation.
3. **A guaranteed job interview** or help with an employer's recruitment process

A SWAP is available for job seekers aged 18 upwards. Participants remain on benefits while on a SWAP placement. The government will pay any travel and childcare costs whilst benefit claimants are on the scheme. There is no direct cost to an employer for running a sector-based work academy and many companies use this as a way of supporting those from disadvantaged backgrounds as training and administration costs are covered by PeoplePlus government funding.

Funded Training for Employees

As part of the legal entitlement all adult learners are eligible to be fully funded for the following qualifications:

- English and maths, up to and including level 2, for individuals aged 19 and over, who have not previously attained a GCSE grade 4 (C), or higher, and/or
- First full qualification at level 2 for individuals aged 19 to 23, and/or
- First full qualification at level 3 for individuals aged 19 to 23
- Information technology ('digital') skills, up to and including level 1, for individuals aged 19 and over, who have digital skills assessed at below level 1
- So an employer is able to offer this training to any employee needing it, at no cost to themselves.

Funded Training for those in Receipt of a Low Wage

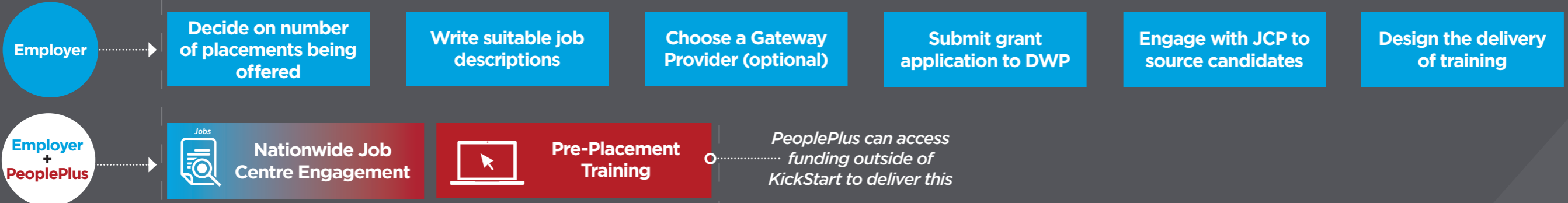
To support low wage workers to progress in their career, funding is available up to and including level 2 for those who earn less than £17,004.00 annual gross salary.

PeoplePlus offers an extensive suite of qualifications that an employers work force could benefit from:

- English and Maths
- IT and Digital Skills
- Customer Service
- Team Leading
- Business Administration
- Retail Operations
- HealthCare Training
- Personal Development
- ... plus many more

8. What are your Responsibilities as an Employer and What PeoplePlus Can Support with?

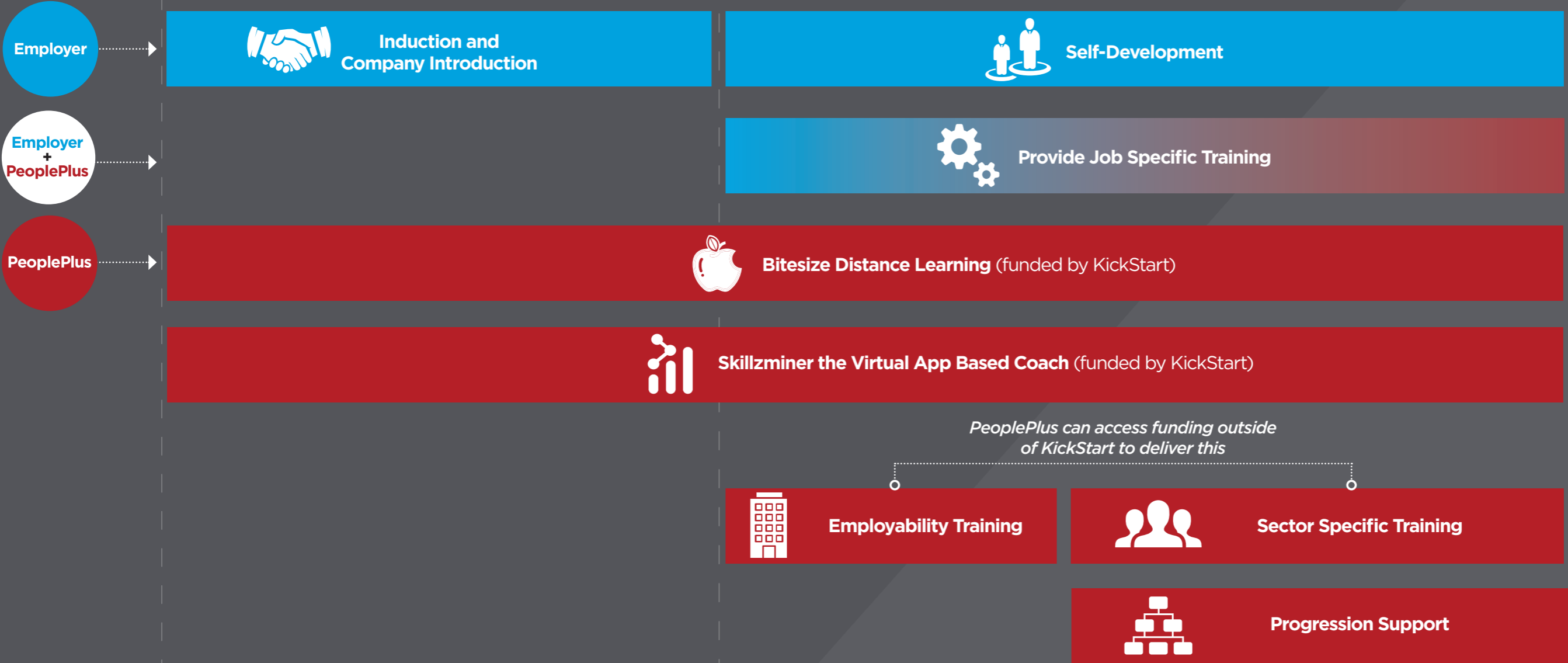
Pre-Placement



Month 1

Month 2-6

Progression





Find Out More

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 [peopleplus.co.uk](#)

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