

Partner Toolkit

Hop Into Your Future

HOP INTO
YOUR FUTURE

V2. March 2022



Contents

What is Hop Into Your Future?	3
- What is involved?	4
- The benefits to employers	5
Marketing & Promotional Essentials	6
- Three ways to show your support	7
- Logos	8 - 9
- Project Copy	10
- Social media handles	11
- Example social messaging	12
- Imagery	13
- Useful links	14
Contact us	15



*“Working together
to help
employers build
their own talent
pipeline”*



HOP INTO
YOUR FUTURE



What is HOP Into Your Future?

HOP Into Your Future is an exciting new programme aimed at supporting disadvantaged and under-represented young people aged 16-24 in Hertfordshire.

Funded by the Community Renewal Fund and led by Hertfordshire County Council, the programme will create paid work taster opportunities for young people with local Hertfordshire employers, widening access to help our young people succeed.

Through HOP Into Your Future, employers can help transform a young person's prospects by offering as little as 12 hours of work taster activities.

What is involved?

Employers can make a real difference by offering just 12 hours of work taster activities for a young person. But what else is involved?

- Offer 4 x 3-hour work tasters for a young person.
- Allow a team member to attend ½ day mentor training.
- Share their story to inspire other Hertfordshire businesses to get involved.
- Sign up to the Hertfordshire Pledge, where employers commit to one or more ways that they will support young people in the County.

Employers also have the opportunity to convert:

- The taster to a 70-hour work experience trial (and receive £100)
- The work experience trial into employment or an apprenticeship (and receive another £150)



The benefits to employers?

HOP Into Your Future is a fantastic opportunity for young people but it's also got lots of wonderful benefits for employers, too!

- Discover local talented job seekers and build your talent pipeline
- Receive expert mentoring training for your team (fully funded)
- Access support and guidance to set up work tasters
- Be introduced to excellent training providers
- Receive up to £250 in incentives and help with accessing additional government support
- PR and media opportunities for your company



“Showcase your commitment to social mobility.”

Marketing & Promotional Essentials

Three ways to show your support...

There are 3 main ways that you can help, including:

- 1.** Please **share messaging with your networks and contacts** about Hop Into Your Future , through newsletters, websites, publications and social media.
- 2.** Please include **opportunities to speak to your audiences** about Hop Into Your Future through events, webinars and meetings. We'd be happy to come along and speak at any events you have!
- 3.** **Keep us in the loop**
We're really keen to work with you to achieve your traineeships, apprenticeships and skills ambitions. Keep us informed of your strategic priorities and ensure that we complement your work.



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www.hopinto.co.uk



Logos

Please use these logos to show your involvement with Hop Into Your Future.

Please consider using this logo on your website, in your email signature and any other appropriate documentation / materials.

Additionally, the **UK Government logo** (see next slide) must also be used prominently in all communications materials and public facing documents relating to project activity - including print and publications, through to digital and electronic materials.



WE PROUDLY SUPPORT:



Logos

The **UK Government logo** must also be used prominently in all communications materials and public facing documents relating to project activity - including print and publications, through to digital and electronic materials.



Alongside use of the appropriate UK Government logo, project deliverers must also ensure that websites and printed materials include a clear and prominent reference to the funding from UK Community Renewal Fund. This should include the following text:

'This project is funded by the UK Government through the UK Community Renewal Fund.'

Where practical, project deliverers should also include a link to the UK Community Renewal Fund webpage, and the following text (which must also be used for notes to editors):

The UK Community Renewal Fund is a UK Government programme for 2021/22. This aims to support people and communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place, local business, and supporting people into employment. For more information, visit <https://www.gov.uk/government/publications/uk-community-renewal-fund-prospectus>

Project Copy

HOP Into Your Future is an exciting new project aimed at supporting disadvantaged and under-represented young people aged 16-24 in Hertfordshire. The project, which is funded by the Community Renewal Fund and led by Hertfordshire Council County, will create paid work-taster opportunities for young people with local Hertfordshire employers, helping to connect young people to the workplace and take their first steps towards finding employment.

Employers can help inspire a young person and transform their prospects by offering just 12 hours of work-taster activities. Through the project, employers have the opportunity to turn those work taster sessions into traineeships and apprenticeships – with ongoing support from the project and up to £250 in incentives included. It's an amazing way for Hertfordshire businesses to meet local, talented young people at the beginning of their career, whilst building their talent pipeline and showcasing their commitment to supporting their local community – all for free!

HOP Into Your Future also has a fully funded mentor training scheme embedded. Employers who are signed up to the programme will nominate a team member who will attend a half-day mentor training session and receive additional resources and support.

Project benefits for employers include: being matched up to local young talent, receiving expert mentor training, support and guidance to set up work tasters, PR and media opportunities, up to £250 in incentives, and help to access further Government funding support.

To find out more and to sign up, please visit <https://www.hopinto.co.uk/hop-into-your-future/>

Social media handles

Handles to tag:

@Hopinto_herts

@hertsc

@HertsLEP

@AmazingAppsUK

#UKCOMMUNITYRENEWALFUND

Example social messaging

Are you a Hertfordshire employer? Could you offer up to 12 hours of work tasters to a young person aged 16-24? Check out Hop Into Your Future <https://tinyurl.com/bdcsfxht> @Hopinto_herts @hertsc @HertsLEP @AmazingAppsUK #UKCommunityRenewalFund

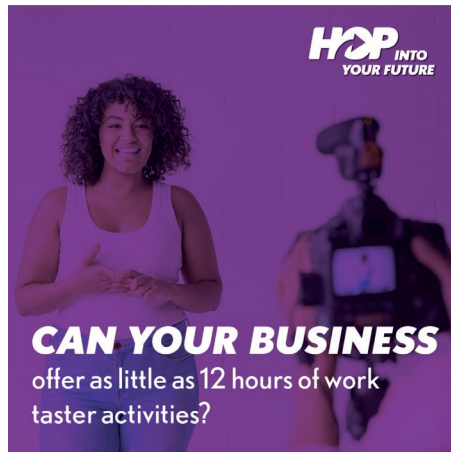
Hertfordshire employers – our young people need you! If you are looking to recruit an apprentice, Hop Into Your Future could be the perfect programme for you. Find out more here <https://tinyurl.com/bdcsfxht> @Hopinto_herts @hertsc @HertsLEP @AmazingAppsUK #UKCommunityRenewalFund

We proudly support Hop Into Your Future, an initiative for Hertfordshire connecting young people and employers through work tasters and mentoring. Find out more and get involved! <https://tinyurl.com/bdcsfxht> @Hopinto_herts @hertsc @HertsLEP @AmazingAppsUK #UKCommunityRenewalFund

Ever wondered how you could mentor a Hertfordshire young person? Hop Into Your Future offers fully funded mentor training in return for a 12-hour work taster to a young jobseeker! <https://tinyurl.com/bdcsfxht> @Hopinto_herts @hertsc @HertsLEP @AmazingAppsUK #UKCommunityRenewalFund

Imagery

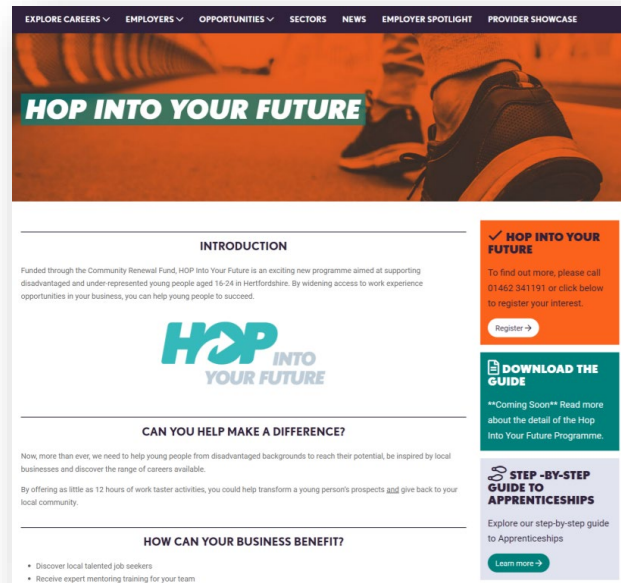
Please use these images to accompany social media messaging



Useful Links

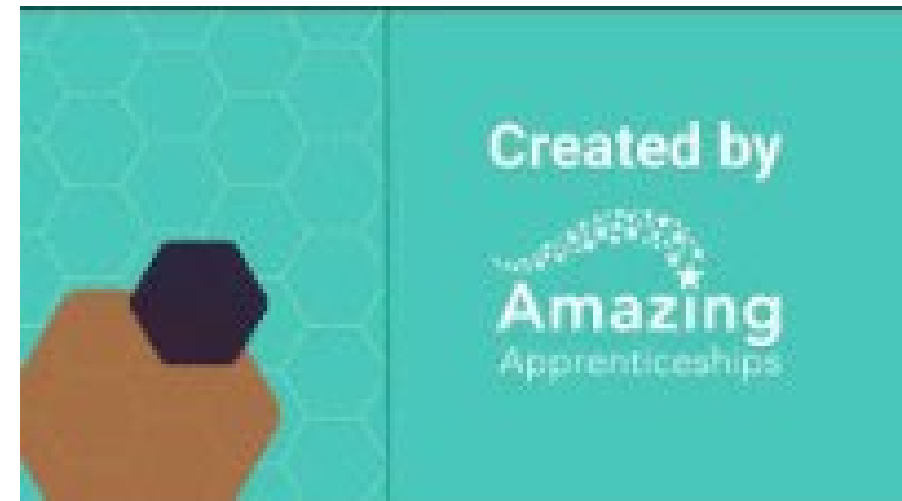
HOP Into Your Future website and QR Code

<https://www.hopinto.co.uk/hop-into-your-future>



HOP Into Your Future explainer film

<https://www.youtube.com/watch?v=yoc4CgnbeZ4>



Contact us

Thank you for your interest in helping to promote Hop Into Your Future!

By working together, we can encourage Hertfordshire businesses to be aware of how they can discover brilliant local young job seekers and build their own talent pipeline.

For more information about Hop Into Your Future, please visit the website Hop Into Your Future <https://www.hopinto.co.uk/hop-into-your-future/>

If you have any questions in the meantime, please do get in touch with Hello@AmazingApprenticeships.com



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