

# Home Cooked Project

## Tottenham Hale Ward Employment and Enterprise Review

### Executive Summary

What support do young people in Tottenham Hale Ward need to get them into employment/enterprise?

March 2022

# Introduction from North London Partnership Consortium

This report presents the findings of the Tottenham Hale Ward Employment and Enterprise review – examining the barriers, needs and support young people in the area need to get into employment and enterprise, including levels of awareness of local regeneration opportunities for jobs/enterprise start-up.

The review is part of the youth engagement strand of the Home Cooked project. Home Cooked is funded through the Violence Reduction Unit (VRU) MyEnds programme. MyEnds aims to support neighbourhoods affected by high levels of violence. It is about increasing trust and collaboration between local communities, stakeholders, key local institutions, and statutory partners. The programme aims to increase sustainability of community networks, so that they are well placed to respond to local emerging needs and add long-term capacity and support to a community. The Home Cooked project partners, (North London Partnership Consortium Limited, The Bridge Renewal Trust, Godwin Lawson Foundation, Father2Father and Mind in Haringey) are committed to working in partnership with young people and diverse stakeholders, including community groups, and residents to build home-grown solutions to emerging local needs, using a bottom-up approach to build a stronger, safer, and more inclusive Tottenham Hale ward.

In undertaking the review, we have found that young people were eager to engage, to amplify their voice and had clear views/opinions on the issues at hand and potential solutions. It is pertinent that we work collectively to make sure that we move from “consulting” to “doing”; with young people at the heart of everything that we do, making them the key drivers for change in issues impacting on their lives.

The report recommendations around fairness, high quality structured work placements, school-based employability support, business start-up/enterprise and enterprise seed funding, presents an opportunity for an integrated, targeted neighbourhood focused approach to supporting young people’s employment and enterprise needs within the Tottenham Hale ward. This will inform the development of future Home Cooked employment/enterprise interventions that provide pathways to economic opportunity, including life skills and employment/enterprise-readiness programmes for young people within the neighbourhood. We also anticipate and will work with cross sector partners on how the report, and pilot interventions informs policy, strategy and mainstreaming of employment/enterprise provision within the borough.

We would also like to take this opportunity to say a huge thank you to, Haringey Youth Advisory Board, Amplify UK members, Harris Academy Sixth Form students and all the young people that have made this employment/enterprise review possible (see Appendix 35). Their enthusiasm, motivation, willingness to learn new skills, apply them and engage with peers throughout the consultation process has been exemplary. From initial project promotion and awareness, peer to peer recruitment, action planning, questionnaire design, focus group design and facilitation, transcription, research analysis; they have been integral at every stage to ensure that their voice is truly amplified by their peers.

**John Egbo**

Operational Director – NLPC Ltd

# Key findings

The peer researchers discussed the findings from the survey and voted on what they thought were the key findings:

- 1. Despite many new developments in Tottenham Hale Ward, local young people are not seeing additional employment opportunities** - Nine out of ten (91.9%) of young people did not know of any specific job opportunities that are available, or would be available in the future, because of developments taking place in Tottenham Hale Ward.
- 2. A lack of high-quality work experience continues to be the biggest barrier to finding employment** - The biggest barrier to young people finding employment was that they did not have work experience (50%). On a similar note, one in five (20.6%) said that they did not feel qualified to get a job. Additionally, one in five (20.6%) needed support with their CV or application forms, and less than one in five (17.5%) did not know where to find out about jobs.
- 3. Young people, especially from Black and Asian communities, do not feel like they’re given a fair shot at new jobs in Haringey** - Almost twice as many (40.4% to 22.1%) thought they were not being given a fair chance when it comes to new available jobs in Haringey, then those who thought they were. However, White British young people were by far the most likely to think that they were being given a fair chance (64.3%), while the least likely to say yes was Mixed ethnicity young people (10%), and Black young people (13.3%).
- 4. Young people want flexibility in their employment, especially when studying** - A majority (51.5%) of young people, especially those in education, want part time work. Only one in five (22.8%), mostly older young people, want full time work. There is also a very small minority who want alternative working arrangements, like shift work (9.8%), or seasonal work (8.8%).
- 5. Wage expectations are tied to cost-of-living and working in London** - When young people think about how much they want to be paid per hour in a job, the most important factors relate to their cost of living. Most commonly (70.3%), how much it costs to travel to work. The next four most common factors related to if they could pay bills and save money (55.4%), contribute to family bills (48.8%), get more than minimum wage (47.1%), and could afford to pay their rent (47.1%).
- 6. Despite being an appealing route, young people lack the finance and knowledge to start a business** - The most common barriers to starting a business for young people were not having the money to start (50.3%), not knowing how to start (49%), and where to go for help (33.1%). The idea of being self-employed or starting a business is a very appealing narrative for young people, but for many there is a real lack of business skills or understanding of how to do so.

# Introduction from Partnership for Young London

This research finds that young people's expectations around wages are primarily driven by the current cost-of-living crisis that they experience living in the capital. They want to be paid enough to survive, to pay rent, and to support their family's bills, rather than to thrive or save for their future. They want their working hours to be flexible, so that they can balance employment with their education. They want to start businesses and to create their own opportunities but are hampered by a lack of finances and support.

We want to thank all the young people who were involved in this work as peer researchers. Local young people, learning research skills, conducting focus groups, and analysing the results. The key findings from this report were discussed and voted on by them, and their participation and the insight they provided was key to understanding the data we collected. They are clear about what they found and what local young people like them need. It is now for partnerships like the North London Partnership Consortium (NLPC) to take these findings forward and create services that speak to this need.

Generation Z are often miscast as lazy, or financially irresponsible, but this work finds that young people in Tottenham are passionate, motivated, but let down by a continuing lack of decent careers advice and guidance offer and a lack of employability or business skills in their schools. It is for local organisations, Haringey Council, and schools to work in partnership to provide a clear local offer to meet this need. The North London Partnership Consortium have a key role to play to bring a range of partners together to work collaboratively to improve the outcomes for young people in wards in east Haringey.

Self-employment is rising rapidly in London and has increased 37% since 2008 (compared to 25% across England)<sup>1</sup>, and more young people than ever are exploring self-employment. We found young people in local schools brimming with ambition and ideas for businesses derived from their existing passions, looking to solve a need that they themselves experience. Rather than finding support locally, they are turning to YouTube or social media for business advice that varies in quality. Young people in Tottenham, with the right support and seed funding, can be a key part in the regeneration and economic development of Haringey.

As Tottenham Hale ward develops, with new housing and employment opportunities, we have a duty to ensure that local young people are benefitting from this. Young Londoners are weary of "gentrification"<sup>2</sup>, and currently young people in Tottenham are not seeing the employment opportunities that new developments bring. They are currently seen as "luxury flats" or developments that will increase the cost-of-living pressures on them and their families. Tottenham Hale is an incredibly diverse ward, yet local Black, Mixed ethnicity and Asian young people do not expect a fair chance at the employment opportunities developments bring. New developments must address this sense of exclusion, or risk being another case study of local young people being pushed out of the area that they grew up in.

## Matthew Walsham

Policy Lead – Partnership for Young London

<sup>1</sup> Self-employed Londoners, Centre for London (<https://www.centreforlondon.org/project/self-employed-londoners>)

<sup>2</sup> Life in Gen Z, Partnership for Young London and Museum of London (<https://www.partnershipforyounglondon.org.uk/post/we-are-the-youth-of-today-life-in-london-for-generation-z>)

# Recommendations

There are a few clear recommendations based on the key findings, and the work that Home Cooked has done locally with young people.

## 1. Fairness for local young people for new employment opportunities in Tottenham

Young people are unaware of new opportunities, and don't feel like they have a fair shot. There is a danger that economic developments that excludes local young people will be gentrification. We must work to connect developers and Haringey Council with schools, young people, training providers, community groups and the organisations that work with them. Young people should be informed of the opportunities available to them because of changes in their area and feel like they have a fair shot at getting them.

## 2. High quality work experience like structured placements for young people

This challenge to get young Londoners high quality work experience is a region wide issue, but Tottenham Hale should be a priority for Haringey, being the ward with the highest number of 16–25-year-olds. We must explore the role that North London Partnership Consortium can play in working with the council, and other mainstream agencies to support local businesses and employers to create structured placements that can be offered to young people, including local schools.

## 3. Building employability skills into local schools in Tottenham Hale

While work experience is important, we found that local young people are still in need of basic employability skills like CV writing and interview practice. Local organisations and the North London Partnership Consortium need to work with schools, young people and other community groups to provide this support, and get young people ready for work.

## 4. Self-employment, and business start-up skills and support

Young people in Tottenham Hale are very interested in starting their own businesses and being self-employed. However, they lack information about how to do this. They need to be able to see practical local examples of running a business and be taught the skills that they need to turn their ideas into business plans. The North London Partnership Consortium should work closely with the Council, and other relevant stakeholders/mainstream agencies to provide up to date data about the local area, so that young people are provided a clear understanding of the local economy and opportunities for young entrepreneurs.

## 5. Enterprise seed funding for young entrepreneurs

The clearest challenge for many young people in Tottenham Hale is the lack of personal finances to start a business, compounded by the lack of understanding on how to get a business loan. Young entrepreneurs should be provided with seed funding to help them develop their business ideas, coupled with business support and skills. Starting a business should not be an option only to those with the existing financial support.

## For further Information

The report, Tottenham Hale Ward Employment and Enterprise Review is published by CIRU - a division of NLPC Ltd.

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