



# IMPACT REPORT

2023/24





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# FOREWORD

**Thank you for taking the time to read this impact report, which celebrates the achievements of the thousands of young people supported by The King's Trust Group and our partners between April 2023 and March 2024.**

The King's Trust Group is a global network of support for young people inspired by the vision of our Royal Founding President, His Majesty King Charles III. Our mission is to work for young people, by empowering them to build the skills for a brighter future.

The King's Trust was established in 1976 by His Majesty King Charles III when he was HRH The Prince of Wales. During our first 40 years, our work was focused within the United Kingdom. Since 2015, we have extended our support globally. We are now active in over 20 countries and have so far empowered over 1.3 million young people to change their lives for the better.

During 2023/24, we supported almost 100,000 young people to gain the skills they need to access the jobs of tomorrow. This included 73,000 young people in the UK and 26,000 across the following countries: Australia, Barbados, Canada, Egypt, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Nigeria, Pakistan, Rwanda, Saint Lucia, Serbia, Tanzania, Trinidad & Tobago, Uganda and the USA.

This report sets out how we worked with our partners during 2023/24 to deliver our range of education, employment and enterprise programmes. We explain the crucial importance of our partnerships across the globe, and how our partners enable us to engage meaningfully with young people. I would like to thank our highly valued supporters, delivery partners, colleagues and volunteers including our trustees, who together work tirelessly to support people around the globe.

I hope that, like me, you are inspired by the achievements and voices of the young people we support. During 2023/24, well over 70% of the young people who participated in our

employability programmes achieved a positive outcome, moving into further education or training, or progressing into employment, self-employment or volunteering. This report profiles their achievements and features just some of their life-changing stories.

This report closes with our commitment to do even more to support the young people who need us the most, to work ever more closely with our delivery partners, to leverage our employer partnerships and to deepen our impact framework.

We are truly grateful to HSBC Holdings plc for their transformational investment in young people. As our Global Founding Corporate Partner, HSBC is one of our most committed and loyal supporters. Over the four years to March 2024, HSBC has enabled The King's Trust Group to support over 18,000 young people in Australia, Canada, India, Malaysia, Malta and the United Kingdom.

We also recognise the vital support of His Highness the Aga Khan, Global Founding Patron of The King's Trust Group. Finally, our sincere thanks go to our Founder, His Majesty King Charles III, for his visionary leadership and inspiration.

**Alison Brittain CBE**  
Chair, The King's Trust Group



# WELCOME

**At HSBC we believe in opening up a world of opportunity. We are passionate about empowering young people to gain the skills they need for the future world of work and we are committed to ensuring that our shared future is truly sustainable.**

We are fully aligned with The Trust's mission to work for young people, by empowering them to build the skills for a brighter future.

We know that this generation of young people face considerable challenges as they transition from education to employment, in a world that is changing at pace due to technological, demographic and climate change. By supporting The King's Trust Group around the world, HSBC is connecting these young people to opportunities and strengthening their capabilities, creating a more inclusive and resilient society.

Having helped more than 50,000 young people with The King's Trust in the UK between 2012 and 2019, we are pleased to have supported an additional 18,000 young people since the start of this decade in Australia, Canada, India, Malaysia, Malta and the UK. We look forward to continuing our long-standing partnership into the future.

This report celebrates the inspiring achievements of just some of the 100,000 young people supported by The King's Trust Group during 2023/24. We are delighted to recognise the impressive progress made by all the young people featured in these pages – and the thousands of other young people supported by The King's Trust Group over the past year. Crucially, this report also recognises the multiple partnerships that are so essential to the positive impact of The King's Trust Group – including school, youth development, employer and mentor partnerships.

HSBC looks forward to continuing our work with The King's Trust Group, empowering many more young people to fulfil their potential in the years ahead.

**Aloka Majumdar**  
Global Head of Philanthropy, HSBC



# THIS REPORT

This report explains how we operated with our partners to support almost 100,000 young people during 2023/24 (between April 2023 and March 2024) – including the inspiring stories of just some of the young people who made progress with our support.

This report demonstrates how we deliver on our mission to work for young people, by highlighting how we empower young people to build the skills they need for employment.

The report includes five sections:

## 1. Understanding the challenges facing young people

Too many young people globally are not fulfilling their potential. We understand that this is driven by three key challenges. First, there is a **skills gap**, where too many young people are leaving education without the skills they need. Second, there is an **experience gap**, where too many young people cannot gain good and relevant work experience. This makes it harder to close the final challenge, a **jobs gap**, where there are too few entry-level jobs for young people to access and start their careers.

## 2. Designing and delivering our work for young people

The King's Trust works with partners to support young people in different parts of the world and delivers programmes in education, employment and enterprise to almost 100,000 young people each year. Our **education** programmes support those who may be struggling with mainstream education (64% of those we worked with). Our **employment** programmes work closely with employers to give those young people who need extra help the right skills and experiences (25% of the total young people we worked with). And our enterprise programmes offer young people the opportunity to explore starting their own business (11% of our total).

## 3. Adapting our work and collaborating with others

We work with partners to design the best approach for young people in each context. Our partnership framework allows for different scales of work and allows us to address different needs. We have **school partnerships** which support teachers to work with a large number of young people, **youth development partnerships** to work with more targeted groups of young people to develop skills, **employer partnerships** to ensure that there are clear pathways between support and real jobs, and **mentor partnerships** to bring expertise and advice to young people on their journey to work.

## 4. Creating meaningful experiences for young people and creating worldwide impact

We worked with almost **100,000 young people** across **23 counties** in 2023/24. Key impacts were the 78% in the UK and 74% across King's Trust International of young people on our enterprise and employment programmes who achieved a **positive outcome** of work, education, or volunteering. In addition to these outcomes, two-thirds of young people in the UK and 90% across King's Trust International reported positive changes in their personal and social development, which we see as essential in supporting young people's journey towards work.

## 5. Thinking about improvement and looking forward

Our group involves multiple organisations working across very different countries. This report highlights the ways in which we can continue to improve the way we work across multiple countries and empower young people to achieve positive outcomes.

**We hope you find the report informative and inspiring.**

# UNDERSTANDING YOUNG PEOPLE

We work for young people, and our approach is informed by their views. In every country we operate, we are committed to understanding young people and the realities they face, amplifying their voices, and putting their needs at the very heart of our work.

Working across the globe means we can listen to large numbers of young people with a broad range of experiences and use this to build a clearer understanding of what the pathway towards work is like for them.

## What are the challenges young people face getting into the labour market?

Since 2021, with support from HSBC, we have asked young people for their views on the future of work and the challenges facing their transition into employment.

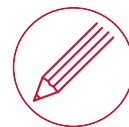
In our 2023 report, “Overlooked and Underprepared”, we surveyed over 12,000 young people in ten countries (Australia, Canada, France, Ghana, India, Mexico, Nigeria, Pakistan, the UK and USA).

Although a majority were optimistic about their futures and looking forward to taking advantage of the opportunities available in the workplace, around one in three felt underprepared for the challenges they will face as they transition from education and training into work.

- One in three (35%) of young people surveyed said their education system does not provide them with the skills needed for working life.
- When thinking about the transition from education and training into work, around one in three young people felt ill-prepared for the challenges they will be facing.
- When asked about the skills needed for the future, 86% of young people surveyed said digital literacy will be important – but 37% said they did not have the digital skills required to be successful in work, especially young women (43% of women, compared to 30% of men).



In recent years, our research has identified three gaps that young people experience:



**1. Skills**



**2. Jobs**



**3. Experience**



## 1. A skills gap – young people are leaving education without the skills they need

The global economy continues to generate opportunities, specifically in sectors such as green and digital, as well as in care and creative industries. But there is a significant gap between the skills that many young people have, and the skills that they need to access these opportunities. According to data from UNICEF's World Skills Clock, 69% of young people are without secondary education skills and 67% are without the necessary digital skills. That is over 800 million young people. In the UK, 17% of young people leave education without secondary education level skills. That percentage is 78% in India and 87% in Nigeria.

To support young people in gaining these skills, we also need to understand the barriers that many young people experience in different countries in terms of being able to access classrooms, networks, and the tools needed to build skills.

## 2. A jobs gap – there aren't enough entry-level jobs for young people to access and start their careers

The global youth unemployment rate has remained persistently high for many years at above 13%, which is more than three times the comparable rate for adults aged 25 and over. In 2023, it is estimated that 70 million young people, over 14% of the total, are unemployed. This compares with a rate of 5% for the labour force as a whole. Whilst things have improved since the unemployment peak of COVID, they are improving at a slower rate for young people compared to other adults.

Alongside this we need to appreciate the different barriers that young people have, in getting the jobs that exist. That can include skills, but it also includes living in areas of deprivation, personal mental health challenges and wider confidence and socio-emotional skills.

## 3. An experience gap – there are too few good and relevant work experience opportunities for young people

Too often, employers do not provide young people with the experience they need to get work. In 2023, over 1 in 5 young people around the world (21.7%) were not in education, employment or training (NEET). That average hides very high numbers in specific regions such as Western Africa (32.4%) and South Asia (27.8%) as well as a higher average for young women around the globe (29.8%).

It is essential that we acknowledge the barriers to gaining experience that originate from racial and class biases in recruitment processes and networks, meaning some young people have more barriers than others.

The climate for young people entering the labour market will remain challenging for some time. As the International Labour Organisation (ILO) says, **“Young people (aged 15 to 24) face severe difficulties in securing and keeping decent employment.”**

The King's Trust Group is playing our part to help young people through these challenges, with our range of education, employment and enterprise programmes. It is our job, more than ever, to address these skills, jobs and experience gaps.

We are working with partners in different countries to help young people to acquire the skills needed in the workplace; to access vital work experience opportunities; and to secure meaningful employment.





# How can we support positive change?

**In our work across over 20 countries, we aim to tailor different programmes of support to different places, ensuring that our interventions are high quality and that we are empowering young people to achieve progress and create positive change. We combine our significant reach with local delivery by:**

- Sharing our experience of employer engagement in multiple countries to provide opportunities for young people, which is a lever we can add to many different local contexts.
- Targeting our work and resources to those young people with the highest needs – including those in urban areas with high rates of deprivation in the UK or finding the right partners to reach young girls in India.
- In particular, understanding what we can learn from supporting different Indigenous communities in Australia, Canada, and New Zealand; how to serve them better; and how this can inform our work with other underserved communities.

Our model teaches us much about young people and their reality. Understanding is the crucial starting point for our work.

# DELIVERING OUR WORK FOR YOUNG PEOPLE

**We believe that every young person should have the chance to succeed, no matter what their background or the challenges they are facing.**

Around the world, we focus on delivering well-designed, high-quality programmes to support young people in education, employability and enterprise. Together with our partners, we help young people aged 11-30<sup>1</sup> to build the confidence, skills and experience they need to succeed in the future world of work – including in healthcare, technology and the green economy.

Each year, thousands of young people across the world engage with our education, employment and enterprise programmes. During 2023/24, together with our partners, we supported almost 100,000 young people.

The King's Trust Group tailors its programmes to meet the different needs of young people across more than 20 countries through a wide range of content, timescales and delivery methods. For example:

Enterprise Challenge, Kenya



- We help young people build their personal development skills as well as more specific work-related vocational skills.
- Our education programme, Achieve, prepares young people with a core set of skills for future life, while our employment programme, Get Into, places young people directly into work.
- The length of our programmes ranges from a few days (e.g. Achieve Fest) to much longer engagement over a number of months (e.g. Explore) and even years (e.g. Enterprise).
- Our programme formats include in-person and online delivery and a combination of both.
- Our programmes are often modular, enabling young people to make tangible progress throughout their journey with us.
- Engagement can include individual one-to-one coaching for young people with multiple needs (e.g. Explore) or lighter-touch engagement through classroom learning and group sessions.

Building on the decades of experience of The King's Trust in the UK, The King's Trust Group was active in Australia, Barbados, Canada, Egypt, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Nigeria, Pakistan, Rwanda, Saint Lucia, Serbia, Tanzania, Trinidad & Tobago, Uganda, the UK and the USA in 2023/24. In 2024/25, we are also now working in Morocco and Sierra Leone.



**We offer in-person and/or online support for young people, in two broad ways:**

- 1. Our own staff support young people,**
- 2. Our trusted network of delivery partners supports young people, with our staff providing the partners with training and resources.**

Each approach requires different levels of resources, different roles from our staff, different measures of impact, and sees us reaching different scales of young people. We also have different histories of relationships in different countries, with some extremely well established, like the UK, where we are highly connected and with a long history, and some like the US, where we are very new and building out relationships with organisations. Each country has a different level of maturity of relationship.



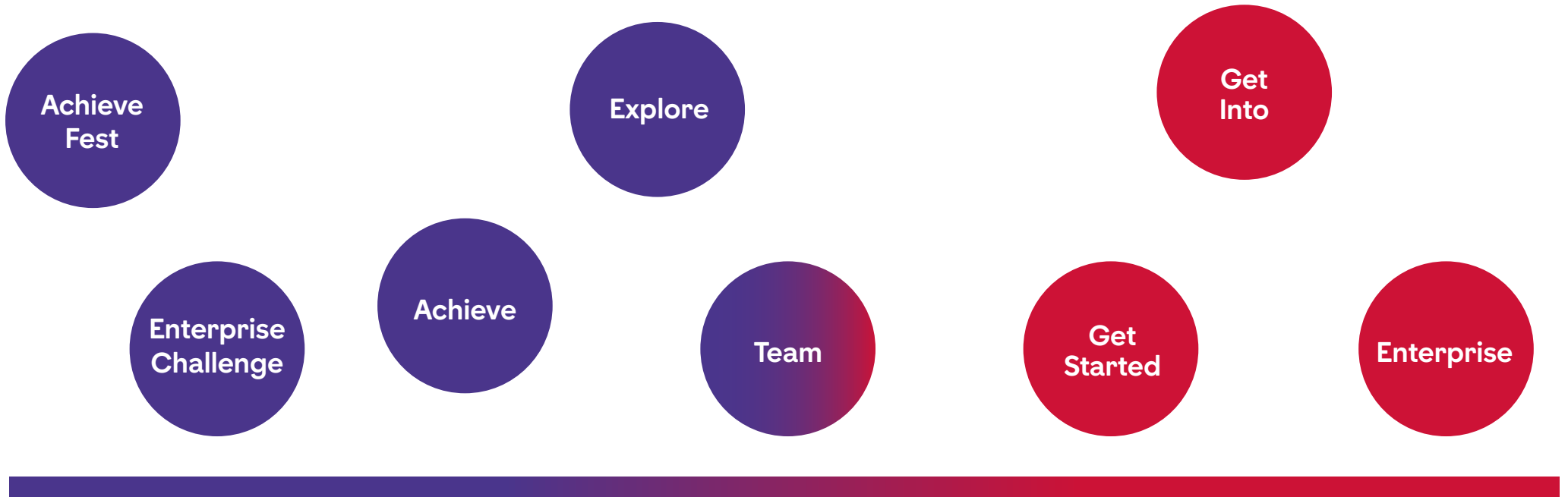


# Our programmes

All of our programmes help young people to build the confidence, skills and experience they need to succeed in the future world of work – whether they are at school, college or of working age.

- We engage early with young people, aged 11 onwards, to introduce them to the skills they need for the future.
- We help young people who have not had the best start in life or who have struggled with mainstream education so they can reconnect with their learning and training.
- We help young people who, for various reasons, need extra support to access meaningful employment.

As a result, our work includes some programmes (e.g. Get Into) that are very close to the labour market, placing young adults directly into work – while others (e.g. Achieve) prepare school students for the future world of work. This can be seen in terms of proximity to the labour market:



Further from labour market

Closer to labour market

# Education

**Our education programmes support children and young people (aged 11-19) in communities, schools, colleges and alternative education settings. We help those who may be struggling with mainstream education or are at risk of not achieving their full potential.**

We focus on the core skills young people need to build their future such as confidence, communication and teamwork. We also introduce young people to the skills they need for future employment.

Our education programmes are the biggest part of what we do, engaging over **62,000 young people** during 2023/24, which is 63.5% of the total young people we supported that year.

**We deliver two core employment programmes:**



**Achieve**

**44,570**  
young people

This is modular and interactive learning including topics on personal and social development, sustainability, money management and enterprise.

**Delivered in:** Australia, Barbados, Ghana, Greece, Jamaica, Malaysia, Malta, Rwanda, Serbia, Trinidad and Tobago, UK<sup>2</sup>



**Other education programmes include:**

- Achieve Fest, which is a short, online version of Achieve (Australia only)
- Mosaic, a school-based mentoring programme which is part of the Achieve programme, giving young people access to relatable role-model mentors (UK only)



**Enterprise Challenge**

**17,587**  
young people

This is an inter-school business simulation competition for young people aged 11-16, supported by trained mentors, to develop their confidence, teamwork skills, and understanding of the world of work.

**Delivered in:** Barbados, Ghana, Jordan, Kenya, Nigeria<sup>3</sup>, Pakistan, Rwanda, Tanzania, Uganda, UK and USA

<sup>2</sup>Achieve is no longer run in Rwanda or Malaysia for 24/25

<sup>3</sup>In Nigeria this was delivered to an older cohort which included young people up to age 30 in a non school setting

# Employment

**Our employment programmes support young people at all stages of their journey towards employment, including those who need extra help before they are ready to secure a job and those who are actively seeking work.**

These programmes help young people to gain the skills and experience they need to access employment, reaching over **24,000 young people** during 2023/24, that is **25%** of the total young people we supported.

Our employment programmes create pathways to work by combining training on core skills and sector-specific knowledge with job search guidance, work experience placements and engagement with employers. We work directly with employers to enable young people to access opportunities that will lead to meaningful, sustainable work.

**We deliver two core employment programmes:**



## Team

**5,948**  
young people

A personal development programme including outdoor activities, work experience and a community project. Delivered in partnership with colleges and other training partners, Team helps young people to develop their self-confidence, leadership skills and skills for work.

**Delivered in:** Barbados, Malaysia, Saint Lucia, UK



## Other employment programmes include:

- Health and Social Care (UK only), a large, bespoke Get Into programme targeted at the health and social care sector. During 2023/24, it supported 5,095 young people.
- Explore (UK only), an individually tailored personal development programme which combines one-to-one support and group activities.
- Get Started (UK only), which engages young people and boosts their self-esteem through sport and the arts, for example.
- Get Hired (Barbados, Greece, Jamaica, Nigeria<sup>4</sup>), which offers young people the opportunity to meet employers and practise their interview skills.
- Get Ready/VibeCheck (Nigeria), our WhatsApp programme, helps young people prepare for a job interview or Get Hired style job fair.



## Get Into

**4,364**  
young people

Equips young people with the skills and experience needed for the jobs of the future across a wide range of industries such as healthcare, hospitality, tech and retail. The programme typically includes work experience and is delivered in partnership with employers and training providers.

**Delivered in:** Australia, Ghana, Greece, India, Jordan, Nigeria, Pakistan, UK



# Enterprise

For many young people, self-employment and entrepreneurship offer the best and most realistic path to financial security.

Our **enterprise** programmes give young people the chance to explore starting their own business and equip budding entrepreneurs with the skills and knowledge they need to succeed.

Our enterprise programmes engaged over **10,000 young people** in 2023/24, that is **11%** of the total young people we supported.

We deliver two core employment programmes:



## Enterprise

**5,003**  
young people

The programme provides training and mentoring support as well as funding and resources to young people interested in starting their own businesses.

**Delivered in:** UK, Aotearoa New Zealand, Barbados, Greece, Jamaica



## Development Awards

**3,115**  
young people

Development Awards are available to help young people take the next step into work, education, or training.

**Delivered in:** UK and Aotearoa New Zealand (under the He Kākano programme)<sup>5</sup>

## Bespoke

Finally, we provide a range of bespoke projects and support for young people across education, employment and enterprise. For example, we have developed our Post-Launch Enterprise programme in Egypt to support young entrepreneurs to grow start-up businesses into medium-sized enterprises, whilst considering the benefits of sustainability. (Bespoke delivery also took place in Greece, India, Rwanda and the UK.)

<sup>5</sup>Development Awards are due to be delivered in the USA from 2024/25



# OUR PARTNERSHIP FRAMEWORK

**The King's Trust Group and our partners adapt our support for young people in different parts of the world so that we meet the needs of young people in a bespoke way.**

We flex our approach to local issues and needs in different countries, tailoring our delivery to be responsive to local context.

Most of our programmes are delivered with or through our local partners. We believe that local partners, embedded in the communities they serve, are best placed to understand and respond to local needs. As such, we work flexibly and collaboratively, blending our expertise with partners to design and deliver programmes that work.

In the UK, for example, we have more than 1,000 operational and strategic partners. The UK is where we started and have some of our longest-lasting relationships. Through our work across Asia, Africa, the Caribbean, and Europe, we work exclusively with other partners. In 2023/24, we had 38 delivery partnerships in place across these global regions.





**Together with our partners, we work for young people by empowering them to build the confidence, skills and experience they need to succeed in the future world of work.**

Partnering looks different in different contexts and locations, and it leads to different models of delivery and kinds of impacts.

Our framework of tailored partnerships enables us to meet the needs of young people by providing the appropriate programmes and resources.

The below four partnerships give an indication of the range of partnerships across The King's Trust Group.

## **1. School partnerships: “train-the-trainer” (Achieve delivery)**

Through our Achieve programme, The King's Trust helps young people aged 11-19 who are experiencing challenges with attendance and motivation at school to develop the skills and confidence to re-engage with education and achieve their full potential.

Achieve is especially suited to young people who find it difficult to engage with traditional classroom settings. Its flexibility and adaptability allows teachers to tailor the programme to the specific needs of young people.

The Achieve education programme is our biggest programme, supporting over 45% of the total young people we helped during 2023/24.

Achieve is a “train-the-trainer” model. Our King's Trust colleagues train school teachers to become Achieve Advisors so they can deliver tailored activities for young people across the following five modules: personal and social development, life skills, active citizenship, enterprise, and preparation for work.

This partnership model enables us to reach many young people, by delivering through Achieve Advisors in schools. The model has a high multiplier effect, as a single Achieve Advisor is able to support multiple young people, year on year.





## Malta – Ministry of Education

The King's Trust has been working in partnership with the Ministry of Education in Malta for 10 years.

Supported by HSBC, Achieve is now a clear option in the curriculum across Malta, supporting young people who have difficulties engaging in school and other lessons. Achieve is a subject that the young people can choose, helping them develop the socio-emotional skills they need in an accredited structured way in school. In 2023/24, 412 young people went through Achieve, and it is offered across the country.

This partnership between The King's Trust, HSBC and the Ministry of Education has benefited young people who were being missed by other educational support.

During 2023/24, over 90% of the 200+ teachers involved in delivering Achieve in Malta saw a positive change in their teaching style as a result of the programme, and over 55% of teachers used what they had learned from Achieve in their wider teaching and lessons.

Over 85% of teachers saw a positive change in the behaviour or skills of students as a result of Achieve, particularly around confidence and communications skills and the ability to work with others.

After 10 years, the Ministry of Education delivers a lot of the training, and knows the programme well. A strong relationship with The King's Trust has seen the programme constantly improved, updated and tailored to the local context, including through learning from the wider King's Trust network.

## 2. Youth development partnerships: “train-the-trainer” (Team and Enterprise Challenge delivery)

Our Team programme is another example of where we work with a partner organisation to deliver support for young people and we train them in our model and programme. Team is a 9-12 week personal development programme including outdoor activities, work experience and a community project. Delivered in partnership with colleges and other youth development partners, Team empowers young people to develop their self-confidence, leadership skills and skills for work.

This type of delivery requires us to find the right local partner, such as a further education college in the UK and Selangor Youth Community in Malaysia, and to support the partner to deliver the programme.

It enables young people to be supported intensively by a local trusted partner over 9-12 weeks. 6% of the young people we supported during 2023/24 participated in the Team programme.

### Barbados – Police Force

The King’s Trust has supported the Barbados Police Force for several years to engage 16–25-year-olds in their community policing programme, using the Team programme.

The 12-week programme gives young people a work placement with the police force that will give them work experience and life skills for their future:

“ Young people feel proud to know that they are developing themselves... They also come looking for purpose and how to transition into the world. ”

Inspector from the Barbados Police Force.

During 2023/24, the programme supported 147 young people in Barbados. Positive outcomes included some young people securing work, entering further education, and 7 young people choosing to stay on with the police as permanent staff. Barbados Police Force have reported improved relationships with young people – enabling young people to view the police more positively, and providing police officers with a new space to interact with young people. This led to the Police Commissioner reporting that Team had supported a ‘significant drop in serious crimes’ in Barbados .

At the moment, the programme is open to any young person with an interest in taking part, but over time, staff are hoping to deepen their relationship with The King’s Trust to extend the reach of the programme and aim to target those at risk of becoming involved in criminal activity more specifically.







## US – AmeriCorps/City Year New York

Since 2023, The King's Trust has supported AmeriCorps and City Year to run the Enterprise Challenge programme in New York and has also enabled the AmeriCorps members to develop their employability skills.

AmeriCorps supports young people aged 18 to 24 into placements across the USA where they can help to tackle social issues by volunteering and working on different causes, known as their 'service'. City Year aims to tackle systemic inequity in schools by providing support to school students from disadvantaged backgrounds and is one of AmeriCorps' partners. The City Year AmeriCorps members are young volunteers working in schools to support disadvantaged students with the social, emotional and academic skills to succeed in school and in life.

During 2023/24, the Enterprise Challenge supported school-age students in Detroit, Chicago and New York to develop their communication, teamwork, employability and entrepreneurship skills through a business simulation competition. The competition enables the students to practise their public speaking skills and to consider entrepreneurship as a potential career path.

The Get Hired programme is offered to the AmeriCorps members after their in-school service, giving them interview practice with employers and the opportunity to develop their employment skills.

**“ The King's Trust brings something special. Corps members loved it. ”**

A staff member from AmeriCorps



### 3. Employer partnerships: Get Into delivery

During 2023/24, about 7% of the young people we supported took part in the Get Into programme. The partnership model it uses is exemplary of our wider employment programmes, which make up 25% of our provision.

Our employment work is always done in partnership with an employer. Employers typically offer young people the opportunity of work experience, job interviews and/or permanent positions.

In the UK, our staff offer young people essential wraparound support and advice to ensure they make the most of their work experience and have the greatest likelihood of securing work afterwards. In other countries, such as India, a local partner such as Magic Bus provides the wraparound support and identifies employers to provide the work experience and other opportunities.

### UK – Health and Social Care programme

In the UK, the Health and Social Care programme enables young people across England to move into careers in health and social care sectors. The programme of activities includes three core offers:

- **Get Into** programmes across different health and care topics where young people complete 4-8 weeks of classroom learning and work experience in the healthcare sector.
- **Get Started**, short 1-5 day programmes providing young people with an introduction to different healthcare roles and organisations, and the opportunity to apply for positions.
- **Mentoring** from people who can guide the young people through job applications and interviews.



The programme was designed in partnership with the National Health Service and social care sectors in England, as a response to workforce needs and a drive towards greater workforce diversity within the sector.

During 2023/24, a total of 5,095 young people completed the programme, 40% of whom received a job offer, with 37% sustaining that outcome.

A recent evaluation highlights that over 600 different employer partners have engaged with the programme across the health and social care sectors.

## 4. Mentor partnerships: Enterprise delivery

The Enterprise programme accounts for about 11% of the young people we supported during 2023/24. It is highly reliant on our staff (for example in the UK or New Zealand), or the staff of selected partners in other countries (for example, Bizrupt in Greece – see below), to provide the programme of teaching and support.

What makes the programme work, is the relationship between the young person and the mentor who is the key driver of impact for the young person as they are exploring and establishing their business. Our staff stay in contact with the young person and the mentor to ensure that they are both being supported.

### Greece – Bizrupt and 100 Mentors

For over five years, The King's Trust has been working with Bizrupt and 100 Mentors in Crete, Greece, where young people are typically well educated and supported but not able to secure adequate work experience.

The partnership includes the employability programme Get Hired Crete and an enterprise programme called FoundIt. It blends our youth-development partnership work, with a clear mentor partnership.

Get Hired has been running for 5 years, and FoundIt has launched 66 businesses and supported 600 participants - 50% of whom secured work after the programme.

Since the initial programme launch, the staff have seen a shift in what young people are looking for around employment and the skills they need. Young people have been looking further afield from the more traditional tourism and hospitality-based roles on the island to consider careers in technology, energy and other environments with competitive pay and positive working cultures. Staff considered different ways to adapt their programmes to continue to meet the changing demands and requirements of the labour market.

In response to the changing labour market in Crete, the partnership included in 2023/24 the development of the 'Get Into Freelance' programme, a collaborative effort with three Crete-based universities that supported 25 young people to develop web-based and networking skills useful for a freelance career.



Nikos, FoundIt, Greece

The relationship with The King's Trust gave Bizrupt, a relatively small and newer partner, an opportunity to grow in scope and ambition that might otherwise not have been possible:

**“ I don't know what we would have done without them. They gave us so many important processes...[and] a lot of awareness. Founded was the first entrepreneurial programme in Crete. ”**

Staff from Bizrupt

The partnership has supported Bizrupt in thinking more ambitiously about driving systems change to help Crete foster a culture where entrepreneurialism is welcome and supported. This has widened opportunities for young people to connect with themes and skills not previously readily available, such as digital, AI, and sustainability.

## India – The Aga Khan Foundation

The King's Trust supports the Aga Khan Foundation (AKF) to run Project Lehar, in Uttar Pradesh and the neighbouring state of Bihar.

This multi-year project enables girls and young women from disadvantaged backgrounds to increase their capacity to learn, earn and thrive. Many of them are first-generation learners whose parents, often migrants from rural areas, never went to school themselves.

The AKF was already working with adolescent girls in India when The King's Trust Group began its work with them in 2019. At the time, the AKF had the networks to support young women to finish their education, and a separate enterprise programme. According to staff from the AKF, the relationship with The King's Trust enabled the AKF to connect both programmes and support the girls in their journey from education into enterprise:

Lehar, which means 'wave' in Hindi, runs vocational training, entrepreneurship and life skills courses. The King's Trust International provides support with two tailored sessions: the entrepreneurship sessions and the community challenge, which reached over 760 young women in 2023/24.

Lehar's entrepreneurship sessions support young women to develop basic entrepreneurial qualities, while financial literacy sessions help participants understand strategies for setting prices, budgeting and bookkeeping. 'We help them develop an entrepreneurial mindset,' explains Project Lehar Manager Kangkana Bordoloi. 'We show them what an entrepreneur is, so that they can see a clearer pathway for themselves.'

The community challenge engages teams of young women who have been through Lehar's programme to design and deliver a community project of their choosing. This enables them to develop their confidence and capacity to act as agents of change within their communities.

From years of close collaboration, the organisations have got to know each other: King's Trust staff have been in the field to understand the girls, and one of the young women from the programme won the Amal Clooney Award for Female Empowerment in 2024.



“ We have learnt immensely from The King's Trust about the whole journey from education to enterprise. It has truly been a partnership, with a lot of equality and equity between us. ”

Staff from the Aga Khan Foundation



# IMPACT

**This section of the report sets out the collective impact of our work during the year April 2023 to March 2024, focusing on three broad aspects of impact:**



## **Our reach**

The number of young people we supported throughout the year 2023/24, including their location and demographics such as age and gender.



## **The progress that young people have achieved through taking part in our programmes**

This includes increased confidence, greater self-awareness and/or completing a school project, gaining work experience, learning job interview skills, and securing and maintaining a new job.



## **Young people's personal stories**

We share the first-hand experiences of just some of the young people we have supported, including how they worked with us and how they are moving forward with their lives.

More broadly, as the previous section highlights, we also have a positive impact on partners and the wider system.

This report does not try to replicate the detailed work of the individual entities of the King's Trust Group and their own respective impact reports. Instead, it summarises the total aggregate impact of our work.



Kiingi Tuheitia Pootatau Te Wherowhero VII, the Māori King of Aotearoa New Zealand, pictured here with Caleb Kutia (Ngāpuhi, Ngāti Porou), He Kākano alumnus



# Our reach

During 2023/24, The King's Trust Group supported 98,964 young people across 23 countries (2022/23: 98,926) to gain the skills they need for the jobs of tomorrow.

Of the total 98,964 young people, we supported 73,299 in the UK (74%) and 25,662 in the following 22 countries: Australia, Barbados, Canada, Egypt, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Nigeria, Pakistan, Rwanda, Saint Lucia, Serbia, Tanzania, Trinidad & Tobago, Uganda, and the USA.

This included 6,126 young people in Jordan, 4,537 young people in India, 2,443 young people in Pakistan, 2,077 young people in Rwanda, 1,381 young people in Greece, 1,249 young people in Australia, 1,176 in Jamaica, and 1,024 young people in Ghana.



**For the second year running, we supported almost 100,000 young people during 2023/24, including over 73,000 in the UK and over 25,000 across 22 other countries.**

The table below includes a full breakdown of our delivery by country during 2023/24.

Country	2023/24
Aotearoa New Zealand	330
Australia	1,249
Barbados	792
Canada	958
Egypt	78
Ghana	1,024
Greece	1,381
India	4,537
Jamaica	1,176
Jordan	6,126
Kenya	576
Malaysia	175
Malta	412
Nigeria	724
Pakistan	2,443
Rwanda	2,077
Serbia	51
St Lucia	28
Tanzania	625
Trinidad & Tobago	135
Uganda	444
UK	73,299
USA	324
<b>Total</b>	<b>98,964</b>

## Continuing and new young people

The 98,964 total young people supported during 2023/24 include 74,642 who were supported for the first time and 24,354 who were continuing to be supported from the previous year 2022/23. Almost all of those continuing young people were in the UK, and 21,406 of them were participating in the Achieve education programme, which often spans two school years. Throughout this report, we present the analysis of the 98,964 total young people unless it is helpful to highlight the importance of continuing participants.

## Regional spread

Country	2023/24	2022/23
Africa	5,470	4,877
Asia	7,155	6,876
Caribbean	2,131	2,193
Europe (other than the UK)	1,844	1,193
MENA	6,204	13,626
North America	1,282	1,092
Oceania	1,579	2,141
UK	73,299	66,928
<b>Total</b>	<b>98,964</b>	<b>98,926</b>

Overall, we supported almost the same total of young people in 2023/24 compared to 2022/23. The main changes were a reduction in MENA, due to a change of funding in Jordan, and an increase in the UK.

## Gender

Based on the number of young people who reported their gender, 48% of the young people we supported were female, 51% were male, and 1% defined their gender as other, including non-binary.

## Age

Driven by the significant scale of our education programmes, 60% of the young people we worked with were aged 11-17, 28% were 18-24 and 11% were 25-30. The picture was different in those parts of the world where our work is more skewed towards one programme type. Across Asia, for example, where nearly 60% of our programme delivery is on employment, 72% of the young people we worked with were aged 18-24.



## Spotlight on The King’s Trust in the UK

The King’s Trust was founded in the UK in 1976 and has helped more than one million young people since then. Our delivery in the UK is the foundation of our delivery model, and where we support the greatest number of young people.

During 2023/24, we supported over 73,000 young people aged 11-30 across the UK. This included 48,977 young people who received our support for the first time during the year, and a further 24,322 who continued to receive our support after first engaging with us in previous years (mainly through our Achieve education programme in schools).

The geographic distribution of the young people within the UK was as follows:

England	42,725
Northern Ireland	13,189
Scotland	9,429
Wales	7,956
<b>UK</b>	<b>73,299</b>

### Of the 48,977 young people we supported for the first time during 2023/24:

- Gender: 45% were female and 51% male.
- Ethnicity: 67% were White, 11% Asian/Asian British, 9% Black/Black British, 4% Mixed or Multiple ethnicities.
- Age: 58% were under 18, 10% were 18-19, 17% were 20-24, 15% were 25-30 and less than 1% were outliers.
- 14% had a disability.
- 18% identified as having a mental health issue.



Enterprise Challenge, Kenya



## Spotlight on The King’s Trust International

During 2023/24, The King’s Trust International worked with 38 partner organisations to support **22,804 young people** in the following 18 countries:

Barbados, Egypt, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, Nigeria, Pakistan, Rwanda, Saint Lucia, Serbia, Tanzania, Trinidad & Tobago, Uganda.

The local distribution of the young people was as follows.

Country	2023/24		The spread of programme areas was:		
			Portfolio of programmes	N. of young people	Percentage of total
Africa	5,470	24%	Employability	6,009	27%
Asia	7,155	31%	Enterprise	3,081	14%
Caribbean	2,131	9%	Education	13,399	59%
Europe	1,844	8%			
MENA	6,204	28%			

**Of the total supported by KTI and its partners, 56% were young women or girls.**



# Programme themes

Of the total 98,964 young people we supported during 2023/24



**64%** engaged with our Education programmes



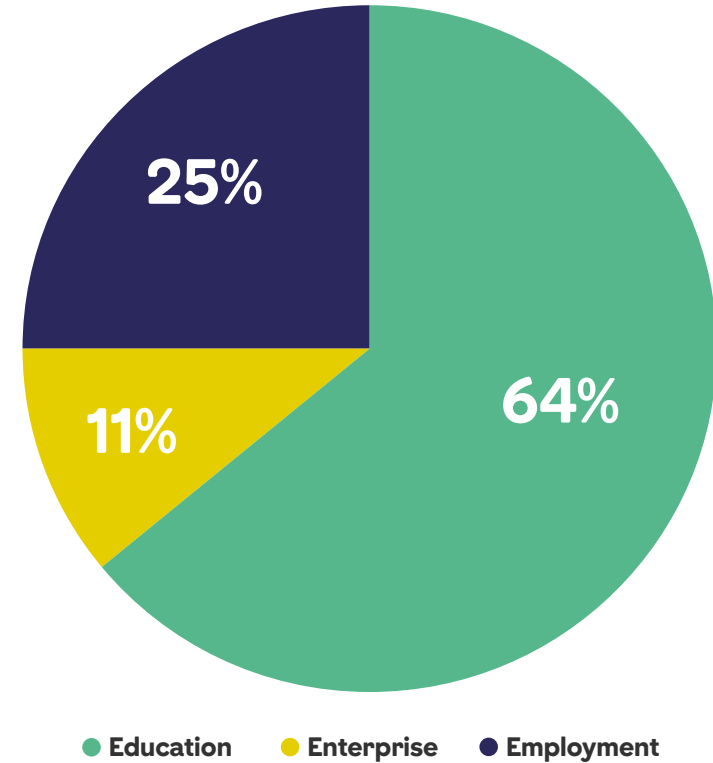
**25%** engaged with our Employment programmes



**11%** completed our Enterprise programmes.

Of all the young people we supported during 2023/24, two-thirds engaged with our Education programmes.

# Global programme split



● Education ● Enterprise ● Employment

Country	Education	Enterprise	Employment
Africa	2,817	1,701	637
Asia	2,333	764	4,058
Caribbean	1,061	211	859
Europe (excluding the UK)	1,160	327	357
MENA	6,028	78	98
North America	324	0	1,282
Oceania	1,221	330	28
UK	47,962	7,250	17,371
<b>Total</b>	<b>62,906</b>	<b>10,661</b>	<b>24,690</b>

## Education

- During 2023/24, 62,906 young people engaged with our education programmes, including Achieve, Achieve Fest and Enterprise Challenge.
- This included 47,962 young people in the UK, of whom 25,525 joined us for the first time during 2023/24 and 22,437 who continued to receive our support in 2023/24 after first engaging with us in previous years.
- The 14,944 young people we supported with partners outside the UK were in Australia, Barbados, Ghana, Greece, Jamaica, Jordan, Kenya, Malta, Nigeria, Pakistan, Rwanda, Serbia, Tanzania, Trinidad & Tobago, Uganda and the United States.

## Enterprise

Our Enterprise programme helps young people to explore if self-employment is right for them. We offer training, mentoring, and funding to help young people generate and test their business ideas, write business plans, and ultimately start their own businesses.

- During 2023/24, we supported 10,661 young people to explore whether starting a business was right for them.
- This included 7,250 young people in the UK, of whom 7,167 joined us for the first time during 2023/24 and 83 continued to receive our support in 2023/24 after first engaging with us in previous years.
- The 3,411 young people we supported with partners outside the UK were in Barbados, Egypt, Ghana, Greece, India, Jamaica, New Zealand and Rwanda.

## Employment

- During 2023/24, we supported 24,366 young people across our employment programmes, including Team and Get Into.
- This included 17,371 young people in the UK, of whom 15,573 joined us for the first time during 2023/24, and 1,798 continued to receive our support in 2023/24 after first engaging with us in previous years.
- The 6,995 young people we supported with partners outside the UK were in Australia, Barbados, Canada, Ghana, Greece, India, Jamaica, Jordan, Malaysia, Nigeria, Pakistan and Saint Lucia.



Achieve, Trinidad and Tobago

# Progress

## Our goal is to help young people to build the confidence, skills and experience they need to succeed in the future world of work.

This section of the report provides some examples of the progress that young people achieved through taking part in our programmes during 2023/24. This included learning new skills, gaining work experience and/or securing and maintaining a new job.

We monitor and evaluate our support for young people and the progress they make during our programmes: collecting Social and Emotional Learning data at the end of the programmes and additional data up to 3-6 months after completion. We focus on the following:



### Personal and social development:

How young people are improving their communication skills, confidence, self-awareness, social and relationship skills, and resilience. Also, how they are able to set and achieve goals, work with others and make responsible decisions.<sup>6</sup>



### Vocational and technical skills:

How young people are improving their employability skills such as career-readiness, sector-specific vocational skills such as digital, healthcare or construction skills, and entrepreneurship skills.



### Employment:

The proportion of young people who are in sustained employment, including self-employment, 3-6 months after completing their programme with us.

Each of our programmes helps young people to make progress in different ways. For example, our education programmes focus mainly on young people's personal and social development, while our employment programmes also focus on vocational and technical skills and experience.

We focus on positive outcomes, which include young people continuing in full-time education; moving into training, an apprenticeship or further education; progressing into part- or full-time employment or self-employment; or engaging in volunteering.

The evidence for these positive outcomes is typically either (a) self-reported by the young people themselves, (b) based on feedback provided by teachers, mentors or employers, or © sourced from more formal surveys.



<sup>6</sup>These personal and social development skills are sometimes called "core skills", "life skills", "soft skills" or "Social and Emotional skills". They also correlate to some extent with "enterprise skills" in Australia.



In the UK, 78% of young people we have data for achieved a positive outcome in 2023/24, with those being spread between gaining employment or starting self-employment (43%), entering education, training or an apprenticeship (39%), or starting volunteer work (7%). (Some young people achieved more than one positive outcome.)

Roughly **two thirds** of young people in the UK reported positive changes in their personal and social development:



**66%** reported positive change in their communication



**69%** in their confidence



**68%** in their setting and achieving of goals



**60%** in their working with others



**61%** in their management of feelings

In The King's Trust International's work, **74%** of young people achieved a positive outcome three months after the end of the programme (based on an **88%** response rate). This includes **69%** in work. Young people supported through The Kings Trust International in 2023/24 reported the following improvements in their skills:

**99% of young people improved in at least one core skill**



**97% of young people improved in at least one technical/ additional skill**



There is some variation in the positive outcomes of young people in different parts of the world. External factors always influence what happens in different countries, and so direct comparisons are difficult. The comparatively lower percentage in the Caribbean, for example, comes from a smaller group of young people, and this outcome rate increases to 95% at the six-month mark. The differences are important to understand, but we are confident about the direction and average.

Region	Young people achieving a positive outcome three months after completing the programme
Africa	82%
Asia	74%
Caribbean	62%
Europe (excluding the UK)	86%
MENA	75%
UK	78%

# Voice

## The young people we support are the greatest advocates for our work.

We have spoken with and listened to the young people we supported during 2023/24, to find out about their experience with us and how they are moving forward with their lives. This section of the report includes just some of their stories, including:



Young people who engaged with **our Education** programmes in Ghana and Malta



Young people who engaged with **our Employment** programmes in Nigeria and Barbados



Young people who engaged with **our Enterprise** programmes in Aotearoa New Zealand and India.





## Education: Malta

Elijah's default answer to most questions used to be 'I don't know'. He would automatically reject new experiences, and quickly become anxious or overwhelmed when routines changed or things didn't go to plan.

But through the Achieve programme at his school in Malta, Elijah (16) has gradually come to believe in himself and his ability to try new things and cope with different situations, building his flexibility, resilience and independence. 'It can help you learn things like cooking and teamwork, and it prepares you for the world of work,' Elijah explains. 'I was very shy before but here I found things I like doing and started believing in myself.'

The Achieve programme supports students to develop the core skills they need to fulfil their potential, such as communication, teamwork and managing their feelings.

The programme has supported Elijah to learn how to set and achieve goals for himself – from riding a bike to preparing a meal – by breaking them down into manageable steps. Alongside individual projects and work experience opportunities, such as time manning his school's reception desk, Elijah has also worked as part of a group to decorate a



dining room at a residential care home for older people.

All these learning activities have helped to boost Elijah's confidence and expand his capacity to try new things. With his kind and caring nature, Elijah now helps others as well as himself.

**“ I learnt how to ask for help, to trust my support worker and to believe in myself.”**

## Education: Ghana

Blessing, 11, used to describe herself as shy and 'sad most of the time'. Joining the Achieve Skills for School programme at school in Ghana has helped her to find her voice and her laugh, and develop techniques to manage her feelings.

As well as using tips such as deep breathing and shoulder exercises to help herself calm down when she is feeling angry, Blessing now also feels able to talk to her mum and her friends when she is feeling down, so they can work out solutions together. And with her newfound confidence, she's been able to start speaking up in class, and even sing solo in her church choir. When she grows up, Blessing wants to be President.

The Skills for School programme is delivered in schools through our partner Junior Achievement Ghana. Through hands-on activities in small groups, the programme focuses on helping students develop core skills, such as communication and managing feelings, that will set them up for success at school and beyond.



**“ Achieve has helped me to communicate more often with people and now I can stand in front of a big crowd to speak. ”**

## Employment: Nigeria

Through his groundbreaking work designing and delivering solar energy systems, especially in off-grid rural areas, our 2024 Global Sustainability Award winner Ridwan is helping to bring light and power to countless Nigerians.



Ridwan had always aspired to a green job. But after graduating, he struggled to break into the sector. Our Get Into Renewable Energy programme provided a pathway to work, and Ridwan, 27, is now a key figure at market-leading Starsight Energy, working on energy auditing and solar system design.

‘Until 2021, my dream of entering the renewable energy sector faced persistent hurdles,’ Ridwan explains. ‘The Get Into Programme led me to secure my dream job and was the turning point in realizing my aspirations.’

In Nigeria, the Get Into programme focuses on supporting young people to enter and thrive in jobs in the green economy, and the content varies depending on the sector – a mixture of general employability skills and technical, sector-specific knowhow, followed by a

work experience placement. Ridwan stood out on the programme for his exceptional commitment and skill, and he was immediately offered a job by the employer where he did his work placement. Since then, he has continued to shine.

In Nigeria, there is a huge difference between energy access in the cities, where 89% of people have electricity, and in the countryside, where it is available to only a quarter of the population (26%)<sup>7</sup>. Through his groundbreaking work on solar system design, Ridwan is helping to widen access to electricity in a sustainable and affordable way.

<sup>7</sup> World Bank figures: Access to electricity, rural (% of rural population) - Nigeria | Data (worldbank.org)

## Employment: Barbados

**Our personal development Team programme has helped Delano to discover and develop skills and strengths he never knew he had.**



Delano, 18, is a talented sportsman with a black belt in karate.

Unsure of his next steps after leaving school, he signed up to take part in our Team programme. Delano used to struggle to interact with people beyond his immediate friendship group, but the programme has enabled him to gradually build up his communication skills and confidence.

‘I used to walk with my head down, never used to make eye contact with others. Even now I’m still fidgeting with my hands. But I’m learning how to control it a lot better,’ he explains. ‘The programme helped me a lot.’

The Team programme, designed by The King’s Trust International and delivered by the Barbados Police Service, enables young people to build core skills, such as teamwork and communication, through an intensive programme of hands-on learning.

Delano took part in the wide variety of activities: from adventurous outdoor challenges such as camping, cliff-jumping and kayaking, to his first ever work experience placement, to community projects including feeding homeless people and raising funds to refurbish a local school.

Delano reflects: ‘After the program, I gained a lot of confidence. I learned about different leadership skills,’ he recalls. ‘I know how to teach people without being nervous and stumbling over my words.’

Delano’s family have noticed big changes.

‘He navigates social settings with a newfound calmness and problem-solving approach, which has been particularly evident in challenging family situations,’ explains his father, Phillip. ‘I am genuinely proud of the young man he has become.’

Delano now plans to head back to school, and work towards becoming a sports trainer.

# Enterprise: New Zealand

**Our Enterprise programme in New Zealand supported aspiring musician and care-leaver, Tyson, to launch a successful career in the music industry.**

Tyson, 26, is a talented self-taught musician and producer who runs his own music production company.

Tyson was born into poverty in South Africa and spent years in an orphanage there before being adopted as a teenager and moving to New Zealand. When his adoptive placement broke down, he found himself entirely alone in a new country, and was taken into state care.

Tyson's schooling was further disrupted by dyslexia, bullying and the extra challenge of trying to navigate learning in a second language. He left school barely able to read or write.

Tyson taught himself music, initially from YouTube videos, and then went on to gain a university degree. He worked multiple jobs to support his attempts to break into the music industry, and signed up to the Enterprise programme to help him take his next step forward.



Tyson was matched with a business mentor, award-winning filmmaker James Barr, who has supported him to build the skills to expand and accelerate his business. Tyson successfully applied for a growth grant from the He Kākano seed fund. He now works full-time in his own successful music company, InDuna, where he creates and produces his own unique Afro-Dance pop, as well as producing music for other clients.

His work often features on popular playlists on Spotify and Apple Music, with his song Dreams reaching number six on the New Zealand Music Charts.

**“ I wholeheartedly embraced the willingness to fail, recognising it as a crucial pathway to rapid growth and learning. ”**

# Enterprise: India

**In 2024, trailblazing e-rickshaw driver Arti won the prestigious Amal Clooney Women's Empowerment Award for her determined efforts to drive change.**

Young mother Arti has become one of the first pink e-rickshaw drivers in her district in Uttar Pradesh, India, providing safe transport for other women, and inspiring other girls in her village to believe that they too can forge their own path.

With Arti's family struggling to make ends meet, Arti was married during her 10th grade and had to leave school. But the marriage didn't last and she soon returned to her family home with her baby daughter.

With few earning options in and around her village, especially for a single mother, Arti, now 19, focused mainly on domestic work at home. When she joined Project Lehar she began to believe in a better future for herself and her daughter.

Project Lehar gave Arti the chance to build her skills and confidence, and broaden her horizons. 'The programme helped me develop my skills, such as problem-solving,



communication, managing stress and emotions, and understanding entrepreneurship,' Arti recalls. 'Through the learning I had over that period, I became capable of making important decisions for my life.'

In July 2023, Lehar introduced Arti to the Indian government's Pink Rickshaw scheme, an initiative to provide rickshaws for female passengers, with female drivers. The idea aims to provide employment opportunities for women like Arti while also improving women's access to safe transport.

Arti was among the first women to sign up in her region, where driving is traditionally a male profession. She soon passed her driving test and now works as a self-employed rickshaw driver, enabling other women to travel safely and earning enough to provide for her daughter. She is also planning to go back to the classroom to complete her schooling.

Arti feels she is making a great leap forward for women's physical and social mobility.



# IMPROVING

While this report has highlighted our significant work, it also presents a range of improvement opportunities for The King's Trust Group and our partners.

We are committed to focusing on the following areas of improvement.

## Targeting those young people who need our support most

We are determined to concentrate the bulk of our support on those young people who are most in need. This requires us to understand who is most at risk of being left behind by evolving economies and whether we are well-placed to support them.

Our delivery partners play a critical role here. We need to continue identifying and working with those partners who can ensure that we support the young people who most need our support – including small organisations such as Bizrupt or larger partners such as the Aga Khan Foundation.

In Canada, Australia and New Zealand, for example, that means continuing to learn more about Indigenous communities and ensuring that our programme design is suitably tailored to their needs. We are learning about that, but we must do more.

In the UK, where we are so embedded, we are continually focusing our resources on those areas and communities that need our support the most, including the most deprived urban areas and minority ethnic and refugee communities.

## Getting the balance right between scale and resource

In all countries where we deliver programmes, we should be constantly considering the scale and depth of delivery that is required, and the appropriate partnership delivery model. Funding is a major factor, particularly whether delivery can be sustained over time to ensure long-term impact. The intensity of our delivery is another factor: whether we support a young person through light-touch, short-

duration programmes or through more prolonged, fundamental engagement. We need to make more conscious decisions about the most appropriate delivery model in each of the countries where we deliver programmes.

We need to learn more about when it is the right time, and the right context to:

- Increase scale, to work with more young people
- Increase depth, to work with young people more intensely
- Increase breadth, to work across systems with partners

We know and have examples of doing all of them, but we need to make strategic decisions about this, so we are applying the right delivery model in each case.

## Partnership learning

Thanks to funding from HSBC, The King's Trust International is developing a partner portal so that we can share more information about how we work in different places with different partners. In talking to our partners across the Group, it is clear that there continues to be desire for and further need to share ideas, practice and experience.

We need to ensure that we are embedding as many opportunities as possible for us and our partners to learn about how to work well. This means sharing learning about contexts, about delivery, about quality assurance, about employer engagement and about impact.



## Pathways to employment

A common thread throughout our learning and impact is our overriding focus on empowering young people to gain the skills they need for employment – whether they are at school, looking for a job, or interested in self-employment.

We have deep and wide employer networks that offer meaningful and relevant opportunities for young people to gain vital work experience and secure their dream jobs. Whether in Greece, New York City, or rural India, our focus on the pathway to employment is one of our main strengths, and it is consistently valued by those who work with us.

We should consider how can we do more to leverage our employer relationships for all of our partners in all of the countries where we work. We should be looking for ways to further utilise the network of employers that we have in different partnership models and expand that value to more young people by asking whether we can build links across countries or by sharing practice more explicitly.

## Impact

We reach a lot of young people each year in different ways. This report has shared some truly inspiring stories about the progress made by individual young people and explained how we support partners to support young people.

At the same time, we need to do more to ensure that we have a consistent and robust approach to tracking the positive outcomes of the young people we support and the achievements of our partners. That will allow us to provide clearer evidence of our wider impact.

We are already taking steps to enhance our approach to outcomes. For example, we are renewing our monitoring tool, My Journey, in the UK. We are also developing a Group-wide impact framework that respects the unique aspects of each country where we work, and at the same time identifies common data points that can help us to build a clearer picture of our aggregate impact.



# CONCLUSION

**We are proud of the achievements of the 100,000 young people supported by The King's Trust Group and our partners during 2023/24.**

We are excited to achieve more in 2024/25 and the years ahead. In particular, we are committed to supporting the young people who need us the most, allocating our resources appropriately, working even more closely with our delivery partners, leveraging our employer partnerships and building a more robust impact framework across the Group.







# IMPACT REPORT

2023/24

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