

Youth Leadership for Change and Partnering for Success in Youth Employment

Summary of Findings

Survey of Businesses in 4 Neighbourhoods, 2015



Overview

Partnering for Success in Youth Employment (PSYE) is a collective impact initiative. Launched in May 2015, to improve labour market outcomes for 15-29 year olds in Ottawa by:

- creating clear career path development to economic opportunities (from first job to career-oriented employment and entrepreneurship) for youth living in disadvantaged neighbourhoods; and
- maximizing economic opportunities which exist for youth and incubating/expanding new sustainable local economic opportunities (jobs and new business opportunities).

PSYE is comprised of four inter-related strategies that provide a comprehensive, innovative and systemic response to the complex challenge of youth unemployment and under-employment:

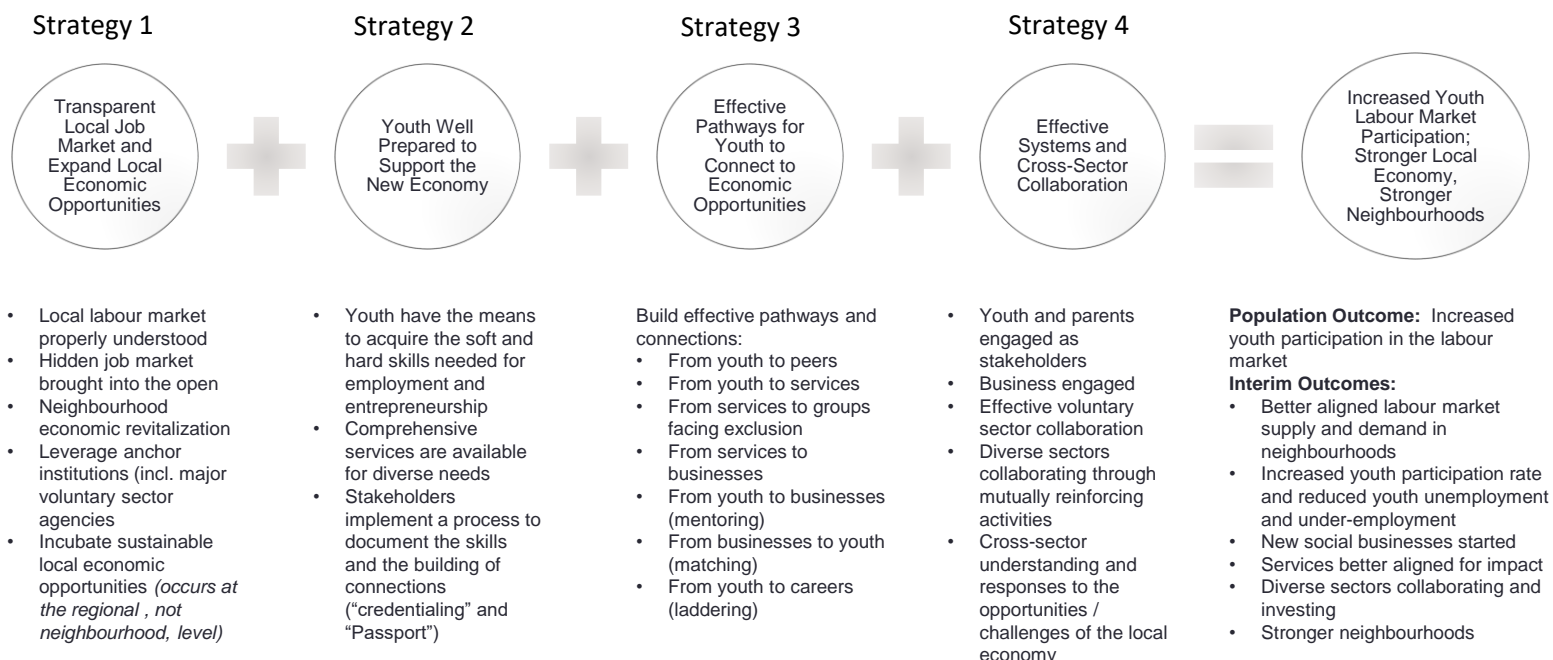
Vision: All Ottawa youth have access to economic opportunities for financial security.

Goal: To mobilize a broad cross section of the community to improve unemployment and under-employment of 15-24 year olds in Ottawa, by increasing economic opportunities for youth (employment and entrepreneurship).

How it will result in significant, sustainable benefits

PSYE is founded on four years of youth led research including extensive literature review, focus groups with youth, interviews with over 100 businesses and consultation with over 90 agencies/stakeholders. The strategies and activities are based on best and promising practices and innovations for what works to create significant and sustainable improvement on youth unemployment, under-employment and youth entrepreneurship.

To create significant, sustainable benefit, communities must respond to the reality that the labour market has profoundly changed, with a continuing loss of good jobs as a result of globalization and technology. This generation is projected to move back and forth from employment to self-employment throughout their life, and need to be equipped to both find and create economic opportunities for themselves. PSYE responds to these realities on both the supply and demand side.



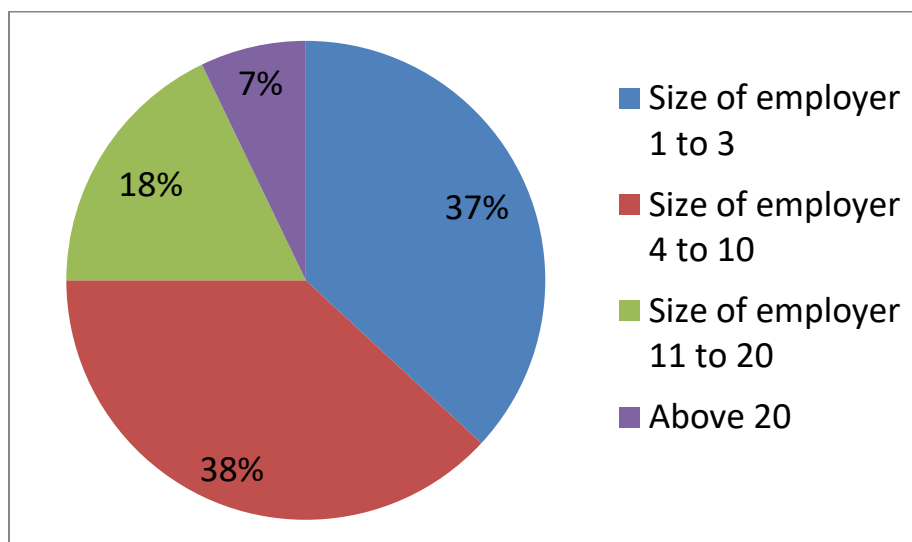
2015 Youth Leadership for Change Survey of Businesses in 4 Neighbourhoods

- 84 completed surveys (39% response rate)
- 17 completed for SEOCHC (Herongate area, from Bank)

	Total Counted in Nbrhd	Completed Surveys	No Response or Incomplete	Declined	Response Rate	% of responses from each catchment area
Byward Market	54	33	20	1	61.1	39.3
Overbrook	63	22	31	9	34.9	26.2
SEOCHC	57	17	35	5	29.8	20.2
PQCHC	39	12	22	5	30.8	14.1
Total	213	84	108	20	39.4	99.8

- Most were very small businesses. This is a (perhaps “the”) key issue with respect to youth employment and economic development

	Total Completed	Size of employer 1 to 3	Size of employer 4 to 10	Size of employer 11 to 20	Above 20
Byward Market	33	13	11	7	2
Overbrook	22	9	9	1	3
SEOCHC	17	6	7	4	0
PQCHC	12	3	5	3	1
Total	84	31	32	15	6



Hire Youth?

	Total Completed	Yes Hire Youth	% Who Hire Youth	No will not hire youth	% who will not hire youth
Byward Market	33	26	78.8	2	0.66
Overbrook	22	16	72.7	1	0.22
SEOCHC	17	9	52.9	5	0.85
PQCHC	12	10	83.3	1	0.12
Total	84	61	72.6	9	7.56

Reasons for not hiring youth:

- youth not available full time
- not an appropriate workplace (not safe, serve alcohol etc.)
- do not have needed professional certifications (e.g. pharmacy) – this was a function of age – those with the certification they did not consider to be youth
- customers would not accept youth authority (1 – in PQ)
- youth not reliable (1 – in SEOCHC)

4 businesses in SEOCHC expressed significant unfavourable views about youth, compared to 0 elsewhere. Nonetheless, 3 of the 4 hired youth.

How Do They Hire?

	Total Completed	Hard to hire the staff they need (#)	Hard to hire the staff they need (%)	Use personal connections to hire (#)	Use personal connections to hire (%)
Byward Market	33	17	50	20	61
Overbrook	22	3	14	9	41
SEOCHC	17	2	12	12	71
PQCHC	12	4	33	6	50
Total	84	26	30	47	56

What's the Issue: Demand, Demand, Demand!!!

- Most not expanding
- Even some of those expanding will not be hiring (will expand via other means – e.g. technology)

	Total Completed	Expect to Expand or Grow	% expect to expand or grow	Looking for candidates at time of survey or soon thereafter	% looking for candidates at time of survey or soon thereafter
Byward Market	33	9	27	2	6.1
Overbrook	22	2	9	6	27.3
SEOCHC	17	2	12	1	5.9
PQCHC	12	3	25	3	25.0
Total	84	16	19	12	14.3

What Would Help Them Expand Their Business?

	Byward Market	Overbrook	SEOCHC	PQCHC	Total	%
Neighbourhood safety	20	5	0	1	26	31
Visibility / marketing	10	5	4	2	21	25
Parking	14	4	0	1	19	12
Beautification / Clean-up	9	2	0	0	11	13
The economy / sector	0	7	3	0	10	12
Lighting	5	0	0	0	5	6
The right employees	0	3	0	0	3	4
Road work	0	3	0	0	3	4
Rent	0	2	0	0	2	2
Govt policy	0	1	1	0	2	2
Hydro rates	0	1	0	0	1	1

Blue highlights show issues common in neighbourhood community development initiatives.