

GENERATION UK: LONDON DIGITAL JOBS AND SKILLS HUB

[Generation](#) is a global nonprofit network that supports people to achieve economic mobility and a better life, supporting over 1,500 people into jobs. Generation found that there were many employers struggling to tap into a diverse pool of tech talent, and saw an opportunity to support unemployed or underemployed (working under 16 hours a week or on a zero-hours contract) Londoners from diverse backgrounds into entry level tech jobs.

Generation launched their London Digital Jobs and Skills Hub to help young Londoner's get life-changing jobs in London's fast growing and exciting tech space. The Hub also helps young people find events to meet providers and hear about opportunities, read up on careers in tech through digital resources, and apply directly for training opportunities. Employers can utilise the Hub to find out how to become youth friendly and attract London's best young tech talent.

To deliver these provisions, The Hub has partnered with multiple providers who are either upskilling, providing pre-employment training, or delivering bootcamps. They have partnered with organisations such as Ada College, Catch22, JustIT, London Youth, Movement to Work, Multiverse, The Princes Trust, QA, West London Institute of Technology, and Youth Employment UK. Generation works with these providers to promote their programmes to their network of over 3,000 unemployed Londoners, also referring learners to partners programmes. Additionally, they host events that showcase the different entry pathways into tech such as apprenticeships, bootcamps, and short courses.

The Hub tracks outcomes on this programme such as the number of learners participating in training, apprenticeships, and how many go into work following programme participation. All of these are showing positive outcomes to date, however they are finding that the uptake of apprenticeships and number of people going into work is lower than expected due to the current labour market and number of apprenticeships available. To help meet their targets, Generation have launched a new coaching service to support people into work.