

MOVEMENT TO WORK x M&S IMPACT SUMMARY

MAY 2023

Executive Summary

In partnership with Movement to Work and Marks & Spencer, Oxford Insights has compiled this summary to illustrate the positive outcomes and impact of Marks & Spencer's Movement to Work programme (Marks & Start) on its participants. The analysis was completed using data provided by Movement to Work and Marks & Spencer on all individuals who participated in their programmes in 2022.

The analysis found that Marks & Start programmes have high completion rates (81%), and contribute to 83% participants who completed the programme achieving a positive outcome of moving into employment, education, or training. Retention rates are also high among those hired via Movement to Work programmes, with a majority still working for Marks & Spencer six months later. Finally, Marks & Start participants make up a diverse cohort, with 24% coming from ethnic minority backgrounds and 31% having a disability.

Scope & Limitations

Before discussing in detail the project and its findings, there are some limitations and scope which need to be outlined.

For ease of data collection and comparability across employers, we have only analysed data from the 2022 calendar year. While Marks & Spencer had a large cohort of Marks & Start participants last year, this group may not be entirely representative of all Marks & Start participants since the programme's inception.

Background

Movement to Work is a charity that supports employers to help young people move into work by providing quality vocational employment and work placement opportunities. It seeks to break the 'no experience, no job' cycle that prevents young people not currently in employment, education, or training from joining the workforce. In 2023, Movement to Work is celebrating its tenth anniversary by highlighting its positive impact, specifically the high return on investment employers can achieve through Movement to Work programmes.

Marks & Spencer has partnered with Movement to Work to create Marks & Start, a 4-week training and mentoring programme. Designed and delivered with the Prince's Trust, Marks & Start provides young people across the UK who are not in education, employment, or training with hands-on experience as a Marks & Spencer Customer Assistant. Participants

receive employability training and support from a Prince's Trust Youth Development Lead and M&S buddy.

Key Findings

83% achieved a positive outcome of moving into employment, education, or training.

93% were employed by Marks & Spencer.

49% of participants were female, 24% from ethnic minority backgrounds, 31% disclosed having a disability and 1% disclosed having an offending background.

In 2022, Marks & Spencer supported 866 participants in the Marks & Start programme. Of these 866, 81% completed the programme. Of those who completed the programme, 83% achieved a positive outcome of moving into employment, education, or training afterwards, including 567 (81%) who were hired by Marks & Spencer at the end of their programme.

Retention rates from Marks & Start are high. Among those hired after a Marks & Start programme in 2022, 93% were still employed by Marks & Spencer 90 days later, and 51% were still employed by Marks & Spencer 6 months later. In addition, 4% of those still employed a year later had progressed to a different role than when they were hired.

Given the barriers young people not in employment, education, or training face in entering the world of work, these figures are impressive. A statistical analysis found no significant difference between annual retention rates or progression rates between Marks & Start participants and a comparable group of Marks & Spencer Customer Assistants not hired via Movement to Work. This means that despite the barriers Marks & Start participants face in gaining and maintaining employment, Marks & Start enables them to stay employed and progress to new positions with Marks & Spencer at the same rates as employees who do not face these barriers.

Marks & Start participants also bring diversity to Marks & Spencer. In 2022, 24% of Marks and Start participants were from ethnic minority backgrounds, and 49% were female. In addition, 31% disclosed having a disability and 1% disclosed having an

offending background.

As a member of Movement to Work, M&S also benefits from a significant return in positive reputational impact as a result of their continued focus on outcomes for young people and ongoing partnership with the Movement to Work.

Approach & Methodology

In order to develop this analysis, specific data on outcomes, retention, career progression, and demographics were collected for every individual who participated in a Movement to Work programme at Marks & Spencer in the 2022 calendar year. To provide the most complete data picture possible, we used a combination of sources: data that Marks & Spencer had already submitted to Movement to Work; data collected by Marks & Spencer's delivery partner, the Prince's Trust; and new data provided by Marks & Spencer. Where gaps remained or discrepancies existed between data sources, we reported results from the source that provided the most complete picture of the population.

Where possible, this data on Marks & Start participants was compared with data on Marks & Spencer employees in comparable roles (ie, Customer Assistants) who were not hired via a Movement to Work programme to calculate potential benefits.

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"Having a job is one of the most important starts a young person can have in life. That's why we're passionate about helping to tackle youth unemployment and delighted that since the start of our Marks and Start partnership with The Prince's Trust, we have together supported more than 10,000 people. This report clearly demonstrates the value and benefits such schemes can offer to organisations. Marks and Start has helped us to attract new talent and to drive colleague engagement - it is a hugely rewarding programme to be involved in and our colleagues are incredibly proud of it."

Sacha Berendji

Retail Operations Director at M&S

THANK YOU

