



Common Purpose Young Million

Media Pack

Save a generation of young unemployed talent

For immediate release: 18 April 2011

Figures released recently by the Office for National Statistics revealed that there are close to a staggering 1 million young people in the UK who are unemployed, with 1 in 5 recent graduates unable to find work.

There are many schemes that exist to help these young people find employment, yet few that offer the training and development opportunities they would have received from employers were they in work.

This is why international leadership development organisation [Common Purpose](#) has started the [Young Million campaign](#) to offer some of these unemployed young people the same opportunity to develop their leadership skills as those who are in employment.

Sir David Bell, [non-executive director](#) of The Economist, said: "The rise in youth unemployment shames us all. But there are concrete things we can do to stop this awful waste of young talent and young lives; and we must do them."

The campaign will see Common Purpose delivering a series of leadership courses in [locations](#) across the UK, including London, Birmingham, Manchester, Newcastle, Bristol, Leeds, Edinburgh, Cardiff and Belfast.

Free to attend for the applicants, Common Purpose is asking people to [donate](#) in several ways to help support the Young Million. They are looking for venues around the UK in which to hold the courses, for people to offer their time as speakers, panellists or visit hosts, and finally for financial donations to help fund young people to take part. Just £100 will cover the cost of one young person to attend a 3 day course.

Within two days of sharing the idea with almost 30,000 Common Purpose alumni in the UK, enough time, venue and monetary donations had been received to run the first two Young Million courses in London and Newcastle (to take place within the next few months). Each course can take up to 50 participants and applications are now being accepted.



“For many young people, their careers are being put on hold while they struggle to find jobs, but this must not mean that their learning, and particularly their learning about leadership and producing change, should be put on hold too” said [Julia Middleton](#), founder and Chief Executive of [Common Purpose](#).

To get involved in the Young Million campaign, visit <http://youngmillion.commonpurpose.org.uk>, email youngmillion@commonpurpose.org.uk or contact Common Purpose on 020 7608 8100.

Potential features and interviews:

We are offering a select number of media the opportunity to interview Young Million spokespeople including [Julia Middleton](#), Chief Executive and Founder, Common Purpose. If you are interested in tracking one of the courses or applicants, please do get in touch.

Print, online, broadcast and radio media are welcome to register their interest in this story.

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Notes to editors:

About Young Million

Young Million is a campaign run by Common Purpose UK. The campaign is UK-wide and aims to provide leadership development opportunities to as many young unemployed people as possible, broadening their networks, experience and self confidence.

We hope to run at least 10 3-day courses (each with 50 participants) during 2011 and more beyond. Common Purpose will facilitate and administer the courses, and we are asking for donations of time, money and venues to help us do so. £100 will fund one young person to take part, which will cover the costs for food, materials, transport to visits etc for the 3 days, whilst each course needs venues (anything from church halls to conference centres) in which they can be hosted. We also need a variety of leaders from different backgrounds and sectors to donate their time as group advisors, speakers, visit hosts, mentors or coaches – it is with these people that the young people will explore and learn about leadership. The fact that the courses can run at such minimum cost with low overheads is made possible by Common Purpose's alumni and supporters, who believe passionately in this campaign.

For more information on Young Million and what happens on the courses, including a comprehensive [FAQs section](http://youngmillion.commonpurpose.org.uk/), please see <http://youngmillion.commonpurpose.org.uk/>

Why Young Million?

There are almost one million young people in the UK who are out of work. There are many schemes that exist to help this "Young Million" find employment, yet few that offer training and development opportunities whilst they are out of work. Common Purpose feels that they should be afforded the same opportunities to develop their leadership skills as those who are in employment. By participating on one of the courses mentioned, Common Purpose hopes that every participant will leave with:

- A boost in self confidence
- Local connections
- An opportunity to explore real-life workplace problem solving
- A supportive peer group.

Who is Young Million for?

Young Million is for young, unemployed people.

Each participant should be:

- Aged between 18-25 at date of application
- Currently unemployed, and not in full time education
- Actively looking for employment
- Resident in the United Kingdom.



Applicants must have the desire or potential to be a leader. They can demonstrate this through their family, community, work or academic achievement, through current activities or responsibilities and community roles, or through nomination from a friend, family member or colleague.

This course is for people who are actively looking for employment and applicants will need to be able to demonstrate this. Applicants must also be able to commit to three full days of on-site learning and have the time and capacity to complete the course.

Where are courses being held?

Young Million courses will be held in the following [locations](#) across the UK: Aberdeen, Belfast, Birmingham, Bradford, Brighton, Bristol, Cardiff, Cornwall, Coventry, Cumbria, Derby, Dundee, Edinburgh, Exeter, Glasgow, Hull, Kent, Leeds, Leicester, Lincoln, Liverpool, London, Manchester, Milton Keynes, Newcastle, Norwich, Nottingham, Oxford, Plymouth, Portsmouth, Reading, Sheffield, Southampton, Stirling, Stoke and Teesside.

The first two courses to run will be London in May 2011 and Newcastle TBC.

About Common Purpose

Common Purpose is an independent international leadership development organisation. Over the past 21 years, Common Purpose has designed and delivered courses that help people at all stages of their career become more effective leaders in society.

Common Purpose was founded by Julia Middleton in 1989 and now operates in 12 countries around the world, including: France, Germany, Ghana, Hong Kong, Hungary, India, Ireland, South Africa, Sweden, the Netherlands, Turkey and the UK.

Common Purpose runs courses that give people from the private, public and not-for-profit sector the inspiration, skills and connections to become better leaders both at work and in society. Common Purpose helps people, organisations, cities and regions to succeed, by broadening the horizons of their leaders and developing their ability to work together and lead complex change.

Common Purpose deals with real life issues and insights. We connect people who might otherwise never meet and give participants an understanding of the local context in which they do their jobs, the impact of their decisions and the contribution they can make. We operate in countries across the world – and connect them up. So participants are exposed to a broader international perspective of leadership.

There are 30,000 Common Purpose alumni around the world and each year, 3,000 people complete a Common Purpose course. To attract the widest range of potential participants from a diverse range of backgrounds, Common Purpose provides approximately 1000 bursaries a year for those who could not otherwise afford to attend.