

# #Untapped – The Economic Value of Youth Work

Strictly embargoed until 00.01 Thursday 10<sup>th</sup> November



Investment in youth work <sup>£</sup> <sup>£</sup>  
is currently saving society **£3.2 BILLION** annually

 Read the report:  
[ukyouth.org/Untapped](http://ukyouth.org/Untapped)

Youth work can transform lives. It provides a safe place for young people to find their place in society and learn practical skills to help them realise their full potential. In these difficult times, this is more important than ever.

New research by UK Youth and economics consultancy, Frontier Economics, has found that annual investment in youth work saves the government as much as £3.2 billion.

The government currently invests between £0.5bn and £1bn in youth work every year – directly via Local Authority funding (£380m) and the Youth Improvement Fund (£127m), with up to £0.5bn of additional annual funding distributed across other government departments.

Investing in youth work can save the taxpayer billions thanks to improved societal health, increased employment and education, and a reduction in crime.

This means that for every £1 the government invests in youth work, the benefit to the taxpayer is between £3.20 and £6.40. According to the government's own benchmarks, this return on investment is considered 'high' or even 'very high'.

UK Youth is calling on the government to recognise the substantial impact of youth work and to guarantee no cuts to youth work investment in next week's budget.

Read the report here on November 10th: [www.ukyouth.org/untapped](http://www.ukyouth.org/untapped)

## Social media

With our new report launching on Thursday, we've provided some example posts below for your social media channels to be posted from **10am** on the **10<sup>th</sup> November 2022** and

**UK YOUTH**

onwards, along with some campaign assets. We appreciate your support in amplifying our messages and helping to unlock youth work for more young people.

**Please do not post before the 10<sup>th</sup> November.**

- Our Twitter, LinkedIn and Facebook handles are **@UKYouth**
- N.B. Our Instagram handle is **@uk.youth**
- Frontier Economics handle is **@FrontierEcon**
- Please include our handles in your posts so we can share and amplify them.
- The campaign hashtag for the report is **#Untapped**.
- The page link to include is: **ukyouth.org/untapped** (N.B. this page will not be live until 10<sup>th</sup> November)
- **Download the campaign assets here:**  
<https://www.dropbox.com/sh/41z5y055qrgg4tl/AAAQLIQouiL0gcQ-1tjzcmKa?dl=0>

#### Social media example messaging:

- New research by @UKYouth and @FrontierEcon has found that for every £1 the government invests in youth work, the benefit to the taxpayer is between £3.20 & £6.40. Find out more about youth work's #untapped potential:  
**ukyouth.org/untapped**
- Investment in youth work can save society billions. For too long youth work has been #untapped. Read more in @UKYouth's latest report with @FrontierEcon:  
**ukyouth.org/untapped**
- For every £1 the government invests in youth work, the benefit is between £3.20 & £6.40 for the taxpayer. Help to ensure youth work's #untapped potential is valued:  
**ukyouth.org/untapped**
- Youth work can have a positive effect on communities, wellbeing, educational achievement & employment prospects! For too long youth work has been #Untapped. Head over to @UKYouth to find out more!
- Youth work can reduce mental health issues, drug use, crime, and teenage pregnancy. The #Untapped potential of youth work needs to be realised to benefit all sectors. Find out more from @UKYouth: **ukyouth.org/untapped**



We'd also love you to amplify the posts on our social media channels, including tagging your local MP in our posts to spread awareness.

Below is also some messaging you could also use to tweet your MP:

- Investment in youth work can save society billions. [**@ local MP**] it's time the #Untapped potential of youth work is valued. Find out more in @ukyouth's latest report: **ukyouth.org/untapped**

## UK YOUTH

You can find your local MP here: <https://members.parliament.uk/FindYourMP>

**UK YOUTH**

UK Youth, Kings Building, 16 Smith Square, Westminster, SW1P 3HQ | [www.ukyouth.org](http://www.ukyouth.org) | Charity  
number: 1110590