



## Digital tracking and guidance services: Proven solutions for NEET reduction.

Shaw Trust has been successfully delivering digital targeted impartial information, advice and guidance services since 2017.

Using digital tracking services to deliver interventions for NEET young people, informed by data and providing a monthly summary of tracking, recording and monitoring activities.

### Supporting the most vulnerable

Supporting NEET young people and preventing the most at risk from slipping through the cracks.

### Proven success:

In 2022 – 2023, in Wakefield we supported **597** NEET young people. The previous NEET and not known percentage was **7.6%** and consequently dropped to just **3.5%**

This equals a:



point decrease

## How we achieve results

We use digital tracking to support young people not in education, employment, or training, focusing resources where they're most needed. Our social media and digital support make it easy for young people to connect, with help from a Digital Media Officer apprentice and Digital Careers Advisors guiding them back into education, employment, or training.

Involving young people in our service design allows us to ensure the service meets their needs whilst enabling you to meet statutory duties through promoting participation in education and training. Here's what young people we have supported say about us:

“Lesley (my advisor) is a wonderful person, and her check-ins always leave me with a smile, she's so thoughtful and I'm glad to have had her helping me for the past year and a half”.

“Brilliant service and amazing staff”.

“Sam was absolutely just wonderful and so helpful.”

“Liz talked through options out there. I feel happier knowing that I can get help now”.

## Next steps!

Contact us today to discuss how our tailored solutions can reduce NEET rates in your area — just like we did for Wakefield.

For more information [click here](#) to visit our website or email: [paul.welch@shaw-trust.org.uk](mailto:paul.welch@shaw-trust.org.uk)