



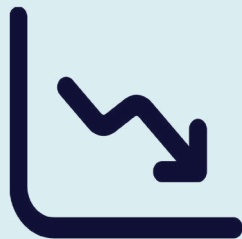
# Digital Targeted Information, Advice and Guidance:

proven solutions for reducing NEET rates.

Shaw Trust has been successfully delivering targeted, impartial digital information, advice and guidance services since 2017. We use digital tracking services to deliver data-informed interventions for NEET young people, with monthly summaries of tracking, recording and monitoring activities.

## Proven success:

In Stoke-on-Trent, **73.6%** of young people were classified as 'not known'. 18 months later that figure had reduced to just **1.7%**.



During 2024–25, Wakefield's performance was ranked in quintile 2, placing it within the top **35%** of Local Authorities nationally.



## 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 get in touch. A Digital Media Officer apprentice and Digital Careers Advisors guide them back into education, employment or training.

By involving young people in designing our service, we make sure it meets their needs and helps you meet statutory duties by promoting participation in education and training.

Here's what young people we've 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: [steven.lipscombe@shaw-trust.org.uk](mailto:steven.lipscombe@shaw-trust.org.uk)