

Impact Report

10th Anniversary of TalentPeople

FORWARD

It is with immense pride and gratitude that I reflect on the remarkable journey we have undertaken over the past decade. When we launched in 2014, the apprenticeship recruitment landscape was in a very different place. The apprenticeship system focused on L2 and L3 opportunities, and there were often many hundreds of applications for each role. Candidates were not able to search easily for roles, and having applied, feedback was incredibly limited – when it existed at all. Recognising these hurdles, we set out with a vision to revolutionise early careers recruitment. Our vision was – and still is – that candidates from every background must have access to information to help them make informed decisions about the options open to them. And, when those options turn into opportunities they can apply for, we should help to inspire and support them to achieve the right roles for them.

So, our journey began with the development of a groundbreaking candidate management system, designed specifically for early careers. It provided recruitment workflows which helped recruiters provide feedback to candidates – and also match them to opportunities which they may not have seen. We reduced administration by integrating with Government and other systems allowing recruiters to focus on their customers, both candidates and employers. So, recruiters in training providers were able to proactively search for the best – providing a true 'service' to employers who wanted to hire apprentices. Rather than weeks, providers and colleges were filling vacancies in days, or in some cases hours.

This focus on putting candidates and employers at the heart of our approach has led to extraordinary growth. We recognised that employers want access to a talent pool of individuals who are engaged and motivated to learn. Candidates who are matched to the best opportunities for them are those who are most likely to succeed. As a result of this simple philosophy, we've now had more than 1 million registrations and over 2.25 million applications across work experience, apprenticeship, intern and graduate roles.

Over the years, we have been fortunate to partner with industry leaders such as Microsoft, BMW, Channel 4, Schneider Electric and many others. Our technology – which has been used by training providers, colleges and charities such as BPP, Kaplan, Exeter College, Truro College and Movement to Work – has supported over 100,000 smaller businesses in their search for the next generation of talent. Technology was – and is – a critical enabler of impact at scale, and innovative solutions like the Automotive Apprenticeship Matching Service, Microsoft Connector and more recently, Career Copilot, reflect our continued investment and focus on improvement. We also know that when this technology is combined with the data and insight which allows us to understand candidate behaviour as well as our amazing and talented teams of designers, talent managers and school inspiration managers, we make a real difference, every day.

Together, we have built a community which brings together individuals, schools, charities, providers and employers; a resilient network that strives to create and deliver opportunities for individuals in all walks of life. As we embark on the next chapter of our journey, it is great to be able to reflect on some of the amazing achievements of our first 10 years, before continuing our mission. Helping organisations create their talent pipelines of the future, and ensuring that people from every background are inspired to connect with insight, development and employers which are right for them.

David Allison

CEO and Founder of TalentPeople



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ABOUT THE TALENT PEOPLE

Our Story

In 2014, the world of apprenticeship recruitment faced unprecedented challenges. The National Apprenticeship Service struggled to manage soaring demand, recruiters operated in silos, and candidates faced inefficiency and intense competition for entry-level roles. Recognising these hurdles, we launched GetMyFirstJob with a bold vision to revolutionise early careers recruitment.

We developed the first candidate management system, a groundbreaking platform that centralised recruiter workflows, streamlined candidate matching for training providers, and standardised interview processes across providers. This innovation introduced a structured, efficient approach to recruitment, paving the way for what we now know as strengths-based interviews – even before the term existed.

In the same year, Nesta invested in GetMyFirstJob, igniting our journey to transform the apprenticeship landscape. By the end of 2014, we had already achieved 201,470 registrations and 441,232 applications, laying a strong foundation for future growth.

In 2020, amidst the COVID-19 pandemic, we recognised the growing emphasis on diversity and developed our Five Pillars – Inspire, Attract, Engage, Select, and Support. This framework enhanced our commitment to inclusivity. To adapt to lockdown challenges, we introduced a basic video interview platform, ensuring continuity in recruitment. By the end of the year, registrations reached 697,216, with 1.7 million applications.

The years that followed showcased our resilience and innovation:

Our rapid expansion continued:

2015

Our proposition grew exponentially, reaching over **200 customers** with **378,874 registrations** and **293,336 applications**.

2016

Registrations surged to **464,764**, and applications exceeded **1.2 million** as our innovative platform gained traction.

2017

The introduction of the Apprenticeship Levy brought significant industry changes. With Nesta's support, we adapted by rewriting our business plan, ensuring sustainable growth.

2018

We evolved to offer tailored solutions for employers, achieving **520,955 registrations** and **1.39 million applications**.

2019

Continued success saw **603,624 registrations** and **1.59 million applications**.

2021

Partnerships with Microsoft and Channel 4 flourished, marked by the launch of the Connector platform. Registrations climbed to 813,644, with 1.94 million applications.

2022

We expanded our impact by partnering with Witherslack Group engaging 902,964 registrants and facilitating over 2 million applications.

2023

Our collaboration with Channel 4 advanced with a virtual work experience solution, and we launched an AI chatbot. Registrations surpassed 1 million, and applications exceeded 2.2 million.

2024

Marking a decade of transformation, we launched Career Copilot, expanded Connector, developed new applications with Microsoft and Witherslack Group, partnered with LSIPs and collaborated with Movement to Work on AI research. We also celebrated our ISE Award win and shared insights with Meta Loop, culminating in 1.1 million registrations and 2.24 million applications.

Our Vision

A world where people from every background are inspired to connect with insight, development and employers which are right for them.

Our Progress

Starting our life as GetMyFirstJob, our initial focus was supporting young people leaving education and entering the world of work. As we've grown, so has our vision, leading to TheTalentPeople being created. This evolution allows us to support wider employment needs and offer direct support. GetMyFirstJob remains an integral part of our wider ecosystem.

Our Impact

In the past decade we've fostered growth and opportunities in the industry that reflect our commitment to having a real social impact and to making a difference to the candidates and employers we work with. This year, our momentum has continued, with new milestones achieved and this growing community benefitting from our work. The following numbers attached to our five core values demonstrate this lasting impact, and our drive for positive social change for individuals across the nation:



Inspire

Over the past decade, we've seen growing demand for our resources and opportunities, with more than 1.1 million registrations to date



Attract

Our platforms connect individuals with opportunities that align with their aspirations, with over 2.1 million proactive searches conducted to date.



Engage

Our ecosystem has been visited around 1.6 million times, across GetMyFirstJob and our microsites.



Select

Helping candidates secure their next step has been instrumental in demonstrating our impact, with over 2.3 million applications submitted to opportunities to date.



Support

Supporting candidates on their career journeys has always been a priority, with around 1.9 million individuals having accessed our advice and support pages, helping empower users with the guidance they need to thrive.

Total Impact

Over the last ten years, the Talent People has:



Built 40 microsites and platforms



Partnered with 650 providers and 110,000 employers



Facilitated 350,000 opportunity successes



Advertised 492,125 opportunities



Attracted 1.1 million registrations



Supported 1.9 million candidates with resources



Hosted 1.6 million site visits



Facilitated 350,000 opportunity successes



Enabled 2.1 million active searches



Processed 2.4 million applications

Our Ambassador Network:

Inspiring Early Talent Through Connection

Over the last 10 years, how we amplify the impact of apprenticeships has evolved significantly. One of this initiatives is our Ambassador Network.

This network brings together those currently on the apprenticeship path, those who have completed their apprenticeships, and those considering taking that first step. It's a space for sharing experiences, providing guidance and inspiring others to explore their own career possibilities.

What began as a simple idea has flourished. Today, the network has over 100 ambassadors, representing multiple organisations and industries.

The network has two exciting pathways:

1

Ambassador Role:

Apprentices share their stories and testimonials on our website to offer real-world insights.

2




Ambassador Plus:

A more active role involving monthly calls, event participation, and hands-on engagement to build deeper connections.




The Power of the Network

Being an ambassador benefits both individuals and the organisations they represent:

For Organisations:

-  Amplifies brand visibility and showcases company culture.
-  Champions diversity and promote inclusivity.
-  Strengthens social media presence with authentic voices

For Ambassadors:

-  They develop new skills and gain valuable experience.
-  Build connections within a supportive community of peers.
-  Share personal experiences to guide and inspire others.

The Ambassadors Network is more than an initiative – it's a powerful tool for connection, inspiration, and growth. Whether you're an apprentice sharing your journey, an organisation seeking to strengthen its employer brand, or someone considering an apprenticeship, this network ensures that no one has to navigate the career path alone. Together, we're shaping the future of apprenticeships, one connection at a time.

The Ambassador Network doesn't just inspire future apprentices – it also helps employers. Through the ambassadors, organisations can provide authentic insight into job expectations and career opportunities, making it easier to attract top talent and fill challenging roles.

"Being an ambassador at Get My First Job has been incredibly rewarding for me. Connecting with other apprentices through our monthly calls has been invaluable. It's a safe space to share experiences, ask questions, and gain insights that only fellow apprentices truly understand."

"Creating content has been a creative outlet that allows me to share information I wish I'd known before starting my apprenticeship. Lastly, building a network with both apprenticeships and the Talent People team has been inspiring. Working with a team that genuinely cares about apprenticeships keeps me motivated to advocate for this path."

Our Roundtable Community

Now entering its fifth year in 2024, our Roundtable events continue to thrive as a cornerstone of collaboration and innovation in early talent recruitment. These sessions have proven invaluable in bringing together employers, partners, and thought leaders to address the pressing challenges and exciting opportunities within the industry.

Covering a broad spectrum of topics—including talent attraction, engagement strategies, inclusive assessment practices, and effective onboarding—our Roundtables offer a dynamic mix of online and in-person events.

With a growing and vibrant membership of over 1,250 individuals representing 565 companies, our community has become a trusted hub for sharing best practices, exchanging actionable insights, and fostering meaningful connections. Together, we're driving forward-thinking approaches that shape the future of early careers and build stronger, more inclusive pipelines of talent.

Hear What Our Community Have To Say About The Roundtable Events:

"The Roundtables are always informative and engaging. Christos is a brilliant host drawing in people for contributions and insight as well as posing some thought-provoking questions for us all to consider!"

The Roundtable community includes some of the following organisations:



"Dedicate an hour – it's worth it! We've worked with the Talent People on several projects over the years, and their team never fails to impress. Everyone is super talented, helpful, and genuinely passionate about what they do.

I recently attended my first employer roundtable with them, and it was expertly hosted. The use of polls and directed questions created a relaxed and engaging atmosphere. The insights shared between employers were valuable, and the Chatham House rules encouraged open, honest discussion. I left with a long list of actionable tips/ideas. A very worthwhile hour spent—highly recommended!"



AI in Action:

The Talent People's AI-Driven Approach to Shaping Futures

Technology continues to define how we connect, communicate, and create opportunities. We see AI as more than just an innovation – It's a tool for empowerment.

Technology, Innovation & People: Shaping the Future of Work

The world of work is evolving at an unprecedented pace. Advances in technology, driven by innovation and necessity, are redefining how organisations operate and how individuals navigate their careers. Artificial Intelligence (AI) has emerged as a powerful tool in this transformation – not as a replacement for human ingenuity, but as a partner that enhances it. At Talent People, we see AI as a force for good, connecting people, organisations and opportunities in ways that empower informed decisions and foster meaningful careers.

Innovation with Purpose

Our vision is simple: leverage technology to enhance human connection. By integrating trusted AI tools, we're not just adapting to the evolving world of work – we're shaping it. This collaboration between people and technology ensures that decisions are grounded in quality, transparency, and ethical design. As organisations innovate to remain competitive, the human touch remains central, supported by AI's ability to simplify complexity and inspire progress.

AI as a Tool for Connection

The rapid rise of AI has brought unparalleled opportunities for organisations to engage with their audiences. By streamlining communication channels and curating tailored information, AI can break down barriers that once hindered understanding and accessibility. For employers, it means showcasing opportunities with clarity, precision, and relevance. For job seekers, it provides personalised support, offering insights into roles, industries, and training that align with their aspirations. Technology becomes a bridge, not a barrier, enabling people to make confident decisions about their futures.

Together, technology, innovation, and people are creating a future where every individual can find the right role for them, and every organisation can build a workforce ready to thrive in a changing world.

OUR AWARDS

Institute of Student Employers Award:

Outstanding Employer & Recruitment Partnership

This year we are delighted to have won the Outstanding Employer and Supplier Recruitment Partnership Award at the Institute of Student Employers Awards! This recognition celebrates our work with Channel 4, as we inspire and empower young people across the UK to explore careers in the creative industry. Through innovative initiatives like pioneering virtual work experience, schools work, and recruitment campaigns, this partnership has helped thousands of young people take meaningful steps toward their future.

A huge thank you to Channel 4 and their team, our incredible team and everyone involved in making this vision a reality.



Internal Staff Awards 2024

Mid-year:

End-of-year:

Achieve

Luke, Donna

Joe

Team

Ryan, Laura

Ryan

Improve

Chloe, Ellie B

Chloe

Confidence

Mark, Bailey

Emma

Ambition

Emily D, Abi

Bailey



Newcomer of the Year:

Dan



Employee of the Year:

Laura

OUR THANKS

A Decade of Impact:

Thank You for 10 Incredible Years

As we end 2024 and look to the future, we celebrate not only a year of remarkable impact but an incredible 10-year journey of innovation, collaboration, and positive change. This milestone is a testament to the collective efforts of our clients, partners, investors, and our extraordinary team who have been with us every step of the way.

This year, like every year, has been defined by meaningful progress. Together, we've championed inclusivity, empowered individuals, and unlocked opportunities for people across the UK. From groundbreaking initiative to transformative partnerships, none of this would be possible without the shared vision and determination of everyone involved.

To Our Partners:

Thank you for your trust, collaboration, and shared commitment to creating impactful solutions that shape futures.

To Our Investors:

Your belief in our mission over the last decade has been pivotal in driving innovation and delivering on our promise.

To Our Team:

You are the heart of the Talent People, your dedication, creativity, and passion continue to inspire and fuel the impact we strive to make every day.

As we celebrate 10 years of making a difference, we look forward to the next chapter with excitement and purpose. Here's to the next decade of driving change, fostering talent, and building opportunities together.

Thank you!

TheTalentPeople Team

RECOGNISING OUR INVESTORS

Driving Positive Impact Together & Bringing Social Value

Our journey would not be possible without the support of our incredible investors, who share our vision of creating meaningful impact and lasting change. Their commitment and belief in our mission have empowered us to grow, innovate, and make a real difference.

UnLtd: Empowering Social Entrepreneurs



UnLtd is dedicated to funding and supporting social entrepreneurs who deliver bold, innovative solutions to today's challenges. Their mission is to drive positive social change by providing social enterprises with the resources and guidance they need to thrive.

Through their investment in our vision, UnLtd has enabled us to realise our potential and create lasting impact in the communities we serve.

Nesta: Catalysts for Innovation



Nesta Impact Investments, our first investor in 2014, has been instrumental in our success. They prioritise high-impact, innovative tech ventures, with the goal of delivering meaningful social outcomes across the UK.

As our largest shareholder, Nesta's ongoing support has been invaluable. Their active involvement on our board provides thoughtful governance and strategic challenges, ensuring we remain focused on creating lasting social impact.

City & Guilds: A Legacy of Supporting Success



With over 140 years of history in fostering essential skills, City & Guilds shares our commitment to enhancing social mobility and prosperity. Their early investment, alongside Nesta's was pivotal in helping us navigate the ever-evolving landscape of further education.

Their advisory role continues to shape our approach, aligning our efforts with their enduring mission to empower individuals and drive success.

Grateful for Our Partnership

Together with our investors, we've built a foundation that enables bold ideas to flourish, communities to thrive, and opportunities to expand. Their belief in our mission inspires us to push boundaries and continue making a difference.

Thank you, Nesta, UnLtd, and City & Guilds, for walking this journey with us and being part of the positive impact we're creating together.

TRUSTED BY





**Curious to know more about what we do
or explore a potential partnership?**

We'd love to talk. Let's connect and see
how we can work together to bring your
ideas to life and make a positive impact.

Get in touch



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