

Pointr Service Summary

Pointr is a new service designed by PDR in partnership with The City of Cardiff Council, that helps young people find and access local services quicker and more effectively.

There are more than one million young people unemployed in the UK, each costing the government an estimated £153 per week, that's £56,000 every year*. Our research told us that services for young people are often fragmented with national and local government spending significant amounts of money on services for young people.

But there's a disconnect, with many young people are unaware of what's available to them. In many cases the confusing messages created by this complex system are often pushing young people away from initiatives designed to support them. PDR set out to design a solution to this.

“It is impossible to get started and find anything – or find the place where you can actually look at the vacancy” - teenage research participant

PDR built a prototype site supported by a Google advertising campaign, which ran for two months. This cost-effective method resulted in over 1,000 young people using the prototype. We used analytics to review how it was working and whether users were able to locate information that was relevant to their needs.

The prototype validated assumptions about Pointr and highlighted what needed to be improved.

PDR then built a working BETA version that was populated by live data provided by Cardiff Council. The service links to the services, programmes and organisations offering employment or training to young people in Cardiff and provides organisations with feedback on service quality and relevance from Pointr users.

At present, Pointr is in beta stage and running in Cardiff. The service is currently being used by careers advisory teams working for The City of Cardiff Council in 19 schools in the city. The teams deliver career planning to 14-16 year-olds and Pointr is used to support this activity, enabling a smooth transition from secondary education to employment, education or training.

www.pointr.wales