



Skills
Development
Scotland

ABERDEEN CITY

BRIEFING

DECEMBER 2009



Damien Yeates Chief Executive

|| Delivering comprehensive information, advice and guidance for careers and learning, as well as delivering skills development ||

Chief Executive's Message

What is Skills Development Scotland?

Since its formation in April 2008, Skills Development Scotland has pursued its key purpose of maximising Scotland's sustainable economic growth by unlocking the potential of the country's greatest asset – our people.

By bringing together learndirect scotland, Careers Scotland and the main Skills and Training interventions of Scottish Enterprise and Highlands & Islands Enterprise, we have made major inroads to becoming a coherent body delivering comprehensive information, advice and guidance for careers and learning, as well as delivering skills development.

We strive to be a catalyst for real and positive change in Scotland's skills performance by helping individuals realise their full potential. We also help employers be more successful through skills development.

We want to develop meaningful partnerships at national, regional and local levels. Through these partnerships, we will work towards fulfilling our vision and drive forward real, positive and sustained change in Scotland's skills performance.

The aim of this briefing is to let you know about our services and results and to give you an overview of the local labour market.

We plan to produce these briefings on a quarterly basis and would welcome your feedback on what you would like us to include. You can get in touch via your local contact, see details below, or by sending an email to info@skillsdevelopmentscotland.co.uk.

Alternatively, you can keep up to date with our activity by visiting our website www.skillsdevelopmentscotland.co.uk.

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Our Services



Skills Development Scotland was created to change the way in which people learn, develop and utilise their skills, and also to help businesses and organisations build their capabilities and put their skills to their most productive use.

Our core services include careers advice and guidance for young people still at school as well as adults looking to find work, those facing the threat of redundancy and for those looking to advance their career.



We are also actively engaging with employers and offer a variety of ways for people to develop their skills through a range of work-based national training programmes, including Modern Apprenticeships, Get Ready for Work, Training for Work and Skillseekers.

Together with Jobcentre Plus, we plan to introduce an integrated employment and skills service throughout Scotland in 2010.



We will soon be introducing a new brand identity to unify our work and to better connect with our customers. In the interim, you may be more familiar with what we do through the different services, brands and initiatives we have brought together under Skills Development Scotland. Here's a brief summary of these with highlights for the first six months of 2009/10.



Careers Scotland offers guidance to all school pupils from S2 onwards but is also freely available to adults of any age. For example, **PACE** is a unique Scottish partnership initiative which provides support to employees when an organisation announces redundancies. As part of PACE, Skills Development Scotland offers careers advice and information on financial help, including business start up.

Other services available include **CareersMatch Scotland** which matches an individual's skills and interests to occupations; a **CV Builder** which allows individuals to create and save their own CVs; **Higher Education Conventions**, a series of events that provide pupils with details about further and higher education courses in Scotland and beyond; and the **Exams Helpline**, which provides pupils and parents with impartial guidance on the clearing process and what their options are once the results are known.

Fast facts, April-September 2009

- **125,959** visits were made to Careers Scotland centres across the country.
- There were **173,412** face-to-face interventions with individuals to support their career planning, improve their readiness to enter the labour market through employability support or to aid their personal and social development through mentoring support.
- **41,284** school pupils were supported to progress their career choices and to make a successful transition into work, training, or further education.



The Scottish Government would like everyone to carry on learning throughout their life, whether it's to get a job or to improve their skills. We encourage this via **learnirect scotland's** helpline, website and network of over **500** branded learning centres.



ILA Scotland is a Scottish Government scheme that helps people pay for learning. It's available to people over 16 who have an income of £22,000 a year or less, or who are on benefits. Up to £500 towards the cost of learning is available each year.



The Big Plus is Scotland's campaign to promote the free help that's available for adults who need support with reading, writing and numbers. People who contact us are put in touch with local tutors.

Fast facts, April-September 2009

- 954,691 visits were made to our family of websites.
- 141,992 calls were made to our helplines.

Another important area of our work is the delivery of four national training programmes where we work closely with a range of providers to promote recruitment and to ensure high quality delivery.



Modern Apprenticeships offer people aged 16 and over the chance of paid employment combined with the opportunity to train for jobs at craft, technician and management level. They are an exciting way of gaining skills and qualifications that will help to start a career without having to study full-time, and are now available across a wide range of industries.

Get Ready for Work

Get Ready for Work is a national training programme for young people aged 16 to 19 who are not at school, college, work or in training. The programme has been developed to help them move into a job, further training or college. It helps them focus on what they want to do, learn new skills and gain the confidence to make progress.

Training for Work

Training for Work provides training support for people aged 18 and over, who have been unemployed for at least 13 weeks and who are actively looking for work. The programme allows people to undertake vocational training linked to local labour market opportunities, enabling individuals to secure and sustain employment.

Skillseekers

Skillseekers is a vocational training programme for young people aged 16 to 19, who want to develop their skills and equip themselves for the world of work. It's open to people who have left school and have a job or who are looking for work.

Fast facts, all national training programmes combined, April-September 2009

Across Scotland

- 21,595 unemployed 16 to 19 year olds received personal support to secure training, work or learning opportunities.
- 18,346 adults over 20 years old engaged with us to make effective career decisions or to develop their skills and progress their careers.
- There were 7,185 achievements, such as the attainment of a qualification, a job, or progression to another training programme.
- We engaged with 23,123 small to medium sized enterprises in staff development and training.

In Aberdeen City

- 539 people were successfully recruited across the four national programmes.
- 2,054 individuals were actively in training.
- There were 207 achievements, such as the attainment of a qualification, a job, or progression to another training programme.

Labour Market Overview



Skills Development Scotland has a key role to play in making the link between the supply of people skills and the demand for businesses to meet their workforce requirements.

In the past, through learndirect scotland for business, we focused on helping small to medium sized businesses. This focus will continue, but we will also help larger organisations too and work in partnership

with key partners such as the Sector Skills Councils, trade unions and the Scottish Funding Council to achieve our goals.

We will also prioritise our skills development activities in the Government Economic Strategy key sectors. These are creative industries, financial and business services, energy, food and drink, tourism, life sciences and universities.

Fast Facts: Aberdeen City

- The population of the Aberdeen City local authority area is **210,400**.
- **139,500**, or **79.6%**, are of working age.
- During October 2009, **2,906** people were claiming Job Seeker's Allowance.
- In the same month, Jobcentre Plus reported **2,172** unfilled vacancies.

Employee jobs by Industry (March 2009).

Energy and Water	19%
Manufacturing	9%
Construction	6%
Distribution, Hotels and Restaurants	17%
Transport and Communications	8%
Banking, Finance and Insurance	16%
Public Administration, Education and Health	22%
Other	3%



Sectors with fewer than 500 jobs are not represented. Source: Office of National Statistics 2009

Latest News...

- Skills Development Scotland's Space School 2009 took off in November, with 14 young people from across Scotland attending a ten-day study trip to NASA Space Centre, Houston. The group took part in a range of activities and organisational visits to the United Space Alliance, The Wood Group Engineers, Johnson Space Centre and Rice University.

Our relationship with NASA is an invaluable way of motivating and inspiring young people to aim higher. Visit our website to find out more about the initiative and to see how the group got on.

- The Scottish Region of the National Training Awards took place in Edinburgh on 5 November. The awards, managed by UK Skills and delivered by Skills Development Scotland on behalf of the Scottish Government, inspire others through recognising best practice in learning and development.
- The 8th annual Modern Apprenticeships Awards will be held in Glasgow on 9 December. Staged by Skills Development Scotland and sponsored by SQA, there are 106 entries in nine categories. All celebrate the high standards being

reached by many employees, employers and learning providers involved in Modern Apprenticeships.

- Visit our website to download our Partner Update Reports. Published every six months, they include our School Leaver Destination Report and full analysis of our skills programmes.