

# Local Authority Briefing

**City of Edinburgh**  
Winter 2011/12



## Our performance in your area

Here are some of our headline mid-year performance figures, from April to September 2011.

**7,079** individuals supported by our Career, Information, Advice and Guidance services

**643** Modern Apprenticeship new starts

**403** new starts across our local training opportunities

Go to the back page for a more detailed analysis.

## Welcome

### Thanks to you and other local partners for supporting Skills Development Scotland in our work.

Youth employment is an important shared objective and we are fully committed to working in partnership with you to create opportunities for all and ensure that our young people move into, and sustain, positive destinations.

Already, together we have made significant strides in contributing to the local 'skills pipeline' for City of Edinburgh. Our input to the pipeline is focused on ensuring that the resources of a range of organisations are joined up so that young people are fully supported in their transition from full time education into training, learning or employment.

Youth employment will continue to feature strongly through our next local Service Delivery Agreement (SDA) and we'll soon be scheduling time for another workshop, using feedback gained from a recent review of the SDA process to further develop appropriate content for our next agreement.

This Briefing brings to life our work in support of young people as part of our commitment to the many activities and services aimed at driving improvements in skills development for all people in Scotland.

In the meantime, here are some highlights from our recent activity...

- As part of the Employer Offer in Edinburgh, we have been working with partners to facilitate workshops focusing on Primark recruitment. Each partner agreed their key customer group and we delivered to young people aged 16-19.
- In partnership with City of Edinburgh Council, SDS has contributed to the development of the Edinburgh Guarantee, which seeks to increase the number of jobs, education and training opportunities being made available to young people. This has included reviewing the provision available and supporting the Council in the development of their internal programme Inspiring Young People.
- We have worked closely with colleagues in City of Edinburgh Council to introduce activity agreements as part of 16+ Learning Choices.

If you have any questions or suggestions, please do get in touch.

### Your local contacts...

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## re:thinking a career in finance

**The recent launch of re:think builds on the resources available in My World of Work, and provides a website where people can learn about working in the financial services industry in Scotland.**

As with My World of Work, we are keen to reflect and respond to the complexities and variety of today's labour market and this new site brings to life what it's like to work in financial services and demonstrates what financial services businesses are looking

for in new recruits. It will be a key resource for young people, providing insight into the wide variety of roles, encouraging them to consider a career in financial services and helping them identify and develop the skills needed for a career in the industry.

1. Dr Alasdair Allan, the Minister for Learning and Skills launched 're:think' at Drummond Community High School, Edinburgh. From left-right: Back row – Damien Yeates, Nicola Craig and David Thorburn. Front row – Kyle Meighan, Dr Alasdair Allan and Shannon Smillie. Pupils are in traders jackets with cash from the stock market challenge.



**"Investment in Modern Apprenticeships can help businesses build more capable, efficient and loyal workforces."**

Damien Yeates, Chief Executive,  
Skills Development Scotland

## Case study: Our Dynamic Earth

Bosses at one of Scotland's most popular visitor attractions believe its 'dynamic' young apprentices are having a big impact on the business.

Kim Gibson, customer experience manager at Our Dynamic Earth explained: "We have five members of staff undergoing the Modern Apprenticeship programme at the moment. The Modern Apprenticeship programme allows us to give them a challenge, the opportunity to gain a recognised qualification and develop new skills.

"They are happier, more motivated and have a much keener awareness of the

needs of the business – which is great for the company as a whole.

"It runs very smoothly – our learning provider deals with all the paperwork."

Graeme Haldane, 22, completed his Modern Apprenticeship while working as a visitor services guide at the Edinburgh attraction.

"It's made me much more confident in my job," he said. "It has really opened my eyes to the world of work, and it has also made me think about studying further. I'd recommend it to anyone."

## Modern Apprenticeships

**With Scottish Government's commitment to the largest ever number of Modern Apprenticeship (MA) places (25,000 new places in 2011/12), we led on Scotland's first ever Apprenticeship Week from 5-9 September, highlighting to employers the real difference that apprentices can make to businesses.**

In today's increasingly challenging climate, we are encouraging employers to invest in the future of our young people and to realise the business benefits of taking on a Modern Apprentice.

Modern Apprenticeships offer the individual employment as well as work-based learning with the obvious benefit to employers of having a skilled member of

staff. SDS supports the delivery of Modern Apprenticeships by making a significant financial contribution to this type of training.

During the inaugural week, we worked with partners to showcase Modern Apprenticeships through events, news articles and partner activity which highlighted how MAs are contributing to business success. This included a visit by Michael Russell, the Cabinet Secretary for Education and Lifelong Learning, to congratulate Zoey Rennie on completing a Modern Apprenticeship in joinery and embarking on a career with Moray Council.

To find out more about Modern Apprenticeships visit [www.skillsdevelopmentscotland.co.uk/employer](http://www.skillsdevelopmentscotland.co.uk/employer) or call 0800 783 6000.



2. Joinery apprentice Zoey Rennie, Cabinet Secretary Michael Russell, Skills Development Scotland Operations Director Danny Logue, joinery apprentice Garry George, Moray Council Chair of Communities and Young People's Services Committees Eric McGillivray and joinery apprentice Craig Sim.

# Our performance

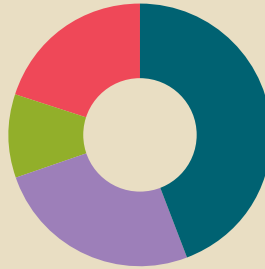
## ...in City of Edinburgh

Here are some of our performance indicators for the first half of this year, April to September 2011.

**7,079** individuals were supported by our Career Information, Advice and Guidance services.

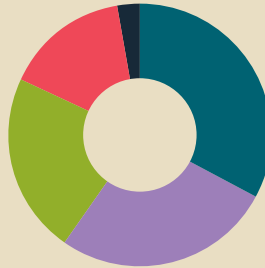
The number of achievements from our National Training Programmes, such as the attainment of a qualification, a job, or progression to additional training to further an individual's career prospects...

- |  |  |
|--|--|
| ■ Modern Apprenticeships 16-19; <b>253</b> | ■ Get Ready for Work including Lifeskills; <b>59</b> |
| ■ Modern Apprenticeships 20+; <b>146</b>   | ■ Training for Work; <b>114</b>                      |



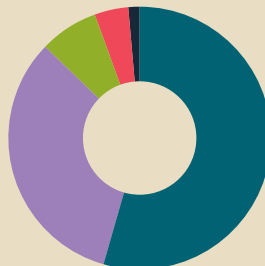
The number of new starts delivered across the following programmes and initiatives...

- |  |   |
|--|---|
| ■ Modern Apprenticeships 16-19; <b>353</b> | ■ Get Ready for Work including Lifeskills; <b>238</b> |
| ■ Modern Apprenticeships 20+; <b>290</b>   | ■ Training for Work; <b>165</b>                       |
|  | ■ Targeted Pathways; <b>27</b>                        |



The number of individuals in training by the end of September 2011...

- |  |   |
|--|---|
| ■ Modern Apprenticeships 16-19; <b>1,100</b> | ■ Get Ready for Work including Lifeskills; <b>146</b> |
| ■ Modern Apprenticeships 20+; <b>658</b>     | ■ Training for Work; <b>84</b>                        |
|  | ■ Targeted Pathways; <b>27</b>                        |



The participation figures shown are based on the number of individuals recorded on our database as having 1) been supported through our programmes and initiatives and 2) an address within your Local Authority area.

Performance information for a range of activities including National Training Programmes delivered by Skills Development Scotland is published on our website

[www.skillsdevelopmentscotland.co.uk](http://www.skillsdevelopmentscotland.co.uk)

## Contact us

We welcome your feedback on this publication. If you have any comments or suggestions for future editions please email [extcomms@sds.co.uk](mailto:extcomms@sds.co.uk).

## Local Training Opportunities

**Our joint approach with Community Planning Partnerships/ Local Employability Partnerships in contracting for Local Training Opportunities in 2012/13 includes two pre-employment programmes for individuals who need an extra bit of help getting ready for the workplace.**

Get Ready for Work helps young people to develop essential employability skills and Training for Work provides vocational skills to help unemployed people aged 18+ to better meet the current needs of industry.

Employers who are interested in supporting these programmes should get in touch with their local SDS contact Brian Hermiston on [brian.hermiston@sds.co.uk](mailto:brian.hermiston@sds.co.uk). Individuals should get in touch with their local SDS careers centre or job centre.

## Employer Recruitment Incentive

**SDS is managing the Scottish Government Employer Recruitment Incentive as part of our package of support for business, offering an incentive of up to £2,000 to employers who can take on someone as an employee or Modern Apprentice.**

Businesses can access the money when they employ individuals who have gone through one of SDS's pre-employment programmes, Get Ready for Work and Training for Work, or have experienced some barriers to work in the past.

To find out more about the Employer Recruitment Incentive visit [www.sds.co.uk/eri](http://www.sds.co.uk/eri) or call 0800 783 6000.

Scan the code to watch a short film on how the Employer Recruitment Incentive has helped an employer take on a new recruit.

