

# Local Authority Briefing

**Aberdeen City**  
Winter 2011/12



## Our performance in your area

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

**3,271** individuals supported by our Career, Information, Advice and Guidance services

**450** Modern Apprenticeship new starts

**155** 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 Aberdeen City. 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...

- We have been participating in an Aberdeen City and Shire Economic Future's Stakeholder Workshop to review the priorities of the ACSEF Skills Group and develop the ACSEF Skills Action Plan for the next five years.
- As part of our commitment to supporting the Corporate Parenting Strategy, SDS has been working closely with Aberdeen City Council Social Work department and the Marriott Hotel to provide support for young people who are looked after to enter and sustain employment opportunities offered by the Marriott.
- We are currently working with partners, including Jobcentre Plus, Aberdeen City Council and members of the third sector on an employer engagement strategy for the City.

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

## Your local contacts...

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## There are many ways we can work together to help young people

### Encourage young people to register with My World of Work

Schools can make facilities available to access My World of Work and teachers can introduce pupils to the web service through teaching, personal and social development programmes. We can all encourage parents and carers to use My World of Work to help inform young people.

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

### Use labour market information to inform local plans

Use labour market information available through SDS's website and our monthly newsletter to inform local plans for supporting young people into positive destinations.

[www.skillsdevelopmentscotland.co.uk/knowledge/local-lmi-reports.aspx](http://www.skillsdevelopmentscotland.co.uk/knowledge/local-lmi-reports.aspx)

### Integrate SDS products and services into local plans

Continue to work to ensure that SDS products and services, including Modern Apprenticeships, Get Ready for Work and Training for Work, are integrated into local action plans.

### Get SDS involved in supporting inward investment to the local area

Let SDS know if you are aware of any companies who are changing, growing or moving to the local area and we can get involved to make sure they're aware of opportunities and funding available to recruit and develop their workforce.

### Encourage employers to benefit from the Employer Recruitment Incentive

Share information with employers about how they can benefit from the Employer Recruitment Incentive.

[www.sds.co.uk/eri](http://www.sds.co.uk/eri)

## Bringing the World of Work to life online

### In August we launched our new web service My World of Work, which provides information on skills, learning and employment and helps people plan, build and direct their career throughout their lives.

My World of Work supports the Scottish Government's ambitions for the improved delivery of an all age, universal careers service and complements our current face-to-face and telephone services, as well as those provided by partners, so that customers can access or utilise services depending on their needs.

It is an important resource for young people making choices about their next steps and SDS is working intensively with local authorities to encourage S4-S6 school pupils to register and become fluent with the service.

Through My World of Work customers can see jobs in action; build their CVs; search for vacancies and explore training opportunities in a way that's personal to

them. There are a wide range of video clips of people talking about their job roles and a significant magazine element with exciting, current content that is relevant to the world of work. The latest resource to be installed on the web service is 'My Interview', a mock interview feature designed to help young people prepare for an interview.

As part of our service delivery agreements, we are working with local partners to generate more localised content and find ways to make the service even more useful and relevant to people in your area.



## Helping our young people

### We have been a key partner for local authorities, supporting plans to help young people into positive destinations.

SDS programmes and initiatives are being fully integrated into local plans, working with partners to deliver career information, advice and guidance to young people and provide them with opportunities for further training, learning or employment. We have also been working together to generate support from employers, encouraging them to get involved in helping young people develop their skills and realise their potential.

Our work is being continually shaped by Labour Market Information (LMI) from our Evaluation and Research Operations team. A recent refresh of our provision of local LMI means that a range of different local reports can be easily accessed using a flash map featuring all local authorities in Scotland.

Our strategic work with national and local partners also informs local delivery plans, including work to attract inward investment from businesses. For example, we use information about businesses which are

generating jobs in the local area to identify skills needs and help customers who are interested in these opportunities to develop their skills.

And we continue to make steady progress on the development and implementation of the 16+ Learning Choices Data Hub, helping us bring together information on young people and their learning choices and enabling the progress of young people from S4 onwards to be tracked. This allows us and our partners to identify and engage with any young person dropping out or failing to complete their learning choice, with a view to re-engaging them in further learning.



## 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: Holiday Inn

An Aberdeen hotel has been inundated with requests from staff for places on its Modern Apprenticeship programme.

Holiday Inn AECC HR manager Tricia Horton explained: "Our staff really enjoy taking part in the Modern Apprenticeship programme. They learn valuable skills, grow in confidence and gain a recognised qualification in the process.

"From a business point of view, we benefit by having hard-working, loyal staff, keen to play their part in helping to grow our business. It helps us to retain and progress team members."

Darren Murray, 21, from Aberdeen has completed two hospitality courses at Holiday Inn and is involved in the recruitment and selection of new restaurant staff.

"I jumped at the chance to take part in the Modern Apprenticeship programme," he explained. "It has helped me develop my career here and I've learned a lot by being able to study and work at the same time. Doing a Modern Apprenticeship makes you think differently about your job."

## 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

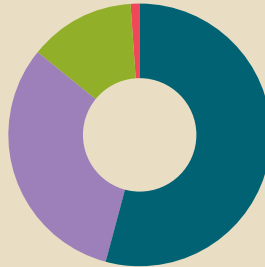
## ...in Aberdeen City

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

**3,271** individuals were supported by our Career Information, Advice and Guidance services.

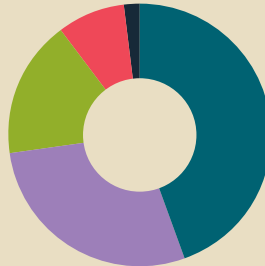
The number of achievements from our National Training Programmes, such as the attainment of a qualification, a job, or progression to additional training to further an individual's career prospects...

■ Modern Apprenticeships 16-19; <b>155</b>	■ Get Ready for Work including Lifeskills; <b>37</b>
■ Modern Apprenticeships 20+; <b>90</b>	■ Training for Work; <b>3</b>



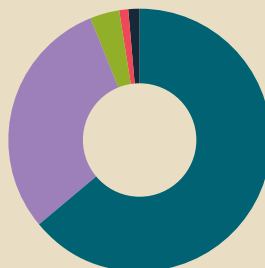
The number of new starts delivered across the following programmes and initiatives...

■ Modern Apprenticeships 16-19; <b>274</b>	■ Get Ready for Work including Lifeskills; <b>104</b>
■ Modern Apprenticeships 20+; <b>176</b>	■ Training for Work; <b>51</b>
	■ Targeted Pathways; <b>11</b>



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

■ Modern Apprenticeships 16-19; <b>976</b>	■ Get Ready for Work including Lifeskills; <b>56</b>
■ Modern Apprenticeships 20+; <b>455</b>	■ Training for Work; <b>16</b>
	■ Targeted Pathways; <b>20</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 Susan English on [susan.english@sds.co.uk](mailto:susan.english@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.

