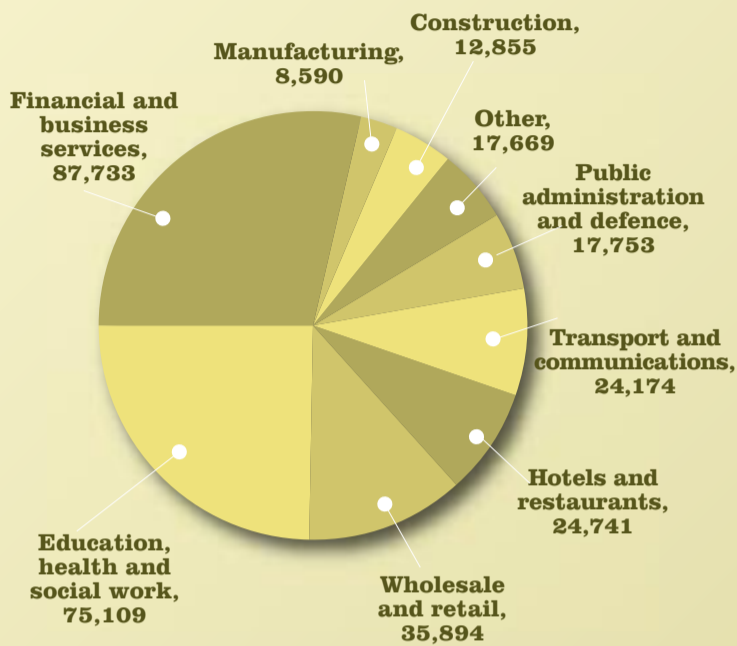


Edinburgh's Jobs Market 2010

What tomorrow's jobseekers need to know

Today's jobs

The Edinburgh Labour Market



Source: ONS annual business inquiry employee analysis

16+ Learning choices for you

By December 2010, in Scotland, all young people will be entitled to a viable offer of staying in learning after the age of 16. For young people, 16+ Learning Choices will translate into an offer of post-16 learning – well in advance of the young person's school leaving date. The offer of learning will focus on personalisation and choice, reflecting your needs and aspirations. A post-16 learning offer can include:

- staying on at school
- going to college or university
- taking up a training place
- employment with training
- taking part in a non-formal learning opportunity.

16+ Learning Choices is for you, to give you more choices and chances.

Being able to speak a foreign language can greatly enhance your employability

Why don't you try volunteering?

Once you get involved in volunteering, there's a good chance you will start a lifelong cycle of volunteering that will enrich your own life and the communities you volunteer in.

Now more than ever, volunteering is being recognised as one of the primary ways of giving young people access to experience of working within diverse groups of people and roles, building new skills and self-esteem and getting ready for



moving into an increasingly competitive job market.

Volunteer Centre Edinburgh's Big Lottery-funded youth volunteering programme, *Accelerate*, aims to inform young people in Edinburgh about the inspiring range of volunteering opportunities available to you. It also provides the guidance and support that you need to get you started in a volunteering role.

Every Friday, between 2pm-4pm at our Youth Zone Drop In, held at Volunteer Centre Edinburgh, trained youth workers and peer educators provide support.

If you would like to know more about youth volunteering in Edinburgh, please email hannah.cashin@volunteeredinburgh.org.uk or tel 0131 225 0630

Facts about the national minimum wage

There are three levels of minimum wage. From 1 October 2009, the rates are:

- £5.80 per hour for workers aged 22 years and older
- a development rate of £4.83 per hour for workers aged 18-21 inclusive
- £3.57 per hour for all workers under the age of 18, who are no longer of compulsory school age

29% of Edinburgh's 305,000 jobs are in financial and business services

The top 20 employers in Edinburgh

Company	Employees in Edinburgh
1. The City of Edinburgh Council	20,190
2. NHS Lothian	19,510
3. Lloyds Banking Group	10,800
4. Royal Bank of Scotland Group	9,180
5. University of Edinburgh	8,070
6. Standard Life	6,250
7. Scottish Government	5,000
8. AEGON UK	3,000
9. Scottish Widows	2,930
10. Lothian Buses	2,060
11. SELEX Galileo	1,950
12. Edinburgh Napier University	1,890
13. Tesco (inc Tesco Personal Finance)	1,800
14. Heriot-Watt University	1,575
15. Lothian and Borders Police (Edinburgh)	1,550
16. BT Scotland	1,550
17. Scottish Gas	1,500
18. Sainsbury's Supermarkets (including Sainsbury's Finance)	1,440
19. Wm Morrison Supermarkets	1,380
20. Marks & Spencer	1,250

Source: The City of Edinburgh Council, *Edinburgh By Numbers 2009*
For more information, visit www.edinburgh.gov.uk/economicdata

Your employment rights

There are laws to protect the rights of people who work. These cover how much you must be paid, how much holiday you can take, when you can be sacked and so on. If you are a young worker, the law says that you must not work more than eight hours a day, or more than 40 hours a week. You must have 12 hours rest between each working day and two rest days per working week.

Employer perspectives

Well-bred advice from employer Craig Ferguson of Ferguson Home Bakery in Liberton

"Try something you're really interested in – where you think you might have a career. Don't take something just for the sake of it." That's the work experience advice for young people from Craig Ferguson of Ferguson Home Bakery in Liberton.

Ferguson's is an "old fashioned" bakery where everything's made from scratch. To work there demands real self-discipline and over the last few years, Craig has given several young people the chance to find out if they've got what it takes.

As he explains, there are two types of work experience he offers.

"A few members of our staff are still at school and come in to do work with us after they've finished for the day. We also take one-week or two-week placements arranged through schools, and have even had some month-long extended arrangements."

A number have been a real success and have gone on to be full-time members of staff. "Three out of our four people have come through that route," he says.

He believes work experience benefits both parties. "The young people see how they like this job and if they can deal with it. They take part in the whole process from baking bread and cakes to working on the sales counter. And because it's a relatively small operation, they discover how much they're relied on.

"Meanwhile, we find out how good they are – whether they're prepared to get up very early in the morning and so on."

Since it's a small company, the bakery can't offer a placement every year. But Craig is always eager to help. "If we get a youngster telling us they're really keen to be a baker, and we know they're genuine, we'll do everything we can to squeeze them in."



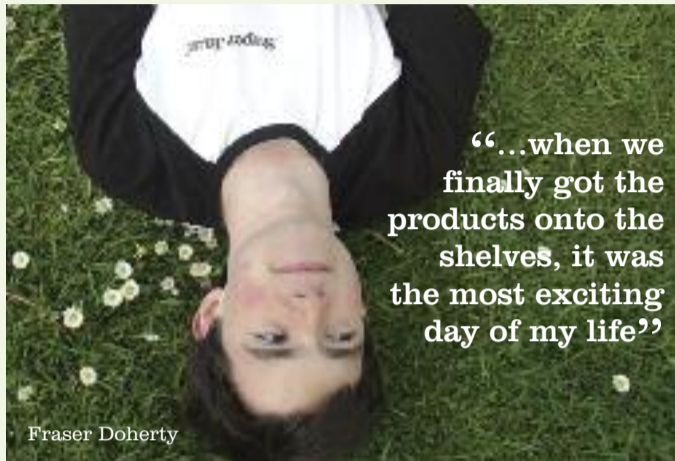
"Demands real self-discipline"

Useful information for schools

from *Working Capital*, the magazine of Edinburgh's Joined Up for Jobs Partnership

YOUNG ENTREPRENEURS

Fraser Doherty



"...when we finally got the products onto the shelves, it was the most exciting day of my life"

Fraser Doherty

Not many young people realise that working for yourself is an option when you leave school. Starting your own business can be one of the most challenging and rewarding routes to employment. Aged 14 and still at The Royal High School, Fraser Doherty started making jams (made only from fruit and fruit juice) from his grandmother's recipes, selling his product locally to friends and neighbours. With support and encouragement from his teachers, the business picked up quickly, and by age 16, he left school to work on his jams full-time, naming his product: SuperJam. Receiving financial support from the Prince's Trust and with the help of a local businessman as a mentor, Fraser secured success in 2007 when Waitrose stocked



The Top 10 businesses started by young people in Edinburgh

1. Joiner
2. Plumber
3. Electrician
4. Car Valet
5. Cleaning
6. Window cleaning
7. Gardener
8. Hairdresser
9. Beauty therapist
10. Painter and decorator

SuperJam jars in 184 stores, propelling Doherty and his business to new heights. Fraser says: "When we finally got the products onto the shelves, it was the most exciting day of my life." Today, SuperJam is a multi-million pound business.

Fraser adds: "Don't be afraid to give your ideas a shot. Try them out on a small scale in your local area and get advice from as many people as you can."

VISIT Fraser Doherty's website at www.superjam.co.uk

WORKING IN BUSINESS

Vicki McCormick

Although Vicki McCormick sat some Highers, after school she was unsure about her career path and decided to undertake a two-year HND in Health, Fitness and Exercise at college.

After a couple of years working, she then decided on a career in financial services but had to gain a relevant degree to gain a graduate job. She went to Glasgow Caledonian University and completed a BA (Hons) in financial services. Entry requirements for the degree were two Bs and two Cs at Higher level and English and Maths were essential subjects. Vicki says: "As a result of the degree, I gained exemptions as I was already part-qualified when applying for jobs."

She adds: "I did a lot of research into Baillie Gifford before applying for the position. It's a really important step as I discovered the company has an excellent reputation as a successful investment management firm as well as encouraging further development. What makes Baillie Gifford stand out is the fact that its



Vicki McCormick

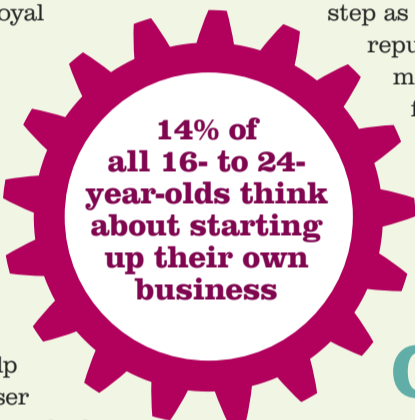
"I was already part-qualified when applying for jobs"

business functions are based in-house in Edinburgh, which shows you do not have to move to London to work for a successful financial employer."

The Baillie Gifford graduate programme requires a minimum grade of 2:1 in any degree. It does not need to be a finance-related degree, however the applicant should have a keen interest in the financial services industry.

After her initial two years, Vicki will have completed various examinations within the business which will enable her to understand how the business fits together: "It makes the course very interesting and means there is always something new to learn," she says.

MORE To find out more about graduate programmes with Baillie Gifford, visit www.bailliegifford.com/pages/generic/careers/landing.aspx



EDINBURGH'S JET PROGRAMME

Chelsea Watson

Edinburgh's JET programme is designed for young people who are keen to leave school and get into work. The programme has grown fast since it began three years ago and will take up to 450 students next year, 2010-11.

Chelsea Watson took part in the JET Programme and says it helped her decide what she wanted to do. She explains: "JET helped me find out about work and helped me with options at college. It also got me a job."

Chelsea joined the JET Programme in 2006 while still at Gracemount High School. Undertaking a SVQ Level 1 in Customer Service, part of her course involved work experience at Heriot Hill Nursery.

She loved it, and although she wasn't old enough to leave school, JET staff negotiated an extended work experience right up to December 2008.

Following Chelsea's school leaving date, Heriot Hill Nursery took her on as a full-time Trainee Childcare Assistant. After gaining a SVQ level 3 in Childcare, Chelsea's now a fully-qualified Childcare Assistant and happily looking forward to a long career in childcare.



"It got me a job"

MORE To find out more about Edinburgh's JET Programme, visit www.southedinburghpartnership.co.uk

Useful information sources for teachers, pupils and parents

LABOUR MARKET - UK AND SCOTLAND
Futureskills Scotland
www.scotland.gov.uk/Topics/Economy/labour-market

EDINBURGH LABOUR MARKET INFORMATION
Joined Up For Jobs Website and Working Capital magazine
www.joinedupforjobs.org.uk/working-capital-magazine.html

Inspiring Capital
www.edinburgh-inspiringcapital.com/invest.aspx
City of Edinburgh Council
(including Edinburgh Labour Market Bulletin)
www.edinburgh.gov.uk/economicdata
Edinburgh Chamber of Commerce
www.edinburghchamber.co.uk

STARTING YOUR OWN BUSINESS
Princes Scottish Youth Business Trust
www.psybt.org.uk/Home.aspx
Enterprise in Education Edinburgh
www.eie-edinburgh.co.uk
Young Enterprise Guide Project
For young people aged 16-24. This Guide will give you all the support and skills needed to get your business off the ground.
www.edinburghchamber.co.uk/business_solutions/starting_your_business/young_enterprise.cfm

ADVICE FOR PARENTS
www.careers-scotland.org.uk/HelpingYourChild/ParentsHome.asp

OPTIONS FOR SCHOOL LEAVERS
Training and Career opportunities
www.skillsdevelopmentscotland.co.uk
www.careers-scotland.org.uk
City of Edinburgh School College Partnership
www.ceccscp.co.uk
CLAN Edinburgh - literacy help
www.clanedinburgh.org
or telephone: 0800 085 7672

For further information on employment rights for young people under 16, visit
www.adviceguide.org.uk/scotland/life/employment_scotland/employment_factsheets.htm

You can download this document from www.joinedupforjobs.org.uk