

WORKING CAPITAL

Issue 20 April 09

The magazine of Edinburgh's Joined up for Jobs Partnership

JET powered

How Edinburgh school pupils are blazing a trail

Academy@St James Shopping

Preparing youngsters for a job in retail, hospitality and catering

Fire skills for success

An imaginative initiative by Lothian and Borders Fire and Rescue Service

INSIDE Edinburgh's jobs market

Poster for schools



JOINED UP FOR JOBS
Edinburgh's Job Strategy

www.joinedupforjobs.org.uk

02 Contents

04 News: Updates from around the JUFJ partnership



06 Strategy: Getting people back into the workplace



08 Employee experiences: How some of Edinburgh's school pupils are thriving on the JET Programme



10 Employer perspectives: Spotlight on the Academy @ St James Shopping



12 Charting progress: Examining how young people are making the transition from school to the labour market

14 Talking point: Scotland's Got Talent means business



A message of resilience

No one can escape the harsh reality of an economic recession, but we can do our very best to rise to the challenges and opportunities the situation creates.

For our part, the Council has just approved an Economic Development Plan for 2009-12, along with a new Economic Resilience Action Plan. Together these will allow us take strong, positive action to counter the downturn, while laying the foundations for future growth and prosperity.

Relative to the rest of Scotland and the UK, Edinburgh has so far remained fairly resilient to the rising unemployment statistics, with claimant unemployment a full 1% lower than the Scottish rate of 3.8%. We are, however, seeing an increased number of managers and

“The global downturn is a temporary phenomenon”

professionals signing on. Yet, although there has been a dramatic reduction in the number of jobs advertised by Jobcentre Plus, it is clear that employers are still hiring, and in January, of the 1,000 or so opportunities on offer, some 40% were in the financial services sector and almost the same proportion were with NHS Lothian.

It has to be remembered that the global downturn, although severe, is a temporary phenomenon and that today's school-leavers will play a huge part in taking the world's economy forward, post recession. Our aim therefore, is to reach young people, their parents and teachers with a realistic message on the future career opportunities in our still thriving Scottish capital city.

This issue of *Working Capital* includes a poster funded by the Determined to Succeed initiative, which is aimed at schools and outlines what tomorrow's job seekers need to know. It should meet the strong demand coming from our education sector for current labour market information.

The Council is also doing its bit as an equal opportunities employer by supporting the “see me” campaign. Having signed the “see me” pledge on 24 February, we are committed to working to challenge stigma and discrimination.

Among a number of initiatives being undertaken, we will promote the resources available to retain those employees facing mental health difficulties within the Council and will promote appropriate training and awareness-raising initiatives. We will also discuss, with neighbourhood partnerships, how anti-stigma messages can be promoted to local communities.

I hope you find this issue of *Working Capital* an informative read.



Councillor Tom Buchanan

Convener of Economic Development Committee,
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Who is in the Joined up for Jobs Network?

This magazine reaches several thousand local frontline employment support and training workers, policy makers and employers.

It links the organisations listed in the Joined up for Jobs (JUFJ) Service Directory and those who attend the JUFJ Partnership Forum, which meets every two months. It is also posted along with other network news on our online Noticeboard.

<http://forum.joinedupforjobs.org.uk>

What is Working Capital?

Working Capital is the quarterly bulletin of Joined up for Jobs, the employability agreement for Edinburgh established in 2002 by Capital City Partnership. The strategy promotes collaboration between the public, voluntary and private sectors to help individuals most marginalised from the jobs market and those in low-paid and insecure work, to access employment and training.

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Monitoring of economic trends in Edinburgh intensifies

Jobs Strategy Partners have been closely involved in a range of “recession response” activity, including working with the PACE partnership (see page 7), to make local information and help more accessible for employers and workers facing redundancy. Local monitoring and analysis of local economic trends has been intensified, and the most recent Joined up for Jobs (JUFJ) Partnership Forum gave prime focus to gathering feedback from local providers on how the changing economic climate is affecting local services and clients at the frontline. All this intelligence will provide valuable data to help the Jobs Strategy develop appropriate responses to meet local need. Joined up resources will also be enhanced shortly, as the Caselink data management system goes live in April and the revamped Joined up for Jobs website and service directory go live shortly after.

The latest “School Leavers Destination Return” from Skills Development Scotland is covered in our statistics page and we are pleased to give some coverage in this issue to several local programmes which are effectively supporting young people to make their way in the world of work. Joined up for Jobs Partnership has also been able to respond to a timely request from our schools colleagues involved in the Determined to Succeed initiative, and More Choices More Chances strategy for a realistic guide to the Edinburgh Labour Market and future employment trends for school pupils, teachers and parents. We hope that the enclosed poster will provide an accessible tool to help young people make career and subject choice decisions which will equip them to make the most of tomorrow's jobs opportunities.

MORE For further information, visit
www.joinedupforjobs.org.uk

Unemployment update

In February, Jobseekers Allowance claims reached their highest rate since 2000, with 8,850 claimants, 1,170 up on the month and 59% up on last February. This pushes Edinburgh's unemployment rate to 2.8%, although it is a full 1% below the Scottish rate.

Better news is that vacancies notified to Jobcentre Plus almost tripled in February to just under 3,000, after a severe January dip to 1,075. The volume of demand has dropped overall to half of that a year ago, with public sector opportunities relatively resilient, managers and professionals slightly less in demand, and personal services work continuing to increase its “market share”. Half of the jobs on offer were filled during February, with 48% of advertised jobs in the business and finance sector. There was also strong demand for health and care workers, and retail, skilled trades and hospitality vacancies have picked up since Christmas.



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FROM THE JOINED
UP FOR JOBS
WEBSITE
COVER STORY,
SEE PAGE 8

A flavour of fire fighting

Dozens of young people are getting an exciting taste of fire-fighting action as part of an imaginative initiative by Lothian and Borders Fire and Rescue Service targeted on the city's most deprived areas.

Between now and the end of next year, fire-fighters in Lothian and Borders hope to welcome as many as 400 young men and women to take part in their eight-day "Fire Skills for Success" project.

"The people we're working with can be as young as 14 who are absent from school, up to 21 years – who aren't in employment, education or training," explains Group Manager Geoff Aird.

"We aim to widen their horizons. The more choices these young people have, the more chance they'll have of getting back into the educational and employment system and becoming contributing citizens."

“We aim to widen their horizons. The more choices these young people have, the more chance they'll have of becoming contributing citizens”

There's a big practical element. "They're in the drill-yard, kitted out with fire tunics and helmets, putting up ladders, running around with pumps and hoses and getting all the equipment to work. A lot of the drills are exactly the same as our operational fire-fighters have to take in their own training.

"The whole theme is about teamwork – encouraging them to work together for a common objective. Initially, there's some understandable trepidation. Many of them struggle with the concept of



teamwork and they're out of sync with what constitutes a normal working pattern.

"But they're drawn to the excitement and enthusiasm of the Fire and Rescue Service. And, at the final graduation ceremony, in front of parents, guardians and community leaders, they always come up with the goods. There's real pride in their performance."

Financed for two years by European Structural Funds, "Fire Skills for

Success" is part of Edinburgh's multi-faceted strategy for promoting sustainable economic growth and enhancing social inclusion. The young people are referred to the Service by agencies like Careers Scotland, the Council's Children and Families department, the Edinburgh Partnership and the Prince's Trust.

Since launching the project last October, Geoff Aird's team have run four courses, each with 12 young participants. They hope to train 200 in their first year, the same again in 2010.

The course includes "classroom" sessions by the police on the dangers of drug abuse, insights into the consequences of careless driving and instruction in first aid. "It's really quite eclectic and varied," says Geoff. "And it ends with an accreditation – a BTEC Level 2 Award in fire and rescue services in the community – which is useful on their CVs.

"And, by the way, it's brilliant experience for our instructors. It makes them much better managers. So it's a good investment for us, too!"

MORE For further information, please contact Lothian and Borders Fire and Rescue Service on: **0131 228 2401** or visit **www.lbfire.org.uk**

“Excellent” Passport breaks the cycle

“I always wanted a job,” says 18-year-old former prisoner Liam. “I tried to go about it on the outside but there was no help like there is with Passport, who made it possible.”

The Community Passport Project has helped 144 young people like Liam at Polmont Young Offenders Institution (YOI) in the last three years. Of the 101 released, 81 have engaged with the service in the community, 52 have gained SQA qualifications, and 51 have secured a place on a training programme, further education or employment.

And now Passport’s record has been applauded at the Children and Young People’s Services Awards 2008 presented by Ed Balls MP, Secretary of State for Children, Schools and Families. The Justice Award highlights projects making the biggest contribution to improving the life chances of young offenders or those at risk of offending or re-offending.

Described by Polmont’s Activities Manager, Robert Wilson as “one of our most successful projects”, it’s a partnership with Edinburgh-based Access to Industry. Funded by the Paul Hamlyn Foundation, the support allows a trusting relationship to be



formed in the prison and then maintained in the community.

“It has lived up to its initial key objectives and has established itself as one of the main employability support agencies in Polmont,” declares Robert. “The project provides a service of excellence which is appreciated by its clients.”

MORE

Access to Industry is at www.accesstoindustry.co.uk

Over those obstacles in North Edinburgh

More than 140 young people in North Edinburgh are benefiting from the area’s two-year “Just the Job” initiative which aims to help them into employment, education or training.

“Many face a range of obstacles to getting secure, well-paid employment,” explains Julie Smith, an Economic Development Worker with North Edinburgh Trust.

Three experienced youth agencies provide the front-line services – Muirhouse Youth Development Group, Granton Youth Centre and Pilton Youth and Children’s Project.

A tailored programme offers

assistance with CV writing as well as support in literacy, team building, first aid, ICT and work tasters.

“Just the Job” is part of the Edinburgh Partnership Competitive Communities Pilot Programme, funded through European Structural Funds and matched by Fairer Scotland Funding. Funded until next year, the organisers envisage that most young people will gain a recognised qualification and will enter education, training, employment or undertake a volunteering opportunity.

MORE For more information contact juliesmith@netrust.co.uk
0131 625 0045

On track for employment in the care sector

April sees the latest evolution of the Worktrack Access To Care Homes (WATCH) training course. For the last three years, the WATCH course has successfully equipped people with the necessary knowledge, skills and experience for jobs in the expanding care sector.

Previously funded by the City Strategy Pathfinder Challenge Fund, and now funded with European monies, the course looks to build upon its good work of the past.

Worktrack Training Officer Alex Colgan explains the aim of the training course is to build on the success of past programmes by developing existing key elements and introducing some new approaches.

“I regained lost confidence and motivation”

He says: “One of the key successes has been our relationship with the Council’s Public Sector Academy (PSA). The PSA plays a vital role in providing us with work experience opportunities for all trainees, with the Council’s network of care homes. This gives students the opportunities to practise their newly acquired skills in a real world situation.”

Alex adds that a new feature of the next course will be closer working with the NHS Healthcare Academy, which will provide trainees with quality training and will offer them opportunities not just in the private and Council care sector, but open doors into work in the NHS.

One of the trainees who took part on the course says: “I regained lost confidence and motivation, which has meant I am now able to improve not only mine, but my family’s lives. The course was an enjoyable experience and I would recommend it to anyone.”

MORE For more information on the next WATCH course,
0131 620 6220

06 Strategy

Classes for “can do” careers

The Scottish Government initiative, **Determined to Succeed**, offers young people a broad range of skills.

L launched in 2005, “Determined to Succeed” is a Scottish Government initiative to help young people prepare for work.

Schools and organisations are encouraged to focus on four strands of activity through which children and young people may develop a “can do” attitude and the skills for coping with life and work.

THE FOUR STRANDS ARE:

Enterprise: Across the curriculum, pupils develop enterprising skills, attitudes and creative approaches. They are offered opportunities to take the initiative and to relate their learning to the world of work.

Entrepreneurship: Pupils participate in enterprise activities to help develop entrepreneurial skills. This incorporates citizenship, health promotion and environmental responsibility.

Vocations: This builds an appreciation of diverse occupations and their social contribution including self-employment. Pupils reflect on their roles, rights



and responsibilities as individuals and employees.

Careers: This develops self-awareness and knowledge of opportunities available to help pupils plan for the future.

SIX THEMES OF PHASE TWO

Phase Two of “Determined to Succeed” 2008-11 focuses on these six themes:

1. Developing skills for life and work.
2. Strengthening schools’ engagement with local employers and industries.
3. Broadening the reach of “Determined to Succeed” to early years and the Further Education sector.
4. Involving employers in the education process.
5. Extending training for teachers and education managers in enterprise, entrepreneurship and employment issues.
6. Developing the capacity of young people to play an active part in the global economy.

Thanks to “Determined to Succeed” funding, we are able to bring you the enclosed Edinburgh Labour Market poster which will go out to all city schools.

MORE Contact Maria Lloyd, Children and Families Department, City of Edinburgh Council **0131 469 3046**

Impact of recession on local employment support providers

The **Joined up for Jobs Partnership Forum** recently met to discuss current concerns.

The Joined up for Jobs (JUFJ) Partnership Forum met in February and gathered feedback from local providers on the impact of the recession.

Local area intermediaries Working Links, Worktrack and West Edinburgh Action reported that new clients have doubled or even tripled, more clients are seeking retraining opportunities, and that more “harder to help” clients are being referred from Jobcentre Plus. There are also more referrals to volunteering as a stepping stone to work. Youth projects reported some part-trained apprentices coming for help as jobs are lost.

With regard to services for disabled jobseekers, The Engine Shed, which

provides supported work placements for disabled adults, reports the disappearance of jobs in the open market for clients to progress to.

Meanwhile, Edinburgh Support Services report one in three of the working disabled clients they support has been made redundant.

“More information sharing”

Services working with mental health clients felt that their clients were feeling more marginalised in the recession.

There is also concern that with rising unemployment, many services are under

pressure to “cherry pick” the more employable clients to achieve targets.

The social enterprise sector is seeing more businesses going under and employment advice service Support@Work has seen new enquiries double, many coming from low-paid workers, and those made redundant without notice.

The JUFJ Partnership Forum discussed action to deal with these issues, highlighting a need for more information sharing and collaboration, and more awareness raising with employers of local employment support services. There were also calls for more apprenticeships in the public sector and more clarity on the future role and strategy of Skills Development Scotland.

The next JUFJ Partnership Forum will be held on 16 April.

MORE Visit the Forum Section at www.joinedupforjobs.org.uk

Recruitment drive

Jobcentre Plus has been **successfully working** with Asda and Morrisons on their recruitment drive.

Jobcentre Plus report that they have been continuing to help Asda and Morrisons with their recruitment for two new stores based in Leith and Granton.

ASDA



Both companies needed to fill more than 300 vacancies combined.

Jobcentre Plus, working with the Academy @ St James Shopping, put together a recruitment package, offering a pre-employment training course that gave an overview of the job roles within the stores, and the skills and qualities that both stores would expect from their employees.

Open Days were also held locally by both stores in order to enhance their recruitment. This joint effort has resulted in 171 people securing work.

MORE For further information, please contact Jobcentre Plus on **0131 555 8003**

Economic Development Unit restructured

The City of Edinburgh Council's **Economic Development Unit** has been restructured into six new teams.

The six inter-related functions of the Economic Development Unit reflect the six main strategic strands of the Council's Economic Development Plan 2009-2012, which are:

- destination promotion
- enterprise and innovation
- employability and skills
- investment support
- physical regeneration support
- strategy and research.

The employability and skills team is headed up by Ken Shaw, and the enterprise and innovation team (which includes Business Gateway) by Jim Galloway, both founder members of the Joined up for Jobs network.

MORE Information is available from www.edinburgh.gov.uk/economicdata and from www.edinburgh.gov.uk/jobskills

Working in partnership for the benefits of employment

Help is at hand for those companies facing difficulties.

Partnership Action for Continuing Employment (PACE) is a Scottish Government-led framework to coordinate a consistent public sector response for dealing with companies in difficulty at all stages, including redundancy.

Its key service involves producing information packs for distribution to people at risk of redundancy. A new PACE helpline and support service is now available. Callers will have a PACE pack sent out and individuals will be called back within two weeks by Careers Scotland.

Public sector partners include Skills Development Scotland, Jobcentre Plus, Local Authorities, STUC and HM Revenue and Customs.

PACE has been active over the years supporting high-profile redundancy cases, including Motorola and Grampian Country Foods.

Other Resources

- The local PACE partnership has been meeting regularly to explore local action and is developing local information on JUFJ network services to go into PACE packs.
- New Scottish Government funding is being targeted at colleges. The funding will help develop programmes for people being made redundant.
- Rapid Response Service funds have been made available by Jobcentre Plus to cover travel, childcare, training and other resources to help people back to work.



MORE The PACE Helpline number is **0808 100 1855**. Visit www.skillsdevelopmentscotland.co.uk/Redundancy.aspx/pace.aspx for further help

Pupils soar to new heights with JET

Edinburgh's innovative JET Programme is going from **strength to strength**.

Edmunburgh is leading the way with a unique vocational training programme for pupils in their fourth year at school.

The JET Programme, piloted in academic year 2006/07, offers students an opportunity to not only gain real work experience, but to work towards a nationally recognised vocational qualification in a relevant subject and

continue to work towards gaining their standard grades.

Students can benefit from spending one day per week gaining valuable work experience and a half-day per week on vocational training. This gives them the opportunity to generate evidence to meet the SVQ award criteria and, most importantly, the chance to learn valuable life skills.

Twenty pupils from Gracemount High School were involved in the pilot in 2006 and now, in the forthcoming year, 2009/10, the programme has expanded to include 19 schools and 250 students, with support from around 250 employers.

Susan Milne, who set up and manages the programme, says there was already a big focus on getting the adult population back into work: "We felt there should be a focus on actually preventing young people leaving school and becoming unemployed."

Susan says she has been overwhelmed by the support received from employers:

"At the beginning, we phoned, wrote and went to meet with employers, explaining what we were trying to do."

Employers think it is an excellent programme: "They like the fact it is a one day a week placement for the duration of the academic year and that they can support and assist the young person over the longer period. Employers also like the fact it is a structured programme and that the students are learning vocational skills."

Employers taking part in the JET Programme include Arnold Clark, Edinburgh Leisure, NHS Lothian, Sheraton Grand Hotel and Spa and many more small businesses.

"Every single placement is tailor made to meet the skills, abilities and ambitions of the students," Susan explains.

Once the school pupil declares an interest, JET Programme staff meet with them and their parents to go through how the programme works. As a change for the forthcoming year, the majority of students will work towards a National Progression Award (NPA) in Enterprise and Employability, which is equivalent to an Intermediate 1 or 2 award.

Susan says the reason JET is keen to move to this award is because it is much more generic: "The NPA will sit better with the work experience on offer. At

the moment, if students are doing the Customer Service SVQ and they are working in a nursery with under-five year-olds, it is very difficult for them to generate sufficient evidence to

meet the award criteria."

One additional benefit from the programme is that many of the employers offer students full-time employment once the placement is up.

Susan says: "It was always a hope that employers would offer jobs, but it was never a condition, otherwise we would never get away from the starting line!"

In fact, two JET students who were placed within the Sighthill branch of Arnold Clark, proved to be such valuable members of staff that they were offered full-time employment.

Stephanie Cranston, from Craigmount High School, completed her JET placement in the sales office, where she experienced all aspects of reception work and sales administration. She was offered a position as a Junior Sales

“Employers like the fact it is a structured programme”



Stephanie Cranston was offered a position as a Junior Sales Administrator at Arnold Clark

Sean Cowie says he would recommend the JET Programme to anyone



Administrator, even before she had officially completed the programme.

Stephanie says it was great to be offered a job, especially as she knew her new work colleagues anyway.

"I am learning all the time, so it's a great opportunity and great experience."

Meanwhile, Sean Cowie, from Gracemount High School, had a placement in Arnold Clark's workshop and is now working full-time at Arnold Clark as an apprentice mechanic.

During his placement, Sean learned all aspects of health and safety in the workshop while working towards his SVQ Level 1 in Automotive Vehicle Maintenance and Repair. Despite suffering from dyslexia, Sean is now busy completing the theory side of being a mechanic.

Sean always wanted to be a mechanic: "The JET Programme gave me the opportunity. I am very glad I went on the programme and I would recommend it to anyone."

The Port of Leith Housing Association is another employer taking part in the programme.

Samantha Sutherland, a school pupil at the Leith Academy, successfully completed a placement and SVQ Level 2 in Business Administration while on the JET Programme. She was subsequently employed by the Port of Leith Housing Association as a Corporate Services Assistant and is now working towards SVQ 3, which she is due to complete in June.

Samantha says she was very pleased to get onto the programme, as many of

Styled for success

The JET Programme ran a hairdressing pilot during academic year 2007/ 2008 with five students from Craigmount High School.

Training took place every Monday morning at ID Hair and was delivered by Ambition Centre for Training. The girls then went out on placement every Friday to various salons across Edinburgh.

One of the school pupils, Ellie MacNaughton, completed her placement and an SVQ Level 1 in Hairdressing during JET and was employed by ID Hair salon in January 2009.

Ellie is currently doing her SVQ Level 2. She says: "I am really glad I went on the JET Programme, as it has given me a chance to achieve what I want to achieve in hairdressing and I am so much more confident."

Isabel McKeown, owner of ID Hair, agrees Ellie is much more confident as a result of the course.

"I see a bright future for Ellie. I think the best thing about the course is that it gives the youngsters the confidence to work with people. Communication is so important in hairdressing.

"It also gives them the chance to get a taste of work experience and it is amazing to watch them grow."

Danielle McKay, a pupil at Craigmount High School, completed her placement at hairdresser Thallon Soulis and is now in full-time employment there.

Danielle was particularly interested in doing a hairdressing apprenticeship as her mum is a hairdresser. She was

her contemporaries applied.

"I always thought about working in an office, so I picked office work to see how I would like it."

She says she would definitely recommend the JET Programme to others: "I would advise people to do the course and to work really hard at it."

Susan Milne is delighted with the results of the JET Programme so far and admits it is a great challenge to expand the programme further. However, with expansion comes the

"The course gives the youngsters the confidence to work with people"

also really pleased that she had the opportunity to achieve her SVQ level 1 at the same time.

"I would now like to finish my qualifications and gain more experience in various hairdressing salons. I also hope to have my own salon one day."

Danielle thinks the JET Programme is a good idea: "A few of my clients have asked me about the programme and they really think it is great to have this kind of experience at such a young age."

(Left to right) Danielle McKay, Robyn Watt, Ellie MacNaughton, Melissa Brown and Kerry Winsboroughall took part in the JET hairdressing pilot



need for more work experience placements and she is concerned that the downturn in the economy may prevent employers from taking part.

Susan says the idea behind JET was that prevention is better than cure. The programme has certainly achieved its aim.

MORE contact Susan Milne, Manager, JET Programme on **0131 468 8140** or email **jet@southedinburghpartnership.co.uk**

Better still at the Academy

As Edinburgh's **Retail Employability Skills** training initiative approaches its first anniversary, the team behind it marks the occasion with changes to make it even more successful.

Since the self-styled "Academy@St James Shopping" got off the ground last April, it has worked with about 1,200 people of all ages to equip them for a job in retail, hospitality and catering. An initial pilot completed last November saw half the trainees secure permanent positions.

Now the team running the Academy have changed the dynamics of the courses they're providing. "We've redesigned the mix of formal learning and job placements so that there's even more emphasis on setting people up with the skills they need for career development," explains Academy

Co-ordinator, Adam Dunkerley.

In mid-February, 15 young people enrolled in a strengthened "Get into retail" course sponsored by the Prince's Trust. "Previously, we did three weeks' training and then sent people out on job placements for two solid weeks," says Adam. "This time, we're breaking it down so there's a much closer interaction between job placements and our own training over the whole of the new six-week course.

"Targeted at 16-24 year-olds, it's designed to make sure the people we're working with achieve a really good quality preparation for employment and have an even better chance of getting a job when one's available.

"It also means we're working even more closely with potential employers. They can watch the youngsters and we get a really full understanding of employers' essential and preferred criteria – all at no cost to the employer or to the client."

Both John Lewis and Harvey Nichols stores have taken work placements from this course.

Based in the St James Shopping Centre, the Academy is part of Edinburgh's regeneration strategy and covers all retailers in the city centre. So far, leading firms like HMV, Internacionale, Quiz, Sports World, Hawkins Bazaar, Debenhams and New Look have offered work placements and job opportunities.

In partnership with Edinburgh's Telford College, Edinburgh City Council, Capital City Partnership, Careers Scotland, SDS and Employment Enterprise, the five-member Academy team runs a free drop-in facility. The



Dana McCulloch completed the "Get into Retail" course, sponsored by the Prince's Trust, in November 2008 and is now employed at Peacocks, a fashion retailer

“We know this is an effective way for employers to engage with potential workers from a broad section of the community”

Laura Barbour also completed the "Get into Retail" course and now works for New Look in the centre of Edinburgh



team offers more than a dozen training modules for job seekers.

Quite apart from those workplace and customer care skills that are specific to retail, their support covers confidence-building or assertiveness, for instance, help with their personal presentation and communication, as well as important competencies like letter writing and telephone techniques.

Candidates are rated on a Gold, Silver and Bronze scale according to their readiness for work and their suitability for available jobs. Those who need more training get it from Telford and other Edinburgh colleges. The Gold candidates who are ready to work complete a short employability refresher course to prepare them for an interview. "We're essentially providing them with all the time and advice they need," Adam explains.

"We certainly hope that Edinburgh's strong position as a tourist centre with a high level of customer experience will help mitigate the economic downturn," he adds. But already he counts the Academy a success. Because of its voluntary "drop in" character, his team can't keep track of everyone they help. "Some we never hear from again because they get the job they were looking for," says Adam. "But, of the people who registered with us since last April, we do know of more than 260 who had progressed to employment by the end of January.

"I count that as a really good hit rate

“A significant proportion of the people we're dealing with are getting the help they require and are successfully finding and keeping jobs”

for a drop-in service like ours. It shows that a significant proportion of the people we're dealing with are getting the help they require and that, with the training we've given them, they're successfully finding and keeping jobs.”

There's little doubt that the current recession will dampen recent forecasts that up to 3,000 retail vacancies would be needed in the city centre over the next five years. All the same, Rochelle Weir, General Manager of St James Shopping Centre, isn't losing sight of her centre's ambitious £850m redevelopment.

On current plans – now the subject of public consultation – the exciting revamp is expected eventually to double the retail space in the area and will include two hotels and luxury flats due for completion by 2015. "That's why we're proud to be part of the Academy team," she declares. "The redevelopment of the St James Quarter means it's now more important than ever that we provide any assistance we can to help fill vacancies and get people back into work.”

Councillor Tom Buchanan, who chairs the City's economic development committee, calls it "an exciting partnership" to increase the pool of skilled potential recruits. Since the launch of Joined up for Jobs, Edinburgh has already seen the development of effective employment academies in sectors such as healthcare, social care, childcare and construction, he adds, "so we know this is an effective way for employers to engage with potential workers from a broad section of the community.”

The Academy@St James Shopping job brokers also provide one-to-one support targeted at people living in some of the city's most deprived areas. "I think it's a testament to the success of the scheme," says Adam, "that retailers keep coming back to ask if we've got any candidates suitable for their vacancies. That's really what makes it all so worthwhile.”

MORE Email Adam Dunkerley,
Academy Co-ordinator at
0131 556 9026

adam@employmententerprise.co.uk

Young people find their positive destinations

Quest for jobs or study at a five-year high

The latest School Leaver Destination Return* – measuring how successfully young people are making the transition from school to the labour market – contacted over 60,000 Scottish school leavers.

In Edinburgh, the number of school-leavers has increased year-on-year for the last five years to 3,866 now, of which 3,700 were this year analysed in detail.

More than eight in ten Edinburgh school-leavers entered a “positive destination” – further education, employment or training – a slight decrease on last year, whereas across Scotland there was a marginal rise.

More young people in the City are entering further and

higher education now than in the last ten years, although the proportion is still below the Scottish level.

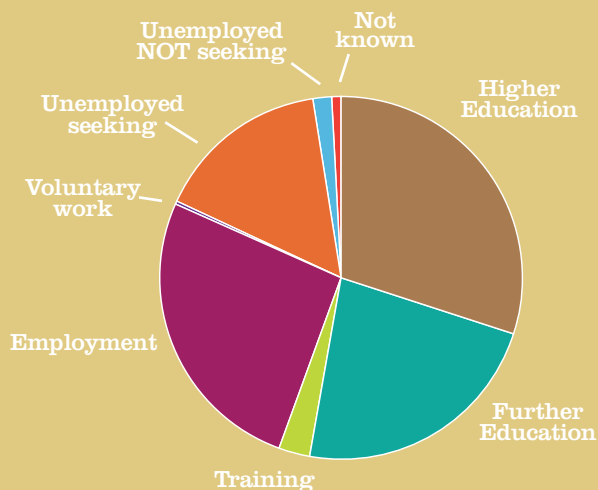
At the same time, mirroring the Scottish trend, there’s been a fall (-3%) in the number of Edinburgh school-leavers entering employment and training (29%).

The percentage entering training is now a third of the 1997-98 rate (8%) and it is also of concern that the proportion of Edinburgh school-leavers not in education, training or work after six months has reached a five-year high at 16%, the third highest rate in Scotland.

* The School Leaver Destination Return (SLDR) undertaken in September 2008 by Skills Development Scotland (SDS) for the Scottish Government is based on a 100% follow-up of young people who left school between August 2007 and July 2008. The full report can be found at www.scotland.gov.uk/publications.

School-leaver destinations

Destination Totals



“More than eight in ten of the City’s school-leavers are entering further education, employment or training”

IN EDINBURGH

82% entered a positive destination – marginally down on last year.

53% entered further and higher education – the highest in ten years.

29% entered employment or education – 10% less than last year.

16% of leavers were still looking for openings in employment or education.

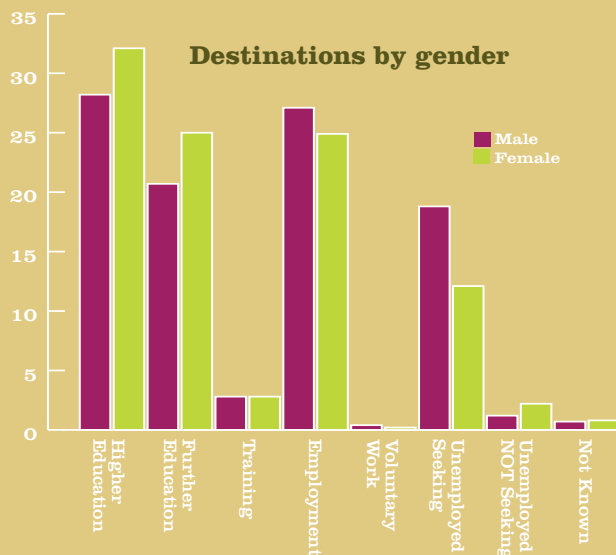
IN SCOTLAND

87% entered a positive destination – slightly up on last year.

56% went into further and higher education.

30% entered employment or education.

11% of leavers were still looking for openings in employment or education.



“More than half of Edinburgh’s school-leavers went into higher or further education”

How our youngsters are making their way

In Edinburgh, more than half (53%) of school-leavers went into higher or further education, some 3% less than in Scotland as a whole. Of the City’s students, 77% went to University or a Higher Education College and 18% chose to study at a Further Education College.

A little over 1,000 of Edinburgh school-leavers entered

employment, training or voluntary work during the year under review. Of those in employment, more than four in ten secured jobs with training, but more (50%) entered employment with no training. A further 7% had part-time jobs. Of those in formal training, 92% were in Get Ready for Work schemes.

MOST POPULAR STUDY COURSES

At University:

- 13%** choose Arts & Social Sciences
- 11%** choose Science & Mathematics
- 10%** choose Health & Medicine
- 9%** choose Admin Management & Business
- 8%** choose Engineering

At College:

- 13%** study Social Caring & Advisory Services
- 10%** study Hairdressing & Beauty
- 9%** study General Education (Highers etc)
- 8%** study Construction
- 7%** study Art and Design

MOST COMMON WORK DESTINATIONS

For young men:

- 30%** Construction
- 23%** Sales & Marketing
- 14%** Hospitality, Catering & Tourism
- 6%** Administration & Management
- 5%** Garage Services

For young women:

- 33%** Sales & Marketing
- 19%** Administration & Management
- 16%** Hospitality, Catering & Tourism
- 14%** Hairdressing & Beauty
- 8%** Social Caring & Advisory Services

Behind the headlines

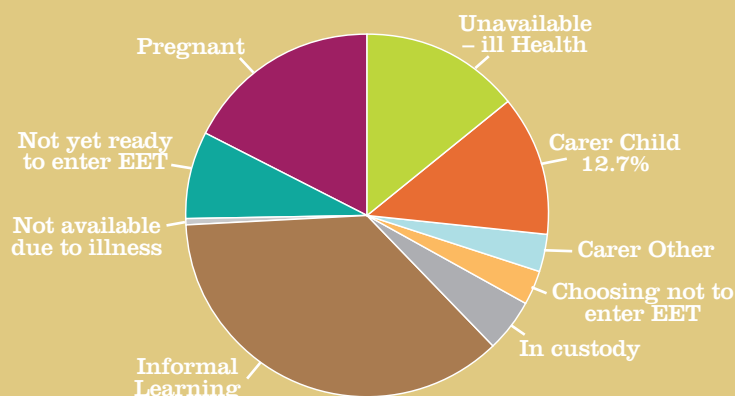
An important focus of the Report is those former pupils – 635 in all – who were not yet in employment, education or training (NEET). They are key customers of Skills Development Scotland and its Edinburgh Jobs Strategy partners and the main target group of the More Choices, More Chances (MCMC) strategy.

In practice, the great majority of these unemployed youngsters (90%) were known to be seeking jobs or training after leaving school. Early identification of school pupils at risk of becoming disengaged from work and learning is vital so that targeted services can be offered – 72% of leavers took up the offer of a career guidance interview before leaving school.

There were 63 unemployed former pupils who were recorded as not seeking openings in employment, education or training. What’s often not recognised in the media headlines that frequently “demonise” these pupils is how many of this group (33%) are not in work or training because they’re either pregnant or caring for an adult or child. Rather more (37%) are classed as involved in

“Informal learning” which includes a range of social or educational activities, including time spent travelling abroad, and fewer than one in 20 are in custody.

Individual circumstances of those Unemployed NOT seeking





Driven by business, for business

Smart ways to develop your staff in the current economic climate need not cost the earth. **Maree Drury**, Campaign Manager for **Scotland's Got Talent**, explains how help is at hand.

As the recession bites, businesses are finding themselves faced with difficult, life-changing decisions. Surviving the current climate is crucial for every business, which needs to respond to financial pressures and the possibility of downsizing operations. Many businesses have a battle on their hands to ensure their long-term survival and to safeguard a future for their business and their staff. As a result, developing staff and engaging in community activities is often put on the back burner.

However, recent research* commissioned by Scottish Business in the Community (SBC) and the Scottish Centre for Healthy Working Lives (SCHWL), shows that there are flexible and cost-effective initiatives available to help upskill your staff and which also benefit young people and local jobseekers.

The Scotland's Got Talent campaign was set up to respond to these two opportunities and is driven by business, for business. The overall aim of the campaign is to demonstrate the staff and business benefits of becoming involved in helping disengaged young people and the unemployed back into the workforce.

Staff at SBC are equipped to provide businesses with advice, information and ideas on how they can develop their employees' skills, while also helping to nurture the many talented people who are currently unemployed.

The research, which has informed the

campaign, highlights many bottom-line business benefits to being involved, such as enhancing reputation, generating new business and market differentiation. In addition, one of the key benefits is the innovative and cost-effective staff development opportunities. These include:

- Development of management, training and mentoring skills among existing staff members who are trained to act as "buddies" or coaches for the unemployed or disengaged young people in the workplace.
- Development of core skills among staff (e.g. teambuilding and communication), which can be implemented back into the business.
- Fostering a "feel good factor" among staff, ultimately increasing motivation and job satisfaction.
- Long-term business planning to ensure readiness to compete nationally and internationally when the economic situation changes.

Businesses must take every opportunity to help their staff in challenging times. Employees can be prone to negativity and cynicism in difficult days, and most are looking for something to believe in and to look forward to.

We cannot neglect the reward and development of staff, but often the capital earmarked for doing this is currently being used elsewhere. A climate of uncertainty can play havoc with the daily running of any business and it is up to business leaders to implement measures to keep staff

morale high. Becoming involved in the Scotland's Got Talent campaign allows businesses to develop both the business and its people in a cost-effective way.

The good news is it's a tried and tested initiative. Some organisations throughout Scotland have already appreciated the benefits of running initiatives with young people and the unemployed. For example, Scottish and Southern Energy, one of the largest energy companies in the UK, partners with Barnardo's to run the Youthbuild programme. It provides social skills training and work experience for traditionally hard-to-reach young people. In addition, accountancy firm KPMG runs a business volunteering scheme, supporting pupils in schools with numeracy and social skills.

Some businesses may believe that setting up such an initiative would be difficult and time consuming. However, it doesn't have to be. The Scotland's Got Talent team is ready, willing and able to help any business get involved and to allow them to benefit from the results.

**The research findings are based on in-depth interviews conducted with a number of leading businesses operating in Scotland, including Enterprise Rent a Car, Marks & Spencer, Royal Mail, Standard Life, KPMG and Scottish and Southern Energy.*

MORE Interested businesses are invited to attend our Talent Summit on 2 April 2009 at The Hub, Edinburgh from 8.30am to 1.30pm. Please register attendance at events@sbescot.com. For more information on the campaign, visit www.scotlandsgottalent.org.uk

Useful publications and web links

A range of useful publications tracking the progress of Edinburgh's economy – including *Edinburgh Labour Market Bulletin* (now with monthly updates), *Edinburgh by Numbers*, *City Centre Health Watch* – can be found at www.edinburgh.gov.uk/economicdata

For information on a range of Council employability programmes, e.g. Public Sector Academy, Get On, Capital Skills, visit: www.edinburgh.gov.uk/jobskills

For further information on redundancy, visit:
www.careers-scotland.org.uk/CareerDevelopment/Redundancy/RedundancyHome.asp
www.skillsdevelopmentscotland.co.uk/Redundancy.aspx/pace.aspx
www.acas.org.uk/index.aspx?articleid=1365

Other useful web links
www.ltscotland.org.uk/enterpriseineducation
www.eie-edinburgh.gov.uk
www.cecsdp.co.uk (school college partnership)

Latest news on development of Scotland's Skills Strategy is available from www.scotland.gov.uk/Topics/Education/skills-strategy

Recent research

Achieving Our Potential is the Scottish Government's new framework to tackle poverty and income inequality in Scotland. It sets out the joint approach of the Government and COSLA and is supported by funding of £7.5m.

The framework is one of three key elements of the Scottish Government's approach to alleviating disadvantage, which also focuses on reducing health inequalities and providing children with the best start in life.

Achieving Our Potential is available from www.scotland.gov.uk/Publications/2008/11/20103815/0

Dates for your diary

Welfare to Work Scotland 2009
29 April 2009, Stirling Management Centre, featuring:

- Fiona Hyslop MSP (Cabinet Secretary for Education and Lifelong Learning)
- Keith Brown MSP (Minister for Schools and Skills)
- Rt Hon Tony McNulty MP (Minister of State for Employment and Welfare Reform)
- Jim Murphy MP (Secretary of State for Scotland).

For further information (including opportunities to promote your organisation), visit www.cesi.org.uk or tel: **020 7582 7221**

UK Welfare to Work Convention 2009
16/17 June 2009, the Arena and Convention Centre, Liverpool.

For further information (including opportunities to promote your organisation) visit www.cesi.org.uk or tel: **020 7582 7221**

Joined up for Jobs Partnership Forum
16 April 2009, 9.30-12.30, City Chambers Business Centre

Theme – “Widening the reach of Joined up for Jobs” with contributions from Housing and Health partners.

Latest news on network activities can be found on our live Noticeboard at <http://forum.joinedupforjobs.org.uk/>

We value your feedback. Please complete our short readers' survey, which can be found at the Information/Feedback Wanted section on <http://forum.joinedupforjobs.org.uk>

Recent Research

Useful publications and web links

Consultations

Upcoming events

Readers' feedback



EDINBURGH

INSPIRING JOBS

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