



**DYW**

**AYRSHIRE**

Developing the  
Young Workforce

REPORT JUNE 2016

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# EXECUTIVE SUMMARY

**This report reflects on the activities undertaken by DYW Ayrshire over the last 10 months and how it contributes to the Scottish Government's Youth Employment Strategy. It will detail actions taken since the Ayrshire Regional Group was awarded funding in August 2015.**

The Group is led and hosted by Ayrshire Chamber of Commerce but we work closely with key stakeholders including East, North and South Ayrshire Councils, Ayrshire College, Skills Development Scotland, Scottish Enterprise, FSB and the wider business community.

The Steering Group has been established and meets on a regular basis, as does a Finance, Strategy & Planning (FSP) group as well as an Operational Group. The FSP drives activity between Steering Group meetings, and the Operational Group makes operational the strategic aims of the Regional Group.

The mission of Developing the Young Workforce Ayrshire is to contribute to a decrease in youth unemployment of 40% by 2021, along with increasing the proportion of employers recruiting directly from education to 35% by 2018.

To guide in the accomplishment of DYW's mission the Ayrshire group has focussed on:

- Encouraging and supporting employers to engage directly with schools and College
- Encouraging more employers to recruit more young people

The Steering Group considered the above in terms of employer engagement, work placements & modern apprenticeships and priority areas were highlighted.

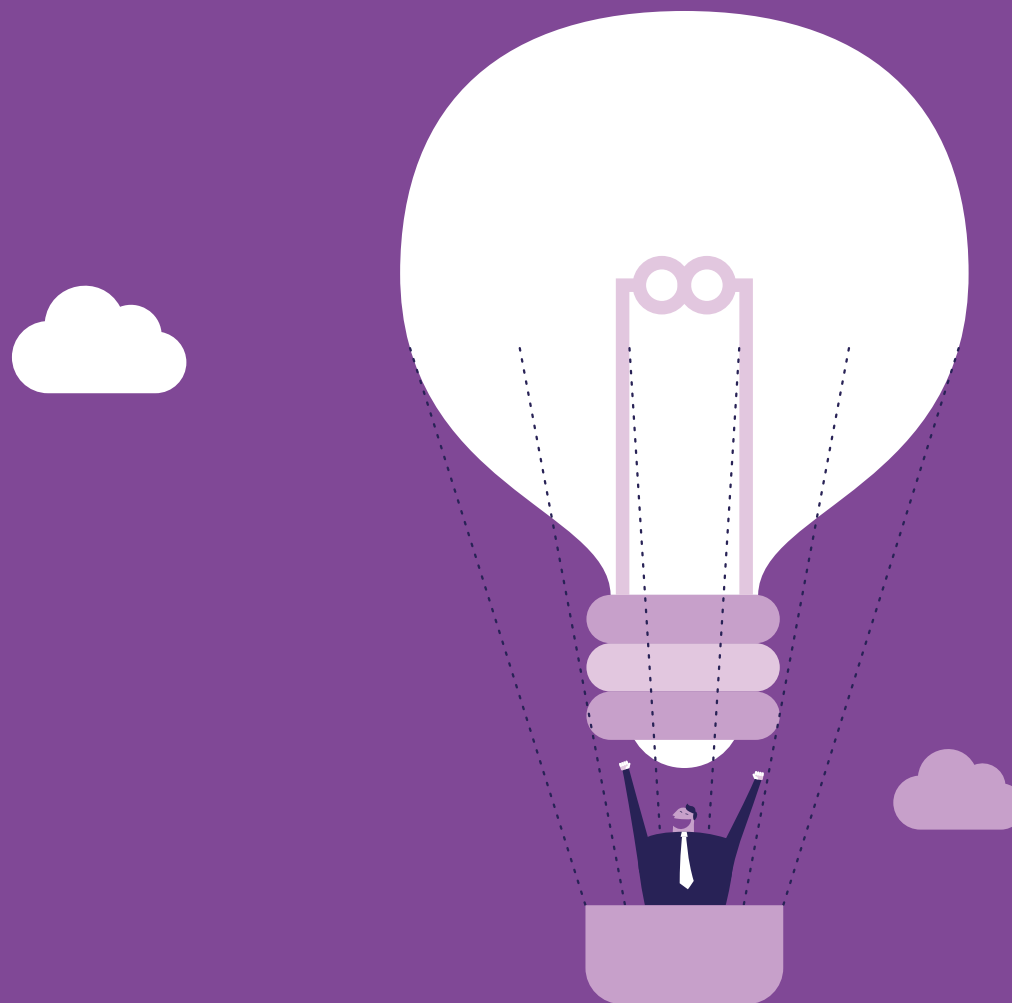
Project leads have been identified under each theme and work is currently underway.

# DYW PROFILE

**An initial focus of DYW Ayrshire was to raise the profile locally, and work was undertaken in 2015-16 to establish the Ayrshire brand, examples of which are illustrated later in the document.**

Developing the Young Workforce was the theme for Ayrshire Chamber's Annual Dinner in March 2016, which was an excellent platform that introduced 450 business people to DYW Ayrshire and it gave a focus to our employer engagement activity.

DYW Ayrshire is engaging with key partners to ensure we are taking advantage of their communication channels. For example, DYW marketing was distributed to participants at Ayrshire College's annual employers' dinner and at the FSB's small business procurement expo. Partners such as the College promote information about the DYW Ayrshire Group in their magazines, websites, social media platforms and blogs.



# CONNECTING WITH EMPLOYERS

**A range of activity has been undertaken to connect with local employers, DYW Ayrshire has presented to a number of small business networking groups, held face to face meetings with a number of employers across Ayrshire and held a SME focus group.**

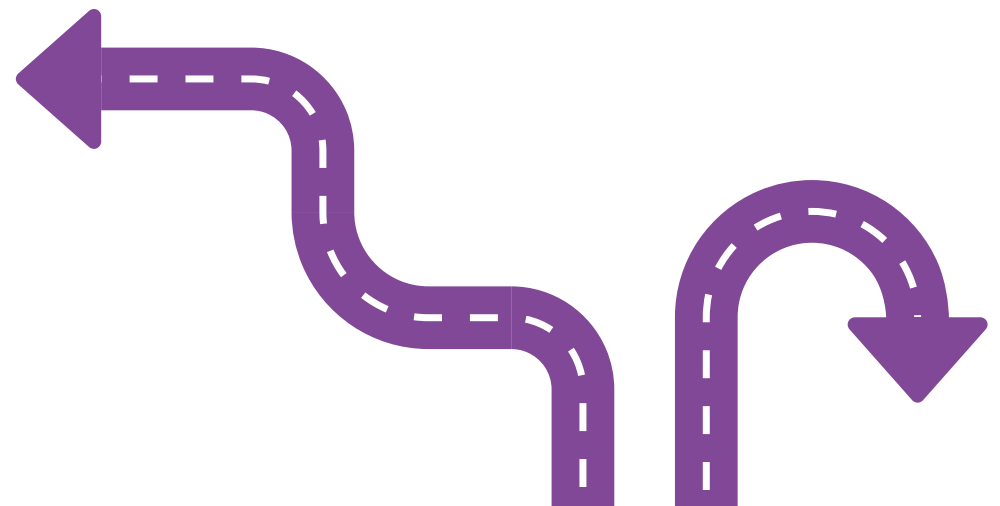
As part of its broader DYW commitment, Ayrshire College engages extensively with employers and has involved the DYW Ayrshire Group in some of this activity, for example at the Engineering Skills Seminar hosted at the College during Scottish Apprenticeship Week in March 2016.

Focus group feedback highlighted that micro and small businesses lack training, or in some instances confidence, as a reason for not getting involved with education. Our intention is to develop a training programme for small businesses and those who haven't had experience of engaging with education.

Simplifying the process for involving employers in education has been addressed by distributing a canvass mail. It covers school, college, Modern and Foundation Apprenticeships. The information we gather from this will be shared with partners.

Ayrshire Chamber has a CRM (customer relationship management) system which has been adapted to capture DYW Ayrshire activity. Canvass mail returns will be recorded on this system, allowing instant reporting on employers who are willing to engage with education which will support a more proactive approach.

A DYW Ayrshire marketing campaign has been established to assist in our mission. The team has visited a number of local employers to understand why they engage with education and champion the benefits of employing a young person. Employers and young people alike have been interviewed and their stories have been shared via all our social media platforms, our blog and the Chamber's Business magazine in which DYW Ayrshire has dedicated pages.

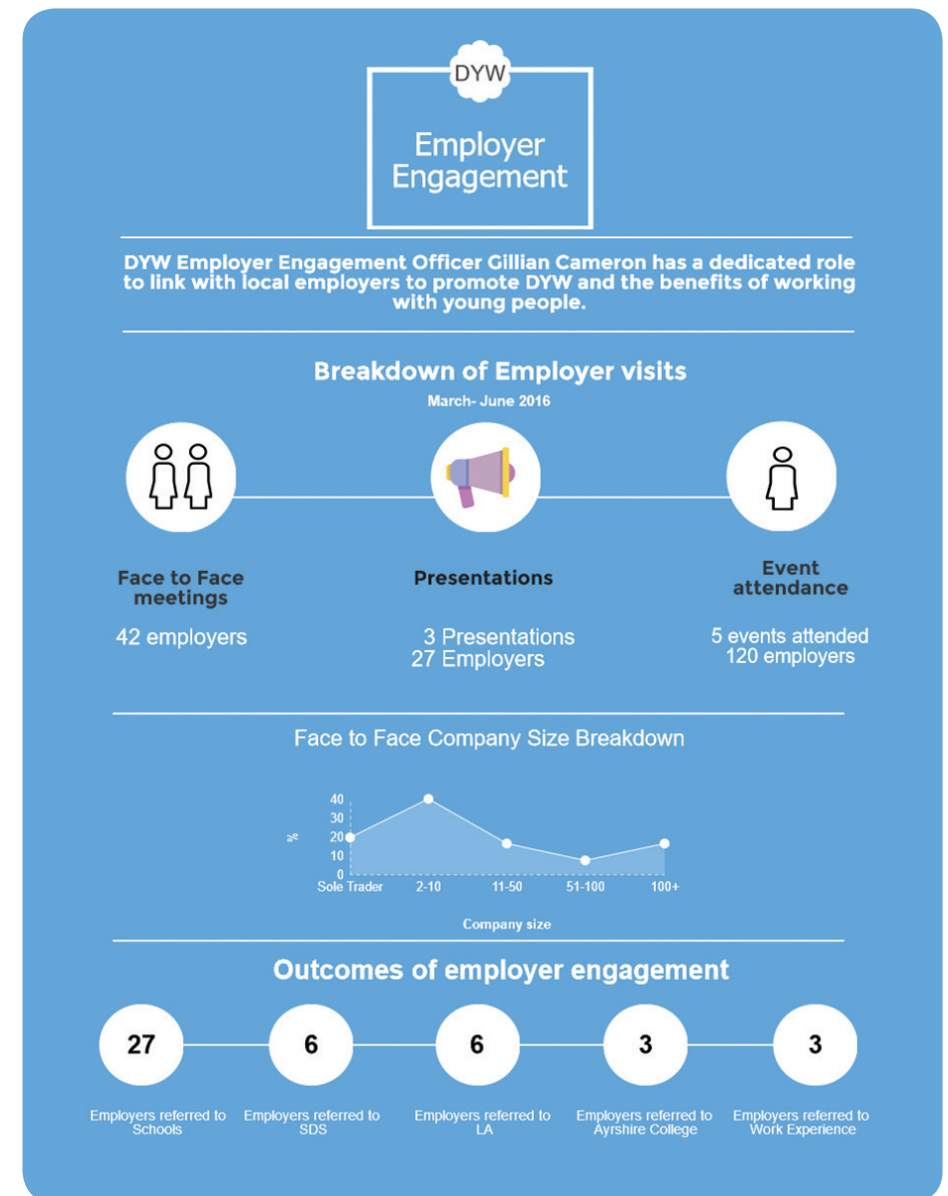
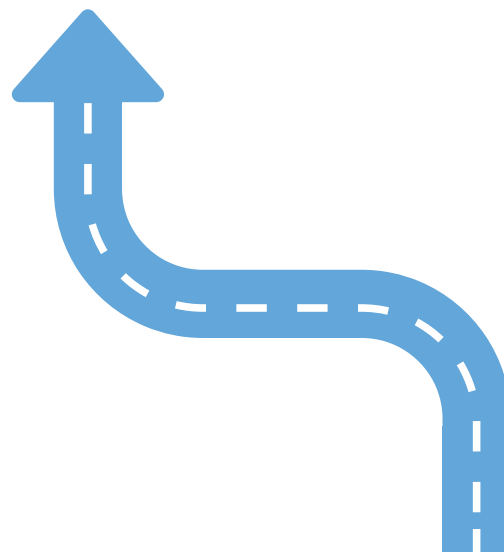


# ADDING VALUE

**DYW Ayrshire has added value to the educational activities already undertaken by Ayrshire Chamber.**

DYW has allowed a dedicated employer engagement resource whose sole function is to engage face to face with local employers to further raise this agenda to employers. Building relationships with local business is key, a recent SME insider survey reported 95% of professionals believe face to face meetings are key to successful business relationships and 87% believing they are essential for sealing a business deal.

The following info graph details employer engagement that has taken place since March 2016:

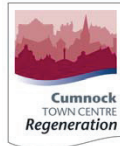


# INNOVATIVE ACTIVITY

Ayrshire has developed a number of outstanding school & college employer partnerships and work placement models during the year, a few examples are listed below.

## Learn4Work

Experiencing the world of work earlier in their school journey was a focus for the programme. Five local businesses were recruited by DYW Ayrshire to input into the development of this programme aimed at S3 learners.

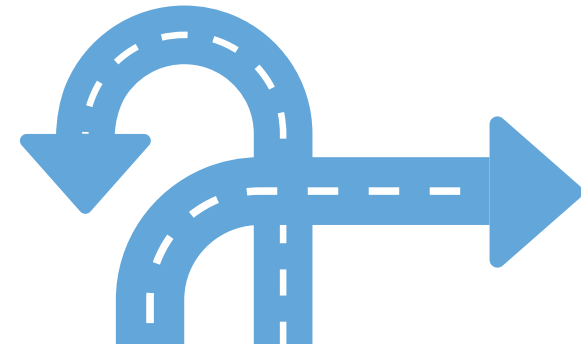


The programme assumes young people to be 'off-timetable' for five days, and split into a number of teams - each pre-selected so that a range of skills and abilities are represented. For the whole of their school week, the young people effectively become employees of the host company and are asked to respond with real-world solutions to a real-world problem posed by the business.

Importantly the SQA was involved from the outset of the programme and pupils gained accredited units from the personal development suite of qualifications through the range of activities undertaken as part of their **Learn4Work** experience.

A suite of tailored learning resources and lesson activities was commissioned as well as a range of supports for both teachers and contributing employers.

Cumnock Academy was the pathfinder school for **Learn4Work** with pupils participating in session June 2016 as an entire year group.



# INNOVATIVE ACTIVITY

## North Ayrshire Council Female STEM Event

The purpose of the female STEM event is twofold:-

- to raise the profile of the career opportunities in the STEM sector to girls (gender equality and STEM are both priorities identified in the Scottish Government report “Developing Scotland’s Young Workforce” - June 2014)
- to further develop links with local (and national) industry

The day is based around 5 separate workshops that will give the pupils an insight into a variety of industries and the opportunities within those industries. 100 females from across North Ayrshire secondary schools are represented.

The event is organised with the support of Developing the Young Workforce Ayrshire.



# INNOVATIVE ACTIVITY

## 2+3 Initiative

Piloted by Grange Academy in session 2015/16 sees pupils in the senior phase of secondary education undertake personal learning pathways where 2 days are spent in full-time education (at both school and college) and 3 days spent gaining experience in the world of work.

Flexible timetabling means that young people are able to access their core curriculum for two days a week and gain SQA accredited awards related to both literacy and numeracy as well as completing vocational course at college. For the other three days a week, young people undertake a minimum of three working rotations over the course of the academic year which complement their school work and relate to their career aspirations. DYW Ayrshire has contributed to this project by sourcing the work placement element of this programme.

The initiative is targeted at young people at real danger of disengaging with full-time education; it will extend and enhance their employability skills making them more job-ready and prepared for transition into a positive progression when they leave school. 17 young people participated in the pathfinder programme at Grange Academy in session 2015/16.

## Flexible Pathways Initiative (FPI)

FPI (formerly 2plus3) seeks to give young people the opportunity to gain a valuable workplace learning experience which is complemented by their school-based curriculum.

The programme is aimed at pupils currently in the senior phase of their education (S4-S6). Learners attend school two days a week and go out on placement, either to a workplace or partner agency, for the remaining three. The initiative runs for a full school session and gives pupils the opportunity to experience an employment sector of their choice for 10 weeks over 3 separate rotations (Oct-Dec/Jan-March/April-June).

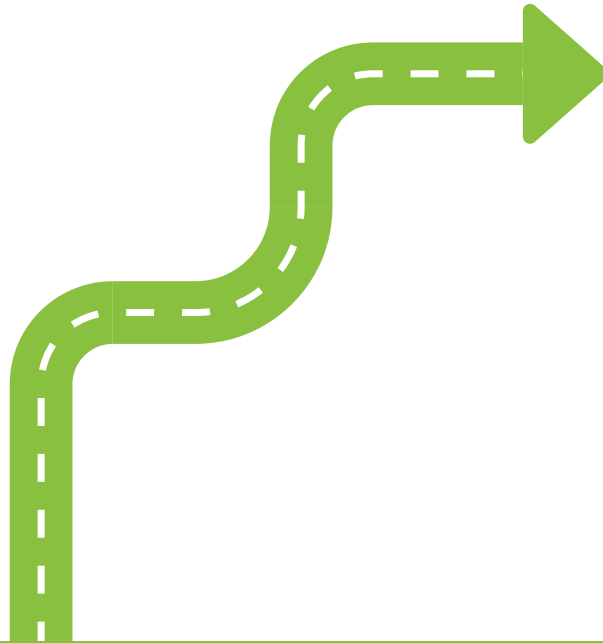
FPI brings together a broad range of partners including DYW Ayrshire, who will play a key role in recruiting local employers, Ayrshire College, The Prince's Trust, Skills Development Scotland and other training providers and partner organisations including Street League and First4Skills. This partner network supports young people on the programme by offering a variety of work based learning which includes work tasters and employability skills training.

East Ayrshire secondary schools have each been allocated 10 FPI places during school session 2016/17.

# INNOVATIVE ACTIVITY

DYW Ayrshire has funded a number of innovative activities that develop the employability skills of Ayrshire's young people. Our aim is to ensure that all young people are given the opportunity to flourish therefore, some of our funded activities have a focus on young people in need of additional support and young people who are experiencing multiple barriers.

DYW Ayrshire will continue to ensure all young people regardless of their academic level, gender or abilities reach their full potential, nurture the confidence to develop career and vocational interests including entrepreneurship and ambition.



## DYW Ayrshire Innovative Activities



Funded activity focused on ASN and Young People facing multiple barriers

January 2016- June 2016

### ASN Support

#### Enterprising Stars Business Challenge

Young people from East Ayrshire's special schools, supported learning and communication centres participated in an inter-schools enterprise challenge showcasing a range of employability skills: entrepreneurship, communication, team work, research, presentation as well as literacy and numeracy.



#### Enterprising Minds Initiative

Supporting young people with a learning disability, or those on the autistic spectrum, to start their own enterprise and/or use their creative skills to connect to their local community.



### Multiple Barriers

#### YEI Project

DYW Ayrshire Contributed to the YEI project which offers opportunities linked to progression to sustainable employment. YEI will enhance local employability pipelines by offering young people paid/unpaid work experience to make the transition to sustainable employment. Investment will provide vocational pathways to gain skills, qualifications and work experience which will respond to the demands of the labour market and will deliver results for young people.



#### Centrestage Communities

Connect will form the core evidence for longer term project which aims to deliver pan Ayrshire 2016-2017, developing a creative enterprise model that complements the schools curriculum whilst acknowledging that many of our most enterprising young people struggle to fit the mainstream education system.



# INNOVATIVE ACTIVITY

DYW funded activity contributes to a number of Local Authority strategic priorities such as:

- promoting and developing an enterprising culture which are in demand in the local labour market;
- embed ambition, aspiration & entrepreneurship in our culture
- developing young people who have skills and opportunities to sustain positive destinations including self-employment

We have worked in partnership with The Princes Trust and Entrepreneurial Spark to ensure young people are aware of the pipeline of support available to them if they wish to pursue the route of self-employment.

Our future plans include furthering our reach, DYW Ayrshire will investigate and identify gaps to ensure we add benefit to the work already happening with these vulnerable groups.

## DYW Ayrshire Innovative Activities

Other projects funded through DYW Ayrshire Innovative Activity ring fenced funding.

January 2016 - June 2016

### Auchenharvie Academy Hospitality Facility

Providing a dedicated hospitality training facility for a pilot group of young people. This number will increase in year 2 and will be included as an elective subject for 5 periods per week.



### #AYE Roadshows

#AYE, Ayrshires Young Entrepreneurs, was created to help arm young people across Ayrshire with the necessary skills and knowledge to set up a sustainable business in school. Launched in January 2016 to schools across Ayrshire, young people were invited to attend monthly club meetings across the 3 Local Authorities.

The project, in partnership with the Princes Trust, allowed young people to attend workshops focussed on: Idea Validation, Marketing, Market Research, Finance, team building and customer service.

At each event young people were given the chance to meet a local young entrepreneur to hear their story and ask questions. Workshops were delivered by: Princes Trust, Entrepreneurial Spark, Barclays Lifeskills, Stellar UK Ltd and Launch Scotland.

At the end of the 5 month programme pupils had the opportunity to pitch a business idea to a funding panel led by DYW Ayrshire to apply for funding. 4 schools were awarded funding to run a sustainable business in school. Successful schools will be matched with a mentor.



#### Funding Awards

Cumnock Academy

Kyle Academy

Queen Margaret

Doon Academy

### Ayrshire College Work Experience

Travel and subsistence costs for students to experience a work placement at Community Wind Power in Cheshire. Students will gain key employability skills for wind turbine maintenance by undertaking work experience on site.



### Greenwood Academy Music Technology

Purchase of music technology equipment, to allow expansion of Music Technology Course to allow more pupils to participate and will be offered for use to other schools.



### Largs Academy Nail Bar

Establish a fully equipped nail bar at Largs Academy providing nail services as part of the project aimed at enhancing their employability by providing vocational training and appropriate communication skills through an innovative project.



### Greenwood Academy Nail Bar

Expansion of current nail bar to provide three portable nail tables and chairs & marketing aids. The portable stations supplement the permanently fitted nail stations and allow the project to operate in the school atrium and external locations as required. This project also includes young people from a local ASN school.



# OUTCOMES AGAINST PROPOSED ACTION PLAN

DATE	ACTION	OUTCOME
August 2015	Proposal to National DYW Group	Achieved 14th August 2015
September 2015	Appoint Board & formation of Strategy & Planning Sub group	Achieved 25th September 2015
October 2015	DYW Launch Conference Steering Group mtg	Achieved – Launch 6th October 2015 19th October 2015
November 2015	Recruitment of team	Achieved November 2015 - Full team in place January 2016
December 2015	Identification of innovative projects	Achieved Dec 2015 & ongoing
January 2016	First mtg of FSP Board meeting to review work of Strategy & Planning Group	FSP - Achieved 20th Jan 2016 Board to review - Achieved 28th Jan 2016
February 2016 onwards	Implement Year 1 plan	Key priorities have been identified & project leads identified with work underway to progress each theme Marketing collateral developed. (See Annex Pg. 38) The DYW Ayrshire brand was launched Teacher newsletter / Employer newsletter developed All Social media platforms established (See Annex Pg. 37) Canvass mail circulated Connecting with local employers underway

# KEY PERFORMANCE INDICATOR CHARTS

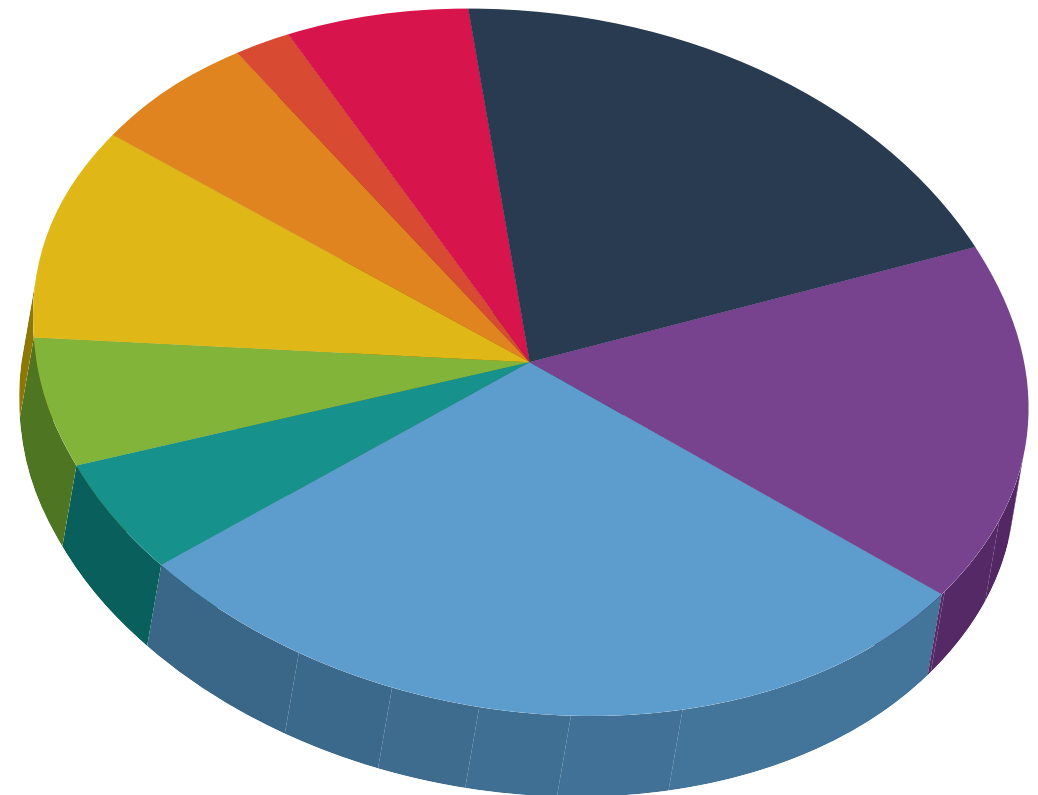
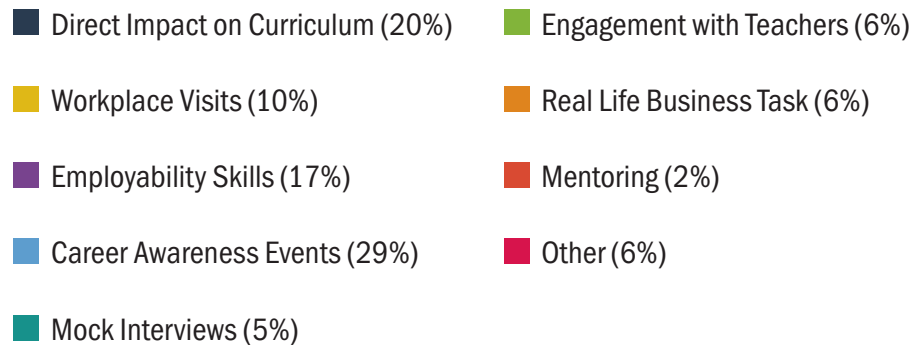
	Baseline (June 2015)	Target (for June 2016)	Progress (at June 2016)
Employer Engagement	940	10% increase - 1034	1211
Work Placements (Schools)	5200	10% increase (pro rata) - 5370	5292
Work Placements (College)	1300	10% increase (pro rata) - 1430	2050
Modern Apprenticeships  Increase total number of MA's starts (16 – 24 yr olds)	1377	5% increase - 1446	1361
Modern Apprenticeships  Increase number of companies who offer MA's Level 3+	386	5% increase - 405	400
IIYP Award	13	300% increase over 3 year period	29
Innovative Activity	0	To develop or fund a minimum of 5 (pro rata)	10

# FUTURE PLANNING

## Employer Engagement

In Year 2 DYW Ayrshire's focus will be on increasing the quality of school business engagement.

Illustrated is a breakdown of the types of engagements. A new system to record engagement is in the process of being developed. This system will ensure data can be easily interrogated allowing us to target support appropriately and plan next stage business engagement in our schools.



\*data based on 13 out of 26 secondary schools, 18 out of 137 primary schools, 2 out of 9 ASN school responses

# FUTURE PLANNING

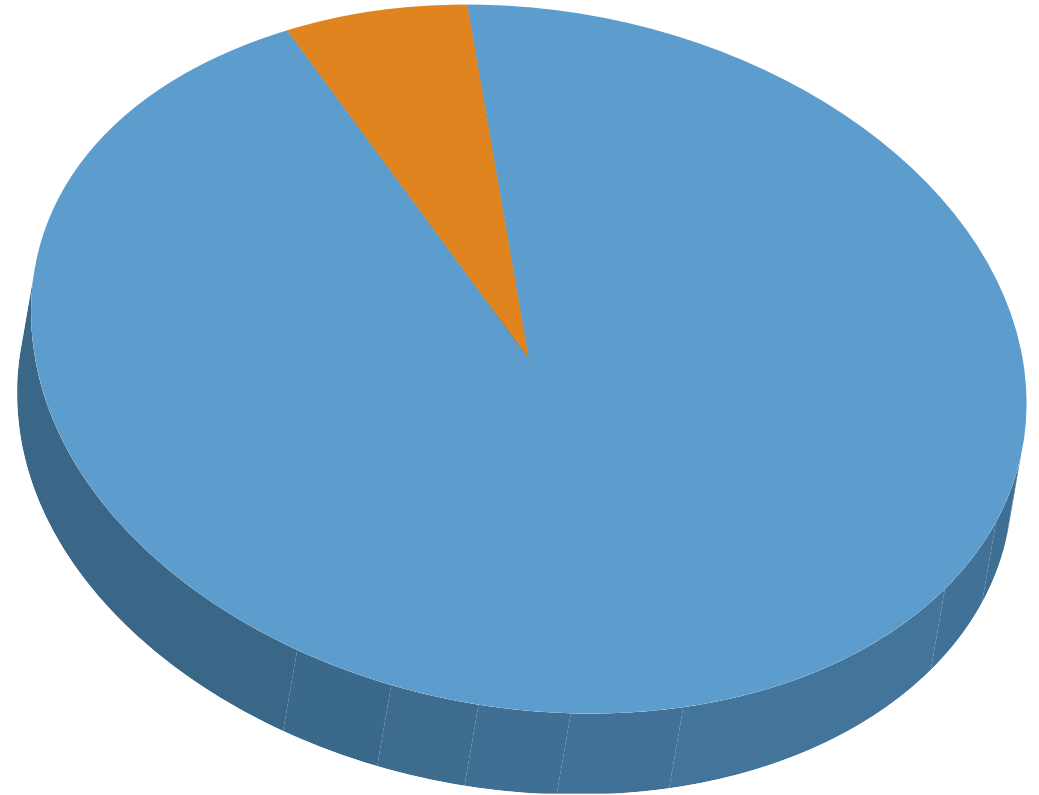
## Work Placements

Although the number of employers offering work placements is down, this reduction reflects the move towards a more flexible work placement approach. The introduction of the Work placement standard further encourages schools to target experiences and put the young person at the heart of this planning.

Over the next year DYW Ayrshire will work to ensure that we increase the number of flexible placements that are offered and focus on the quality of the experience ensuring it is beneficial to all parties involved.

■ Week long Placements (94%)

■ Flexible Placements (6%)



# FUTURE PLANNING

## Apprenticeships

Modern Apprenticeships are a key focus for the Regional Group. Although MA starts across Ayrshire increased overall in 2015-16, 16-24 starts declined over the year. The DYW Ayrshire Group will work to stimulate demand for apprenticeships amongst employers in 2016-17 and we are in initial stages of developing a plan to target employers. We are aware there are national campaigns already in place and will assist in the promotion of these and include in our targeted campaign.

Activity will include:

- DYW Skills seminar

This event will be targeted at Food, Drink, Hospitality & Tourism companies and will look at Apprenticeships in detail, employers will also have a chance to discuss their skills needs.

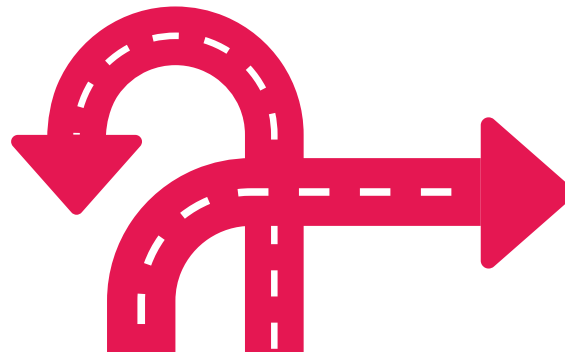
- Apprenticeship event targeted at training providers
- Focussed activity around Scottish Apprenticeship Week working with Ayrshire College and other partners

## Foundation Apprenticeships

In the coming year, DYWA will help raise awareness of Foundation Apprenticeships amongst employers and assist with securing sustained work placements for the young people undertaking FAs in 2016-17 (Ayrshire College is offering 3 Foundation Apprenticeships from August 2016: Engineering, Software Development and Children and Young People). We have already included reference to FA's in our canvass mail and will share interested employers' information with Ayrshire College. Our employer engagement officer also has a key role to play in promotion of this when networking or face to face visits.

We will communicate to employers that FA are a chance to attract highly motivated and committed young people who are willing to learn and ensure their organisation has people with the skills they need.

We will achieve this by hosting events & running a focused marketing campaign in partnership with Ayrshire College.



## Training

Training for small businesses and development of case studies, downloadable resources will be developed in 2016/17. This action has resulted from Small Business Focus Group.

## Continuous Professional Development

It is crucial that not only young people are aware of the local opportunities on offer but this message is spread to those who have influence over them.

Therefore next session will kick off with a series of Influencers Insights, where local companies will host visits from teachers, lecturers and SDS staff.

These events will give key influencers a chance to hear directly from the local employers to better understand their business and the contribution they make to the local economy, job opportunities available, the skills & qualities they expect of their workforce and their recruitment process.

## STEM

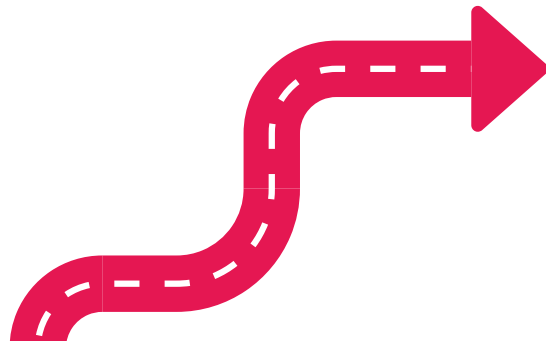
Ayrshire College had extensive engagement with schools throughout 2015-16 on STEM, for example through supporting Primary Engineering, running the Bloodhound Challenge, hosting Mission Discovery, organising a number of large workshops in schools and college campuses, and holding computer coding clubs.

Some of this activity was aimed specifically at attracting girls into STEM. The College has involved DYW Ayrshire in early discussions on organising a major event aimed at engaging 10–14 year old girls further in STEM. The College will establish a project group including DYW Ayrshire and other partners to consider a range of supporting activities around this event such as resources for schools.

## Sustainability

Early dialogue has taken place with a number of stakeholders regarding the sustainability of DYW Ayrshire.

To further this a dedicated session focussed on sustainability will be held with the Regional Group as part of the next year's action plan.



# CONSTRUCTION PARTNERSHIP PROJECT



Ashleigh Building have recently completed their first construction partnership project with Belmont Academy and Ayrshire College. The partnership with the school and college came together after Joint Managing Director, David Smith and Business Co-Ordinator, Claire Hosie attended a business breakfast at Belmont Academy. The Principal Teacher of Guidance, Ian Watson discussed the need for developing partnerships with employers to help create opportunities for the pupils and increasing their employability skills.

Meetings then took place between Ashleigh Building and Belmont Academy to discuss the ideas that the school had for the partnership and how to make it a beneficial and worthwhile experience for all parties involved. A programme for S3 pupils was then developed which would provide lessons on both professional and trade roles within the construction industry. After the initial meeting, Ayrshire College was contacted to assist in delivering the trade aspects of the construction project and an eight week programme was created.

The eight week programme for S3 pupils allowed pupils to learn about the construction industry and various job roles. The project was based around Ashleigh's Newton Mearns Development, pupils were given a layout of a plot of land beside the site to design a housing development, with a minimum of 10nr houses, a road and playpark. The pupils were taken on a site tour where they saw the various stages in construction.

They then participated in lessons at Ayrshire College learning about Joinerwork, Bricklaying and Painting & decorating. Each team was to provide a cost plan and programme for the final design of their development. The project concluded with the pupils presenting their group task project and obtaining their educational 'Dynamic Youth Award'. Ashleigh presented the team members of the winning group with the Ashleigh Construction Partnership Trophy.



The construction industry has a variety of job opportunities and we hope this type of project shows pupils, parents and teachers that the industry is a great place for any young person to work. Ashleigh Building's project has created awareness of the opportunities available within the construction industry, taking the focus away from the trade roles and developing the pupils understanding of the professional roles available. This project has given a platform to discuss career pathways and the room to grow and develop within their organisation. Ashleigh Building have encouraged the pupils to look at a future career within construction and hope to see a full circle effect with one of the participating pupils looking to work with them in the future.

The project has helped pupils develop their employability skills, will look great on their CV along with their Dynamic Youth Award.

The project has developed their knowledge on the process involved in a construction project, from:

- designing and programming a housing development;
- creating a cost plan;
- to learning the trades involved in constructing the completed housing units.
- provided the pupils with an insight into the world of work

Ashleigh Building encourages other Employers to get involved in offering this type of engagement with schools as it creates an awareness for their industry and company. The project gives Ashleigh an opportunity to develop the young workforce, and allows them to inform young people of the qualifications and skills they might need for future career opportunities within their company. Ashleigh are creating important links with schools and College which will hopefully will encourage young people to work within our organisation.

Ashleigh also get involved with career days and work placements which have been extremely beneficial and worthwhile. Some of their young workers in trade and professional roles have been the attendees of these careers events or job fairs and are now working within their organisation. Our new apprentice bricklayer taken on this year has participated in our work experience programme on our sheltered housing development, Kilbirnie last year. This shows the opportunities and activities provided create awareness of the construction industry, and are inspiring young people to work within their organisation.



# GSK MOCK ASSESSMENT CENTRE



On the day of the mock assessment centre, three workshops were on offer to the pupils. The first was an interview workshop focussed on the importance of using the STAR technique in interview situations. The pupils were shown worked-through examples of what kind of questions are asked during the interview for a modern apprenticeship. The team explained how using situation, task, action, result as a guideline can really help to answer these competency-based questions.

The pupils were then instructed to complete a written exercise to answer using the STAR technique: 'Give me an example of a time when you motivated others'.

The result was a diverse and comprehensive array of answers, from sports and school based experiences, to pupils motivating family members to achieve goals.

Next up was the practical demonstration by a maintenance engineer and his apprentice. The rig that was used was a combination of components that the pupils had to take apart, replace a gasket, and reassemble in a set way to ensure there would be no leakage. This tested the manual dexterity of the pupils, as they had to use a combination of tools to complete the task.

The purpose was to illustrate how simple valves, drains, and other components work, as well as showing that both boys and girls are equally adept at performing these tasks.

The final challenge was designed to focus on one of the most important elements to any employer: teamwork. In their teams, the pupils were given a scenario in which their jeep had crashed in the Brazilian rainforest and they had all survived with only minor injuries. From a list of 17 items that had survived the crash, the pupils had to choose which 7 they would take with them to help them until rescue.

The discussions which subsequently took place were monitored by members of GSK's Human Resources team and apprentices, who took notes and observed the pupils' behaviour during the discussion.

Once the teams had decided on their items, the GSK staff asked them to justify the selection and gave feedback on the task. The comments on the task were used to highlight the qualities of constructive criticism, leadership, and reasoning, as well as how to avoid dominating or withdrawing from the debate.

At the conclusion of the workshops, pupils were presented with certificates and thanked for the exemplary behaviour and participation.

## Greenwood Academy Feedback

The experience our young people gained that day was invaluable and will benefit them for when it comes to them applying for apprenticeships with GSK and other organisations. I would hope that this will become an annual event.

## Teacher Feedback

Irvine Royal Academy joined pupils from two other schools to attend the mock assessment centre at Glaxo SmithKline's plant in Irvine, Ayrshire.. I found the event to be both stimulating and engaging for the pupils. They had the opportunity to take part in both practical and real life interview scenarios. They were given detailed advice on how to practise and present themselves in an interview situation within the company.

During the scenario task pupils were asked to discuss a time when they had taken the lead by using the STAR technique which is used in GSK and across a range of industries. As a classroom teacher I had never heard of this technique.

As a result of my learning on the day the English department in Irvine Royal Academy will now add this strategy into our lessons plans starting in S1, as after the event I realised how important links between companies and education is. This intervention will allow pupils the chance to be aware of how to be successful in an interview situation taking them onto a sustained positive destination.

The GSK event also enhanced my understanding of the fact that it is imperative to teach pupils the skills and qualities that will be required of them after they leave school. By introducing them to the vocabulary, strategies and techniques used in the workplaces such as GSK will hopefully allow pupils to see that these skills are transferable and will be important to them in the future.

## Pupil Feedback:

"Getting involved with people I had not yet met to do a group discussion was the best part of the day"

"I thought the best part was the practical part as it was more hands-on"

"I have developed my skills on answering questions on the spot, which will come in useful"

"I feel I have a better understanding of what to expect in an interview"



# ST ANDREWS PRIMARY



DYW Ayrshire were approached by Martyn Hendry, STEM Coordinator at East Ayrshire Council looking for employer support with a new project at Saint Andrew's Primary, Kilmarnock. East Ayrshire Council have a number of 3D printers within their Primary Schools and wished to run a related to project with their P6's.

Saint Andrew's Primary are keen to engage and embrace the local community and business world. They want to offer young children opportunities to engage with a variety of employers to identify options that will be available to them in later life. They believe that it is better to provide information to parents and children at as early a stage as possible.

Pupils have recently been developing their computer skills for a number of months and were introduced to 'Tinkercad' a computer software program specifically for children. The 3D printer has become an important feature in the classroom and various items have been printed from this.

The school wanted to run a session specifically for pupils and parents. This is common practice at St Andrew's and is known as 'Sharing and Learning'. Martyn Hendry believed that employer engagement was vital at this session to encourage parents to consider a career within the digital technology sector for their children.

DYW Ayrshire secured Malachy Ryan of Alan White Design, an experienced Civil Engineer. Malachy has a wealth of experience using CAD and was therefore an ideal representative for the project.

Malachy Ryan spoke about his particular career route and how he utilised digital technology. Pupils were fascinated that Malachy had worked on the building of their primary school as a graduate engineer and with various celebrities on equipment for their concerts. Malachy also brought along some items from his company and was able to answer questions.

Pupils were then paired with their parents at a computer and were given a worksheet containing specifications to design a keyring which would be printed on a 3D printer. This was a great opportunity for Malachy to rotate around the room and provide his expertise on an individual basis. It was a very enjoyable afternoon for all involved and opened the eyes of pupils and parents to the role of an engineer.



## Pupil Comments

“They have actually experienced it and know what they are talking about and doing.”

“He brought in parts he had made on a 3D printer to show us – things that are part of a bridge.”

“Much more interesting than the teacher just telling us what an engineer does.”

## Parent Comments

“It’s a better way for the children to learn.”

“... enjoyed listening to the visitors talking about their jobs.”

“The engineer was very informative.”

“I would now consider engineering for my child rather than just think of law or medicine.”



# ENTERPRISING STARS

An enterprise initiative funded by DYW Ayrshire exclusively for pupils with Additional Support Needs (ASN) and one of the first of its kind in Scotland was held April 2016.

The Enterprising Stars Challenge was specially created for ASN pupils after Park School successfully competed in the 2015 Sir Tom Hunter Challenge, an event which encourages pupils to explore business and develop marketable ideas.

Park pupils created an innovative ID badge with a pen holder and their excellent pitch to a panel of 'dragons' encouraged organisers to develop an initiative just for teams from special schools and supported learning centres.

DYW is committed to providing ASN pupils with the same experiences as their mainstream counterparts and the Enterprising Stars Challenge.

A total of 13 teams took part, prizes were awarded in three age categories: Primary School, Secondary School (Broad General Education BGE, S1-S3) – and Secondary School Senior (S4-S6).

In addition there was an overall trophy on offer for the Best Trade Stand where all teams were competing against each other. This was won by Cumnock Academy Supported Learning Centre.



## Winners were:

### Best Company Logo

Primary: Willowbank School

Secondary BGE: Hillside School

Secondary Senior: Award Park School

### Best Company Name

Primary: Park School

Secondary BGE: Park School

Secondary Senior: Cumnock Academy Supported Learning Centre

### Best Presentation

Primary: Park School

Secondary BGE: Cumnock Academy Supported Learning Centre

Best Presentation (Secondary Senior): Park School

### Best Product/Service

Primary: Park School

Secondary BGE: Cumnock Academy Supported Learning Centre

Secondary Senior: Park School



# #AYE

## **In December 2015 DYW Ayrshire launched the #AYE Project to over 40 teachers at an event held in an Entrepreneurial Spark ‘Hatchery’.**

#AYE, Ayrshires Young Entrepreneurs, was created to help arm young people across Ayrshire with the necessary skills and knowledge to set up a sustainable business in school. Launched in January 2016 to schools across Ayrshire, young people were invited to attend monthly club meetings across the 3 Local Authorities.

The project, in partnership with the Princes Trust, allowed young people to attend workshops focussed on: Idea Validation, Marketing, Market Research, Finance, team building and customer service. At each event young people were given the chance to meet a local young entrepreneur to hear their story and ask questions. 11 micro businesses engaged in the process all of whom have committed to ongoing engagement with schools.

Workshops were delivered by: Princes Trust, Entrepreneurial Spark, Barclays Lifeskills, Stellar UK Ltd and Launch Scotland.

200 S1-S3 pupils from 21 schools across Ayrshire attended these events monthly from January until May 2016. Pupils were then given the opportunity to pitch a real business idea to a panel of judges for a business that could be set up in school with a plan for sustainability. Teams were then awarded a start-up grant where applicable.

The #AYE project has been evaluated and are a clear success, from both a staff and pupil point of view.

## **Lindsay Bull, PT Cumnock Academy**

Following a very successful series of events organised by the DYW Ayrshire team I am pleased to say we were awarded over £1000 to take our business plans forward. This headline goes on the back of a fantastic series of events which we attended over a five month period from February through to June 2016. The concept was to prepare young people for the world of work through an enterprise and entrepreneurship experience. We set up a team of nine young people from S3 Cumnock Academy who had an interest in enterprise.

The series of workshops run by DYW and the Prince’s Trust saw the young people experience a variety of situations that focussed on aspects of enterprise such as marketing, business acumen, financial planning, teamwork and innovation. Each event was hosted by ‘real’ people from ‘real’ business situations, which gave the whole series credibility. I was greatly impressed by the commitment of all the real life entrepreneurs who attended the events and we have already made contact with one in particular who has agreed to work as our mentor. The investment of time and money was considerable and young people from all EAC secondary schools benefitted greatly from this experience. I for one believe it is the best series of events aimed at this area of the curriculum for a very long time and we look forward to our business flourishing in the coming years.

## Pupil Feedback

What do you now know about running your own business?

“That it takes a lot of time and effort but it’s usually worth it. I’ve learned about branding, marketing, what I would be best at and most importantly, how to successfully work in a team.”





**Has your opinion of starting your own business changed since the beginning of #AYE? Give details.**

“Yes- I thought it would be super easy and that once you have decided what your business is that’s you. I also thought that starting your own business requires no qualification or skills, I was wrong!”



# CALL ME GREENWOOD



One of the key concerns of employers has been lack of employment ready young people coming out of school having the necessary communication skills (literacy and numeracy).

Supported by the Voca Contact Centre, Princes Trust and Developing the Young Workforce, Greenwood Academy in Irvine secured resources to develop a skills based course.

A contact centre has been established at Greenwood Academy within a dedicated facility providing inbound and out bound calling services as part of a literacy project aimed at providing pupils with appropriate communication skills – speaking, listening and written enhancing their employability skills. The centre has been set up to replicate as closely as possible real time contact centres using identical equipment, processes and training methods.

The training programme has been developed by collaboration between Greenwood teaching staff and Voca, where Voca provides support to fulfil the curriculum framework by providing live work tasks, work experience, onsite training and training material, HE/business policies and job descriptions of roles available within the call centre.

The partnership has had an immediate impact on the young people who would now like to participate in meaningful work experience programmes at Voca by dispelling some of the myths that exist about contact centres such as the 'battery hen' image.

Teaching staff have seen at first hand the operations of the contact centre and the range of positions available which has developed a positive image of the opportunities that exist within the Voca environment.

This partnership is an example of a school and employer working together to benefit all parties. Young people will now leave school ready for employment not just for Voca and the contact centre industry but for customer facing businesses at large.





# TEEING OFF TOWARD A CAREER IN HOSPITALITY



A major initiative designed to improve young people's job prospects has teamed up with the R&A and Sodexo at The 145TH Open at Royal Troon to offer paid work experience placements.

The Developing Young Workforce Ayrshire group is leading a project to identify and support training of 16 – 24 years old looking at a career in hospitality by giving them the chance to work at Royal Troon this summer where over 200,000 people will attend The Open from 10 – 17 July.

Developing the Young Workforce Ayrshire involves representatives from the private, public and third sectors to help give young people the best possible opportunity to secure employment.

**Claire Baird, DYW Ayrshire Project Executive, said:**

"Ayrshire is hosting a major sporting event and the eyes of the world will be on that. However, it is a major operation behind the scenes at an event of this scale including in the hospitality pavilion on the course.

"This is an excellent opportunity for any young person with an interest in pursuing a career in hospitality to gain some valuable experience at a massive event on our doorstep and be paid well for it as well."

"We're delighted to be working with The Open and its supporting partners to offer this fantastic programme for Ayrshire's young people giving them the chance to gain some prized work experience at an international event which will be extremely beneficial for their future prospects."

**Chris Bray, CEO Sports & Leisure, Sodexo UK & Ireland, said:**

"We are very pleased to provide this opportunity for young people in Ayrshire to find a career in hospitality.

"The Open is one of our most logistically complex events, and will give young people experience working in a wide variety of roles, from serving four-course a la carte lunch in The View restaurant which overlooks the 15th hole to offering guests a modern take on hospitality in the fun, festival style atmosphere of The Champions Club.

"Along with the R&A complex, player and official areas, patrons facilities and public offerings, there are endless opportunities to help local young people find a passion in our industry."





# LOVILICIOUS

This model was established in Greenwood Academy to develop a fully equipped nail bar which provides nail services as part of a project aimed at enhancing employability skills by providing vocational training and appropriate communication skills. The programme is currently being rolled out across a number of other schools in Ayrshire.

## Initial pilot 5 disengaged pupils for a school year

- Mechanism/Catalyst/Incentive
  - Training and practice in nail care
  - Financed by school loan
  - College engagement
- Learning Outcomes
  - Development of employability skills
  - Produce business plan for a micro business
  - Improved communication skills
  - Social interaction
  - Strong teamwork
  - Developed customer service skills
  - Managing monies

- Overall Outcomes
  - Re-engagement of pupils
  - 2 to College – 1 Hair & Beauty, 1 Travel
  - 2 stayed on at school 5th year
  - School loan repaid

## Second year extended to 17 pupils of which 5 pupils from ASN

- Pupils will not attain 5 at National 5 and/or disengaged
- Same mechanism but funded by Prince's Trust, Youth Bank and DYW with college engagement
- Same learning outcomes with significant development of employability skills
- Overall outcomes include
  - 12 Pupils achieved 2 units of Personal Development Level 4
  - 12 Pupils Creative Nail Finishes Level 4
  - 2 Pupils Creative Nail Finishes Level 5
  - 2 Pupils Nail Art

- 4 Pupils Hair and Beauty
- 3 Pupils Literacy Level 5
- Stanecastle ASN pupils are taking Personal Development Level 4 over 2 years with 1
- Pupil possibly Creative Nail Finishes Level 4

## Third year extended to 3 schools – 57 pupils

- Pupils will not attain 5 at National 5 and/or disengaged
- Same mechanism but funded by DYW and Prince's Trust
- Funding includes infrastructure which means long term sustainability
- Same learning outcomes with significant development of employability skills

High level of achievement outcomes and development of employability skills for low level of funding with very sustainable structure.

# COLLEGE EMPLOYER ENGAGEMENT

**Each year the College involves employers in industry sectors important to Ayrshire in our curriculum planning and self-evaluation processes.**

It seeks feedback from employers on an ongoing basis, whether that's on a one-to-one basis or as part of skills forums they have implemented across all key industry sectors, which bring businesses together to understand common needs and offer training on an economy of scale.

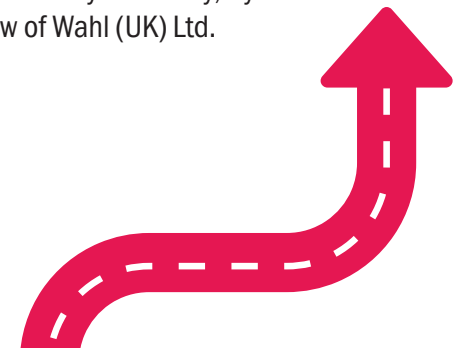
Being able to hear straight from employers about where the specific skills gaps are in the industry allows the College to enhance course provision. For example, our Aerospace Skills Forum led to the creation of a Performing Engineering Operations course, which acts as a practical enhancement for HNC students, and its Wind Turbine Technologies Forum developed the Wind Turbine Technology Diploma.

In 2016, the College confirmed a partnership with Gamesa Energy UK that will see the company offer employment opportunities to graduating students. Gamesa approached the College to discuss how it could meet their expanding labour needs in the South of Scotland. Following these discussions Gamesa will now offer up to 10 full time roles to suitable candidates from the College's most recent turbine technician graduates. The company has recently employed two graduates of the College's current turbine technician course.

For 2016-17, Ryanair is looking to increase their number of Modern Apprentices and mechanics, and have agreed to recruit directly from Ayrshire College. The College designed a course in partnership with Ryanair, which took unemployed engineers and re-trained them in the practical and theoretical skills required for a role in sheet metal work in the aerospace sector. At the end of the course, the students sat a final test provided by Ryanair. Ryanair then interviewed every candidate and overall 8 students have been employed by Ryanair as a result of the course. This is a highly successful example of partnership working with a business as it has provided sustained employment as well as a sustainable model with Ryanair planning to repeat the course.

In 2015-16, supported by funding from Skills Development Scotland, the College worked with employers like Spirit Aerosystems, GlaxoSmithKline, Woodward, Ryanair and Hyspec Engineering to create a series of videos titled showcasing an day in the life of female apprentice engineers. This is part of the College's ambition to tackle gender imbalance in sectors like engineering.

Throughout the year, students across all subject areas benefited from talks from employers such as Bill Costley of Costley & Costley, Ryan Sylvester of Keppie Design and Simon Shaw of Wahl (UK) Ltd.



# ANNEX

- 35 Regional Group
- 36 Steering Group & Operational Group
- 37 Social Platforms
- 38 Marketing Collateral

# ANNEX

The Regional Group is private sector led, members are listed below:

## Chair

Jim English - General Manager - Hyspec Engineering

## Vice Chair

Jackie Galbraith - Vice Principal - Strategy, Planning and Performance - Ayrshire College

## Members

David Smith - Joint Managing Director - Ashleigh Construction

Valerie Russell - Chief Executive - Ayrshire Chamber

Iain Duff - Corporate Development Director - Barclays

Craig Stevenson - Managing Director - Braehead Foods

Scott Sinclair - Managing Director - Ceed

Fiona McKenzie - Director - Centrestage

Gillian Anderson - Community Co-ordinator - CVO EA

Alison Somerville - Managing Director - Dustacco

Susan Ward - Customer Service Operations Manager - DWP

Alan Ward - Head of Schools - East Ayrshire Council

Hisashi Kuboyama - Development Manager - FSB

Wendy Pring - Managing Director - KCP Environmental

John Butcher - Executive Director (Education & Youth Employment) - North Ayrshire Council

Patricia Leiser - Director of Organisation & Human Resource Development - NHS

Walter Smith - Ayrshire Chair - Princes Trust

Lorna Gibson - Training Director - QTS

Douglas Hutchison - Director of Educational Services - South Ayrshire Council

Brian Connolly - Partnership Engagement Senior Executive - Scottish Enterprise

David Ross - Business Development Manager - Scottish Qualifications Authority

Andrea Glass - Regional Skills Planning Lead - South West - SDS

Lorraine Murray - Managing Director - Sercon

Graham Campbell - District General Manager - SP Energy Networks

Emma Foley - Human Resource Manager - Stellar

Carol Ramsay - Director of Human Resources - Trump Turnberry

Craig Hume - Director - Utopia Computers

Jo Hanley - Operations Director - Voca

Janice Hendry - Chief Executive - Yipworld

# ANNEX

The Steering Group meets on a quarterly basis, a Finance, Strategy & Planning group has been established to drive activity between these meetings. Members are listed below:

## **DYW Finance Strategy & Planning Members**

Jim English - General Manager – Hyspec Engineering (Chair)

Jackie Galbraith - Vice Principal - Strategy, Planning and Performance - Ayrshire College

Valerie Russell - Chief Executive - Ayrshire Chamber

Scott Sinclair - Managing Director – Ceed

Alan Ward - Head of Schools – East Ayrshire Council

Walter Smith – Ayrshire Chair - Princes Trust

Brian Connolly - Partnership Engagement Senior Executive - Scottish Enterprise

An Operational Group has also been established with the aim of making operational the strategic aims of the Regional Group's KPI's and to offer advice & guidance. The Operational Group will look at current & forward planning, collaborate, reduce duplication and share best practice.

An Ayrshire action plan has been created to look at a few strategic Ayrshire-wide actions that can have measurable and achievable outcomes with a focus on employer engagement / contact:

## **DYW Operational Group Members**

Stuart Millar – Ayrshire College

Carol Nisbet – Ayrshire College

Jane Henderson – Ayrshire College

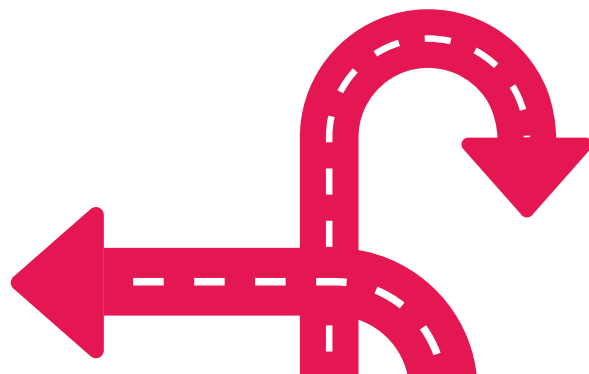
Ian Burgoyne – East Ayrshire Council

Laura Cook – North Ayrshire Council

Douglas Hashagen – South Ayrshire Council

Jamie Wilson – South Ayrshire Council

Helen Allison – Skills Development Scotland



# ANNEX

## Social Media Platform Stats



### Website / Blog

[www.dywayrshire.com](http://www.dywayrshire.com)

822 sessions

492 users

2429 pageviews



### Facebook

[www.facebook.com/DYWAYrshire](http://www.facebook.com/DYWAYrshire)

210 followers

405 posts



### Twitter

[www.twitter.com/DYWAYrshire](http://www.twitter.com/DYWAYrshire)

750 followers

1122 tweets



### LinkedIn

[www.linkedin.com/in/dywayrshire](http://www.linkedin.com/in/dywayrshire)

170 followers



### Snapchat

[www.snapchat.com/add/dywayrshire](http://www.snapchat.com/add/dywayrshire)

23 followers



### Instagram

[www.instagram.com/dywayrshire](http://www.instagram.com/dywayrshire)

55 followers

11 posts



### Google+

[plus.google.com/+DYWAYrshire](https://plus.google.com/+DYWAYrshire)

3673 views



### YouTube

[www.youtube.com/channel/UCph1IJZgPHDfmKXejQstRvw](http://www.youtube.com/channel/UCph1IJZgPHDfmKXejQstRvw)

580 views

# ANNEX

## Marketing Material



Pop-up Banners



Tear-off Trifold Leaflet



Business Cards



Dynamic Website

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Young Workforce

