



**DYW**

**AYRSHIRE**

Developing the  
Young Workforce

REPORT JUNE 2017

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# EXECUTIVE SUMMARY

**This report will reflect over the last year of Developing the Young Workforce (DYW) Ayrshire's activity.**

DYW Ayrshire's mission is to encourage and support employers to engage directly with education, whilst encouraging them to recruit more young people.

This report will highlight the work we have been doing to achieve this and contribute to the Scottish Government's Youth Employment Strategy which aims to decrease youth unemployment of 40% by 2021, along with increasing the proportion of employers recruiting directly from education to 35% by 2018.

The Steering Group continues to work closely with key stakeholders including our 3 Local Authorities, Ayrshire College, SDS, Scottish Enterprise, FSB, The Princes Trust and wider business community.

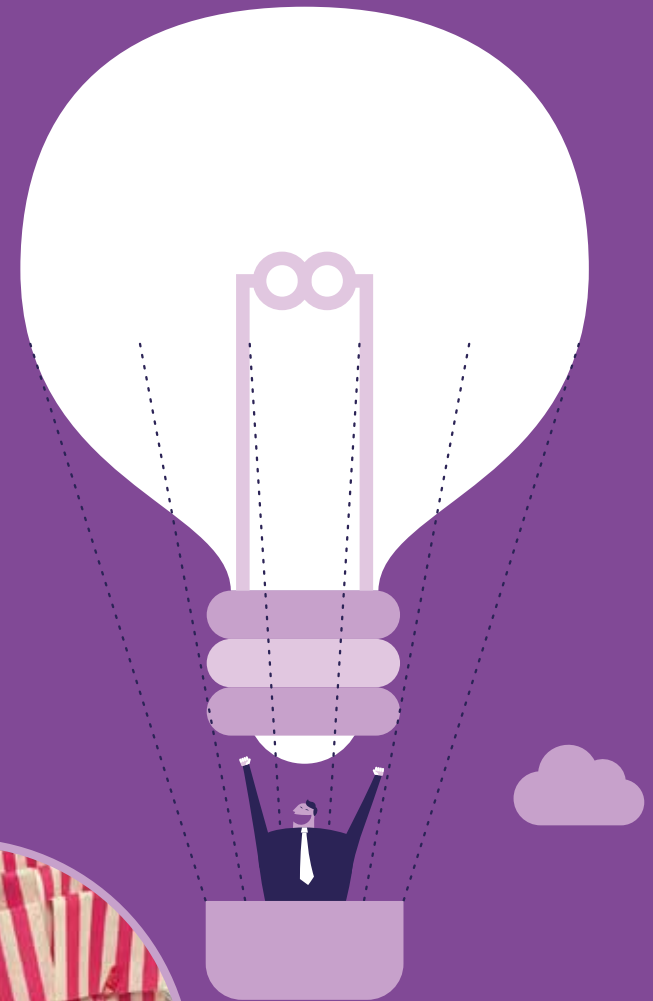


# DYW PROFILE

Our strong and vibrant brand allows us to continue to raise the DYW Ayrshire profile. Our message is promoted in a variety of ways, we have developed social media platforms, a blog, youtube channel and teacher / employer newsletters which are all communicated to a mixture of stakeholders.

We have 6 dedicated DYW Ayrshire pages in the Ayrshire Chamber of Commerce quarterly business magazine which is distributed to 2,000 local businesses. The magazine can also be accessed online which widens our reach further.

A couple of profile raising events were held during the year, an event was held during the Chamber's business week in October 2016. We also secured a stand at the Business to Business exhibition which proved to be successful and allowed us to engage with many Ayrshire businesses.



# DYW PROFILE

We held our first DYW Ayrshire Conference in February, which was organised in partnership with, East, North and South Ayrshire Councils. The Conference brought together our education colleagues in schools & college, SDS staff & employers. Speakers included Donnie Macleod of HMIE and Joan Mackay of Education Scotland.

A series of workshops were delivered with the focus on best practice regarding Developing the Young Workforce. The Conference raised awareness of what partners are doing in Ayrshire to move forward DYW and will run again in 2018.



# CONNECTING WITH EMPLOYERS

**Taking into consideration the guidance on school / employer partnerships published by Education Scotland which states the aim of a partnership is to support young people in their understanding and readiness for work.**

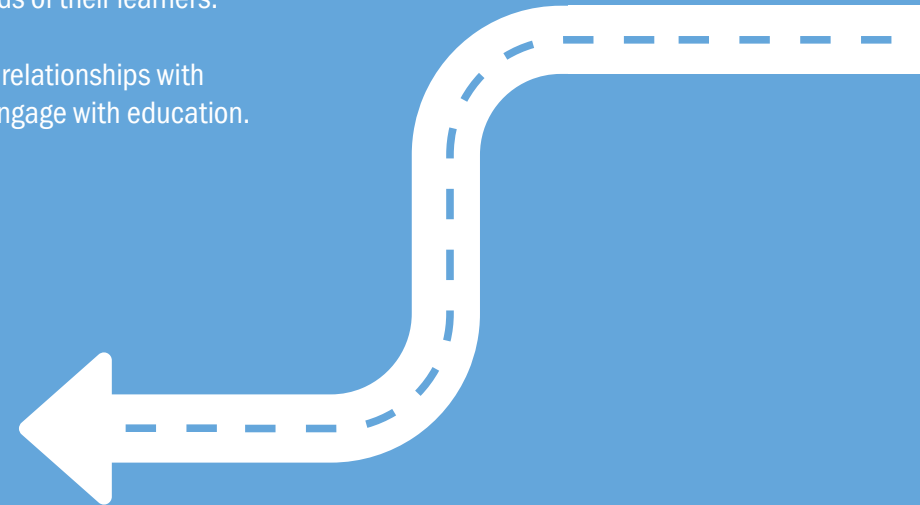
DYW Ayrshire's Regional Group have encouraged employers to engage with schools and colleges in a range of ways for example:

- providing career information;
- employability skills;
- bringing real life contexts into the classroom;

DYW Ayrshire's Regional Group private sector representatives are regarded as our long term strategic partners. They feed into local authority planning regarding employer partnerships which in turn feeds into individual school improvement plans.

The Regional Group have recognised that one employer, however large, cannot meet the needs of every learner. We encourage multiple school / employer partnerships therefore schools can expect to have a number of employers focussed on specific activities to meet the needs of their learners.

DYW Ayrshire's main focus is to build relationships with local employers to support them to engage with education.





# CONNECTING WITH EMPLOYERS

For the school session 2016 – 2017 DYW Ayrshire have been involved in creating:

- ★ 1047 Employer Engagement partnerships (310 South, 367 East, 370 North) 13% increase on last year ↗
- ★ 254 employers in total (90 micro, 82 SME, 82 large) 19% increase on number of employers engaged last year ↗
- ★ Engaged 80 new employers 48 of those new employers via DYW

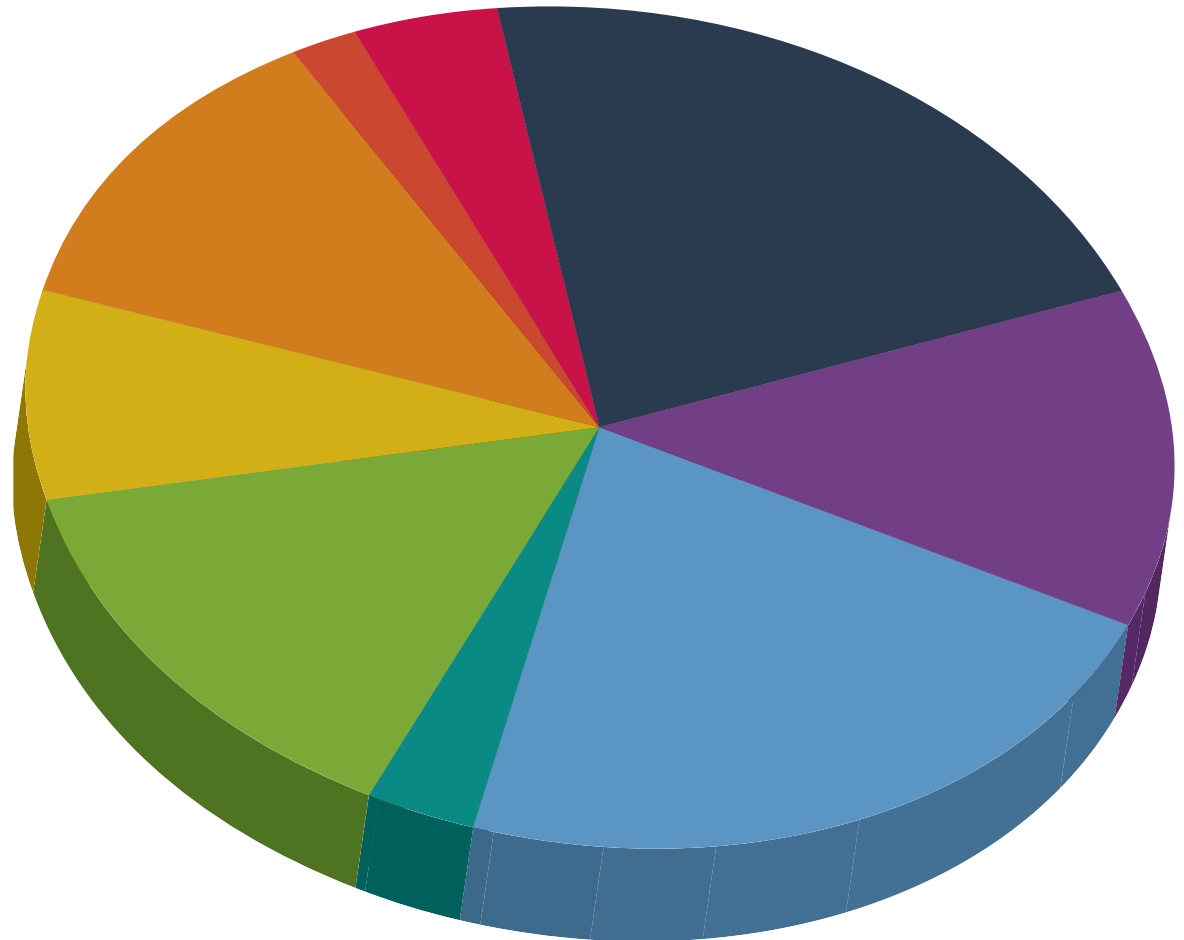
These figures show the added value that DYW Ayrshire brings to the educational activity already undertaken by Ayrshire Chamber.

Although DYW Ayrshire strive to coordinate approaches to employers we understand that schools will also make separate approaches. To capture employer engagement activity we have worked in partnership with our Local Authorities to develop a template which is sent to all schools on a yearly basis allowing us to record details of partnerships.



# CONNECTING WITH EMPLOYERS

The following chart illustrates the type of partnerships that are happening across Ayrshire Primary, Secondary & ASN schools.



\*data based on 16 out of 26 secondary schools, 41 out of 137 primary school & 4 Additional Support Need Schools



# ADDING VALUE

DYW Ayrshire has a dedicated resource of an **Employer Engagement Officer**. This role is to engage with the local business community to promote and encourage the DYW Ayrshire movement.

The infographic to the right shows the outcomes of the face to face meetings, events attended and presentations given to local employers over the past year.

Outcomes of the referrals to date have included:

- 48 employers actively engaging with local schools
- Over 15 local young people being recruited for seasonal work with local companies
- 5 young people being offered paid work experience over the summer months
- At least 2 employers recruiting MAs following the DYW meeting



# KPI COMPARISON

	Achieved 2015 - 16	Achieved 2016 - 17
<b>Employer Engagement</b> Contributes towards an overall 3 year activity plan; target of 10% increase each year.	1121	3304
<b>Work Placements (Schools)</b> Continue to encourage companies to offer work placements. Focus to reflect a more flexible approach and ensuring quality of placements.	5292	5268
<b>Work Placements (College)</b>	2050	1643
<b>Innovative Activity</b> To facilitate the development of new innovative learning experiences that support our overall objectives.	10	29
<b>Modern Apprenticeships*</b> To increase total number of Modern Apprenticeships (MAs) – 16 – 24yr olds - contributes towards an overall 3 year activity plan.	1361	1325
<b>IYP*</b> To increase the number of employers in achieving Invest In Youth Award - contributes towards an overall 3 year activity plan; target of 300% increase over 3 year period – baseline 13.	29	34

\*DYW Ayrshire promote the benefits of Modern Apprenticeships to employers along with the Investors in Young People award. We are not solely responsible for the following targets and work in partnership with Skills Development Scotland and IYP to complement work already being undertaken at a national level.

# WORK PLACEMENTS

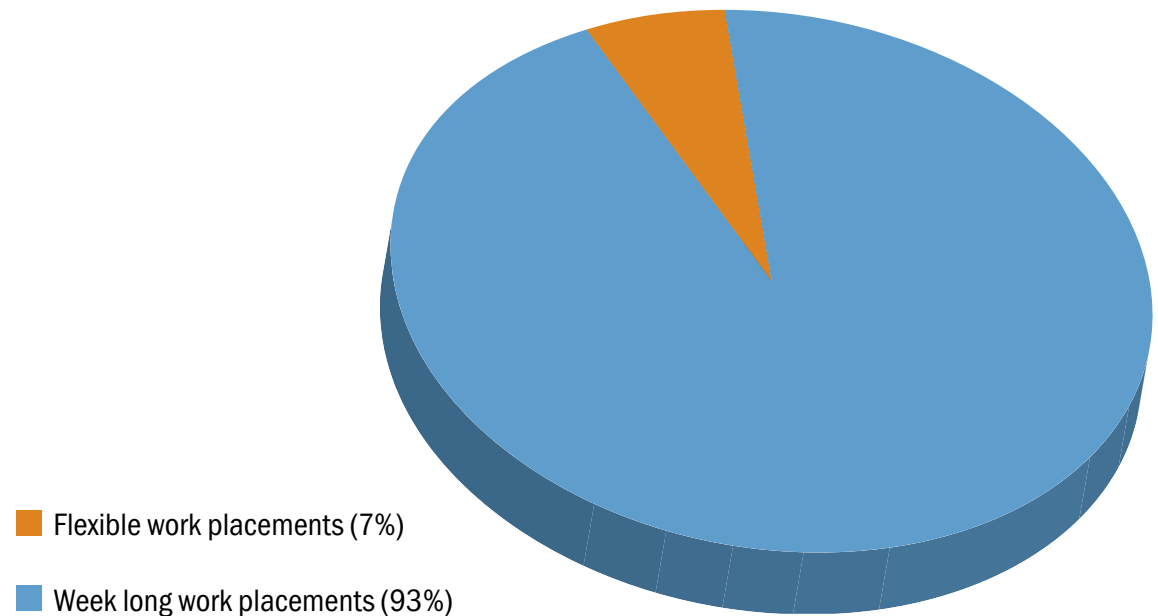
**This year DYW Ayrshire has had a focus on a move to more flexible placements as well as increasing the quality.**

The chart reflects a 1% increase from last year which translates to 36 additional flexible placements. Whilst this does not appear to be a big increase, due to their nature flexible placements take longer to source and require additional management as pupils can often be with the host employer for a few months.

Employers need to feel supported when offering flexible placements especially when accommodating our vulnerable young people.

We have developed guidelines, our 'Ayrshire Ask', which were distributed with the annual employer canvass mail. Guidelines were created to assist employers to raise the quality of the learning that a work placement can offer while motivating and inspiring all involved. The document was developed in partnership with our 3 Local Authorities and reflects the new Work Placement Standard.

Face to face discussions continue to take place when the team are carrying out health & safety assessments. We ensure an induction process is in place and discuss the role that the young person will be undertaking to ensure it is a high quality opportunity.



## CURRICULAR LINKS

## Mini Medical Ethics Conference

As part of the RMPS National 5 Qualification, pupils were asked to consider a range of ethical issues facing society. In order to add more experiential weight to these discussions, DYW Ayrshire and NHS Ayrshire and Arran invited a number of medical experts in to discuss these issues in more detail.

The Acting Principal Teacher of RMPS at Kyle Academy, Kathryn Anslow, prepared a number of questions with her class beforehand, to ensure all of the topics were covered. The panel was made of a consultant in Sexual and Reproductive Health, a consultant in Palliative Care, and the Quality Improvement Lead and Clinical Governance at NHS Ayrshire and Arran.

The three panellists covered a range of topics from the curriculum, and fielded a series of excellent and searching questions by the pupils. Whilst many of the issues raised were complex and sensitive, both the panellists and pupils treated them with due respect, and all viewpoints were heard. The event was hailed as a success by Kathryn, who said:

*"I thought the event was fantastic. It was great for pupils to get a real life perspective of the topics and issues they have learned about and been discussing in class. The timing of the event was good too as it served as a bit of revision before pupils went on study leave. The conference also helped pupils to link careers and employability to our subject – RMPS (Religious Moral and Philosophical studies). Personally I found the responses of those on the panel to be very interesting and enlightening."*



# ENGAGEMENT WITH TEACHERS

## Influencers Insights

Partnerships also contribute to teachers' and lecturers' professional learning and skills therefore we have responded to this by arranging a series of Influencers Insights.

A series of behind the scenes events have been organised for Influencers of our young people. These events are for teachers, careers advisors and college lecturers and are focussed on various sectors. The hosts speak about their sector, careers opportunities, routes into employment & interview process. From September 2016 – June 2017 Insights have covered a variety of sectors including Sport & Leisure, Biochemistry, Finance, Aerospace, Retail / Health & Wellbeing & Modern Apprenticeships.

*"It was very useful to network with such a large cross-section of teachers and advisors. In hosting these events, employers can help to empower schools and establishments and assist them in giving their pupils pertinent, accurate and valuable information about a company's recruitment process, selection criteria and expectations. Ultimately, these events form an integral part of a long-term strategy to prepare the next generation of school leavers for the world of work."*

### Robert Paterson – Training Officer - Aerostructures



A programme of sessions will commence again in September focussing on a variety of sectors including Call Centres, Hair & Beauty, Health and Construction.

## Case study

The Accountants in Bankruptcy (AIB) event informed teachers of the work AIB carries out on a day to day basis. They oversee the operation of the bankruptcy process including the performance of trustees and commissioners in the exercise of their statutory duty.

During the session, AIB announced that they were looking for 4 local young people to train up to cover staff summer holidays. DYW Ayrshire communicated this opportunity to North Ayrshire schools and held a number of information session at AIB for interested students. 5 young people have been offered a summer position with 5 being held on the reserve list.

# INNOVATIVE ACTIVITY

DYW Ayrshire have continued to fund a number of innovative activities that help to develop the employability skills of our young people.

The majority of these funded projects are aimed at young people at risk of leaving school without achieving 5 subjects at National 5. The projects provide a catalyst to engage the young people who are currently disengaged or at risk of disengaging.

The main aim is to develop skills for work, when evaluating the projects it is evident that employability skills have increased. The projects are also run as a business; this ensures we are contributing to our Local Authority partners' strategic priorities such as;

- promoting and developing an enterprising culture
- embedding ambition, aspiration & entrepreneurship in our culture
- developing young people who have skills and opportunities to sustain positive destinations including self-employment

The projects have not only maintained attendance but have supported learners to achieve a higher level of accreditation than was ever anticipated.

The majority of the projects are funded in partnership with The Princes Trust therefore the pupils are awarded a Princes Trust Development Award. Training in relation to many projects is delivered by our partner Ayrshire College.

## DYW Ayrshire Funded Projects

### Apps For Good - 1

The project will engage S3 pupils across 3 schools in Ayrshire with computing in a fun and experiential way. It will raise awareness of digital career pathways & inspire more young girls to follow a digital career path.

### Bike Recycling/Repair - 6

Establishment of fully equipped bike recycling and repair shops. The project will provide vocational training and appropriate communication skills through this innovative project.

### Nail Bars - 9

Establishment of fully equipped nail bars providing nail services as part of a project aimed at enhancing pupil employability.

### Cyber Security - 1

S4 pupils will be trained on how to set up a mobile classroom, the fully equipped mobile community cyber classroom will be used by pupils to deliver internet safety and cyber resilience courses to local primary schools.

### Rural - 2

Establish a horticultural skills project area providing the opportunity to improve pupils knowledge and skills in rural management.

### Barista/Cafe - 3

Establishment of fully equipped coffee shops providing hospitality services as a project aimed at improving pupils' employability.

### Upcycling - 1

Establish a fully equipped furniture upcycling and repair shop aimed at enhancing the skills of young people.

### Funding breakdown:

- ★ DYW Ayrshire - £243,271
- ★ 285 Princes Trust Development Awards linked to DYW Awards - £46,840
- ★ Ayrshire College funded training



# AUCHENHARVIE ACADEMY — HIGHER GROUNDS BARISTA TEAM

**This project established a “coffee bar” training facility at Auchenharvie Academy.**

Higher Grounds provided training in a comprehensive range of customer services required by restaurant/coffee shop to address the staffing needs of the hospitality industry in the surrounding area with a particular focus on restaurants, coffee shops and hotels.

Kai, member of Higher Grounds Barista team said:

*“The Barista training has given me the confidence to work as part of a team and communicate effectively with customers of all types. I feel prepared to work in the hospitality industry now that I have my customer service, first aid at work and City & Guilds Barista qualifications. Working on the Higher Grounds Coffee Bar has been one of my favourite experiences at Auchenharvie Academy.”*



# NEWTON PRIMARY

A nail care training centre was launched at Newton Primary School in Ayr to help boost employability skills among parents.

DYW Ayrshire worked with the Prince's Trust, South Ayrshire Council and Ayrshire College to bring about the landmark project to help parents aged 19-24 with children at the school.

A total of around £4,000 has been invested in the project which has funded a fully equipped nail care facility, initially providing training for up to ten parents.

Not only will the participants become proficient nail technicians which could help them in the jobs market, but a range of SVQ qualifications will also be available through Ayrshire College, to improve their skills even further.



*"So far, I have really enjoyed the experience. I have learned new skills and I now know I am capable of doing something as long as I put my mind to it. The group members have become really close over the past few months and I have made some really good friends."*

*The lecturer comes in to visit us every week and she has been brilliant. The learning style has been really hands on which I've enjoyed. I am dyslexic so I have preferred to learn this way rather than focusing on textbooks and theory."*

*I feel that I have improved my timekeeping and communication skills and feel that my confidence has increased since taking part in the project."*

**Stephanie**

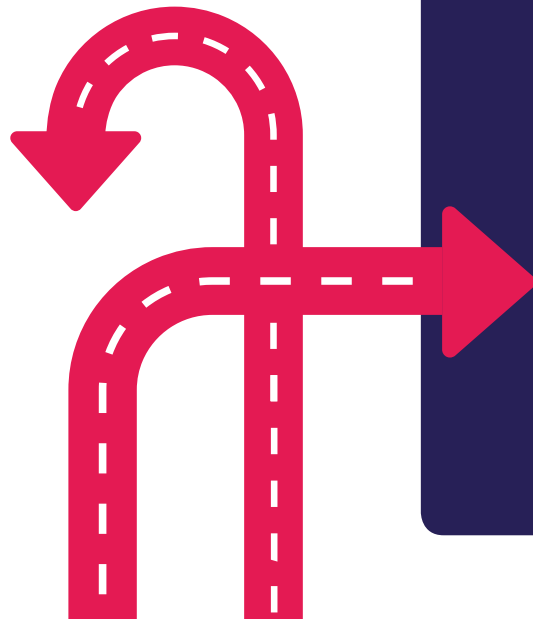




# PRESTWICK ACADEMY - BIKE CAFÉ

**This project commenced with a pilot group of 10 pupils, numbers will increase year on year.**

This project established a fully equipped Bike Recycling Café at Prestwick Academy providing bike maintenance and recycling services aimed at enhancing pupil's employability by providing vocational training and appropriate communication skills.



After losing his mum at a young age Scott struggled with relationships and with authority figures, often having confrontations with teachers in school. The Prestwick Academy Bike Boys programme offered him an opportunity to succeed. Whilst he was an able boy he did struggle academically yet excelled when working with his hands, The Bike Boyz gave him the opportunity to achieve whilst doing.

After working with an Ayrshire College lecturer to achieve a unit in Light Vehicle Maintenance he is now able to carry out repairs on bikes. In addition, he will receive a Personal Development Award and his National 5 Literacy. This has developed his confidence and resulted in significantly fewer referrals in school.

As part of the programme he has been placed on three, one week long Work Placements. One employer was so impressed he has given him work over the holiday period and potentially may offer him an apprenticeship when he leaves school.

The Bike Boyz have set up their business and now offer a repair service. They have also recycled and donated three bikes to the New Life church in Prestwick as well as servicing 48 bikes in preparation for a local primary school Bikeability project.

With support from the Princes Trust and DYW Ayrshire this project has had a significant impact on Scott's qualifications, his self-esteem and confidence as well as his employability prospects after school.



# DYW IN ACTION

#AYE, Ayrshire Young Entrepreneurs, is in its second year of running. DYW Ayrshire in partnership with The Princes Trust created the programme to help arm young people across Ayrshire with the necessary skills & knowledge to set up a sustainable business in school. This project is another example of DYW Ayrshire further adding to Local Authority priorities.

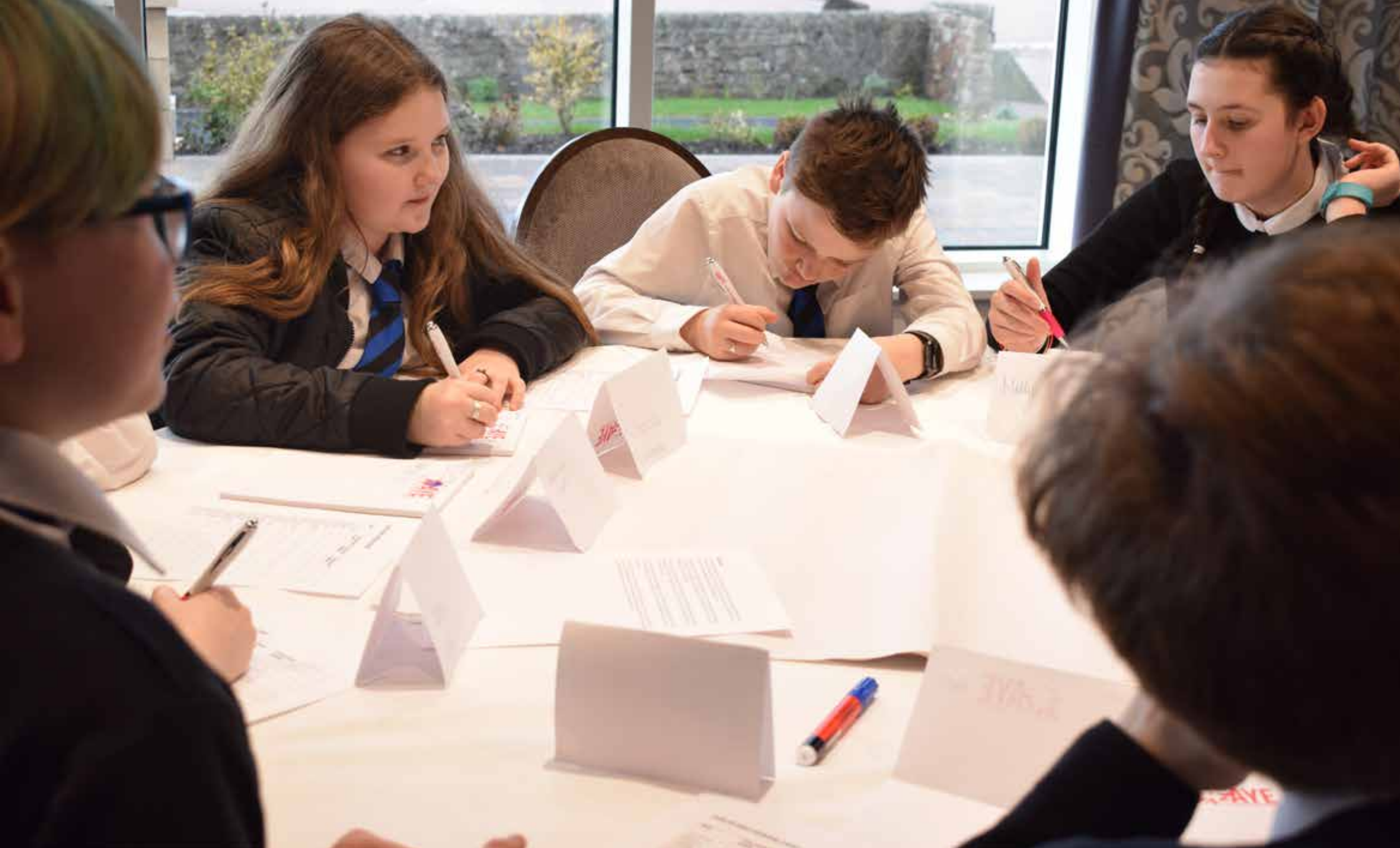
The project allows young people to attend monthly workshops focussed on: Idea Validation, Marketing, Market Research, Finance, Team Building & Customer Service.

3 projects were funded in 2016, the monitoring and evaluation of these has shown that the young people involved have showed increasingly developed skills in teamwork and organisation of a business concept.

6 projects have been funded in 2017 ranging from juice bars, merchandising, personalised items and a seasonal gift shop.







# FRANKIE & BENNY'S PIZZA & PASTA EXTRAVAGANZA



## **Pupils from thirteen secondary schools worked hard to create new culinary delights for the Frankie & Benny's chain.**

The Ayr, Irvine and Kilmaronock restaurants visited schools to initially launch the challenge of creating a brand new pizza or pasta dish. The young people then formed teams within their classes with the best ideas being put forward to a regional semi-final. Here pupils had to pitch their dish to the judging panel who had creativity at the top of their criteria list.

Each of the restaurants then hosted a regional final where each school was represented by their winning semi-final team. The competition was fierce and groups worked hard with the help of restaurant staff to create their dish. Judges were then treated to an Italian feast as they deliberated on a restaurant winner.

The winning team will see their dish being sold this summer at the restaurant within their local authority. Pupils also received a trophy to be displayed in their school and some very generous vouchers to treat their family and friends to a trip to Frankie & Benny's.



Chris Mooney, Kilmaronock Restaurant Manager said:

*"At Frankie & Benny's Kilmaronock we were delighted to be involved in the challenge. Visiting schools, meeting children and teachers and providing them with something fun and educational to get involved in was a fantastic experience. We were very impressed at the dishes the pupils came up with and, in particular, their confidence when presenting the ideas at the area semi-final."*

Mrs McErlean, Home Economics Teacher at St Joseph's Academy added:

*"I loved the whole concept of the competition. Especially how fairly it was conducted, so that one team from each school was picked to go forward to the final. I thought that the pupils got a great experience both from improving their presentation skills to creating a dish that they would like to eat. At the final we were looked after wonderfully and the experience my team got was brilliant."*







## 2017 Frankie & Benny's Winners:

**East Ayrshire:** St Joseph's Academy with Rabbie's Pasta

**North Ayrshire:** St Matthew's Academy with The Scot's Pizza

**South Ayrshire:** Prestwick Academy with Penne Pork Pasta



# HALLMARK HOTEL



In partnership with DYW Ayrshire, Hallmark Hotel in Irvine recently developed a hospitality training programme for S6 pupils at Greenwood Academy.

Pupils were invited to attend an information session where they were given a behind the scenes tour of the hotel and were able to find out more about the company and the opportunities available.

From this, 22 pupils signed up for the training programme. At the end of the 3 training sessions, providing pupils meet the necessary criteria, Hallmark Hotels will make job offers. Pupils will then be employed on a casual basis allowing them to work the hours which fit in with school work and extra-curricular activities.

Pupils are being given hospitality training which allows them to work in the hotel restaurant or in the function suite. This includes food service, table set-up and table clearance.







# ASHLEIGH - CONSTRUCTION PROJECT



Ashleigh Building have recently completed their second construction partnership project with Belmont Academy and Ayrshire College. The partnership with the school and college came together in 2016 after our Managing Director, David Smith and Business Co-ordinator, Claire Hosie attended a business breakfast at Belmont Academy.

This year's six week programme for S3 pupils allowed them to learn about the construction industry and the various job roles. In conjunction with Ayrshire College, MAST Architects and Belmont Academy we provided eight 3 hour lessons teaching the pupils about the various job roles and construction methods.

The project was based on their Montgomerie Street Development in Ardrossan, where the pupils were given a layout of a plot of land beside the site to design a housing development, with a minimum of 15 new houses, a road and playpark. The pupils were taken on a site tour of Ardrossan where they saw the project at various stages of construction. They then participated in lessons at Ayrshire College learning about Joinery, Bricklaying and Painting & Decorating, and at school learning about the architectural design, cost planning and programming.

Each team was to provide a cost plan, and programme for the final design of their housing 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 "Blackpool Tower" with the Construction Partnership Trophy.

The construction project has developed since it was introduced in 2016. This year's project was a six week programme with two classes a week, which was two weeks shorter than the eight week programme in 2016. This was changed to suit the schools timetable and still allowed the pupils plenty of time to design their layouts and prepare for their final presentations. The timescales this year also allowed for us to interview pupils who were interested in participating in the construction partnership project. We interviewed 21 pupils and shortlisted them down to the best 12 candidates. The interview process gives pupils a real life experience of what it would be like when applying for a job.

This year we also involved MAST Architects who are the architects involved in the Montgomerie Street Development. Holly from MAST provided a

layout of the second phase which allowed us to set up our cost plan, and have a design that we could use to compare each teams layouts. Holly also assisted Claire with the architectural lesson at the school, she provided guidance to the pupils about the various design elements that they would have to consider in their designs such as car parking, bin areas, garden sizes and pavements. She also discussed the house types and how they could be laid out, could they be terrace houses, semi-detached houses etc. This also allowed pupils to see the thought process that architects go through at the start of a project and the various elements that go into designing a housing development.

Each team's presentations were fantastic this year. They were judged by Ashleigh Buildings Commercial Director Euan Clark and Business Co-ordinator Claire Hosie, Mast Architects Holly Gray and Belmont Academy's Head Teacher Tracey Stewart. Each pupil was asked at the end of their presentation if they would consider a career in construction after school, and we were delighted that each pupil said that they had developed an interest in both trade and professional careers. They discussed their favourite lessons and the enjoyment that they received from the project.



**Below are some quotes from the pupils that participated in this year's project:**

*"I really enjoyed taking part in the Ashleigh Building project as I learned new skills. My favourite part was making the housing plan as I liked seeing how all the ideas came together"*

**Charis Gormley**

*"I really enjoyed the project, especially the site visit as it let me see houses at different stages of construction, and also widened my knowledge of all the different jobs in construction"*

**Lauren Espie**

*"I really enjoyed the Ashleigh Project with my favourite part was going up the scaffolding and seeing the site. I found a lot of this project interesting as I am planning on going into engineering after I finish school."*

**Alasdair Armstrong**



# QTS - ENGINEERING INITIATIVE



**QTS Group, one of the UK's leading railway contractors have partnered with eleven local businesses, Ayrshire College, Loudoun Academy and Strathclyde University to give young people a chance at a career in Engineering.**

A pioneering new initiative, to be run between Loudoun Academy, QTS Group and Ayrshire College, is to directly tackle the skills shortage in the Engineering industry.

In a first for Scotland, the initiative led by QTS, which leads candidates to Level 5 SVQ qualification, is backed by 11 companies, which will see each take responsibility for one pupil, offering mentoring, guidance and experience on how to be successful within the Engineering sector.

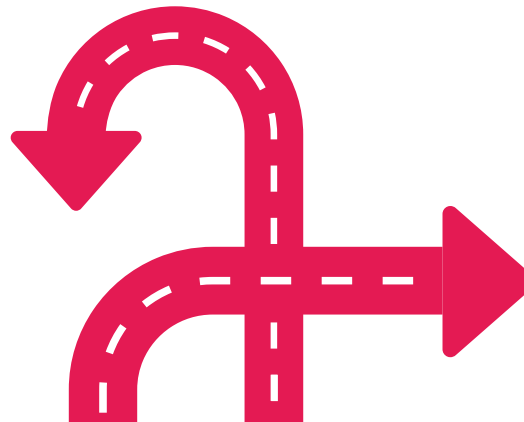
Pupils will study in the classroom at school and the businesses will play a crucial role in helping direct the subject content, linking in directly to the skills they need in new recruits.

Lorna Gibson, Training Director of QTS commented:

*"QTS are delighted to have been leading this exciting initiative working in close partnership with Loudoun Academy and Ayrshire College.*

*Employer contribution is hugely important for the success of this initiative and we are extremely grateful for the support from the 11 engineering sector companies who have committed to this. Each of the pupils having an individual mentor will make a significant impact on their progress and go a long way to shaping our engineers of the future"*

The company's philosophy to continue to invest in young talent is apparent. With apprentice numbers rising and overall company growth going the same way, QTS Group look like they are set to remain a driving force in the development of the country's young talent.







# ARENA HR - A REAL INSIGHT INTO THE BUSINESS WORLD



**After having met with DYW Ayrshire's employer engagement officer, Laura Rennie of Arena HR was keen to develop a real life business challenge.**

DYW Ayrshire introduced her to Marr College where a challenge was given to their S6 Leadership pupils. With Laura having her event, 'The Autumn Attitude Experience' approaching at a local hotel she thought it would be a great opportunity to involve pupils and help develop their event management skills.

Laura initially met with pupils and asked them to pitch why they should be appointed a role within the team. The young people were then supported throughout the project and met with Laura on several occasions.

Pupils were involved in various aspects of the event from assisting with social media to marketing the event and from sourcing raffle prizes to designing a seating chart. The creative team members designed gift boxes for those delegates who had purchased their tickets early by researching positive quotes and including quirky gifts. On the day of the event, the young people helped set up, ran the registration desk and formulated introductions.

Overall pupils had a fantastic time and were able to use the experience as evidence for their Leadership Course.

*"It gave me a real insight into the business world."*

*"The experience helped develop our organisational skills for the world of work."*

Laura later appointed the Project Manager from the event as her Social Media Executive on a part time basis and some pupils were able to obtain part time roles within the hotel.

Laura Rennie commented:

*"I really enjoyed the project with the pupils and their enthusiasm and drive was so positive and kept me on my toes. They are great role models for the rest of the school."*





# EARLY ENGAGEMENT - BUILDING A FUTURE

## Martin & Son Builders

After a meeting with St Winnings Primary, DYW Ayrshire approached Martin & Son Builders, a small family business based in Kilwinning, to ask if they would support their 'Skills in the World of Work Focus Week'. Teaching staff were particularly keen to introduce pupils to a variety of career areas and allow pupils the opportunity to engage in hands-on activities.

Owner, Martin Sneddon visited St Winning's Primary for five consecutive days to give each of the five classes the same insight into the building trade. Pupils participated in a series of interactive tasks which included using laser levels, sizing, measuring angles and calculating thermal heat loss.

The young people were also introduced to bricklaying and watched a live demonstration of a small wall being erected. With the support of local building merchants and contractors, Martin was able to donate merchandise and bring along representatives from other trades.

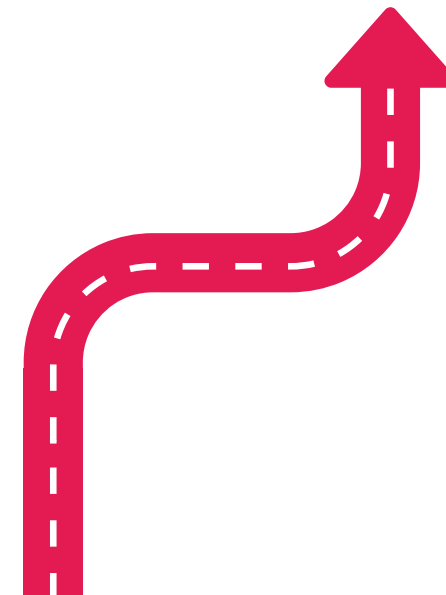
Interestingly, Martin is profoundly deaf, after losing his hearing five years ago and was therefore determined to show pupils that this hasn't stopped him from running a successful business.

As a small family company, Martin hopes he can encourage others to also give back to the local community.

He highlighted:

*"I think every small business should have the opportunity to go into a school, particularly if they want their business to move forward, our children are the future and I can see the enthusiasm and the future in the children."*

This was a fantastic experience for pupils who thoroughly enjoyed the visit.







# FUTURE PLANNING

**During June 2017, DYW Ayrshire conducted a review and analysis of businesses and organisations who have been involved in the project over the past 12 months in collaboration with Listen Up.**

This review constituted an invitation to partake in a digital survey to evaluate drivers to satisfaction and dissatisfaction with the DYW Ayrshire program, and to identify potential areas of improvement to the service provided.

The survey was sent to 461 recipients and achieved 82 total responses, resulting an overall response rate of 18%;

- Overall satisfaction with DYW Ayrshire is 88%.
- 87% of respondents intend to continue their participation with the DYW Ayrshire program
- 94% of respondents believe DYW Ayrshire are committed to decreasing youth unemployment
- 88% of respondents believe DYW Ayrshire provide professional, timely and relevant information

Alongside the quantitative results, a wide range of qualitative feedback has been provided on all elements of the DYW Ayrshire project, including some area of potential improvements.



# FUTURE PLANNING

## Recommendations

Businesses are highly engaged with the DYW Ayrshire program, which leads to high satisfaction levels but some organisations don't understand the range of activities they can become involved in, so this will be an area we will focus on in the coming year.

We are in the process of developing a school / employer partnership guide. This will detail the range of activities that a business can become involved in and start to address this issue.

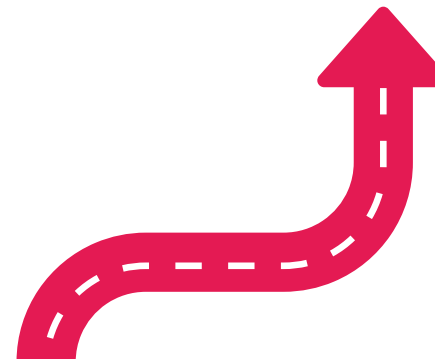
We are in the positive position of having a high percentage of high promoters, indicating high levels of engagement and a willingness to actively promote the program to others. We will consider how to 'reward' these high promoters and utilise them to promote to other businesses who are not currently as engaged or engaging.

Although satisfaction is extremely high, the area that drives the highest levels of dissatisfaction relate to educational institution visits. Further consideration will be given on how we resolve this in the new academic session. This will be done collaboratively to provide expectations and create a 'rules of engagement' or 'setting standards' document which will be shared with all participants.

The creation of a dedicated feedback process for post visit/event follow up may also be beneficial. This will allow real time feedback and provide learnings for upcoming activities. A standardised blended approach consisting of online surveying and face to face / telephone assessment will be considered during the next academic session.

A campaign to broaden awareness of DYW Ayrshire will take place over the summer months. We are planning visits to specific geographical areas to further increase our engagement reach resulting in more work placements, school / college engagement for the next school session.

We have adopted Marketplace, the online tool designed by Skills Development Scotland to help employers connect with schools. DYW Ayrshire have taken the decision to manage Marketplace internally and liaise with schools to highlight opportunities that are available to them. Promotion of Marketplace will take place over the summer months and be linked to our planned campaign.



# ANNEX

- 37 Regional Group
- 38 Steering Group & Operational Group
- 39 Social Platforms

# ANNEX

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

## Chair

David Smith - Managing Director - Ashleigh Building

## Vice Chair

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

## Members

Valerie Russell - Chief Executive - Ayrshire Chamber

Iain Duff - Corporate Development Director - Barclays

Louise Stevenson - HR Manager - Braehead Foods

Scott Sinclair - Managing Director - Ceed

Fiona McKenzie - Director - Centrestage

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 - Confida FM Ltd.

Roddy Frew - Managing Director - James Frew Ltd

Emma Foley - Human Resource Manager - Stellar

Carol Ramsay - Director of Human Resources - Trump Turnberry

Craig Hume - Director - Utopia Computers

Jo Hanley - Contract Manager - Princes Trust

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**

David Smith - Managing Director - Ashleigh Building (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

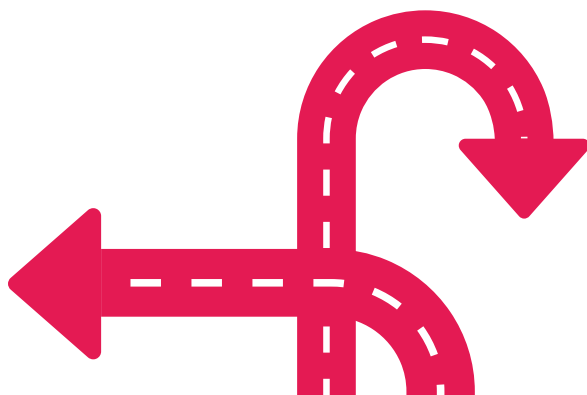
Laura Cook – North Ayrshire Council

Douglas Hashagen – South Ayrshire Council

Jamie Wilson – South Ayrshire Council

Helen Allison – Skills Development Scotland

Judith Thomas – Skills Development Scotland





# ANNEX

## Social Media Platform Stats



### Website / Blog

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

3082 sessions

2032 users

7080 pageviews



### Facebook

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

548 followers

405 posts



### Twitter

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

1591 followers

3411 tweets



### LinkedIn

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

354 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)

120 followers

40 posts



### Google+

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

3673 views



### YouTube

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

7258 views

**DYW**

**AYRSHIRE**  
Developing the  
Young Workforce

