



DYW

AYRSHIRE

Developing the
Young Workforce

REPORT JUNE 2019

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EXECUTIVE SUMMARY

Developing the Young Workforce (DYW) Ayrshire are pleased to present their fourth annual report which supports the Scottish Government's youth employment strategy;

We are now part of a network of 21-employer-led DYW Regional Groups across Scotland with the aim to increase engagement between employers and education.

We continue to develop new innovative approaches to education-employer partnerships; develop work based learning options which enable our young people to learn in a range of settings and ensure they have the skills and knowledge required to reach their full potential.

2018 was the Year of Young People which saw young people positioned at the heart of key decision making and policy. DYW Ayrshire recognised it was necessary that this legacy continued which resulted in us welcoming Aaran McDonald, Member of The Scottish Youth Parliament for Cunninghame South, on to our Steering Group. His input ensures that young people will have a voice on the decisions taken by the Steering Group.

The report will highlight best practice and added value that the Ayrshire Regional Group has delivered during the past year.



DYW PROFILE

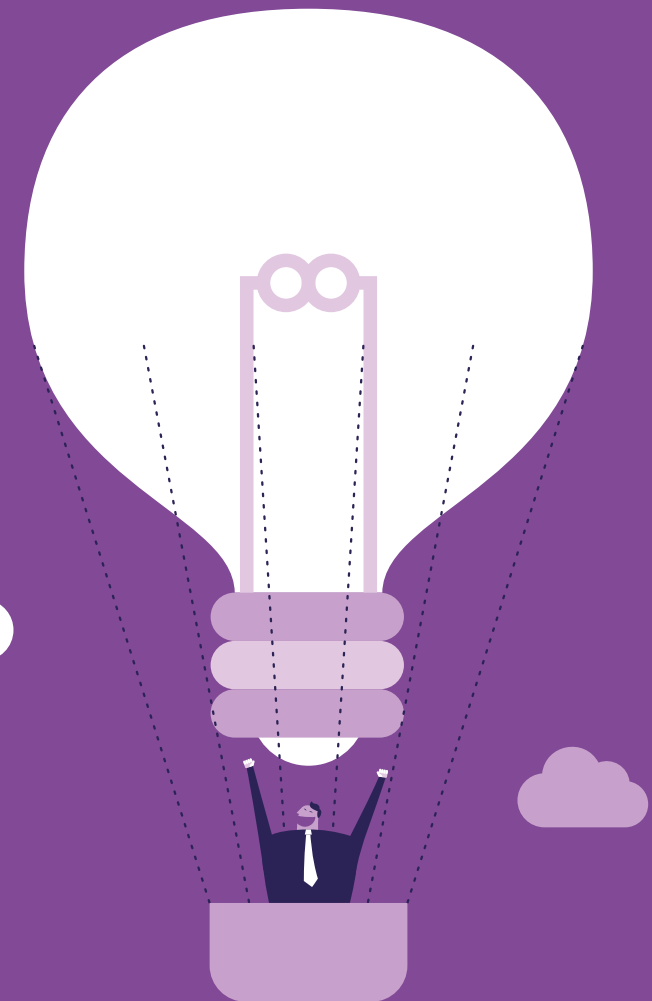
2019 saw our third annual conference which showcased the many successes that have been achieved in Ayrshire.

It highlighted ways that all sizes and sectors of employers can become involved in education and help develop Ayrshire's young people into their future workforce.

Employers heard how engaging with education can support them to nurture a future talent pipeline, engage with their local community and support young people in their career aspirations.

The Conference was hosted by Steering Group member and MSYP, Aaran McDonald. Keynote speakers included:

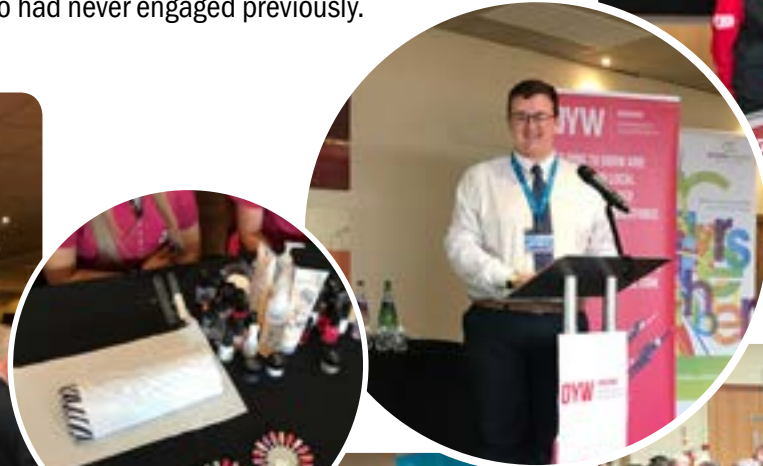
- Douglas Hutchison, Depute Chief Executive & Director of People – South Ayrshire Council
- Rob Woodward, Chair of DYW Employer Forum
- Jamie Hepburn, Minister for Business, Fair Work & Skills
- David Smith, Managing Director – Ashleigh Building & DYW Ayrshire Chair



ENJOYED GREAT CONFERENCE
GROUP YOUNG PEOPLE
SUCCESS THANKS DYW GOOD SUPPORT
FANTASTIC SPEAKERS
AYRSHIRE EVENT INVOLVED
ORGANISED

DYW PROFILE

A survey of the Conference was carried out **96%** of respondents rated the overall conference as excellent or good. **98%** stated they would be likely to use the knowledge gained within their own organisation. Over 200 delegates attended with approx 40 employers in attendance, some who had never engaged previously.



ADDING VALUE

DYW Ayrshire's main focus continues to be engaging more employers in education.
During the last Academic session there were:



86

FACE-TO-FACE
MEETINGS*

Breakdown of employer size
(29 Micro, 42 SMEs, 15 Large)

This has resulted in
the following

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g referrals

Referrals to School Employer Engagement

53

Referrals to Schools Work Experience

20

Referrals to Skills Development Scotland

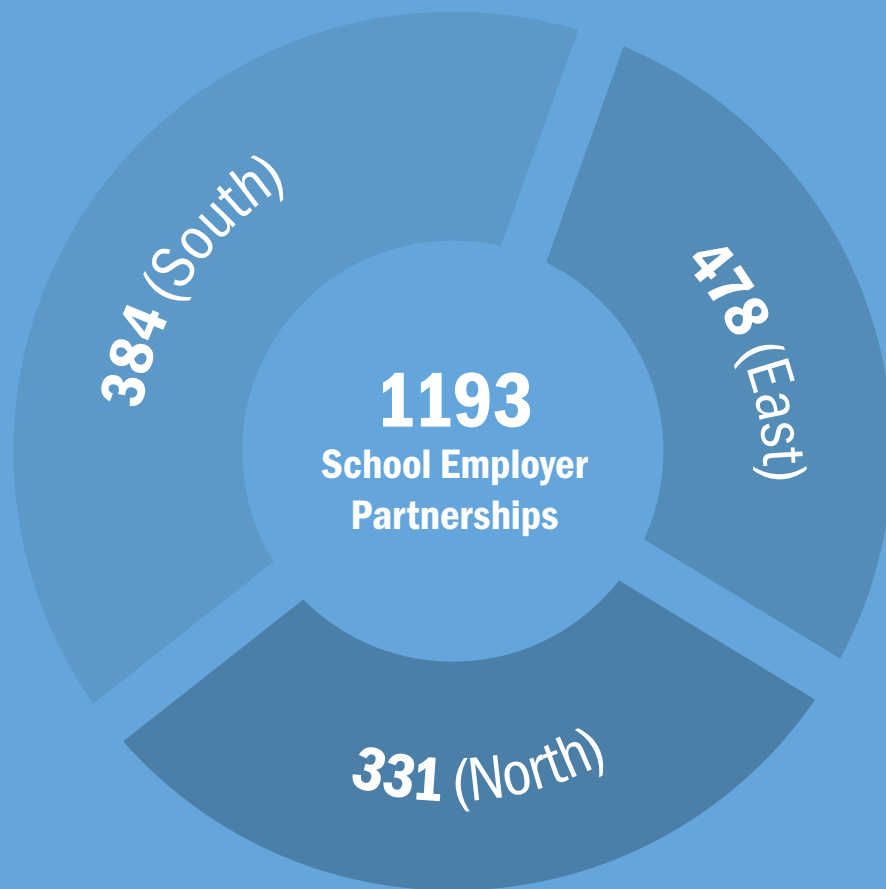
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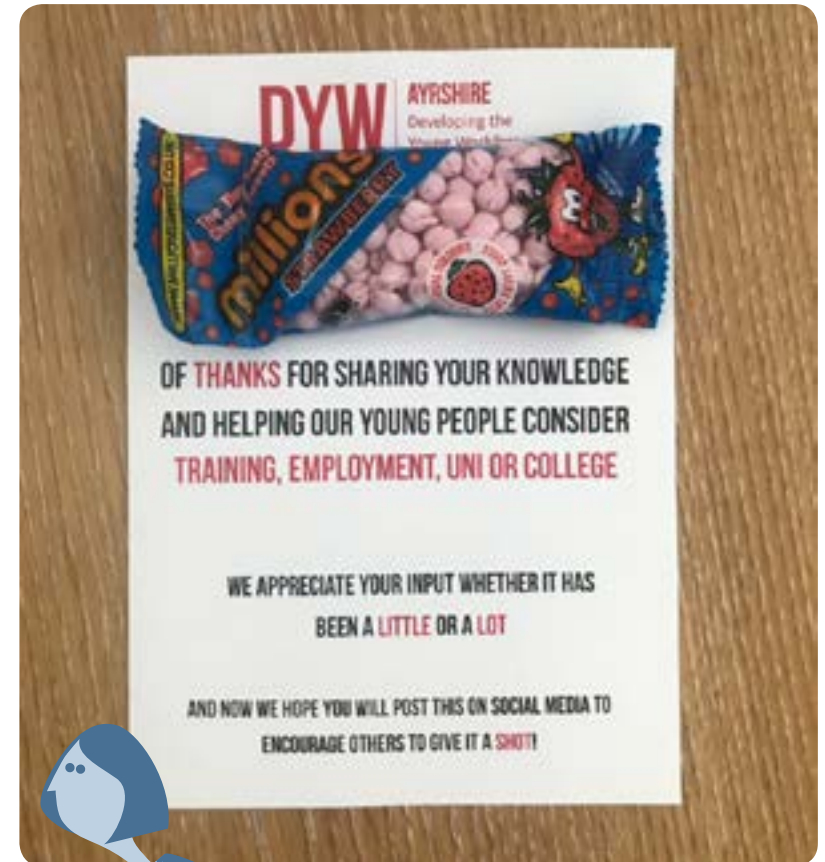
Referrals to Ayrshire College

20

CONNECTING WITH EMPLOYERS

During the 2018 -19 academic session DYW Ayrshire have been involved in creating:





WORK PLACEMENTS

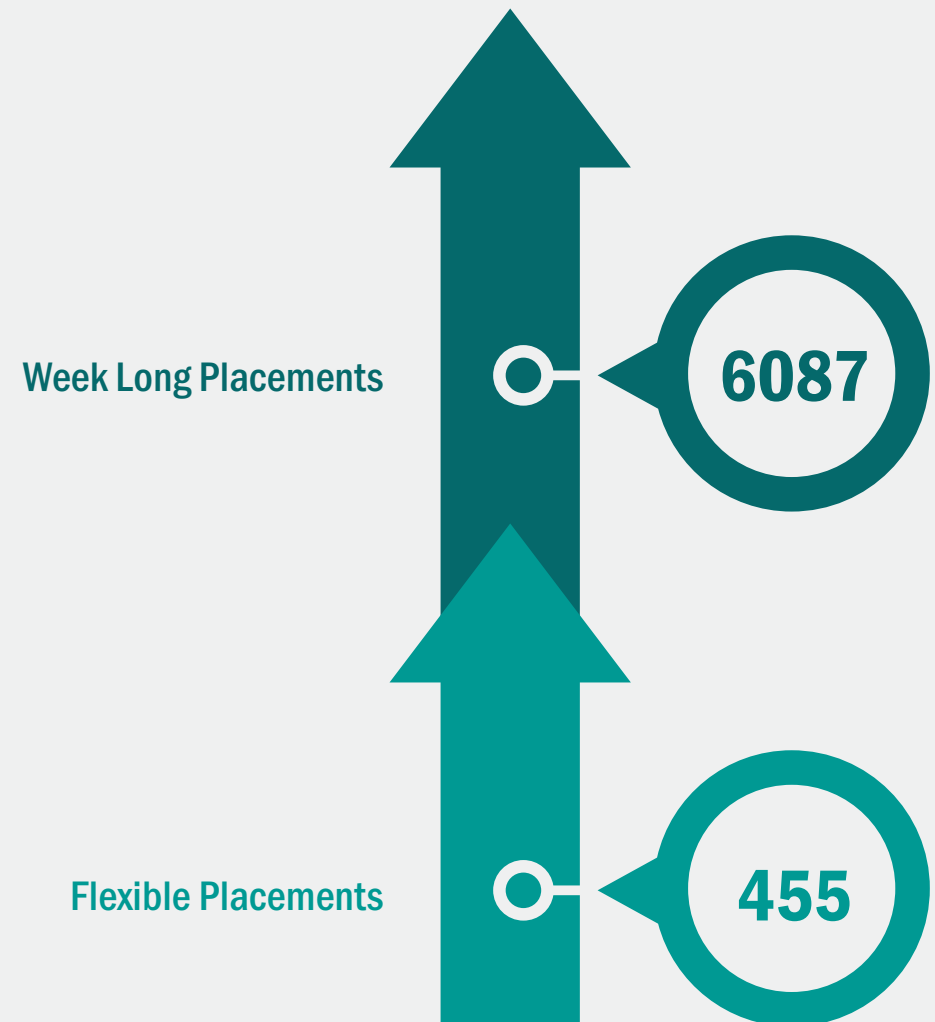
This year we surveyed employers who had hosted a young person on a work placement during academic session 2018-19. 163 responses were gathered from a possible 606 achieving a 27% response rate.

Comparison data between last year and this shows positive outcomes on performance. The number of people who rated the young people on placement as either good or excellent increased from 86% in 2018, to 90% in 2019.

94% of respondents had been given advance notice that they were hosting a young person on placement, therefore allowing them to prepare for their arrival. 94% of respondents felt the information they had been given was sufficient to allow them to prepare for the pupil coming on placement.



In the Academic session 2018-19 placements made available:



Placement feedback

The pupils that I took on for work experience were very good, respectful and eager to learn. As a result both pupils are now working during summer holidays on a part time basis.

Our work experience student exceeded our expectations and we have told him there will be an apprenticeship available within our company for him once he has completed school if he wishes to take it up.

It was a beneficial experience for both student and the company. Student gained new insight to the work environment/expectations and learned new skills. Company employees gained new training experience.

As a company we have had several placements over the session. The one week placement works better for our company. A couple of pupils who applied through our advert for an apprentice have been successful.



Top 5 Skills Required

-  Attitude
-  Communication
-  Willingness
-  Timekeeping
-  Initiative



INNOVATIVE PROJECTS

DYW Ayrshire have continued to fund, in partnership with The Princes Trust and Ayrshire College, innovative activities that help to develop the employability skills of our young people.

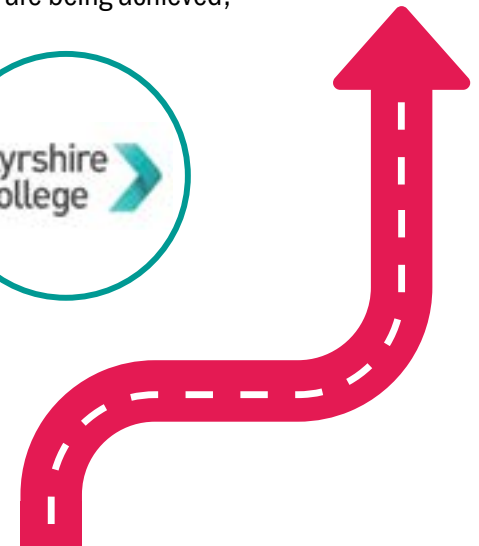
DYW is an integral part of our education system, sitting alongside Getting it right for every child and Curriculum for Excellence. Our innovative projects provide a catalyst to engage young people who are currently disengaged or at risk of disengaging and support young people, no matter their background an equal chance to realise their full potential.

Since DYW Ayrshire's inception we have funded a **staggering 75 projects with over 1200 accreditations** being awarded this academic session.

Following discussions at the Ayrshire DYW regional group, it was agreed that a small number of evaluative visits to schools carrying out funded "DYW" projects should take place to assess impact and projected outcomes for young people.

It was agreed in advance that How good is our school? (HGIOS) Quality Indicators 2.7 (partnerships) & 3.3 (creativity & employability) would be a focus. HGIOS is an approach to school improvement designed to support self-evaluation

The visiting groups included representatives from local authorities, college and employers. We will continue with these evaluative visits in the new academic session to ensure the impact and outcomes for our young people are being achieved;



15	NAIL BARS	01	UPCYCLING	01	CREDIT UNION
02	HEALTH & WELLBEING	02	CYBER SECURITY	01	CINEMA
13	BIKE REPAIR	02	MILKSHAKE	01	BEEKEEPING
19	BARISTA	02	CONSTRUCTION	01	SEWING
11	RURAL	02	EARLY YEARS		
01	EVENT MANAGEMENT	01	RUGBY COACHING		

GREENWOOD ACADEMY

Over the last few years, since the introduction of our Developing Young Workforce Courses, we have seen improvements in our whole school results.

The core subject choice has not changed within the school and the enhancement of qualifications has come from subjects such as Events Management, Bike Repair, Music Technology, Nail Bar and Upcycling which were all established with the support of the Princes Trust and Developing Young Workforce Ayrshire.

Impact

All schools use INSIGHT to identify areas of success and where improvements can be made. INSIGHT is aligned to Curriculum for Excellence and includes a range of wider achievement qualifications.

INSIGHT has been developed in line with a number of Scottish Government policy commitments and has a focus on raising attainment for all, improving literacy and numeracy and helping more young people to reach positive post-school destinations.

INSIGHT uses a virtual comparator school, Local Authority and National data to analyse performance. The virtual comparator is made up of pupils from around Scotland who go to schools with a similar background and who adopt a similar curricular model. In order to aid the analysis of attainment data, INSIGHT also uses a tariff scale which means that each qualification can be awarded tariff points based on its SCQF level. This allows different qualifications to be analysed in an open and transparent way.



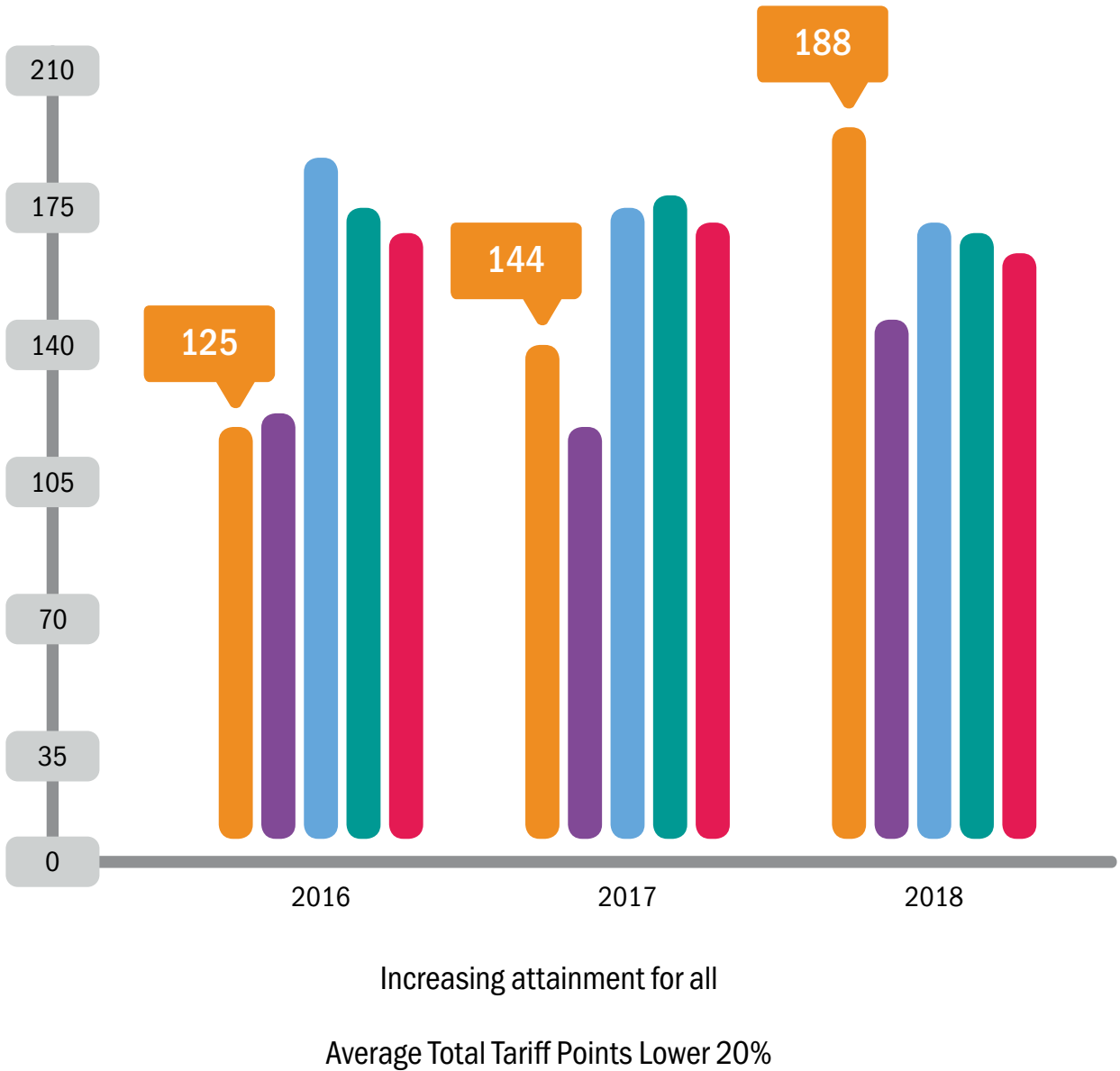
Attainment for All – Leavers Data

The selected group of school leavers is ordered according to their total tariff score and allocated into particular groups.

Lowest Performing 20%

Highlighted in orange are the average tariff scores for our leavers over the last 3 years for learners who come from the lowest performing 20%. These figures have increased year on year and are now above the Virtual Comparator, North Ayrshire, South West Collaborative and the national average.

Establishment	2016	2017	2018
Greenwood Academy	125	144	188
Virtual Comparator	127	120	149
North Ayrshire	182	174	170
South West Collaborative	176	179	169
National	170	172	164

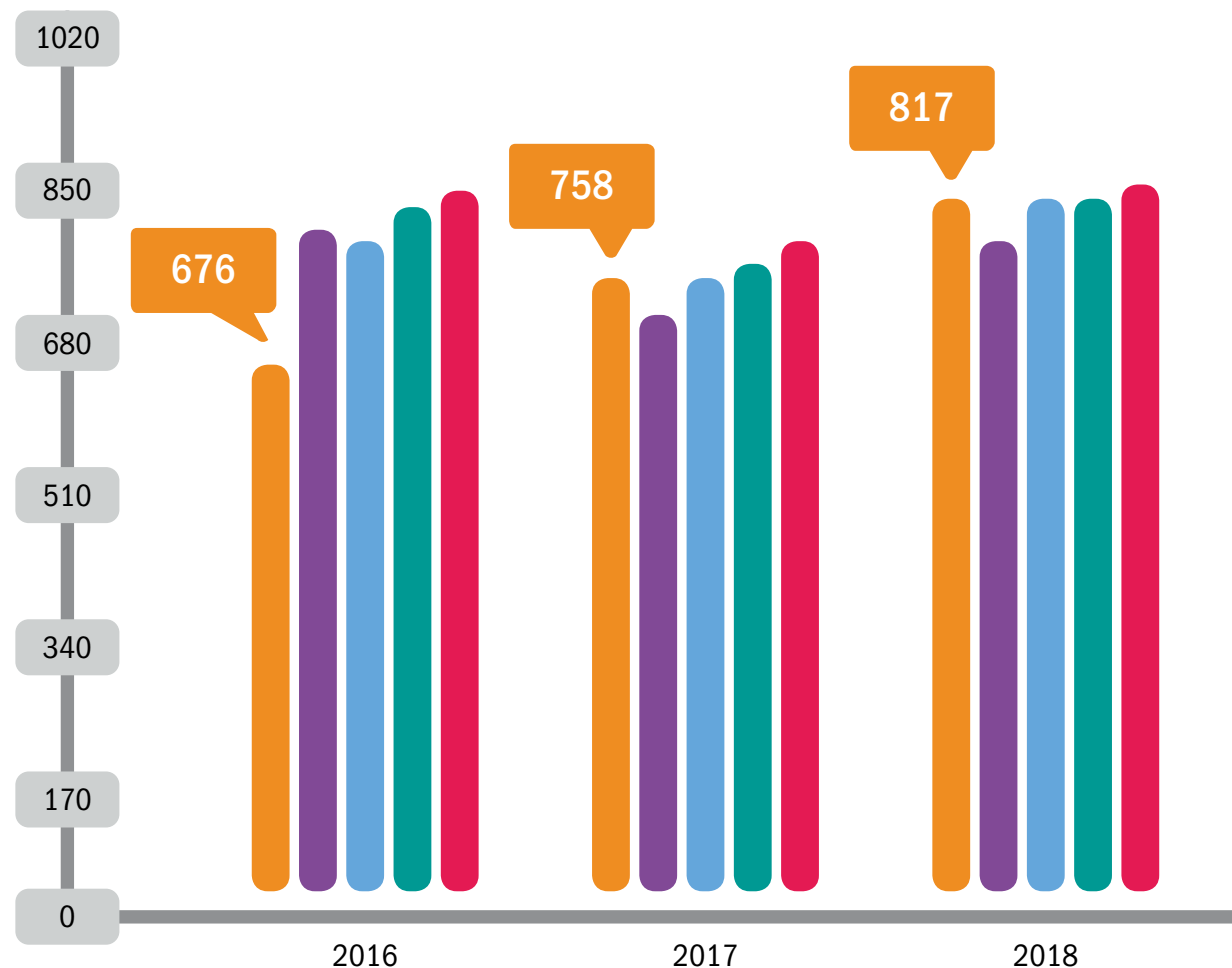


Middle Performing 60%

Highlighted in orange are the average tariff scores for our leavers over the last 3 years for learners who come from the middle performing 60%. These figures have increased year on year and are now above the Virtual Comparator and the North Ayrshire average.

Pupils who engage in our Developing Young Workforce courses come from the lowest performing 20% and middle 60%. They are often pupils who are at risk of disengaging and those who benefit from vocational experiences to engage and motivate. The year on year improvement in tariff scores for identified groups of learners is an indication of impact.

Establishment	2016	2017	2018
Greenwood Academy	676	758	817
Virtual Comparator	788	725	768
North Ayrshire	786	805	815
South West Collaborative	823	838	817
National	838	843	857



Increasing attainment for all

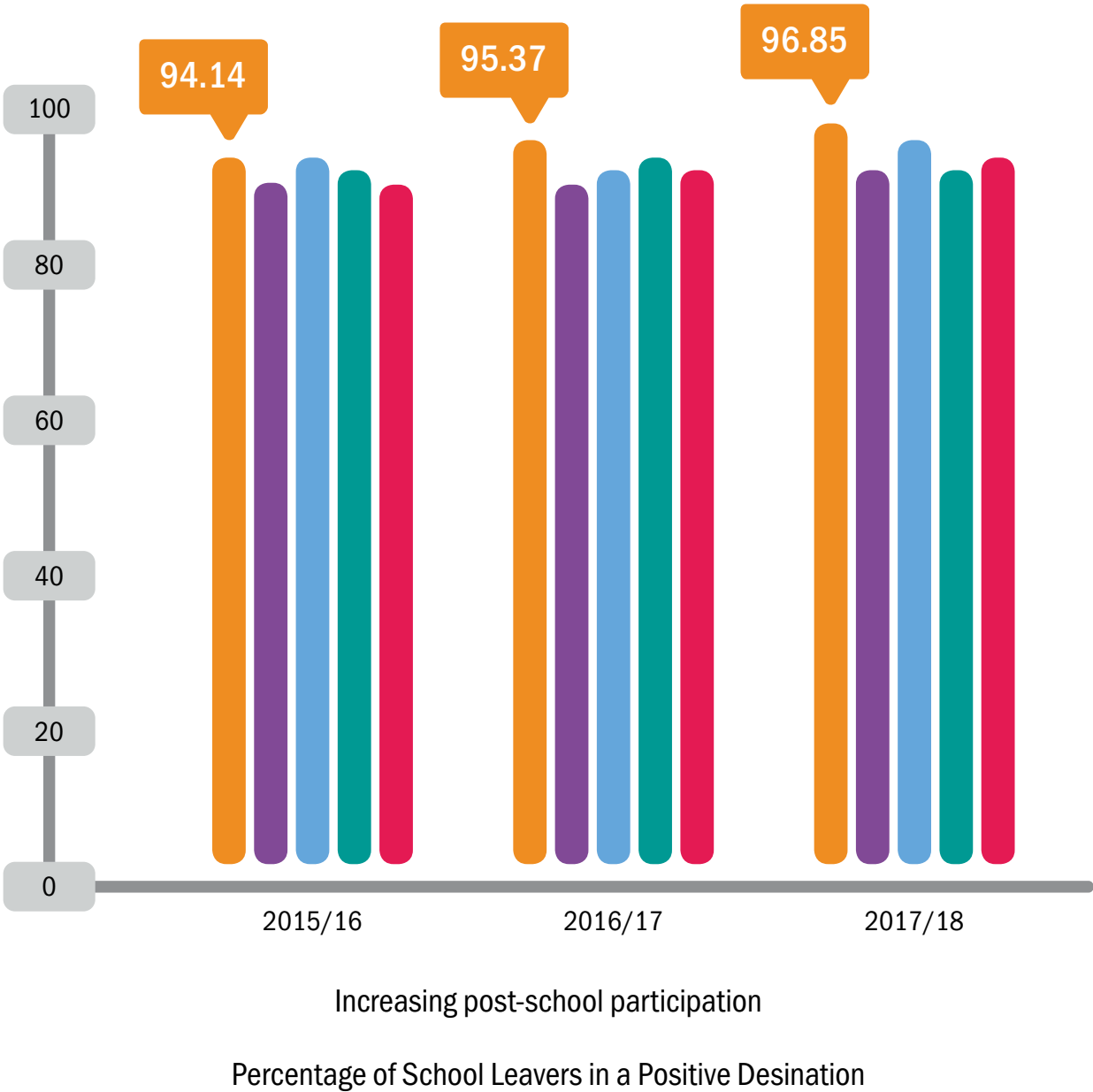
Average Total Tariff Points Middle 60%

Positive Destinations – Leavers Data

A positive destination includes Staying on at School, Higher Education, Further Education, Training, Voluntary Work, Employment and Activity Agreements.

Since the introduction of the Developing Young Workforce courses our positive destinations have increased year on year and are above the national average.

Establishment	2016	2017	2018
Greenwood Academy	94.14	95.37	96.85
Virtual Comparator	92.54	91.53	93.5
North Ayrshire	94.84	93.39	95.57
South West Collaborative	93.89	94.11	94.17
National	93.33	93.72	94.39



S4 Leavers

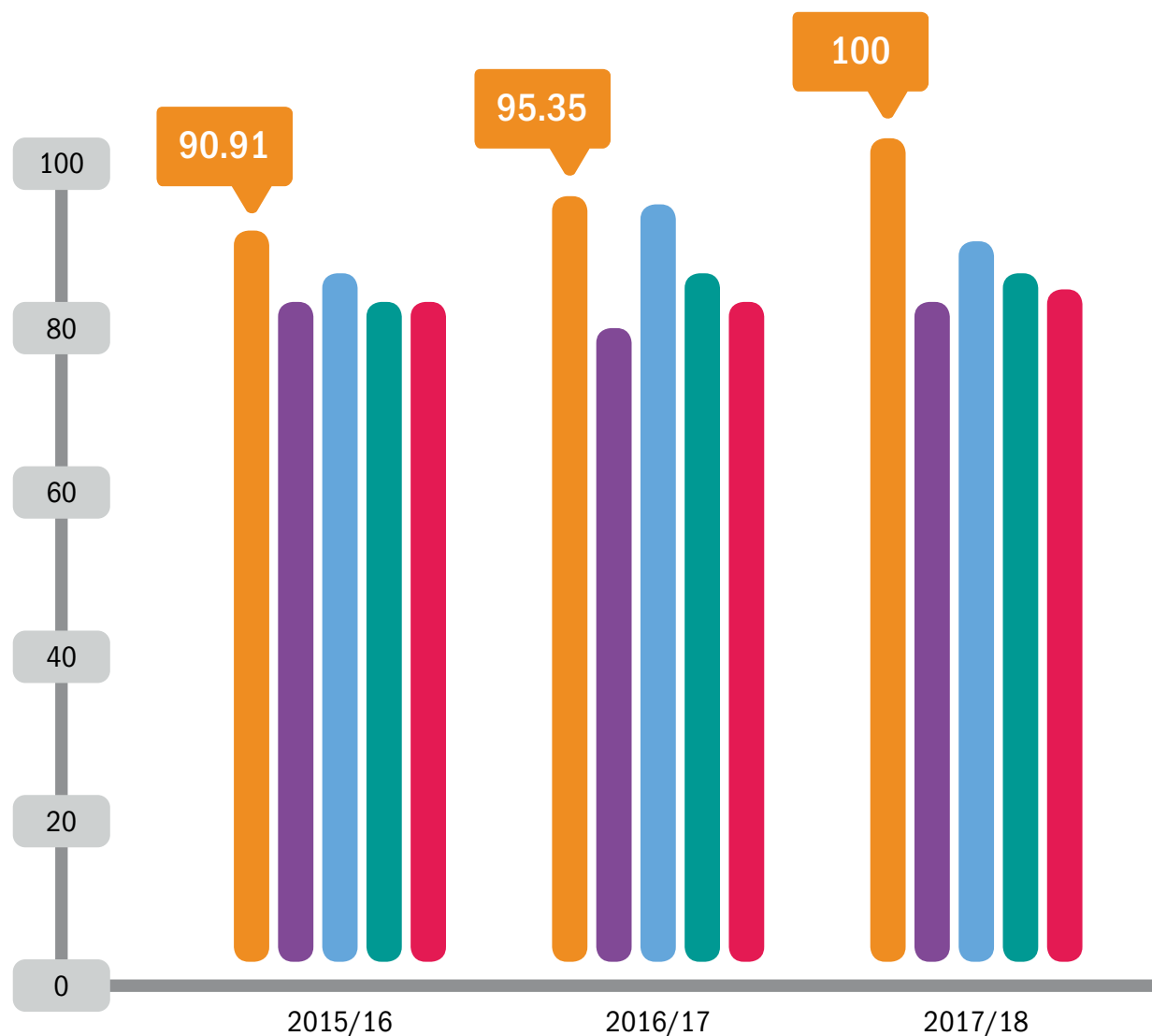
The statistics have significantly improved in our S4 Leavers who are traditionally the pupils who may be disengaged and leave school without fully committing to a positive destination.

Last session, the number of S4 leavers reduced and the percentage of pupils going into a positive destination has improved year on year. As previously stated, the core subjects offered have not changed within the timetable, however, we have increased the opportunities for pupils to engage in Developing Young Workforce courses which is having an impact on outcomes.

	2016	2017	2018
Greenwood Academy	90.91	95.35	100
Number in Cohort	33	43	22

Increasing post-school participation

Percentage of School Leavers in a Positive Destination

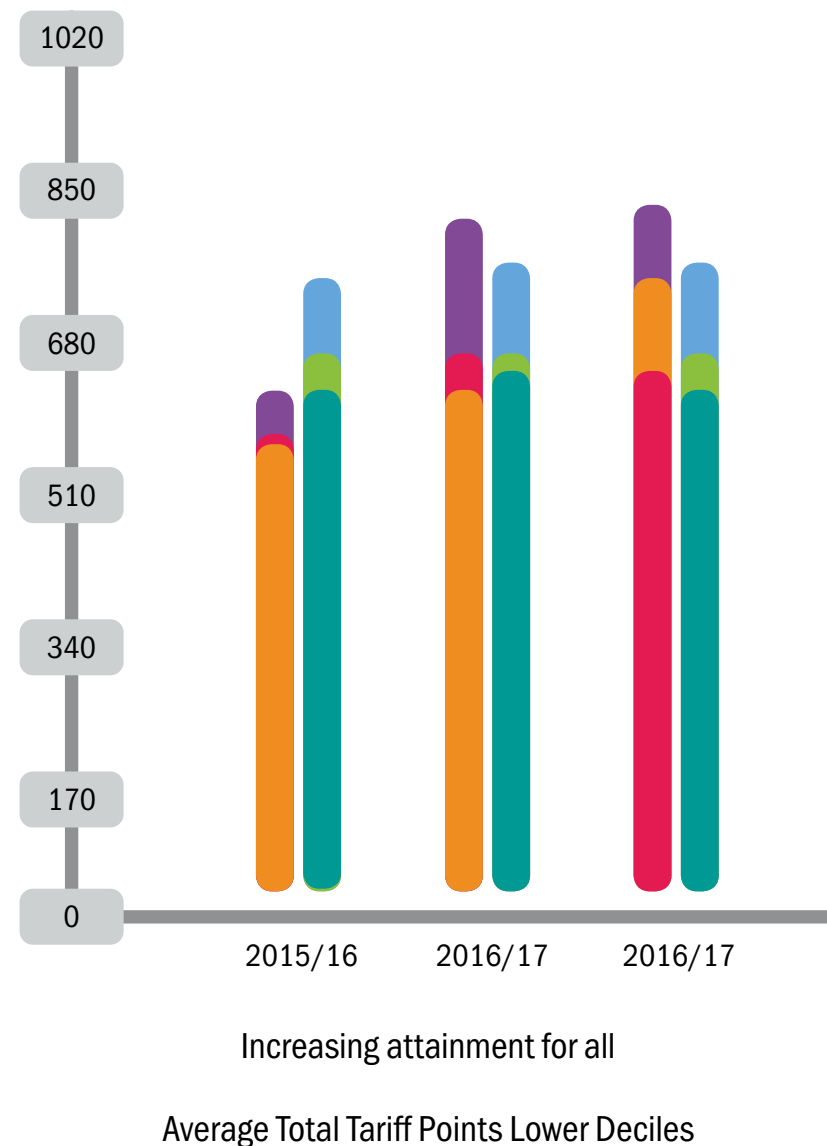


Closing the Attainment Gap (Scottish Index of Multiple Deprivation) – School Leavers

The SIMD enables schools to map their performance against the social context in which they operate. The SIMD is based on data zones (a small area geographically) and provides an assessment of multiple deprivation. The data zones have been ranked and split into ten equal parts with decile 1 being the most deprived and decile 10 being the least deprived. This information allows the school to concentrate on closing the attainment gap between the most advantaged and disadvantaged pupils.

Over the last 3 years the average tariff points have increased in the lower deciles.

Establishment	Year	SIMD 1	SIMD 2	SIMD 3
Greenwood Academy	2015/16	545	548	595
National	2015/16	590	662	720
Greenwood Academy	2016/17	587	645	801
National	2016/17	612	657	736
Greenwood Academy	2017/18	718	620	831
National	2017/18	622	665	739



KILWINNING ACADEMY'S ACCESS POINT (KAAP)

This innovative school project was conceived as a response to the closure of the town's high street banks.

A Credit Union Access Point has been established in Kilwinning Academy. This allows 1st Alliance Ayrshire Credit Union in partnership with pupils and families to provide savings and loans facilities that they can access. The facility is open to local residents providing a vital service.

Participants work alongside 1st Alliance to develop their employability skills & financial knowledge. In addition they work towards qualifications in customer service, literacy and numeracy and volunteering.

The project ensures participants are supported and engaged in the life of the school as well as developing the skills required to gain positive and sustained destinations when transitioning into the world of work.

The key aims of the projects are to:

- develop strong community links by supporting and assisting local residents who may require support;
- provide pupils with knowledge of employment opportunities;
- provide locally financial accessible services breaking the cycle of debt and building financial capacity and cohesion;





ST JOSEPH'S CHILDCARE WITH OUTDOOR LEARNING COURSE

This project was a partnership project between St. Joseph's Academy, St. Andrew's Nursery, Ayrshire College, Princes Trust and DYW Ayrshire.

10 x S3 pupils were given the opportunity to follow a Childcare with Outdoor Learning Course for 3 periods per week. Funding was secured via the DYW Innovative Projects in conjunction with Princes Trust to set up a 'mini nursery' in a room in the school.

The lecturer led the class for a double period every week and the class worked towards their level 4 Childcare award (9 out of the 10 who started gained the award).

On the additional single period, the class were split into 3 small groups. In these groups, they would lead a group of 10 nursery pupils for a 45 minute session. All sessions were supervised by a member of St Joseph's staff and a member of St. Andrew's nursery staff. As one group led, the other 2 groups would plan their session and do any preparatory work, therefore one group would lead a session every 3 weeks on a rotation.

The S3 pupils planned and led activities including arts and crafts, puppet making, outdoor treasure hunts and parachute games. Their confidence in leading sessions grew each week as they became more comfortable in the leadership role and became more aware of the level of capability. This meant they improved at designing tasks and activities. Also, as the nursery children got to know them, they enjoyed the interaction and benefited from it.

4 out of the 9 pupils who completed the course chose the Level 5 Early Years at Ayrshire College as part of the School College Partnership offer.

“

This was our best and most successful example of partnership working to deliver a part of the curriculum. St. Joseph's pupils gained so much in terms of responsibility, confidence and communication and thoroughly enjoyed the interaction with nursery pupils. The 2 + 1 (double period, plus 1 additional period) model in S3 will be the preferred format for all future DYW/Princes Trust Innovative projects in St. Joseph's.

”

MR A BOYLE - DHT

*I liked working
with children. I got great
experience and it really
pushed my confidence.*

CAITLIN - S3



STEWARTON ACADEMY CONSTRUCTION

The Stewarton construction course was developed in partnership with Ayrshire College, DYW Ayrshire and The Prince's Trust.

School staff had been involved in a presentation by Skills Development Scotland around Labour Market Intelligence and growth industries in the local area. As a result of this, the school looked to develop a course in construction skills and engage local employers. The Construction Operatives course (level 4) gives pupils the opportunity to develop practical skills in mono-blocking, cement mixing and slab laying. In addition to practical tasks they develop important employability skills, Health and Safety inserts, and have local construction site visits.

During Year 1 of the course pupils have travelled from Stewarton Academy on a Tuesday and Thursday afternoon, to Kilwinning Campus of Ayrshire College. Although this was an additional time commitment away from school, this has massively helped with the resilience and time management skills of the group. The school now has a purpose built construction area within the grounds of Stewarton Academy, with Year 2 of the course planned to be delivered using the new area.

Pupils have thoroughly enjoyed the 1st year of the course, highlighted by the fact that a number of the pupils have secured full time further education courses in the area, and others have successfully progressed on to a modern apprenticeship programme in construction. Pupils and staff have commented that this would not have been possible without the introduction of this course.

Pupils that have undertaken the course have commented “we really enjoyed the practical experience, and were able to talk about this at interviews”. “Being taught in a different environment, out with a normal classroom, was a great experience for me”.



School staff have commented that the course is “developing invaluable employability skills, which through discussions with local businesses, are the skills that employers are looking for, and pupils often lack”.

Staff have also commented that “the development of the school’s curriculum opportunities now truly feels like we are able to meet the needs of all learners”.

Year 2 of the course will start in August 2019. The course is gathering momentum with pupils, school and college staff all excited about the future opportunities being made available in the construction industry. As the course develops plans are being made to develop further business links, arrange further site visits, and expand the use of the construction facility to other year groups through college support.



COLLINS AEROSPACE

Collins Aerospace, created in 2018 by bringing together UTC Aerospace Systems and Rockwell Collins, are a leader in technologically advanced and intelligent solutions for the global aerospace and defence industry. At Prestwick Service Centre, Collins Aerospace are responsible for the maintenance, repair and overhaul of aircraft engine systems.

To celebrate Scottish Apprenticeship Week from the 4th March 2019, DYW Ayrshire supported Collins Aerospace to help invite local schools to their premises. They welcomed just under 90 S4 to S6 students with a keen interest in a future career within aeronautical/mechanical engineering to join them for a tour of the facility and to explore opportunities for the future. This was a fantastic chance for students thinking of applying for an apprenticeship with the company to have the rare opportunity of seeing what goes on behind the doors.

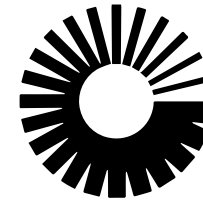
The teachers in attendance said:

“It was very informative and the pupils really enjoyed it.” – Prestwick Academy

“The visit to Collins was excellent today and at least 6 of my pupils are going to apply.” – Stewarton Academy

“It was a very interesting tour and the staff were all very welcoming and willing to answer questions. It was good to find out about what they actually do and the variety of roles they carry out. This will be of help when supporting applicants and to have a better understanding of the roles available.” – Garnock Academy

“We attended as our school feels it is important to continually expose learners to STEM opportunities and continue the proud tradition that Ayrshire has for engineering. The main benefit of the event was that our young people were informed and engaged. The extent of training and skills development opportunities offered by Collins impressed all our young people.” – Cumnock Academy.



Collins Aerospace



PARK SCHOOL CAREERS EVENT — CULTIVATING EXCELLENCE

February saw the first careers event held by Park School in Kilmarnock, an ASN school that caters for pupils with mild to moderate additional support needs.

The aim of the day was to give the young people a flavour of different careers and further education opportunities, as well as introduce support agencies such as Enable and Skills Development Scotland to parents and carers who attended.

Pupils got the opportunity to interact with representatives from different businesses and organisations such as NATS, Little Deer's Nursery and Thistle Help.

The young people had a fantastic morning learning about the variety of careers which exist and guest thoroughly enjoyed their time inspiring the future workforce.

“Parental feedback has been so positive and the pupils really enjoyed the event thank you so much for organising.” – Carol-Anne Burns, Head Teacher, Park School

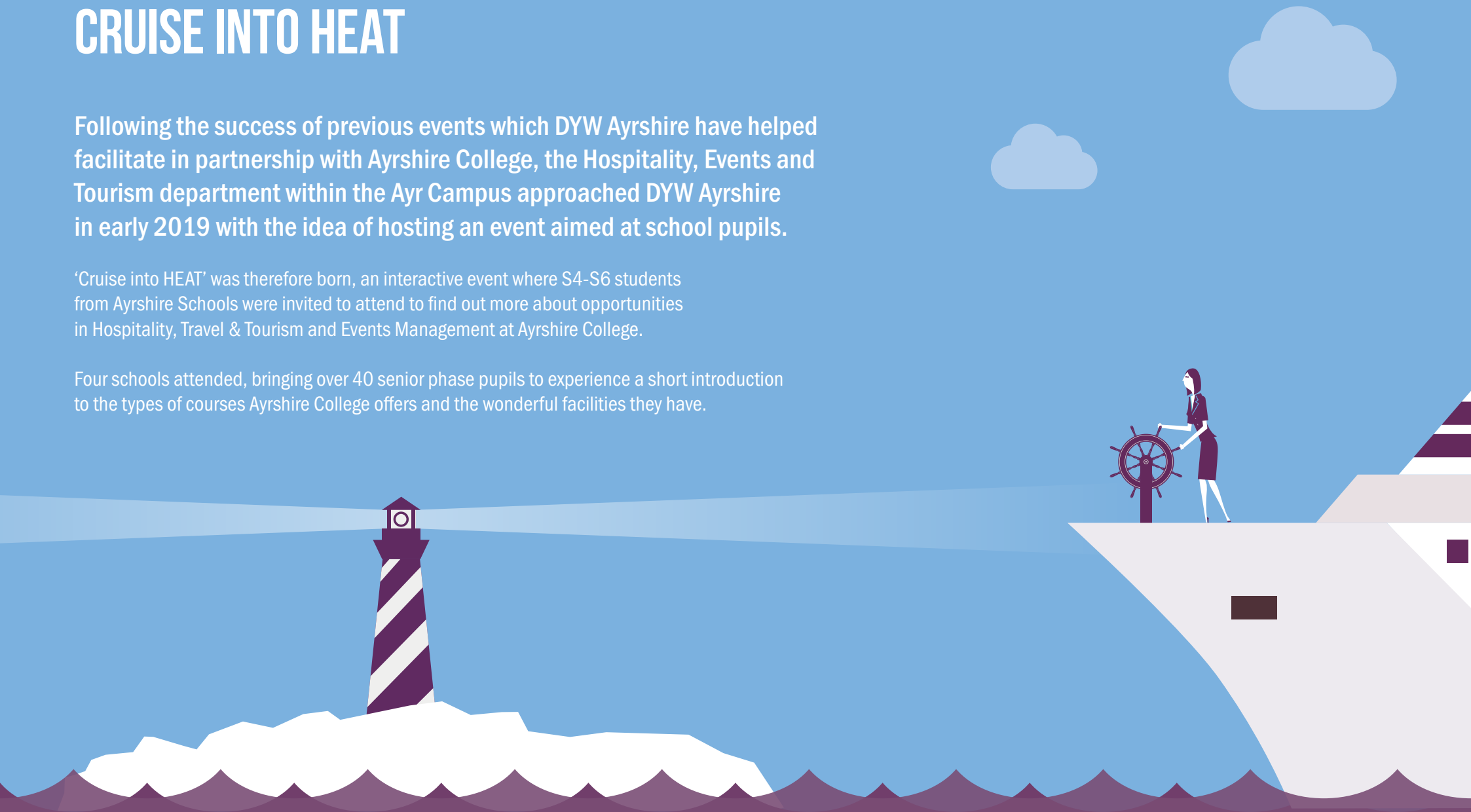


CRUISE INTO HEAT

Following the success of previous events which DYW Ayrshire have helped facilitate in partnership with Ayrshire College, the Hospitality, Events and Tourism department within the Ayr Campus approached DYW Ayrshire in early 2019 with the idea of hosting an event aimed at school pupils.

'Cruise into HEAT' was therefore born, an interactive event where S4-S6 students from Ayrshire Schools were invited to attend to find out more about opportunities in Hospitality, Travel & Tourism and Events Management at Ayrshire College.

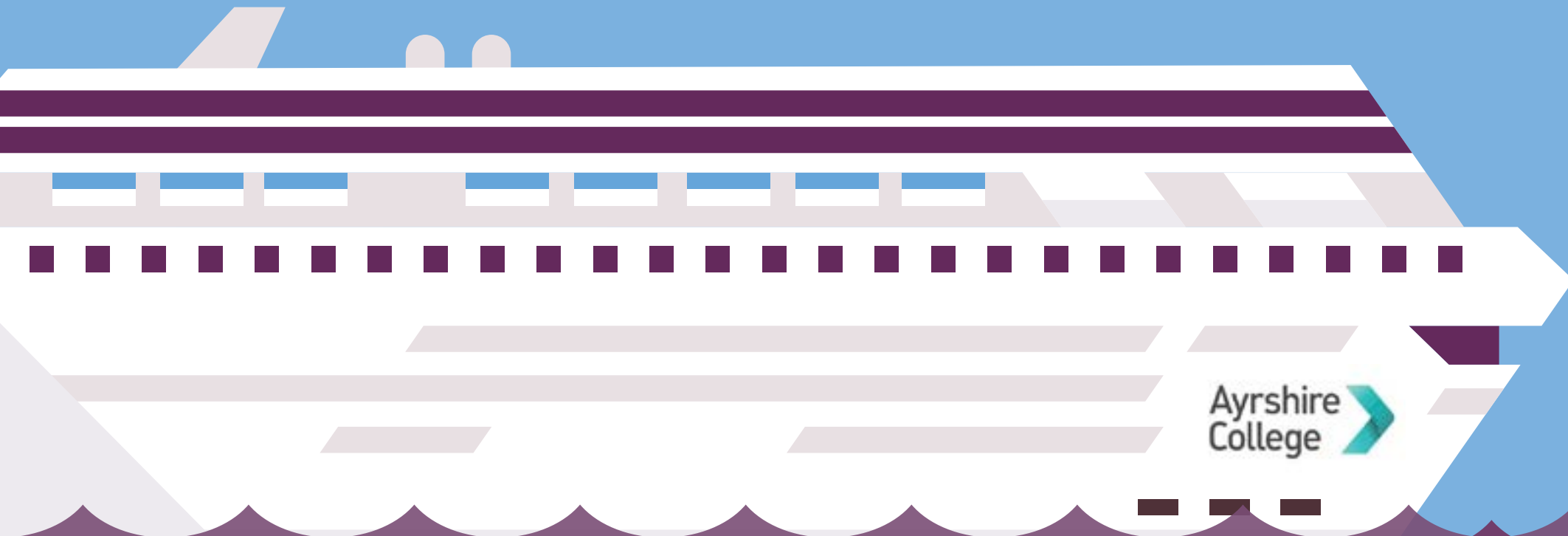
Four schools attended, bringing over 40 senior phase pupils to experience a short introduction to the types of courses Ayrshire College offers and the wonderful facilities they have.





Pupils were split into mixed groups and each given a different country to plan a holiday itinerary for, market and present in a competition style setting. The brief was hands-on ensuring those in attendance developed problem solving, team work and communication skills. Current hospitality students cooked up a celebration lunch featuring foods representing the different countries the teams had researched before everyone was taken on a tour of the kitchens and training restaurant.

Susan MacKay, a teacher of Travel in Tourism who attended commented that pupils had really enjoyed the event and in particular working with new people. It was a worthwhile trip for the class and one which hopefully will be repeated next year.



AYR, AYR, SUPER AYR

The Ayr United Hospitality Suite High School Challenge has been in the making for nearly a year after Ayr United Hospitality Manager, Iain Grant contacted DYW Ayrshire with his idea.

The opportunity was put to all South Ayrshire schools with Queen Margaret Academy and Belmont Academy taking this forward. An initial meeting was held with Teachers, DYW and Iain to agree timescales, challenge content and year group.

The competition was rolled out to S3 Hospitality students and ran during April and May. The challenge was launched, with pupils given the task of inventing a new dish for Ayr United players to eat after a match that takes into account a good balance of protein, carbohydrates and healthy fats. The young people were asked to form groups of no more than 4 members and create a recipe that uses only 8 ingredients in total, 7 from a list provided by the club and 1 guest ingredient.

A semi-final was then held at Queen Margaret Academy where teams from both schools presented their dish and its nutritional content using PowerPoint presentation to a panel of judges from Ayr United Football Club.

2 teams from each school were then selected to attend a final at Ayr United Hospitality Suite in May 2019. Here they were able to work with the club chef to cook their creation and make any necessary tweaks before cooking again and presenting this dish to the judges. After a long deliberation 'Crunchy Cajun Chicken' from Belmont Academy was crowned the 2019 winner, strips of chicken breast, rolled in cornflakes and served with sweet potato wedges, tangy salad and a side salad.

The winning team will be invited to a home game in the new football season where they will be guests of the Directors and be presented with their trophy on the pitch at half time.

FEEDBACK

Pupils who took part said:

**IT WAS A FUN,
NEW AND EXCITING
EXPERIENCE**

**IT WAS A CHANCE
TO MEET NEW PEOPLE AND
IMPROVE YOUR
COOKING SKILLS**



LEARN 4 WORK

Learn 4 Work has successfully been delivered for another year, meaning this is the 4th year this innovative project has been running in East Ayrshire. During the event, pupils are off-timetable and effectively 'employees' of their partner organisation for the duration. They are tasked with working in a team of between 10-20 pupils to produce a solution to a real life challenge put forward by a local business.

The same 4 schools from last year continued to run with the project: Doon Academy, Grange Academy, Loudoun Academy and Stewarton Academy. This year delivery has been more tailored to meet the needs of each of the schools, with 3 of the schools cutting the challenge to 2 days and Stewarton Academy continuing with the 3 day model which has run the last few years.

We have also introduced a 'curveball' half way into the challenge to see how the groups overcome a problem. This has meant the team have had to stop, re-group and plan, showing tenacity. Again this 'curveball' is unique to the particular business the team have been paired with and often is an issue the industry commonly faces.

A phenomenal 23 employers have been involved in the delivery of this year's project, including 3 organisations who have given their support in multiple schools. Businesses are asked to attend an initial planning meeting in the month prior to Learn 4 Work at the school they have been paired with. This gives both the business representative and the teacher leading that particular group the opportunity to meet and finalise challenge detail. The business then launch their challenge to the team on the morning of the first day and visit again on the afternoon of day 2 or 3 to see what the solution is.

Like previous years the range of organisations involved is tremendous from sole traders to large multi-national companies. We are also seeing an increase on the number of businesses who then take forward the proposals from pupils which is amazing to see.

Yipworld a charitable enterprise in East Ayrshire have just recently turned their team's vision from last year into reality with the development of the 'living room' which is a stunning space within their premises transformed using the colours, textures, patterns and furniture suggested.

"Fantastic experience and truly inspired by the commitment and dedication shown by both the pupils and teachers."

James McKee- East Ayrshire Council.

"We found the whole experience really rewarding. The enthusiasm and positivity from the pupils was infectious."

Clare Laurenson- East Ayrshire Council.

"Thanks DYW Ayrshire for this partnership. I was amazed by the young people and so proud of what was achieved."

John Giddings- Shire Housing Association.



The pupils who participated in our challenge were thoroughly engaged and tackled every aspect of the challenge professionally and with skills and maturity beyond their years.

Their final presentation highlighted the extent of their understanding of the brief which they executed beyond our expectations, to the point that their comprehension of the charity and our ethos allowed them to include additional materials which will be used within the facility.

The pupils and staff made the entire experience extremely enjoyable and productive.”

Morag Blackley-Crossroads Community Hub.

“I found the experience exciting. The young people were very well prepared, carried out the task perfectly, and put in a huge effort. I was very impressed with the whole event.”

**Samantha Mathieson- Chartered
Institute of Management Accountants.**



CURRICULAR CONNECTIONS

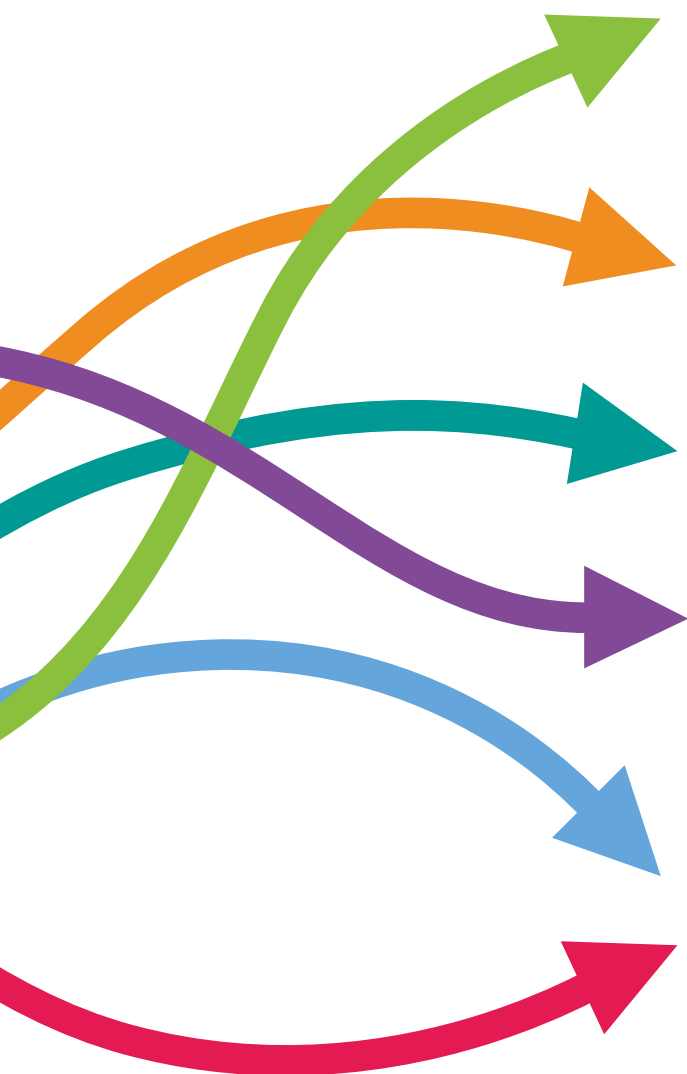
Our DYW Curricular Connections programme continued again this year with 6 sessions taking place across the 2018/2019 school year.

These events are aimed at teacher, careers advisors and college staff who are all key influencers in the career decisions of young people.

Each session is hosted by an employer to talk to these influencers on behalf of their sector, and to give insight into their company (e.g. job roles, recruitment process, myth busting etc.). This allows the attendees to take up date relevant information back to their colleagues and young people that they are working with.

Teachers and SDS staff participated in sessions from;





Introduction to Teleperformance Contact Centre and an overview of careers in the digital and telephone banking sector. Attendees were also given a tour of the contact centre in Kilmarnock.



Attendees were given an overview of GSK and information on the upcoming apprenticeship vacancies, including first-hand accounts of the programme from current apprentices, followed by a discussion and Q&A. This event ties in with vacancies opening mid-November for GSK's apprentice programme. There was also a presentation on their mock assessment programme.



An introduction to the Travel Industry and the types of roles involved in a local travel agency.



Attendees were given an insight into the world of architecture, the skills, qualifications and qualities required and were given to the opportunity to ask questions to the Lead Principal Architect.



An overview of Spirit Aerosystems and the job roles involved in the company both locally and globally.



Insight into careers in the Gas and Plumbing sector. Attendees were also given information on the apprenticeships available through the company.

EMPLOYER SURVEY

Throughout the year we continually survey employers after school events to ensure expectations are met as well as allowing us to identify areas for improvement.

The percentage of respondents rated the school events as either excellent or good which increased significantly from 89% in 2018, to 97% in 2019 which is a very encouraging improvement.

Overall the welcome given to event participants remains positive, with 96% of people stating it was either very welcoming or welcoming, the same outcome as 2018.

A good overall improvement in young people completing pre-event work can be seen, with 43% of respondents stating they strongly agreed or agreed that all work has been carried out prior to the event. Last year this was 33%, so an encouraging improvement of 10% overall.

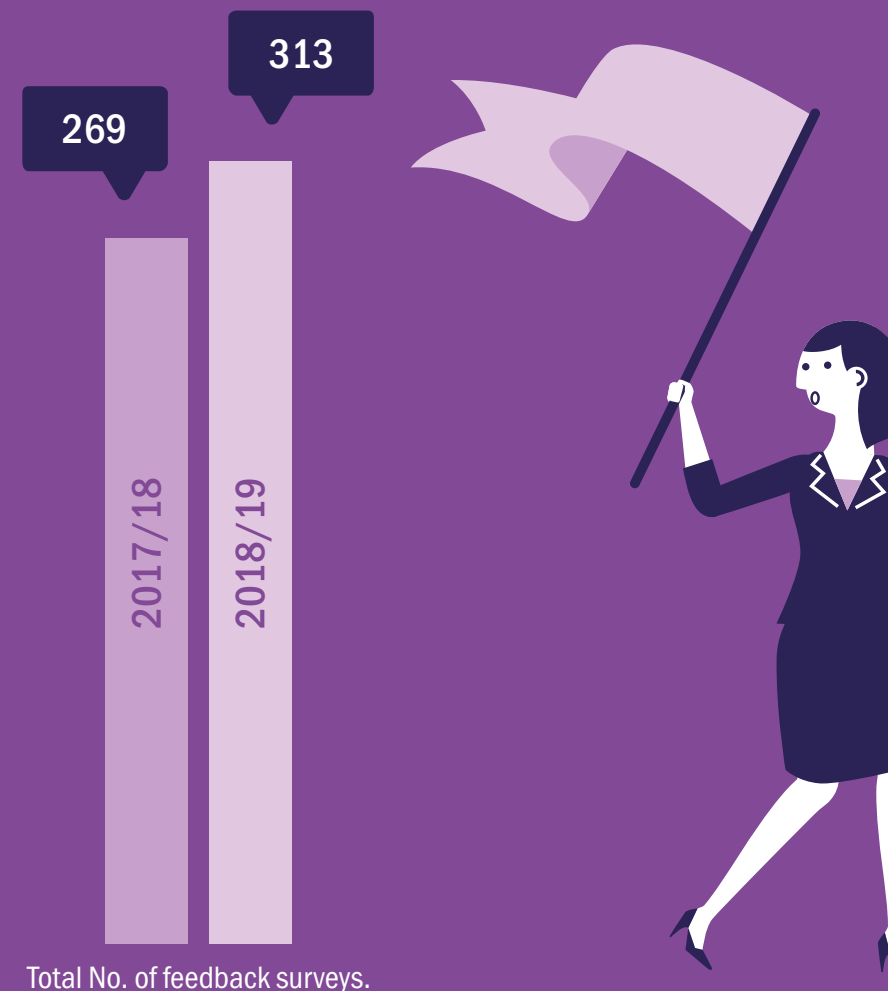
96% of respondents either strongly agreed or agreed they had all the tools available on the day to make the event a success, an improvement of 3% from the previous year where this was rated at 93%.

Encouragingly, those who attended the events continue to feel their participation was recognised and valued. 99% of people felt they were recognised and valued through the day, an increase from 98% last year.

The communication by the DYW team after events remains very positive. 93% of people rated this as either excellent or good, up from 92% the previous year.

Respondents were asked if they would recommend taking part in these types of events to friends or colleagues. In 2018 12% of respondents were detractors, which has dropped to 4% in 2019, while in 2018 64% were promoters which has risen to 69% in 2019. This has resulted in an overall increase in the Net Promoter Score for this type of event to 65, up from 51 in the previous year.

We recognise the value of ongoing evaluation and will continue this during 2019-2020.



Total No. of feedback surveys.

FUTURE PLANNING

Looking ahead, it is important that we ensure DYW becomes embedded within the curriculum and across the wider system.

We will continue to ensure that the needs of those who face additional barriers when progressing through the education system and into employment are recognised.

Our focus in the coming year will be to:

- Engage more employers in education as well as supporting those who are already involved to sustain their engagement;
- Support our education colleagues in ensuring the messages within the Careers Education Standard 3-18 and Work Placements Standard are reaching the classroom;
- Strengthen school/employer partnerships in schools;
- Continue to have an equalities focus which will support the development of fairer and more diverse workplaces that deliver outcomes for every individual.



ANNEX

- 45 Regional Group
- 46 Steering Group & Operational Group
- 47 Social Platforms
- 48 Innovative Projects Certification Information

ANNEX

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

Chair

David Smith - Managing Director - Ashleigh Building

Members

Valerie Russell – Chief Executive – Ayrshire Chamber

Carol Nisbet – Head of Schools and Widening Access - Ayrshire College

Iain Duff – Corporate Development Director – Barclays

Craig Stevenson – Managing Director – Braehead Foods

Eoghann MacColl – Manager – Centrestage Connect Project

Alison Somerville – Managing Director – Dustacco

Linda McAulay Griffiths – Head of Schools – East Ayrshire Council

Ian Burgoyne – Strategic Education Group Manager – East Ayrshire Council

Roddy Frew – Managing Director – James Frew Ltd

Wendy Pring – Managing Director – KCP Environmental

Laura Cook – Quality Improvement Officer – North Ayrshire Council

Patricia Leiser – Director of Organisation & Human Resource Development – NHS Ayrshire & Arran

David Black – Learning & Development Manager – NHS Ayrshire & Arran

Walter Smith – Ayrshire Chair – The Princes Trust

Scott Sinclair – Change Agent – Revolution Partners Limited

Jonathan Giff – Operations & Connections – SP Energy Networks

David Ross – Business Development Manager - Scottish Qualifications Authority

Andrea Glass – Regional Skills Planning Lead, South West – Skills Development Scotland

Douglas Hutchison – Depute Chief Executive & Director of People – South Ayrshire Council

Gavin Pitt – Quality Improvement Officer – South Ayrshire Council

Lorna Gibson – Founder & Director – Strategise It Ltd

Carol Ramsay – Director of Human Resources – Trump Turnberry

David Christian – Programme Director – West Coast Accelerator

Janice Hendry – Chief Executive – Yipworld

Aaran McDonald – Member of the Scottish Youth Parliament

Claire Baird – Project Executive – DYW Ayrshire

Gill Longmuir – Employer Engagement Officer – DYW Ayrshire

ANNEX

A Finance Strategy & Planning group is established, members listed below:

Members

David Smith – Managing Director – Ashleigh Building (Chair)

Valerie Russell – Chief Executive – Ayrshire Chamber

Carol Nisbet – Ayrshire College

Ian Burgoyne – Strategic Education Group Manager – East Ayrshire Council

Walter Smith – Ayrshire Chair – The Princes Trust

Scott Sinclair – Change Agent – Revolution Partners Limited

Claire Baird – Project Executive – DYW Ayrshire

Gill Longmuir – Employer Engagement Officer – DYW Ayrshire

An Operational Group has also been established with the aim of making operational the strategic aims of the Regional Group KPIs and to offer advice & guidance. The Operational Group will look at current & forward planning, 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:

Members

Claire Baird – Project Executive – DYW Ayrshire (Chair)

Gill Longmuir – Employer Engagement Officer – DYW Ayrshire

Carol Nisbet – Ayrshire College

Stuart Millar – Ayrshire College

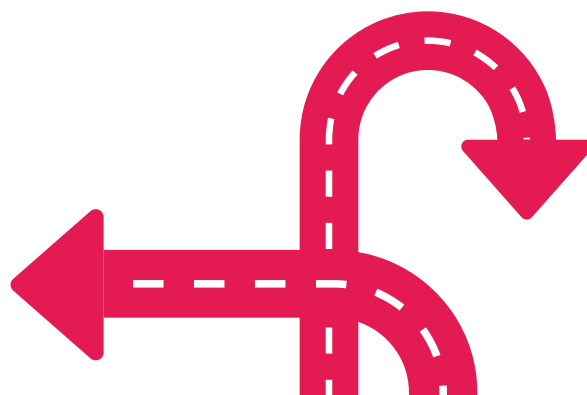
Ian Burgoyne – East Ayrshire Council

Laura Cook – North Ayrshire Council

Gavin Pitt – South Ayrshire Council

Helen Allison – Skills Development Scotland

Judith Thomas – Skills Development Scotland



ANNEX

Social Media Platform Stats



Website / Blog

www.dywayrshire.com

8226 sessions

6221 users

15,930 pageviews



Facebook

www.facebook.com/DYWAYrshire

3405 followers

3215 likes



Twitter

www.twitter.com/DYWAYrshire

3066 followers

8683 tweets



LinkedIn

www.linkedin.com/in/dywayrshire

695 followers



Snapchat

www.snapchat.com/add/dywayrshire

31 followers



Instagram

www.instagram.com/dywayrshire

581 followers

332 posts



Google+

plus.google.com/+DYWAYrshire

3944 views



YouTube

www.youtube.com/channel/UCph1IJZgPHDfmKXejQstRvw

20,501 views

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
ARDROSSAN ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	8
	BARISTA	2018/19	EMPLOYABILITY	4	8
	BARISTA	2018/19	ENTERPRISE ACTIVITY	4	8
ARDROSSAN ACADEMY	BIKE REPAIR	2018/19	NATIONAL 3 CYCLE MAINTENANCE	3	4
	BIKE REPAIR	2018/19	NATIONAL 4 CYCLE MAINTENANCE	4	2
	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	3
	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT - PRACTICAL	4	3
ARDROSSAN ACADEMY	NAIL BAR	2018/19	NATIONAL 5 LITERACY	5	6
	NAIL BAR	2018/19	VTCT LEVEL 1 NAIL TREATMENTS		7
	NAIL BAR	2018/19	EMPLOYABILITY	4	7
	NAIL BAR	2018/19	EMPLOYABILITY	4	7
	NAIL BAR	2018/19	EMPLOYABILITY	4	7
	NAIL BAR	2018/19	ENTERPRISE ACTIVITY	4	7
	NAIL BAR	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	7
	NAIL BAR	2018/19	PERSONAL DEVELOPMENT - PRACTICAL	4	7
AUCHENHARVIE ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	8
	BARISTA	2018/19	CUSTOMER CARE LEVEL 4	4	9

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
	BARISTA	2018/19	INFORMATION TECH ADMINISTRATION LEVEL 4	4	10
	BARISTA	2018/19	EMPLOYABILITY	3	6
	BARISTA	2018/19	EMPLOYABILITY	4	2
	BARISTA	2018/19	EMERGENCY FIRST AID AT WORK	5	9
	BARISTA	2018/19	HEALTH AND SAFETY AT WORK	5	9
AUCHENHARVIE ACADEMY	CYBER SECURITY	2018/19	ETHICAL HACKING	4	8
	CYBER SECURITY	2018/19	DATA SECURITY	4	9
AUCHENHARVIE ACADEMY	NAIL BAR	2018/19	VTCT CREATE YOUR OWN HAIR & BEAUTY IMAGE	4	12
	NAIL BAR	2018/19	VTCT CARE FOR YOUR OWN HANDS	4	12
	NAIL BAR	2018/19	VTCT PAINT YOUR OWN NAILS	4	12
	NAIL BAR	2018/19	PERSONAL DEVELOPMENT -SELF IN COMMUNITY	4	12
AUCHINLECK ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	11
	BARISTA	2018/19	REHIS ELEMENTARY COOKING SKILLS		12
	BARISTA	2018/19	HOSPITALITY: CRAFT BAKING	4	12
	BARISTA	2018/19	HOSPITALITY: FOOD & BEVERAGE SERVICE	5	12
AUCHINLECK ACADEMY	BIKE REPAIR	2018/19	ASDAN LEVEL 3		10
	BIKE REPAIR		BIKE MECHANIC		10

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
AUCHINLECK ACADEMY	NAIL BAR	2018/19	SVQ CUSTOMER SERVICE LEVEL 4	4	8
	NAIL BAR	2018/19	VTCT FOLLOW HEALTH AND SAFETY IN A SALON		8
	NAIL BAR	2018/19	VTCT HAND AND NAIL CARE		8
AYR ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	7
	BARISTA	2018/19	SKILLS FOR CUSTOMER CARE	4	2
	BARISTA	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	1
	BARISTA	2018/19	DEALING WITH WORK SITUATIONS	4	1
	BARISTA	2018/19	RESPONSIBILITIES OF EMPLOYMENT	4	1
AYR ACADEMY	BIKE REPAIR	2018/19	NATIONAL 4 CYCLE MAINTENANCE	4	6
AYR ACADEMY	NAIL BAR	2018/19	VTCT HAND AND NAIL CARE		6
	NAIL BAR	2018/19	VTCT FOLLOW HEALTH AND SAFETY IN A SALON		6
	NAIL BAR	2018/19	VTCT INTRODUCTION TO NAIL BAR		6
	NAIL BAR	2018/19	SKILLS FOR CUSTOMER CARE	4	3
	NAIL BAR	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	1
	NAIL BAR	2018/19	DEALING WITH WORK SITUATIONS	4	1
	NAIL BAR	2018/19	RESPONSIBILITIES OF EMPLOYMENT	4	1
CARRICK ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	12

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
	BARISTA	2018/19	STEPS INTO WORK		6
CARRICK ACADEMY	BIKE IN THE BOX	2018/19	MOTOLEARN	5	8
CARRICK ACADEMY	NAIL BAR	2018/19	VTCT HAND AND NAIL CARE		7
	NAIL BAR	2018/19	VTCT FOLLOW HEALTH AND SAFETY IN A SALON		6
	NAIL BAR	2018/19	STEPS INTO WORK		7
	NAIL BAR	2018/19	NATIONAL 5 RETAILING SKILLS FOR WORK	5	6
	NAIL BAR	2018/19	NATIONAL 5 RETAILING SKILLS FOR WORK	5	1
CUMNOCK ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	9
	BARISTA	2018/19	SKILLS FOR CUSTOMER CARE	4	10
	BARISTA	2018/19	FOOD HYGIENE FOR THE HOSPITALITY INDUSTRY	5	10
	BARISTA	2018/19	NON ALCOHOLIC BEVERAGES	5	10
CUMNOCK ACADEMY	NAIL BAR	2018/19	VTCT FOLLOW HEALTH AND SAFETY IN A SALON		4
	NAIL BAR	2018/19	VTCT HAND AND NAIL CARE		5
DOON ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	4
GARNOCK ACADEMY	RURAL SKILLS	2018/19	NPA RURAL SKILLS LEVEL 5	5	4
	RURAL SKILLS	2018/19	NPA RURAL SKILLS LEVEL 5	5	2
	RURAL SKILLS	2018/19	SKILLS FOR WORK RURAL SKILLS LEVEL 4	4	2

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
GIRVAN ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	9
GREENWOOD ACADEMY	EVENTS	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	9
	EVENTS	2018/19	PERSONAL DEVELOPMENT - PRACTICAL	4	10
	EVENTS	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	10
	EVENTS	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	6
	EVENTS	2018/19	PERSONAL DEVELOPMENT -SELF IN COMMUNITY	4	7
GREENWOOD ACADEMY	BIKE REPAIR	2018/19	CYCLE MAINTENANCE	4	9
	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT - PRACTICAL	4	8
	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	7
	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	7
	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT -SELF IN COMMUNITY	4	7
GREENWOOD ACADEMY	MUSIC TECH	2018/19	NATIONAL 4 MUSIC TECHNOLOGY	4	5
	MUSIC TECH	2018/19	NATIONAL 5 MUSIC TECHNOLOGY	5	26
	MUSIC TECH	2018/19	HIGHER MUSIC TECHNOLOGY	6	16
	MUSIC TECH	2018/19	HNC MUSIC	7	3
GREENWOOD ACADEMY	NAIL BAR	2018/19	MANICURE	5	5
	NAIL BAR	2018/19	CREATIVE NAIL FINISHES	4	14

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
	NAIL BAR	2018/19	NAIL ART FREEHAND	5	12
	NAIL BAR	2018/19	PEDICURE	5	5
	NAIL BAR	2018/19	SOCIAL MEDIA LITERACY	5	7
	NAIL BAR	2018/19	HAIR, BEAUTY AND MAKE-UP PORTFOLIO	5	6
	NAIL BAR	2018/19	MUSIC TECH IN CONTEXT	5	11
GREENWOOD ACADEMY	UPCYCLING	2018/19	PERSONAL DEVELOPMENT - PRACTICAL	4	28
	UPCYCLING	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	28
	UPCYCLING	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	15
	UPCYCLING	2018/19	PERSONAL DEVELOPMENT -SELF IN COMMUNITY	4	15
IRVINE ROYAL	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	7
	BARISTA	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	7
IRVINE ROYAL	BIKE REPAIR	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	6
	BIKE REPAIR	2018/19	AYRSHIRE COLLEGE CERTIFICATE		6
IRVINE ROYAL	NAIL BAR	2018/19	VTCT HAND AND NAIL CARE	4	8
	NAIL BAR	2018/19	VTCT NAIL ART	4	8
	NAIL BAR	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	8
IRVINE ROYAL	RURAL SKILLS	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	4

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
KILWINNING ACADEMY	CREDIT UNION	2018/19	NATIONAL 4 CUSTOMER CARE	4	3
	CREDIT UNION	2018/19	NATIONAL 4 VOLUNTEERING	4	4
KYLE ACADEMY	BIKE REPAIR	2018/19	NATIONAL 4 CYCLE MAINTENANCE	4	8
KYLE ACADEMY	CYBER SECURITY	2018/19	NPA CYBER SECURITY LEVEL 6	6	6
	CYBER SECURITY	2018/19	NPA CYBER SECURITY LEVEL 5	5	4
KYLE ACADEMY	COACHING	2018/19	UKCC LEVEL 1: COACHING CHILDREN RUGBY		5
		2018/19	UKCC LEVEL 1: COACHING RUGBY		2
LARGS ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	10
	BARISTA	2018/19	NON ALCOHOLIC BEVERAGES	5	10
	BARISTA	2018/19	FOOD HYGIENE FOR THE HOSPITALITY INDUSTRY	5	10
	BARISTA	2018/19	SKILLS FOR WORK HOSPITALITY	5	10
	BARISTA	2018/19	LOCAL HOSPITALITY PROVISION	5	10
	BARISTA	2018/19	WORKING SAFELY	5	10
LARGS ACADEMY	PICTURE HOUSE	2018/19	SALTIRE AWARD		6
LARGS ACADEMY	RURAL SKILLS	2018/19	JOHN MUIR DISCOVERY AWARD		7
	RURAL SKILLS	2018/19	JOHN MUIR AWARD EXPLORER		2
	RURAL SKILLS	2018/19	JOHN MUIR AWARD PARTICIPATION		2

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
MARR COLLEGE	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	10
	BARISTA	2018/19	NON ALCOHOLIC BEVERAGES	5	25
	BARISTA	2018/19	SKILLS FOR CUSTOMER CARE	4	12
MARR COLLEGE	NAIL BAR	2018/19	VTCT CARE FOR YOUR OWN HANDS		15
	NAIL BAR	2018/19	VTCTPAINT YOUR OWN NAILS		15
	NAIL BAR	2018/19	VTCT UCO10		15
PRESTWICK ACADEMY	BARISTA	2018/19	SKILLS FOR CUSTOMER CARE	4	14
	BARISTA	2018/19	PERSONAL DEVELOPMENT - SELF AND WORK	4	14
PRESTWICK ACADEMY	BIKE REPAIR	2018/19	NATIONAL 5 LITERACY	5	6
	BIKE REPAIR	2018/19	BIKE REPAIR AWARDS		17
PRESTWICK ACADEMY	NAIL BAR	2018/19	NATIONAL 5 LITERACY	5	7
	NAIL BAR	2018/19	PERSONAL DEVELOPMENT		7
	NAIL BAR	2018/19	VTCT PERSONAL CARE HYGIENE		7
	NAIL BAR	2018/19	VTCTPAINT YOUR OWN NAILS		7
	NAIL BAR	2018/19	VTCT CREATE YOUR OWN HAIR & BEAUTY IMAGE		7
	NAIL BAR	2018/19	NATIONAL 5 RETAILING SKILLS FOR WORK	5	7
IRVINE ROYAL	RURAL SKILLS	2018/19	PERSONAL DEVELOPMENT - SELF AWARENESS	4	4

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
QUEEN MARGARET ACADEMY	NAIL BAR	2018/19	VTCT FOLLOW HEALTH AND SAFETY IN A SALON		12
	NAIL BAR	2018/19	VTCT HAND AND NAIL CARE		10
	BARISTA	2018/19	REHIS FOOD HYGIENE ELEMENTARY LEVEL	5	7
STEWARTON ACADEMY	BARISTA	2018/19	SKILLS FOR CUSTOMER CARE	5	7
	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	10
	CONSTRUCTION	2018/19	CONSTRUCTION OPERATIVES	4	7
STEWARTON ACADEMY	EARLY YEARS	2018/19	PLAY IN EARLY LEARNING AND CHILDCARE LEVEL 4	4	8
	EARLY YEARS	2018/19	PLAY IN EARLY LEARNING AND CHILDCARE LEVEL 5	5	8
STEWARTON ACADEMY	RURAL SKILLS	2018/19	CROP PRODUCTION: AN INTRODUCTION	4	6
	RURAL SKILLS	2018/19	ESTATE MAINTENANCE	4	8
	RURAL SKILLS	2018/19	SOFT LANDSCAPING	4	8
STEWARTON ACADEMY	MILK SHAKE BAR	2018/19	REHIS FOOD HYGIENE ELEMENTARY LEVEL	5	16
ST JOSEPH'S ACADEMY	MILK SHAKE BAR	2018/19	SVQ CUSTOMER SERVICE LEVEL 4	4	8
	MILK SHAKE BAR	2018/19	SKILLS FOR CUSTOMER CARE	5	8
	MILK SHAKE BAR	2018/19	NON ALCOHOLIC BEVERAGES	5	8
	EARLY YEARS	2018/19	PERSONAL DEVELOPMENT - PRACTICAL	4	8

PROJECT CERTIFICATION

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DYW

AYRSHIRE
Developing the
Young Workforce

