



DYW

AYRSHIRE

Developing the
Young Workforce

REPORT JUNE 2018

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EXECUTIVE SUMMARY

DYW Regional Groups were established to bridge the gap between education and employers.

They aim to provide leadership and a single point of contact and support to facilitate increased engagement between employers and education.

During December 2016 and April 2017 Ayrshire was identified by the Scottish Government along with three other Groups to participate in a formative evaluation to explore what was working well and where challenges remained.

The evaluation found evidence of changed behaviour amongst employers that had participated in DYW activities and the behaviour of employers in their region had changed for the better as a result of engagement with the DYW Regional Groups. Whilst the evidence gathered was encouraging it was acknowledged that it was still too early for the Regional Groups to make a full assessment of impact.

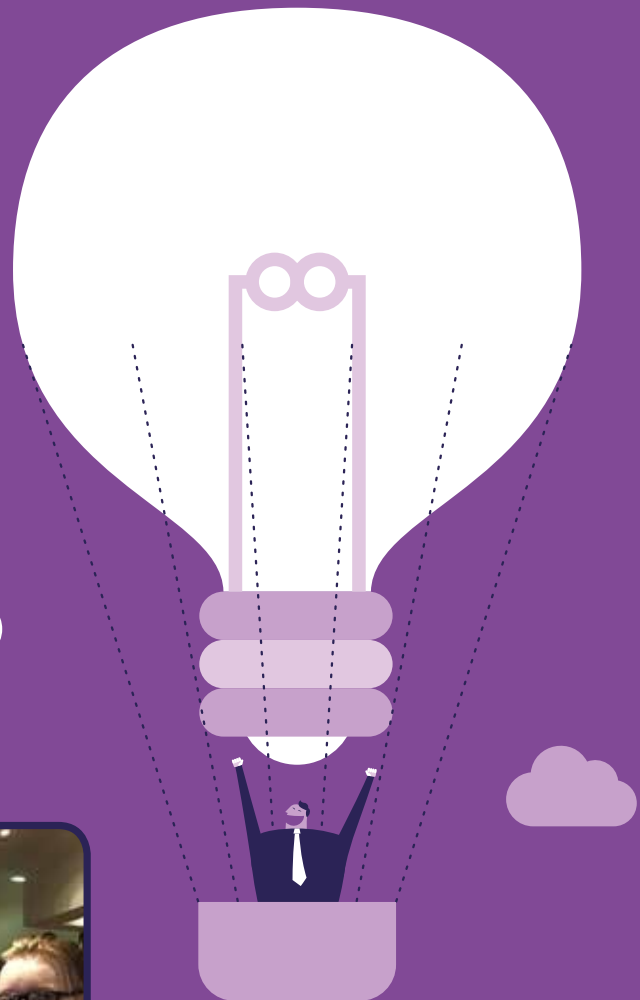
This report will reflect on the work undertaken by Ayrshire since the group's establishment in October 2015. It will highlight best practice and added value that the Ayrshire Regional Group has delivered during the past three years.



DYW PROFILE

Our second annual conference was held in March 2018, it was organised in partnership with East, North & South Ayrshire Councils as well as Ayrshire College. It was a success with over 150 attendees, two North Ayrshire Ambassadors hosted the event to tie in with the theme of Year of The Young People.

The conference brought together our education colleagues in schools & college, SDS staff, employers and speakers. These included Jamie Hepburn MSP, Minister for Employability and Training; Elma Murray OBE - CEO, North Ayrshire Council and Douglas Hutchison - Director of People & Depute Chief Executive, South Ayrshire Council.



DYW PROFILE

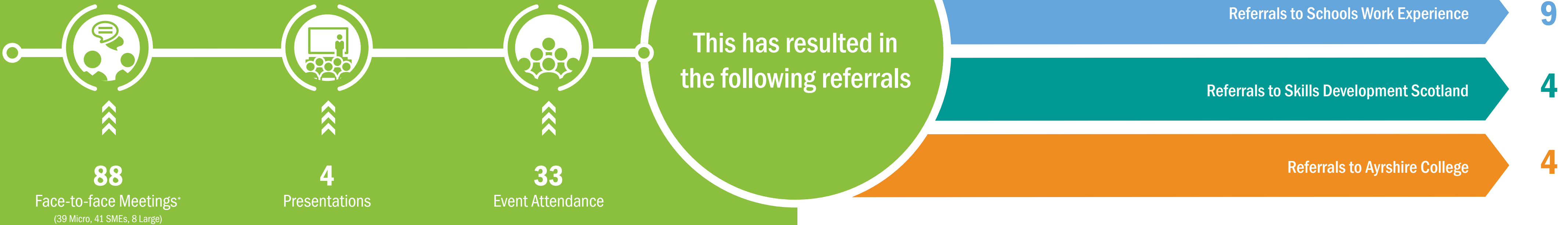
A series of workshops were delivered by Ayrshire College, Skills Development Scotland and business sectors focussed on best practice regarding Developing the Young Workforce. There was a number of young people invited along on the day to showcase the DYW Ayrshire funded projects and to share their stories. The day was rounded up by our Chair David Smith of Ashleigh Building.

A survey of the Conference was carried out with a 47% response rate. 96% of respondents rated the overall conference as excellent or good. Feedback also highlighted up to 30 businesses would be willing to support future DYW Ayrshire activities, while providing leads to six further businesses who may be willing to participate if approached.



ADDING VALUE

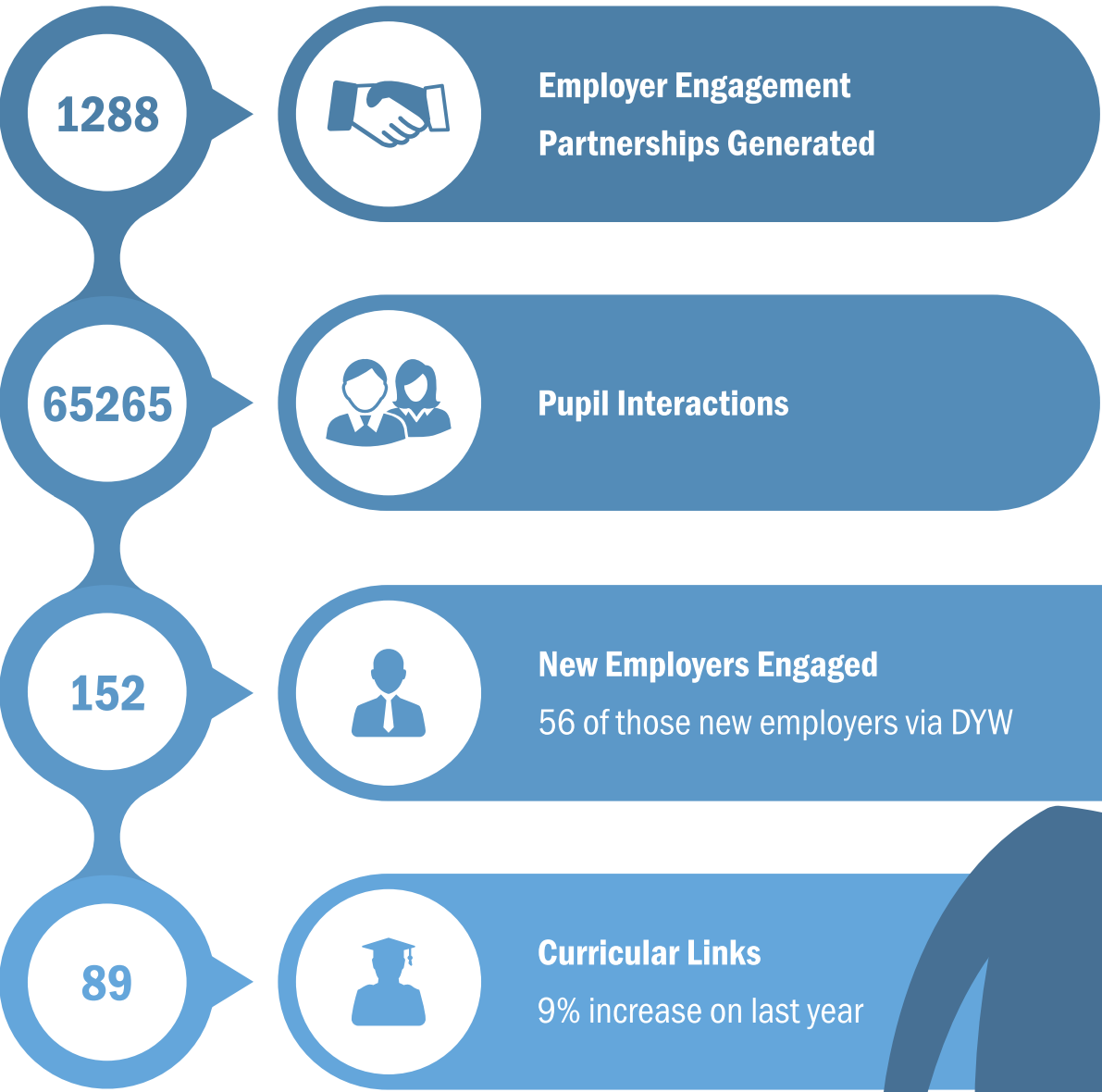
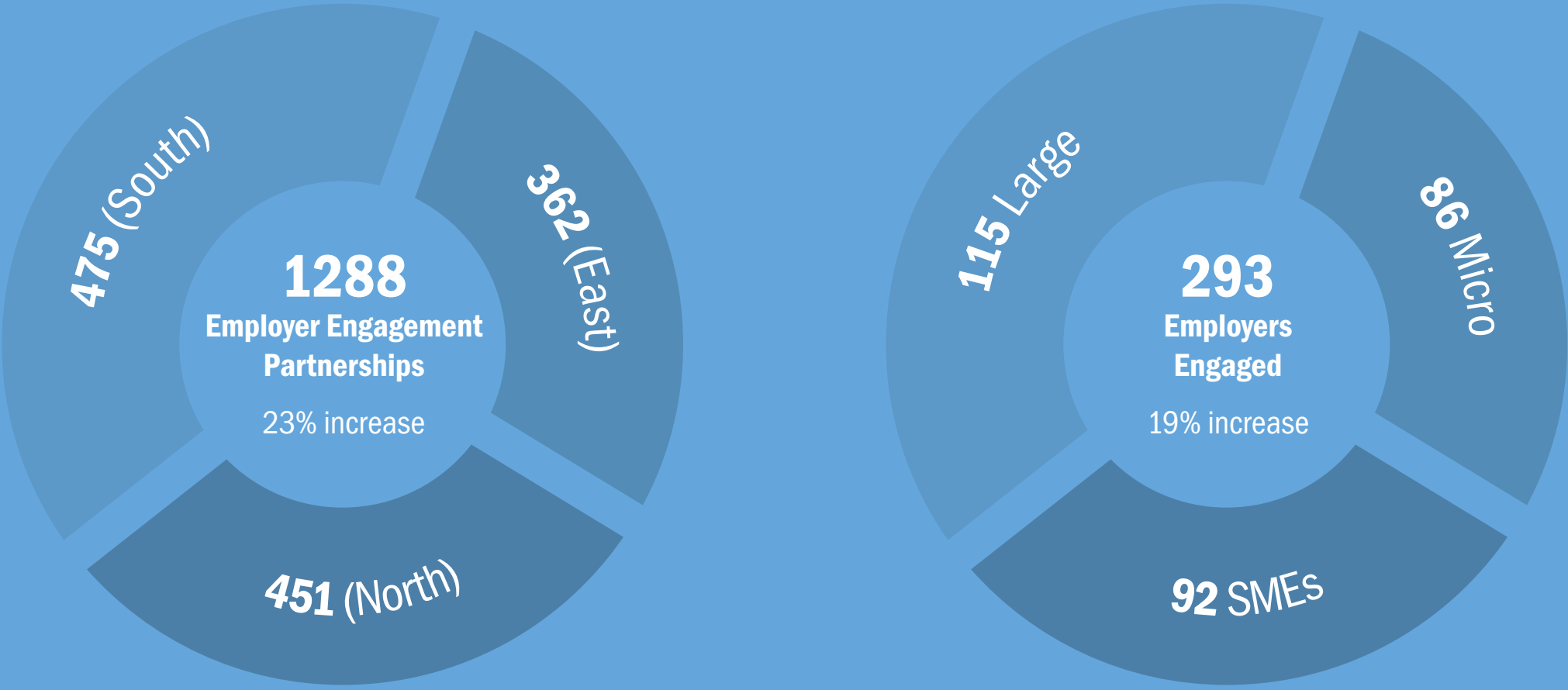
DYW Ayrshire’s main focus continues to be engaging more employers in education. During 2017-18 the following activity took place:



*Breakdown of employer size - Micro 1-10 employees; SMEs 11-250; Large 250+

CONNECTING WITH EMPLOYERS

During the 2017 - 18 academic session DYW Ayrshire have been involved in creating:



WORK PLACEMENTS

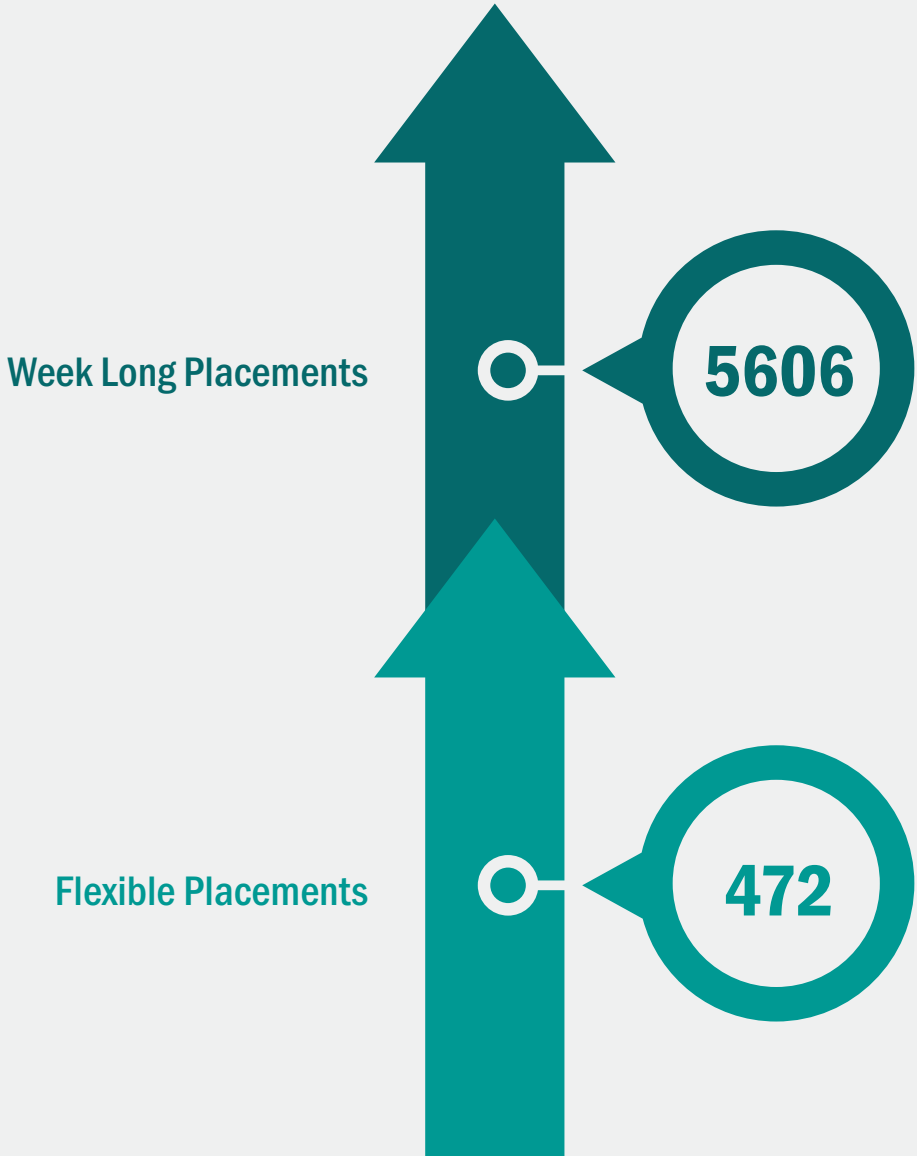
Work placements are a key part of DYW Ayrshire activity and we continue to ensure that expectations on what work placements should deliver are met.

We recognise that work placements should be relevant, challenging, enjoyable and an appropriate learning experience.

A placement should help a young person to make informed decisions about their future careers. Therefore we offer a variety of models that allows schools to select which one suits their students best ensuring a more individualised approach.



In the Academic session 2017-18 placements made available:



INNOVATIVE PROJECTS

DYW Ayrshire have continued to fund, in partnership with The Princes Trust and Ayrshire College, 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 young people who are currently disengaged or at risk of disengaging.

The projects are for senior phase pupils and can include one double period of vocational training plus one double period of personal development. There is also the opportunity to deliver standalone options such as Volunteering Awards, ASDAN units, Customer Service, Princes Trust Achieve units.

900 young people have been supported since the inception of the innovative projects. 554 accreditations have been awarded this academic session, a full breakdown of these awards can be found in the Annex.

The Regional Group have been tasked with aligning future projects with Labour Market demand and are piloting projects in Early Years and Sewing. The intention is to roll these out across Ayrshire once a delivery model is tested.

We are committed to equality of opportunity when recruiting young people on to the projects and all projects do have a mix of gender represented.

DYW Ayrshire has reached a milestone of funding 50 projects since its formation:

- ★ 14 Nail Bars
- ★ 8 Bike Repair
- ★ 13 Baristas
- ★ 8 Rural Skills
- ★ 1 Contact Centre
- ★ 1 Upcycling
- ★ 1 Music Tech
- ★ 1 Cyber Security
- ★ 1 Milk Shake
- ★ 1 Construction Skills
- ★ 1 Child Care



BRANDING PROJECTS

The DYW/PT innovative school project programme includes several key features which assist in the development of certain key skills for the participants.

Branding

The first of these is the branding sessions offered to each project funded. These take place shortly after the funding is awarded and have a key objective of developing a project name and logo to be used to give the projects both an identity and a brand. These then feature on the following

- ★ Workwear such as nail tunics, barista aprons and personal protective equipment
- ★ Signage to identify the facilities used for the projects in the schools such as nail bars, baristas, bike repair storage, upcycling, rural skills and so on. These incorporate the funder's logos
- ★ Marketing materials such as banners, posters etc.

These sessions take place at Largs Printing Company under the guidance of graphics designer Scott McGregor who assists a group of pupils from each of the participating projects to develop their logo and brand identity.

This initiative is open to all participating Ayrshire schools and has been in place for two years. The key outcomes for the participating pupils is a sense of both ownership and pride in what they have created as well as the pride they demonstrate when they wear the workwear.

In addition, the project names have become widely known inside the schools as well as externally.



“Scott really encouraged us to think and make decisions for ourselves. The way in which he went through the process allowed us to be completely in control of our design and we left feeling that we had full ownership of the design process.”

Lucy, Brooke & Jamie-Leigh of Polished, Irvine Royal Academy

THE 6 C'S

Project Launches

The second of these special features is the project launch. Each project funded is required to have a project launch after the project has been funded and implemented.

The launch typically takes place at an appropriate time early in the project implementation phase and allows the pupils to demonstrate newly gained skills to an audience including local politicians, educationalists, supporters, funders and parents.

As well as the vocational skills such as nail art, cyber security, bike repair, furniture upcycling and barista skills being demonstrated evidence is being seen of the development of the core skills required by employers. The pupils are showing confidence in making presentations and displaying and talking about their technical skills. They meet and greet, interact and engage with the launch attendees.

For example, at the nail bar launches the young people are talking to the attendees whilst carrying out nail treatments. These are young people who before the start of the project wouldn't look you in the eye or carry on any form of verbal communication.

They take great pride and pleasure in organising the launches with their teachers support. And this is very apparent to the attendees.

The 6 C's

The DYW Ayrshire innovative school projects supported and funded in collaboration with the Prince's Trust Scotland and Ayrshire College are addressing the issue of low confidence by assisting with the development of a set of core (softs) skills known as the 6C's:

- ★ **Confidence**
- ★ **Communication**
- ★ **Commitment**
- ★ **Customer Care**
- ★ **Customer Service**
- ★ **Courtesy**

These are being developed in conjunction with the competence being developed in a range of vocational skills such as nail arts, barista and hospitality, cyber security, rural and horticultural, child care, bike repair, music technology, event planning, furniture upcycling.

"I used to be quite shy but the DYW event showed me I was able to speak to others and I am now a lot more confident when talking in front of groups and doing presentations."

Pupil from Garnock Rural Outdoor World Project

"Ellie has found a great deal of confidence during her time in Lovilicious. She has played an active role in the running and organization of the group. No task was ever too big or too small for her to take on. She worked very hard and demonstrated maturity and professionalism at all times."

Mrs G Hill - Founder and Teacher of Lovilicious

"Personal skills that I have developed are communication skills and teamwork, through talking to others in a group and coming up with ideas and listening to other opinions and working together."

Beth, Upcycling Project, Greenwood Academy

"I also gained valuable experience from working on the school's barista cart. Serving customers, making coffees and handling money has allowed me to develop my confidence that has enabled me to secure a part time job in a local café."

Lucy, Higher Ground Barista, Auchenhavie Academy



Increased confidence is being demonstrated by the young people participating in a number of ways

- ★ Speaking at the launches of their projects in front of invited guests
- ★ Taking part in TV programmes such as BBC's Ill Gotten Gains by members of the Lovilicious nail bar team from Greenwood Academy
- ★ Speaking at events including the DYW Ayrshire Conference and the Prince's Trust Cash Back Celebration to audiences including Scottish Government ministers
- ★ Engaging in the branding sessions at Largs Printing Company
- ★ Entering competitions and gaining awards



Improved communications is likewise being demonstrated by their ability to interact and engage with audiences at launches including politicians, educationalists, business people, funders, delivery partners and parents when displaying their projects and vocational skills. Previously they had difficulties in making eye contact and speaking to adults.

- ★ Holding nail days at care homes
- ★ Demonstrating cyber security to primary school pupils
- ★ Conducting bike repair workshops at primary schools
- ★ Displaying and serving their products at large events



Improved attendance is one of the ways increased commitment has been shown as well as attending events with early start times and late finishing times. As well as improved behaviour and engagement at schools. Achieving positive outcomes in vocational skills.

- ★ Demonstrating high levels of customer service and customer care at a whole range of events
- ★ Serving a wide range of coffees and other refreshments from baristas at school events such as parent nights as well as the events mentioned previously
- ★ Providing a range of nail services at launches and conferences
- ★ Wearing their various types of workwear with pride and cleanliness

Finally showing immaculate courtesy and behaviour at both internal and external events.

CYBER CENTURIONS - KYLE ACADEMY

The Cyber Centurions project was created to address the increasing problems the school was facing with ongoing issues around social media.

The Internet safety lesson that pupils undertook in first and second year alone did not solve the issue. The computing department decided to create a peer mentoring project that would see all S4 pupils undertake the role as peer mentors and create and deliver their own internet safety lessons to the Kyle Academy feeder primary schools. This approach would get the Kyle S4 pupils to evaluate how they use social media and gain a better understanding of the risk they take on a daily basis. This would then give the Cyber Centurions confidence to discuss dangers with their friends creating a Kyle Academy safer virtual community.

Pupils have reflected on the skills they have gained through the Cyber Centurion project:

“I now understand how cyber security affects all jobs. I want to be an agricultural engineer and now realise that as all tractors can now drive them self-using GPS they could possibly be hacked “
James Marr

“ I did not think the posts and images I put onto social media could stop me getting a job. Now I realise that this is the case.”
Connor McCallum



During the course of the year pupils will undertake peer mentoring training from Police Scotland to give the Cyber Centurions the skill to enable them to engage in discussions with others.

The Cyber Centurions will also complete the SQA national progression award over the course of the year. The combination of the software skills learned, and the knowledge gained will make the Cyber Centurions more employable as they prepare to leave school and enter the world of work.

Due to the success of the first Cyber Centurions in the first year the Computing Department have created a Cyber Security progression pathway (see attached document). The next step in this progression pathway is for the Cyber Centurions to engage with start-up business to make the start-ups more cyber aware.

Cyber Centurions Facts

Internet Safety workshops conducted on Social Media Profiles, Images and On Line Gaming

- ★ 120 pupils at Ayr Grammar Primary
- ★ 60 pupils at Forehill Primary
- ★ Of 10 initial Cyber Centurions 8 will continue to 2018-19 year
- ★ 3 have achieved N5 Cyber Security and will progress to N6
- ★ 5 have achieved N4 Cyber Security and will progress to N5
- ★ 6 new Cyber Centurions will start in 2018-19 taking N4,5 or 6

Units achieved

- ★ Ethical Hacking
- ★ Digital Forensics
- ★ Data Security

Engagement with

- ★ Police Scotland
- ★ Scottish Business Resilience Centre – Cyber Essentials

COMPUTING PATHWAYS - KYLE ACADEMY



GARNOCK ACADEMY - GROW PROJECT

The GROW garden project was launched in April.

Its aim to establish a Horticultural and Rural Skills project area at Garnock Community Campus providing the opportunity to improve pupils knowledge and skills in horticulture and rural management.

It was promoted through the ‘Gardening Scotland 2018 Event’. The pupils entered the Royal Horticultural Society Pop-up Garden completion. They designed their own pallet garden and were successful with their design to progress to the final stage where they had to create the pallet garden from scratch at the Ingliston show. The pupils created a very impressive wild garden landscape and secured silver award for their efforts.

The Grow project has increased the visual presence of the Rural Skills classes and as a result more pupils have now joined the senior phase class, studying towards SQA qualifications. There have also been more pupils in the Broad General Education selecting the subject as part of their personalisation and choice.

The added visual presence around the garden has also encouraged primary staff to take pupils out and work in the garden on various smaller projects. Due to the success of the GROW project we have now expanded the availability of qualifications on offer within the Rural skills class to offer progression to National 5 level for pupils who are interested and capable.

The Plastic Garden shed which will be a central feature will allow pupils the added benefit of extra storage space in close proximity to their working areas. This not only should help to keep the tools and materials in a better working order but also increase productivity during the Rural Skills classes.

Throughout the GROW Project pupils have gained valuable experience in team working and public speaking. Their knowledge of the subject of gardening has grown immensely as well as their confidence when speaking to members of the public at various events.

Feedback

“I really enjoyed taking part in the competition and getting to see behind the scenes of one of Scotland’s largest gardening shows.”
(Pupil on Rural skills Course)

“The ability to be able to offer progression for pupils in rural skills is great to see and with the support of the GROW project more pupils will be able to achieve more qualifications.”
(Teacher)

“I really enjoyed helping to create the Logo. It was great to see my ideas coming out on the computer.”
(Pupil on Rural skills Course)

“I used to be quite shy but the DWY event showed me I was able to speak to others and I am now a lot more confident when talking in front of groups and doing presentations.”
(Pupil on Rural skills Course)



BROTHERSWOOD UPCYCLING - GREENWOOD ACADEMY

Brotherswood Furniture Upcycling is running, for a third successive session, within the Technical Department as a sustainable option in the Senior Phase at Greenwood Academy.

We are supported by our local partners, Cunninghame Furniture Recycling Company, who donate then display and retail furniture upcycled by pupils in their Irvine showroom. Last session proceeds of an auction of upcycled furniture held at their premises raised £175. This year we hope to build on this success with a repeat event in June.

Pupils have also have produced items to sell at the school Christmas Fair as well as bagging and selling kindling sourced from scrap material in the Technical Department. All these activities lend well to supporting pupils attainment and personal development, they build on the Four Capacities, provide opportunities for enterprise and creativity and help move the school towards addressing the DYW agenda. They are given the opportunity to gain SQA Units in at levels 4 to 6 in Self Awareness and Practical Abilities providing for a broad spectrum of certification and experience available within the Senior Phase.

Initially supported in the first year with DYW & Prince's Trust funding the numbers of classes grew from one in the first year to two in subsequent years. Recent generous funding from both DYW and The Prince's Trust has provided for consumable resources, protective equipment, branding and advertising and an outdoor storage facility. Given the pupils accounts of their experiences to date I feel this has been a worthwhile investment.

Throughout the GROW Project pupils have gained valuable experience in team working and public speaking. Their knowledge of the subject of gardening has grown immensely as well as their confidence when speaking to members of the public at various events.

Reflection

When I was choosing my choices for 5th year we were asked to choose an extracurricular activity. When asked to do this I was immediately intrigued by the subject of upcycling. Within the subject I picked up many skills from team building to gaining confidence that I never had.

I have gained the ability to speak more proudly about the things I enjoy in an interview setting & have also increased my skills in designing products.

The upcycling course shines as it set you up for life by giving you skills in painting and maintaining furniture, it also allows you to achieve a qualification whilst having fun and really not feeling as though you are working.

Josh

Reflection

Throughout the Upcycling course I completed numerous practical tasks including upcycling spice racks for the Christmas Fayre, a small coffee table and a larger garden table. I also achieved two Personal Development Units at Level 5 by completing a Practical Abilities and Self-Awareness Unit.

During the Upcycling course I have developed many skills both practical and personal. Practically I have learned how to sand, mask, neatly paint, wax and polish my model correctly.

Personal skills that I have developed are communication skills and teamwork. I have also built up my confidence as I have presented a power point presentation to the class and spoke to visitors to the school about upcycling.

Beth



SHAKERS - ST JOSEPH'S ACADEMY

A class of pupils in St Joseph's Academy were struggling to pick an appropriate subject in one particular column.

The idea of running a small business of their choosing was proposed having been made aware of similar Princes Trust/DYW Ayrshire projects in other East Ayrshire schools.

The class agreed and decided they would like to run a milkshake bar. From the beginning, the class made all the decisions, including the logo, tag line, colour scheme, menu recipe, costings.

They very much took ownership of the project and ran it very professionally. It was apparent that the nature of project meant the class came together as a group more so than most other classes. They recognised each other strengths and used them well within the different roles involved in the business. There was also an excellent work ethic and motivation within the group and a genuine care for what they were part of.

The class gained skill they otherwise would not have been able to develop if they were in a 'regular' Senior Phase certificated class. The level of collaboration between them was advanced. The confidence they developed was obvious as they experienced situations outside of school where they had to communicate with external agencies and present to various customers.

They developed an awareness of how to run a business, becoming very aware of costings, target market, gross and net profit and they were able to refine their business week to week to maximise profits.

The milkshakes became a popular and regular part of school and pupils would queue up on the days Shakers was open. The Shakers were well prepared and had a target number of units to sell that day and developed various strategies to do it:

- ★ Selling from their own permanent kiosk
- ★ Two people selling from a tray around the dinner hall
- ★ Taking pre orders from teaches and delivering them to staff bases
- ★ Refining the menu to offer more of what was most popular from the data they kept

All of these decisions and actions were made by the class.

This year, Shakers was offered as an option and 15 pupils have opted into it. They have already started to take the business forward and are busy tweaking the recipe and reviewing the costings.

They have already carried out market research, putting an online survey out to all pupils in the school with 17 possible flavours to rate 1-5, the most popular will form their menu. Also, a mobile unit has been ordered with a portable fridge, as they want to attend events both in the school and outside the school.

This is an excellent project and gives pupils vocational skills, career management skills as well as valuable experiences which enhance their life skills. 8 of the Shakers obtained the REHIS Food Hygiene Certificate

"At the beginning, I was apprehensive about the milkshake bar. I was already so bust with other classes at the time and I thought that this would going to more stressful. Once we began making milkshakes and selling them, I got the chance to interact with students and teachers round the school. Communicating with everyone and working as a team really boosted my confidence and I felt I was learning more.

It was a rare opportunity to get an experience like this in school and I am thankful that DYW and the Prince's Trust decided to help us. I learned skills like collaboration, communication and I got to experience a working environment. The milkshake bar actually took a lot of stress off schoolwork as it was nice to have a break from classes and do something I enjoyed.

I can't wait to see what the next class do with Shakers. I want them to enjoy it as much as I did and show us their version. Hopefully it's a good experience for them and they learn the same skills as I did."

Ashton (Designer of the Shakers logo and tag line 'Do yourself a Flavour')



MEDIA STUDIES - CARRICK ACADEMY

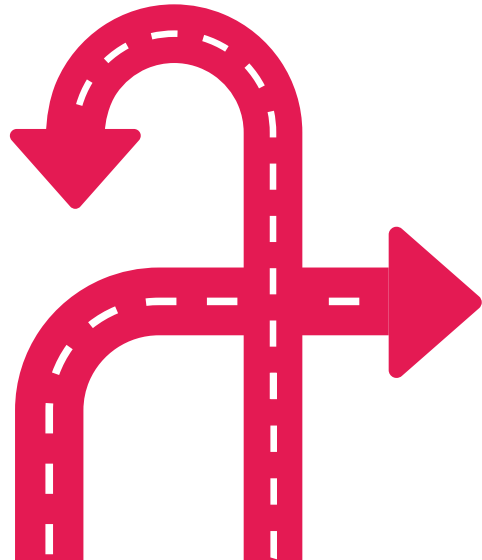
Alex Mattinson, an English teacher at Carrick Academy in Maybole, ran a media studies class for National 4 & 5 and Higher pupils in the school this year, and part of their course was to look at the role of, and ethics in, the media. As none of the teachers were experts in this field, Alex approached DYW Ayrshire for assistance.

After an initial meeting, we identified several areas we felt DYW Ayrshire could help with by inviting in industry professionals to speak to the pupils and help deliver the curriculum. The first of these was a former newspaper journalist and current PR Consultant Marjorie Calder, who stated:

“My CV presses buttons with titles such as “Tabloid journalist” but it’s a genuine privilege, set up by DYW Ayrshire, to be able to talk to young people about what the working world of the media is really like, and what they need to do if they want to enter it.

Since I was until recently in charge of graduate recruitment for Scotland’s largest PR agency, I hope I was able to realistically convey some of the life skills and experience that are just as important as qualifications. I was able to sit among the class, tell them a bit about what comms careers entail, then take questions from the pupils. These were both lively and constructive and I believe the exercise was a valuable use of time; mine and theirs.”

Along with Marjorie, input was also given by Daniel Knox, Managing Director of advertising agency Advertising Works Scotland, and local author Lyn Donoghue, who took the pupils through the journey of getting her first publishing deal. Overall the project was a huge success, with Marjorie hitting the nail on the head or as the teachers put it, “There’s no substitute for hearing about a job from those who do it.”



LEADERSHIP - CARRICK ACADEMY

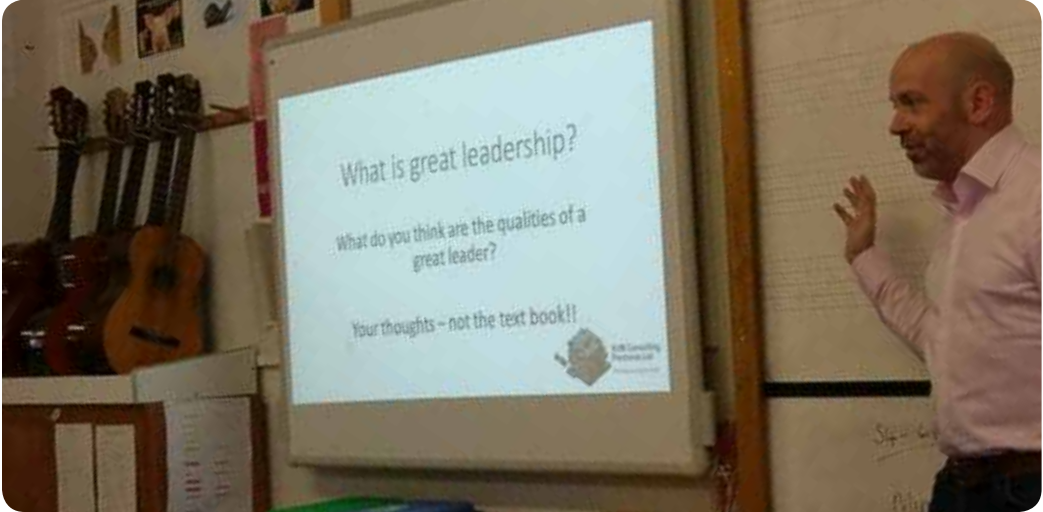
Leadership: what is it, and how can we become good leaders? These questions were at the centre of the leadership course undertaken by six S6 pupils at Carrick Academy this year.

DYW Ayrshire were approached to source leaders from local businesses and organisations to discuss their role and leadership style, as well as what they believe makes a good leader. David Smith, DYW Chair and Managing Director of Ashleigh Building, took time to discuss the importance of his team, the Principal of Ayrshire College, Heather Dunk, spoke about her journey and how her experiences shaped her into a successful leader, as well as how a good leader takes responsibility when things go wrong and passes on praise when they succeed.

Business Consultant Robert Winfield talked about the leaders that inspired him, and thoroughly engaged the pupils in talking about what they thought made a great leader.

Heather Burrell, the teacher in charge of the leadership course said:

“Listening to inspiring and motivational guest speakers telling their story of how they got to where they are today, our pupils fostered and adopted their own individual leadership style as well as building up confidence and self-esteem to take the lead.”



CONSTRUCTION PARTNERSHIP - BELMONT ACADEMY

Ashleigh Building has recently completed their third construction partnership project with Belmont Academy and Ayrshire College.

The project is aimed at S3 pupils, and lasts a total of six weeks. The six week programme consists of nine lessons teaching the pupils about the various careers in construction. The students at Belmont Academy were asked to send in a CV to apply for the project, with a variety being selected for interview, leading to the final 12 students chosen to participate. This year the project was based on the Belleisle Community Hub. The pupils were asked to develop a Holiday Park within the Belleisle grounds, where they needed to produce a layout design, cost plan and programme of works. The pupils also attended three trade lessons at Ayrshire College covering Joinery, Bricklaying and Painting and Decorating. The project closed with each of the three groups presenting their ideas, in front of a judging panel.

The winning group 'Eiffel Tower' were presented with the "Construction Partnership Trophy" along with vouchers to Air Space, Glasgow. Each of the participants involved in the project will also obtain their Dynamic Youth Award.

Ashleigh Building developed this project in the hope that they encourage young people into the construction industry. This year they have seen that investment go full circle as Grant Anderson, a pupil involved in the 2017 project, was recently successful in obtaining a Joinery Apprenticeship with Ashleigh Building. Grant was a standout pupil in the project last year, and showed a great interest in the trade part of the project. They are delighted that he is joining their team and we wish him luck throughout his apprenticeship.



ACCOUNTANT IN BANKRUPTCY

Developing the Young Workforce at Accountant in Bankruptcy – one year on.

The innovative Developing the Young Workforce programme is proving a win-win for a second year for ambitious youngsters seeking work experience and one of Kilwinning's biggest employers.

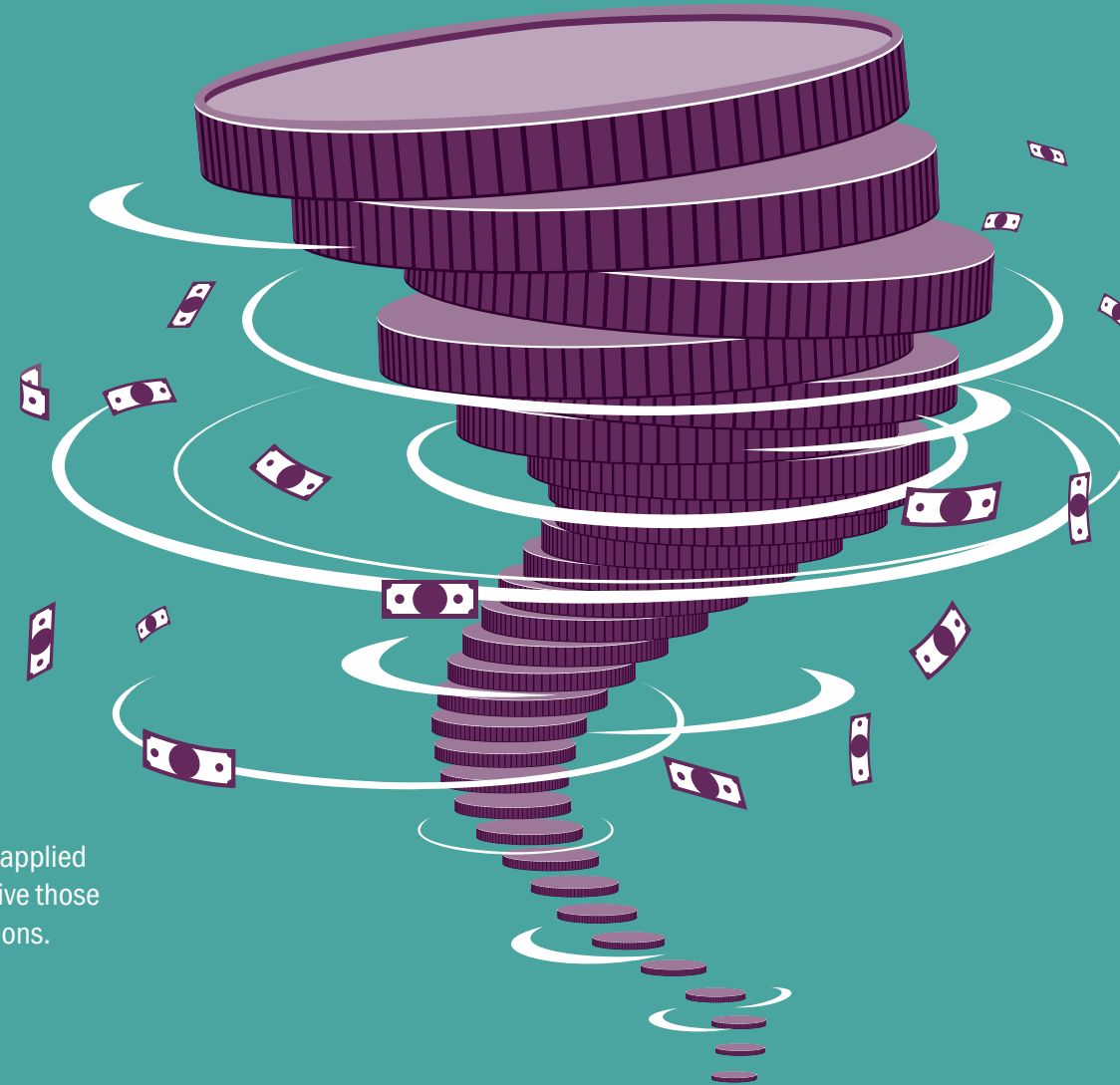
As an Executive Agency of the Scottish Government, Accountant in Bankruptcy (AiB) has been based in Kilwinning since 2006 and is responsible for administering the process of personal bankruptcy and recording corporate insolvencies in Scotland.

AiB turned to the Developing the Young Workforce programme last year to solve an annual resourcing problem facing the Agency every summer – and the move proved such a success, it is set to bring in a second wave of young people again in 2018.

The recruitment process for sourcing those interested in joining AiB under the initiative commenced before Christmas when the Agency approached schools in the local area. Applications were invited and AiB was again impressed by the quality of submissions from young people eager to take part.

Those pupils selected for interview performed very well, particularly as most had not applied for a job before. Feedback was provided at each stage of the recruitment process to give those who signalled their interest in the programme useful advice in any future job applications.

Six pupils have been selected and AiB looks forward to welcoming these new starts to the office later in June for a full induction and training programme.



CLUSTER CAREER EVENT

Doon Academy have a strong focus on the DYW agenda within their school, ensuring their pupils have the opportunity to experience a careers event in every school year.

The school were keen to expand on this and this year invited P7 pupils from the cluster primary schools to their S1 event to support transition to secondary school. It was a great opportunity for the young people to start thinking about the world of work and skills needed for the future.



Steven Kelly, Principal Teacher Pupil Support and DYW Coordinator at Doon Academy commented:

"We invest a lot of time, effort and commitment in preparing our pupils for the world of work. This process begins before the pupils arrive to us from primary school.

Over the years we have forged fantastic links with many employers and training providers which has benefitted the pupils we serve in terms of developing their employability skills and confidence in career planning and research.

Our most recent careers clinics are again just a few examples of how we aim to develop our young workforce. We appreciate the pivotal role that DYW Ayrshire plays in this area."

CREATE YOUR CAREER EVENT

DYW Ayrshire have been visiting subject network meetings across Ayrshire and whilst meeting with Art & Design Principal Teachers in South Ayrshire, the idea of an event targeted at pupils interested in the creative industries came into fruition.

A 'Create Your Career Event' was designed for S2 and S3 pupils who are considering taking creative subjects as they progress through school. Ayrshire College hosted an event for 150 pupils attending from 7 different schools. The aim was to give pupils a clear idea of what studying Art & Design is like in a further education environment, as well as give them an opportunity to speak with local professionals who run creative businesses.

Pupils pre-selected a workshop to attend from a choice of 8 ranging from fashion to photography to sound production and technical theatre. Workshops were all delivered by Ayrshire College lecturers in their fantastic facilities and allowed students to explore college life.

DYW Ayrshire organised for the young people in attendance to also have the opportunity to network in the marketplace with 13 representatives from business, further and higher education. Model-makers, jewellers, architects, and magazine editors amongst others helped to inspire the young people to take up creative subjects, safe in the knowledge that there can be a productive career at the end of their studies.



LEARN 4 WORK

Learn 4 Work is now in its third year of delivery, it is an innovative project that sees pupils come off-timetable for three days and work within a challenge group to produce a solution to a real life business challenge. It allows young people transitioning into their 4th year an experience of the world of work whilst in a school setting.

DYW Ayrshire recruits local businesses to support the delivery of this project, each challenge group receives the brief from their business partner on the morning of day 1 and then they are presented with their solution on the afternoon of day 3.

A variety of businesses are involved in delivery from local young entrepreneurs, small businesses to large multinational companies. However the experience gained by all the young people is similar allowing them to develop their teamwork, presentation, organisational and leadership skills.

Challenge groups may carry out workplace visit as part of the project to understand the brief in greater detail. Examples of visits include, Ayrshire Leader and Yipworld they welcomed pupils on the first day where they received support from employees to brainstorm some initial ideas. John Dawson Butchers Team took a trip to Muirkirk to see how link sausages are produced. This was helpful for their challenge of designing the business's first speciality link sausage in time for the BBQ season.

Meanwhile, Doon Academy pupils visited some of the empty properties which Shire Housing currently have in Bellsbank and had some fantastic thoughts on how to encourage more people to stay in the area.

Morrison Construction were involved in all projects and ran their challenge as a competition between the schools to create a new health & safety mascot. The mascot will be used in Primary schools to encourage safe behaviour around construction sites, and replaces Safety Sam who was retired after the new Largs Academy was completed.

Sarah Baird, Ayrshire Leader Programme Coordinator commented, *"It was absolutely brilliant, I was very impressed by all the young people's active participation, teamwork, enthusiasm and delivery. This is a great opportunity for young people to get real world experience and I certainly took a lot from the experience myself."*

Sharon Lobban, Director of Avesta Scotland Ltd noted, *"I think it was a great opportunity to let the participants see the issues they can face in the working world and how easy these can be solved, and let us see it from another generations perspective."*

Janice Hendry, CEO of Yipworld added, *"The pupils loved the experience and the end product, vision for our new initiative is fantastic. Some pupils have decided that they will use the experience as a career prospect, for example interior design, art and project management etc. What a great experience."*



Thanks to all our 2018 Learn 4 Work partners



ARDAGH GLASS VISIT

Pupils studying National 5 Business Management at St Matthew's Academy visited Ardagh Glass in Irvine.

The visit provided the young people with a greater understanding of manufacturing and production lines within the topic of operations. Faculty Head of ICT, Tracy Allen contacted DYW Ayrshire explaining she was looking for her class to visit a local business to strengthen their understanding of this subject area. Operations Manager at Ardagh Glass, Allen Paterson was happy to accommodate the workplace visit which acted as excellent exam revision for students.

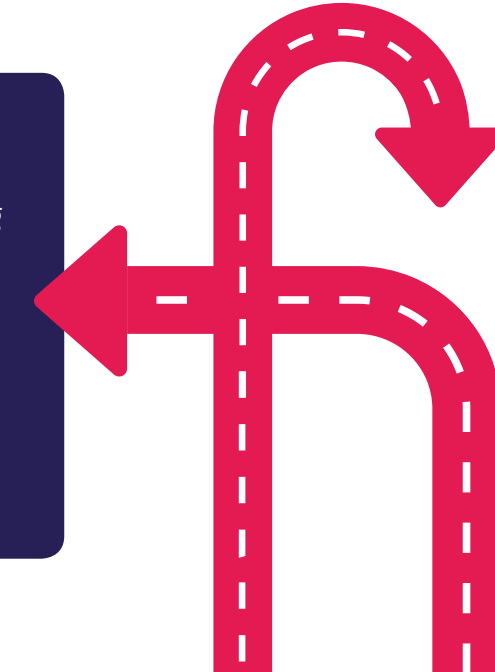


Tracy Allen said,

"A huge thank you to Allen and Steven at Ardagh Glass who put a real life experience in place to support the teaching of the operations unit for national 5 business management pupils. Pupils were able to experience flow production first hand and were well looked after."

Pupils commented:

"The glass factory was fascinating and very useful for information about the business. It was a very interesting day out and being able to be part of the glass making process was amazing. I really enjoyed my day here with the welcoming members of staff."



EMPLOYABILITY CLASS ON WORKPLACE VISITS

S5 and S6 Employability and Enterprise class at St Joseph’s Academy were looking to visit a series of local workplaces over a month and looked to DYW Ayrshire to help facilitate this.

Many of the class were unsure of the path they were looking to pursue after school and staff hoped these workplaces visits could help build confidence among the young people whilst allowing them to consider employment opportunities in the local area.

The class firstly visited the local Tesco where they were given a tour of the store and met employees from various departments who provided an insight into careers in retail. The young people were also shown some videos to gain a deeper insight into the business and their company values.

Next the class visited Ayrshire College in Kilmarnock where they received a balanced learning experience of both the courses on offer at the new campus and also the careers available within the College itself. They were treated to some hospitality training, an insight into hairdressing and got to trial the new virtual reality technology.

In week 3 the group received a taste of the Sport and Leisure industry with a visit to The Galleon Centre where they were shown around the premises and told about career opportunities in the sector.

Lastly The British Army visited the school on the last week to deliver a team building exercise and army in education careers presentation.

Jaclyn Smith, Principal Teacher of Technical IDL & Enterprise added:

“Thanks for organising these workplace visits, they have been really useful and the pupils have enjoyed them.”



SCILT LANGUAGE EVENT

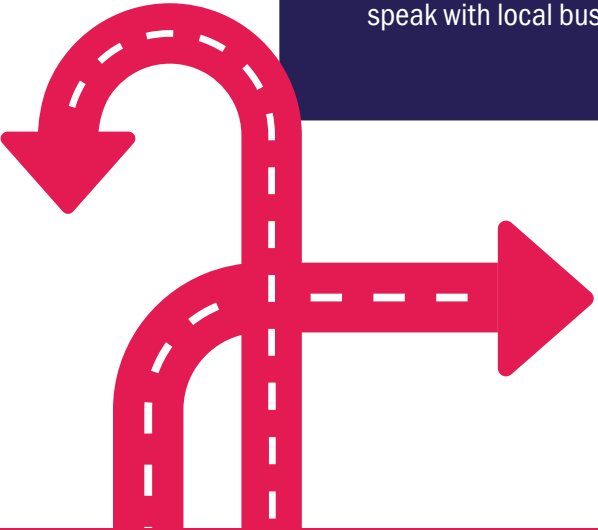
During the 2017-2018 school year, DYW Ayrshire in partnership with SCILT (Scotland’s National Centre for Languages) have ran a series of ‘Broaden your Horizons with Languages’ events. 3 seminars were held, each targeted at a different local authority in Ayrshire, resulting in 23 schools in total attending over the last 12 months.

The seminars have allowed S3-S6 pupils with an interest in foreign languages to attend to hear from a variety of professionals who utilise language skills in a work context.

Young people attending have first had the opportunity to network within the marketplace with organisations such as Articulate Language Camps, Kids Lingo, Project Trust, SCILT, IBM, Scottish Food & Drink Federation and UWS Language Ambassadors.

Pupils have then heard from a series of presenters who have shared their personal journey with foreign languages. Presentations have included representatives from Radio Lingua, Bank ABC, National Trust for Scotland and EasyJet.

The events have been so successful that dates for another 3 seminars have already been arranged for the next school calendar year.



One Teacher who attended commented:

“An excellent opportunity for both pupils and staff. A real-life look at why languages are so important in our world and showed pupils the importance of broadening their horizons.”

Dr. Meryl James & Janette Kelso, Professional Development Officers at SCILT noted:

“We were delighted to partner with DYW Ayrshire to provide 3 mini business events to promote language learning to Ayrshire secondary schools. It was a great opportunity for pupils to speak with local businesses and ask a variety of questions.”



EVALUATION OF ACTIVITY

Over the past 12 months DYW Ayrshire have been working hard to make sure all activities we run are measured and evaluated, and feedback is gathered from participants at events, roadshows and conferences.

We've been doing this in conjunction with Listen Up, a local research business that works with organisations to help them gather feedback on their people, products and services, and have developed a strategy to ensure feedback from stakeholders at is at the heart of everything we do.

So far over the 12 months we've gathered some great feedback, and we're delighted to see the high levels of engagement people have with what we do. Some of the things we've gathered feedback on include:

- ★ A survey which is completed after businesses visit a school or college, which being completed immediately after each visit takes place. 89% of businesses rated their visits as good or excellent, while 98% of businesses felt their participation was recognised and valued. Some of the comments given include:

"A friendly and welcoming school where the pupils were strongly involved in the running of the day e.g. showing us to classes, prepared questions/note taking, thank you cards."

"The school were well prepared for the event which was the first time they had participated as I understand it. The pupils were engaged and interested. They seemed to enjoy the event. The visit was very worthwhile and I would participate again."

- ★ Our annual survey for 2018, where over 100 participants provided their overall feedback on working with DYW Ayrshire over the year. 88% of survey respondents were satisfied, or very satisfied, with being part of the DYW Program, while 90% intend to continue their involvement over the coming year. Some of the comments provided include:

"I am encouraged that there are groups of people with the expertise to help me along my DYW journey and that I will be able to provide activities to develop and provide progression with the young people I see. I have read and seen some wonderful examples of DYW and look forward to planning for and providing such activities involving my community with any age group. Thank you."



Evaluation of Activity

FUTURE PLANNING

In the year 2018 – 2019 DYW Ayrshire will continue to concentrate on increasing engagement between employers and education.

We will continue to monitor and evaluate the quality of that engagement to ensure positive outcomes.

We have adopted Marketplace and will continue to promote this along with Founders 4 Schools as a digital option that employers can engage through.

DYW Ayrshire will continue to promote the Apprenticeship family to employers. In partnership with Ayrshire College and Skills Development Scotland we are planning a joint marketing campaign to promote, in particular, Foundation Apprenticeships. We will also work together to identify the frameworks that are being delivered are relevant to our employer base.

With the publication of the Scottish Government's national STEM strategy, we will work in partnership with Ayrshire College to support the development of a regional, college-led STEM Hub. The Hub is at the core of the national strategy and will support the vision where everyone is encouraged and supported to develop their STEM capability.

Our 2017 -2018 year end report highlights just some of the activity that is taking place in Ayrshire. Working with our partners is at the heart of everything we do and we will continue this in 2018 – 2019 to ensure the best outcomes for our young people.



Future Planning

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

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 - Director of Schools, Essential Skills and Widening Access - Ayrshire College

Iain Duff - Corporate Development Director – Barclays

Craig Stevenson – Managing Director – Braehead Foods

Lorraine Murray - Managing Director - Confida FM Ltd.

Lorna Gibson – Strategic Development Director – Costley and Costley

Alison Somerville - Managing Director - Dustacco

Linda McAulay-Griffiths - Head of Schools - East Ayrshire Council

Ian Burgoyne - Strategic Education Group Manager – East Ayrshire Council

Hisashi Kuboyama - Development Manager – FSB

Roddy Frew - Managing Director – James Frew Ltd

Wendy Pring - Managing Director - KCP Environmental

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

Laura Cook - Education Development Coordinator – North Ayrshire Council

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

Walter Smith - Ayrshire Chair - Princes Trust

Scott Sinclair – Change Agent – Revolution Partners

Aileen Rourke – Head of Resource and Work Planning – SP Energy Networks

Douglas Hutchison - Director of Educational Services - South Ayrshire Council

Jamie Wilson – Quality Improvement Officer – 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

Graeme McEwan – Chief Communications Officer – Standard Life

Carol Ramsay - Director of Human Resources - Trump Turnberry

David Christian – Programme Director – West Coast Accelerator

Janice Hendry - Chief Executive – Yipworld

Chloe Millar – Programme Manager / School Co-ordinator – Yipworld

Claire Baird - Project Executive - DYW Ayrshire

Gillian Longmuir - Employer Engagement Officer - DYW Ayrshire

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)

Valerie Russell - Chief Executive - Ayrshire Chamber

Carol Nisbet - Director of Schools, Essential Skills and Widening Access - Ayrshire College

Linda McAulay-Griffiths - Head of Schools - East Ayrshire Council

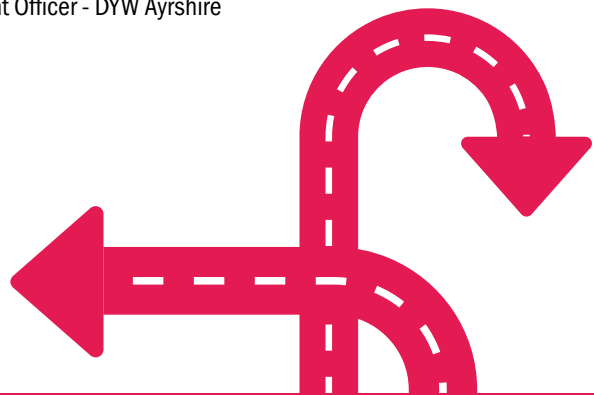
Walter Smith – Ayrshire Chair - Princes Trust

Scott Sinclair – Change Agent – Revolution Partners

Brian Connolly - Partnership Engagement Senior Executive - Scottish Enterprise

Claire Baird - Project Executive - DYW Ayrshire

Gillian 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’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

Ian Burgoyne – East Ayrshire Council

Laura Cook – North Ayrshire Council

Jamie Wilson – South Ayrshire Council

Douglas Hashagen – South Ayrshire Council

Helen Allison – Skills Development Scotland

Judith Thomas – Skills Development Scotland

ANNEX

Social Media Platform Stats



Website / Blog
www.dywayrshire.com
5585 sessions
4004 users
11406 pageviews



Facebook
www.facebook.com/DYWAYrshire
1949 followers
1900 likes



Twitter
www.twitter.com/DYWAYrshire
2415 followers
6184 tweets



LinkedIn
www.linkedin.com/in/dywayrshire
695 followers



Snapchat
www.snapchat.com/add/dywayrshire
31 followers



Instagram
www.instagram.com/dywayrshire
297 followers
163 posts



Google+
plus.google.com/+DYWAYrshire
3944 views



YouTube
www.youtube.com/channel/UCph1IJZgPHDfmKXejQstRvw
14,138 views

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
AUCHENHARVIE ACADEMY	BARISTA	2017/18	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	11
	BARISTA	2017/18	SQA CUSTOMER CARE LEVEL 4	4	8
	BARISTA	2017/18	SQA LEVEL 4 IT FOR ADMIN	4	9
	BARISTA	2017/18	SQA EMPLOYABILITY AWARD	3/4	7
	BARISTA	2017/18	EMERGENCY FIRST AID AT WORK	5	7
	BARISTA	2017/18	HEALTH & SAFETY AT WORK	5	3
AUCHENHARVIE ACADEMY	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	9
	NAIL BAR	2017/18	SQA LEVEL 4 PERSONAL DEVELOPMENT	4	9
AUCHINLECK ACADEMY	BIKE REPAIR	2017/18	COLLEGE CERTIFICATE		9
AYR ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	4
AYR ACADEMY	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	1
	NAIL BAR	2017/18	COSMETOLOGY WORK PLACE ENVIRONMENT		4
AYR ACADEMY	RURAL SKILLS	2017/18			
CARRICK ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	12
CARRICK ACADEMY	NAIL BAR	2017/18	CUSTOMER SERVICE		12
CARRICK ACADEMY	NAIL BAR	2017/18	CUSTOMER SERVICE		12
	NAIL BAR	2017/18	COSMETOLOGY PRODUCT AWARENESS		9

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
CUMNOCK ACADEMY	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	7
GIRVAN ACADEMY	BARISTA	2017/18			
GIRVAN ACADEMY	BIKE REPAIR	2017/18	IMI UNIT REPAIR BICYCLE PUNCTURE		6
GIRVAN ACADEMY	NAIL BAR	2017/18	NAIL ART FREEHAND	5	9
GIRVAN ACADEMY	RURAL SKILLS	2017/18	RURAL SKILLS NATIONAL 4	4	13
GREENWOOD ACADEMY	BARISTA	2018/19	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	2
GREENWOOD ACADEMY	BIKE REPAIR	2017/18	COLLEGE CERTIFICATE		8
GREENWOOD ACADEMY	MUSIC TECH	2017/18	HNC MUSIC TECH	7	4
	MUSIC TECH	2017/18	HIGHER MUSIC TECH	6	16
	MUSIC TECH	2017/18	N5 MUSIC TECH	5	22
	MUSIC TECH	2017/18	N4 MUSIC TECH	4	8
GREENWOOD ACADEMY	NAIL BAR	2017/18	NAIL ART FREEHAND	5	7
		2017/18	CREATIVE NAIL FINISHES TO HAND AND FOOT	4	12
		2017/18	MANICURE	5	7
		2017/18	HAIR, BEAUTY & MAKEUP PRESENTATION		6
		2017/18	UNIVERSITY OF STRATHCLYDE YES EXAM		6
GREENWOOD ACADEMY	UPCYCLING	2017/18	PERSONAL DEVELOPMENT SELF AWARENESS	5	21

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
	UPCYCLING	2017/18	PERSONAL DEVELOPMENT SELF AWARENESS	4	1
KYLE ACADEMY	BARISTA	2017/18	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	10
	BARISTA	2017/18	HOSPITALITY INTRODUCTION TO EVENTS	4	10
KYLE ACADEMY	BIKE REPAIR	2017/18	IMI UNIT REPAIR BICYCLE PUNCTURE		6
IRVINE ROYAL ACADEMY	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	11
LARGS ACADEMY	BARISTA	2017/18	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	4
	BARISTA	2017/18	REALISTIC WORK ENVIRONMENT CERTIFICATE		10
	BARISTA	2017/18	HOT DRINKS SQA		6
	BARISTA	2017/18	HOSPITALITY INDUSTRY SQA		10
	BARISTA	2017/18	CUSTOMER CARE SQA		10
	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	9
	NAIL BAR	2017/18	MANICURE		9
	NAIL BAR	2017/18	FANTASY MAKE UP		9
	NAIL BAR	2017/18	SQA LEVEL 4 PERSONAL DEVELOPMENT	4	9
MARR COLLEGE	BARISTA	2017/18	CITY & GUILD LEVEL 2 BARISTA SKILLS	5	8
NEWTON PRIMARY	NAIL BAR	2017/18	NAIL ART FREEHAND	5	4
			ENGINEERING SKILLS (HAND TOOLS)	4	12

PROJECT CERTIFICATION

SCHOOL	PROJECT	YEAR	QUALIFICATION	SQCF LEVEL	QUANTITY OF PASSES
PRESTWICK ACADEMY	NAIL BAR	2017/18	N4/5 LITERACY	4/5	13
	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	6
	NAIL BAR	2017/18	COSMETOLOGY MAKE UP		8
	NAIL BAR	2017/18	COSMETOLOGY PRODUCT AWARENESS		10
	NAIL BAR	2017/18	COSMETOLOGY HEALTH AND SAFETY		9
	NAIL BAR	2017/18	COSMETOLOGY WORK PLACE ENVIRONMENT		10
	NAIL BAR	2017/18	MANICURE		2
	NAIL BAR	2017/18	CUSTOMER SERVICE		10
PRESTWICK ACADEMY	BIKE REPAIR	2017/18	N4/5 LITERACY	4/5	12
			PERSONAL DEVELOPMENT	3/4	13
QUEEN MARGARET ACADEMY	NAIL BAR	2017/18	SKILLS FOR WORK RETAIL	5	11
	NAIL BAR	2017/18	NPA LEVEL 4 CREATIVE NAIL FINISHING	4	10
	NAIL BAR	2017/18	NAIL ART: FREEHAND	5	7
ST JOSEPH'S ACADEMY	MILKSHAKE BAR	2017/18	REHIS FOOD HYGIENE ELEMENTARY LEVEL		8

DYW

AYRSHIRE
Developing the
Young Workforce

