Supplementary submission from Highlands and Islands Enterprise

Nigg Skills Academy Update – June 2012

General Summary
Nigg Skills Academy commenced training with its first pilot group of trainees on 23rd April 2012. This group consisted of 19 male apprentices and 1 Female Apprentice. In May the Academy enrolled its first group of 10 Training for Work unemployed trainees.

By the first of May all trainees had gain certification in CSCS site safety ticket, Abrasive Wheels, Introduction to working at heights, Fire Safety and use of Fire Extinguishers, and experience working on site with an employer. By mid June all trainees had achieved beyond the point expected completing the SVQ level 2 practical assessment, mandatory units and most Technical units. Recruitment of the next 70 trainees due to enrol in July is already underway.

The academy is experiencing requests from external companies to the Global Energy Group to provide training. Income generated in the first nine weeks totalled £15k.

Applications
To date the academy has received close to 3,000 applications, 97% of applicants are male, 46% of applications fall within the 20’s age group and 28% in the under 20’s category.

Future
Nigg Skills Academy are currently investigating and planning replicating and Industry led model in Aberdeen, training is likely to be a variety of disciplines, offshore engineers, surveyors, welders, and pipefitters.

Social Enterprise Academy Update – June 2012

Summary
HIE has helped establish the Social Enterprise Academy which provides a range of learning opportunities for people working/volunteering in the Third Sector in the Highlands & Islands. The range of support available has recently extended to include a bespoke programme called ‘Wide Horizons’ for 16-19 age group who are in the More Choices More Chances support category.

Wide Horizons Programme
Overview:

Wide Horizons is an enterprise based programme which challenges 16-19 year olds to work together to establish a social enterprise of their choice. This will be linked to an established local social enterprise or anchor organisation, which will be able to augment their learning with volunteering opportunities. The new enterprise might make use of spare capacity or materials, for which the organisation currently has no commercial use. For example a households
goods re-use organisation, which cannot sell vinyl records in its shop, but for which there is a commercial market in internet sales, or a transport organisation which makes biodiesel and produces glycerol as a by-product, which is the main raw material of soap manufacture, or simply spare early morning capacity in a local college catering kitchen, which could be used for a sandwich delivery business. A small budget for consumables (c. £100) will be available.

**Content:**
This is a 12 day programme, delivered as either 1 day per week for 12 weeks, or 2 days per week every fortnight. Materials are currently under development, but it is anticipated that the format will be:

- **Days 1&2** – Induction, Ice-breakers, Aspirations, concept of learning journey, mini team building challenges. Introduction to co-coaching.
- **Days 3&4** – Understanding the local economy – including localisation, appraising resources, local economic multiplier, and supply and demand, product pricing, placement, promotion
- **Days 5&6** – Designing Your Social Enterprise – the business planning process. Also focus on the role of the team, the difference between a group and a team, and how a team / partners are important in taking forward an enterprise venture
- **Days 7&8** – Getting up and running – operational planning, logistics, roles of team members and understanding different leadership styles. Selling skills.
- **Days 9&10** – Trading / delivering the service – Managing income expenditure, cash flow
- **Days 11&12** – reflection on learning Journey. Taking forward the enterprise experience, next steps in learning journey, review of aspirations and appraisal of personal strengths. Links to support organisations (e.g. PSYBT)

**Delivery:**
Delivery is by Academy tutors who have specific expertise and experience in working with young people. Delivery capacity will be augmented by the Academy’s Wide Horizons learning Co-ordinator, which brings additional practical youth work experience to the team.

**Accreditation:**
Institute of Leadership & management Level 2 Certificate in Effective Team Member Skills.

**Evaluation and Tracking:**
Pre- and post-programme evaluation, measuring status according to key skills (specifically communication, team work, motivation and self leadership). The learners will also be tracked at intervals post-programme (e.g. 6 months /
Supplementary submission from Scottish Enterprise

At the recent Finance Committee session, I promised to provide a little more detail on how Scottish Enterprise is directly contributing to improving the employability of young people experiencing multiple deprivation. Clearly, our actions must be seen alongside those of our partners and this is work that we very much undertake in collaboration with others. However, we have a strong role to play in our own right. We are:

- Increasing the number and range of employment opportunities available **and**, crucially, making partners aware of the future flow of opportunities. For example, the work done in Ayrshire to highlight the opportunities available from the growth of renewable energy with Councils and Community Planning Partnerships.
- Increasing the likelihood that recruiting employers will look beyond the "usual suspect" talent pool. For example, we are working with our account managed businesses (those we work most intensively with) to considered the untapped potential of **young talent**, highlighting the range of public sector support available to them though agencies such as Skills Development Scotland (SDS) and Job Centre Plus (JCP)
- Using our role as funder, advisor and procurer, alongside partners, to help secure opportunities for targeted groups and communities. For example, we are currently exploring the best way to utilise Community Benefit Clauses to secure employment and training benefits within major infrastructure projects. Similarly, we are developing Best Endeavour clauses linked to RSA investments in companies to encourage them to make new employment accessible to young people and the unemployed.
- Supporting people in disadvantaged situations to consider self-employment, entrepreneurship and alternative routes into productive economic activity, for example, through our continued support for PSYBT and Social Enterprise.

In all of these areas we recognise more could be done, and success will be secured through a partnership approach where organisations contribute according to their own particular strengths in joined-up pursuit of a clear goal. The partnership approach emerging around the government’s Youth Employment Strategy provides a good framework to help develop practical actions.

Finally, I thought that I would highlight a couple of examples of where we feel this work is coming together to deliver real results:

**Scottish Borders Knitwear** - Skills Training Group - A group of 11 Borders knitwear companies came together to collectively address the need to recruit and retain staff. The growth which the industry is experiencing comes at a time when the sector does not have the most positive image as an employer
of choice. The one area that constantly emerges as an on-going concern is that of image and perception with young people, advisors and careers professionals, teachers and parents. Skills Development Scotland propelled the new Modern Apprenticeship framework through in record time which meant that for the first time the industry has a qualifications structure which is in line with industry training requirements. The industry association (Scottish Textiles Industry Association) is currently developing a plan to take the Borders model forward into the wider industry. This really is essential if they are to capitalise on the progress made so far. Already they are looking to establish another cluster in Tayside.

**Steel Engineering (TRESTA) -** The Renewable Energy Skills Training Academy is a new training facility, supported by SE, SDS, JCP, Renfrewshire Council, Renfrewshire Chamber and Anniesland College within the premises of the west of Scotland's largest steel fabricator Steel Engineering Ltd who are based in Renfrew. TRESTA's aim is to train a new generation of personnel in the new skills and technologies required to service the needs of the growing renewable energy and steel trades sectors. Currently there 36 apprentice at the Academy and a commitment to take on an additional 40 trainees through the Job Centre Plus and Renfrewshire Council funded programmes. Any trainees that are unsuccessful in securing employment with Steel will be assessed by a local recruitment agency for other employers. Steel Engineering is active with local schools and has a positive policy towards recruiting females, working to support youth employability and providing certificated training for more young people than required to support the sector.

So, in conclusion, our focus is unremittingly on helping to secure growth opportunities for Scotland's companies and sectors. Our business plan 2012-15 which we anticipate will help create 13,000 to 19,000 new jobs. We are increasingly identifying how we can contribute to the distribution of these opportunities to those who are some way from the labour market. It should be noted, that this is principally by working closely with our partners.
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1 June 2012

Kenneth Gibson MSP
Convener
Finance Committee
Scottish Parliament
EH99 1SP

Dear Convener,

Thank you for the opportunity to give evidence on behalf of SCDI members to the Committee last week in your roundtable discussion on employability. We welcomed the chance to brief you on the work which SCDI is undertaking with leading employers, the Scottish Government and other partners on the issue of youth employment and employability.

As I said, our understanding of this issue has been significantly improved by enabling young people from a range of backgrounds who have experienced the challenges and the opportunities to have their say in our policy discussions and I believe that the Committee's work would similarly benefit from their involvement. SCDI would be pleased to organise a roundtable meeting with a group of the young Scots in our network who have recently transitioned, through a variety of different routes, from education to the world of work. This could take at the Parliament or on a visit to a company active on this agenda. If the Committee would find either useful, SCDI would be very happy to discuss the arrangements.

Following our evidence session, SCDI has continued to discuss with members a number of the issues which were raised. On apprenticeships, we thought that the Committee would be interested in the example which I attach at the bottom of this letter which BT Scotland has agreed to share. This demonstrates some of the recruitment challenges from an employers' perspective and the Committee may want to investigate the reasons which may lie behind them. It also shows positive work which many are undertaking in partnership with the public sector to understand and address them. I know that BT Scotland would be happy to elaborate.

I undertook to provide further information on two subjects:

**Procurement – Glasgow 2014 Targeted Recruitment and Training (TR&T)**

1. The Glasgow Regeneration Agency and Glasgow City Council's Commonwealth Apprenticeship Initiative support Games contractors in the delivery of their TR&T commitments. Across the 2014 related construction projects there has been a contractual commitment to 358 New Entrant Trainees, covering a range of occupations at various skill levels.
2. By 31st March 2012, 255 new entrants have been recruited, an increase of 15 on the previous quarter. 74 of these New Entrants are Modern Apprentices. The majority of the remaining opportunities will be realised through the City Legacy consortium on the Commonwealth Games Athletes’ Village and Lend Lease at the Scottish Hydro Arena project. It is anticipated that recruitment will progress steadily during 2012.

3. Work Experience Places for the long term unemployed and those directly leaving school have also been secured across the projects. Commitment has been made to 149 places, with 123 of these already fulfilled, comprising a total of 374 weeks.

**Successful/ Innovative Interventions**

1. Job Bridge – Ireland
2. European Orientation Programme – Irish Business and Employers Confederation – Ireland
3. Wage subsidy model - North & South Lanarkshire
4. SDS’s proposed advanced apprenticeship model with University of Strathclyde

Finally, my colleague Gareth Williams spoke of the positive results of our Young Engineers and Science Clubs for young people in more deprived circumstances. The Committee may be interested in the second report from the Science and Engineering Education Advisory Group on Supporting Scotland’s STEM Education and Culture. This recommended that local authorities and the Scottish Government provide support to allow every school to develop them. The report can be found at: [http://www.scotland.gov.uk/Publications/2012/02/4589](http://www.scotland.gov.uk/Publications/2012/02/4589).

I hope that this information is useful. Thank you once again for asking SCDI to participate and please let us know if we can be of further assistance. I look forward to the recommendations of this inquiry and to working with the Committee again in the future.

Yours sincerely,

[Signature]

Dr Lesley Sawers  
Chief Executive  
[audrey.mchugh@scdi.org.uk](mailto:audrey.mchugh@scdi.org.uk)
BT Evidence

BT is looking to recruit between 30-60 Modern Apprentices in Dundee over this year. The apprenticeship opportunity provides an entry salary of £11k rising to £17k after completing the 2 year scheme. This is a favourable salary in this market. The Modern Apprentice scheme with BT also provides supported training and mentoring and formal qualifications (SVQ 3 in Customer Service, Key Core Skills qualification and a Technical Certificate).

Over recent months BT has been disappointed by the low volume of applications received - despite advertising extensively, using job centres and all the key jobs websites as well as direct contact with High Schools in the area and strong support from Dundee City Council Education Dept. It has proved quite difficult to get the volume of applicants we would normally require. In addition the quality of applicants has been a concern - with many not having the minimum qualifications we are seeking (four Standard Credit grades, two of which must be Mathematics and English) – and even at interview many candidates failed to provide any evidence of their qualifications. Our overall experience of recruiting young people in Dundee does not match our experience elsewhere in the UK, where similar recruitment campaigns have generated an average of 80% successful candidates at the selection process. This was not reflected in Dundee, with a success rate of only 50%.

With plans to recruit further Modern Apprentices in Dundee over the coming months, BT is now reviewing what we can do to improve this performance. We plan to continue to involve interested parties such as Dundee City Council, local High Schools, Job Centres and Community Job Clubs to try to establish what else can be done to attract high quality candidates to this opportunity.
Contact
Shaun Gloc
Telephone: 0141 445 8995
Email: sgloc@tomorrows-people.co.uk

Key facts
Working It Out with young people

Tomorrow’s People
Alexander Stephen House
91 Holmfauld Road
Glasgow G51 4RY

tomorrows-people.co.uk
Giving vulnerable young people a hand up rather than a hand out

Changing lives since 1984

Tomorrow’s People is a national employment charity, operating in some of the most deprived communities of the UK. Since 1984 we have supported more than 440,000 people on their journey back into work.

**Value**
Every £100 invested in Tomorrow’s People youth programmes creates value of around £286 for society.

**Impact**
72% of the people we help into work are still there a year later.

**Effectiveness**
85p out of every £1 we spend goes directly on our projects helping vulnerable people into work.
Cost of youth exclusion

• Every year thousands of young people in Scotland fail to make a successful transition from school to work.

• One in five young people in Scotland is not in work, education or training.
  Source: Office for National Statistics, Jan 2012

• Many of these young people have no qualifications and poor life and social skills
  Source: Scotland’s draft youth employment strategy, Jan 2012

“The lifetime cost of a single cohort of young people failing to make the transition to regular employment is estimated to be in the region of £2 billion.”
  Scotland’s draft youth employment strategy, Jan 2012

Statistics show that if someone has not worked by the age of 24, the chances of them ever finding a regular job is dramatically reduced.

By the age of 21, excluded young people are:

• 6 x less likely than average to have any qualifications

• 5 x more likely to have a criminal record

• 3 x more likely to have mental health issues

• 2 x more likely to go on to long-term unemployment.
Transforming young lives

- Our flagship youth project, Working It Out, is a 16-week programme for young people aged 16-24, based around a community challenge.

- The programme operates in deprived communities in Edinburgh, Glasgow and Inverclyde.

- Working It Out is a specialist programme, tailored for vulnerable young people who have not flourished in mainstream education.

- 12 young people work as a taskforce on a series of community challenges, learning valuable work habits and skills.

- They learn to turn up on time, gain practical skills, complete work to a high standard and operate as a team.

- The intensive mix of mentoring and practical support succeeds in getting the most challenging young people into work, training or back into education.

Tomorrow’s People have been turning around the lives of excluded young people in Scotland since 2004.
Robyn McNicol left school in Inverclyde with no plans and nothing to go to.

She joined Working It Out, in her own words, “a shy, isolated and unhappy girl.”

Robyn gained so much confidence on the programme that she successfully applied to Motherwell College to do a bakery course and made contact with Greggs the bakers about an apprenticeship.

Robyn, 17, now has realistic plans for a future in catering and hopes to one day open her own bakery shop.

She says: “I used to think I couldn’t do anything and that I couldn’t cope. I do feel now that I am like a different person.”
A record of success

In Edinburgh, Glasgow and Inverclyde the programme has an exceptional record.

• 89% of young people complete the entire course.

• 85% go back into education, training or work.

• 184 young people moved from Working It Out directly into jobs between 2004 and 2011, proving that even in difficult economic times the right approach can get young people in to work.

Who benefits from Working It Out?

The young people who join Working It Out have multiple disadvantages, exacerbated by a lack of family support. Some are ex-offenders, some are homeless, some have been in care and many come from workless families. These are the young people other agencies find the hardest to help.

On average:

• 32% misuse drugs or alcohol

• 22% have a criminal conviction

• 26% have no one in the family who works

• 11% have poor literacy and numeracy

• 3% are homeless.

It is with these young people that Working It Out is succeeding where other programmes are failing.
Positive social return on investment

A report by leading economists FTI Consulting in 2011 highlighted the positive social return on investment created by the work of Tomorrow’s People.

Their report estimates that every £100 invested in Tomorrow’s People employment programmes creates value of around £240 for UK society.

This value rises to £286 for our young people’s programmes, because the lifetime benefits of intervening earlier are greater.

This social return on investment is created by:

• greater tax revenues

• benefits savings

• reduced spending on health and crime.

Looking forward

We have expanded rapidly in Scotland over the last few years, funded by generous charitable donations from companies, trusts, community organisations and individuals.

We currently have three projects running in Glasgow, and we expanded to Inverclyde in 2010 and Muirhouse in Edinburgh in 2011.

But there is greater demand for Working It Out than we can meet.

By 2015 we aim to triple the number of young people we work with. We also hope to introduce new prevention programmes for the More Choices, More Chances group of young people.
Can you help us change young lives?

Working It Out is a life-changing 16 weeks for young people, a programme that has proved its impact.

In future, we want to improve the job prospects of even more disadvantaged young people.

Can you get involved?
• We need work experience placements to give young people new opportunities
• We need donors to fund our life-changing programmes
• We need help in kind, including the support of experienced individuals who can pass on valuable skills to young people working on challenges.