



6 September 2013

Edinburgh Guarantee News

Farewell to Pam Peters

In July 2013, Pam Peters left the Edinburgh Guarantee team to pursue other interests. Pam has led on the Guarantee's employer engagement work since its launch in August 2011 and has helped build relationships with over 120 employers that have unlocked job opportunities for 675 of the city's young jobseekers. This work provides a solid footing for the continued success of the Guarantee and we hope you will join us in wishing her all the very best for the future.



BNY Mellon's Career Academies Experience

BNY Mellon have had positive experiences employing school leavers so when they heard about Career Academies they were keen to get involved. Being mentors to young people from different schools, backgrounds and aspirations gave BNY Mellon staff the opportunity to develop. The mentoring was less about working in an office and more about focusing on the young people's ambitions. BNY Mellon felt that the structured programme and help from Career Academies was invaluable. They were given great guidance on how to structure the four week Internship to get the best from it. On the final day all of the students gave a presentation on their experience to their BNY Mellon supervisors.



Welcome!

Welcome to the Edinburgh Guarantee newsletter; a brief round-up of the latest news from Edinburgh Guarantee and our partner organisations. If you have a news story you would like to share, please get in touch.

We hope you enjoy reading this latest edition.

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Modern Apprenticeships

Modern Apprenticeships provide employers with the opportunity to build a skilled and productive workforce. There are more than 70 different Modern Apprenticeship Frameworks and they are all designed to deliver a training package around a minimum standard of competence defined by employers through Sector Skills Councils. They all contain the same 3 basic criteria: A relevant S/NVQ (or alternative competency based qualifications) Core Skills and Industry specific training. We hope to showcase some of the 70 Modern Apprenticeship Frameworks in future issues. Did you know, a Modern Apprentice could be a new team member or an existing employee seeking to increase their capability? To find out more visit <http://www.ourskillsforce.co.uk/modern-apprenticeships-for-employers> or call us directly on 0131 529 6157.



Career Academies UK Chair offers CV advice

Career Academy students and staff from Leith Academy, Portobello High School and Drummond High School were joined by Career Academies UK Chair, Dr Heather McGregor, on Friday 23rd August for an inspiring and incisive session on what makes a great CV – KISS (keep it simple stupid). Heather runs a head hunting company so her years of relevant experience were invaluable. All students left the session with an excellent first draft of their 'KISSed' CV and Heather generously agreed to review each student's final CV personally. Given the style of the session delivery (KISS) and with students so engaged, plans are in place for students to deliver the session back in their schools to a wider number of students and staff.

Useful Publications

['Edinburgh by Numbers 2013/14'](#)



Edinburgh by Numbers highlights a selection of summary statistics for Edinburgh and the wider Edinburgh City Region. It covers a range of topics including demographics, residents' quality of life, the labour market, tourism, the economy, travel, crime and education

['Edinburgh Economy Watch'](#)



Edinburgh Economy Watch tracks the impact that current economic conditions are having on the capital through monitoring a selected range of monthly-updated economic indicators. Indicators are also compared against a group of similar UK cities over the past twelve months.

['Working Capital'](#)



Working Capital is the magazine of Edinburgh's



Positive Destinations

Edinburgh Guarantee update

Employer engagement continues across the City. Recently we have been supporting recruitment for a Business Support Assistant with Inspiring Scotland, a Trainee Cake Maker with Licks Cake Design, and a Project Support Assistant with Theatre Workshop. David Narro successfully recruited a Trainee Technician, John Lewis Partnership recruited 4 Modern Apprentices and David McKenzie Flooring a Trainee Floor Fitter. Opportunities continue to be advertised on

<https://teenwork.co/company/edinburghguarantee>. This financial year we have supported employers in the City to identify 188 opportunities and 116 of these opportunities have been filled by Edinburgh School leavers from the past 3 years. Congratulations go out to all of the successful candidates. The offer of feedback and support to unsuccessful candidates continues to be a key part of what we do so please do not hesitate to contact us if you would like support with this.



Standard Life's intern programme continues to grow

Standard Life have been supporting the Edinburgh Guarantee from the beginning. Their six month intern programme started in 2012 offering 10 places to recent school leavers who were finding it difficult to get their first start into the world of work. In August their third cohort of 15 young people graduated. Of these, 4 have gone on to University and 10 have stayed with Standard Life. When they started their programme, they didn't expect it to be as successful and popular as it is – it's now very much part of their talent pipeline. The graduating group put together a short film about their experiences with Standard Life and Edinburgh Guarantee.

Strategic Skills Pipeline and Joined Up for Jobs. It is published quarterly and gives information about employment and employability activity in Edinburgh and Midlothian, highlighting talking points and important policy issues. It is available in hard copy and electronic copy.

'A Strategy For Jobs'



The City of Edinburgh Council's Economic Strategy for 2012-2017, focuses on sustainable economic growth through investment in jobs. Four focussed programmes work to achieve this: Invest in the city's development and regeneration; Support inward investment; Support businesses; Help unemployed people into work or learning.

'Invest Edinburgh'



Invest Edinburgh is a free quarterly magazine highlighting the opportunities for investment and development in the City of Edinburgh region. It is available in hard copy and electronic copy.

<http://www.youtube.com/watch?v=WttFuE3hOqA>

The fourth cohort start in September and they have increased the numbers to 20, with the potential to expand further in the very near future.



Events, events, events!

Edinburgh Guarantee Practitioners Forum

The Edinburgh Guarantee Practitioners event on Monday 12th August was a great success. We gained insight into what The Edinburgh Guarantee is doing well, what we could do better and what is missing from an employability providers' perspective. Feedback from the attendees was that it was a great opportunity to meet new people while getting a better understanding of the Strategic Skills Pipeline and progression for their clients. The Networking activities proved most helpful for attendees and the Edinburgh Guarantee team left with a good understanding of actions to take forward.



Ways to Work event

On the 28th August, Skills Development Scotland hosted their 'Ways to Work' recruitment event at Ghillie Dhu in Edinburgh for school leavers and 16-19 year old unemployed young people. The event was supported by around 30 exhibitors including training providers, Colleges and employers as well as staff from SDS to help with applications and advice. The event was a great success and attracted 216 young people, almost double the numbers from previous events. SDS will monitor the long-term success of the event by contacting all of the exhibitors to track the progress of the young people who attended and to identify how many were matched into the opportunities available.

Useful websites

[Edinburgh Guarantee](#)

[The City of Edinburgh Council](#)

[Our Skillsforce](#)

[Joined Up For Jobs](#)

[Inspiring Capital](#)

[Bright Futures](#)



EG Developments

Edinburgh Jobs Fund

The Economic Development Service at the City of Edinburgh Council has successfully applied to the Youth Employment Scotland (YES) Fund. This fund is designed to help unemployed 16-24 year olds and is targeted at private sector employers, primarily small and medium sized enterprises (SMEs). The YES fund will operate locally as The Edinburgh Jobs Fund project and will draw in approximately £1.2 million of Scottish Government and European Social Funding to the city. This equates to 500 wage subsidy places for young people.

The project is able to offer a wage incentive to those employers wishing to offer a new and additional job opportunity within their organisation. The wage incentive offers 50% of the cost for National Minimum Wage back to the employer. For more information contact Brian Robertson, brian.d.robertson@edinburgh.gov.uk, 0131 529 3233.



EUROPE & SCOTLAND
European Social Fund
Investing in your Future

Sainsbury's support school pupils with interview support

Students at Tynecastle High School have been taking part in a new scheme running in conjunction with the new Sainsbury's Longstone store. The scheme involved 13 students from Tynecastle High School applying for three part time jobs with Sainsbury's that have been guaranteed specifically for the store. After the students filled in an initial application form, managers from the new store came in and interviewed them. The aim of the initiative was to develop student's interview skills and experience, whilst creating a relationship between Sainsbury's Longstone and Tynecastle High School. The Sainsbury's team were very impressed by the quality and maturity of the applicants. The successful students will be notified in the immediate future.



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