



4 November 2013

Edinburgh Guarantee News

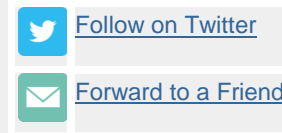
New Era for Edinburgh Guarantee

The Edinburgh Guarantee team would like to congratulate and welcome Michelle Fenwick as the new Senior Economic Development Officer with The Edinburgh Guarantee. Michelle will lead on Employer Engagement and continue to drive the vision of a positive destination for all. Michelle has been part of the team for over a year, and previously worked on projects to support young people into employment through the Inspiring Young People Programme and Future Jobs Fund. Prior to working with the City of Edinburgh Council, Michelle worked in the private sector in Learning and Development, Business Development and Hospitality. To contact Michelle telephone 0131 529 6157 or email michelle.fenwick@edinburgh.gov.uk



Edinburgh Guarantee Update

We are just over half way through our year; the employer engagement activity is going well with 213 opportunities identified and 144 young people matched into opportunities. Capital Document Solutions have recently recruited 3 young people to Trainee Stores roles and are currently advertising for another 3 young people for Workshop Trainee roles. Brand Agility, Bruntsfield Links Golf Course and Cornhill Building Services are just a few of the businesses who are offering young people opportunities with the support of our Wage Incentive for SMEs. Standard Life continue to champion our vision and recently started 17 young people on their 6 month Internship programme, with a vast majority



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.

Contact Us

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of their previous interns now full time employees with the company.



Positive Destinations

Modern Apprenticeships: Young Scot and Creative Digital Media Apprenticeship

Young Scot has supported The Edinburgh Guarantee since its inception, and currently supports young people into Digital and Creative Media roles through their Apprenticeship programmes. An example of this is the Digital Creative Pathways Apprenticeship. It offers young people the opportunity to develop professional creative and digital media skills, and essential employability and soft skills to give them a strong start in their working life making them an asset to future employers. The Apprenticeship lasts for a minimum of 12 months, during which time Young Scot supports the apprentices to achieve the BTEC Edexcel Digital and Creative Media at Level 3. To find out more, please contact The Edinburgh Guarantee team on 0131 529 3525.



Springboard's KickStart programme in Edinburgh

Following last year's success, Springboard's KickStart programme will start in November and is supported by the Edinburgh Guarantee. The programme provides school leavers with a transitional programme focused toward entering employment and apprenticeships within the Hospitality industry. The programme works in partnership with businesses in Edinburgh, including BaxterStorey, Compass ESS, Premier Inn, Delaware North and The G1 Group. The participants will take part in a three week structured training programme which includes a training week providing certified short courses, expert career advice and

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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'](#)



guidance, followed by a two week work placement directly within the industry with a guaranteed interview at the end.



Events, events, events!

Youth Employability Day

Skills Development Scotland in partnership with Western Edinburgh Neighbourhood Partnership hosted a 'Youth Employability Day' at Drumbrae Library Hub on 29th October. The event was targeted at young people aged 16 -19, particularly those who have already disengaged with school or will be leaving school at Christmas. The event provided an opportunity for young people to get advice on job vacancies, college courses, volunteering opportunities and to take part in workshops. A wide variety of providers was represented ranging from Edinburgh College to Jobcentre Plus, and around 60 young people attended the event.



Skills Scotland Edinburgh

Prospects hosted the annual Skills Scotland event at Royal Highland Showground on the 31st of October. The event was attended by 2,500 current school pupils and recent leavers from Edinburgh and the surrounding areas where they were offered the chance to explore their career options. There was a huge variety of employers and training providers present, including Apprenticeships in Scotland, Skills Development Scotland, The Royal Bank of Scotland and many more. Young people got the chance to get involved in practical activities such as milking cows, icing cupcakes and hair and nail demonstrations. The Edinburgh Guarantee stall engaged with over 200 young people, highlighting the variety of jobs available within Edinburgh as well as the School Leavers Toolkit. Feedback was gathered on the stall which will be collated and used to develop our resources in the future.

Working Capital is the magazine of Edinburgh's 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.



EG Developments

A unique experience for Edinburgh Schools Pupils

The way young people in Scotland are assessed in schools has changed. This means that some young people will not be on exam leave in May/June, and has led to the development of a unique experience for pupils who will be in school at this time. The plan is to offer a variety of experiences to the young people, with one of these options being Insight Days. Insight Days give pupils the chance to visit a business and broaden their idea and understanding of varied careers and work environments. If you would like to find out more, have other ideas or would like to be involved, please contact us

edinburghguarantee@edinburgh.gov.uk



Edinburgh Guarantee Pledge Wall

The pledge wall is designed to promote employers who support The Edinburgh Guarantee, by creating awareness of the partners' commitment to the future success of the Guarantee. The benefits of this approach are as follows: openly recognising the strong support provided that has been pivotal to our success; a highly visual cue for businesses to get involved; and tangible examples of what has been done that they could be emulated. The wall itself displays the company's logo and outlines what The Edinburgh Guarantee is all about. To date, eleven organisations have made their pledges. The Pledge Wall was unveiled at the Economic Development Strategy Anniversary Event on 11th October. The individual pledges can be viewed on our website

www.edinburghguarantee.org.

Useful websites

[Edinburgh Guarantee](#)

[The City of Edinburgh Council](#)

[Our Skillsforce](#)

[Joined Up For Jobs](#)

[Inspiring Capital](#)

[Bright Futures](#)



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