



13 January 2014

Edinburgh Guarantee News

A new year for the Edinburgh Guarantee

At the beginning of a new year we are looking forward to offering an ever increasing number of opportunities for school leavers from Edinburgh. So far in the year 13/14 we have identified 330 opportunities and 232 of these have been matched to young people. LOCALDIY have successfully appointed an intern who will be their Website Administrator, and Flavours Holidays in Stockbridge have a Modern Apprentice in their team who will be their Travel Administrator. Our employer engagement team continues to build relations and offer support and guidance including information about wage incentives and how employers can Pledge to the Edinburgh Guarantee.

FLAVOURS
Cooking, Painting and Pilates Holidays in Italy



Future looking bright for Edinburgh's school leavers

More school leavers than ever in Edinburgh are moving into work, education, or training. This is thanks to the strong partnership that has developed between the public and private sectors through the Edinburgh Guarantee.

Figures published by the Scottish Government show that the success rate of school leavers in Edinburgh achieving and sustaining a positive destination is continuing to rise and is now at the highest rate ever in Edinburgh. The figure is up 3.1% on this time last year and is now at 91.4%.

Cllr Frank Ross, Convener of the Economy Committee, said: "I am confident that with sustained investment and the support of our public, private and third sector partners these improvements will continue in future."



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.

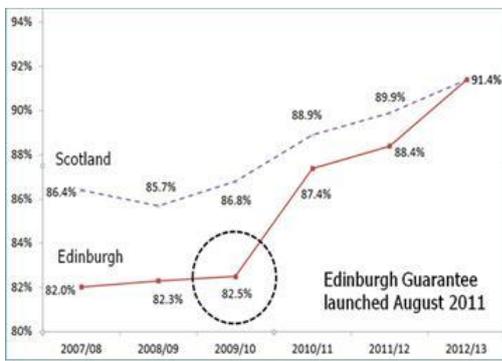
We hope you enjoy reading this latest edition.

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Positive Destination Figures

Council wins best public sector employer award

The City of Edinburgh Council has been named Scotland's first Public Sector Employer of the Year. It won the newly-created category for public sector employers at the awards, delivered by [Skills Development Scotland](#), in Glasgow Science Centre on Wednesday 13 November. Sue Bruce said: "This is fantastic news. One in a hundred of our employees is now a modern apprentice and so it is great to have this recognition of the work we are doing to help so many young people make a positive step at this very important stage of their lives. As well as benefitting the young people directly, the apprentices are making a direct and valued contribution to our workplace. The Edinburgh Guarantee has played a huge part in this success and has also helped other employers in the capital recruit hundreds of young people."



Positive Destinations

Ernst & Young Careers Experience

The EY Careers Experience is an annual week-long programme of skills workshops, business presentations and Corporate Social Responsibility (CSR) challenges run by employees in our Edinburgh office. The development of attendees continues to be supported through monthly term-time mentoring sessions. Twenty pupils from local schools are invited to participate in the programme, the focus being the development of soft skills, including presentation and interview techniques, community engagement and teamwork, which is encouraged throughout. The 2013 course, held in June, was a great success, and resulted in positive feedback from participants and contributors alike; the overriding feeling being that the programme provides invaluable experience and will benefit students in whatever career they choose.

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.



Edinburgh Trams offer recruitment support

On the 4th December, Edinburgh Trams and Joined Up For Business facilitated an information session at Fort Kinnaird Recruitment & Skills Centre to support those interested in applying for the Ticket Service Assistants with Edinburgh Trams. There was a presentation about Edinburgh Trams, the vacancies, the skills required and the application method. There was also a chance for one-to-one time at the end of the session. The recruitment is still in progress and a further update will be featured in the next newsletter.



CareerWISE

Science, engineering and technology (SET) skills are vital to Scotland's future yet many women are not entering these sectors. Currently only 13% of the SET workforce are women. CareerWISE provides a unique opportunity to promote your organisation to female students at college or university and to encourage more girls and women to consider SET careers. Inject your company with new energy, ideas and perspectives and position you as an employer of choice for women in SET by offering a one week work experience placement for a S4 school girl or a paid summer placement for a female student.

Contact Nicola Swan at careerwise@napier.ac.uk or call 0131 455 2279.

CareerWISE

Events, events, events!

Bright Purple Duo Share Job Interview Techniques at Skills Seminar

Emma Corstorphine and Emma Nelson from recruitment company Bright Purple shared the secret of the perfect job interview when they addressed 40 pupils from Edinburgh secondary schools at two Guru Lecture events

'Working Capital'



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

in December.

The events were held in the Edinburgh-headquartered firm's Bright Purple Academy where the two Emma's delivered a fun and lively presentation with role-playing and video examples on how to make the most of a job interview. The session looked at preparation, including tips on gathering research about the employer and formulating great questions to ask them. They also covered presentation techniques and advice on what to wear at an interview.

The Guru Lectures are structured to be informative and inspiring events aimed at getting young people interested in the world of business and career development.



Launch of Fort Kinnaird Recruitment and Skills Centre

Fort Kinnaird Recruitment and Skills Centre was officially launched by Kenny MacAskill, MSP on the 22nd of November 2013 with a celebration event which welcomed stakeholders, partners, employers and job seekers to share their experiences, thanks and success stories. Mr MacAskill said "Initiatives such as this Joined up for Business and Fort Kinnaird public/private partnership are a good example of the type of practices we need to see more of in Scotland"

Throughout the day we heard from both employers who have used the service to fill vacancies, as well as a number of jobseekers who have used the facility to build CV's, complete online applications, take part in training and secure employment.

For further information, please contact FKRSC directly on 0131 657 2674



Edinburgh region. It is available in hard copy and electronic copy.

Useful websites

[Edinburgh Guarantee](#)

[The City of Edinburgh Council](#)

[Our Skillsforce](#)

[Joined Up For Jobs](#)

[Inspiring Capital](#)

[Bright Futures](#)

EG Developments

Encouraging a Renewables workforce

Pupils and staff from ten Edinburgh secondary schools explored the job opportunities in offshore Renewables in a special one day workshop on 6 November 2013. The event was hosted by The Crown Estate and The Edinburgh Guarantee to highlight the range of different jobs available in areas such as engineering, research & development, marine planning, law and communications. Representatives from Scottish Power Renewables and Mitsubishi-owned Artemis, along with The Crown Estate, Edinburgh College and Anderson Strathern provided interactive sessions outlining the career paths open to students interested in offshore energy and its related areas. The Crown Estate's lead for Energy & Infrastructure in Scotland, Ronnie Quinn said "Ensuring Scotland has a skilled workforce in place is critical if communities are to reap the benefits from the growth in green energy - we hope that this event encourages pupils to consider a career in the industry."



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