

In this issue: an Edinburgh Guarantee update., Lothian Buses recruit more young people, Ways to Work event is a great success, the YES Fund is extended and a variety of other Edinburgh Guarantee news stories.

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**10 March 2014**

## Edinburgh Guarantee News

### Edinburgh Guarantee update

We have some great partnership work going on across the City and some exciting new opportunities currently on offer to Edinburgh's school leavers. We are currently advertising for a Trainee Content Writer with Bill Smart Saving, a Trainee Optical Technician, and a Trainee Eyewear Consultant at Spectacles Direct, a Trainee Telecommunications Officer with Intelligent Point of Sale, numerous Modern Apprenticeships with RBS and Modern Apprenticeship positions at Aon.

How many young people apply for your entry level jobs? If you would like help targeting your vacancies at school leavers [contact us](#), we'd be happy to help.



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### Edinburgh second best for jobs; Glasgow 62<sup>nd</sup>

Edinburgh is second only to London for job growth in the UK's public and private sectors, an economic survey has shown. According to The Cities Outlook 2014 report, an annual economic 'health check' of UK cities, Edinburgh was shown to have created 23,100 private sector jobs but 3,300 in the public sector had been lost, representing a net increase of 6.5 per cent. Cllr Frank Ross, Edinburgh City Council's convener of the economy committee, said: "This is further evidence Edinburgh remains the most prosperous UK city outside London and Edinburgh comes out top for private sector jobs growth. Although smaller in scale, Edinburgh has many of the same attributes as London – strong international links, a number of world-leading sectors, and the city is also a magnet for tourists."



## 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 Destinations

### Lothian Buses and the Edinburgh Guarantee

Lothian Buses are continuing their commitment to the Edinburgh Guarantee and to recruiting young people. Their advertisement on the Edinburgh Guarantee website for two Engineering Internships attracted a huge response and the Edinburgh Guarantee team shortlisted this list to twenty. This group spent an afternoon at the Seafeld Depot getting a real insight into the work they would be doing and giving the Lothian Buses team an opportunity to identify the six they wanted to interview.

Interviews are now complete with Ryan Sanderson and Darren Dinse being selected. They will both start work at Seafeld Depot later this month. Bill Devlin, Engineering Director at Lothian Buses commented: "Lothian Buses are delighted to be involved once again with the Edinburgh Guarantee. We enjoyed meeting all the candidates at our Seafeld Depot. The selection process proved to be extremely difficult as the candidates were all of a very high standard and enthusiastic about working with Lothian Buses. We are really looking forward to Ryan and Darren joining our team." Another development with Lothian Buses is the branding of 2 double decker buses promoting the recruitment of young people. Look out for the image below around the city.



### Career Academies

Stuart Birkett, Managing Director of Johnston Press delivered a very stimulating, informative and fun Guru Lecture to a group of second year Career Academy students on Social Media. This session explored how businesses use social media with a positive and not so positive effect. He also explored how young people use social media and what potential employers might learn about them from it! This knowledge and skill is essential in today's workplace and these students now feel better equipped to use social media appropriately and to their advantage in the workplace.

### 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 Strategic Skills Pipeline and



### **The Health and Social Care Academy**

The Health and Social Care Academy is a partnership venture between the City of Edinburgh Council, NHS Lothian, Edinburgh College and Queen Margaret University. The Academy was developed in recognition of the fact that now and in the future, we will need a workforce with a broad range of skills and knowledge, suitably prepared to respond to the increasingly complex needs of those who use Health and Social Care services. The academy gives participants the opportunity to see at first hand the type of jobs there are in the NHS and Social Care Services and helps develop skills for learning, life and work by adding in real life learning alongside a linked academic qualification.

Erin is a pupil at Portobello High. Erin is on placement at Portlee Resource Centre, and she is finding the course and placement a really positive experience.



## **Events, events, events!**

### **Biggest success yet for “Ways to Work” event**

An SDS recruitment event held twice a year in Edinburgh has seen its biggest success yet with a massive increase in visitor numbers. “Ways to Work”, which takes place in August and January each year, gives recent school leavers and unemployed 16-19 year olds, access to a wide range of employers, employability fund providers, employability agencies and Edinburgh College.

This year’s event, held on Thursday 16 January at the impressive Gillie Dhu Auditorium in Edinburgh’s West End, was attended by almost 50% more young people than the same time last year. Operations colleagues were on hand throughout the day to signpost visitors to the most appropriate exhibitor, with many being offered an interview or even a start with an organisation.

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.

### **Useful websites**

Bill Anderson, SDS Team Leader based at Shandwick Place, is delighted with the success of the first 2014 event: "It was a great day and a great opportunity for many of the 161 young people who came along. Follow up since the event has confirmed that many gained a positive outcome as a result of attending"



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### **Edinburgh Youth Employability Recruitment Event**

DWP held an Edinburgh Youth Employability Recruitment Event on 25th February 2014 in the Assembly Rooms in George Street Edinburgh. The event was run in partnership with the City of Edinburgh Council and Skills Development Scotland. There were over 60 stands for employers and providers and almost 2000 young people attended over the course of the day. The aim of the event was to promote current employment vacancies and training opportunities, the Edinburgh Guarantee stall was busy all day with the team on hand offering advice and promoting the current job opportunities they have developed with partner employers.



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## **EG Developments**

### **Youth wage incentive scheme extended**

The Youth Employment Scotland (YES) fund provides a 50% wage incentive for local companies who commit to providing a new post (of 25-40 hours a week) to an unemployed young person (16 – 24) for at least six months. The funding has now been extended until the end of the year. This money is part of an overall £87.85m investment to help Scotland's young people into work, bringing together resources from the Scottish Government, local councils, COSLA, the European Commission and employers. It is hoped the

[Edinburgh Guarantee](#)

[The City of Edinburgh Council](#)

[Our Skillsforce](#)

[Joined Up For Jobs](#)

[Inspiring Capital](#)

[Bright Futures](#)

investment will help up to 10,000 young people across Scotland into employment.



## EUROPE & SCOTLAND

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### School Assemblies

All Edinburgh secondary schools are in the process of delivering assemblies to their S4, S5 & S6 students to promote the Edinburgh Guarantee message 'A POSITIVE DESTINATION FOR ALL'. Students are being informed of what constitutes a positive destination and how to plan for their transition from school into Employment, HE, FE, Volunteering, Training or an Activity Agreement. Sharing the job trends in Edinburgh in the next five years will hopefully help guide them in their course choices, selection of FE and HE courses and give a focus for their job search.

It is fantastic to share with young people the very positive message and aspiration that the Edinburgh Guarantee initiative that all sectors of the city are working together to ensure that every school leaver has a choice of a job, training or education.



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Produced by the City of Edinburgh Council on behalf of the Edinburgh Guarantee



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