

# Annual Report

Academic Year 2021/2022

**DYW**

**EDINBURGH, MIDLOTHIAN  
& EAST LOTHIAN**

Developing the  
Young Workforce

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# Looking Back on 2021/2022

The DYW programme in Edinburgh, Mid and East Lothian has continued to thrive over the last 12 months and, as you will read in this report, has delivered exceptional results in helping young people connect to employment opportunities and the world of work.

This work has never been more important. The impact of the growing cost of living crisis for young people and their families has been significant and businesses across several sectors are grappling with increased costs, staff shortages and changing patterns of demand for their goods and services. The success that the DYW programme has driven means that more young people than ever are being connected to roles and opportunities that allow them to play a full part in helping to support the continuing economic success of businesses in the region.

Once more, the key driver of this success has been the work of the School Coordinators. On behalf of the Board, I would like to thank them for their hard work and dedication in continuing to build strong relationships between young people, education and employers. Their work is helping to transform the lives of each of the young people that they support.

I'd also like to thank Susie Higgins and her management team who continue to deliver strong leadership and support for the team and who have been instrumental in delivering the objectives of the programme and those of the wider Young Person's Guarantee.

The DYW programme is partnership working at its best. Together with employers, national and local Government, schools and colleges, we are working hard to make sure that no young person is left behind and everyone has the opportunity to benefit from the life changing opportunities that employment offers. Thanks to everyone for their support in making this happen.

## **Graeme Mcewan, Regional Board Chair**

Last year was a challenging one for us, our partners, the employers we work with, and the young people we support as we emerged from the covid pandemic.

The strength of relationships we have with our partners coupled with the tenacity of our team has enabled us to deliver hybrid solutions to young people throughout.

Our employer network is strong and I would like to thank all of them for their continued support despite facing many challenges themselves.

In June we delivered our first in person DYW Roadshow with approx. 500 young people and 70 employers in attendance this event was made possible through us obtaining sponsorship from Baillie Gifford.

With covid restrictions ending I am looking forward, over the coming academic year, to really raising our profile, delivering more employer led sessions and helping more young people to increase their skills and knowledge and move to a positive destination.

## **Susie Higgins, Regional Director**

**In total 434 organisations were involved in creating 1036 offers to prepare young people in Edinburgh, Midlothian and East Lothian for the world of work, 840 activities were delivered.**

- 22620 young people interactions with industry.
- 387 educator interactions with industry.
- 354 parent interactions with industry.
- 266 of opportunities offered through our Opportunities Board.
- 163 of employers advertising through our Opportunities Board.
- 9 of employers referred for involvement in Foundation, Modern and Graduate Apprenticeships.
- 23 of employers referred to Young Persons Guarantee.



## Our Events & Initiatives

- DYW Roadshow
- E-Learning
- Educator CPD
- World of Work Week
- Industry Insight Sessions
- Employability Sessions
- Think Ahead Day
- Why Choose College?
- Scotland's Biggest Parents Events
- Career Events
- Build Your Future
- STEM Networking Event
- IIH Programme
- Networking Breakfast
- Languages in Action
- Labour Market Information
- Meaningful May
- Construction Skills Academy
- Options Jam
- Training
- BAME Parental Awareness Event

29

Businesses Attended  
Networking  
Breakfast

430

Young People  
Attended DYW  
Roadshow

60+

Young People  
Involved in Build  
Your Future

## Social Media & Website

216 new followers  
243.8k impressions  
23,784 profile visits



218 new followers  
41,757 impressions  
1,367 page views

24 new page likes  
502 profile visits  
10,876 reach



33 new followers  
240 profile visits  
588 reach

18 new subscribers  
2.6k views  
27.9k impressions



5,679 total users  
5,581 new users  
15,847 page views

## The academic year 2021/2022 has been successful, don't just take our word for it!



I'm glad my son and I sat through the event. Prior to today, I have not understood anything about apprenticeship and never even knew about the graduate one - which is something we can look at.

**Parent - BAME Parental Awareness Event**



That has really made me think that I can do that job too just like them on the video clip as I have some of the skills they were talking about.

**ASN Young Person - Career and Industry Insight Sessions**



I found this session very interesting and it was good to hear from Edinburgh College about the facilities and support available to me when I apply for hairdressing at college.

**Young Person - Why Choose College? Event**



## Young Persons Guarantee

DYW aim to double the number of Young Person's Guarantee (YPG) sign ups and are doing so by including YPG in all conversations with employers. When canvassing new employers, the team are discussing how employers can engage with DYW by sending them the YPG proforma and explaining that by completing any of the 5 Asks of the Young Person's Guarantee, they will be successfully supporting young people to reach positive destinations.

The team are also working on YPG events in which every employer attending can learn more about DYW & YPG, as well as signing up to be a YPG employer.

Finally, the team are encouraging employers who are already engaging with DYW to sign up to be recognised for the work they are already doing, and then supporting them to deliver even more fantastic activities with young people.

We have successfully managed to increase the number of employers signed up to the Young Person's Guarantee and saw the number of sign ups double in the first month of this initiative, a number constantly increasing.

We have seen more employers than ever being recognised for the work they do and even more who have increased their engagement with DYW.

**Young**  
**Person's**  
**Guarantee**

## Build Your Future

Our team have been working in partnership with City of Edinburgh Council to pilot the programme 'Build Your Future'. As part of this pilot we were keen to invite both secondary mainstream and special schools to participate. To support young people with special needs, we co-developed the 'Mini-Golf challenge'. Our role in this was to match contractors with the schools and facilitate the sessions.

Gorgie Mills and Woodlands school were invited to participate and were successfully matched with Robertson Construction and Balfour Beatty. Mentors from both organisations came into school and helped the young people to construct the features for the mini-golf hole. The young people were able to assemble the kit, paint and adapt the feature with their mentors, with all the features resembling landmarks across the city. They learned about some of the significant buildings that the contractors build and with the support of our DYW School Coordinator were given the opportunity for site visits. This activity helped build skills for life, skills for learning and skills for work.

The final mini-golf holes were featured as part of the 10th Edinburgh Traditional Building Festival (part of the official Edinburgh Festival Fringe) at the Education Centre at Holyrood Park, Edinburgh. As a final round up the school coordinator organised with the contractors and Historic Scotland, a visit to the festival to allow the pupils to view their finished product and engage with several STEM activities on the day.

Subsequent evaluation and feedback of the 'Build Your Future – Mini-Golf programme' has been very positive.

“ Construction is a great career with a wide range of roles across the sector. It was great to work with DYW Edinburgh, Midlothian & East Lothian and The City of Edinburgh Council to create and deliver an activity for Additional Needs Support Schools to highlight potential careers to the young people studying there.

**John McKinney Scottish Traditional Building Forum**”

## Edinburgh College

In Edinburgh, Midlothian and East Lothian, we are fortunate to have access to one of the Scotland's largest colleges, Edinburgh College. Stretched across 4 campuses, the college provide over 700 courses to around 23,000 students.

In the academic year 21/22, our team have worked closely with key staff at Edinburgh College to strengthen relationships with our internal team, education staff, key external partners such as SDS and MCR Pathways and employers. We have been able to do this in a range of ways, including having a dedicated member of staff on campus one day per week, regular CPD sessions for DYW staff and partners, joint networking and sharing of best practice events for key partners and embedding of an Edinburgh College visit as part of the DYW School Coordinator induction process. As part of our employer engagement process, we continue to operate a 'no wrong door' approach, actively encouraging employer engagement with the college and sharing job opportunities with their student JobZone.

In addition to this, we have worked in partnership with Edinburgh College to raise awareness of the opportunities available at college to young people and parents and carers. In June 2022 Edinburgh College attended their first DYW Roadshow Event at the EICC meeting over 500 young people. In 2021 they worked alongside us to deliver our flagship event for Scotland's Biggest Parent's Event: an online event to highlight the college offer and how it could be part of a pathway towards a chosen career.

Overall, the strengthening of this partnership has meant that there has been an increase in DYW facilitated activity for young people across Edinburgh, Midlothian and East Lothian with Edinburgh College. In the academic year 21/23, there were 30 activities delivered to 900 young people, including campus visits, attendance at DYW Roadshow and careers fairs, and outreach visits to schools.



# Looking forward to 2022/2023

We have been working with DYW West Lothian and DYW Fife to form our new 'Super Region' group to identify synergies and improve efficiency and effectiveness across the wider area. We are currently working with them on a joint brand, shared resources and training.

Midlothian have moved to being employed directly within the DYW team and we are working with our new team to ensure consistency of approach and delivery.

As an employer led organisation we have also strengthened our Board with the addition of members from Morrison Construction, Hilton Hotels and Baillie Gifford.

Our aim for the next year is to help as many young people as possible move on to a positive destination by:

- Delivering more through our School Coordinator team
- Becoming a valuable and integral part of the schools we support
- Growing our Employer network

## We work in partnership with Edinburgh College, Edinburgh, Midlothian and East Lothian Councils and wider partners. Our support includes:

- Partnerships between Employers & Education
- Partner platforms such as; Marketplace & Founder 4 Schools
- Educator CPD
- Events, Programmes & Initiatives
- Support for Employers to get involved in:
  - Work Placements
  - Routes, Pathways & Sector Awareness
  - Curriculum Design & Delivery
  - The Apprenticeship Family
  - Support with Applying for Jobs
  - Industry Insight Sessions
  - Employability & Work Readiness
  - Challenges & Competitions
  - Skills Development
  - Mentoring
  - Workplace/School Visits
- Support for Young People to find:
  - Foundations, Pathways, Modern & Graduate Apprenticeships
  - Work Placements
  - Mock interviews & CV feedback
  - Employer offers through Marketplace

**Thank you to all of our Board members and partners for their support and helping to make this academic year a success!**

