



## WEST HIGHLAND

### Developing the Young Workforce



Developing the Young Workforce (DYW) West Highland, forms part of the Scottish Government youth employment strategy to better prepare young people for the world of work. They are regionally hosted by Lochaber Chamber of Commerce and as part of their promotion have released their final series of inspirational and educational video case studies showcasing apprenticeship programmes in a diverse range of industry sectors across Lochaber, Skye and Wester Ross. The five short films, easily accessible online through the DYW West Highland YouTube Channel, capture win-win examples of apprenticeship programmes in a mixture of private and public sector organisations from the perspective of both the businesses and their apprentices.

The informative five minute videos, featuring Avlance Aluminium, Forestry & Land Scotland, CalMac, The Highland Council and West Highland College UHI, provide versatility for a younger audience still in school and further education, inspiring them and encouraging them to consider the 'earn whilst you learn' route as a fantastic and meaningful 'Plan A' career path. They also act as an effective promotional tool for the businesses who have taken part and an incentive for other businesses to get involved.

*We continue to recruit Apprentices to invest in the careers and development of our young workers at Avlance. Many of our leaders in today's business, started their career on an Apprenticeship scheme and have worked their way through the organisation. They therefore appreciate the value and benefits of a successful Apprenticeship scheme and we will continue to invest in new Apprentices each year".*

**GED KILCOIN, RECRUITMENT & TALENT SPECIALIST,  
AVLANCE ALUMINIUM**





By featuring first-hand accounts of young apprentices working in businesses across the West Highlands, the videos effectively outline why apprenticeship programmes offer a credible alternative pathway to young people seeking a high-flying career. They also demonstrate the wide range of industry sectors, apprenticeship programmes and career opportunities that are available across the region.

BSW Timber, Ferguson Transport & Shipping, Gael Force, Mowi and the Lovat Hotel have already showcased apprentices from their business for DYW West Highland's year-long promotional video campaign when their apprenticeship videos were launched at the start of 2019.

Caroline Gregory, a passionate advocate for apprenticeships, and member of the employer-led Board of DYW West Highland said: "The Apprenticeship in Hospitality Scotland has paved the way for our future young talent with our team and business benefiting from their growth and success as they develop their careers, and themselves, over the course of their apprenticeship."

One of the recently appointed members of staff at the Lovat Hotel was so inspired, not only by DYW West Highland's video showcasing apprenticeships at the hotel, but also on hearing how passionately the Owner, Caroline Gregory, spoke about their exciting apprenticeship programme, she is now enrolled as a hospitality apprentice.



CLICK THE IMAGE TO LINK TO ALL  
APPRENTICESHIP FILMS ON DYW WH'S YOU TUBE  
CHANNEL

The Scottish Apprenticeship programme offers flexible framework options with over 120 apprenticeships available for businesses, large or small, ranging from construction to digital media. They provide an excellent array of opportunities, as demonstrated through DYW West Highland's apprenticeship video series.

There is also funding available towards apprenticeships, where Skills Development Scotland contribute towards the training costs, whilst businesses pay the apprentices' wages just like any other employee.

Our DYW team cover Lochaber, Skye and Wester Ross – where we aim to expand opportunities to young people, through employer-led initiatives, so that they gain valuable workplace skills and further education opportunities, making them more attractive to employers.

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