



NORTH EAST

Developing the
Young Workforce

DYWNE Annual Report

A summary of our year

Reporting period: 1 April 2022 – 31 March 2023

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Access the video introduction to
this report via the QR code or
the link [here](#).



Foreword



2022-23 was a landmark year for DYW North East, with a welcome return to in-person activities between employers and young people. Towards the end of the year we confirmed a change of host organisation to Robert Gordon University and I would like to thank Aberdeen & Grampian Chamber of Commerce for their historic support.

Our Employer School Coordinators have increased their activities with businesses across all sectors and new initiatives have started to measure our impact and engage primary schools more.

Our employer partners have delivered class talks, skills sessions and mock interviews, plus external experiences including site visits, work shadowing and more.

Our collective goal remains unchanged: to increase the number of North-east employers who are supporting young people. Representation from our region's growth sectors is particularly important.

Join us if you can and provide youngsters with the insights and skills they need to make their way into the world of work, while sourcing your talent for the future.

A handwritten signature in blue ink, appearing to read 'James Bream'.

James Bream

Chair



The last twelve months have resulted in many 'firsts' for the DYW North East team with the easing of restrictions allowing our Employer School Coordinator team to support the region's secondary schools' careers fairs for the first time. Pages 5-7 of this report provide a flavour of their work.

Our efforts to connect with new employers have also extended, with DYW North East hosting and attending a wide variety of events as well as connecting with trade bodies and membership organisations. We continue to encourage employers of all sizes and sectors to join the Young Person's Guarantee; an initiative that can help them to gain earlier access to future talent.

Two further initiatives will be launched this year: our DYW North East Ambassador Programme, formally recognising employers who fly the DYW North East flag, and our Sector Frameworks Programme, which will provide a menu of ready-made opportunities for employers and educators to use to engage with our young people.

To those who have supported us over the past year - employers, educators and partners - thank you. Exciting times lie ahead!

A handwritten signature in black ink, appearing to read 'Margo Milne'.

Margo Milne

Director

EXECUTIVE SUMMARY

Over the past twelve months DYW North East has remained sharply focused on our mission: to provide every young person with the best chance to reach their potential in whatever career they decide to follow by providing opportunities to engage with employers. Our ambition is steadfast: to get as many organisations in the region involved with our activities.

Strategic aims

Our employer-led activities have been centred round strategic aims to:

- Increase the volume of partnership activities employers deliver
- Increase the number of employers who are engaging with young people
- Encourage adoption of the Young Person's Guarantee
- Raise awareness of - and engagement with - the apprenticeship family
- Increase work-based opportunities for those who would benefit the most.

643	work inspirations delivered (91% increase)
172	employer partnerships created (1% increase)
48	new Young Person's Guarantee signatories (380% increase)
33	apprenticeship referrals (230% increase)

Consistency through change

Proactively Resilient

We are confident in exploring and guiding ourselves and others through change.

Passionately Supportive

We enhance and nurture our key relationships.

Professional Credibility

We are a safe pair of hands.

Celebrating Uniqueness

Everyone's contribution is valuable.

Committed Teamwork

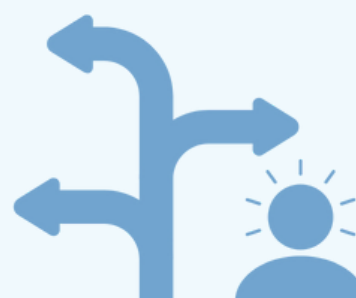
We achieve more together.

Our values

We are mindful that both the business and educational communities have faced - and continue to face - various challenges and changing circumstances. Prioritising our own team's stability has been key to driving performance - and the results in this report. Pivotal to this has been the creation - by the team and for the team - of a set of core values, which underpin everything we do.

Springboard for the future

We will continue to strive to be the best possible catalyst for career-focused activities between employers and young people. Our mission for 2023-24 remains the same, however we anticipate - and are primed to respond to - further changes as a result of the ongoing national efforts to review and improve the educational and career landscapes for our young people.



WORK INSPIRATION ACTIVITY

KPI 1: Employer Engagement

In keeping with all DYW regional groups, DYW North East's activities are measured under four key performance areas, one of which is employer engagement. Employer engagement encompasses work inspirations such as class talks, skills sessions, work tasters, careers fairs, site visits and CV checks and mock interviews.

WORK INSPIRATIONS OFFERED

1064 Work Inspirations
(2021-2022: 536*)

373 Aberdeen City, 645
Aberdeenshire, 46 City & Shire

WORK INSPIRATIONS DELIVERED

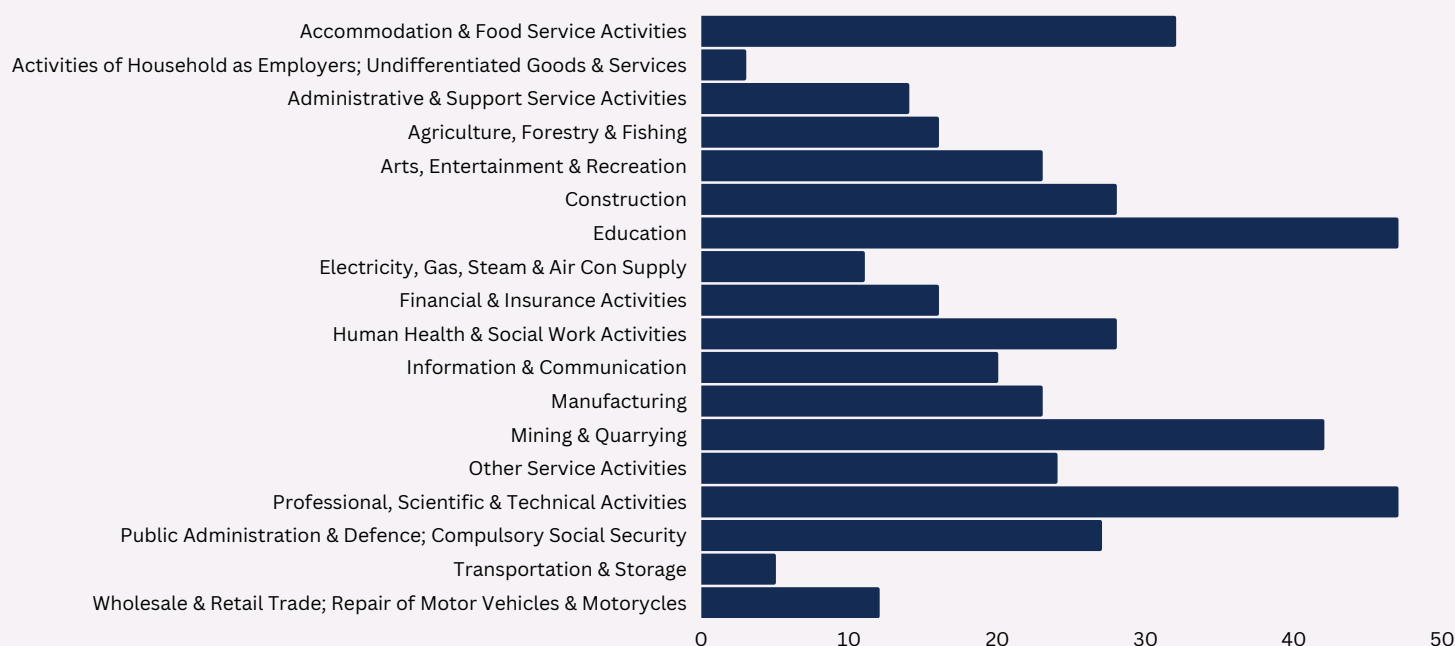
643 Work Inspirations
(2021-2022: 336)

232 Aberdeen City, 384
Aberdeenshire, 11 City & Shire

*Figures in brackets from the previous reporting year - 2021-22 - are shown throughout this report, by way of comparison.

The 643 work inspirations above were delivered by 418 employers, broken down by sector as below:

WORK INSPIRATIONS DELIVERED: SECTOR BREAKDOWN



WORK EXPERIENCE, REFERRALS & PARTNERSHIPS

DYW North East highlights the value of work experience, mentoring and other programmes to employers. Those who are interested are then referred to the relevant specialist partner.

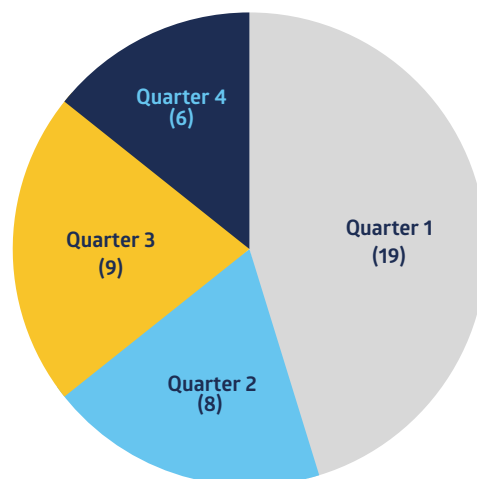
WORK EXPERIENCE REFERRALS AND OFFERS:

18 Work Experience Referrals
(2021-22: 8)

42 Employers Offering
Work Experience
(2021-22: 70)

KPI 1: Employer Engagement

WORK EXPERIENCE OFFERED: QUARTERLY BREAKDOWN

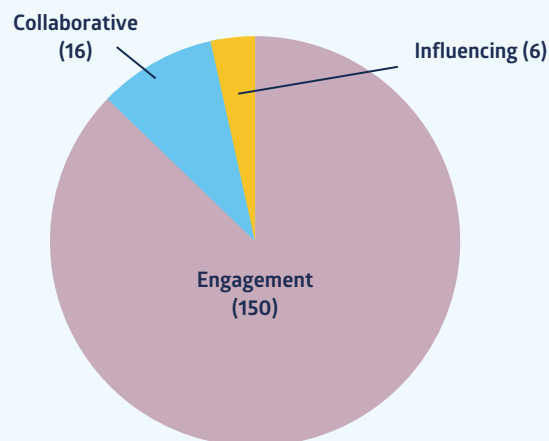


PARTNERSHIP ACTIVITY

172 New Employer
Partnerships
(2021-2022: 170)

Our team of coordinators work closely with secondary schools to help them develop industry partnerships at three different levels: engagement, collaborative and influencing. The deepest level of partnership - influencing - is a longer-term commitment with employer involvement across a variety of activities and year groups, plus curricular input.

PARTNERSHIP ACTIVITY BY LEVEL



MENTORING

MENTORING REFERRALS:

6 Mentoring
Referrals
(2021-2022: 7)

DYW North East actively encourages employers to support partner mentoring programmes such as MCR Pathways for young people who may have experienced disadvantage and Career Ready, a two-year programme for S5 pupils, which combines mentoring, a four-week summer internship and a series of masterclasses.

Some schools offer their own mentoring programmes and our coordinators provide support with identifying employers to participate in these.

WORK INSPIRATION ACTIVITY

KPI 1: Employer Engagement

The words and pictures behind the figures

Return to in-person activities

2021-22 saw a welcome return to activities taking place in-person. While virtual interactions will always have their place, it has been invaluable for young people to be able to speak with employers directly, visit local premises and projects, and gain valuable on-the-job experience through work tasters, shadowing and placements. Practical, hands-on sessions are important in providing young people with meaningful insights into different roles and the skills required to fulfil them.

The willingness of employers to support such activities is encouraging with more than 300 additional work inspiration activities taking place over the year, compared with 2021-22.



Top Right: S2 girls at Turriff Academy participate in an activity led by a senior structural engineer from Arup. Lower Left: Banchory Academy held its first in-person careers fair in three years. Lower Right: Aboyne Academy pupils visit the Port of Aberdeen and Aberdeen Harbour Expansion Project.

CONNECTING YOUNG PEOPLE TO OPPORTUNITIES

KPI 2: Young Person's Guarantee

YOUNG PERSON'S GUARANTEE

48

New employers
joined
(2021-22: 30)

10 renewals

Young Person's Guarantee

What is the Young Person's Guarantee?

The Young Person's Guarantee aims to connect every 16-24 year old in Scotland to an opportunity - from a job or apprenticeship, to further or higher education, training or volunteering.

DYW North East plays a key part in the delivery of this initiative, helping employers in the region to use the Young Person's Guarantee to plan, structure and deliver their activities for young people.

Employers of all sizes - and across all sectors - can join the Guarantee. Doing so involves completion of a simple pro forma, which guides employers through the various potential areas of support.

NEW YOUNG PERSON'S GUARANTEE EMPLOYERS: SECTOR BREAKDOWN



CONNECTING YOUNG PEOPLE TO OPPORTUNITIES

KPI 2: Young Person's Guarantee

The words and pictures behind the figures

The Young Person's Guarantee underpins all our work to support young people at DYW North East.

A key part of our role is to raise awareness of the Guarantee among employers; those who are already supporting young people can use it to reinforce their commitment and gain recognition for their efforts. Employers who have newly engaged with DYW North East can use the pro forma as a checklist for the different types of activities they might wish to offer, with support from DYW North East and our partners.

Throughout the year we have held regular free employer information events around the Young Person's Guarantee in Aberdeen city and Aberdeenshire. We have also produced a [fast-track version](#) of the Young Person's Guarantee pro forma on our website to make the process of joining even easier for employers.



An employer information event in Inverurie formed part of an Aberdeenshire roadshow designed to raise awareness of the Young Person's Guarantee and the benefits to employers of getting involved.



Young Person's Guarantee

wood.

“

It was important for Wood to join the Young Person's Guarantee to play our part in creating a sustainable future of excellence for young people. We are committed to providing opportunities for students from all backgrounds.

Bancon Construction



“

It was important for Bancon Construction to sign up for the Young Person's Guarantee because we want to support and inspire young people with their future career ambitions, ensuring they are ready for the world of work.

bjss

“

It was important for BJSS to join the Young Person's Guarantee because it allows us to directly support 16-24 year olds in Scotland as they consider a future career in Scotland's digital economy.

APPRENTICESHIP & JOB OPPORTUNITIES

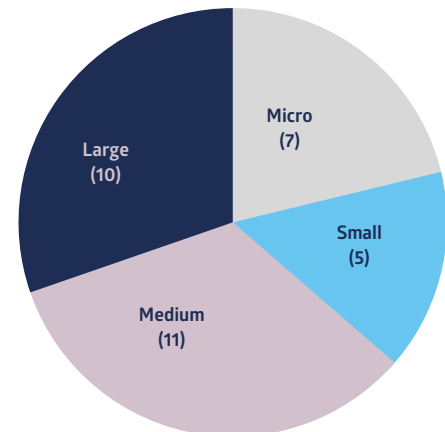
KPI 3: Apprenticeships

APPRENTICESHIPS BY COMPANY SIZE

APPRENTICESHIP REFERRALS:

33 Apprenticeship Referrals
(2021-2022: 10)

15 Aberdeen City, 14
Aberdeenshire, 4 Aberdeen City
and Aberdeenshire

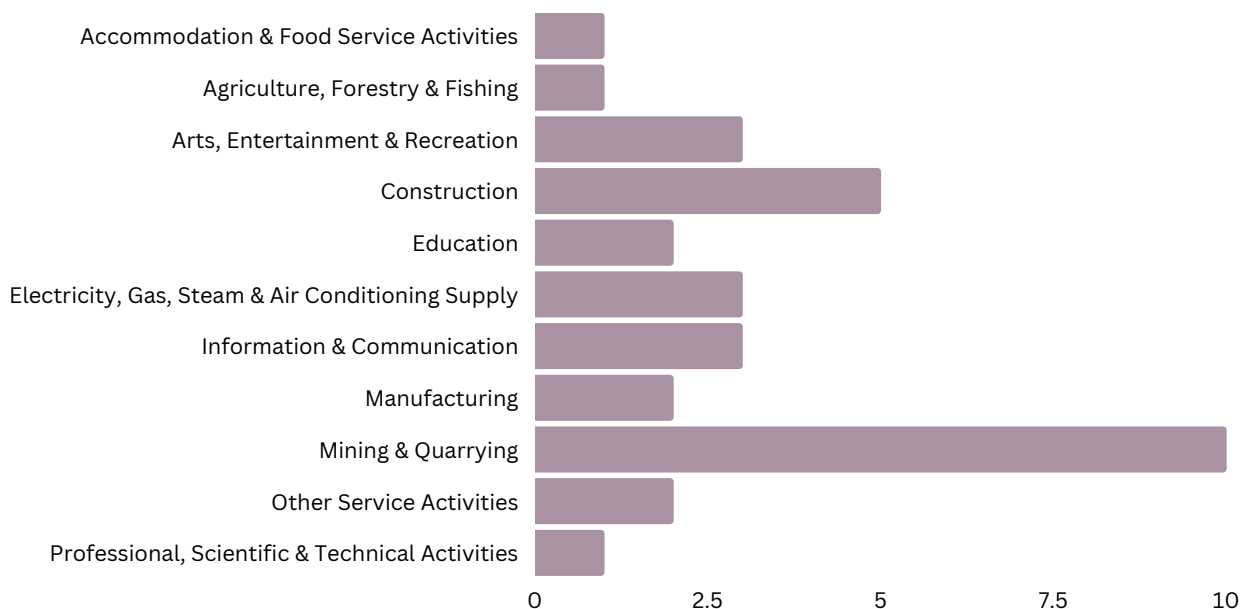


Supporting employers to offer apprenticeships

An important part of DYW North East's remit is to increase the number of employers offering job and apprenticeship opportunities to young people. We do this in collaboration with Skills Development Scotland, the skills agency in Scotland.

We raise awareness of the apprenticeships frameworks - and the benefits of offering apprenticeships - in our conversations with employers. Apprenticeships are one of the five focus areas of the Young Person's Guarantee, which we introduce employers to on an ongoing basis. Interested employers are then referred to the most relevant apprenticeship training provider(s) in the region, DYW North East often partners with these training providers to offer free employer information events.

APPRENTICESHIP REFERRALS: SECTOR BREAKDOWN



APPRENTICESHIP & JOB OPPORTUNITIES

KPI 3: Apprenticeships

The words and pictures behind the figures

DYW North East took part in a number of campaigns and initiatives throughout the year to encourage employers to consider offering young people the opportunity to gain skills, experience and a qualification through apprenticeships.

In November we hosted an All About Apprenticeships event in partnership with RGU. This event, which was aimed at employers, featured presentations and a panel session from key apprenticeship providers in the region.

As part of Scottish Apprenticeship Week in March, we ran a Spring Into Apprenticeships event with North East Scotland College. This event, which was aimed at young people and their parents/carers, combined presentations on the different types of apprenticeships, alongside an exhibition area featuring local employers with live apprenticeship opportunities.

Our team promoted virtual and in-person partnership apprenticeship awareness events throughout the year and attended a tour of the facilities at Tullos Training to further our own knowledge of their courses and facilities.

We also worked closely with a variety of local employers to promote their apprenticeship opportunities to young people by including these on our dedicated website [jobs.portal](#).

Finally, DYW North East were delighted to welcome our first Foundation Apprentice, Drew Smith, to the team. Drew is completing a Foundation Apprenticeship in Business Skills via North East Scotland College.



Top: DYW North East tour of Tullos Training.
Middle: A panel session forms part of the All About Apprenticeships employer event at RGU.
Bottom: A capacity audience at the Spring Into Apprenticeships event with North East Scotland College.

OPPORTUNITIES FOR THOSE WHO WOULD BENEFIT MOST

KPI 4: Equalities

EQUALITIES OPPORTUNITIES

463

Number of young people
who benefited from
equalities opportunities

21

Number of equalities-specific
activities over the year

The words and pictures behind the figures

By working collaboratively with specialist partners, DYW North East aims to increase work-based learning and employer engagement opportunities for those who would benefit most.

These young people may participate in employer-led activities as part of a wider group; they may also receive opportunities via specific, targeted initiatives.

DYW North East seeks to extend and deepen its partnerships in this area, so that support can be effectively directed. Two specialist partners, Autism Understanding Scotland and This is Milk, have worked with us over the period and pledged their support to the Young Person's Guarantee.

We also ran an event in partnership with the EY Foundation and worked with local employers to celebrate diversity and inclusion as part of the national campaign, #AJobForEverybody.



Clockwise from Top:

Pupil presentations during the EY event. Health and safety training at AquaTerra in Kintore. Learning about transport careers from Stagecoach. An employability skills session with the University of Aberdeen.



OUR PROFILE

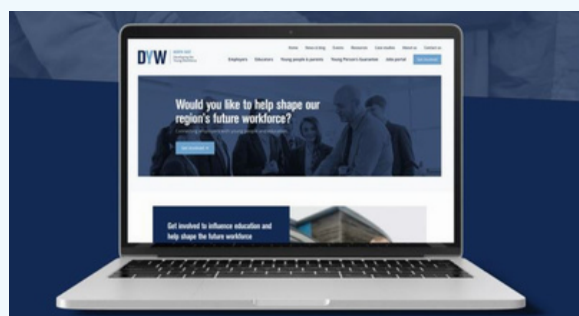
Raising awareness of what we do - and the support we offer employers - is key to enabling us to support young people across the region. We continually seek to make our communications activities more effective and the return to in-person events has allowed us to engage more directly with employers, partners and other stakeholders. DYW North East was one of the early adopters of the DYW national rebrand, which was rolled out this year.

Website

DYW North East launched a [new website](#) at the end of 2022.

The new site reflects the updated branding and also includes additional functionality and resources for visitors.

These include a [jobs portal](#) featuring entry-level positions and apprenticeships, plus a [fast-track version](#) of the Young Person's Guarantee pro forma for ease of use for employers.



Above: The new DYW North East website went live at the end of the year. Sessions over the year numbered 12,863 (-1459), 8967 (-1522) of which were from new users.



Social Media

Follower figures over the last year increased across all channels.

 **Twitter – 2534 followers (+344, 2190)**

 **LinkedIn – 1838 followers (+517, 1321)**

 **Facebook – 1181 followers (+250, 931)**

 **Instagram – 355 followers (+110, 245)**

Social media activities were supplemented by our monthly e-newsletter, which continues to be issued to over 1100 subscribers.

Campaigns

In addition to ongoing promotional activity connected with our main focus areas, DYW North East participated in various DYW national and partner campaigns including:

- #NoWrongPath
- #AJobForEverybody
- Scottish Careers Week
- Creative Careers Week
- Scottish Apprenticeship Week.

Events

We held, and participated in, a number of events throughout the year to raise awareness of our activities among employers.

9 DYW North East events

10 Partner/external events

OUR TEAM

Staff

The DYW North East team have had a busy year; our Employer School Coordinators have now experienced the majority of the academic calendar in more normal conditions, following the easing of COVID-19 restrictions. This has allowed them to grow and cement their local school and employer networks.

Each of our coordinators is supported by one of DYW North East's three project officers. In addition to leading their area teams, the project officers provide our director, Margo Milne with planning and operational support. Margo has overall strategic responsibility for leading DYW North East and liaising with the board, Scottish Government and other DYW regional groups. She also oversees marketing and communications activities; these are implemented by our marketing executive Clare Scott, who was appointed in May. All of the DYW North East team's work is underpinned by our core values, which were developed by staff during a facilitated session in November.



OUR TEAM

Board

The DYW North East board, led by chair James Bream, includes representation across a number of key industry sectors, as well as our two local government authorities and education.

The board support the work of the director and the DYW North East staff team by providing strategic vision, industry expertise, governance and access to their wider networks. The full board meet with the director on a quarterly basis, while smaller sub-groups work together on specific projects and initiatives to help DYW North East deliver on its stated aims.

Two board members stood down towards the end of the reporting period; additional board members will be recruited following consideration of any gaps in terms of sector knowledge and specialist expertise.



James Bream Chair

Chief Executive
Katoni Engineering

ENERGY

Alison Carrington Vice Chair

Regional Skills Planning Lead
Skills Development Scotland

EDUCATION

Stuart Common Vice Chair

Managing Director
Mackie's of Scotland

FOOD & DRINK

Laurence Findlay

Director of Education & Children's
Services, Aberdeenshire Council

EDUCATION

Eleanor Sheppard

Chief Education Officer
Aberdeen City Council

EDUCATION

Sarah Chew

Managing Director
TechFest

CREATIVE/THIRD SECTOR

Neil Cowie

Principal
North East Scotland College

EDUCATION

Gerry Lawrie

Head of Workforce &
Development, NHS Grampian

HEALTHCARE

Neil McKinnon

Global Resources Manager
Claxton Engineering

ENERGY

Anita Martin

HR Manager
Well-Safe Solutions

ENERGY

Morag Stark

Operations Director
Brio Retirement Living

PROPERTY

FUTURE ROAD MAP

Looking ahead to 2023-24 our strategic vision remains:

To provide every young person with the best chance to reach their potential in whatever career they decide to follow by providing opportunities to engage with employers.

There are a huge number of ways to support young people and it's arguably never been more important to do so.

DYW North East aims to make the process as easy and beneficial as possible for employers. Please get involved if you can.

DYW

NORTH EAST

Developing the
Young Workforce

www.dyw.org.uk