



The Academy Approach in Angus Giving Local People Local Opportunities

Angus Council Economic Development
Strategy and Employability Team
November 2012

DRAFT

ANGUS EMPLOYABILITY PARTNERSHIP - ACADEMY APPROACH

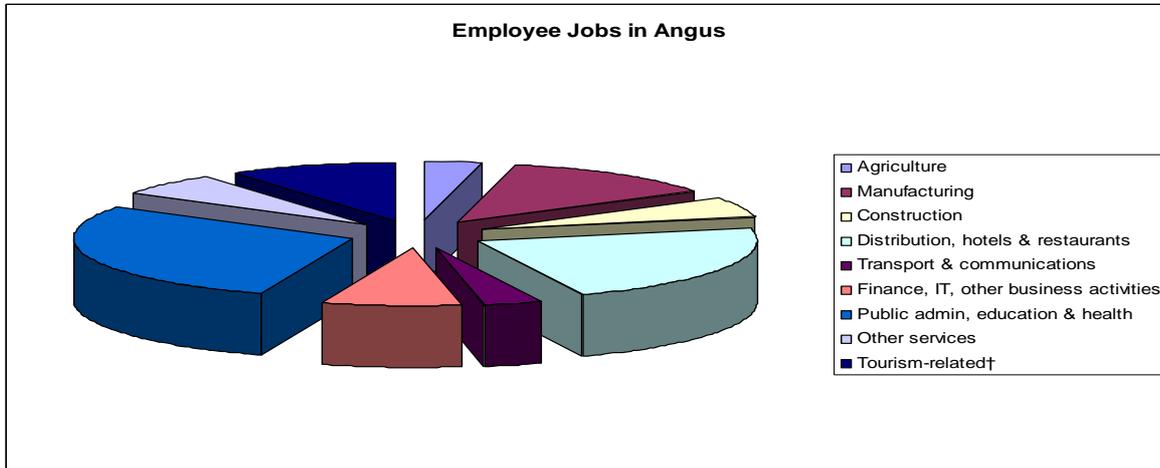
CONTENTS

	PAGE
<u>BACKGROUND</u>	3
<u>ANGUS EMPLOYABILITY PARTNERSHIP</u>	4
<u>THE ACADEMY APPROACH</u>	5
<u>ANGUS ACADEMY DELIVERY</u>	6
<u>PHILOSOPHY & RATIONALES</u>	6
<u>PROGRAMME</u>	7
<u>ACADEMIES</u>	9 - 21
Angus Employability Academy	9
Seasonal Employment Academy	10
Manufacturing Academy	11
Security Academy	12
Agricultural Academy	13
Coach Driving/PCV	14
Health and Social Care	15
Welding & Fabrication Academy	16
Engineering Academy	17
Taxi Academy	18
Hospitality Academy	19
The Angus Youth Employability Academy (AYEA)	20
Get Set Go	21
Food Production	22
Retail	23
<u>CASE STUDIES</u>	24
<u>PARTNERSHIP CONTACTS</u>	27

Background

In Angus there are 68,700 people of working age (16-64), 72.3% of whom are in employment (42,700 people being employed and 7,200 being self employed).¹ In Angus there are key sectors, which provide a variety of employment opportunities. These sectors can be seen below:-

Diagram 1 - Employee Jobs in Angus 2011

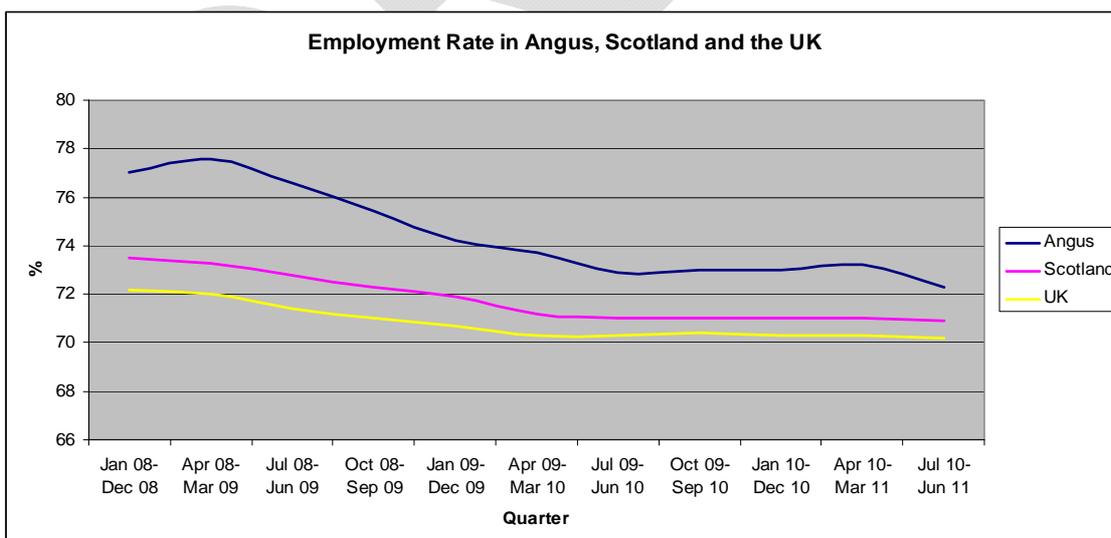


Source: ONS annual business inquiry employee analysis

Here the service sector (representing 71% of employment) is represented by Distribution, Hotels & Restaurants, Transport & Communications, Finance, IT, Other Business Activities, Public Administration, Education & Health and Other Services. The key sectors will be explored in more detail.

The economically active are classified as people aged 16 and over who are either in employment or unemployed. The economically inactive are people who are neither in employment nor unemployed. The main reasons for being economically inactive are long-term sickness or disability, being a student, looking after family or being retired.

Diagram 2 – Comparison of Employment Rates in Angus, Scotland and the UK



Source: ONS

Research through the Office of National Statistics has indicated that Angus may suffer from a decline of the economically active population as the imbalance between young and old grows to 2018. At present, the Employment rate in Angus is higher than the Scottish and UK average but

¹ NOMIS June 2011

the difference is decreasing. When considering sectors in Angus those considered to be growing include Tourism and Hospitality, Health and Social Care, Retail, Renewables and Agriculture therefore any activities to support these sectors will support a sustainable work force.

Angus Employability Partnership

The Angus Employability Partnership brings together organisations across the public, private and voluntary sector to get people into work, keep people in work and develop the skills of those in work. The partnership and the new AngusWorks brand were launched at an event in Carnoustie on 27th August 2010 by Angus Provost Ruth Leslie Melville. The role of the Angus Employability Partnership is to:

To facilitate, Support and Coordinate the provision of employability services in Angus

The members of the Angus Employability Partnership are: Angus Council, Voluntary Action Angus, Skills Development Scotland, Angus College, Job Centre Plus, National Health Service, Scottish Enterprise and Federation of Small Businesses. The Partnership has four main working groups that deliver on its actions. The Employer Engagement Group is leading on the development of the Academy approach. The delivery of these programmes are primarily carried out by Angus Council Towards Employment Team, Angus College, Voluntary Action Angus, Jobcentre Plus, DEAP and Local Employers. The role of each partner includes:-

The Towards Employment Team (TET) manages referrals from partners and oversees the whole programme in terms of managing capacity, interviews with clients, liaising with partners and monitoring the whole process through the AngusWorks Management Information System. TET also administers the personal development fund for clients to help remove residual barriers into employment.

Angus College provides essential skills in delivering the employability programme including sourcing vacancies in partnership with local job brokers and identifying routeways for clients. The Enterprise centre also plays a central role in supporting those clients considering starting their own business or social enterprise.

Jobcentre Plus has many targets with regards to moving people off the unemployment register and the new programmes coming out have certainly supported the academy approach through the sector based work academy programme.

Voluntary Action Angus is involved in supporting the development of clients during the Academy through volunteering and sessions in the life skills centre. This is vital in moving people closer to the labour market.

DEAP are lottery funded to provide employability support and barrier removal in Angus. DEAP also support the sector based academy approach.

The Federation of Small Businesses are very supportive in the Angus area overseeing an enterprise award which gives clients a financial award for starting up an enterprise. The FSB have also given presentations at Academy sessions to give a realistic perspective on entering the workplace.

Local identified employers will provide support during the programme at the college through presentations and one to one with clients and then supporting the programme through offering work experience, placements and jobs.

Other partners on the partnership have pledged support to the Academy approach and act as referral routes and provide guidance as and when needed.

The Academy Approach

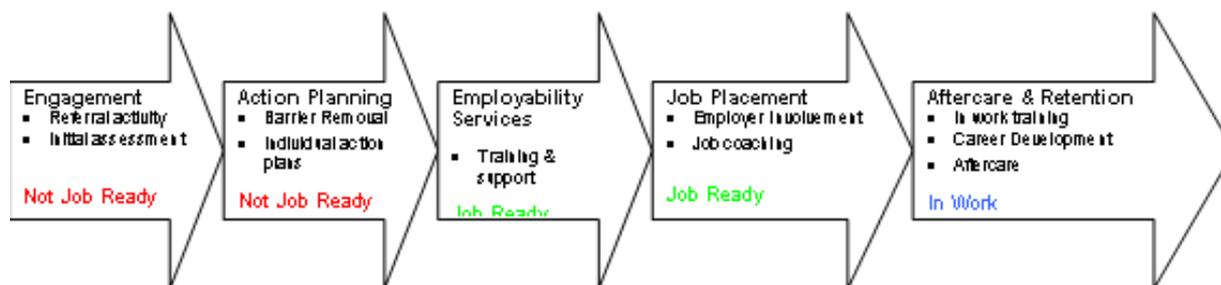
In supporting the employment of local people in Angus a consistent approach has been adopted. Initially within Health and Social care the academies were developed to support the workforce planning of the NHS. This has now developed with funding successfully sought for academies focusing on core Employability skills, Security, Welding, Engineering, Hospitality, PVG Coach maintenance and more recently agriculture. Various partners deliver these academies throughout Angus.

Table 1 – Academies Delivered

Academy	Participants to Date	Activity
Health and Social Care	156	College Course, Work Experience, Job Interview
Employability Skills	22	Core skills including: Confidence, motivation, job prep, ICT
Welding/CNC	8	College Course, Sector specific skills, Work placement
Engineering/milling	12	College Course, Sector specific skills, Work placement
Security	24	SIA Card, 4 day intensive training, Door management, customer service
Coach Driving/PCV	6	Licensing, Training, PCV, Work Experience, Interview
Hospitality	15	College course, Health and safety, Work Placements and on the job training
Manufacturing	12	4 week programme, work placement, employment
Agriculture	2013	Goals, Sector Specific training, work placement
Seasonal Employment	24	Health and safety, budgeting, Work trial
Youth	20	GOALs, motivation, employer placement
Retail	20	Induction, training, work placement, Interview
Food Production	7	Induction, Training – Forklift, Food prep, Interview
Taxi Driving	15	Training, Licensing, Work Experience, Interview
Get Set Go	2013	Intensive support, targeted client group, outdoor activity, goals

Angus Academy Delivery

The Academy approach in Angus has a process which includes:



In taking a client through the 5 stage journey there is a greater chance of a sustained job outcome as the client and employer are supported. The strength of this approach is the flexibility in terms of being proactive in forecasting developing sectors and reacting to economic shocks in the area e.g. redundancies. The Academy follows the following process:-

Stage	Duration	Activity
Information Day	½ Day	Information on academy Registration Programme
Induction Day	1 Day	Information on Training Confidence/Motivation through Team activities
Generic Training	1 week	GOALS
Sector Specific Training	3-9 Weeks	Depending on the type of academy sector specific training is given CV/Job preparation
Placement/Employment	Ongoing	Ongoing support is given to clients and the employer

Philosophy & Rationales

For most people finding and securing a job can be very daunting. For individuals who have been excluded from, or out of the labour market for some time, accessing job markets can seem an insurmountable task. Whether coping with long term unemployment, career breaks, illness family commitments or redundancy, such individuals often lack confidence in themselves and their skills and abilities. Before they can put pen to paper or contact an employer they need to overcome their self doubts and anxieties about their ability to sustain work and deal with fear of leaving the security of the welfare system.

It is with this in mind that we have designed a programme that will empower individuals to feel able to take responsibility for shaping their own future

By utilising cognitive behavioural change stratagems we aim to build service users self esteem, increase confidence and develop the self marketing skills necessary to compete effectively in today's labour markets. We have also embedded vital core skills such as: problem solving, communication, working with others and ITC, all of which will be assessed at a minimum of SCQF level 4 thus providing individuals with tangible evidence of work readiness.

Programme

GOALS and Motivational Activities

During week one, participants will complete the GOALS programme. GOALS is a programme which adopts an inspiring approach that utilises many proven behavioural change techniques and strategies that will help participants to self evaluate and develop strategies to:

- Build self esteem
- Manage the negative effects of anger
- Feel more competent and confident in their abilities
- Become more resilient and self reliant
- Identify learning styles and personal traits and qualities
- To identify and develop strengths and other areas for potential development
- To become more self motivated through learning how to set goals and maintain them.
- Produce a personal development and learning plan.

Although embedded within the whole programme we concentrate on developing the skills and practices that will enable participants to work more effectively with others and solve day to day problems independently by introducing solution focused techniques. Candidates will participate in several activities then evaluate their personal performance. The module will be assessed at SCQF level 4

The working with others workshops and learning episodes are designed to help participants identify:

- The main roles within a co-operative activity.
- The role, responsibilities and tasks they will take and perform within that activity
- How these relate to the roles of others
- What is required to carry out their role and necessary adaption's or compromises
- How to respond sensitively to others recognising their strengths, skills and preferences
- The need for eliciting support and receiving feedback
- The need for and then develop a criteria by which they can evaluate their contributions, and then review performance supporting this with evidence.
- How they can improve their skill in working collaboratively with others and future collaborative working arrangements.

Problem solving workshops and activities aim to develop critical and analytical thinking skill which will enable participants to deal more effectively with everyday problems in familiar settings. Participants will learn:

- To identify the main factors affecting the situation
- To consider what could be done and decide on an approach to solve the problem
- To work out and draw up an action plan detailing steps necessary to solve problem
- To Identify who can help and what resources would be needed and recognise the limitations
- To evaluate the strengths and weaknesses of the plan
- To draw conclusions, consider alternatives and identify evidence that supports findings

Job Preparation

Self marketing and communications is a series of workshops and activities that aim to empower an individual to compete effectively within the labour markets, we have embedded two major core skills ITC and communications which will be assessed at SCQF level 4. Participants will have an opportunity to:

- Analyse local labour markets and trends
- Develop a personal self marketing strategy that will maximise opportunities for securing employment
- Learn how to utilise social networking sites as a means of prospecting and self promotion
- Learn how to develop sector specific language and vernacular that will maximise opportunities for computer algorithms on recruitment databases to select their applications and CVs for further analysis.
- Produce CVs , letters, leaflets and Facebook profiles
- Conduct a traditional paper prospecting campaign and viral campaign
- Learn telephone marketing techniques
- Learn how to respond to adverts and amend marketing material to meet specific criteria
- Learn from employers, H R officers how to successfully complete an application form & negotiate a successful interview

Embedded ITC

Participants learn to:

- Recognise and use on screen features such as icons, menus and option buttons
- Load and access files from the hard drive, removable storage and mobile phone
- Name and save files to appropriate location
- Enter, edit and output data using software applications such as word processor
- Present information using power point

The following pages will outline the various academies that have been delivered in Angus along with some proposed academies for 2013.

Angus Employability Academy

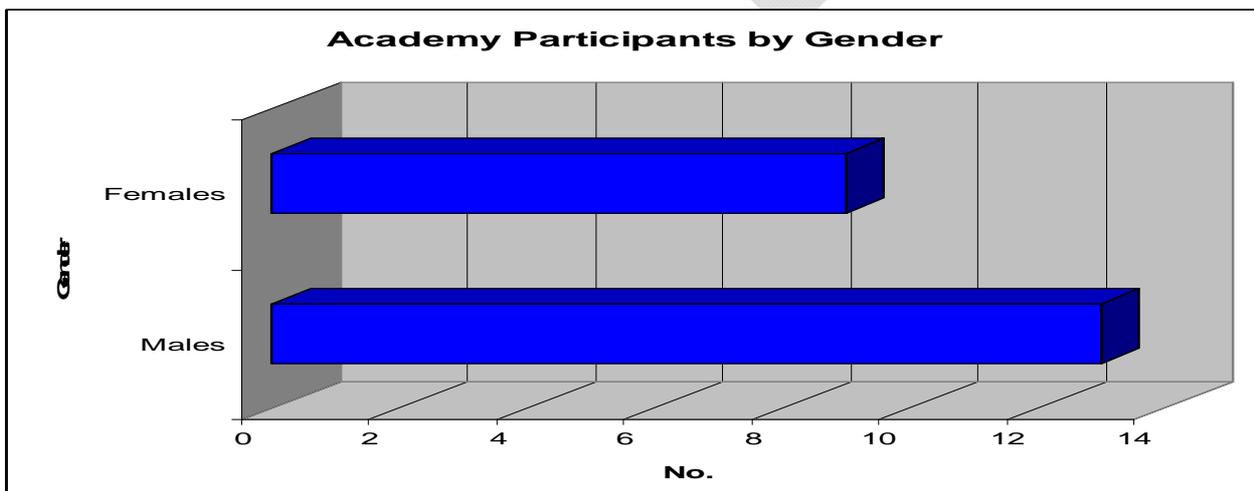
The Academy recruited 22 participants in total and the formal academy programme ended on 6th April 2012. The main aim of the academy was to apply a person centred approach to moving people into a positive destination that suits their stage of the employability pipeline be it further education, employment, volunteering or specialist support. On the whole this has been achieved and with very positive results.

The Angus Employability Academy was split into 4 areas as shown below:-



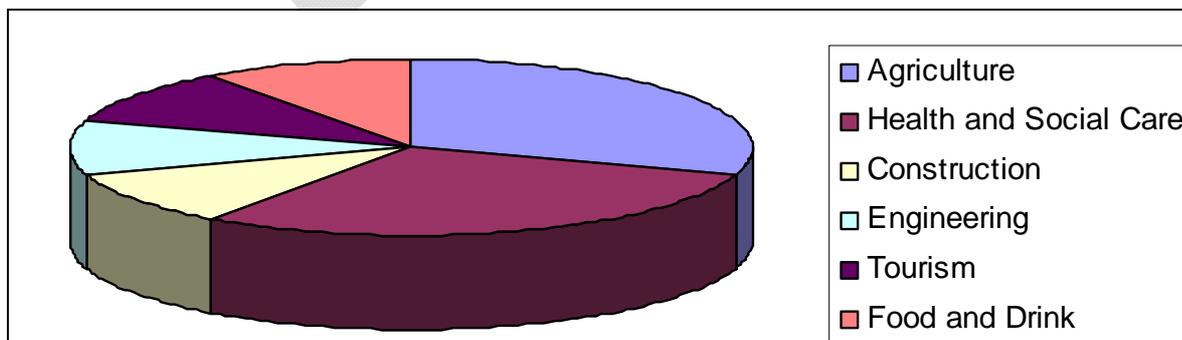
The majority of people participating on the Academy were in the 25 – 49 age group. As of February 2012 this was the age group with the highest unemployment rate in Angus at 1,205 claimants. This is closely followed by 16-24 years olds which were also represented on the academy.

It was a relatively even split between males and females on both course with slightly more males participating. In total 9 females and 13 males attended.



Those moving into employment through the academy have predominantly moved into agriculture, health and social care.

Employability Academy – Job Outcomes by Sector



Seasonal Employment Academy

The Seasonal Employment Programme (SEP), also known as the “Berry Academy” was an innovative project which aimed to provide a route for young unemployed people into the employment market by providing paid work experience opportunities at several Scottish Fruit Farms.



The SEP was project managed and delivered by the Towards Employment Team in Partnership with private and public sector organisations and enterprises.

Young people can experience extreme difficulties in entering employment and this project provided an opportunity for twenty four unemployed individuals to gain not only valuable work experience but also core employability and life skills to carry forward into their chosen progression. Programme participants also received a unique employment reference.

This project, although a small pilot, aimed to put in place a reproducible and practical model, which could be developed across Scotland within the agricultural sector and possibly into other business sectors. The project achieved its aims.

The timescale for the introduction of this project were very short, from the initial approach in early March 2011 to the first placements at local farms at the start of May 2011, for a period of 12 weeks. The aim was to have 24 placements recruited, a comprehensive 3 day induction course, and then placements working at six farms. This client group traditionally has multiple barriers to employment, so SEP wanted to ensure that these young people would be equipped with the necessary life skills to progress into paid employment, further education or volunteering

There were 2 participants who completed the full 12 weeks of their placement and went on to obtain sustainable gainful employment. During the programme a further 2 participants obtained full time employment in other sectors. While 2 other participants went on to further education and volunteering options. This was an ambitious project in which the young people who took part all achieved an important start in their journey towards moving closer to the employment market. It was entirely voluntary and the change that occurred in attitude during only the 3 day induction was remarkable. Young people who had difficulty in just engaging become more confident and eager to make progress towards their chosen goals.

Outcome Summary:

Programme Participants	24
Gained FT employment	4
Claiming JSA	14
Volunteering	1
FE	1
Destination Unknown	4

Some of the lessons learned for the future are to have more involvement with the employers at the outset of the project.

Manufacturing Academy

The Partnership between MacKay's Ltd. and Angus College provided job seekers with the training and skills required for employment. Six individuals gained employment with five of them recruited by MacKay's to work within the company's production area.



Candidates for the programme were selected directly from the Job centre by the College's employability team who identified individuals who would be most suited to working within the job roles required by MacKay's. These individuals were then put through an intensive four week training programme spending one week at Angus College and three weeks at MacKay's.

Whilst in the College the cohort worked on their employability skills including punctuality, time keeping and communication skills. During this time College employability advisors replicated MacKay's work environment by requiring that candidates operate within the work hours and even break times which they would have whilst working at MacKay's.

The group were then given hands on experience at the MacKay's factory where they undertook training on factory procedures and health & safety. At the end of the programme five of the candidates were offered positions within MacKay's with the final candidate also gaining alternative employment.

This programme has been made possible by funding from Skills Development Scotland which rewards employers for taking on staff through the training scheme

Security Academy

Due to the increasing demand for security and stewarding throughout Angus and indeed Scotland it is proposed to support a sector based work academy which aims to provide local labour for local positions in this growing industry.

This Academy will provide training, suitable licensing and work experience with an interview for a live vacancy. The objective of the academy is to provide people with the skills they need to move into employment. In creating the sector based work academy this will provide a sustainable supply of local labour for Angus businesses.

This academy was funded through the DWP sector based work academy model. Sector-based work academies are one of the services that Job centre plus offers to support people into work. On these academies clients are given the chance to:

- take part in training relevant to the type of work that is available in the area
- achieve units towards a relevant qualification in some circumstances
- take up work experience with an employer that has work that matches the training that is done
- go to a guaranteed interview for a job or an apprenticeship

In total, a sector-based work academy can last up to six weeks. The training and work experience is tailored to help people prepare for an actual job vacancy. The work experience part of the sector-based work academy gives the chance to put training into practice and is an opportunity to show an employer how well a client can work.



Angus benefits from a number of outdoor events throughout the year that require security and stewarding therefore the AEP decided to support this demand. Along with this are a number of public houses who had expressed a need for new and highly trained staff therefore the programme was timely and important for the tourists and jobseekers of Angus.

The training involved a 4 day intensive course, exams and then work placements followed by an interview. All participants passed the assessment

Agricultural Academy

Agriculture has played a central role in the prosperity of Angus for generations, its fertile soil and temperate climate are ideal for growing top-quality soft fruit, vegetables, grain and potatoes, particularly Seed Potatoes. In fact Angus is home to 40% of Scotland's Class 1 agricultural land and produces 28% of the country's potatoes.



World demand for quality Scottish Produce and brands is growing, Angus with its rich history, fruitful coastline and diverse agricultural tradition is ideally positioned to economically benefit. Moreover opportunities for job creation and self employment could exceed those nationally; however, the average age of a skilled agricultural or estate worker is 54, many of whom will retire in the next ten years. With the advent of new technologies, more advanced methods of farming and complex machinery it is becoming vital that we address succession issues now, so that the community may exploit future opportunities and sustain growth.

We propose to help address the succession problem and at the same time up skill many of those recently redundant from sectors such as construction and manufacturing and train those with low skill and little prospect of finding sustainable employment.

By providing training that will enable participants to develop skill sets endorsed by recognised industry qualifications, combined with help gaining experience through supported work placements we aim to motivate and empower participants to compete more effectively in local labour markets and sustain work whatever the season.

Upon completion of GOALS, participants would start 3 weeks of sector skills training which would include:

- Tractor driving competence
- Estate Skills
- Ground Care (tractor implement operations)
- Live stock handling
- Basic chain saw training and certification
- Telescope fork lift training and certification
- Industrial counter balance fork lift truck training and certification
- CSCS safety training and certification
- Emergency first aid training and certification

Following the training week's participants would complete the Academy with an Industrial placement. Upon completion of the programme the key workers would arrange to meet with participants to assess progress, sign post and arrange suitable progressions i.e. Job search, Job brokerage.

Employer Engagement has been crucial in developing this academy as the sector identified a gap in young workers taking this traditional style of work.

Coach Driving/PCV

In partnership with a number of local employers a gap was highlighted in the availability of coach drivers. With this in mind the PCV Academy was developed through the JCP sector based work academy model.

A sector-based work academy can last up to six weeks and has three key components:

- Pre-employment training- relevant to the needs of your business and sector
- A work experience placement - of great benefit to both the individual and a business
- A guaranteed job interview

The key feature of sector-based work academies is that they offer a flexible approach and can be adapted to meet the needs of businesses.



Within the training the participants went through the PCV test. A PCV License is basically a document which allows you to drive large numbers of people legally and the initials PCV actually stand for passenger carrying vehicle. Now, you would be forgiven for thinking that any car, van or lorry which contains passengers would be, by default, a PCV. Well, these licenses are only required should you be looking at lines of work which would require you to drive a large number of passengers to any destination. Bus drivers are a prime example of individuals who would require a PCV license before they were able to legally begin work.

Following the training and licensing the participants are given a work placement where the employer can provide on the job training and give the participant an opportunity to see the type of work they will be doing. Throughout all of these academies this has been a win win situation for the potential employee and the employer.

Providing this training through the academy means there are plenty of employment options for participants looking for a sustainable career in Angus and indeed Tayside. This also benefits the employer greatly as they can now get a local supply of labour.

Health and social Care Academy

The Health and Social Care Academy targets the long term unemployed, those on incapacity benefits, those from socially deprived backgrounds, and aims to implement the philosophy of creating employment to sustain health, by offering opportunities and preparing people for real jobs in NHS Tayside.



The Health and Social Care Academy aims to offer unemployed people the knowledge and skills necessary to apply for jobs in a care environment in positions ranging from direct care of service users, delivery of meals, and administration to estates and maintenance.

The eight week pre-employment programme includes a combination of hands on practical learning alongside college-based theory work. The students are able to undertake four days a week, of work experience over three weeks in a variety of health and social care settings across Angus. The placements are provided by Angus Council Social Work and Health and NHS Tayside. During the programme, students learn a variety of care subjects including, care values infection control, dementia awareness, manual handling, food hygiene, first aid, and basic IT skills, all of which will help to well equip them for a career in care.

The course demonstrates the commitment of close team partnerships between Angus College, Angus Council Social Work and Health and NHS Tayside and is an excellent example of providing outstanding opportunities for people within the Angus area. The students have many opportunities to develop their knowledge and understanding of care related subjects. As well as the many occupations within the Health sector, social care also offers many opportunities. The Public Sector Social Care covers all areas from community support to fostering and adoption, and is a primary focus with both central and local government to improve the quality of life for those people that need care and support. The Department of Health underlines the importance of social health care within Scotland with its ageing population and has the latest reports and reviews.

Types of social care jobs include:

- care worker
- day care assistant
- night care assistant
- unqualified social workers
- qualified social workers
- support workers
- supported housing
- sheltered housing

Welding & Fabrication Academy

Angus is an area that was once highly reliant on heavy industry and manufacturing. Since the recession there has been a surprising revitalisation of this sector which has been supported by the Welding and Fabrication Academy.



Principally delivered through Angus College this support for local employers has included close working with Ritchie's who provide the work based experience which then allows the participants to move on to further education and employment or work for Ritchie's. To date 8 people have participated on this academy and there are more planned for 2013.

Professionally trained and certificated welders reduce the need for rework, with its associated costs, whilst improving repeatability, quality and productivity. European standards reinforce the importance of welding competence, placing stringent controls on the industry for the protection of users. As a result, an increasing number of companies are seeking to improve their welders' capabilities through practical training and demonstrate their competence by testing and certification. The Angus Welding Academy aims to provide highly skilled workers for local business. The Aberdeen oil industry has also benefited from the participants of this course.

Programme

The Welding and Fabrication Academy has 3 core elements including:-

5 weeks training at Angus College – This includes a certificated module for coding which is now essential for those aiming to work offshore.

1 week work experience – In order to give the trainees the training and experience necessary to work in the industry work experience placements are given. This also provides a valuable input to the participants CV.

Work Based Assessment – Following the 3 weeks placement the participant is then given a competency based assessment.

The Academy is one of the most practical offering a lot of real life experience and essential accreditation.

Engineering Academy

The Engineering Academy incorporates milling, machining and CNC operation. In providing these skills we are supporting local business, providing skills for the renewables sector which should emerge heavily in 2013/14 and giving people transferable skills.

This academy is being set up through the JCP sector based work academy. A sector-based work academy can last up to six weeks and has three key components:

- Pre-employment training- relevant to the needs of your business and sector
- A work experience placement - of great benefit to both the individual and a business
- A guaranteed job interview

The key feature of sector-based work academies is that they offer a flexible approach and can be adapted to meet the needs of businesses.



This particular programme includes 4 weeks training at Angus College where participants are given all of the training required to be safe in the workplace including first aid, handling and accredited milling, machining and CNC operation.

Following the training weeks the College then puts them into a work placement which lasts two weeks following this the participants are then given an interview to support their development and potentially give them a job.

Last year the Chief Executive of Scottish Engineering opened Angus College's half million pound refurbishment of its Engineering facilities. The opening of this facility marked a serious commitment to an area of the College which has shown substantial growth in recent times. Over the past few years the college has diversified into a number of areas. The engineering department now works closely with local schools and skills for work programmes to encourage youngsters into the industry. At the other end of the spectrum, they have had considerable success working directly with multinational companies such as Geoservices, Petrofac, PSN, Woodgroup etc to develop programmes that specifically meet their needs.

The refurbished facilities are largely open plan, but cater for four different areas including electrical, fabrication and welding, mechanical engineering and Computer Numerical Control (CNC).

Passenger Transport/Taxi Academy

Through research and employer engagement it was identified that there was a need in Angus for additional taxi drivers. Angus is predominantly a rural area therefore transport can be a challenge for those in and around the area. This presents an opportunity for local business and indeed for local jobs.



A common theme in the academy approach is giving participants transferable skills and this is very much the case here. The main stipulation for this course is that participants must have a full UK driving license.

Following the sector based work academy route participants are supported in applying for their taxi license through DEAP who are a local employability provider and then supported in job search, CV development and those customer service skills which will make working with the public a lot easier.

Following the initial training and legislative requirements which includes paying for the medical and license the participants are then given a work placement with a taxi/passenger transport company where they are given advice, support and on the job training.

Within Angus all new Licenses are granted for 1 year only. Taxi/Private Hire Renewal Licenses are granted for 3 years and Taxi/Private Hire Operators' Renewal Licenses are granted with an option to renew for 1 year or 3 years.

Taxi/Private Hire Drivers are interviewed by Tayside Police as part of their assessment of your fitness as a "fit and proper person" to hold a license. However Taxi Drivers have to sit a knowledge test of the zone in which they wish to operate, but Private Hire Drivers do not.

Licences for both drivers and operators are split into zones. There are 4 zones within Angus and these are:

- Arbroath/Carnoustie
- Forfar/Kirriemuir
- Montrose/Brechin
- Monifieth/Sidlaw.

After the 2 weeks work placement the participants are then given an interview and if successful are then employed. If for some reason the participant is not employed they have developed their skills, worked on their CV and gained valuable experience.

Hospitality Academy

Angus has it all - the coast, the hills, the glorious countryside, a tradition of great music and rich cultural endeavour, set among historic towns, villages, castles and museums. Good trunk roads and the main East Coast rail line make it easy to get into the heart of Angus. Due to the opportunities in tourism there was a local demand for people skilled to work within this sector.

Hospitality is a sector that requires many customer service and communication skills which are highly transferable into other sectors. Due to these skills being sought after by so many employers this academy was essential with the upcoming investments in Angus and indeed around Tayside.

The course aims to be a targeted yet flexible programme that prepares the jobseeker for the work involved in the hospitality and tourism sector addressing the following areas: communication skills; professional appearance; customer care skills; attitude and ambition; plus accredited health and safety courses; i.e., Certificate for Scottish Personal Licence Holders; Elementary Food Hygiene; HACCP; and certificate in First Aid.



The Training Programme has included:

Week 1: GOALS: This is a programme which adopts an inspiring approach that utilises many proven behavioural change techniques and strategies that will help participants to self evaluate and develop strategies to:

- Build self esteem
- Manage the negative effects of anger
- Feel more competent and confident in their abilities
- Become more resilient and self reliant
- Identify learning styles and personal traits and qualities
- To identify and develop strengths and other areas for potential development
- To become more self motivated through learning how to set goals and maintain them.
- Produce a personal development and learning plan.

Week 2: First aid, REHIS elementary Food Hygiene cert., Personal Licence, Barrisata training and Intro to Kitchen Safety.

Week 3 & 4: Work experience placements with a variety of employers.

For example: The Parks Hotel in Montrose; Chapter & Verse, and Subway in Forfar; Brechin Castle Centre, and Glamis Castle; also Ogstons, Coast, Harbour Nights Guest House and Jumping Joys, in Arbroath.

Following the training and work placements is an interview to familiarise the participant with the overall process and the prospect of a job.

The Angus Youth Employability Academy (AYEA)

The Youth Employability Academy is the newest addition to the Academy approach (2 cohorts – 20 beneficiaries) targets 16-24 year olds in Angus and its outlying areas. The Academy will work with individuals to help move them in to a range of employment; training and volunteering opportunities. These opportunities will be pre-determined before the Academy begins across a number of key sectors and vocational areas, as supported by the local economy. The success of this project depends greatly on employer participation. As such, employers are to be involved throughout the academy starting from the initial selection phase of clients. This will ensure that clients are matched to the most suitable option before the academy commences.

Whilst on the course clients will undertake a two week period of training; consisting of behavioral change and client motivation. Key Workers and support agencies will also work alongside clients to ensure that they are supported throughout the process. Following on from this, for those that are entering employment (including modern apprenticeships) it is intended that employers will be able to access a £2,000 incentive. This will be paid once the individual has been in employment for more than 4 weeks.

For those that require additional support a period of work experience will be built into to their personal development plan and/or practical skills training that will get them closer to employment (e.g. forklift truck training). This plan will be developed and updated as the programme is delivered. Work experience may also include a period of volunteering and working towards an appropriate award e.g. SALTIRE (youth awards).

Timescales – The first cohort will commence in October 2012 and cohort 2 will take place in January 2013.

Strategic Skills Pipeline – It is anticipated, but not prescriptive, that a number of clients will have completed other national training programmes e.g. Get Ready for Work; Lifeskills and Training for Work and are seeking additional support to enter work or further education.

Delivery Model

Referrals - Referrals will be accessed through a number of agencies, but it is anticipated that SDS and JCP will be the main referral agencies.

Recruitment – The starting point of day 1 is to build relationships with young people so that they have greater insight regarding the project and Key Workers are more knowledgeable about the needs and aspirations of young people.

Pipeline - Stage 1 – Building on initial contact with clients will allow for signposting and referrals to the appropriate service whether it is to the AYEA or to get support from a partner agency prior to the AYEA.

Stage 2 – Action Planning will allow practitioners the time to support the clients with whatever barriers they have to employment.

Stage 3 – The main focus of the Academy will deliver stage 3 and 4 of the pipeline, giving people the skills required by employers to make them more employable.

Stage 4 – Following completion of the AYEA, clients will work with a Key Worker to determine the correct routeway whether it be employment, work placement/experience, volunteering, further education or business start up.

Stage 5 - Potentially the most important part of the pipeline is the aftercare to ensure that the client doesn't fall back on to the JSA register or other benefits.

Get Set Go

Since the recession those furthest away from the labour market due to ill health and being in recovery from drugs or alcohol misuse have had an even greater challenge in moving closer to the labour market and into work. This client group perhaps have the longest journey requiring additional support, flexibility and guidance and therefore the Get Set Go programme is the proposed method to support this group. Loosely based on the academy approach it has the underlying principle of providing motivation and support to those people most in need.

The Angus Get Set Go programme aims to support people recovering from drugs and alcohol misuse and those individuals with criminal convictions to move closer to the labour market. In doing so this aims to boost motivation, reliability, responsibility and provide peer support.



This 8 week programme offers those who are unemployed, and who have multiple barriers and difficulties in accessing local labour markets, an opportunity to develop strategies that will enable them to foster the positive behaviours that engender self reliance, personal resilience, self confidence and the ability to negotiate and manage everyday difficulties in order to empower them to make positive progressions and eventually compete more effectively in labour markets. A maximum of 12 participants per programme is proposed.

Previous Get Set Go programmes, run in partnership between Angus College and Criminal Justice Services and funded via Safer Scotland, have highlighted that effective pre-programme and on-going support for those affected by poor mental health and/or substance misuse is an essential component of the programme.

Following successful delivery of the Get Set Go programme it is hoped to develop more routes for those moving through the course who feel ready for further education or employment. The initial idea is for a 'Get Ready for Education' course which will give candidates support and research skills as well as improving their overall motivation and confidence. The second proposal is to set up a film making project which will help to develop people's skills while also developing the soft skills of communication, team working and dependability.

Food Production

Strathmore Foods in Forfar produce a wide range of frozen and chilled Scottish products servicing both the retail and foodservice markets.



Strathmore Foods are renowned for creating hearty, Scottish, convenient meals, such as McIntosh Macaroni Cheese and McIntosh Haggis. They are also experts in pie making, with over a million pies produced a month!

Currently employing more than 130 staff Strathmore Foods is a key component of the local economy and tries wherever possible to recruit within the community. Strathmore's emphasis on training and valuing its staff has ensured that it's Investor in People accreditation status, of which the company is extremely proud, has continued since 2002.



It was through the continuing need for staff and desire to recruit locally that they have been participating in sector based work academies since September 2012.

The Academy is split into 3 sections where there is an initial induction, work experience which includes a wide range of skills due to the nature of food production and then an interview.

Since participating on the programme Strathmore foods have worked with over 30 claimants employing 7 to date. The HR within this company has been so pleased with the process that they now want to recruit all staff in this manner to reduce staff turnover and improve training. The types of vacancies available include:

- Food Preparation
- Packing goods ready for despatch
- Labelling goods
- Locating goods from the warehouse
- Forklift Truck driving

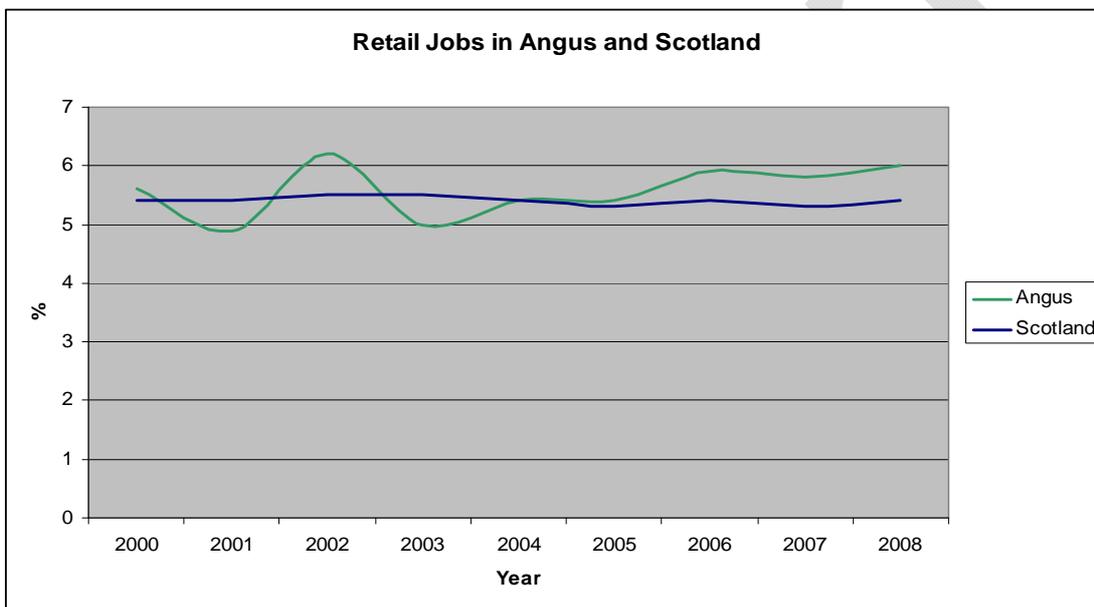
Retail

In 2009, UK retail sales were over £285 billion and are growing, despite the economic downturn in 2007. During 2010, the industry created an extra 12,750 full-time jobs, a 2.1% increase on the previous year.

In 2010, there were over 286,000 retail units and more than third of retail spending is done through shops. (British Retail Consortium, 2009). Previously seen as being in decline, the Retail sector has experienced a significant increase in Angus also with the introduction of two new ASDA stores in Arbroath and Forfar employing over 400 people between them.

The Abbeygate Centre in Arbroath has also had a number of new businesses move in creating many flexible jobs for local people as well as the new B&Q opening in the Westway retail complex.

Diagram 11 – Percentage of Retail Jobs in Angus and Scotland



Source: NOMIS

The potential developments in Montrose along with the new Sainsbury will create a lot more opportunities in this area where the unemployment rate has increased since January 2012. The towns of Angus still retain a number of small independent stores which offer a different shopping experience but continuing change in consumer patterns, in particular growth in on-line and out-of-town shopping, threaten the future of the small town retail centres.

With this in mind the Retail Academy has been developed through working with Argos on seasonal workers. Now in its third academy there are many transferable skills being developed providing participants with key additions to their CV. This academy follows the basic programme of an induction day, work experience and then an interview. To date there have been many successes across Angus with 20 jobs to date.

Case Studies

Employability Academy – Tricia Marshall



Attending the Angus Employability Academy proved to be a really good move for 36 year old Tricia Marshall who has just started work as a full time Care Assistant at Priority Care's St Vigeans Care Home in Arbroath.

Tricia, has had a very varied work background. She said; she said, "I left school at 17 and my first job was as a waitress in a local hotel in Laurencekirk. I then four years working as an agricultural labourer, this was very varied, I helped out at the potato and daffodil harvest and even occasionally drove the fork lift!

"I had my son after I returned from working in Holland in 2004 but quickly got back into employment and juggled being a mum with being a Care Assistant at Bearehill Care Home in Brechin where I gained my SVQ Level 2 in Care.

However over the past year I have found getting a job was proving extremely difficult, so when I was offered a place on the Angus Employability Academy which was being run by Angus Council's Towards Employment Team I jumped at the opportunity."

Tony Simpson, Project Co-ordinator explained, "The Employability Academy was set up to help people get back into employment who have found the job market very tough. The Academy is a partnership project with input from the Volunteer Centre Angus and Angus College. Academy students benefit from a range of delivered topics including self motivation, CV preparation, job search and employer introduction."

"The Academy really gave me the confidence boost that I needed to get back into employment," concluded Tricia, "I would recommend it to anyone who needs assistance to get back into work."

Employability Academy – Carl Harvey



Attending the Angus Employability Academy has been a good move for Arbroath man Carl Harvey.....he got a job!

Carl, who had nine years in the army as a Rifleman in the 3rd Battalion Rifles and who has served around the globe, was looking for work after being paid off as a driver with a local company. He explained, "I was signing on at the local Job Centre and heard about the Angus Employability Academy. It looked like just what I needed. I found that we all helped each other during the course.

Key Worker Tony Simpson said, "The Employability Academy was set up by the Towards Employment Team in partnership with Angus College and Voluntary Action Angus. Its key objectives were to equip people with key employability skills and assist them with job search and job applications. Towards Employment team had delivered a small Agricultural Employability project in association with East Scryne Farm during 2011. The farm contacted me with a few vacancies just when the academy was drawing to a close. I arranged for Carl to go for an interview at the farm and he got a short term farm labouring contract."

Carl, whose farm contract only finished a few weeks ago, kept in touch with the Towards Employment Team. He concluded, "Tony Simpson was interested in how my job was going and had a chat with me to look at future options. So, now I will be attending another Academy in a few weeks time, this time focussing on job opportunities in the Security Industry. I have found the Towards Employment Team really helpful and very approachable."

Seasonal Employment Programme - Edmund Greig



[Edmund Greig receiving his signed "Employment Passport" and Certificate of Achievement from Gerard Eadie at the Graduation Ceremony for the Berry Academy]

Prior to starting the Seasonal Employment Programme Edmund was claiming jobseekers allowance and struggling to find sustainable employment in Angus. For a 21 year old the SEP gave Edmund the opportunity to live independently and learn how to cook, budget, be motivated and communicate effectively.

Edmund attended the SEP in 2011 and was employed for the full 13 weeks at Rosemount Farm near Blairgowrie, where he was well thought of by the farm owners. Whilst admitting on several occasions that the SEP was hard work he admitted it was good to get back to paid employment and enjoyed the interaction with the other participants and farm workers. Throughout his time at the SEP Edmund began developing a passion for cooking which had started at the introductory life skills sessions hosted by Voluntary Action Angus. The Towards Employment Team key worker noted this and started to support him in searching for training in this sector.

Following completion of the SEP Edmund received his certificate from Gerard Eadie and decided to visit Aberdeen armed with his CV and positive attitude. While giving his CV into La Stella Restaurant he impressed the manager that much he employed him on the spot.

After gaining some experience in the working environment Edmund decided that some training would give him even more options for the future and took a job at Dr Noodles in Dundee which was in preparation for him to study cookery.

Edmund is now studying full time at Angus College doing a National Certificate in Cookery.

While Edmund felt that studying was a better investment for the future he advised without the seasonal employment programme he would probably still be claiming JSA and waiting for a job to come to him.

Partnership Contacts

AngusWorks – www.angusahead.com/angusworks

Angus Council - <http://www.angusahead.com/employability>

Voluntary Action Angus - <http://www.volunteerangus.org.uk>

Skills Development Scotland - <http://www.careers-scotland.org.uk/home/home.asp>

Job Centre Plus - <http://jobseekers.direct.gov.uk/homepage>

Angus College - <http://www.angus.ac.uk>

Scottish Enterprise - <http://www.scottish-enterprise.com>

NHS - <http://www.nhstayside.scot.nhs.uk>

FSB - <http://www.fsb.org.uk>

For more information on the Academy Approach in Angus please contact Shelley Hague on Hagues@angus.gov.uk or call 01307 473198