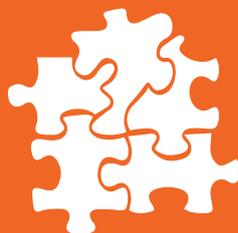


Employability Strategy 2016



**Moray
Community Planning
Partnership**

Vision

To ensure that every resident in Moray and every local employer has the opportunity to develop the skills they require to ensure continued future success.

Employability Moray

Employability Moray is the strategic partnership group which oversees the development of formal employability activity within the Moray area and which reports to the Moray Community Planning Partnership Board. Employability Moray's key strategic aim is;

“To provide a coherent and strategic platform for formal employability services within the Moray area and to provide a framework which supports people into positive and sustained employment”

There are very close links between the Employability Moray Partnership and Moray Economic Partnership (MEP). This Employability Strategy is designed to feed into the overarching Moray Economic strategy and as such it is essential that the two partnership groups work together. In essence, MEP works to create the economic conditions through inwards investment, growth and business support to encourage job creation and the Employability Moray Partnership then seeks to support the link between jobs and job seekers and helping people into work and learning through this strategy.

Employability Moray is a partnership group which recognises the key role which all partners have in improving the development and leadership of employability within the Moray area.

The key partners involved in Employability Moray are:

- Moray Council
- Moray Chamber of Commerce
- Moray College (UHI)
- Skills Development Scotland
- Highlands and Islands Enterprise
- Department of Work and Pensions
- tsiMORAY

Mission

The key activities of this group are:

- To provide leadership and support to business and educational establishments aligning priorities and meeting the needs of business and individuals.
- To provide lifelong learning opportunities for all, working with local business to develop their workforce.
- To provide the skills for the future that will allow our businesses to grow.
- To ensure young people are given the opportunity to develop work related skills and given the opportunity to develop successful careers in Moray.
- To ensure that those furthest from the workplace have preferential pathways to recruitment from Community Planning Partners including application of the Family firm policy as Corporate Parents.

To monitor progress towards achieving the outcomes above, Employability Moray has been set a suite of ambitious strategic targets to focus on over the next ten year period and these targets form part of the ten year plan for Moray's Community Planning Partnership.

These targets are:

- To increase the % of those in employment aged 16 to 64 years of age
- To decrease the % of children in households dependent on benefits
- To increase the % of school leavers entering a positive destination
- To increase the % of young people undertaking Foundation Apprenticeships
- To increase the % of young people undertaking Modern Apprenticeships
- To increase the number of employers involved in school/college/industry partnerships
- To reduce the % of unemployed 18 to 24 year olds

Progress towards achieving these targets will be monitored by Employability Moray on a quarterly basis. Employability Moray will report to the Community Planning Partnership Board on an annual basis on progress against these targets.

Employability Moray recognises the link and overlap between employability, volunteering and community learning and development and will link with all partners to maximise synergy between these.

Employability Moray reports to the Moray Community Planning Partnership Board as outlined above.

There are four sub groups which report to Employability Moray and these are outlined below;

Developing the Young Workforce Board (DYW Board)

The role of this group is to provide leadership and support to facilitate engagement between employers and education through undertaking the following key activities:

- To implement the recommendations from the Developing the Young Workforce report which pertain to school/industry partnerships
- To ensure more intensive, industry influenced focus on employability within Curriculum for Excellence
- Develop apprenticeship opportunities for young people

This group is industry-led and has received additional funding from Scottish Government to focus on school/industry partnerships as per the recommendations set out in Developing the Young Workforce.

Community and Lifelong Learning Group

The role of this group is to provide leadership and direction to formal lifelong learning activities across Moray, including essential skills, ESOL and literacy and numeracy and to provide strategic leadership, direction and oversight of Moray's CLD plan. The group will have leadership of the following key activities;

- To provide strategic leadership, direction and oversight of Moray's CLD plan

- To strengthen coordination of activities between partners and between communities and to continue developing integrated approaches to lifelong learning through partnership working
- To provide continued oversight and development of shared learning centres in Moray
- To ensure support is available for those furthest from the employment market and for those wishing to re-join the employment market
- To work towards improving life chances for people of all ages through learning, personal development and active citizenship
- To work closely with the Community Engagement Group towards supporting stronger, more resilient communities

Skills Investment Group

The Skills Investment Group leads and coordinates the enabling actions, plans and projects which will provide the skills, training and educational needs that support the continued successful implementation of the Skills Investment Plan as it relates to the priorities of Moray's 10 year plan and the specific priorities within Moray's Economic Strategy. The group will oversee the following key actions;

- To ensure the current and future skills needs of employers in Moray are being met
- To ensure Moray employers have a key role and voice in the development of skills to support employment and economic development in Moray
- To lead the successful implementation of the Skills Investment Plan as it relates to the priorities of Moray's 10 year plan
- To work closely with the Lifelong Learning and the Invest in Young People Group to ensure these groups are fully aware of the skills requirements of local industry
- To provide support to those in employment who are currently underemployed

DYW Moray (Operations)

The final working group will be responsible for implementing Developing the Young Workforce in Moray (with the exception of recommendation 14 of which is being taken forward by the industry-led DYW Moray Board). The focus of DYW Moray will be on the 3 to 24 age group. DYW Moray will undertake the following key activities;

- To create a DYW Moray Action Plan for all community planning partners at an operational level
- To evaluate performance of all five themes and 37 recommendations from DYW
- To support a public relations and marketing plan (Communications Strategy) for the new youth employability brand

All four groups described in this section will report on a quarterly basis to Employability Moray who will scrutinise their progress against their key activities. There are close links between Employability Moray and the Children and Young People's Partnership and Moray Economic Partnership.

National & Local Drivers

There are a number of national drivers which will inform the work of Employability Moray and its four sub group and the list below provides those which will have the greatest influence on our work locally. This list is not exhaustive;

Moray Community Learning and Development Plan 2015-2018

www.moray.gov.uk/downloads/file101926.pdf

Moray Volunteering Strategy

<https://scottishvolunteeringforum.files.wordpress.com/2015/10/why-volunteering-matters-the-case-for-change.pdf>

The Employability Framework for Scotland ('Working for Growth')

<http://www.gov.scot/Publications/2012/09/5609>

Developing the Young Workforce

<http://www.gov.scot/Topics/Education/developingtheyoungworkforce>

Action for Jobs – Supporting Young Scots into Work: Scotland's Youth Employment Strategy

<http://www.gov.scot/Resource/0039/00396371.pdf>

Post 16 Education (Scotland) Act

<http://www.gov.scot/Topics/Education/post16reform>

Health Inequalities Briefings – NHS Scotland

[http://www.healthscotland.com/uploads/documents/Health Inequalities Briefings](http://www.healthscotland.com/uploads/documents/Health%20Inequalities%20Briefings)

Scottish Employability Forum

<http://www.employabilityinscotland.com/policy-and-partnership/scottish-employability-forum/>

Creating a Fairer Scotland

<http://news.gov.scot/news/creating-a-fairer-scotland>

Scottish Care Leavers' Covenant

<http://www.scottishcareleaverscovenant.org/>

Career Education Standards

https://www.educationscotland.gov.uk/Images/CareerEducationStandard0915_tcm4-869208.pdf
[Career education 3-18 – Developing the Young Workforce – Learning and teaching](#)

Business Partnership Guidelines

<http://www.gov.scot/Topics/Business-Industry/Food-Industry/national-strategy/education/Curriculum/PartnershipWorking>
<http://www.educationscotland.gov.uk/learningandteaching/partnerships/index.asp>
<http://www.gov.scot/Resource/0048/00485674.pdf>

16 Plus Policy and Practice Framework – Opportunities for All

<http://www.gov.scot/resource/doc/308354/0097118.pdf>
<http://www.gov.scot/Resource/0040/00408819.pdf>

Children and Young People (Scotland) Act

- 🔗 <http://www.legislation.gov.uk/asp/2014/8/contents/enacted>
- 🔗 <http://www.cypcs.org.uk/policy/children-young-people-scotland-act>

Disability, Health and Employment Strategy

- 🔗 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/266373/disability-and-health-employment-strategy.pdf
- 🔗 <https://www.gov.uk/government/news/disability-and-health-employment-strategy-launched>
- 🔗 <https://www.gov.uk/government/news/disability-and-health-employment-strategy-launched>

Raising Attainment for All

- 🔗 <http://www.gov.scot/Topics/Education/Schools/Raisingeducationalattainment/RAFA>

Career Information Advice and Guidance Strategy

- 🔗 <http://www.gov.scot/Topics/Education/skills-strategy/adviceandguidance>

Additional Support for Learning (Scotland) Act

- 🔗 <http://www.gov.scot/Topics/Education/Schools/welfare/ASL>

HIE – Youth Aspirations Report

- 🔗 <http://www.hie.co.uk/regional-information/economic-reports-and-research/archive/young-people-and-the-highlands-and-islands--attitudes-and-aspirations-research.html>

Local SDS Skills Investment Plan Report

- 🔗 <https://www.skillsdevelopmentscotland.co.uk/media/41786/stakeholders-briefing-moray-1.pdf>
- 🔗 <https://www.skillsdevelopmentscotland.co.uk/media/41032/moray-report.pdf>

Moray Economic Strategy

- 🔗 http://www.moray.gov.uk/moray_standard/page_75361.html

Scottish Government Economic Strategy

- 🔗 <http://www.gov.scot/Resource/0047/00472389.pdf>

Context & Key Priorities

Moray is a great place to live and work and upon first glance, Moray also appears to be very fortunate in that it enjoys higher than average levels of economic activity, employment and low unemployment. However, this masks a number of concerns. Equally, however, there are a many opportunities for Moray as outlined below;

Challenges

- High levels of outmigration and seasonal employment
- Relatively low population of young people
- Almost three quarters of local young people leave the area for work or educational opportunities elsewhere
- High concentration of employment in relatively low paid sectors, such as food and drink
- Despite high employment, average wages lag behind the rest of Scotland
- High concentration of employment in the public sector, including defence
- Relatively low proportion of graduates in the Moray workplace
- Relatively tight local labour market

Opportunities

Notwithstanding the challenges identified above, there are also many opportunities as outlined below;

- Clear commitment from CPP to employability
- Positive partnership inspection report in 2016 into senior phase pathways
- Good positive starting point for increasing post school participation
- DYW Board funded by Scottish Government grant
- Positive early work undertaken by MEP on growth funding bid
- Expansion of RAF Lossiemouth
- Planned growth in parts of Moray

- Expansion of provision available via UHI

Employability Moray feel there are many opportunities for enhancing employability which require a number of interdependent strands in order to address some of the challenges highlighted above, including;

- Enhancing business growth (this is a priority for Moray Economic Partnership)

MEP is enhancing business growth through its work with Business Gateway, work to support the local Skills Investment Plan, work to support and develop local supply chains, HIE business support including account management and funding, the Council's support of Business Loans Scotland, by improving the ease of doing business in Moray etc

- Developing school/college/industry partnerships

The DYW Moray seek to promote effective links between employers and educational establishments and the Board has received additional funding from Scottish Government to enable it to achieve its aims. One key focus of the Board will be to attract more SME to engage with education given how large this group of employers is in Moray. The Board will establish a number of programmes, such as 'Worldhost' and will use a variety of media, including their own website and social media, in order to engage employers

- Further developing a Moray all age skills pipeline

Employability Moray, through its Skills Investment Group will undertake activities under the three main themes of 1) lifelong learning, 2) meeting employer needs and 3) young people. Actions include supporting the development of foundation and modern apprenticeships, supporting the development of graduate level apprenticeships, supporting the development of an annual jobs fayre, increasing work experience opportunities through SDS and DWP funding and scoping local industry training needs

- Further developing skills for learning, life and work through the implementation of Developing the Young Workforce

All secondary schools have identified DYW leads, given additional time to link with the DYW Operations Group to consider curricular links in terms of developing skills for learning, life and work. In addition, a 3 to 18 approach is being developed focussing on learning about, for and through work

- Enhancing support and opportunities for those furthest from work

Through the Lifelong Learning Forum, opportunities for adult and community learning and development will be further enhanced, including meeting the demand for additional ESOL training coming from local employers with an increasing migrant workforce in need of improving their literacy skills. In addition to this, the Lifelong Learning Forum will oversee the strategic development of community learning and development activity within Moray

Outcomes

1. Moray Economic Strategy aims to create 5,000 new jobs
2. Business growth will provide opportunities to get people into sustainable local jobs
3. Effective collaboration with employers will identify areas of local business need and skills gaps
4. Skills investment planning will ensure that skills development is targeted at those areas of identified business need
5. Effective employability services will help those furthest from work back into the jobs market
6. The council and its partners will work to equip school leavers and young people with employability and entrepreneurial skills

Main Moray Employment / Growth Sectors

There are a number of priority sectors for employability in Moray including;

- Early Education and Childcare
- Health and Social Care
- Engineering
- Construction
- Food and Drink
- Tourism
- Military and Public Sector
- Land based
- Third Sector

Appropriate pathways for young people require to be developed through school education and beyond to support young people from Moray into possible careers in these sectors.

Equalities

The Moray Community Planning Partnership recognises the value of diversity within the community. The Partnership is committed to working towards improving equality of opportunity for all and reducing inequalities in the community. The Partnership is committed to providing high quality services that everyone can access. The Partnership will work towards removing direct and indirect barriers which exclude people from social, economic, political and cultural opportunities and experiences. The Partnership is committed to ensuring that current and potential service users, employees or job applicants will not be discriminated against on the grounds of social circumstances or background, age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership and pregnancy and maternity. The delivery of the 10 Year Plan will be impact assessed to identify those groups within the community who requirements are less well met than those of other groups with a view to widening accessibility to all the services provided by the Partnership. The outcomes of the Plan will be monitored to ensure that they do not exclude or discriminate against any individual or group in the community and that as employers and service providers we meet their needs. If monitoring reveals any gaps action will be taken to rectify these.

Communication

In order for this employability strategy to be successful and effective it is vital that those people with an interest in employability are aware of the opportunities, developments and the dynamic employability scene within the Moray area. Employability Moray will work to ensure effective communications are in place, including the use of digital and social media platforms to enable our reach to be as wide as possible. This is important, not only for partners and employers, but critically for young people, their parents and those who are unemployed, to ensure everyone is fully aware of the opportunities which are available.

Enhancing Opportunities

All partners will develop clear community benefit clauses that will support the creation of local jobs and policies that take account of young employment and the needs of those furthest from the job market. This may include developing “Family Firm” approaches to support the employment and/or training of young care leavers and work experience opportunities for those still at school/college. This approach ensures that young people for whom we are corporate parents are provided with the same opportunities and additional supports to achieve those responsibilities as other young people in relation to employment. This may include enhanced apprenticeship opportunities, preferential interviews, enhanced interview support and so on. All CPP partners are committed to their role as corporate parents and part of this commitment must include supporting young people into employment.

