

MORAY COMMUNITY PLANNING PARTNERSHIP

EMPLOYABILITY STRATEGY

SEPTEMBER 2016

EMPLOYABILITY MORAY

Employability Moray is the strategic partnership group which oversees the development of 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 all employability services within the Moray area and to provide a framework which supports people into positive and sustained employment”

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;

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

They key activities of this group are;

- To provide strategic direction to all employability services across Moray
- To provide sound and strategic governance to employability services
- To work closely with Economic Development partners, Education and Third sector partners to ensure a clear, coherent vision and framework which supports employability across Moray
- To champion positive and sustained employment

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;

Invest in Young People Group

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.

Lifelong Learning Group

The role of this group is to provide leadership and direction to all lifelong learning activities across Moray, including essential skills, ESOL and literacy and numeracy. The group will have leadership of the following key activities;

- To provide strategic direction to all adult learning and lifelong learning activities across the Moray area
- 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

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 of XXXX which is being taken forward by the industry-led Invest in Young People Group). 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 AND 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;

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

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

Developing the Young Workforce

[Developing the Young Workforce](#)

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

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

[Action for Jobs - Supporting Young Scots into Work: Scotland's Youth Employment Strategy](#)

Post 16 Education (Scotland) Act

[Post-16 Education Reform](#)

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

[Scottish Employability Forum | Employability in Scotland](#)

Creating a Fairer Scotland

[ScottishGovernment - 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

[Partnerships for learning - Learning and teaching](#)

Partnership Working

<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

Children and Young People (Scotland) Act 2014

The Children & Young People (Scotland) Act - CYPCS

Disability, Health and Employment Strategy

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

[Disability and health employment strategy launched - Press releases - GOV.UK](#)

Raising Attainment for All

Raising Attainment for All Programme

Career Information Advice and Guidance Strategy

Career Information Advice and Guidance

Additional Support for Learning (Scotland) Act

Additional support for learning

HIE – Youth Aspirations Report

Highlands and Islands Enterprise

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

The Moray Economic Strategy - The Moray Council

CONTEXT AND 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 concerns around high levels of outmigration and seasonal employment. The population of young people is also relatively low and almost three quarters of those brought up in the area leave, often for work or educational opportunities elsewhere.

Furthermore, in Moray there is a high concentration in the food and drink sectors where levels of pay are traditionally low and despite high employment, average wages lag behind the rest of Scotland. There is also a high concentration of employment in the public sector, including defence and a relatively low proportion of graduates in the Moray workplace. There remains a need for diversification into higher value economic sectors. The labour market in Moray is relatively tight and the availability of labour and appropriate skills are critical issues to businesses wishing to expand or locate in an area. There are a number of interdependent strands required to address some of these issues, including;

- Enhancing business growth (this is a priority for Moray Economic Partnership)
- Developing school/college/industry partnerships
- Further developing a Moray all age skills pipeline
- Further developing skills for learning, life and work through the implementation of Developing the Young Workforce
- Enhancing support and opportunities for those furthest from work

To monitor progress towards achieving the strands 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 % of adults overcoming barriers to employment
- 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.

MAIN MORAY EMPLOYMENT/GROWTH SECTORS

The major sectors for employability in Moray are;

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

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.