

Title	The Edinburgh Guarantee
Local Authority	The City of Edinburgh Council
Key Partners	<ul style="list-style-type: none"> • The Council's Economic Development Service, Employability & Skills • The Council's Children & Families Service (Education) • Skills Development Scotland • Employers (Corporate; SMEs and Micro Businesses) • Training Providers • Sector Skills Councils • Teachers • Parents

Project Summary	<p>The majority of the 3,500 young people in Edinburgh who leave school each year enter employment or further education. However, a significant number leave school and enter unemployment. Due to the financial crisis, the transition between education and the labour market had become more challenging for young people as fewer job opportunities were available. Consequently, a growing number of school leavers aged 16-19 entered a negative destination. In 2010/2011, the school leaver destination report showed that only 81% of young people were entering a positive destination (employment, education or training) after leaving secondary education. The City of Edinburgh was ranked 31 in the league table of 32 local authority areas.</p> <p>The Council decided to act to combat the significant impact that this trend could have on the future economic vitality of the city. The Edinburgh Guarantee was created.</p> <p>The Edinburgh Guarantee is a vision that every school leaver in Edinburgh will have the choice of a job, training or further education opportunity. It is not a programme; it is a vision and a brand - a partnership approach involving the Council, businesses, employers, training providers, young people, further and higher education. Partners who have made significant contributions to youth employment include SDS, Deloitte, BT, O2, Standard Life, Scottish Government and University of Edinburgh.</p> <p>Since August 2011, the Edinburgh Guarantee has developed partnerships with over 200 businesses and organisations across Edinburgh. It also set up sector-based working groups to unlock opportunities for young people. So far, it has been successful in identifying over 1600 opportunities and matching 1050 young people to them. The school leaver destination results are now standing at a 10-year high of 91.4% - an increase of 10% since 2011 which is equal to the Scottish National Average.</p> <p>The Council has also increased the number of Modern Apprenticeships in its employment from 27 to 137 – the highest ever. It also signed over 400 Activity Agreements with young people.</p> <p>Information and marketing materials were designed and developed to target employers and young people. This includes a new website with a recruitment portal where employers advertise and young people are recruited. A school leavers' toolkit was also designed to inform teachers and school-aged young people about the local labour market.</p> 
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Resources	<p>The Edinburgh Guarantee employer engagement team are employed and fully funded by The City of Edinburgh Council. The vision and brand has been marketed through the following resources:</p> <ul style="list-style-type: none"> • Three Business Relationship Managers (one Senior) • A Marketing and Communications Plan • The City of Edinburgh Council's Website • The Edinburgh Guarantee Website & Recruitment Portal • The Edinburgh Guarantee Twitter Page • The Edinburgh Guarantee Schools Bulletin • Partner websites (i.e. Our Skillsforce)
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Good Practice and Lessons Learned	<p>The first challenge in putting the Edinburgh Guarantee into practice was to create a vision and brand rather than it being perceived as another programme. To overcome this, the Council created a brand profile; developed a full marketing and communication plan; then secured full support and leadership from the Chief Executive of the City of Edinburgh Council. Under this leadership, the city's business leaders meet quarterly to support and develop the vision.</p> <p>Another challenge was to avoid replicating the services already in place. The idea behind the Edinburgh Guarantee was to target and focus on creating opportunities in Edinburgh. The approach is about supporting and enhancing current provision not duplicating it; therefore working with partners to support young people into employment, training or education. Achieving this success has required a thorough understanding of the employability services for young people and the current employer engagement activity within the city – as well as the current business engagement with the 23 local authority secondary schools.</p> <p>By achieving all of the above, a local partnership now exists where employers, training providers, teachers and parents understand that if they are doing something to support school leavers into a positive destination, then they are contributing to and part of the Edinburgh Guarantee vision.</p>
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Third Party Quote(s)	<p>Employer:</p> <p><i>"School leavers tend to come without any preconceptions, so it has been a very positive experience for us"</i> Beverley Burness, HR Manager at Capital Document Solutions</p> <p>Young Person:</p> <p><i>"The Edinburgh Guarantee created the role, allowed me to apply and recognise that young people can contribute to a professional workforce. I will take away a recognised qualification and finely tuned skills"</i> Chris Arundel, Apprentice at Parkview Care Home</p>
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Where to find out more...

Relevant Web Link(s)	http://www.edinburghguarantee.org
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