

INDUSTRY: ALL SECTORS
ACTIVITY: APPRENTICESHIP AWARENESS
ORGANISATION: MULTIPLE
SCHOOL: ALL SECONDARY SCHOOLS

#SCOTAPPWEEK20

During #ScotAppWeek20, DYW Borders in partnership with Scottish Borders Council, SDS Scottish Borders and local employers held a series of events targeted at promoting the apprenticeship family and varying routes young people can take into employment.

Apprenticeship assemblies were held in Peebles, Hawick, Kelso, Selkirk, Berwickshire and Earlston High School. Each assembly consisted of a short presentation from DYW Borders, followed by an inspiring talk from local employers who recruit apprentices or from former and current apprentices. We had many local businesses support the assemblies including; Inforgen, Evolution Bottling, Waverley Housing, Turnbull & Scott, Borders College, Plexus, Scotmas, Border Safeguard, Fleming Homes, Farne Salmon & Trout accompanied by twenty apprentices. SDS Scottish Borders also provided support. The assemblies were designed to show pupils that an apprenticeship is available to them and there are so many different frameworks and job roles within. Completing the assembly there was a short Q&A where pupils were able to ask questions any they had about apprenticeships. By the end of the week, 1000 pupils were reached.



SCOTTISH APPRENTICESHIP WEEK

“

COMBINE THE BEST OF BOTH WORLDS AND SUCCEED BOTH PRACTICALLY AND ACADEMICALLY



DARIAN TAYLOR
ENGINEERING DESIGN & MANUFACTURE (MECHANICAL)
GRADUATE APPRENTICE

PLEXUS
The Product Realization Company

2-6 MARCH #SCOTAPPWEEK20 **DYW** BORDERS Developing the Young Workforce

SCOTTISH APPRENTICESHIP WEEK

“

WHY DID YOU CHOOSE TO DO A MODERN APPRENTICESHIP?

I wanted to gain a qualification in an area that I enjoy so doing this while getting paid was a worthwhile opportunity

WHAT ADVICE WOULD YOU GIVE TO SOMEONE CONSIDERING A MODERN APPRENTICESHIP?

If it's something you want to do, just go for it and you won't regret it.

DESCRIBE YOUR MODERN APPRENTICESHIP IN 3 WORDS

Rewarding, Fascinating, Valuable



ELLIE DOUGLAS
SOCIAL SERVICES FOR CHILDREN AND YOUNG PEOPLE
MODERN APPRENTICE

Scottish Borders COUNCIL

2-6 MARCH #SCOTAPPWEEK20 **DYW** BORDERS Developing the Young Workforce **BORDERS COLLEGE**

SCOTTISH APPRENTICESHIP WEEK

“

WHAT DOES YOUR AVERAGE DAY LOOK LIKE?

NO TWO DAYS ARE THE SAME FOR ME. ONE DAY I CAN BE IN UNIVERSITY LEARNING IN A WORKSHOP AND THE NEXT APPLYING THIS IN MY WORKING ENVIRONMENT.



KERRYN LAW
BUSINESS MANAGEMENT
GRADUATE APPRENTICE

BORDERS COLLEGE

2-6 MARCH #SCOTAPPWEEK20 **DYW** BORDERS Developing the Young Workforce **BORDERS COLLEGE**

SCOTTISH APPRENTICESHIP WEEK

“

WHY DID YOU CHOOSE TO DO A MODERN APPRENTICESHIP?

I have always wanted to work whilst gaining a qualification at the same time. Having a mapped-out career path really appeals to me too.

WHAT ADVICE WOULD YOU GIVE TO SOMEONE CONSIDERING A MODERN APPRENTICESHIP?

If full time education isn't appealing and you like the sound of learning while earning, then seriously consider an apprenticeship!

DESCRIBE YOUR MODERN APPRENTICESHIP IN 3 WORDS

Varied, Busy, Exciting



STACEY MURPHY
CAREER DEVELOPMENT
MODERN APPRENTICE

Skills Development Scotland

2-6 MARCH #SCOTAPPWEEK20 **DYW** BORDERS Developing the Young Workforce

SCOTTISH APPRENTICESHIP WEEK

SCOTTISH APPRENTICESHIP WEEK 2020

2-6 MARCH #SCOTAPPWEEK20 **DYW** BORDERS Developing the Young Workforce

SCOTTISH APPRENTICESHIP WEEK

“

I WASN'T FOND OF THE CLASSROOM; I WOULD SPEND MY TIME LOOKING OUT OF THE WINDOW AFTER THE FIRST 10 MINUTES. BUT WHEN YOU DO AN APPRENTICESHIP, YOU HAVE TO BE ENGAGED FROM THE START, BECAUSE YOU ARE LEARNING AND DOING IT FOR REAL WITH A COMMON GOAL ALONG WITH YOUR WORK MATES.



FRASER WHEELANS
BUSINESS ADMINISTRATION
MODERN APPRENTICE

BORDERS BUSINESS ADMINISTRATION LTD

2-6 MARCH #SCOTAPPWEEK20 **DYW** BORDERS Developing the Young Workforce

In addition to the assemblies, we ran a social media campaign during #ScotAppWeek20 to promote all level of apprenticeships. Thirteen local apprentices appeared across our platforms providing insights into their career path, why they thought an apprenticeship is valuable and what their day-to-day job role involved.

This was beneficial for pupils who did not attend the assemblies or young people who were no longer in education were able to be given an insight to this career pathway as an option.

Both the assemblies and the social media campaign were well received. We had followers on our platforms reach out for more information and some pupils at assemblies approached employers to find out more about opportunities within their businesses.



To contact DYW Borders please email: DYW@DYWBORDERS.CO.UK

You can also visit our website at: WWW.DYWBORDERS.CO.UK

OR FOLLOW US ON SOCIAL MEDIA:

