

Annex 1.1

SUMMARIES OF RESEARCH REPORTS

Training Needs Analysis: Research conducted by Irene J MacDonald Associates

1. This research looked at:
 - a) The levels of demand and interest from S4 – S6 school pupils and recent school leavers in a range of employment options (in particular key sectors e.g. land based, tourism, outdoor activity etc)
 - b) Perceived and actual barriers facing potential Modern Apprentices seeking employment within the Cairngorms National Park area.

2. 364 questionnaires were completed by pupils from Aboyne Academy, Speyside High School and Kingussie High School and Group Discussions were organised to explore the findings of the completed questionnaires. The findings of the research were summarised as follows:
 - a) Many of S4-S6 pupils are not clear about what they want to do when they leave school / full-time education. This uncertainty decreases the older the pupils are.
 - b) The majority plan to stay on at school until the end of S6 and then access further or higher education.
 - c) Most pupils have high (and sometimes unrealistic) career and remuneration aspirations.
 - d) Anticipated remuneration is a key factor for pupils when considering career options.
 - e) Apprenticeships are not viewed as a career option for sectors other than construction trades.
 - f) Careers guidance at schools was found to focus on further and higher education rather than apprenticeships or local employment options.
 - g) The CNP area is viewed as an area to retire to or raise a family in, but not an area to develop or progress a career within. The CNP area is seen as an area where there are limited career and further educational options. In addition, a poor transport infrastructure, limited recreational activities and the high cost of housing are all viewed as barriers to remaining in the area.
 - h) Few students are interested in careers in land-based, tourism and hospitality sectors citing the main reasons as being low-pay, low skill levels and seasonality of work. Many of the pupils currently work part time jobs within these sectors. This is a major contributory factor in their negativity towards a career within these areas.
 - i) Awareness of the Park and the work of the Authority is very low

Recommendations

- a) Raise the profile of Modern Apprenticeships as a route towards a viable career option. Increase credibility of vocational training amongst young people e.g. via use of case studies, schools talks and success stories.
- b) Due to the low levels of demand for existing vocational qualifications, a higher level multi-disciplined qualification may appeal to those wishing to live and work within the area. However to overcome negative perceptions this would need to be accompanied by a bursary or other financial incentive.
- c) Consider how careers guidance at school can highlight and promote the range of apprenticeships available to pupils in various sectors.
- d) Provide information to pupils e.g. via a Local Learning Directory to inform of the wide range of learning routes available within the Cairngorms National Park area or accessible locally.
- e) Encourage a greater emphasis on work experience placements particularly for those pupils who are currently vocationally unsure.
- f) Increase the profile and subsequently encourage the uptake of Vocational Pathways projects and Scottish Progression Awards.

Training Provision and Funding: Research conducted by BASIL +

3. This research was undertaken to identify the training provision available to young people living in the Cairngorms National Park (CNP) and to design a training database for the storage and retrieval of this information. It also identified sources of funding.

Category	Number of Vocational Courses within the CNP	Number of Non-Vocational Courses within the CNP
IT & Administration	43	119
Health & Beauty	14	0
Construction	24	2
Engineering	18	3
Manufacturing	4	0
Hospitality, Tourism & Leisure	67	29
Retail & Wholesale	1	0
Land Based	43	34
Heritage & Culture	11	23
Caring & Social Studies	19	16
	Number with CNP	Number based out with the CNP Area who would deliver in the area
Training Providers	31	46
Referral Agencies	42	
Funders	16	

4. The current training provision within the CNP which is actually scheduled is largely made up of Adult and Community Education programmes together with the outreach provision from Moray and Inverness colleges. Outdoor activity training also makes up a significant proportion of everything which is on offer although this is not targeted at local residents.
5. The tutor-led FE and HE provision offered in Strathspey is restricted to IT courses but UHI Millennium Institute courses in Child & Youth studies and Access to Degree studies are offered in Badenoch & Strathspey learning centres.
6. Vocational qualifications are available in many sectors of employment in the CNP but the majority of participants attend one of the FE colleges in order to complete the off-the-job component of the qualification. Travel costs are likely to be a barrier to employers when these are not met by the LEC.
7. Adult and Community Education programmes are a local authority responsibility although this is contracted out to learning centres in Badenoch and Strathspey. Programmes may be delivered in collaboration with colleges and universities as they are throughout the CNP. Some of this training is useful to young people because it is certificated.
8. Over 250 on-line courses are available through Learndirect branded centres in the CNP and some of these are vocational.
9. North Highland College is collaborating with the Aviemore Highland Resort Hospitality Academy to offer on-line vocational courses.
10. The LECs offer a wide range of short courses designed to improve business performance and also fund businesses to become approved Centres for the in-house assessment of SVQ participants.
11. Training opportunities in the CNP are very skewed geographically. The BASIL+ network in Badenoch and Strathspey has provided a focus and means of delivery of FE and HE as well as Adult and Community education. There are no Learndirect branded centres in Deeside and upper Donside.

Business Skills Audit: Research conducted by Cairngorms Chamber of Commerce

12. This research looked at the skills requirements for local businesses, and how to develop training provision to better support businesses.
13. The research polled over 200 businesses across the Park in proportion to their distribution around the Park.

14. Skills gaps identified included core competencies such as customer service, project management & people/social skills, but also sector skills:
 - a) Surveyors
 - b) Hospitality & catering
 - c) Sports and outdoor activity coaches/leaders
 - d) Accountancy & book-keeping
 - e) Conservation & ecology specialists
 - f) Multi-skilled handymen & estate maintenance workers

15. To deliver this, businesses felt that certain improvements were required:
 - a) increased opportunities for young people to gain practical experience and longer, quality work placements
 - b) multi-skilling vocational pathways
 - c) better information on available trainers

16. Most businesses prefer on-the-job training, but are concerned about:
 - a) the time & cost away from the job for trainees
 - b) how to get the trainee to remote colleges
 - c) perceived high levels of paperwork and health & safety
 - d) employment status for MAs

17. Business identified further concerns for businesses including:
 - a) A lack of job commitment from employees
 - b) Accommodation shortages for potential starters
 - c) Lack of local knowledge
 - d) Inflexible vocational training qualifications

Recommendations

- a) Host a meeting with businesses interested in being involved in a Pilot
- b) Ensure appropriate business support is in place:
 - Employment of a Co-ordinator
 - Provide funding to support businesses during period of training
- c) Consider the whole cost & not just the training element
- d) Consider how to overcome the perceived barriers to training

Annex 1.2: Local Partners

18. The **Scottish Qualifications Authority (SQA)** has been involved from an early stage to advise on how local efforts fit with national initiatives

19. **Careers Scotland** offer advice and support for career seekers, and includes programmes such as Career planning for Real

20. **The Enterprise Network** deliver some national programmes such as Skillseekers

21. **Job Centre+** provide an entry portal for job seekers and job advice.
22. **LBBTP** at the CNPA deliver training for land based businesses
23. **Sector Skills Councils** are national training organisations for specific industry sectors
24. **Inverness, Perth, Aberdeen & Moray Colleges** provide the main training resource for young people
25. **Aviemore Highland Resort Academy** is a new resource, linked to AHR and will provide training in tourism, and later in a wide variety of areas of study
26. Local schools have helped link the project into secondary education

Annex 1.3: Existing Schemes

27. Modern Apprenticeships are an initiative which offers paid employment combined with the opportunity to train for jobs at craft, technician and management levels based on SVQ level 3.
28. **Determined to Succeed (DtS)** is the Scottish Executive's strategy for enterprise in education. It aims to help Scotland's young people develop self-confidence, self-reliance and ambition to achieve their goals in work and in life. A website supports the strategy by providing information and practical resources for teachers, businesses and local authorities.
29. **Skillseekers** is a training programme run by Local Enterprise Companies (LECs), encouraging employers to train young people towards a recognised workplace qualification, usually an SVQ, by helping them with the cost of training.
30. Training for work provides job specific training to help unemployed adults improve their chances of getting into work. Includes opportunities to work towards an SVQ or other job related qualification, often combined with actual work experience.
31. **New Deal** is a range of programmes have been created by the UK government to help any jobless person of working age to gain skills and experience and find work.
32. Individual Learning Accounts are for over 18s only, £200 available towards a wide variety of courses (£100 for higher earners)
33. **Scottish Vocational Qualifications (SVQs)** offer recognised qualifications leading to awards of work based training

34. **Scottish Progression Awards (SPAs)** are being newly offered to school children, allowing them to swap academic study for vocational subjects
35. **BTCV Natural Talent Apprenticeships**, focusing on conservation management and the study of flora.
36. **Loch Lomond & the Trossachs National Park Authority Apprenticeship Scheme**, which aims to support trades sectors.
37. **New Deal**, national scheme working with the long-term unemployed.
38. **Skills for Work** is for school children to introduce them to vocational work.
39. **Progress2Work**, aimed at ex-drug users
40. **Moray New Futures & Right Direction** get unemployed back into the work culture through volunteering
41. This list is not extensive and other local schemes exist.

Annex 1.4 Local Activities

42. There is very limited activity on the east of the Park, with the nearest learning centre at Aboyne. In Angus support is centred at Kirriemuir. Activity elsewhere includes:
43. **BASIL+** is the Park's network of learning centres, including SOS Training in Grantown-on-Spey, Aviemore & Area Learning Project (AALP), Badenoch Centre in Kingussie & Badaguish, offering certificated courses, SVQs and courses through Learn Direct.
44. **Aviemore Highland Resort (AHR)** is the major tourism business in CNP. Its virtual academy plans to provide a range of courses in tourism and other subjects in the coming years.
45. **Badaguish** was established 20 years ago and is one of Scotland's leading all-abilities outdoors centres. It is working with Skills Active Sector Skills Council to provide local school children with an increased range of openings into outdoor activity management careers.
46. **Glenmore Lodge** is Scotland's National Outdoor Training Centre leading in the provision of training for a wide variety of outdoor vocational pursuits and careers.

Annex 1.5 Steering Group Meetings to Date

2004	November	Initial Steering Group meets
2005	27 April	Commission of research
2005	26 May	SQA advice on way forward
2005	28 June	Research updates
2006	9 February	Research reports
2006	13 June	Business Skills meeting
2006	12 July	Business Skills meeting