

# DYW North East and Moray / Positive Future



**Project type:**  
Evaluation

**Research question:**

Young people; what is young people perceptions on the range of pathways and opportunities available to them?  
Employers; what are the Employers' current knowledge and engagement with DYW and the Young Person's Guarantee?



## Project background and aims

DYW (Developing the Young Workforce) plays a key part in delivering the Young Person's Guarantee by connecting employers with education to help shape the future workforce Scotland needs.

As the North East has been hit by significant changes in the past few years with the Covid pandemic, Brexit and the decline and evolution of core industries, it was important that DYW understood the scale of the task. Therefore, they were looking at how to inform and inspire young people about their options in a challenging work environment. Positive Futures was a year-long collaborative project between DYW Moray & DYW North East that ran from April 2021 to 2022 with three key aims:

- 1- To understand the environment
- 2- To create a positive narrative
- 3- To leave a legacy.

## Research approach and methodology

DYW North East and DYW Moray commissioned the Research Chamber team at Aberdeen & Grampian Chamber of Commerce to conduct research amongst employers and young people about pathways to work,

available support and their engagement with each other. An online survey and depth interviews were conducted to gauge the sentiment of young people and employers on the employment landscape in the region. They were asked to tell us directly what they see as the burning issues, so DYW could address them.

The online survey was conducted in summer 2021 with young people and employers. The Research Chamber then followed this up with depth interviews in spring 2022, asking employers and young people about their experiences in more detail. The employer research was conducted with a spread by business size. All have premises located in Aberdeen, Aberdeenshire or Moray. The young people were a mix of age, at school/left school/further education/ working, gender & region.

## Research impact

The survey results were used to inform campaign content, messages, and resources. Three key campaigns surrounding the Young Person's Guarantee, Foundation Apprenticeships and Mentoring were developed and delivered in response to the initial research findings. The project has provided DYWNE and DYW Moray a greater understanding of the barriers facing young people and employers and provided insight for forward planning.

