

# THE RECRUIT

The title 'THE RECRUIT' is written in a large, bold, red, sans-serif font. To the right of the word 'RECRUIT', there are four white line-art silhouettes of people standing together, representing a diverse group of individuals.

## Information Pack

prepared for

## Programme Partners

2017

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## Background Information Relating to The Recruit Programme

'The Recruit' is the name given to a highly innovative and unique learning project which has been developed by Inverclyde Council and is the first of its kind in Scotland.

The project is based on a similar premise to the popular television series 'The Apprentice', with 35 students from across schools in Inverclyde competing for the chance to win a trainee management position paying up to £14,000. Aside from providing one student with a fantastic career opportunity, the project aimed to enhance the employment prospects of all participants by helping them develop the skills necessary to succeed in business.

The students who participate on the project are selected following a recruitment campaign. A presentation is delivered to all 5<sup>th</sup> and 6<sup>th</sup> year students in Inverclyde and a number of applications to participate are received. In completing an application, students are encouraged to use their imagination and 'think outside the box'. From the 80 or so applicants, 36 students were originally selected and 35 completed the project.

'The Recruit' runs from April to August and is totally extra curricular, taking place in the evenings, weekends and during the Easter and Summer holidays. The successful candidates form groups and undertake tasks and challenges which focus on developing their potential, confidence building, enhancing their employability skills, raising their awareness of business opportunities and raising expectations. Local businesses and James Watt College of Further and Higher Education supported the programme and provided additional resources and expertise as part of their 'in kind' contribution.

The challenges set to the students are clearly structured and go along the following key themes:

- Business Placements – visits / tours of local businesses
- The Entrepreneur – making ideas work and turning a profit
- Leadership – do you have what it takes to take people forward?
- Employability – common approach to business excellence
- Customer Service – is the customer always right?
- Setting & Achieving Your Goals – being hungry for success
- Monitoring & Evaluation

All students involved in the project completed:

- A 3 day outward bound teambuilding event
- 7 business challenges – developed, hosted and delivered by private sector business partners
- Heard from 7 of Scotland's top entrepreneurs
- 25 team or individual tasks and assignments
- Over 12 written reports
- Successfully raised over £2400 for charity from The Enterprise Challenge and a further £6800 from the Black Tie Awards Dinner

In total, each student will commit a minimum of 400 hours of their own time to the project, equating to around 10 full working weeks. All students will develop key skills, increase their self confidence and develop a realisation of the importance of:

- Presentation & Appearance
- Networking & Communication (Oral & Written)
- Decision Making & Problem Solving
- Leadership
- Developing Ideas & Creativity
- Business Etiquette
- Self Belief & Ambition

A true measure of the success of 'The Recruit' is that by its conclusion in August 2007, interest from the business sector had soared and seven contracts were secured, not just one as originally planned.

Since Year 1 of The Recruit, the programme has:

- Engaged, motivated and inspired **330 young people**
- Worked alongside over **25 businesses each year**
- Raised over **£95k for charity**
- **Secured jobs for 96 young people** directly from the programme
- Won **National Awards** (Cosla & Herald Society)
- Been **replicated** by other local authority areas

### **So Where Are They Now?**

Many of job winning Recruits are still employed by the original companies, many have been promoted into roles with greater responsibility, some are undertaking further training, some have moved onto other jobs, some are still employed part time by the companies and are now studying at college or university.

The one common theme that runs across EVERY Recruit that "earned" a job is that they are all still in positive destinations and continuing to build and develop their careers.

## Why Recruit via The Recruit?

The Recruit programme is a unique personal development programme aimed at senior school students who want to succeed in life beyond school. Applications are invited from senior students in all Inverclyde schools and thereafter an independent panel score the applications and the top 35 secure a place on the programme.

### What's Involved?

The Recruit journey starts with a 3 day course at Auchengillan International Outdoor Centre where Recruits develop essential skills – teamwork, problem solving, communication, leadership and personal responsibility.

The Recruits then undertake a programme which involves giving over 400 hours of their own time. They undertake on-site business challenges, run their own companies, write business reports and hear from some of the country's top entrepreneurs and leading business figures as well as supporting local charities.

### What do Employers get in return?

- Motivated individuals who want to work, learn and develop in the business world
- Young people who have demonstrated commitment, drive and determination
- Local positive media coverage
- Association as a partner to an award winning programme
- Opportunity to give something back to local community

### Costs

The costs are as with any 'traditional' employee with the winning Recruit being paid a salary of up to £14K.

For further information on the programme please contact **Robert Lamb, Telephone (01475) 715548** or email: [Robert.lamb@inverclyde.gov.uk](mailto:Robert.lamb@inverclyde.gov.uk)

## **The Recruit – Business Quotes**

“The role that the Recruits played in the organisation of crew activities during the Tall Ships Races Greenock cannot be overstated – both visiting crew and indeed the race series organisers, Sail Training International, expressed their delight to have been able to work with the young people from The Recruit programme. The Recruits all worked extremely hard, were enthusiastic and presented a very professional image of Inverclyde. Indeed they were fantastic ambassadors for the Inverclyde area. Their positive approach and contribution to the Tall Ships event bodes well for their future.”

**Sharon Hodgson**  
**Project Manager – Communities**  
**Sail Inverclyde**

Whilst being involved in the community is a key objective for RBS we've also seen increased staff engagement as a result of being involved with The Recruit programme. I would strongly recommend anyone with suitable vacancies who are looking for the best new raw talent to take the opportunity and get involved early on - if they make the necessary investment I have no doubt that they will gain a terrific return!. The Recruits are very eager to learn and improve, displaying a good work ethic”.

**Steven Sharp**  
**Lean Business Partner (Finance)**  
**Royal Bank of Scotland**

**Maryann Fleming**  
**Telephone Banking & Intermediary Services**  
**RBS Mortgage Operations (Greenock)**

“I think it would be great if we could roll something like this out across the country. It would make such a difference to the quality of young people coming out of school”. “The Recruit is an excellent and innovative programme, giving young people a better insight into the working world of business. IBM Greenock is happy to participate in this programme on a yearly basis both through offering challenges and employing Recruits. Supporting The Recruit programme is an opportunity to develop home grown talent; students are enthusiastic and eager to learn which in turn is a benefit to the business”.

**Dionne Condron**  
**Communications Manager**  
**IBM**

Delighted to be involved in the Recruit programme again and offer positions to Recruits who not only show a real desire to work hard but display confidence and are very personable and proactive in approaching others. Having had experience of recruiting in previous roles I would say with total confidence that The Recruit programme prepares candidates far more fully for the World of Work – the programme is 100% validated in its aims, that is unquestionable.

**Alan McIntosh**  
**L&D Manager - UK&I Inside Sales**  
**Hewlett Packard**

# **The Recruit – Frequently Asked Questions**

## **How many young people are involved?**

There is no real upper limit on this though applications are invited from every pupil in S5/S6 across all our secondary schools. Typically the programme runs with approximately 35 students.

## **How long does the programme run?**

The programme runs for 5 months (April – August) with limited activity during the exam diet. Each Recruit will devote in excess of 400 hours of their time to the programme.

## **What's involved?**

The main focus of the programme is to develop essential business skills and generate a greater understanding of business and opportunities therein. The Recruits hear from some of the countries top entrepreneurs, run their own business, undertake many business challenges, write reports, raise money for charity and develop presentation, research and time management skills.

## **What sort of jobs have been on offer?**

The programme has secured positions for young people in a variety of careers including Administration, Youth Work, Service Centres, Banking, Accountancy and Sales with companies such as EE, Royal Bank of Scotland, IBM, HP, Inverclyde Council, Milne Craig, Buchanans, Phoenix Car Company, 2020 Renewables, Domino's Pizza, Concentrix, The Trust, Webhelp, PG Paper, West College Scotland, Ardgowan Hospice, Pursuit Marketing and ISS.

## **What's planned for year eleven?**

Plans are now in place to run the programme again with 35 students. The success of the programme is totally dependant on the support from the business both in terms of real business challenges and offering career/job opportunities.

## **What does it cost?**

The positions pay up to £14,000 salary so effectively the cost to businesses is up to £14,000 plus any on-costs.

## Process Timeline

Month	Action/Activity
<b>Jan/Feb</b>	Start recruitment process with seven secondary schools
<b>Mar</b>	Application deadline/successful candidates notified
<b>April</b>	3 day outward bound/skills development course
<b>May</b>	Little activity due to exams
<b>June</b>	Full programme activity:    Challenges Run a Business Charity Project Entrepreneur Speakers Business Events etc  <b>See Recruit Timetable</b>
<b>July</b>	
<b>Aug</b>	
<b>Aug</b>	Finale dinner towards end of August 2017 Winners announced
<b>Sept/Oct</b>	Winners start jobs

## THE RECRUIT - TIMETABLE OF EVENTS 2016

<b>MAR</b>	<b>30<sup>th</sup></b> Enterprise Centre  3.45pm - 5.45pm	<b>APR</b> <b>6<sup>th</sup>-8<sup>th</sup></b> Outward Bound Auchengillan  All Day	<b>21<sup>st</sup></b> WCS Waterfront <b>Entrepreneur Challenge /</b> Inspiring Entrepreneurs 3.45pm – 8.00pm	<b>MAY</b>	<b>26<sup>th</sup></b> Enterprise Centre In-house session  3.45pm - 5.45pm	<b>JUNE</b>	<b>16<sup>th</sup></b> Enterprise Centre In-house session  3.45pm - 5.45pm
<b>JUNE</b>	<b>23<sup>rd</sup></b> Enterprise Centre <b>Alan Black, Live n Learn</b>  3.30pm – 5.30pm	<b>30<sup>th</sup></b> Enterprise Centre 9.30am Profit Count <b>Morgan Spence</b> 10.00am – 12.30pm <b>Ciaran Aitken</b> <b>Orbit Enterprises</b> 1.30pm – 4.00pm	<b>JULY</b> <b>1<sup>st</sup></b> Enterprise Centre <b>Tree of Knowledge</b>  10.00am – 3.00pm	<b>4<sup>th</sup></b> Enterprise Centre <b>Former Recruits</b>  10.00am–3.00pm	<b>5<sup>th</sup></b> Enterprise Centre <b>RAF Day</b>  10.00am – 3.30pm	<b>6<sup>th</sup></b> Enterprise Centre <b>Watt Nicoll</b>  9.30am – 3.30pm	<b>7<sup>th</sup></b> <b>WCS Venue</b> In house session/ <b>Gary McEwan</b>  10.00am-4.00pm
<b>JULY</b>	<b>8<sup>th</sup></b> <b>DAY OFF!</b>	<b>11<sup>th</sup></b> Enterprise Centre In house session  10.00am – 3.00pm	<b>12<sup>th</sup></b> Enterprise Centre <b>Army</b> 9.30am–12.30pm <b>In house</b> 12.30pm-3.30pm	<b>13<sup>th</sup></b> <b>WCS Challenge (1)</b> Finnart St  9.00am – 4.30pm	<b>14<sup>th</sup></b> <b>WCS Challenge (2)</b> Finnart St  9.00am – 4.30pm	<b>15<sup>th</sup></b> Enterprise Centre <b>TheTrust</b>  9.30am – 3.00pm	<b>18<sup>th</sup></b> <b>WCS Venue</b> <b>Babygrand Intro</b>  10.00am-3.30pm
<b>JULY</b>	<b>19<sup>th</sup></b> <b>WCS Venue</b> <b>ISS UK Intro(2pm)</b>  10.00am-4.00pm	<b>20<sup>th</sup></b> Challenge Day <b>Kip Marina</b>  9.30am – 4.00pm	<b>21<sup>st</sup></b> Challenge Day <b>Seatrek</b> Kip Marina  9.30 – 4.30pm	<b>22<sup>nd</sup></b> Enterprise Centre <b>Discover Fortunes</b> 9.30am – 2.00pm 2.00pm – 3.30pm	<b>25<sup>th</sup></b> Enterprise Centre Challenge Day <b>Elevator</b>  10.00am–3.00pm	<b>26<sup>th</sup></b> Enterprise Centre Challenge Day <b>Babygrand</b>  9.30am – 4.00pm	<b>27<sup>th</sup></b> Challenge Day <b>Phoenix Car Co</b> Linwood  9.30am – 4.00pm
<b>JULY</b>	<b>28<sup>th</sup></b> Challenge Day <b>Beacon Arts Centre</b>  9.30am-4.30pm	<b>29<sup>th</sup></b> Enterprise Centre In house session  10.00am-3.00pm	<b>AUG 1<sup>st</sup></b> Enterprise Centre Challenge Day <b>PG Paper</b>  9.00am – 4.30pm	<b>2<sup>nd</sup></b> Enterprise Centre <b>Donna Bryson Clearwater Brookes</b> 9.30pm – 3.30pm	<b>3<sup>rd</sup></b> Enterprise Centre In house session  10.00am-3.00pm	<b>4<sup>th</sup></b> Enterprise Centre Challenge Day <b>CLD</b>  10.00am–4.00pm	<b>5<sup>th</sup></b> Challenge Day <b>ISS UK</b> HP, Erskine  9.00am – 9.30pm
<b>AUGUST</b>	<b>8<sup>th</sup></b> Challenge Day <b>Pursuit Marketing</b>  10.00am – 3.00pm	<b>9<sup>th</sup></b> Challenge Day <b>SAS</b> Glasgow  9.00am – 5.00pm	<b>10<sup>th</sup></b> Challenge Day <b>Concentrix</b>  9.00am – 5.00pm	<b>11<sup>th</sup></b> Enterprise Centre Challenge Day <b>Ardgowan Hospice</b> 9.30am – 4.30pm	<b>11<sup>th</sup></b> Charity Evening <b>Quiz/Folk Night</b> <b>Kip Marina</b>  6.00pm-10.30pm	<b>12<sup>th</sup></b> Challenge Day <b>RBS Mortgage Centre</b>  9.00am – 4.30pm	<b>15<sup>th</sup></b> Enterprise Centre Personal Profiles  10.00am-3.00pm
<b>AUGUST</b>	<b>19<sup>th</sup> – Finale – Black Tie Celebration Dinner, Greenock Town Hall, 6.30pm-11.00pm</b>						



**Just Some of the Winning Recruits at Finale Dinner Events**