

A woman with long dark hair, wearing a red button-down shirt and black trousers, stands in a factory setting. She is holding a black walkie-talkie in her left hand and has her right hand resting on a yellow metal railing. The background is filled with industrial machinery, pipes, and structural beams, creating a complex and busy environment. The lighting is warm, highlighting the woman and the yellow railings.

# INVESTING IN SCOTLAND

AN INTRODUCTION TO THE SKILLS LANDSCAPE

**#SCOTLAND|SNOW**

# INVESTING IN SCOTLAND

**WELCOME TO SCOTLAND**, the small country making a big impact on the global landscape.

As Scotland's national skills agency, Skills Development Scotland (SDS) is here to help businesses around the world discover what Scotland's talent can do for them. We're here for the whole journey before, during and after you locate to Scotland.

Increasingly it is recognised that people are our greatest asset and in fact, our 2.8million-strong workforce is internationally recognised as one of the best trained, most reliable and cost-competitive labour forces in the world.

Scotland is the UK's most attractive location for foreign direct investment after London and is a prime location for international companies considering foreign investment and expansion.

A suitably skilled workforce will be one of the primary considerations in your planned growth and investment strategy. In Scotland, the education and skills system is structured to be flexible and responsive to ensure our people have the right skills for you at the right time.

You can access tailored support to help identify your skills needs and how best to meet them, from how to attract the new recruits your business needs now, to how to find the best college and university graduates as well as establishing a vocational work-based learning programme to sustain your business in the future.

There are opportunities to help shape Scotland's skills system, engage with young people in Scotland's schools, and take on apprentices so you can grow your own talent.



We are working with businesses across Scotland to support transition to a low carbon economy. This includes helping businesses to use their experience, adaptability and willingness to diversify to become more competitive.

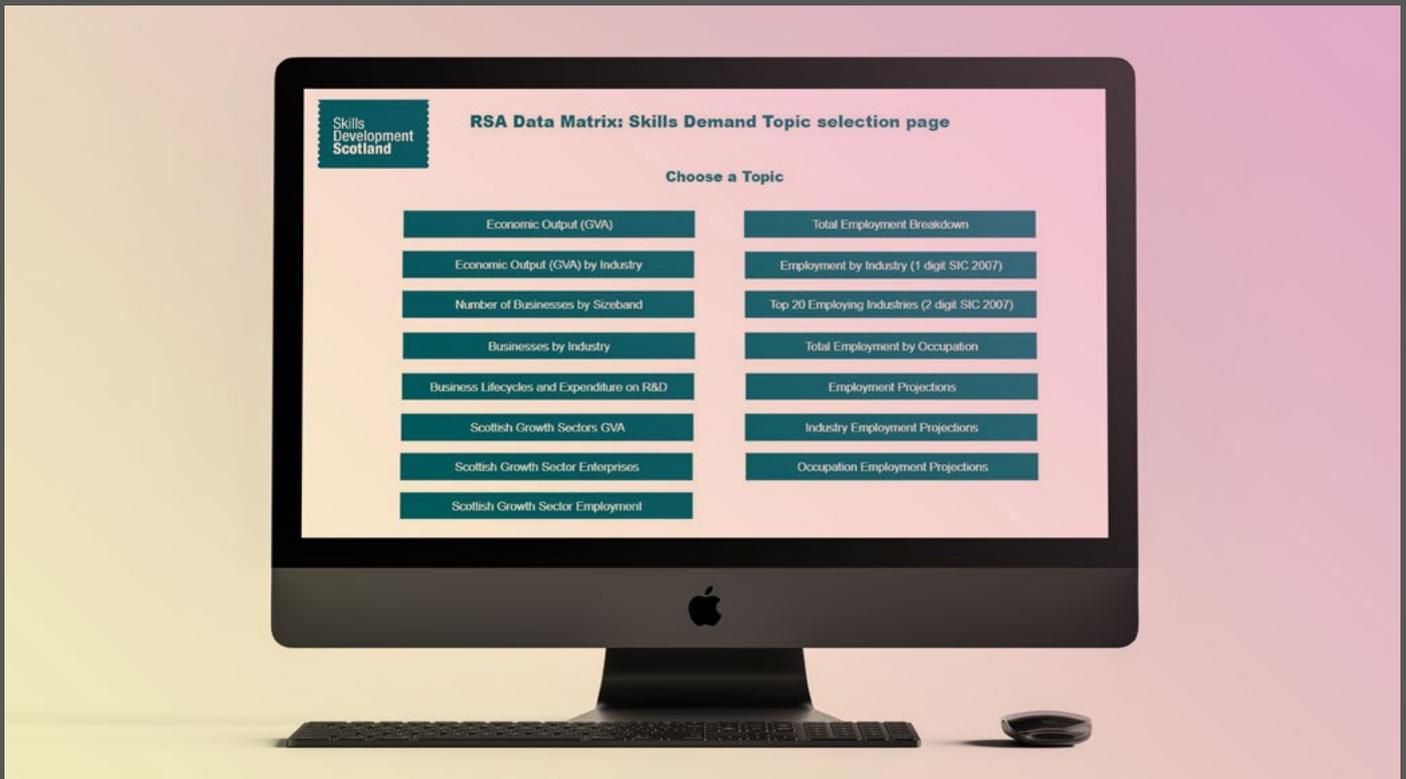
Locating to a new area can be a daunting task but we can streamline the process in helping your business settle in Scotland. This is all possible thanks to the spirit of collaboration that exists between Scotland's government, its industries and its skills and learning system from schools to universities, with this "Team Scotland" approach creating a landscape that is welcoming to business and easy to navigate.

Recent research commissioned by Skills Development Scotland found that investors regard Scotland's skills and innovation system as a key strength. Within the UK, Scotland's performance in attracting foreign direct investment is second only to London.

Based on population, Scotland is also amongst one of the top countries in Europe at attracting investment, outperforming countries such as France and Germany. This joined-up system is already supporting inward investors who choose to locate in Scotland. By tapping into Scotland's talent pool, and the well-developed support infrastructure, you can unlock the potential to drive your business success saving you time, money and energy so you can concentrate on what matters to your business.

# EVERYTHING YOU NEED TO MAKE THE RIGHT CHOICE FOR YOUR BUSINESS

A wealth of information on the skills of Scotland's workforce is available to help you make the right decisions.



Using evidence to drive decision-making is fundamentally important for any business. That's why Scotland has invested heavily in developing a robust and detailed skills evidence base offering a clear and up-to-date picture of the talents of its workforce.

This rich and accessible data source means that it's possible for businesses to gain a detailed understanding of the talent pool so they can take informed, strategic decisions on where to locate and how to attract and develop the talent they need.

This lies at the heart of the Scottish Skills Planning Model (below), which explains our ambition of ensuring Scotland's skills system delivers for its businesses and its people.

The model aims to improve the response of education and training to the needs of industry and ensure people have the best possible chance of succeeding in the world of work.

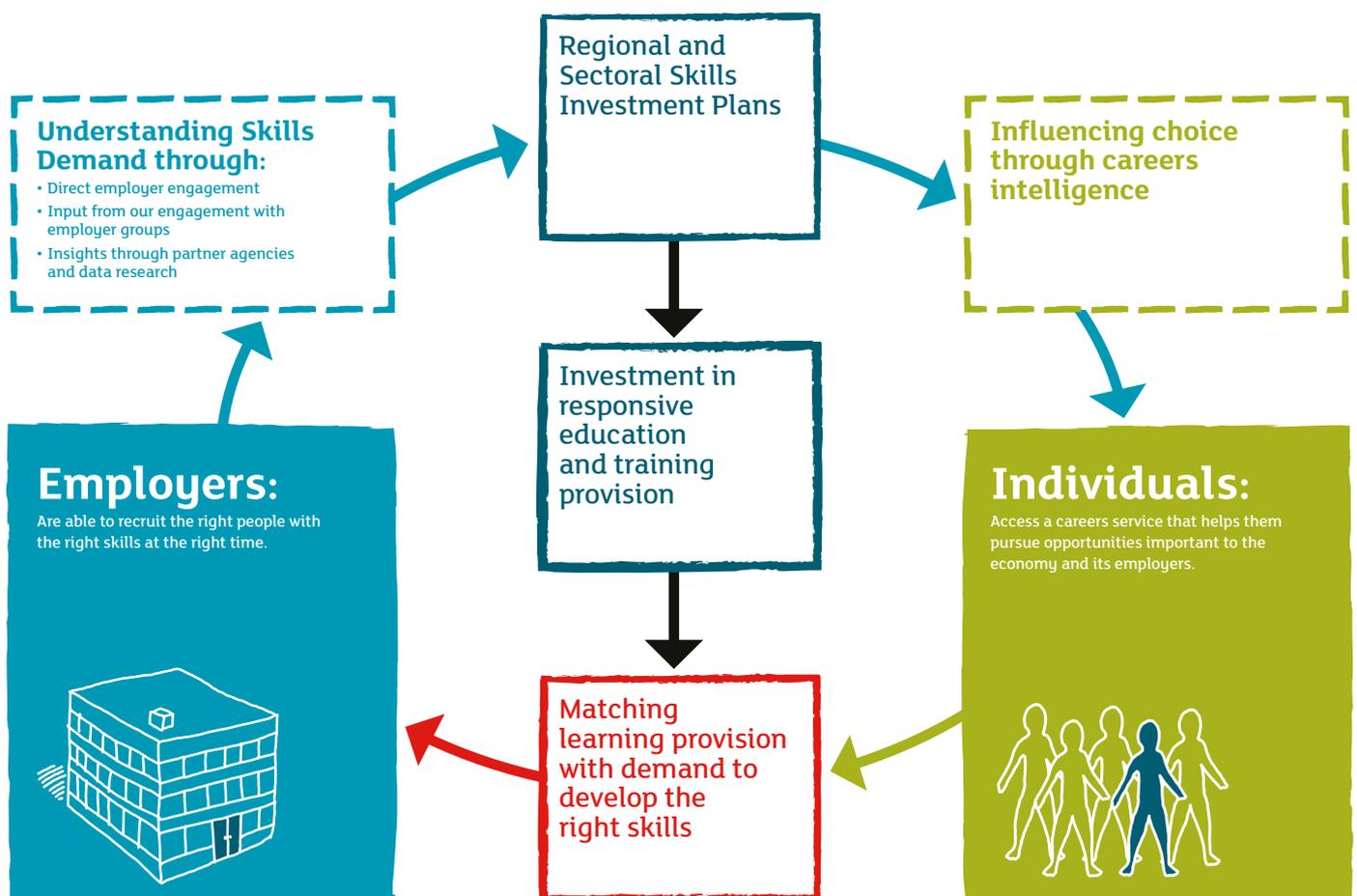
What this means for your business is that Scotland's education and skills system matches industry needs, meaning that employers are able to recruit the right people with the right skills at the right time, with the

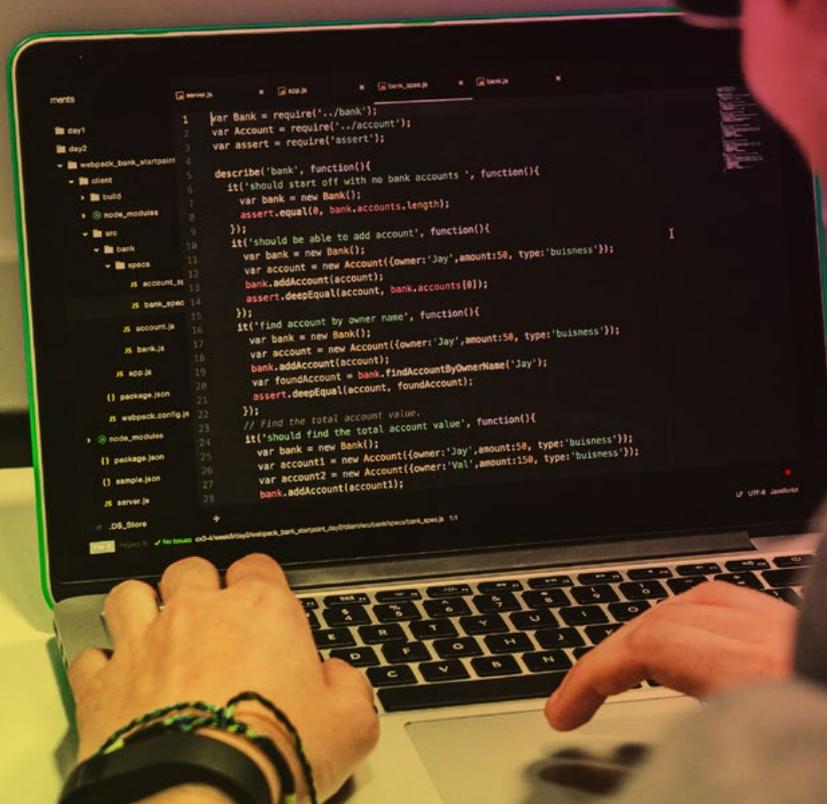
latest and most accurate information being available to inform decisions around investment, workforce planning and talent attraction.

That applies not only to established industries but emerging sectors that will be a key part of Scotland's future, from the growing space sector to the development of a low-carbon economy.

Support is also available to investors where you can benefit from tailored support and analysis, providing further insight into the skills, education and training available to help business thrive.

This business-centred and customer focussed approach means we can work to help shape solutions for attracting, retaining and developing a highly skilled workforce that satisfies short-term demands and fulfils long-term needs.





## GET THE SUPPORT YOU NEED NOW AND IN THE FUTURE TO FIND THE RIGHT PEOPLE FOR YOUR BUSINESS

Tailored solutions will help you attract, develop and retain the skills your business needs.

Scotland is committed to ensuring businesses are at the heart of its skills system.

When businesses are in the early stages of developing their workforce, help is available to identify and develop solutions that brings together co-ordinated support from across the learning and skills system, saving time and money.

The reactive and innovative support being provided to businesses in Scotland's financial services sector is an example of this approach, with more employers identifying a need to open up new ways for people to access the career opportunities available in the sector.

This led to the creation of the **Fast Track** work-readiness course, developed for those keen to launch a career in financial services.

Businesses in Scotland's growing digital sector have benefited in a similar fashion from the creation of **CodeClan**, Scotland's first digital skills academy.

At all times, the needs of businesses are at the heart of these skills solutions, from design to delivery, giving employers confidence that support is available to find the right talent to grow in Scotland.

## Case Study: CodeClan



Businesses in Scotland's growing digital sector have benefited in a similar fashion from the creation of CodeClan, Scotland's first digital skills academy. Launched with the aim of opening up a new route into the digital sector, CodeClan offers immersive courses lasting between 12 and 16 weeks on topics such as software development, data analysis and web development.

Codeclan also offers short courses and works with businesses to provide bespoke courses designed to meet their individual needs, and has gained a reputation for producing high quality, work-ready and career experienced graduates with the right mix of skills required by the technology sector.

Dermot Murray, Vice President of Ideation at Inoapps said: "About three years ago we were going through a period of rapid expansion in our product development team but the candidates just weren't there.

"This presented a real danger - we had an urgent need for talent and we weren't able to tap into the market that we'd traditionally used.

"It was around this time that CodeClan was starting up. I went to meet some of the team there and was really encouraged by this proposition and being able to get access to talented individuals that had previous skills and experiences was really interesting to us."

Alastair Andrew, Co-founder of Airts, said: "One thing that we like about CodeClan graduates is that they have previous job experience and they've picked up soft skills. They might have worked interacting with customers and then they've trained in development which makes a rounder person.

"We've found that the sort of people that come out of CodeClan are quite flexible and up for that challenge and what's been key for us is the quality and mindset of these graduates."

## Case Study: Fast Track

The Fast Track work-readiness course has been co-designed and delivered with financial services companies, ensuring that the programme meets industry needs and provides a strong base for participants to secure a job in customer services and operations.

During the six-week course participants gain valuable insight directly from industry figures who cover a range of topics including risk and the regulatory environment, financial crime and fraud, security and open banking alongside interview skills advice.

Employers in Scotland's financial services sector have praised the course, and businesses in other sectors can benefit from their own tailored approach when looking to attract new talent in Scotland.

Barry Connolly, Managing Director of Everyday Banking, Personal & Business Banking at Royal Bank of Scotland said: "Fast Track is making financial services feel more accessible to more people – and is a great example of the collaboration happening across industry, government and the education sector."



## WORLD-CLASS EDUCATION AND TRAINING DRIVING BUSINESS GROWTH

Scotland's global reputation for learning is reflected in its network of universities and colleges focused on cutting-edge innovation.



4 of Scotland's universities are in the **WORLD'S TOP 200**<sup>1</sup>



77 per cent of Scottish university research is judged to be **"WORLD-LEADING"** or **"INTERNATIONALLY EXCELLENT"**<sup>2</sup>



Over **240,000 STUDENTS** across Scotland's 26 colleges are producing graduates who contribute **£20bn** to the Scottish economy<sup>3</sup>

Scotland's 19 universities are among some of the best in the world, and the research they produce sets them apart as global leaders.

Four Scottish universities are in the world's top 200, according to the 2019 Times Higher Education rankings, putting them in the top one per cent of the world's universities.

This is complemented by a network of 26 colleges covering every part of the country supporting people of all ages in gaining the technical, professional and vocational skills needed to thrive in Scotland's economy.

The result is that Scotland is home to many leading experts in their field, contributing to ground-breaking research that reflects a culture of innovation covering a myriad of disciplines ranging from life sciences and industrial biotech to clean energy and the circular economy.

Working in partnership with businesses is also central to the work of Scotland's universities and colleges, and they are committed to providing the right education and training required by employers competing in a global economy.

The Scottish approach ensures the right connections are made to maximise effective working relationships and the right connections, covering graduate recruitment, subject content, lecturing and research.

1 [https://www.timeshighereducation.com/world-university-rankings/2020/world-ranking#!/page/0/length/25/sort\\_by/rank/sort\\_order/asc/cols/stats](https://www.timeshighereducation.com/world-university-rankings/2020/world-ranking#!/page/0/length/25/sort_by/rank/sort_order/asc/cols/stats)

2 <https://www.universities-scotland.ac.uk/>

3 <https://collegesscotland.ac.uk/briefings-and-publications/publications/1376-colleges-scotland-keyfacts-2019-web/file.html>



## GROW YOUR BUSINESS WITH SCOTTISH APPRENTICESHIPS

Scotland offers integrated, flexible work-based learning from school age to graduate level.

Scottish Apprenticeships offer a flexible way to develop your workforce and build the skills your business needs to grow.

There are more than 100 types of apprenticeship available in Scotland that attract funding for training activity of up to £36,000. More than 12,000 Scotland-based businesses are already benefitting from them.

They've been designed with employers and education so they can meet your specific business needs. Apprenticeships lead to an approved, industry-recognised qualification and they are available across a wide range of sectors and levels, from engaging with young people still in school to developing experienced employees seeking vocational training to Masters' degree level.

Scottish Apprenticeships enable businesses to develop a robust recruitment and talent pipeline from school to senior personnel:

**FOUNDATION APPRENTICESHIPS** give senior school pupils valuable experience of the world of work. Businesses get early access to emerging talent which they can shape for their future workforce.

**MODERN APPRENTICESHIPS** offer cost-effective training for new or existing members of staff working towards an industry approved qualification, bringing new skills and ideas into your workplace.

**GRADUATE APPRENTICESHIPS** provide a fully-funded programme for new or existing full-time employees up to Honours or Masters' degree, representing a saving of up to £36,000 per person.

Businesses benefit from improved productivity, morale, staff retention and quality of service, with a generous funding environment covering the costs of training, making it the ideal way to grow talented and dedicated workforce, with employers having the opportunity to identify that talent at an early stage.

# NOW IS THE TIME TO INVEST IN SCOTLAND

Be part of Scotland's continuing success story.

Our driving determination is the key to our success. We'd love you to join the very many global businesses that choose to locate, operate and grow in Scotland alongside our ambitious local companies.

You'll find us progressive and pioneering. With a track record of innovation and enterprise, we earned a global reputation in industries like finance, engineering, life sciences, technology and energy.

There are many things which set Scotland apart, but our most important asset by far is our people. By locating in Scotland, you'll access a highly educated, skilled workforce with a strong work ethic.

You'll be connected to a culture of research, innovation and creativity through our academic institutions which have an outstanding record of collaboration with industry.

With a focus on growth, productivity, fair work and sustainability, we're here for you throughout the journey – you will be supported before, during and after you locate in Scotland.

Now is the time to invest in Scotland, so come on in. Be part of Scotland's continuing success story.

Skills  
Development  
Scotland



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