

Case Study: Healthy Communities

Developing the Young Workforce – Promoting Modern Apprenticeships



Where:
Perth Transport Futures Project (Phase One),
Scotland

When: 28th Feb 2018

Who: Bethany Welsh, Balfour Beatty

Continuing our close relationship with the Developing the Young Workforce team in Perth and Kinross, we worked with Donna Kudarenko, Employer Engagement Advisor, to produce a short video to promote modern apprenticeships.

“Please find edited film – I hope you all like it – I think Bethany and Ken are fantastic!... Thank you all again for your support in making this.”

Donna Kudarenko – Employer Engagement Advisor, DYW Perth and Kinross

The Challenge

In advance of Scottish Apprentice Week 2018, Balfour Beatty worked with Developing the Young Workforce in Perth and Kinross to produce a promotional film with Bethany Welsh and Ken Brown to be used in schools across the country to promote both the construction industry and apprenticeship frameworks

The Measures

On the 28th of February, Donna Kudarenko, Employer Engagement Advisor for DYW Perth and Kinross attended the PTFP site with a cameraman in tow. Scottish Apprentice of the Year finalist, Bethany Welsh, has been working through her apprenticeship in Civil Engineering with Balfour Beatty and is always willing to get involved to promote apprenticeship frameworks, Balfour Beatty, women in construction and wider opportunities in the industry. Ken and Bethany spent the morning being interviewed and filming at locations around the site and offices.

The Results

The film was used to promote apprenticeships throughout Scottish Apprentice Week 2018, and beyond.

The film received a great reception, being released through DYW's twitter feed as an 'MA a Day' throughout Apprenticeship Week. It has also been used at various Balfour Beatty events including celebrations for International Womens Day and as an inspirational tool at our ICE Bridges to Schools event at Kinross.

You can view the film here:

<https://www.youtube.com/watch?v=UfCKZltsmo>

and read more about Bethany's story here –

<http://www.skillsdevelopmentscotland.co.uk/news-events/2017/december/engineering-apprentice-builds-on-career-dream/>

For more information, please contact:

Duncan.gardner@balfourbeatty.com