



What is Workwise?

The Workwise programme, led by Aberdeen City Council in partnership with Aberdeenshire Council and North East Scotland College (NESCol), aims to **support adults in the local area to move closer to work** by:



Providing local
employment information



Building skills



Why it matters

Many adults face
**confidence, digital
and access barriers**



Local labour market
information can be **hard to
access or relate to**



Supporting career
development



Increasing visibility of
local opportunities



Employers struggle
to **engage future
workforce locally**



Key features

The Workwise platform – a free digital learning platform created to help people build confidence, develop new skills and take steps toward employment

Ready to Return – a digital confidence-building and skills development course for adults returning to learning

Sector-based videos – real local jobs brought to life

Successes in project set up



Two digital products live



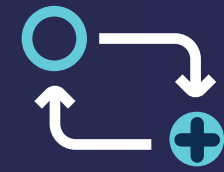
27 sector-based videos produced



Positive feedback from test users



Accessible, flexible and user-friendly design



Strong potential for replication in other areas

What's worked well?

- **Long-standing, trust-based partner relationships** enabled effective collaboration, shared ownership and problem-solving.
- **A clear, shared mission** on employability and workforce retention aligned priorities.
- **Embedding local labour market information** and realistic pathways made the offer relevant.
- **Co-creation** led to more accessible and engaging content.
- **Extensive testing and iterative design** simplified language and tailored content to users.
- **Employer involvement** grounded content in local workplaces and increased credibility.
- **Strong partnerships with referral organisations** supported early engagement with target learners.

Transferable learning



Strong partnerships drive delivery



Co-creation improves quality and inclusion

Guided access is critical for digitally excluded users



Integrated pathways should strengthen user journeys