

# Case Study: Healthy Communities

## Promoting Modern Apprenticeships with DYW at Morrison Academy, Crieff



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

When: 11<sup>th</sup> January 2018

Who: Bethany Welsh, Balfour Beatty

*“Beth, as you will already know, is a fantastic ambassador both for your company and the modern apprenticeship programmes. She was a complete star with both parents and pupils and a pleasure to work with.”*

Fiona Reith – Developing the Young Workforce Manager, DYW Perth and Kinross

### The Challenge

Resident ‘celebrity’ apprentice, Bethany Welsh, represented Balfour Beatty and the Perth Transport Futures Project (PTFP) by assisting Developing the Young Workforce Manager, Fiona Reith, at a parents evening at Morrison’s Academy in Crieff. Bethany is completing a Modern Apprenticeship in Civil Engineering with Balfour Beatty. Her commitment to her apprenticeship and the great work she has been completing for Balfour Beatty across the country from Moray to London earned her a place as a finalist in the Apprentice of the Year Awards 2017.

### The Measures

Bethany was asked to represent Balfour Beatty at Morrison Academy’s parent evening where around 50 pupils and their families had been invited to attend. Throughout the course of the evening, eight families came to speak to Bethany and Fiona about careers in construction, working for Balfour Beatty and the

Modern Apprenticeship framework. A few of the school teachers also had several questions to allow them to be better informed to discuss pathways with their pupils.

### The Results

The school and the DYW team provided glowing reports of Bethany’s input to the event. Young people are the future of the industry and engaging at a young age to shine a light on the opportunities available in the construction sector is key to attracting the best and brightest of tomorrow. The team at PTFP is lucky to have Bethany on site to promote apprenticeships to young people, in particular young women, as well as to work as part of the team to complete the project.

For more information, please contact:  
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