



>lsc

Leading learning and skills

the magazine

Meet the winners
– first London
Regional Awards
Centre pages

July 2005

The magazine of the Learning and Skills Council (LSC) for partners and people interested in learning and skills issues in London

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Cover photo: Catherine Wade, HR and Development Manager, Prudential Property Investment Managers Ltd



Jacqui Henderson

Regional approach

Welcome to the first issue of *the magazine*, the new regional newsletter from the London LSCs.

The LSC has moved to a more regional way of working to ensure greater collaboration across the five London LSCs. This allows us to be more effective in our strategic relationships with our key stakeholders and partners, and to provide a better response to the needs of London.

We continue to be completely focused on local delivery and responsiveness through each of our local LSCs to ensure that the needs of their communities are represented and are at the forefront of their Local Plans.

This new regional newsletter will give you a flavour of both local and regional activities. We hope that you enjoy this first issue, which provides you with an insight into some of the exciting initiatives designed to meet the skills needs of people living and working in our vibrant city.

the magazine will be published quarterly and we would welcome your feedback to help ensure we meet your needs as valued partners and stakeholders of the LSC.

Jacqui Henderson CBE
Regional Director, London

Rod Kenyon OBE
Regional Chair, London



Rod Kenyon

the magazine

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EUROPEAN UNION
European Social Fund

Blooming marvellous!

The skills, knowledge, design flair and sheer hard work of two current students from Capel Manor College's main campus in Enfield were rewarded by a Bronze-Flora medal at this year's RHS Chelsea Flower Show.

Capel Manor Head of College Madeline Hall was delighted at this success. She said: "Exhibiting at Chelsea is the pinnacle of practical learning for our garden design students, and winning a medal is a great achievement. Fiona Cazaly and Jennifer Gray are rightly proud of their award-winning *Garden of Night* creation, which demonstrates the range of skills they have developed as self-starting garden designers.

"Many of our former students also had exhibits at Chelsea, including Kim Wilde,

who won a Gold medal and the award for Best Courtyard Garden. Our fingers are now firmly crossed for students based at our Gunnersbury Park site who are currently working on their garden designs for the Hampton Court show in the summer."

As London's Centre of Vocational Excellence (CoVE) for Horticulture, Landscape and Garden Design, the College is helping to create a pool of well-qualified, able and accessible specialists within the capital, as well as actively involving local communities in "greening up" the region.

Business breakfast

As part of a programme to engage with black and minority ethnic (BME) organisations, LSC London Central hosted a business breakfast event in partnership with the European Federation for Black Women Business Owners.

More than 80 delegates attended the early morning session, which included an overview of BME activities currently taking place in the London Central area, an insight into the Salon Strategies project taking place at Lambeth College and a motivational presentation: *Personal Development: The Key to Business Success*.

Feedback after the event was very positive. One delegate saw it as "informative and inspiring", while another considered the session to have been "a very useful event for networking with other black business women and making contact with strategic bodies."

Following the success of this innovative approach to employer engagement, a London-wide BME business breakfast is scheduled to take place on 28 June.

Fiona Cazaly and Jennifer Gray sit among the flowers in their award-winning garden



Time to Profit from Learning

An ambulance company in London East can now afford vital staff training thanks to Profit from Learning (PfL).

PfL is an employer training pilot scheme run by the LSC London East and Business Link in the Thames Gateway region. All courses are funded and staff can receive either basic Essential Skills or Level 2 training linked to a vocational qualification.

One organisation to benefit from this is X9, a small private ambulance company that provides mainly non-emergency services to the NHS and the private sector.

X9 Management Services Director Janet Hammond said: "We discovered PfL when we received a flyer. I got on to it because patient transport is a low-paid industry so I was looking for something I could offer the drivers to progress."

Janet was able to find the team leadership and computer skills courses she wanted through PfL and said: "An LSC London East assessor came to see us and was very helpful putting us in touch with various colleges and companies."



For X9 Fleet Manager Anthony Smith, the four-day leadership course has made a real difference. He said: "The proof of how effective the course has been is the fact that one of our patient transport service drivers went on the team leadership course and he's now moved over and is doing team leadership full time."

"I started as a driver too and thanks to the company sending me on the course and the

help of all my colleagues, I'm extremely confident now."

Anthony is not the only happy customer. Janet commented: "In future, I'd really like to send more staff on courses through PfL. I definitely think it's worth it, especially for smaller companies."

For more information visit www.ProfitfromLearning.co.uk

Tutors on call

An innovative multi-partnership project in Bromley has proved extremely successful in attracting disaffected and hard-to-reach adults.

Launched by Orpington College, Tutors On Call is co-financed by LSC London South and The European Social Fund. It is run in partnership with Bromley Children's Project, Bromley Field Studies and the British Red Cross.

The project works mainly within the more deprived districts of Bromley, providing

mobile tutors to teach within community locations, including schools. It aims to engage with: parents of children in reception and first year primary school; community groups who are not traditionally part of the learning process; and unemployed adults on the New Deal environment option who are in need of basic and essential life skills development.

A small number of basic skills and IT tutors were recruited for the project, carefully chosen for their background of working in the community. In addition,

community-based First Aid tutors were seconded from the Red Cross to work full time on the project. Mobile equipment, such as laptops, enables "classrooms" to be set up anywhere in the local community.

Winner of a Greater London Award in 2004, the project has exceeded its recruitment and outcomes targets by a long way and the Tutors on Call programme now sustains its delivery in schools through mainstream funding.

Claire Inglin, Project Co-ordinator for Orpington College, said: "So many people have benefited from this project. Their lives are being changed by boosting their confidence through learning."



Young people reaching for the stars

Support from the LSC and the European Social Fund (ESF) is giving disengaged young people from Greenwich and Lewisham the opportunity to attain an accredited qualification in musical theatre.

The Greenwich Theatre Academy project is aimed at 16-19 year olds who are not currently in education, employment or training. It targets young people from black and minority ethnic backgrounds, in order to tackle the identified shortage of trained black and Asian professionals within the theatre industry.

The programme is advertised through school workshop events, Connexions and media advertising, and applicants are required to demonstrate their singing, dancing and acting talents at an audition.

Successful recruits then embark on a structured programme of learning, including accredited workshops, practical classes, regular exposure to professional theatre productions and one-off master classes from Academy patrons and other industry professionals.

Students who complete the course successfully attain a National Vocational Qualification in Musical Theatre and Performance. There are also two scholarships available for a summer school at the world-renowned GSA Conservatoire Musical Theatre.

Impressive hat-trick

Blind students, some accompanied by guide dogs, were on hand to lend support when the College of North West London (CNWL) recently received three national Beacon awards and cheques totalling £10,000 for its outstanding and exemplary practice in further education.

The first award, sponsored by MENCAP/Royal National Institution for the Blind, was for its work with visually impaired and special needs students. The second award was the Equality and Diversity Award, sponsored by the LSC, for its support of disabled, deaf and other disadvantaged students.

CNWL also received the Construction Skills Award, sponsored by the Construction Industry Training Board, making it one of only two colleges to score a "Beacon hat-trick".

Entrepreneurial spirit

Eighteen schools from North and East London competed in the final of the Enterprise Advisor Service, London Challenge 2005. World-famous entrepreneur Sir Alan Sugar and his protégé Tim Campbell, winner of hit TV show *The Apprentice*, were on hand to judge the contest.

Following a presentation by Juliet Slot of the 2012 London Olympic bid team and supported by Lord Sebastian Coe, the 18 five-member student teams were challenged to produce and develop a new, exciting and innovative product for the 2012 Games, together with a mascot and slogan to be used for the event.

The teams were certainly put through their paces: in just one day, they had to build a business plan, formulate and design a product, and deliver a three-minute presentation about their idea to the panel

of judges. The exercise mirrored many of the risks and challenges businesses face in the marketplace, including competition, marketing and sales.

Overall winners were the students from Barking Abbey, who designed a multifunctional sweatband that was capable of measuring heart rate and speed, as well as being a watch and location finder tool. Their design concept was supported by a good business plan and an excellent presentation. Awards were also won by students from All Saints School (best product) and Park View Academy (best presentation).

The Enterprise Advisor Service is a pilot project, funded by the LSC, which encourages the introduction of practical business examples in the school curriculum, in order to build the skills and understanding of students planning to enter the world of business.

Vanessa Do, leader of the winning Barking Abbey team, explains her team's design concept to judges Sir Alan Sugar and Tim Campbell



Maximising participation

More than 40 catering and domestic staff at Whipps Cross University Hospital are participating in a new Skills for Life training programme.

The programme, which includes training in literacy and numeracy, is the result of a partnership between LSC London North, Waltham Forest College, and Rentokil Initial Hospital Service (Initial).

Planning the training was a complex affair, with shift patterns to accommodate and a suitable onsite location to find, but these challenges were soon overcome. To maximise participation, key members of staff were involved in the planning stages, tutors ran classes in the evenings and at weekends and Initial allowed the learners time to study during the working day.

Early feedback suggests that the programme is going down a storm with learners. Mother-of-two and Domestic Assistant Angela Adjei signed up in order to improve her spoken English. She said: "The course is fantastic! Being able to speak well is making me more confident at work." Angela is now planning to apply for a supervisory role at the hospital.

Fellow Domestic Assistant Vince Kiyaga enrolled onto the numeracy element of the programme. He said: "I'm always applying things I've learned on the course in my daily life – for example, using mental arithmetic when I'm in the local shop." Vince is aiming to gain a qualification and hopes the programme will be extended to include IT training in the future.

Pleased with the success of the project, Initial is now considering rolling out the Skills for Life work-based programme to other hospitals in the London Region.



Hampton's travellers have been keen to engage in a locally-delivered literacy programme

Landmark building

The new City Lit building, which opened in May, is the first purpose-built adult education facility to be opened in the UK for four decades and the largest adult education centre in Europe. Based in Covent Garden, it will cater for nearly 50,000 enrolments in its first year. The new £21 million, state-of-the-art building was funded by the sale of City Lit's existing facilities and a grant of £8.4 million from the LSC.

For more information, visit www.citylit.ac.uk



Community learning

A literacy programme delivered at an onsite community centre is making a positive difference to the lives of Hampton's travellers.

The idea for the centre was first conceived by parents in the travelling community, who felt that they had missed out on the benefits of a good education earlier in life, and wanted better for their own children. It was set up by local social landlord Richmond Housing Partnership (RHP) and Richmond Adult Community College (RACC), organisations that worked together for more than two years to ensure the project was seen through to completion.

Literacy courses, funded by LSC London South, are being provided free of charge to Hampton's travelling community. A fully-equipped pre-school room, run by outreach worker Katie Erskine from the Early Years Excellence Centre, is also available for children whose parents are attending learning sessions.

Leanna Nolan, 13, who lives on the site, is very enthusiastic about the centre. She said: "I'm having one-to-one literacy classes once a week at the moment. It's brilliant and much better than school. I can't wait for more classes to start. My teacher is really good, and now lots of the other kids want to come along too."

Cedric Boston, Operations Director for RHP, added: "The response from the community so far has been very positive and I hope there will be a lot of interest from the

travellers to take up these classes. We plan to expand the range of courses on offer at the centre, and we are also inviting other local organisations to use the venue to provide services and information to the local community. We are committed to building partnerships with other agencies to ensure that all needs are met."

Small firms AddMore

The Tower Bridge Walkways provided an amazing setting for an event celebrating the success of the LSC-backed AddMore project aimed at engaging small businesses to improve their business performance by developing the skills of their workforce.

More than 3,500 small firms across London signed up for the project, consisting of two streams designed to help them develop business improvement plans linked to staff training: the Small Firms Learning Account, targeted at black and ethnic minority businesses; and the Small Firms Initiative, aimed at all businesses employing under 50 people.

The event was attended by representatives of more than 120 local small firms who listened attentively to the powerful workforce development message delivered by Cyrus Todiwala, Investors in People ambassador and Proprietor and Executive

Chef of East London's Café Spice Namaste restaurants.

Maggie Roy, Head of Employer Partnerships at LSC London Central, said: "Research indicates that 200,000 of London's small firms (about 60 per cent of the total) don't have – or see the value in – a training or business improvement plan.

"Many of the organisations taking part had never previously contacted government support agencies or reviewed their skills needs in relation to their business needs.

"The Tower Bridge event celebrated this important first step and gave attendees an opportunity to find out about the support available to help them continue moving forward."

More details about the Employer Skills Offer can be found at www.addmore.biz

Meet the award winners

Celebrating with the stars were the winners of the first Learning and Skills Council London Regional Awards, held at world-famous attraction Madame Tussauds. *the magazine* reports on the event and profiles the winners.

"Learning is a process that never stops," TV broadcaster and co-host for the evening, Sir Trevor McDonald, told guests. "At all levels here in Britain, we celebrate the essential ingredients of life – obtaining new skills. Not all of us are born brilliant; we all have to acquire knowledge as we go along and it is essential to obtain skills and to try to make ourselves better."

London's best were gathered at Madame Tussauds to find out who had won the 13 awards to recognise excellence in workforce development, apprenticeships, individual achievement and the organisations that champion training, equality and diversity.

Jacqui Henderson CBE, Regional Director LSC London and co-host, told the 325 invited guests, who included employers,



Apprentice of the Year Paula Spear is delighted to receive her award

learners, training providers, colleges, award sponsors and LSC people, that the awards "have given recognition to learners and businesses for their exceptional progress and excellence in helping London maintain its world-class status."



Nick Barthee and Alec McAndrew, Kesslers International, receiving the award for Employer of the Year (Apprenticeships) in a large organisation

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Mohammed Abarak proudly displays his Advanced Apprentice of the Year Award, flanked by Jacqui Henderson and Sir Trevor McDonald

The awards roll of honour:

The Championing Equality and Diversity Award

Winner: Prudential Property Investment Managers Ltd

Why: developed a clear strategy and implemented excellent evaluation techniques including improved work-life balance for staff, and policies to help them understand managing equality issues at work

The Excellence in Learning Award

Winner: London College of Beauty Therapy

Why: ensured that everyone embraces a culture of learning including increased access to training, a mix of delivery styles including coaching and job shadowing, which has increased staff retention

Excellence in Workforce Development – under 250 employees

Winner: FirstBus

Why: implemented initiatives which respond to staff needs and clear commitment to lifelong learning and workforce development that goes beyond traditional training needs. Resulted in a 50 per cent reduction in staff turnover



Sir Trevor McDonald joins the capital's best at the London Regional Awards ceremony

Excellence in Workforce Development – over 250 employees

Winner: Ambassador Theatre Group
Why: identified the challenges they faced and developed learning and development activities including technical skills qualifications, certificates in management and bespoke learning and development programmes

Personal Achiever of the Year – 16-18 year olds

Winner: Robel Kahsay
Why: demonstrated extra commitment and determination while working towards a GNVQ qualification. His tutor commented on his positive attitude, enthusiasm and mature approach

Personal Achiever of the Year – 19-24 year olds

Winner: David Harper
Why: demonstrated how obstacles can be overcome with a clear focus on goals. Started via Entry to Employment programme, since progressed to a BTEC course and is now set on university

Adult Learner of the Year – over 25 years old

Winner: Martin Baldwin
Why: despite obstacles, embraced the philosophy of lifelong learning. Uses his own learning experiences to help others and set himself up as a mentor to help other students

Employer of the Year (Apprenticeships) in a micro organisation

Winner: Passmore Urban Renewal
Why: understood that the Apprenticeship programme helped them meet their organisational objectives and provided career employment to young people. One third of their staff are apprentices

Employer of the Year (Apprenticeships) in a small organisation

Winner: MJC Heating and Plumbing Company
Why: shining example of how a small company can reap the benefits of apprenticeships and improve staff retention

Employer of the Year (Apprenticeships) in a medium organisation

Winner: Michaeljohn
Why: for their recognition of the wider role that training plays across their sector and the value they place on work-based learning and Apprenticeships

Employer of the Year (Apprenticeships) in a large organisation

Winner: Kesslers International
Why: the programme is vital to its competitive edge and showed how apprentices have had a positive impact on productivity. Forged strong community links with schools and are 'an inspiration to other companies'

Apprentice of the Year

Winner: Paula Spear
Why: demonstrated outstanding determination, value as a team member and passion for work. Her training provider YMCA sees a bright future ahead for her

Advanced Apprentice of the Year

Winner: Mohammed Abarak
Why: showed great flair and a mature, enthusiastic approach to learning. Continued commitment to his Apprenticeship and employer Lewisham College with a goal to progress to university. Described as disciplined, willing, cheerful and an outstanding example to others

Finalists from the awards – Apprentice of the Year, Personal Achiever of the Year, and Employer of the Year (Apprenticeships) – were entered in the National Apprenticeship Awards held in June at Park Lane's Hilton Hotel.

For details visit:
www.apprenticeships.org.uk

In my view: 14-19

In addition to his role as Executive Director for LSC London South, Jay Mercer is leading London's efforts to ensure that all 14-19 year olds have access to high-quality, relevant learning opportunities, as he explains below.

Q: What are the main 14-19 challenges you face?

London's educational standards are improving all the time and we aspire to become the best region in the country. There is a plethora of choices available to 14-19 year olds and we need to help them make informed decisions by providing them with good, impartial advice and guidance.

Other challenges include the fact that there simply isn't enough post-16 Level 1 and Level 2 provision in some areas at the moment.

We need to make high-quality choices available to learners at Level 3, while improving vocational progression routes to higher education in certain sectors and areas.

Q: How do you know this?

We've been informed by the results of London's many 14-19 and 16-19 area-wide inspections, the Strategic Area Reviews, our work on curriculum mapping, Ofsted/ALI inspections and feedback from our partners in Connexions.

Q: How does the situation in London compare with what's happening in the rest of the country?

London is a unique learning environment: the transport infrastructure causes many students to move in and out of institutions and areas; there is a multiplicity of communities and languages; quality across the school infrastructure is patchy; and the proportion of migrants within the overall population is high.

Q: What is the LSC London Region doing to tackle 14-19 issues?

We have established a highly effective London 14-19 Forum, which includes all the key agencies and bodies responsible for this age group. The Forum has set up task groups to tackle ICT, curriculum and partnership development, the learner focus, and work-related and work-based learning.

Partnership working is now very strong in the London Region and all 14-19 partners were involved in the recently-published London Learner Offer.

Good progress is also being made in many other projects, like the LSC's 14-19 Framework for London, the London Virtual Academies, a managed learning environment; and the guarantee of an appropriate offer of educational training for every young person by the end of September in the year when they leave school.

Q: What achievement makes you most proud?

A project we're about to roll out across the region. It will allow us to track the 'value-added' factor from young people's performance at GCSE on to their graded Level 3 qualifications.





T5 is an impressive practical learning environment for Heathrow's apprentices

Building a great future

The construction of Heathrow Terminal 5 (T5) is good news for youngsters from the LSC London West area who have started Advanced Apprenticeships and are training onsite as electricians and mechanical engineers.

Fourteen apprentices, including three women, are employed on the installation of electrical services at T5 and earning a salary while they learn their trade. This is because LSC London West and BAA Heathrow are working together through the Heathrow Employment Forum to make sure that local people are benefiting from the job opportunities presented by this phase of the project.

The apprentices, who have already completed their Level 2 Mechanical and Electrical Engineering at Acton and West London College and at Uxbridge College, will achieve a highly regarded National Vocational Qualification Level 3. Their onsite training is paid for by LSC London West and delivered by JTL, which is the leading training provider to the building services engineering sector.

Jodie Tanswell from Northolt is an electrical installation apprentice who began her training at T5 in January. Jodie said: "I'm more than glad I did because I'm proud to be part of something that is so big."

260 hectares

is the size of the T5 site – equivalent to Hyde Park in London. This is just under one quarter of the 1,200 hectares occupied by Heathrow.

50 football pitches

could fit on the terminal building's five floors – that's around 10 per floor.

37 million manhours

is the estimated time that will be spent by people working on and off site to build T5.

Interactive kitchen theatre

A state-of-the art, interactive kitchen theatre is driving up the quality of teaching and learning at Lewisham College which, along with its partners Redbridge College and the Hospitality and Catering Company, has been awarded Centre of Vocational Excellence (CoVE) status for Hospitality.

This exciting new kitchen facility complements and aids reinforcement of important techniques and practices in Hospitality and Catering, London East's second largest industry.

Catering students can watch masterclasses with ease, thanks to flat-screen monitors positioned on each learner's desk. After class, lecturers can review the recorded footage with an e-learning resource officer to create multimedia learning resources, which can be distributed on CD, DVD or over the web.

Head of e-Learning Robin Ghurbhurun said: "The design concept for this kitchen was to embed the technology within a traditional vocational teaching environment, so as to deliver a personalised, 21st century curriculum to our learners."

Lewisham College used its new web broadcast facility to host the finals of its *Get Set Cook* student competition, organised by the Springboard Charitable Trust along with LSC London East, local colleges and employers. The event was streamed live over the internet.

In June, the Government announced the introduction of a nationwide training



framework for school cooks. Lewisham College is working with Greenwich Council's catering service to develop a new assessed course unit for school cooks. The course will form part of an NVQ Level 2 in Catering. This will help school cooks prepare the new school lunch menus, developed with Jamie Oliver, which are presently being rolled out across Greenwich schools.

Area-wide inspection

The Ofsted area-wide inspection report on the range of 14-19 provision in the boroughs of Lambeth and Southwark was published this spring.

The report confirmed that the offer from local colleges and training providers to young people has improved dramatically over the last three years and that overall provision for learners is good.

The New Action Plan will be submitted to the DfES in early July. An event to celebrate the successful inspection results and to thank all those involved will be held on 12 September (details will be available on the LSC London Central website towards the end of the summer).

For more information, visit www.ofsted.gov.uk/reports

Early starters

In May the impressive achievements of young apprentices from Stockwell Park School were marked by the presentation of certificates at an awards ceremony.

Open to 14 year old students, the Young Apprenticeship in Business and Administration is a two-year pilot programme that offers well-motivated pupils the option to pursue vocational training involving an extended work placement of up to 50 days.

"I think this Apprenticeship is a brilliant idea," said the mother of Kaydian (pictured below), one of the programme's beneficiaries. "It has raised my daughter's confidence, made her more mature and has helped prepare her for the world of work."

The programme is supported by the LSC London Central and the DfES, managed by the Council for Administration (CfA) and delivered by Camden iTec. The CfA has recently won a bid for a second cohort of up to 30 pupils, starting in September 2005. Pilot projects will soon be starting in other LSCs across the region.



Young Apprentice Kaydian and her proud family

Five minutes with... Afzal Akram

According to the old saying, "If you need something done, ask a busy person." Who better to speak to then, than Afzal Akram, Deputy Chairman at LSC London North? *the magazine* finds out more about his work in the London Region.

Q: How are you involved in the region's business community?

I'm the Managing Director of the Deltaclub Group, which includes a **learnirect** ICT training centre and holds networking events for firms across London, recruiting and signposting them to workforce development and business support programmes.

I'm also Deputy Chairman at LSC London North, Chairman of Business Link for London, Chairman of London East Connexions partnership and Governor of Waltham Forest College. Most recently, I have been appointed to the DTI's National Ethnic Minority Business Forum.

Q: Why did you decide to join the Board of LSC London North?

I have been a member of LSC London North since it started and I was a member of the Training and Enterprise Council that preceded it.

As with any organisation, I joined because I wanted to make a difference. The LSC is involved with post-16 education and that's something that affects lots of people in this area. I wanted to see how businesses could benefit too.

Q: What expertise do you bring to the table?

My expertise is in the small business segment of the private sector, including the running of my own small business. As North London is primarily made up of small businesses I am able to utilise my expertise.

Q: What's the best thing about your role on the Council?

Changing the direction of the LSC is a bit like turning an oil tanker around, but we are going in the right direction now and I can see changes. I'm pleased that we now have a clear goal to put employers at the heart of everything we do because that's the way to build a successful business community. We are also working

with the further education colleges to deliver what local businesses need and not what colleges want them to have.

Q: What can't you live without?

Networking – I know that's sad but I love meeting people. And of course my wife's cooking; it gives me the energy to network!



Unlocking potential

Nextstep has introduced a new, integrated approach to information, advice and guidance (IAG) provision across England.

IAG services are fundamental to the successful delivery of the Government's Skills Strategy, because they promote the benefits of learning, help individuals to address and overcome barriers to learning, and support learners in making informed choices.

The LSC is responsible for securing integrated IAG services for adults outside higher education, so has ensured that the new Nextstep service is fully integrated with key partners such as JobCentre Plus, **learnirect** and Connexions.

Although Nextstep targets three broad groups of people – young disillusioned, women returners and "crisis cross-roads" – within each region local LSCs have used their knowledge and expertise to tailor the service offering to suit local demographics.

Targeted marketing campaigns run by London's local LSCs have successfully challenged disenchanted adults' perceptions about learning by demonstrating the link between qualifications, self-esteem and job prospects. Campaign mechanics have included advertisements in local newspapers and borough magazines, leaflets delivered to thousands of households, bus advertising and the production of marketing collateral including A3 posters, key fobs and window stickers.

Results to date indicate that the marketing campaigns have been successful in encouraging more people to access Nextstep services, with local LSCs reporting increases of up to 62 per cent for take-up of information, and of up to 28 per cent for guidance.

Stuck in a rut?

Although 87 per cent of Londoners say they are happy with their lot, according to Nextstep's Life Satisfaction Index:

43% feel they are not living up to their potential

22% consider they are 'stuck in a rut'

29% say one of their biggest regrets was not making the most of school

26% wish they had achieved more qualifications

33% claim they are keen to change their lives, but simply don't know how to go about it.





Language skills are in great demand at BAA Heathrow

Talking to the world

Harnessing the language and cultural diversity skills of a workforce is essential for the continued success of a business, according to a study at BAA Heathrow, commissioned by LSC London West.

The research was undertaken by Regional Language Network London, supported by CILT, the National Centre for Languages. It was conducted over five different workstreams in the airport: airlines, catering and hospitality, retail, cleaning services and the overall airport operation.

The study – aptly named *Heathrow Talking to the World* – highlighted that 45 different languages are spoken at the airport. Of the 150 employees surveyed, half expressed an interest in learning another language.

The study also revealed the need for employers to simplify the language used during the recruitment process, to use jargon-free language when delivering

training and to test comprehension on completion of learning sessions.

“As the largest employer in the area, the success of the airport is essential to the continued economic well-being of London West,” said Peter Pledger, Executive Director of LSC London West. “We will use the findings of this research to work with employers in a more effective and targeted way, to help them get the skilled workers they need – ideally from the local area. Importantly, the findings from this study can also be applied to diverse workforces in other sectors.”

Isabella Moore, Director of CILT, said: “With over 65 million passengers passing through Heathrow each year, LSC London West has led the way in identifying the double challenge of a multicultural workforce serving a multicultural clientele. This report shows how excellent customer service can be combined with forward-thinking human resources practice in a multicultural environment.”

Dates for your diary

Listed below is a selection of forthcoming LSC-sponsored events being held across the London Region. Contact details for further information are shown in brackets.



Skill City – 6-9 July

The UK's largest-ever interactive careers and training event for young people. (Email skillcity@ukskills.org.uk, ring 0800 083 2308 or visit www.skillcity.org.uk)

Skills Forum Theatre for SMEs – 11-15 July

A week of interactive theatre events for SME business leaders from across London. (Email Jennifer Gray at LNC-WFDEvents@lsc.gov.uk)

The London Excellence Awards – 25 July

LSC London Region is sponsoring the Leadership Award at this prestigious event. (Email caroline.buttery@london-excellence.org.uk)

Better People, Better Business – 29 November

Aimed at SME decision makers, this event will support London West's training and HR providers in their employer engagement activities. Exhibition space is available for providers to showcase their work. (Email Tim@business-business.co.uk)

Take4

Supporting high-priority learners

The European Social Fund (ESF) aims to fill gaps in current education and training provision, and supports projects that address the needs of high-priority learners. Here, *the magazine* seeks the views of four individuals involved in a recent ESF project.

Robbie Jefferis
ESF Projects Manager
LSC London West:

"We operate a co-financing arrangement with the ESF; we bring funding together for training providers to access as a single funding stream, so that they don't need to secure their own match funding in order for projects to go ahead.

"When former drug user Harvey Dhaliwal joined a workforce development programme at Acton Training Centre (ATC), funded by LSC London West through the ESF, he seized the opportunity with both hands. He has since turned his life around: passing an NVQ Level 2 in IT skills; gaining basic and advanced level European Computer Driving Licence qualifications; helping other learners on the technical front; and making potential clients aware of the programme."

Harvey Dhaliwal
Learner
Acton Training Centre:

"ATC looked at my CV and were impressed, so gave me a work placement. I was supported by the ATC technical department to develop my skills in building PCs and networking. This has added to my skills and I have been supported by ATC to go on several training courses. The future is a lot brighter now."

Sukhdev Viridi
Managing Director
Acton Training Centre:

"We provide ESF-funded work-based learning, **learnirect** and Skills for Life training for a variety of clients. Harvey Dhaliwal was referred to us by a drug rehabilitation service in Ealing, where he had been recovering from heroin use. He was one of the first referrals on the Opportunities 2 Work programme.

"Having recognised that Harvey had technical talents, we enabled him to put them to good use by providing technical support for the latest intake of learners and even helping promote ATC's Progress to Work and Opportunities 2 Work contracts for Jobcentre Plus. He is an asset to ATC and a role model for others who find themselves in a similar situation."

Peter Pledger
Executive Director
LSC London West:

"Our role is to make sure that everyone has opportunities to learn and that the learning has a positive impact. ESF has enabled us to support projects that have clearly benefited young people like Harvey who, despite his difficult circumstances, has used his strength and determination to overcome the obstacles he faced. As well as improving his chances in life, he has developed new skills and applied them constructively to make a positive impact on the local community."



Robbie Jefferis



Sukhdev Viridi



Harvey Dhaliwal



Peter Pledger