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Leading learning and skills

# E-Mag<sup>></sup>

For partners and people interested in learning and skills issues in the East of England

**December 09**

Launching in January the Big Skill 'Take a Step!' campaign roadshow will provide information and support for those wanting to take the step towards learning a new skill.

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If you require this magazine in an alternative format such as larger print or audio tape, please contact the editor.

# Contents

[The Apprenticeship, Skills, Children and Learning Bill receives Royal Assent](#)

[The National Commissioning Framework](#)

[Apprentices are put to the test](#)

[Apprenticeships eBadge:](#)

[Good for our Business Campaign](#)

[College employs Apprentices](#)

[Skills for Growth: A national strategy for economic growth and individual prosperity](#)

[Get On - Christmas budgeting](#)

[Investing in the right skills:](#)

[Government publishes Skills](#)

[Investment Strategy](#)

[Vocational Qualifications Reform](#)

[Youth East and the Brokerage for Vulnerable NEETS](#)

[National Skills Academies](#)

[BBC supports literacy skills through story-writing competition](#)

[Free childcare for training and learning for work](#)

[Big Skill: - Take a step roadshows coming!](#)

[Peterborough Co-op Retail Logistics and Distribution Depot](#)

[Award winning Heroes campaign helps boost student enrolments by 30%](#)

[Creative Choices<sup>o</sup>](#)

[A new college for a new era](#)

[Barnfield a Beacon Award winner](#)

[Norfolk dad's new goal thanks to LSC course](#)

[From three times redundant to successful businesswoman](#)

[The Italian Job](#)

[Cambridge Regional College celebrates £23m development](#)

[Migrant workers - ESOL](#)

[Adult Learners Week Awards 2010](#)

# Welcome



Welcome to the December edition of E-Mag which brings you up to date on the Governments strategies for economic growth and skills investment as well as promotional campaign news and stories from around the region.

As anticipated the Apprenticeships, Skills, Children and Learning (ASCL) Bill received Royal Assent on the 12 November providing the necessary legislation to progress key changes.

The Skills Investment Strategy 2010-11 has been published and underpins the priorities announced in the recently published national skills strategy, Skills for Growth.

The first regional stakeholder meeting on 26 November, aimed at 14 - 19 providers, was well attended and providers welcomed the opportunity to learn more about the new 14 - 19 system, priorities for 2010/11 and the Adult & Apprenticeships System. A further event for providers on the Skills Investment Strategy is planned for 15 December at the Cambridge Belfry Hotel in Cambourne.

You can also read more about our featured Train to Gain employer, The Co-op Retail Logistics and Distribution Depot in Peterborough. They have implemented a comprehensive training programme including level 2, 3 and 4 NVQs, ITQ, ESOL and Literacy and Numeracy courses.

There is news on European Social Funded projects such as Youth East to help young people who are not in education, employment or training and help for adults who have been made unemployed through the Skills for Jobs programme.

Best wishes for Christmas and the New Year.



Caroline Neville  
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The editor reserves the right to amend or cut submitted copy.



## The Apprenticeship, Skills, Children and Learning Bill receives Royal Assent

The Apprenticeships, Skills, Children and Learning Bill received Royal Assent on 12 November 2009. It provides the necessary legislation to transform the skills system including:

- Provision to dissolve the Learning and Skills Council and transfer responsibility for 14 – 18 funding to local authorities
- Creating the post of Chief Executive of Skills Funding, who will lead the Skills Funding Agency – a non-statutory Agency of BIS – which will fund post 19 education and training
- Establishes a new Young People's Learning Agency to support local authorities in their new role.

The Bill is wide ranging and makes provision about Apprenticeships, including the issuing of frameworks and certificates; introduces a right for people to apply for time to train; and puts arrangements in place to ensure that the various bodies involved in providing post 16 education share the information needed to carry out their functions.

You can view the BIS press notice by [clicking here](#) and details of the Bill's provisions at [Apprenticeships, Skills, Children and Learning Bill](#).

# The National Commissioning Framework

**T**he National Commissioning Framework (NCF) has been published for [consultation](#)

From April 2010, responsibility for securing enough suitable education and training provision for all young people, including those aged 16 – 19, young people up to age 25 where a learning difficulty assessment is in place, and young offenders in youth custody, will pass from the Learning and Skills Council to local authorities.

The draft National Commissioning Framework (NCF) has been developed by the Dept for Children, Schools and Families and the LSC in consultation

with stakeholders to describe the overall process for planning, commissioning and funding education and training provision by local authorities following the transfer.

There is an overview document with a set of annexes and these lay out the entire commissioning cycle in detail; from assessment of needs through to contract management and review, and capturing all of the linked business processes such as payments and reconciliation etc.

The formal review period is from 16 November – 5 February and as part of this, the LSC will be running a

small consultation event in the region with key local authority and stakeholder contacts.

A final version of the NCF will be published by the Young People's Learning Agency (YPLA) in April 2010 together with a detailed response to the questions raised during the consultation.

Additionally, a draft High-Level Guide for Local Authorities for 2010/11 for the commissioning of 16 – 18 education is now available on the [React website](#). This is for use with members, partners, providers and officers etc. to explain how things will work in the new 14 – 19 landscape.

# Apprentices are put to the test



**A**pprentices from across Luton Borough Council took part in a residential outward bound challenge in Devon sponsored by the National Apprenticeship Service in the East of England.

The week presented various challenges to test their teamwork, communication and leadership skills. Activities ranged from navigating small tunnels and caves to building rafts to cross a river. An even bigger challenge for many was to haul themselves out of bed in time for the daily 7am morning run.

Adam Weston, Press and PR Apprentice at the Council commenting on the experience said: "A key lesson I learnt when working in a large group is how important it is to understand people's personal strengths and weaknesses and to take these into account when trying to overcome a problem."

"One of the main things the group were taught was to provide support for people when they felt out of their comfort zone. Many apprentices said they would not have been able to get through the different tasks if it wasn't for their group's motivation and help."

"For me, Outward Bound was an amazing experience, helping me to think very carefully about working effectively with different sorts of people under challenging circumstances to achieve difficult goals."

Hazel Mellon, Training & Project Officer, from Prospects Training Unit, Luton Borough Council said: "The apprentices undertook a range of activities which developed their problem solving, team building and communication skills which developed them as a whole. We had 48 new apprentices attending outward bound. These apprentices are based in 48 different teams and locations throughout the authority and its trusts."

## Apprenticeships eBadge: Good for our Business Campaign



Recent YouGov research showed that 81% of consumers would prefer to use a firm that employs apprentices. In response the National Apprenticeship Service (NAS) has created a ['badge'](#) which employers can use on their websites or stationery to highlight their commitment to employing apprentices.

As an employer adds the badge to their website their logo will reciprocally be added to the Apprenticeships website and employer register highlighting the organisations who offer Apprenticeships. All they need to do is [inform](#) NAS.

Employers can start using the employers badge today by [downloading](#) from the website.

If you have any questions regarding the use of the badge, please contact [Lois Barrett](#).

## College employs Apprentices

Bedford College is one of the first FE Colleges in the UK to take on apprentices as part of its workforce.

Ten apprentices have been employed in a variety of roles and the College is hoping to recruit more to work at Shuttleworth College, which is its land-based learning centre in rural Bedfordshire.

The College has appointed its own Apprenticeship Co-ordinator, Sarah Howse, who liaises between its apprentices and line managers:

"We value our apprentices and that is reflected in that we pay them more than the minimum Apprentices' weekly

wage of £95. Our apprentices have to show a lot of commitment and are a real success story."

Apprentices work for four full days and study for the fifth day. For more about Bedford College see [www.bedford.ac.uk](http://www.bedford.ac.uk)

# Skills for Growth: A national strategy for economic growth and individual prosperity



**B**usiness Secretary Lord Mandelson has set out an ambitious vision for giving people and businesses the skills they need to help drive economic growth through the publication of [Skills for Growth – A national strategy for economic growth and individual prosperity](#). The proposals in the strategy are the following:

- Promoting skills for economic prosperity
- Expanding the Apprenticeship system to build a new technician class
- Ensuring the system responds to demand from businesses, while better supporting key sectors
- Empowering all adults to equip themselves for future jobs
- Raising recognition among business of the value of investing in workforce skills to improve productivity
- Improving the quality of provision within a simpler skills system.

Lord Mandelson said: “Higher level skills have never been more important to our growth. This strategy marks a radical shift in our skills priorities. It shows how we’ll make sure we’ve got the skills to power the new industries and jobs of the future.

“We need engineers to lay the cables to expand access to high-speed internet, skilled people to build the electric vehicles of the future, and technicians to develop the medicines that will save lives.

“The goal of this strategy is a skills system defined not simply by targets based on achieved qualifications, but by ‘real world’ outcomes. Relevant, quality skills, with real market value.”



## Get On – Christmas budgeting

The LSC Get On Campaign has formed a partnership with [www.goodtoknow.co.uk](http://www.goodtoknow.co.uk). This partnership will be focussing on budgeting over the Christmas period. The site is an aggregated online hub for readers of several consumer lifestyle titles, including Pick Me Up, Chat, Now and What’s On TV, and the readership closely matches one of the LSC key target audiences: C2DE research classified women. The partnership aims both to raise awareness of the Get On campaign and Skills for Life courses through advertorial copy, and to drive traffic direct to the Get On website.

## Investing in the right skills: Government publishes Skills Investment Strategy



The Government has set out how it will invest in the skills critical to the recovery and long-term success of the UK economy. The Skills Investment Strategy 2010 – 11 underpins the priorities announced in the recently published national skills strategy, Skills for Growth.

Total Government investment in further education and skills for 2010-11 will be £4.4 billion. Investment in training places through the Skills Funding Agency is planned to be over £3.5 billion in 2010 – 11, an increase of nearly 3% compared with 2009 – 10.

The investment strategy sets out how to meet the challenges the skills system faces to train people with the

higher technical skills required for the key sectors that underwrite our economic growth, which requires a smarter focussing of resources. Following widespread consultation with the sector, the strategy also reflects the changes required to achieve the £340m of efficiency savings announced as part of the 2009 budget.

Skills Minister Kevin Brennan said: “Skills training is an investment in an individual and their ability to get on in life, an investment in the productivity of our companies and in our future economic growth. We need to invest in the right training, to encourage more employers and individuals to buy into skills and to ensure a more productive use of skills across the UK economy.”

[View the skills investment strategy](#)

## Vocational Qualifications Reform



The vocational qualifications system is changing to become more responsive to the needs of employers and learners. BIS has produced a set of leaflets for the different groups interested in these changes; providers, learners, employers and awarding organisations. Further leaflets will be developed for distribution in December 09 and March 2010 that will reflect updated messages and benefits the reform of vocational qualifications brings to the different audiences. Copies of the leaflets are available [here](#)

Further information on the vocational qualifications reforms can be found at [http://www.dius.gov.uk/skills/vq\\_reform](http://www.dius.gov.uk/skills/vq_reform)

# Youth East and the Brokerage for Vulnerable NEETS

The economic downturn has further disadvantaged young people aged 16 – 19 who need help to progress and succeed into further learning, training or employment.

The Youth East project is a regional project funded by the European Social Fund and is designed to provide increased progression routes for 16-19 year olds who are NEET or in danger of becoming NEET – Not in Education, Employment or Training.

Rosalind Pugh, Young Peoples Learning Director for the LSC East of England comments: “In a time of economic slow down, young people who have lost their way educationally are often the last on the list when full or part time employment opportunities are limited. After leaving school a minority of young people may not want to go back into education or training, but research shows that the longer young people are not engaged in activity the greater the chance is of them becoming socially excluded.”

Led by Hertford Regional College, a range of approved partners are involved in the Youth East project across the East of England and include FE colleges, private providers, and national providers such as YMCA, Action 4 Children and NACRO. Many providers are positioned across rural areas to help reach these young people.

The project provides tailor made programmes which meet the individual needs of the young person. Examples of programme options include Key Skills and Basic Skills, personal development qualifications and placements with local employers and community based projects. Practical activities including Dragons Den, Come Dine with Me and The



Apprentice enable qualifications to be embedded. Individuals are given personalised support with careers guidance and interviews, help with jobsearch techniques plus CV writing and job applications.

The aim is to motivate the young person by developing confidence, self-esteem and marketable qualifications.

Although a very different project, the Brokerage for Vulnerable Groups NEETS project also tackles the diverse needs of these vulnerable young people.

The project is funded by a mixture of ESF and LSC development money and aims to attract, support and progress young people from vulnerable groups such as those with mental health problems, young parents, looked after children and young offenders who may be excluded from mainstream training and learning opportunities. The project works through forging partnerships which make the links between the learner and a range of mainstream and specialist services and by the use of coaching techniques to increase the young person's confidence and choice making ability. Supporting specific groups in a range of places across the region, a variety of delivery partners from the public, private and voluntary sector are working closely together in order to share best practice and create effective new ways of working. These

will be shared more widely throughout the region to raise the capacity of key partners to address the needs of these young people.

Rosalind Pugh adds: “The Youth East programme and the Brokerage for Vulnerable Young people offer a wide range of approaches and programmes to meet individual needs which are ‘spot on’ at this difficult time, especially as finding additional funding for alternative programmes is very difficult. Hopefully the success of the programmes will encourage others to take up the opportunity and refer young people to help change their lives for the better.”

These projects are essential to support the move to the raising of the participation age which must be addressed right now if we are to be successful in the future.

For further information and/or to sign up to the NEET Brokerage Project stakeholder newsletter, please contact Dilnaz Khambata at: [dilnaz.khambata@cpcltd.com](mailto:dilnaz.khambata@cpcltd.com)



# National Skills Academies

**T**he prospectus for the fifth round of national skills academies has been launched.

In 2006 the Government launched the first round of national skills academies and set a target to achieve 12 by the end of 2008. There are now currently 14 skills academies in operation with a further one in business planning. The fifth round will extend the network building on the vision to have a National Skills Academy for each major sector.

This fifth round builds on the fourth by further growing the importance of innovation, and reinforces

the position of national skills academies as a critical partner in addressing the Government's strategic skills priorities.

The prospectus is available for download from the National Skills Academy network website at [www.nationalskillsacademy.co.uk](http://www.nationalskillsacademy.co.uk). The closing date for submission of Expressions of Interest will be 17:00 on the 25th January 2010.

The National Skills Academy website will also host a Question and Answer page for employers and organisations wishing to submit an Expression of Interest.

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## BBC supports literacy skills through story-writing competition

BBC Learning is linking its skills for life resources – Skillswise and Raw – to a broadcast project to encourage people to write their personal stories for a national BBC competition. My Story aims to find the best 'true-life' stories in the UK, with the winning entries forming the basis of a series of BBC television programmes next year, and all entries published online. The [competition](#) is open to anyone over the age of 18 and the closing date is 16 December.

BBC Learning aims to offer additional support to those with lower levels of literacy. It's been running My Story events – with celebrity involvement – around the country and offers an array of practical help and inspiration online and in magazines distributed to libraries, UK online centres and workplaces.

Downloadable resources are also available for skills for life practitioners to use with their learners. Click on the following links for further details:

<http://www.bbc.co.uk/skillswise/>

<http://www.bbc.co.uk/raw/>

<http://www.bbc.co.uk/mystory/>

or contact Holly Greenland on 0208 008 85426 or email [holly.greenland@bbc.co.uk](mailto:holly.greenland@bbc.co.uk)

### Free childcare for training and learning for work

A video featuring Suzanne Shaw and a learner, to promote the Free Childcare scheme, is currently being sold into parenting and lifestyle websites. You can watch it [here](#).

It is also **available** for learning and childcare providers to upload onto their websites. This includes a branded web button and banner, plus some text on the scheme.

The audio feature has also been sold into targeted radio stations that cover key local areas identified as having the greatest potential number of recipients.

# Big Skill: – Take a step roadshows coming!



**T**he new 'Take a Step!' campaign builds on the enthusiasm for learning generated by the original Big Skill activity and will provide information and support for those wanting to take the step towards learning a new skill.

The campaign will launch in January with a 'New Year, new start' message and will include four Take a Step! dance events in shopping centres around the region – designed to break down barriers to learning new skills.

The LSC will be working closely with the BBC and print media to generate content to support the roadshows and have created a [video for LSC stakeholders and delivery partners](#) to raise awareness and encourage support.

If you would like to be involved please contact [Vivienne.Turner@lsc.gov.uk](mailto:Vivienne.Turner@lsc.gov.uk) or call 01727 733547.

## Big Skill: Take a Step! roadshow dates

Friday 15 Jan 2010	Castle Mall, Norwich
Tuesday 19 Jan 2010	The Mall, Luton
Thursday 21 Jan 2010	Queensgate, Peterborough
Thursday 28 Jan 2010	Lakeside, Thurrock

**The campaign will be promoted using the following messaging:**

### Skills help keep your working life moving forward

#### But where to...?

Learning a new skill or gaining a new qualification could be a step in the right direction towards moving up the career ladder at work, earning more money, finding a job, or improving your confidence and self-esteem. Better skills enable you to take control of your future. To discuss your options and find out about opportunities in your area contact the Careers Advice Service on 0800 100 900 or [www.direct.gov.uk/careersadvice](http://www.direct.gov.uk/careersadvice)

#### But how to start...?

Modern learning comes in all shapes and sizes, and there is something to suit everyone. There is a wide range of flexible courses on offer, to fit in with even the busiest of lifestyles. To find out about courses in your area contact the Careers Advice Service on 0800 100 900 or [www.direct.gov.uk/careersadvice](http://www.direct.gov.uk/careersadvice)

#### But how can I afford it...?

Studying for a new qualification may cost a lot less than you think. There is a wide range of courses on offer – starting at just a few hours per week – so you should be able to find the right one to suit you and your budget. You may even be eligible for funding to help support you whilst you learn. Contact the Careers Advice Service on 0800 100 900 or [www.direct.gov.uk/careersadvice](http://www.direct.gov.uk/careersadvice)

## Peterborough Co-op Retail Logistics and Distribution Depot

The Co-op Retail Logistics and Distribution Depot in Peterborough ensures daily deliveries of chilled, room-temperature and frozen food to over two hundred stores in East Anglia. The depot distributes over 11 million cases of dairy products, meat and produce annually and employs 200 staff – pickers, loaders, drivers, charge-hands, team-leaders, managers and admin people.

Co-op Retail Logistics is committed to training and has an active training policy at all of its depots. Joanne Pearson, Peterborough's Learning and Development Officer, is charged with ensuring that every member of staff has equal access to appropriate training and personal development opportunities. She explains: "Our managers discuss training needs with each of their team members at a yearly performance review and I collate all this information and turn it into a training plan for the whole depot."

"We're very keen to provide this training for two clear reasons", she says. "The process of studying for and gaining a qualification gives people a lot of confidence – and confident people make better employees. And, of course, helping people to gain more knowledge and learn new skills can only improve the performance of our depot all-round."

A rolling training programme has led to 82 drivers and 42 warehouse staff completing a range of courses: level 2 NVQs, ITQ, ESOL, Literacy and Numeracy courses. Admin staff are studying for a level 2 Customer Service qualification, with managers and team-leaders working through level 3 and 4 Customer Service courses. As well as these courses, depot people are also taking courses in business administration, driving goods vehicles and skills for life, including English as a Second Language.

Huntingdonshire Regional College has delivered Train to Gain programmes for the Peterborough depot since 2007 and was the natural choice when the depot decided to broaden training opportunities for its people. Joanne continues: "The College was very helpful and flexible", says Joanne. "We operate 24-hour shifts at the depot and including night shift staff in an exercise like this is always difficult. The College made sure that their people were on hand from 8.30 in the morning until 9 in the evening."

Roy Cousins, the depot's driver assessor and trainer had been sceptical about how effective training could be but has ended up an enthusiast, delighted with the success of training for his drivers. "The Train to Gain people said they could deliver training for all our drivers and they were as good as their word. We're the first Co-op depot to complete driver training in as little as five months – a real achievement."

Trish Bugg – Train to Gain's Operations Director – is clear about the benefits. "Time and again we hear much the same thing from our clients – that training has a positive effect on the self-confidence and morale of individuals and this all-round improvement adds up to higher standards of loyalty, customer service and commitment and lower levels of churn. And our clients' HR managers all value our work-based approach because it's less disruptive to their business and it's far easier to persuade reluctant staff to take on training if they can study in a familiar environment."

[www.traintogain.gov.uk](http://www.traintogain.gov.uk)



### Award winning Heroes campaign helps boost student enrolments by 30%

Dunstable Colleges Heroes recruitment campaign has won the Silver award for the "14 – 19 campaign", at the National College Marketing Network FE First Marketing Excellence awards held in Coventry. This national award is strong recognition for the campaign that has largely contributed to the 30% increase in full-time age 16 – 19 student numbers at the College.

Devised in-house by the College's Marketing Team, the campaign was helped to be brought to life by ex-students through the photography of Martin Bou Mansoor, Mankind Photography; Sam Cranwell, Provide Design; and West End make-up artist Jade Patterson. All of the previous students have gone on to establish their own successful businesses within the region.

<http://www.dunstable.ac.uk/dc-heroes/themakingof.php>

# Creative Choices<sup>o</sup>



**T**he Palace Theatre in Southend was the recent focus for the first of three East of England events organised by the National Skills Academy for Creative & Cultural Skills (NSA). Aimed at raising awareness amongst young people of the various opportunities that exist within the 'offstage' industries of technical theatre and live music event production, Creative Choices<sup>o</sup> is the title of what the NSA hope will become an annual series of nationwide careers events.

In the East of England teenagers in Southend, Norwich and Luton have been given the chance this autumn to take part, and discover some of the education and training progression routes on offer at the three NSA Founder Colleges in the region – South East Essex College; City College Norwich; and North Hertfordshire College.

When asked about the benefits for his college, Fintan Donohue, Principal of North Hertfordshire College said: "Offstage Choices has been a revelation to students at North Hertfordshire College. They have identified career paths that they never dreamt of and job roles that they didn't know existed."

The events are supported by two websites offering further information for young people – [getintotheatre.org](http://getintotheatre.org) is a resource for young people over the

age of 14, giving advice and guidance on a variety of backstage and off-stage careers and opportunities in the theatre industry. The site is owned by the NSA with future plans to integrate it into their parent organisation's own careers portal Creative Choices<sup>o</sup> which offers specialist information to people working in, or seeking to join, the creative and cultural industries.

Visit Creative Choices at [www.creative-choices.co.uk](http://www.creative-choices.co.uk)

Visit [getintotheatre.org](http://getintotheatre.org) at [www.getintotheatre.org](http://www.getintotheatre.org)

and for further information on the work of the National Skills Academy, go to [www.nsa-ccskills.co.uk](http://www.nsa-ccskills.co.uk)

## A new college for a new era

Dunstable College has announced that from 1 January 2010 it will be re named Central Bedfordshire College. This move is a reflection of where the College actually operates and a commitment to the new unitary authority of Central Bedfordshire, and to providing the local community, businesses and schools with a College that meets their changing needs.

The decision to become Central Bedfordshire College is to better reflect the College's growing presence within the region, as the College performance strengthens year on year. The three

main locations of the College will now become known as Dunstable Campus, Houghton Regis Campus and Leighton Buzzard Campus. With sustained reinvestment in these sites the students and staff are going to continue to benefit from a revised curriculum and improved facilities.

The College is currently conducting a consultation period regarding the new branding, where students, staff and visitors to the College are invited to leave comments and suggestions for a series of proposed logos.





## Barnfield a Beacon Award winner

Barnfield College in Luton was named a Beacon Award winner at the Association of Colleges annual conference. It won the Learning and Skills Council Award for 14 – 19 collaboration for its sponsorship of two underperforming 11 – 16 secondary schools, Halyard High and South Luton High, to form Barnfield West and South academies in 2007.

GCSE results at the two academies have tripled from 16 per cent to 55 per cent (including English and maths)

at Barnfield West and more than doubled from 17 percent to 40 per cent (including English and maths) at Barnfield South.

This year also saw 100 per cent of Barnfield West students achieve five or more A\* - C grade GCSEs. Barnfield College will be presented with their award by Kevin Brennan MP, Minister of State for Further Education, at a ceremony at Westminster in February 2010.

## Norfolk dad's new goal thanks to LSC course



A young Norfolk dad has achieved a major goal of his own thanks to a course funded by the Learning and Skills Council (LSC).

Dean Murphy, 24, successfully completed the Young Dads United programme run by the Blue Cat Initiative with LSC funding and held at the Vauxhall Centre, close to the Norwich City Football Club stadium.

The 12 week course draws on football as a backdrop for providing young fathers with important lessons that will help them bring up their new baby and improve their own life skills.

Said Dean: "It was an emotional insight, but the whole course was more than just a qualification. It was all about confidence building, taking time to listen to other dads by stepping out of the everyday hustle and bustle and learning all these new things."

The three-day-a-week Young Dads United programme combines theoretical lessons in child care and responsible parenting, with adapting sports such as a football kick-about so they can be played with children in a family-friendly way. The young men also prepared a radio show for

Norwich-based Future Radio, talking about their experiences and how they were coping with parenthood.

Dean, who is currently on Job Seekers' Allowance, left school in King's Lynn without any formal qualifications and was made redundant after working in factories and doing part-time agency work.

He added: "I've really enjoyed the project. It's made me see what I can do. It's made me believe in myself, my partner and my responsibilities as a parent."

## From three times redundant to successful businesswoman



**N**orwich woman Louise Spanton was determined not to end up unemployed – despite being made redundant three times inside 18 months.

Getting made redundant once would be a devastating blow to most people, but Louise has successfully bounced back to run her own mobile sandwich and snacks business thanks to help from Norfolk Training Services (NTS), under its Skills for Jobs programme to help job seekers.

The scheme is co-funded by the European Social Fund and the Learning and Skills Council (LSC) and administered in Norfolk by the East of England regional office of the LSC.

Louise, 37, was forced onto the dole, but was referred to NTS by Jobcentre Plus last May, which was when her re-training professionally and personally began.

Under the mentorship and guidance of Programme Manager Shelley Dawson, Louise quickly gained her Level 2 Food Safety Certificate, and just as importantly got crucial support on how to start and run her own enterprise.

The result is Lou Lou's Luscious Lunches with Louise running her own business supplying offices across Norwich with tasty sandwiches and snacks on a daily basis.

"When I got made redundant so many times, I felt crushed to be honest. But Norfolk Training Services have been brilliant. They've got me through my food handling course, and Shelley has pointed me in the right direction, helping me with so many things like sorting my taxes, and motivating me to make a go of it."

Caroline Neville, regional director for the Learning and Skills Council in the East of England added: "We are delighted to see real examples of how the LSC and the European Social Fund co-financed Skills for Jobs programme can change people's lives."

## The Italian Job

Two lucky young hairdressing apprentices have been given an opportunity for a life changing experience. From hair salons in Leigh-on-Sea, Essex, Joe Kinerman-Daltry from Strangeways and Amanda Bubb from Hed will be leaving in January 2010 for a taste of Italy. Both have come from award-winning Essex hairdressing academy J & E Training.

Joe and Amanda will spend the first four weeks of their five month trip learning the Italian language, they will then be placed in top salons around Veneto to learn the Italian way of hairdressing.

The Leonardo Da Vinci Mobility Scheme in association with Rand Rocket and Paul Falltricks Academy is funded by the European Social Fund to give young people the chance to work internationally in their chosen vocational field. Applicants had to submit a written portfolio then undergo an interview with a panel of 6 judges to determine their passion for the industry and suitability.

Both Joe and Amanda are 'delighted' to have been chosen and will join 12 other lucky young people.



## Cambridge Regional College celebrates £23m development



Cambridge Regional College has just celebrated the opening of its £23m development on the Cambridge Science Park with a charity gala dinner in aid of the Teenage Cancer Trust and an opening ceremony conducted by celebrity hairdresser Joshua Galvin.

More than 100 Hospitality and Catering students were involved in the evening, which started with a champagne and canapé reception. Students were able to work with five expert local chefs, two of whom had trained at the College and two of whom had Michelin Stars.

Principal Rick Dearing said: “We aim to maintain and develop these excellent links with the local catering industry for the benefit of our students, staff and restaurateurs locally.”

Earlier in the day, Joshua Galvin, who has spent more than 50 years in the hairdressing business, gave an inspiring talk to students when he opened the new 16-seat Graduate Salon.

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## Migrant workers – ESOL

Migrant workers in Norfolk have been given the opportunity to improve their English while at work, enabling them to boost their job skills and integrate into the community.

Nearly 40 members of staff at Premier Foods in Methwold are currently undertaking English for Speakers of Other Languages (ESOL) course which is being delivered at the factory by the Norfolk based training company Poultec Training Ltd.

The training has been funded by the Learning and Skills Council. “The ability to speak English is critical for everyone living and working in the UK,” said Helen Mann, Skills Development Manager for the LSC East of England.

“It underpins employability and gives people the ability to support themselves and their families, engage more fully with the wider community and access necessary services. The ability to speak a common language is also a key factor in securing the understanding and integration between communities and it is also a critical step on the path for those seeking citizenship.”

The course is based around the workers’ jobs and a range of practical subjects to do with living in the UK. There is a particular focus on English in the food manufacturing industry and learning the key vocabulary needed to work in this sector.

# Adult Learners Week Awards 2010



If you know extraordinary and inspiring adult learners and want to give them the recognition they deserve, nominate them for an Adult Learners' Week Award. The awards recognise outstanding adults who have transformed their lives through learning.

There are four main award categories:

- Individuals
- Groups
- Families
- Opening Doors (projects).

Nominations may also be eligible for additional special awards, sponsored by a raft of prestigious organisations, so make sure you check the additional awards section of the form.

Making the process even easier, you can now [nominate online](#). The forms are short and simple to complete, and they are also available to download in PDF and Word formats.

Everyone nominated for an award will receive a certificate of achievement. The winners will receive a learning voucher valued between £200 and £1,500.

To read the stories of last year's winners, visit the [Adult Learners' Week website](#). All award categories are open to learners living in England only. Read the [guidance notes](#) and [eligibility criteria](#).

For more information about the awards, visit [www.alw.org.uk/nominate](http://www.alw.org.uk/nominate), email [alw@niace.org.uk](mailto:alw@niace.org.uk) or contact the Campaigns and Promotions team at NIACE on 0116 2044200.