

# Minutes



Leading learning and skills

**Date** 15<sup>th</sup> September 2006  
**Subject** London Regional Board  
**Location** Centre Point  
**Time** 14.00 – 16.00  
**LSC office** London Region  
**Publication intent**

**Present - Chairs** Rod Kenyon (LW - Chairman)  
Peter Lyne (LN)  
Caroline Allen (LS)  
**Observer** Clare Ighodaro (National Council)  
**LSC staff** David Hughes (RD)  
Doug Norris (LPP – Note taker)  
Philippa Langton (Skills)  
Julie Dixon (Marketing/Comms)  
**Apologies** Sandra Moore (LE)  
Yvonne Thompson (LC)  
Frances O’Grady (Nat Council)

## **(i) Introduction**

LRB expressed unanimous thanks for the contribution made by Ken Coello to the LSC since its inception.

**Action: RK to write a letter of appreciation to Ken Coello.**

## **(ii) Skills event/exhibition presentations**

JD briefed LRB on the background and the process for making recommendations to the Regional Director. PL declared that his wife works for Prospects (partner of London First) as a Personal Adviser. LRB decided that it would consider both London First and Jarvis on their individual merits.

London First (John Attree, Des Gunewardena, Michael Rooney) presented their proposal).

<b>Questions:</b>	
<b>How much are you asking for?</b>	£700,000
<b>What will be different to 2005?</b>	Closer working with LEAs, less exhibition space, revised marketing strategy (e.g. more local radio).
<b>How many visitors are you expecting?</b>	50,000
<b>What about school transport?</b>	Finance was not an issue for schools in 2005, but attendance may improve if certain gaps in transport were subsidised.
<b>What is your market penetration?</b>	15% - 20%
<b>How will you attract more people from NEET and/or LLDD groups?</b>	Through appropriate community groups
<b>Is there any exhibition content aimed at NEET/LLDD?</b>	Yes – we are working with specialists to improve this further.
<b>Why were 25% of exhibitors dissatisfied?</b>	75% is an excellent success rate for an exhibition of this nature.
<b>Why fewer exhibitors?</b>	This is because we want to build up again to the Skills Olympics.
<b>Why have you not costed a four year programme?</b>	The costs for future years are not certain, but less is likely to be asked from the public sector. We're aiming for an event every two years. It is unlikely to be become self-sustaining.
<b>What is the commitment of London First?</b>	Reinvestment of the £200k surplus plus raising further sponsorship.
<b>Will the youth panel continue?</b>	Yes

Jarvis (Bruce Birchall, Chris Jarvis, Stephanie Hay) gave their presentation.

<b>Questions:</b>	
<b>Does your proposal compete with Skill City?</b>	No, it complements that event.
<b>What are you asking the LSC for?</b>	We want the LSC to be a show partner and take up one of the options listed in the handout.
<b>Does Jarvis make a profit from these events?</b>	Yes, however all seminars etc and admissions are free.
<b>What about marketing to disadvantaged/ minority groups?</b>	We have a comprehensive strategy covering schools and all such groups.

The group discussed both proposals. It was AGREED that the LSC officers should make an executive decision on the Jarvis proposal.

It was also AGREED that LSC officers should hold further discussions to devise a strategy to maximise the benefits accruing from the World Skills event in 2011. The marketing elements, including any possible involvement with London First, are a secondary issue.

**Action: DH to communicate this decision to London First and bring a draft of the strategy back to LRB on 17th November**

#### LSEB

DH updated the group on developments.

#### Business Cycle

**Action: DH to send a briefing note to chairs**

#### (iii) AOB

#### Capital Strategy

**Action: DN to place this on the next agenda.**

#### Management Accounts

DH said that the analysis of these will be available to local councils from October. This is not an essential agenda item, as local Councils do not have a fiduciary duty.

#### Future Meetings

Peter L asked for a forward programme of key issues for forthcoming meetings.

**Action: DH to compile a paper outlining future LRB agenda items.**

**Next Meeting: 17<sup>th</sup> November**

#### **Publication no.**

**Meeting chair** Rod Kenyon

**Minute taker** Doug Norris

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