

# ALPSE Conference 2009

# Bob Hiskey – ALPSE Chair

# Graham Hoyle - ALP

## Opening Remarks

# Marinos Paphitis – LSC Regional Director

Our  
future.  
It's in  
our hands.



# National Apprenticeship Service

## ALPSE - 30 June 2009

Rachel McKellar  
Regional Apprenticeship Director

# Ambition

- 400,000 apprentices by 2020
- One in five young people to undertake an apprenticeship
- £1bn funding annually
- An entitlement to an apprenticeship place from 2013
- Repositioning apprenticeships with business and public services
- Increasing take up across the ability range
- Tackling issues of under representation
- Developing provider and employer training capacity to underpin expansion

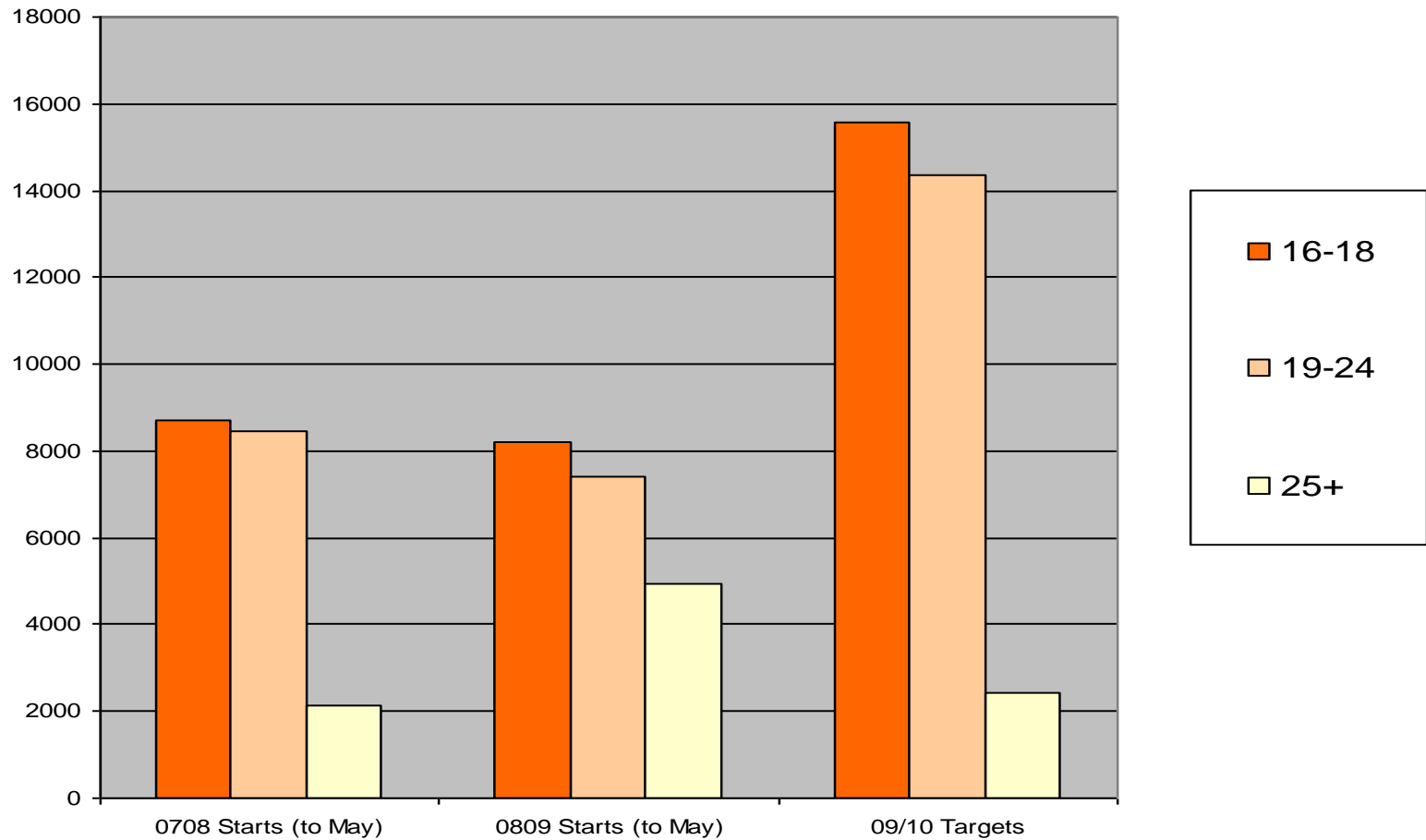
# Vacancy Matching System Performance

Candidates Registered:	13,549
Applications made:	4,671
Total number of vacancies:	2,223
Total number of National Employer Service:	2,143
Total number for Region:	1,030
Successful Candidates	52

# Online Apprenticeship Vacancies

- **20%** of South East Providers with no profile
- **40%** of South East Providers not using the system to post vacancies
- Contractual 2010/11
- VMS team there to help

# Apprenticeship Performance – May 08/09 compared with May 07/08 Starts and 09/10 Targets SE Region



# Looking Ahead

- Contract and Budget Management
- 16 - 18
- Public Sector
- Quality

# David Rowland – Chief Executive, Skills South East

Update on the Skills Brokerage  
Service



**David Rowland, Chief Executive, SSE**



# Integrated Brokerage Service

- Branded Business Link as part of Business Support Simplification Programme
- Seamless offer of support to employers
- Procurement Integrated Service from April 2010 – March 2013
- A single access channel through which employers, of all sizes, can access the full range of business support services in the South East, including Skills Brokerage
- new CRM system from October 09



# SSE Mission Statement

To be recognised as the top performing, leading, impartial skills brokerage service valued by our customers and partners for improving business performance through people development.



# OUR 2009-10 OBJECTIVE

Customer Satisfaction

90%



# OUR 2009-10 OBJECTIVE

Engage with 10,000 Employers  
Who

TAKE ACTION TO IMPROVE SKILLS



# OUR 2009-10 OBJECTIVE

# 30,000 LEARNER STARTS



# OUR 2009-10 OBJECTIVE

£3M of New Employer Investment in  
Improving Skills



# OUR 2009-10 OBJECTIVE

4,500 Business Leaders

Developing their L&M Skills through a  
Personal Development Plan and up to  
£3.4m Grants Support for Training



# Message to Employers\*

Skills Advisers offer quality-assured, impartial and independent advice to help you:

- identify skills needs at all levels of your business
- identify and source high quality, vocational skills training

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



# Skills Advisers working with Providers

- Keep fully up to date with your capacity for Train to Gain learners
- Keep fully up to date on any other funded programmes you might be delivering so we can refer employers to these
- Develop excellent understanding of your full cost provision so that we can help you fill these programmes
- Feedback what employers want to inform your full cost provision



# Case Study - Invicta Produce

## Challenge

- Kent based food packaging company - market and sell locally produced fruit and vegetables as well as overseas imports.
- Needed to expand business and factory base to meet increasing demand including supply to large UK retailers - ASDA, Morrisons and Tesco.
- Expansion created a wide range of business needs.



# Case Study - Invicta Produce

## Solution

- Initial review of general requirements identified a number of areas of potential support: SEGAS (South Eastern Grant Advisory Service); capital investment grant support; sustainability support; Carbon trust grant and MAS (Manufacturing Advisory Board).
- Generalist broker identified a need for the business to train and develop staff in line with rapid growth and recommended a meeting with a specialist Skills Adviser.
- Skills Adviser sourced a training provider to deliver NVQs in Food Manufacture and Distribution and Warehousing.
- Referral also made for Leadership and Management training and recruitment through Job Centre Plus.



# Case Study - Invicta Produce

## Results

- SEGAS grant will support development of factory premises in an area with high levels of deprivation.
- Funding worth over £15,000 has been sourced for training and NVQ is now standard part of induction and training programme.
- Leadership and Management grant will support Level 4 industry specific Food Safety Qualification for Technical Manager
- Recruitment through Job Centre Plus has helped company extend packaging and distribution to other food and drink products.
- Improved staff motivation and morale. Staff more engaged in business and actively working to support expansion.
- Ongoing support for both general and skills needs - integrated approach through business support and specialist skills team.



# Case Study - Invicta Produce



Heinri Schnetler,  
Technical Manager

“This blended approach has really saved us time and effort in sourcing support for our diverse needs. Business Link has also helped us recruit staff through Job Centre Plus, providing a bridge to extended support through their partner organisations”.



# Thank you.....

**Business Link South East**

*delivering*

**Train to Gain**

**0845 751 2288**

**skills@businesslinksoutheast.co.uk**



# Question Time

The panel: Marinos Paphitis, Graham Hoyle, Rachel McKellar and David Rowland

# Workshops AM

- Best Practice in Safeguarding, Equality and Diversity – Phil Barnett. **Room 3.1**
- Self Regulation and Peer Review - **cancelled, pm session only**
- FLT Pilot Learning Programmes – Kevan Wayne-Morris. **Room 3.6**
- Increasing Apprenticeships in the Public Sector – Pauline Smith. **Room G1**
- Understanding the Qualifications and Credit Framework – Julie Nicholas. **Room G3**
- World Skills 2011 - Patrick Gormley (UK Skills). **Room G5**

ALPSE Conference  
30<sup>th</sup> June 2008

## Achieving Excellence through Skills Competitions

**Patrick Gormley**  
Regional Partnerships Manager - UK Skills



WorldSkills UK

## The Aims of UK Skills



ukskills



Championing skills and learning for work through a programme of awards, competitions and events.

Funded primarily from the Department of Business, Innovation & Skills (DBIS)

# WorldSkills UK

## South East Region



worldskillsuk



Collaborative Competition  
Regional  
Strategy

- A) Offering funding to enhance existing Skills Competitions leading WS.
- B) Offering funding to “fill gaps” by starting new competitions that lead to WS.
- C) Offering funded to support those from the SE wishing to become Judges / WS Training Managers.
- D) Disseminating information through all their networks.



# WorldSkills UK

## Benefits



world**skills**uk

**At UK Skills we believe that skills competitions offer significant benefits to all those who enter and support them. This is reinforced in the government's skills agenda and supported by the Leitch Review of Skills.**

- Raise standards
- Inject ambition and aspiration
- Promote excellence in skills
- Put excitement into learning and achievement
- Differentiating the business from its rivals
- Demonstrating Corporate Social Responsibility
- Check on performance and put benchmarks in place

**WorldSkills UK competitions enable those involved to go beyond the normal expectations of education and training programmes.**



# WorldSkills UK

## About skills competitions



world**skills**uk

**WorldSkills UK competitions are managed and developed by industry partners, Sector Skills Councils and the world of education. There are over 70 skills competitions that cover five key sectors:**

**Built Environment  
Cultural and Creative Arts  
Engineering  
Information Technology and Business Administration  
Professional, Social, Public and Hospitality Services**

**WorldSkills UK is supported by government, Devolved Nations and a host of partners across business, industry and education.**



WorldSkills UK  
Route to World Skills  
and achievement of excellence



- Competence to Excellence - LSC/Deloitte
- Understanding excellence in standards
- Master classes for trainers/tutors
- Setting benchmarks
- Embedding highest standards
- Increasing competitor numbers
- Increasing resources

**worldskills**  
Calgary 2009 Team UK



# WorldSkills Calgary 2009

Team UK announcement

House of Lords

30<sup>th</sup> June 2009

Brought to you by

**ukskills**



Brathay provide and support  
the training and development  
of Squad and Team UK



There are many  
paths to success

Official supporter of Squad and Team UK

# The shortlist

- **Developed over 12 months**
- **Covering 33 skills and drawn from**
  - **National competitions**
  - **National award winners**
  - **Special arrangements**
- **1-8 potential competitors for each potential team place**
- **Total of 137 potential competitors**
- **Inductions over 8 months in 5 events**
- **2-4 weeks specialist training for each potential competitor**
- **22 left the shortlist before squad selection**

# Squad selection

- **31 competitions participated**
  - **November 2009 at ExCel (5) and Acton College (6)**
  - **January in 7 venues across the Midlands (19)**
  - **March in Shropshire (1)**
- **1-5 squad members selected in 29 skills**
- **2 skills had no successful squad members**
- **65 squad members selected**
- **One lost purely for medical reasons since then**

# International training and competition

<i><b>SKILL</b></i>	<i><b>SQUAD SIZE</b></i>	<i><b>LOCATION</b></i>
<b>CADD</b>	<b>2</b>	<b>Portugal Canada</b>
<b>Floristry</b>	<b>2</b>	<b>Greece, Paris, Holland Sweden, Amsterdam</b>
<b>Landscape Gardening</b>	<b>5</b>	<b>Norway</b>
<b>Refrigeration Aircraft Maintenance</b>	<b>2</b>	<b>Canada</b>
<b>Beauty Therapy</b>	<b>2</b>	<b>Canada</b>
<b>Car Painting</b>	<b>2</b>	<b>Canada, Belgium</b>
<b>Confectionery</b>	<b>1</b>	<b>USA</b>

# Squad performance

- **Relative to the benchmark scores of 520 and 500: in mid-March**
  - 3 were at 510+
  - 12 were at 500-509
  - 35 were at 490-499
  - 3 were at 480-489
- **The next review was in mid-May**
- **Decision day was 20 June following a full pre-WorldSkills team selection event**

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Calgary 2009 Team UK



# WorldSkills Calgary 2009

Team UK announcement

30<sup>th</sup> June 2009

25 Skills - 6 South East Team members

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- Luke Griffiths
- **Cabinet Making**
- Home Town – Chichester
- College - Chichester
  
- Employer – Cimitree Furniture +
- Chichester College

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- Adam Smith
- **Cooking**
- Home Town- Orpington
- Birmingham College of Food and Tourism
- Employer – The Ritz Hotel

# worldskills



Calgary 2009 Team UK



- Adam Claridge
- Town – Robertsbridge
- **Jewellery**
- London Metropolitan University
- Employer – Spectrum Fine Jewellery
- Apprenticeship

# worldskills



Calgary 2009 Team UK



- Oliver Clack
- **Stonemasonry**
- Home Town –  
Portsmouth
- College - Weymouth
- Employer – Cathedral  
Works
- Apprenticeship

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Calgary 2009 Team UK



- Richard Edwards
- **Web Design**
- Home Town – Milton Keynes
- College – Milton Keynes
- Employer – Ted Baker

**worldskills**



Calgary 2009 Team UK



- Zak McLaughlan
- **Car Painting**
- Home Town- Denham
- College – Thatcham
- Employer – Solus  
Norwich Union
- Apprenticeship

# Michael Godfrey Training Manager

## Cooking



- Executive Head Chef  
Eton College
- Member Craft Guild of  
Chefs Culinary Academy

# Stephanie Willoughby Training Manager - Floristry



- Head of Floristry  
Plumpton College
- Deputy Chief WS 2009  
Calgary
- Medallion Winner  
Japan 2007

# Paul Tierney – Training Manager Joinery



- Lecturer and Course Tutor Oxford and Cherwell College
- Medallions Finland and Japan

# Yolande Stanley Training Manager Confectionery



- Thames Valley University –Senior Lecturer
- 3 Previous World Skills competitions
- Medallion Winner – Will Torrent 2007

# Peter Legg – Training Manger Cabinet Making



- Home Town – High Wycombe
- Retired Senior Lecturer
- World Skills Expert
- Silver 2005
- Gold 2007

# Jennie James Training Manager

## Web Design



- Lecturer and UK Skills Co-ordinator Milton Keynes College
- Judge Worlds Skills Shizuoka 2007

# WorldSkills UK



## South East Good Practice examples

- Radio Advertising
- Road-show events
- Feeder Competitions
- New Competitions
- Training Manager support
- Recognition and celebration events
- Hosting competitions



# WorldSkills UK

## Role of the South East Regional Champion Stella Mbubaegbu – Highbury Portsmouth



- Commitment to quality standards
- Inspire
- Enthuse
- Network
- Engage
- Ambassador
- Linking with Training Providers
- Identifying other potential Champions



# WorldSkills UK

## South East Strategic planning



world**skills**uk

- Planning
- Partnerships
- Aims and Objectives
- Outcomes
- Cooperation
- Maximise resources
- Media +Publicity
- Building on previous success



WorldSkills UK

## The Power of Encouragement



worldskillsuk

Nearly all those who enter skills competitions are initially encouraged by those closest to them.

- College Tutors
- Parents or Guardians
- Employers
- Teachers



# The potential

- **To work with C&G and other bodies to introduce differentiation into VQs**
- **To help put standards of exceptional performance at all levels in place**
- **To start to build the sector's capacity through master classes, credit and qualifications**
- **To use modern learning systems to extend the reach of these reforms**



There are many  
paths to success

Official supporter of Squad and Team UK

worldskills  
Calgary 2009 Squad UK



# Meanwhile...

**The challenge is to ensure that the UK's determination and improvements outstrip all other countries' determination and improvement at WorldSkills Calgary 2009 and WorldSkills London 2011!**

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Brathay provide and support  
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of Squad and Team UK

# The bigger picture

- **Team training and development and all that underpins itself is designed to address the WorldSkills 2011 Legacy:**
- **Improve Team UK's position at international skills competitions, ensuring a top 5 position in WSL 2011 which is maintained at future events**
- **To raise the quality and standards of learning and skills through the improved provision of VET**
- **Encourage more young people into conventional education and skills programmes, helping to meet emerging employer demands for skills and reducing the number of young people not in employment, education and training**
- **Raise public and employer perceptions of and esteem for VET**

# Your Help, Please!

**5** Help raise awareness of WorldSkills UK and WorldSkills Competitions .

**4** Working together with all the Skills Stakeholders in the region to maximise the opportunities..

**3** Allow tutors/trainers time to mentor and coach their competitors and time for them to understand the WorldSkills Standards.

**2** Identify and put forward potential Training Managers / WorldSkills Experts.

**1** Encourage talented young people in your organisation to participate.

# Workshops PM

- Best Practice in Safeguarding, Equality and Diversity – Phil Barnett. **Room 3.1**
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# The Machinery of Government

Sue Dunn – Kent Council

John Ratcliff – Kent and Medway LSC

## **Local Authorities as strategic planners for 16-19 provision**

Kent fully endorses the following principles that from 2010 Local authorities (subject to legislation) will -:

1. Commission a pattern of education and training provision which fits what is needed locally, including the labour market, and drives up quality for young people.
2. Ensure providers offer a mix of provision that delivers the national and local entitlement considers regional needs and ensures young people are supported to attended high quality provision.
3. Drive a sustainable high quality provider base
4. Forecast the learning needs of young people
5. Ensure commissioning decisions deliver the National & 'local' entitlement and fit within the budget

## **Local Authorities need further freedoms & flexibility to deliver coherent learner & employer responsive programmes.**

As the transfer of responsibilities and functions from the LSC moves on, there are a number of emerging issues that could hinder the underlying principles of enabling local authorities to strategically plan provision. These are -:

1. The establishment of new 2 non-governmental bodies plus NAS with overlapping responsibilities plus the emerging roll of regional groups (another layer). This confuses the landscape, and could lead to confusion for providers.
2. The split of responsibilities between NAS and the SFA for the delivery of apprenticeships is confusing. The differences in funding methodologies between 16-18 apprentices & other 16-18 provision is cumbersome.
3. Performance management for the FE sector is vested in the SFA. How will Local Authorities engage in the performance management of the FE , Colleges and work based learning providers to maintain a high quality sustainable provider base.

5. The potential for duplication of 16 to 19 capital programmes at a local level, SFA will also manage capital investment. How does this link to local authorities statutory planning provision functions and effective use of resources in particular BSF.
  
6. How will Academies be commissioned to deliver 16 to 19 programmes which are in line with the sub regional group's strategic commissioning plans? This is a significant issue in Kent as there will be 15% of the secondary population in Academies.

## **Local Authorities new role. How should this develop?**

The Local Authorities strategic partners including the Children's Trust & 14-19 partnerships will need new robust data sets & performance management reports, including new economic data & skills needs analysis. Using 2 year old data to plan 16-19 provision under the current economic climate seems of little value. Additional resources will be required to develop this vital area of work.

The 16-19 national funding formula needs to be revised as a matter of urgency and a 3 year planning cycle should be introduced for all providers which enables more localised responses to training needs.

Kent has committed significant additional resources in supporting learners to make informed choices at 14+ & 16+. This should be replicated at national level. There should be a universal careers service.

Employers need incentives to proactively engage in the education, training & skills agenda 16-19.

## **In Kent – High Expectations !**

The aspirations & expectations in Kent for innovative developments in 16-19 provision are high & will remain a key focus for the next 4 years. Our challenges will be to maintain the significant expansion of the 14+ pathways & innovative curriculum offer.

The authority aims to continue to expand options for all learners, particularly vocational, applied learning and apprenticeship programmes. Recently published academic research commissioned by Kent supports the need to maintain and expand these programmes.

The 14-19 entitlement as it is proposed and the mechanics & bureaucratic national funding formula, could mitigate against delivering locally agreed strategic priorities and would block the development of appropriate progression routes and new transition points.

A new and Innovative approach is required to address the 16-19 skills agenda with Local Authorities. The authorities role as strategic lead is crucial to all of these developments.

This is a new way of working.

# Plenary

Please remember to complete your  
evaluation forms.