

KEEPING THE
SOUTH EAST WORKING



Welcome to the Regional Employment and Skills workshop

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Jonathan Shaw, MP
Regional Minister for the
South East

The Regional Picture

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Oona Muirhead, SEEDA

Marinos Paphitis, LSC

Paul Williams and Helen Edmunds,
Jobcentre Plus

**Supporting employers through
the recession**



Vestas Task Force

A joined up response to the
Vestas redundancies by Public
Services



The Team

- South East England Development Agency
- Learning and Skills Council
- Jobcentre Plus
- Government Office for the South East
- Business Link
- Isle of Wight Council
- Southampton City Council



Project Manager Role

- To work with the company as the single point of contact for issues related to the work force.
- To work for the Task Force, tailoring the service according to the company requirements.
- To ensure that the company got exactly the service it asked for.



Pledge of Support

- The Heads of service from all the agencies involved, pledged their support to the Project Manager.
- The Project Manager role had weight because of the pledge.
- Every agency found it easy to say yes



Progress and Updates

- The Task Force met regularly to monitor progress.
- Weekly updates were supplied for agencies such as GOSE and SEEDA
- The Minister was kept informed and joined in meetings in person and by phone



In the End

- The three month consultation period has passed
- Vestas got the service it wanted
- Consistent messages given to Vestas staff
- Jobs done efficiently
- Shared data collection
- Better relationships across agencies
- Greater understanding of each others needs
- Strengthened commitment to work together in the future

And what about the workers?

- So far, 425 have been made redundant
- We currently have approx 220 claiming JSA
- Ex Vestas workers are moving into work all the time
- Early follow up shows:
 - 3 employed at Rolls Royce in Sussex
 - 5 have moved to BNG in Bembridge IW
 - 1 has taken work at a blade makers in Holland
- 21 will soon start on Aluminium Welding training, manufacturing the boats that service the Off-shore wind farms.

And the managers?

- Three managers have set up companies which we are looking to support
- They will employ ex Vestas staff and carry their skills into new businesses. One Southampton based, two IW based.



How did we help?

- We bought Barry a suit and he got a managers job having applied for a supervisors post
- We sent Matt on Prince 2 training and he got a job as a project manager
- We paid for a chainsaw operating course and tools and Andrew set up a landscape gardening business

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Clair Booth and Suzanne Wood Sarena
Manufacturing

A Team that trains stays together



***“A team that trains
together stays
together!”***

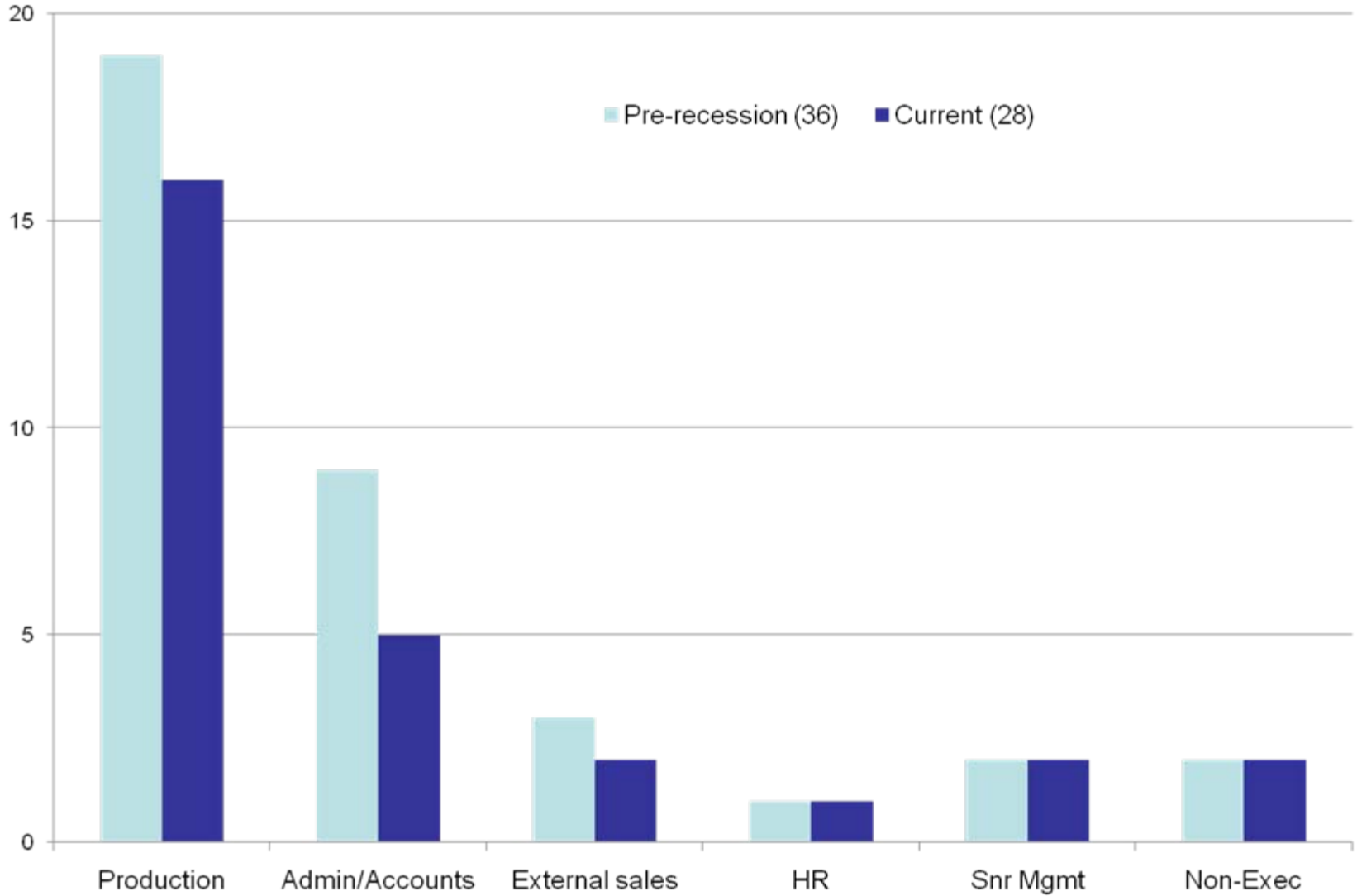




Sarena Mfg Limited

- 51 years old
- Privately owned SME
- Turnover £2.5-£3m
- Manufacture GRP (fibreglass) water tanks, housings, ponds and pools







We received training to gain funding for two of our employees for NVQ qualifications

Our Health and Safety consultants worked alongside us to achieve Fire Marshall training, IOSH and CSCS qualifications





Numeracy and Literacy skills

Common Purpose

LEAN

NVQ's

Partnership with local university (Greenwich)

IOSH

Train the Trainer

Marketing

Fire Marshall

And the list goes on.....

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David Hilliard, Gerald Digby and Liam
Boddy, Railcare

**Making effective use of
apprentices**

Regional Employment and Skills Workshop

16th September 2009

Content

- Introduction David Hilliard
- Company Training & Development Strategy David Hilliard
- Practicality Of Recruiting Apprentices Gerald Digby
- Why I chose the Apprenticeship Route Liam Boddy

Railcare Introduction

- Railcare was formed in February 2007 and operates sites in both Springburn and Wolverton.
- With considerable expertise in Rail Vehicle and Component overhaul, Incident Repair Spares and Logistics. Railcare offers customers an unparalleled breadth and depth of experience.

Company Strategy

Main Aims

- An Operational Development framework
- From induction through effective service management, core competencies, strategic vision and team effectiveness, through to senior management coaching

Company Strategy

Key Objectives

- Set extremely high standards as the norm
- Develop own people
- Create a culture of excellence
- Instil winning behaviours
- Help leaders emerge and prosper
- Learn from constant feedback

Company Strategy

Effective Strategy

- The most important output is belief in a way forward
- Belief is largely a product of experience, not analysis
- Change behaviour, Change results

Company Strategy

High Level Deliverables

- Launching and administering appraisals across the business
- Driving training and Development
- Using CINCOM properly
- Components Database
- Business Process Mapping

Apprentice Recruitment 2007-2009

- The decision was made in February 2007 to recruit 6 apprentices.
- This was the first recruitment since 1997.
- 2 training providers Aylesbury Training Group (ATG) and Bedford Training Group (BTG) were selected to recruit potential candidates, and provide 6 months off the job training.

Apprentice Recruitment

Objectives

- Support the succession planning of the existing workforce age profiles.
- Develop apprentices to meet the identified trade skill requirements of the future business.
- Applications were received from over 70 individuals.

Apprentice Recruitment

Objectives

- All potential candidates selected by the providers, completed a structured interview process at Railcare.
- Candidates GCSE results were also taken into account.
- All candidates were also given 2 site tours prior and after the final selection interview.

Apprentice Recruitment Objectives

- First 6 months spent with training provider completing PEO at NVQ L2
- 6 months job/task and process familiarisation within Railcare using a movement plan that covers the 3 main business areas.
- Business needs identified for 2009-2010 highlighting trade skill deficiencies.
- Apprentices development plan then agreed with training provider.

Apprentice Recruitment

- Further 6 apprentices recruited in August 2008.
- Placed with training providers in September 2008, have now completed 5 months at Railcare.
- Positive feedback from all staff to see that 12 apprentices are being employed to support the long term future of Railcare.

Apprentice Recruitment

- Business Improvement Techniques training at NVQ level 2 was also delivered during year 2 .
- A teambuilding exercise was also completed that identified improvements that could be made before the apprentices come onsite.

Apprentice Recruitment

Summary

- 2 years of recruitment now completed successfully.
- Apprentice recruitment meets the current skill requirements as identified from the business needs.
- Apprentices make the difference. Why ?

Why I chose an Apprenticeship

- Options available to me
- Why did I choose an apprenticeship
- Opportunities open to me
- My experience so far
- What does the future hold

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Dr Robin Baker, University of
Chichester

Jeremy Pardy, Butlins Bognor Regis
Resort

**Employer and education
collaboration**

BOGNOR REGIS



LEGEND

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BUTLINS 2009



The Ocean Hotel



£20m HOTEL IS SUMMER TREAT



LUXURIOUS: New Butlins Ocean Hotel



COLOURFUL: Ultra-modern kids' den

HOLIDAY parks in the UK are promised a bumper year as the credit crunch keeps families at home.

And they'll be able to take a break in even more style with a new £20million hotel opening at Butlins Bognor Regis resort in August.

The 200-room Ocean Hotel, near their present hotel the Shoreline, is super-modern with rooms featuring colour change lighting, rainfall showers and private balconies overlooking the sea and South Downs.

Family rooms include a separate children's den and kids' beds come with blue glow lighting. Hotel facilities include all-day check-ins, a restaurant and bar, spa treatments, room service, landscaped gardens and entertainment.

Butlins Director Richard Bates said: "The Ocean Hotel will be a superb hotel and its design looks nothing like people might think Butlins should look like. It is the most fantastic-looking building."

The Ocean Hotel can be booked from tomorrow. Price of a Marina 4-bed room with South Down views starts from £1,120 for two adults and two children (aged 2 to 14) sharing for seven nights from August 21. Three nights over October half-term costs from £405.

Butlins' three resorts—Bognor Regis, Minehead and Skegness—will attract 1.5 million guests this year, with numbers for the six-week summer holidays up 15 per cent.

Highlights for the new season include celebrity style consultants Shirley and Holly Yanez from MTV, The Trisha Goddard Show and a live Shopping Channel show giving guests style tips, The Hollywood Look for Less. For kids, Looney Tunes characters including Bugs Bunny and Tweety Pie, will be live on stage from May half term.

Prices from £84pp based on four sharing a Standard self-catering apartment on a three-night break.

See www.butlins.com or call 0845 070 4730.

Butlins in revamp

BUTLINS is changing its old chalet image by unveiling plans for a new hi-tech £20million hotel.

And credit crunch-hit holidaymakers have ensured a profitable summer even before the August opening of the 200-room Ocean Hotel in Bognor Regis, Sussex.

Butlins say bookings – thought to be influenced by the economy and weak pound – are already higher than last year.

Managing director Richard Bates said: "It's a mix of quality accommodation and entertainment."



li-de-high life

BUTLINS GLAM UP WITH CHIC HOTEL



UP REVAMP ... Butlins' stylish new Ocean Hotel

CHIC contemporary, cool – and as far from the old chalets as you could possibly get.

Butlins' Bognor Regis resort is unveiling plans for a new hi-tech £20million hotel in Bognor Regis, Sussex. It's a world away from the chalet holiday image of the Firm on the Beach.

As the credit crunch has meant that the resort's income has fallen, the new hotel will be a major revenue earner. It will have 200 rooms, a spa, a restaurant and bar, and a kids' den.

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About Butlins



Relationships

- Butlins in the Community
- Key Partners

What is the Developer and Partner Charter?

The Developer and Partner Charter is an 'in spirit' agreement between developers, education, skills and training providers and local businesses to explore and support opportunities arising from the exciting and extensive developments in Bognor Regis. It is set around five main objectives:

1. Raising average weekly wages in the area, which are currently lower than the County and Regional average;
2. Raising educational attainment and skill levels, which are currently lower than the County and Regional average;
3. Improving the competitiveness and sustainability of the diverse range of small businesses in the area which make up over 80% of our business community;
4. Exciting residents, visitors and potential investors with the intentions, plans, progress and outcomes of developments;
5. Promoting good (if not best) practice in safe, secure and considerate working practices.



More than 20 developers and partners, including some of the best known local and national companies and organisations, will be the first signatories on the Charter. To see the latest list, log onto www.arun.gov.uk/bognorregis.



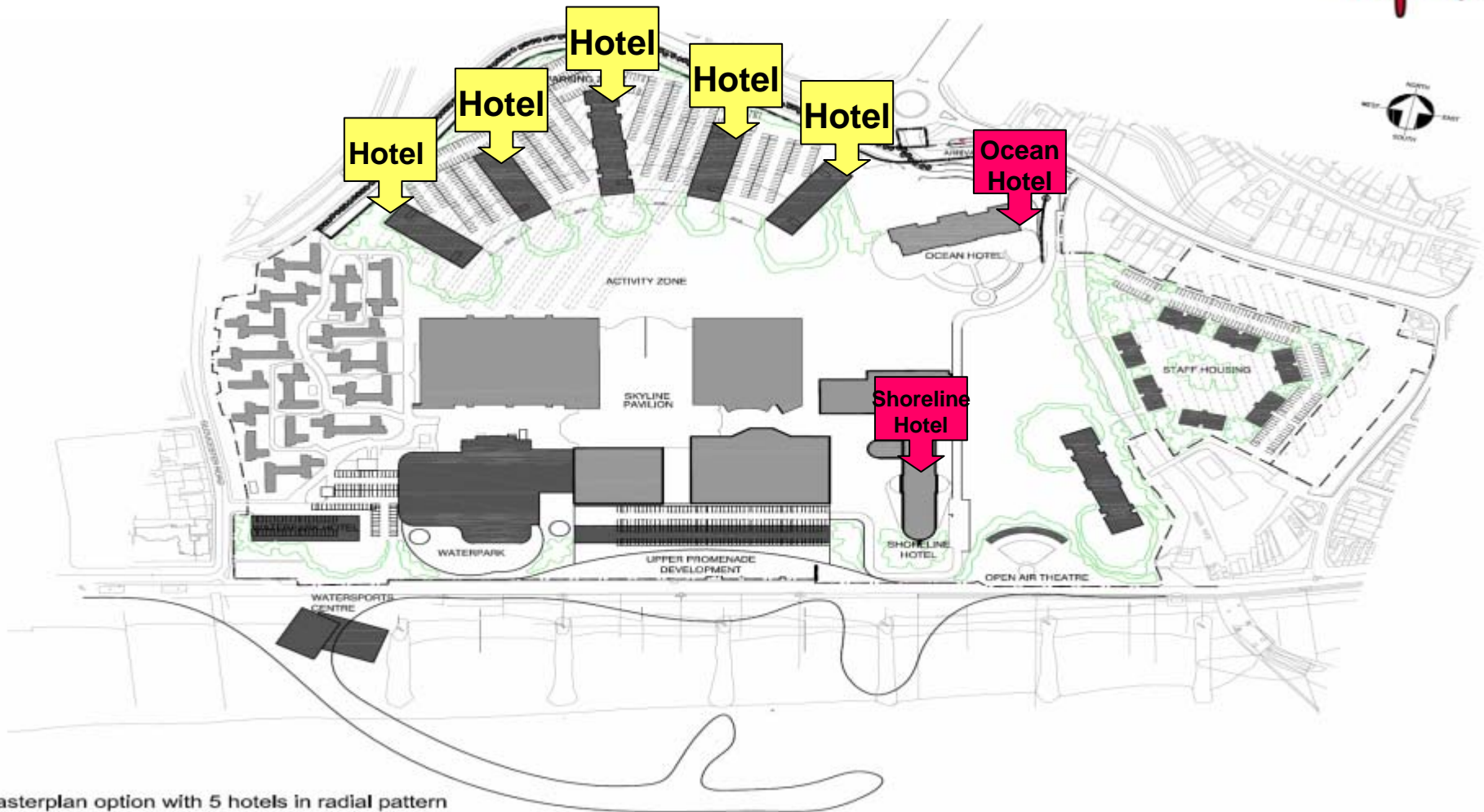
Over 100 developers, education providers, and local businesses pledged an unprecedented level of support for the Bognor Regis Regeneration Developer and Partner Charter. This launch was also partnered with the launch of the bright and optimistic regeneration logo which can be seen suspended from the new Butlins Ocean Spa Hotel.



Developer & Partner Charter



Butlins next 5 Hotels at Bognor Regis



Masterplan option with 5 hotels in radial pattern
Development Brief, Butlins Bognor Regis
PWP Architects Ltd 26/08/09
Scale 1:2500 @ A3

Number 1 Partner



+ Education

NVQ at Chichester College



- We currently have 2 chefs working towards NVQ Level 2 in Professional Cookery and 1 chef working towards his HNC in Hospitality and Event Management. This Team Member has also completed his NVQ Level 1 and 2 in Professional Cookery within Chichester College.
- In 2007 – 2008 one of our newly appointed Managers Anthony Bennett completed level 2 NVQ in Professional Cookery along with one of his team who also completed NVQ Level 2 & 3 in cookery.

Apprentices

Bognor Regis **OBSERVER**



Apprentices taken on by Butlins Bognor Regis are getting experience in the University of Life. The Quartet are the first young people at the thriving holiday site to combine practical work and college courses this century. Graham Boardman, 18, Francesca Parratt, 21 and Mindaugas Slepetis, 18 are painters and decorators. Will Saunders 19 is an electrician. They are taking NVQ's at level two and three at Chichester College as well as specialised exams related to their work. Resort Technical Services Manager Ian Shanahan hired the apprentices through Butlins growing links with local colleges. He said "Taking on apprentices means we are giving something to the community". At the end of the day they will pass their exams. If they decide to move on so be it. We would have done our bit to help them and they are helping us by doing some really good work.

The boffins of Butlins: University offers degrees in the finer arts of being a holiday camp Redcoat



A university has teamed up with a Butlins Holiday Camp to offer Degrees in becoming a Redcoat.

Students will learn the skills needed To entertain campers, from singing, Dancing and performing to stage Management and pyrotechnics.

The university of Chichester in West Sussex will send students for Guaranteed work placements at Butlins Bognor Regis where they will Help stage live shows and other Entertainment.

Arun Business of the Year Awards



Butlins Bognor Regis has been
nominated
For the
"Business in Education Award"

The winners will be announced on the 22nd October and in addition to receiving Fantastic coverage in the Bognor Regis Observer and Littlehampton Gazette, Winners will receive an engraved trophy to let all there customers know About there success.

Work in Progress



Sandra Jowett (Training)

Accreditation of Training on the resort.

The Degree

Learning on Location

Improve language skills with foreign workers.

The John Hinde Project

Historical work in photography being commissioned about Butlins.

Leisure Facility Developments

How can we share our facilities and improve them.

Seafront Development Project

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Sara Hill, Capability Jane

Accessing the untapped talent pools



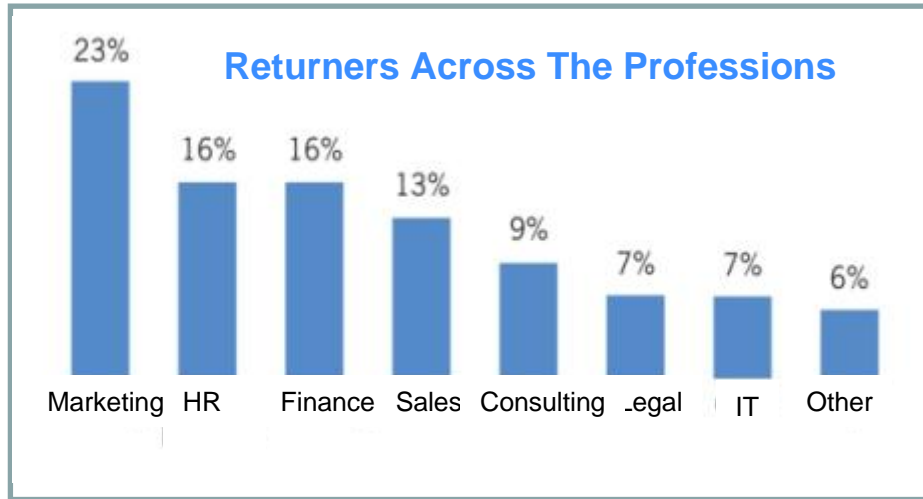
Capability Jane

Accessing the Untapped Talent Pools

Supporting Employers through the Recession



There are an estimated 100,000 highly qualified women looking to re-enter the workplace. Many of these would consider unpaid/low paid work as a way of re-entering



The Professional Brain Drain

- Middle Management to Senior Executive
- Average previous earnings from £40K - £150K
- Average 10-15 years working experience
- Professional background
- Graduates, Professional qualifications or MBA

The hidden excluded workforce

- There are 500,000 women in the UK who want to get back to work.
- Most of these women do not claim job seekers allowance and so are unaccounted for in government statistics with respect to their exclusion.
- There are a number of government initiatives addressing re-entry for low-skilled, economically deprived groups.
- There are no government initiatives specifically addressing this professional, highly skilled, economically powerful excluded workforce.
- Evidence suggests that although professional women returners they may account for a smaller % of the excluded workforce, their re-entry will contribute exponentially to the local economy.



Opportunity to provide high skilled support to businesses in a downturn and promote future employability of an otherwise excluded group

- Recession responsive, encouraging local business sustainability and growth
- Stimulates employability of individuals not currently in the work place
- Encourages innovative working practices (flexibility, remote working)
- Helps relieve pressure on some women to return to work because families affected by down turn
- Support mechanism for future skills gap

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Mark Spilsbury, UK Commission for
Employment and Skills

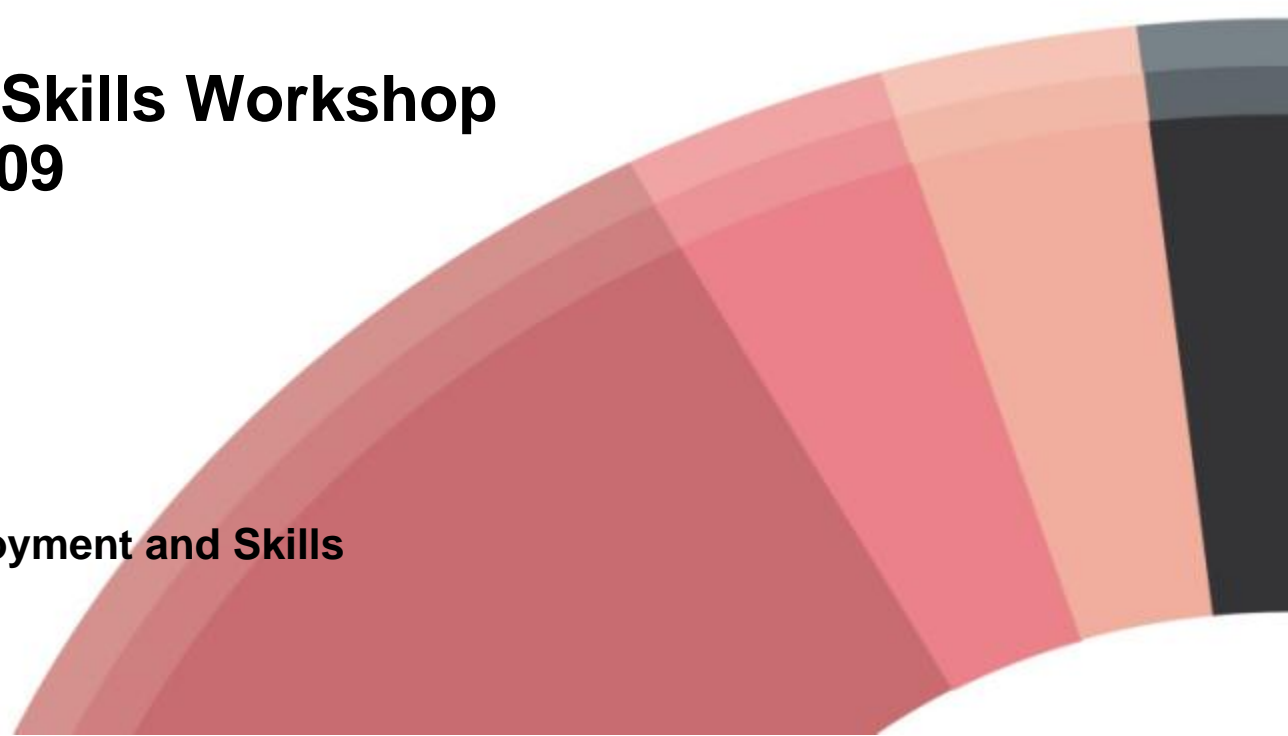
**The regional evidence base and
what it means for the future**

Ambition 2020: World Class Skills and Jobs

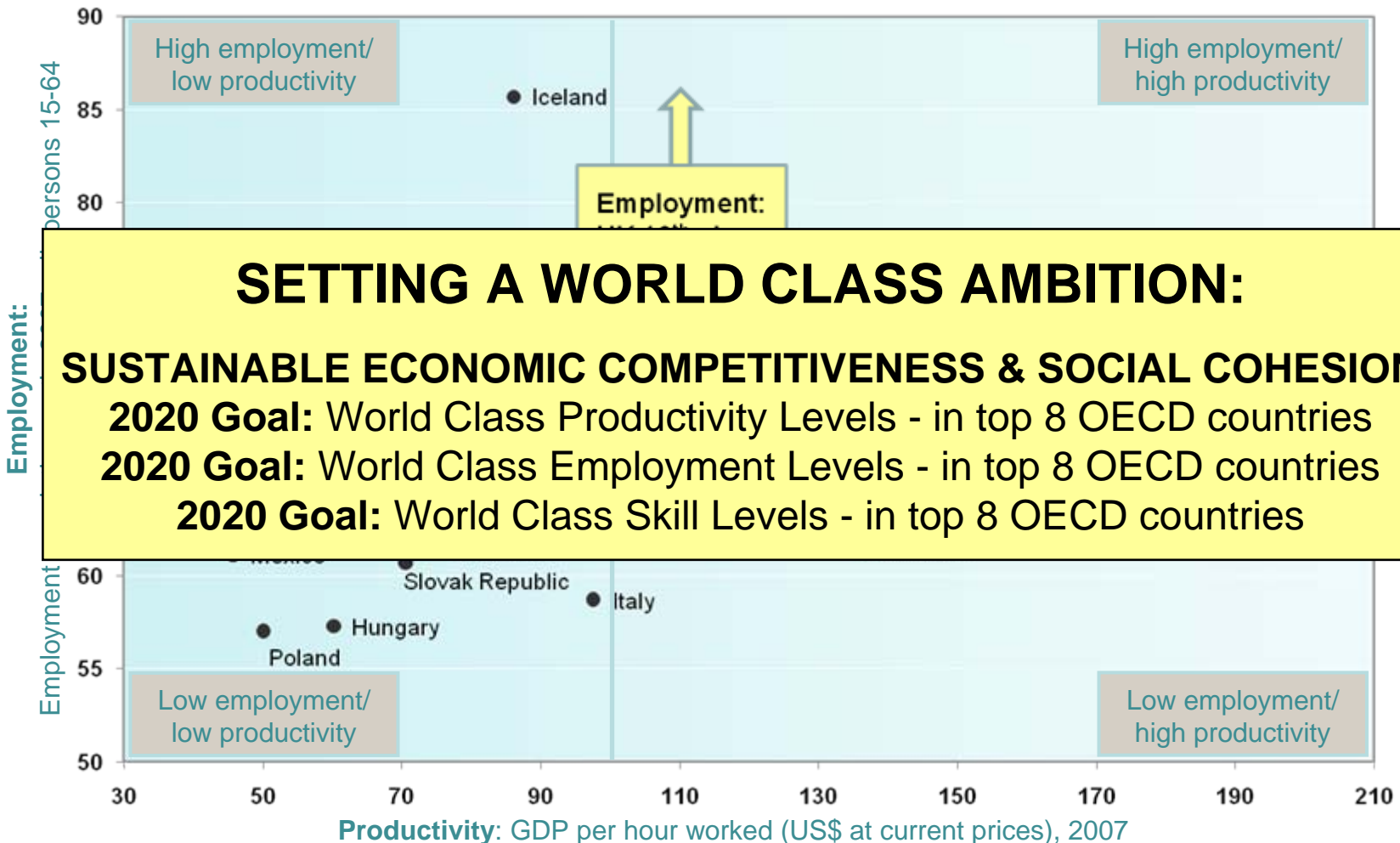
Employment and Skills Workshop
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Mark Spilsbury
Chief Economist

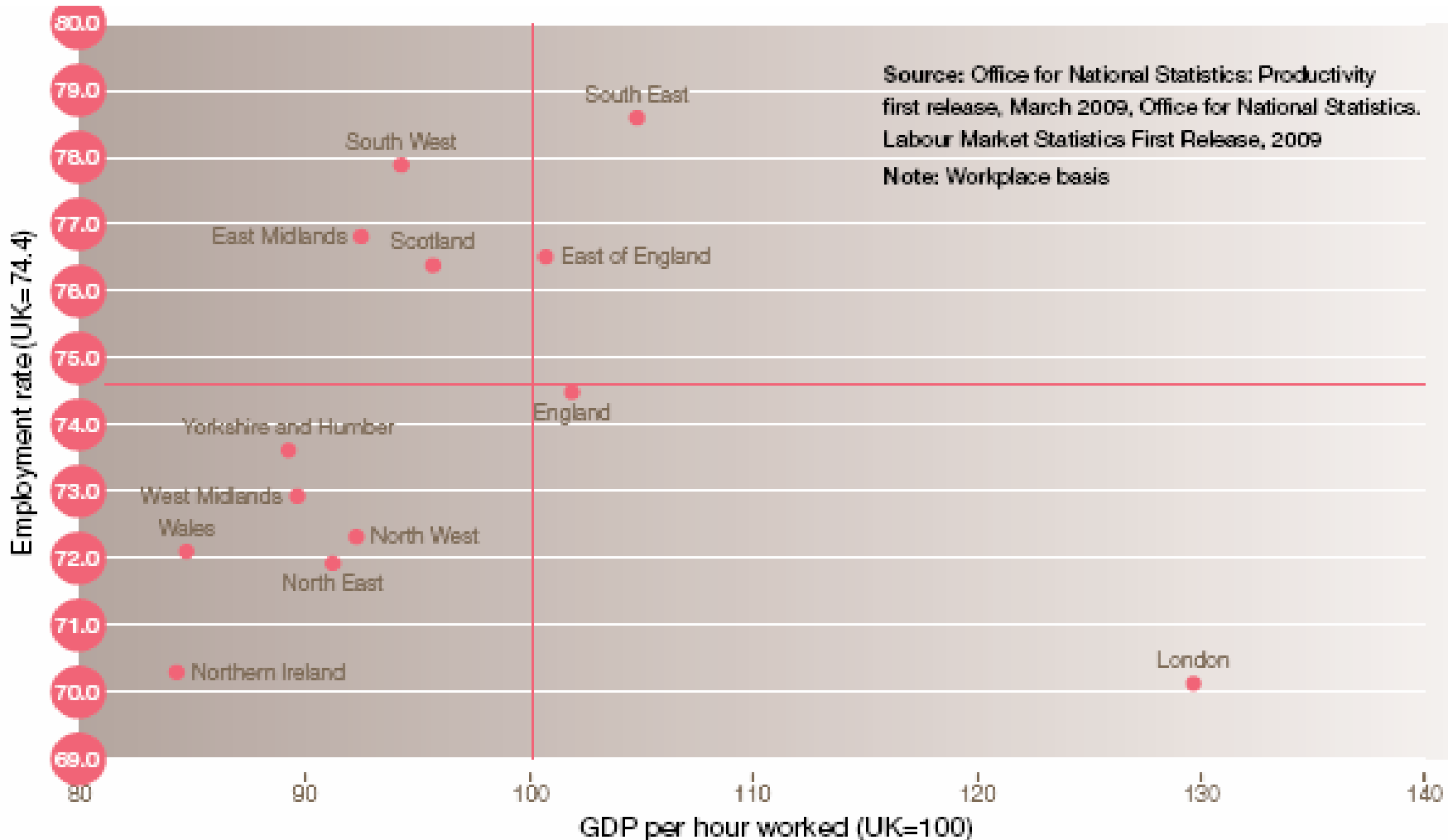
UK Commission for Employment and Skills



The Agenda and the Ambition



The Agenda: Productivity and employment in the Nations and Regions of the UK

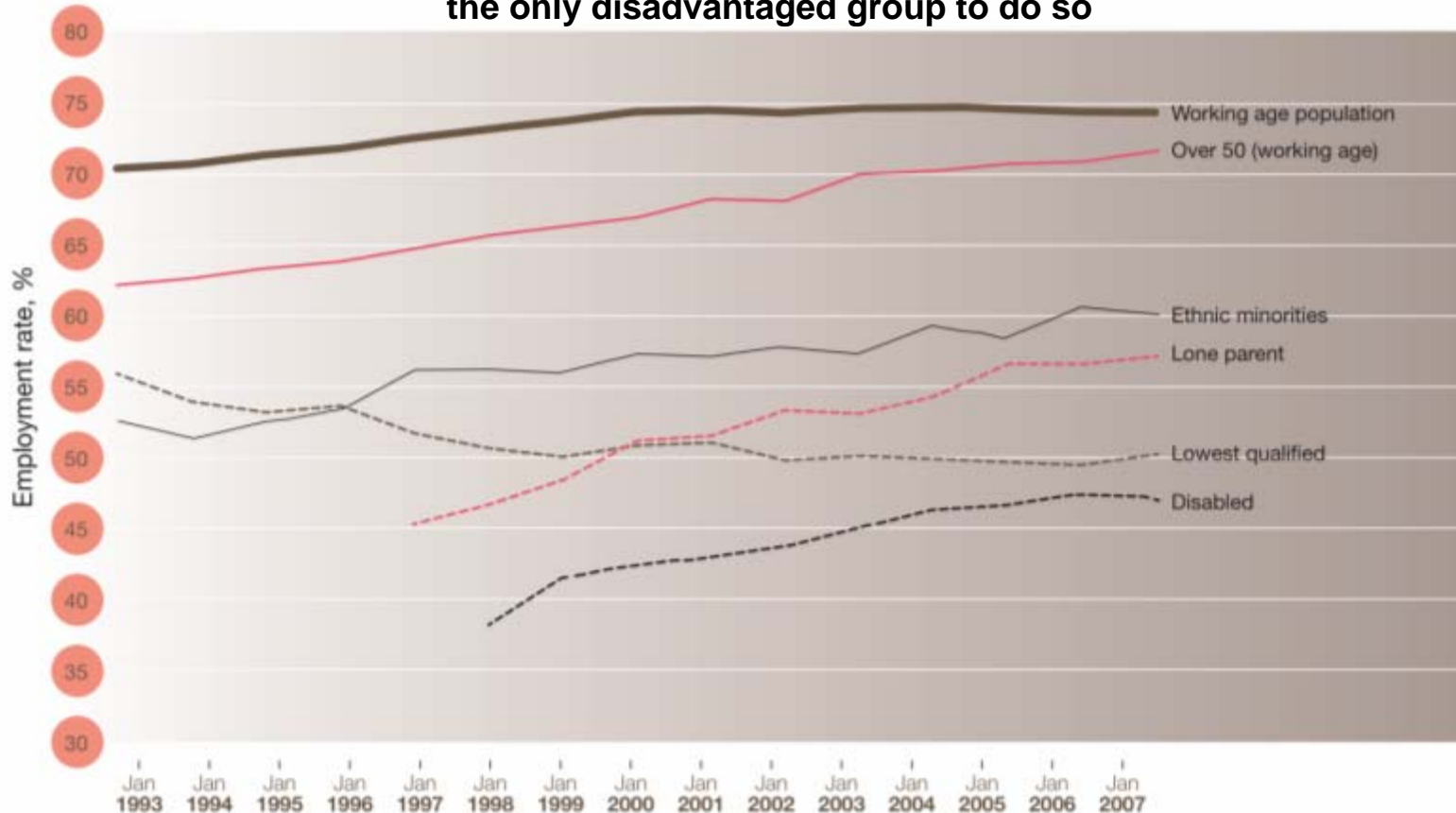


The Agenda : Routes to Prosperity

- **Employment – the UK ranks 10th**
- **Productivity – the UK ranks 11th**
- **Inequality – the UK ranks 14th**
- **National, Regional and Sectoral variations are critical**
- **Skills are central to raising employment and productivity and reducing inequality**

Skills and Employment

The Low Skilled experience low and declining employment rates – the only disadvantaged group to do so



Skills: the route to Prosperity

Gross median annual earnings (£) by age for men, disaggregated by skill level, 1994–2006



The UK Qualifications Profile 1997-2007: good progress over last decade

UK Qualification Achievements 1997 – 2007	1997		2007		1997-2007 Change		
	%	Nos ('000s)	%	Nos ('000s)	%	Nos ('000s)	
Level 5	3	1087	7	2274	110	+1187	} +44%
Level 4	18	6101	24	8060	32	+1959	
Level 3	18	5999	20	6738	12	+739	
Level 2	21	6865	20	6912	1	+47	
Below Level 2	21	7074	17	6019	-15	-1055	} -26%
No Qualifications	18	5920	12	4351	-26	-1569	

The South East Regional Qualifications Profile 1997-2007

UK Qualification Achievements 1997 – 2007	1997		2007		1997-2007 Change		
	%	Nos ('000s)	%	Nos ('000s)	%	Nos ('000s)	
Level 5	4	156	7	336	115	+180	} +37%
Level 4	21	946	25	1177	24	+231	
Level 3	19	850	21	996	17	+146	
Level 2	21	946	20	947	0	+1	
Below Level 2	21	955	18	833	-13	-122	
No Qualifications	14	604	9	414	-31	-190	} -26%



Our Progress and Current Position



UK Position:

- 15th in OECD for 'older workers'
- 21st in OECD for 'younger workers'

Progress towards 2020 Ambitions

Skill Level	2020 Ambition	Today (2006)	2020 Forecast Outcome
Low level skills	Top 8	17	23
Intermediate level skills	Top 8	18	21
High level skills	Top 8	12	10

Our Prospects

Basic Skills

- We will achieve our basic literacy objective of 95%
- We will not achieve our basic numeracy objective of 95%

Demand: jobs mismatch and employer ambition

- **growth of skilled jobs and decline of low skill jobs stalled;**
- **no real evidence of deep seated shortages;**
- **over qualification ... or underemployment;**
- **evidence that the UK's excess demand over supply is low relative to other countries;**
- **slowest positive growth in skilled jobs, yet fast growth in skilled workers**

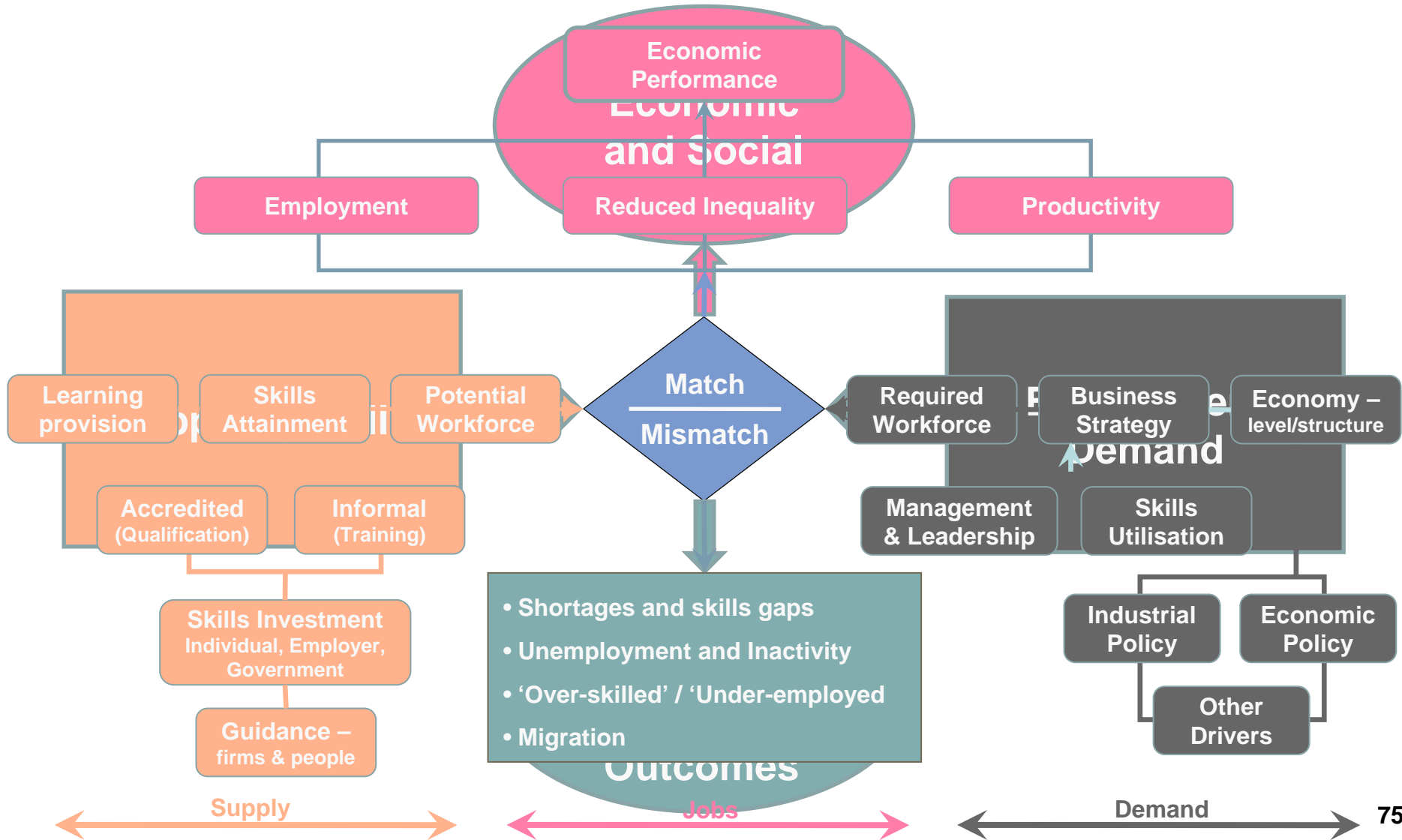
Employer Ambition

- **We need to go beyond:**
 - (i) raising skill levels; and
 - (ii) a better match between skill requirements and skills availability

- **Skills as a ‘derived’ demand**
 - Economic Policy
 - Skill Utilisation
 - Management and Leadership

- **The ‘virtuous circle’ of raising skills demand and supply**

Key Messages to Government: a new Policy Framework

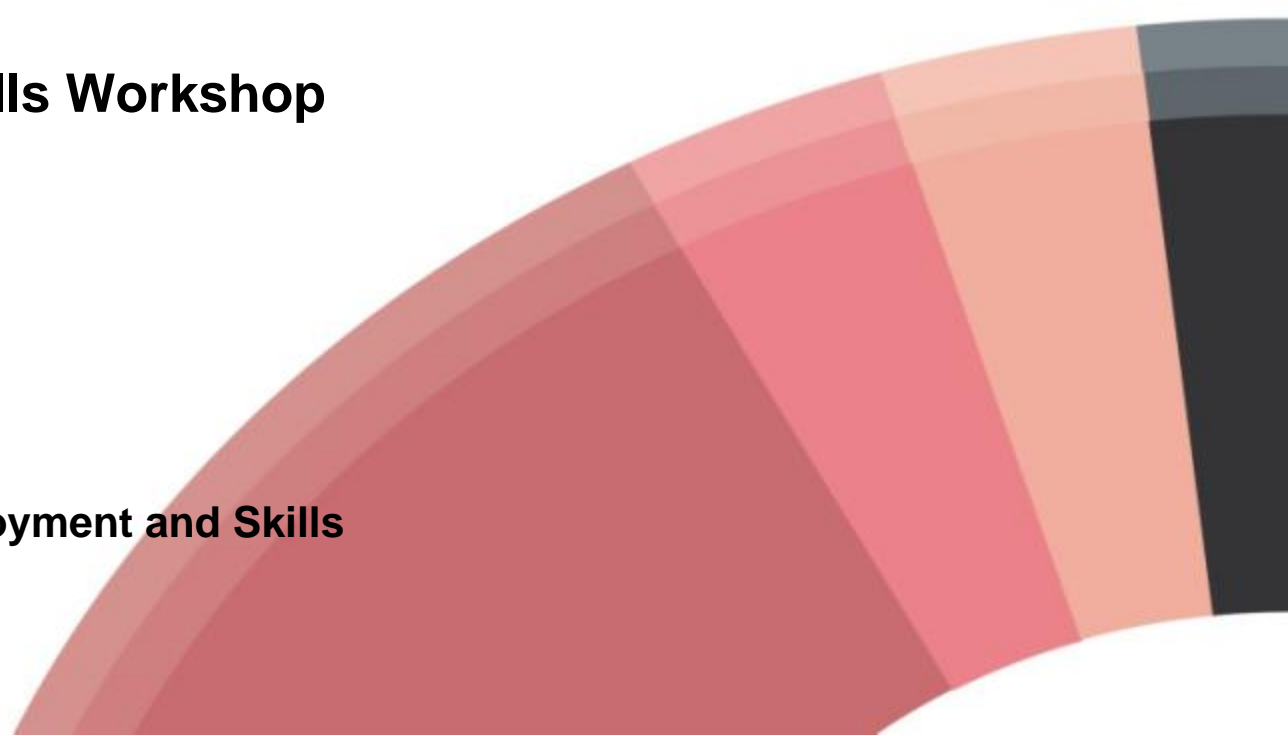


Ambition 2020: World Class Skills and Jobs

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Table discussions

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