







Welcome from the chair

It gives me great pleasure to welcome you to the 2010 Westminster Briefing Employment and Skills Summit. Today's conference will bring together all those stakeholders involved in the effective delivery of public policy and services across the employment and skills sectors, and presents a timely forum for us all to be informed on and debate the policy horizon under the Coalition Government.

Since the Coalition came to power, we have already seen considerable changes put in place for the future of the employment and skills delivery landscape. The Department for Work and Pensions have announced huge systemic changes to both the benefits system and the design of contracting for employment services via the new 'Work Programme'. Meanwhile, The Department for Business Innovation and Skills have consulted on the forthcoming skills strategy to be released later this year, whilst the effects and consequences of the simplification of skills funding and delivery are still falling into place.

Throughout the day we will have a chance to examine these initiatives and programmes, investigate how they will all link together and ask ourselves just how our own roles and organisations fall into this changing system which looks to encourage greater innovation, personalisation and responsiveness. We will frame our debate set against the backdrop of the recession and the effects this has had on employment levels and employment services, but also by looking forward to the skills needs of the future UK economy.

Today's conference will feature contributions from senior figures from across the public, private and voluntary sectors, and I would like to thank them from being here. I would also like to thank our sponsors & partners, and the organisations leading workshop sessions this afternoon.

I look forward to hearing our speakers set out how we can adapt to new policy and testing financial times by providing support, investment and training to get people of all ages back into sustainable employment, backed by enduring skills.



Adrian Bailey MP
Chair, Business, Innovation and
Skills Select Committee

Adrian Bailey MP - Biography

A parliamentary private secretary to several Ministers during the Labour years and an assiduous committee man, Adrian Bailey won the chairmanship of the Business, Innovation and Skills Select Committee in 2010. He had served on the committee for the past three years.

For two years from 2005 he was a serial parliamentary private secretary, first to John Hutton, Chancellor of the Duchy of Lancaster and then as Work and Pensions Secretary. In 2006 he moved back to work for the new Chancellor of the Duchy of Lancaster, Hilary Armstrong, but before the end of the year had moved to Adam Ingram at the Ministry of Defence.

In 2007, when Ingram left the Government, he transferred briefly to the new Defence Minister Bob Ainsworth, but three months later left the Government himself. He joined the European Scrutiny Committee and the Business, Enterprise and Regulatory Reform Committee, whose successor he now chairs.

Born in 1945 and educated at Cheltenham Grammar School and Exeter University, he was a librarian with Cheshire County Council, and was described by the Birmingham Post as "a walking encyclopaedia of lower level football after a lifetime supporting Cheltenham Town".

He paid tribute to Miss Boothroyd in his maiden speech and took care to mention both his local football teams, West Bromwich Albion and Wolverhampton Wanderers, as well as the local manufacturing economy, the importance of community, and the fear of crime.

He says his proudest achievements in Parliament have been successfully lobbying the British and US governments for derogation from tariffs on local steel exports; getting an emergency housing transfer for a woman threatened by a violent ex-husband, and incorporation of a recommendation into the Children's Act.

He has supported the Government loyally on almost every key issue: foundation hospitals, student top-up fees, anti-terror legislation, the Iraq war and ID cards. His very rare rebellions have been mainly on internal committee matters, such as in 2001 against the Government's attempt to control nominations to select committees.

He has held office on all-party groups on building societies and financial mutuals, and steel and metal. He supported Ed Miliband in the 2010 leadership contest.

A member of the Labour Animal Welfare Society and the Socialist Health Association, he voted to ban hunting with hounds. As well as football he enjoys swimming



Sponsors, partners and exhibitors

Reed in Partnership

REED IN PARTNERSHIP

Reed in Partnership is a welfare to work and skills provider. We have supported over 100,000 people from benefits into work and have helped many more to gain new skills.

We run various welfare to work and skills contracts in the UK which support those on various benefits and at various stages of their careers. We help people on health related benefits find work in London, Cambridgeshire, Suffolk, Lanarkshire, Lancashire and Tees Valley. We support lone parents and jobseekers in London, Doncaster, Liverpool and Glasgow.

In addition we operate the Response to Redundancy programme in the North West, Jobzone in Doncaster and the Work Focused Training element of the Young Person's Guarantee in Lambeth, Southwark and Wandsworth. We are also subcontracted to provide Flexible New Deal services across Suffolk.

Our business has diversified into the skills and business support arena with a contract to run Train to Gain in London, Skills for Jobs in the East of England and the operation of Business Link Yorkshire in a consortium with Exemplas.

Furthermore, we are involved in running Backing Young Britain, a national Government campaign to support 18-24 year olds to gain work experience and internship placements.

We also have a growing international business. We have seven offices in Australia where we are delivering services to help unemployed customers into work. In addition, we run five ESF contracts in Poland where we are delivering services to the long-term unemployed, single parents and people on health related benefits.

learndirect/Ufi



learndirect's mission is to transform skills, productivity and individual lives by providing the best of online learning. Today's world is now literally available at the touch of a button. As a result people need to learn IT skills to access the internet and benefit from the multiple offerings it has. But they also need to be proficient in those skills - especially maths and English — which are crucial to everyday life, to work, and to getting a job.

This is where learndirect plays a key role, having helped more than 2.8 million people learn new skills in the past ten years - making it the largest provider of adult skills in UK. In the last academic year more than 65,000 people achieved a first maths or English qualification and 13,000 achieved a National Vocational Qualification (NVQ) with learndirect.

Millions of people, then, who have chosen to use technology to learn. Their reason: flexibility; personalisation; opportunity to learn reflectively as well as share peer to peer experiences; working at pace to suit the learner not at the speed of a class or a teacher.

learndirect is now in the process of developing a radically different skills delivery model, with some early outstanding results. This new model is one which is not tied to a physical location but one which employs technology to reach, interact, motivate and directly support learners online, utilising the very latest in web and telephony technologies.

Later this year learndirect will celebrate its tenth anniversary. In those ten years it has shown the power of technology and the impact it can have on learning. Its successful track record in operating technology and delivering online shows these approaches are a crucial part of solving the country's skills needs.

CfBT Education Trust



CfBT Education Trust is a top 30 UK charity providing education services for public benefit in the UK and internationally. Established 40 years ago, CfBT Education Trust now has an annual turnover exceeding $\mathfrak{L}100$ million and employs 2,650 staff worldwide who support educational reform, teach, advise, research and train.

Since we were founded, we have worked in more than 40 countries around the world. Our work involves teacher and leadership training, curriculum design and school improvement services. The majority of staff provide services direct to learners; in nurseries, schools and academies; through projects for excluded pupils; in young offender institutions and in advice and guidance centres for young people.

We have worked successfully to implement reform programmes for governments throughout the world. Government clients in the UK include the Department for Education, the Office for Standards in Education (Ofsted), and local authorities. Internationally, we work with educational ministries in Dubai, Abu Dhabi and Singapore among many others.

Surpluses generated by our operations are reinvested in educational research and development. Our research programme — Evidence for Education — aims to improve educational practice on the ground and widen access to research in the UK and overseas.



Sponsors, partners and exhibitors

Ofqual



The Office of Qualifications and Examinations Regulation (Ofqual) is the independent regulator of qualifications, examinations and assessments in England and of vocational qualifications in Northern Ireland.

Our work will ensure that learners get the results their work merits and that the qualifications they receive count, both now and in the future.

On 1 April 2010, the Apprenticeships, Skills, Children and Learning Act 2009 formally established Ofqual as a non-ministerial government department which reports directly to Parliament and the Northern Ireland Assembly.

The Act provides a detailed statutory framework within which we must regulate, and through our work we want to make sure that learners, parents, carers, teachers and employers are confident that qualifications and assessments are of a high quality and an appropriate standard.

We do this by:

- making sure that awarding organisations that offer qualifications have good systems and expertise in place, and that they are held to account for their performance
- making sure that qualifications offered by awarding organisations are fair and comparable with other qualifications
- monitoring standards in qualifications, examinations and assessments, and reporting on our findings
- checking that there is fair access to qualifications and assessments for all candidates
- monitoring the quality of marking of examinations and other assessments to make sure learners get the results their work merits
- taking steps to make sure that the qualifications market provides value for money and meets the needs of learners and employers
- encouraging debate about important topics, such as standards of examinations and qualifications

European Social Fund



The European Social Fund (ESF) was set up to improve employment opportunities in the European Union and so help raise standards of living. It aims to help people fulfil their potential by giving them better skills and better job prospects.

The 2007-2013 England ESF programme is investing £5 billion over seven years of which £2.5 billion is from the ESF and £2.5 billion is national funding.

The priorities in the 2007 to 2013 ESF programme are designed to focus ESF spending on specific activities and to ensure that it reaches people in most need of support. There are two main priorities in England:

Priority 1 is 'Extending employment opportunities'. It supports projects to tackle the barriers to work faced by unemployed and disadvantaged people. About £1.5 billion of ESF money is available for this priority in 2007-2013

Priority 2 is 'Developing a skilled and adaptable workforce'. It supports projects to train people who do not have basic skills and qualifications needed in the workplace. About £823 million of ESF money is available for this priority in 2007-2013

By the end of February 2010, there had been 1,314,714 participant starts on the programme. It is already having an impact on the lives of people at a disadvantage in the labour market, helping 87,602 unemployed or inactive participants into jobs, and about 140,273 participants have gained basic skills or qualifications. 125,373 disadvantaged young people have been helped to enter employment, education or training.

Groundwork UK



Groundwork is a group of charities that helps people and organisations make changes in order to create better neighbourhoods, to build skills and job prospects, and to live and work in a greener way. We create projects and services that benefit both people and the wider environment

We operate across England, Wales and Northern Ireland, and work on thousands of individual projects each year. We focus our activity on disadvantaged communities where we can make most difference.

What do we do?

We create real change. That means carrying out work locally, regionally and nationally that:

- Builds people's skills and improves job prospects
- Redesigns our neglected open spaces for twenty-first century use
- Helps people make their own decisions about their area
- Motivates and develops our young people
- Promotes greener ways of living and working

We work towards a vision — of a society of sustainable communities which are vibrant, healthy and safe, which respect the local and global environment and where individuals and enterprise prosper.

How do we do it?

We employ a unique range of specialist staff. These include community development workers, landscape architects, employment & training specialists, education workers, business advisers and youth workers.

We work alongside other organisations — ranging from the smallest community group to multinational businesses. We're all about helping others create change through working together and solving problems.

Alliance of Sector Skills Councils



The Alliance is an organisation comprising all licensed UK Sector Skills Councils (SSCs), the employer-driven organisations that together articulate the voice of the employers of around 90% of the UK's workforce on skills issues. Its core purpose is to:

- Act as the collective voice of the SSCs
- Promote understanding of the role of SSCs within the skills system across England, Scotland, Wales and Northern Ireland
- Co-ordinate policy positions and strategic work on skills with stakeholders across the four home nations
- Help build the performance capability of the SSCs to ensure they work effectively on the employer-driven skills agenda
- Sector Skills Councils are unique:
 Uniquely independent and employer-led
 Uniquely UK-wide, covering 90% of the
 workforce
 Uniquely able to respond to real industry
 needs
 - Uniquely supported by all major political parties
- SSCs are unique in the world, increasingly emulated by other countries moving to a more demand-led system of workforce training and skills

All Sector Skills Councils are members of the Alliance- the collective voice of the Sector Skills Councils.

LLUK



Lifelong Learning UK (LLUK) is the independent employer-led sector skills council responsible for the professional development of those working in career guidance, community learning and development, further education, higher education, libraries, archives and information services, and work based learning across the UK. We represent the interests of the 1 million+individuals working in lifelong learning in England, Northern Ireland, Scotland and Wales and are the voice of employers in this sector on skills issues.

LLUK provides the strategic perspective for workforce planning and development. We encourage staff in post-compulsory education to gain new skills and qualifications so that they can offer a better service. We promote lifelong learning as a career so that employers in the sector can improve the recruitment, retention and development of their staff.

Lifelong Learning UK also develops sectorwide occupational standards and qualifications frameworks and is licensed by the UK governments to set standards for occupational competence in the delivery and support of learning.

LLUK leads the collection of workforce data and provides analysis on workforce characteristics and trends so that lifelong learning employers can identify skills gaps and shortages among their workforce. We also work with partners and key stakeholders to improve the dialogue between our employers and those who look to the lifelong learning sector to meet their own skills needs.

New Deal of the Mind



New Deal of the Mind (NDotM) has a simple objective. We want to boost the UK economy by developing jobs in the creative industries. NDotM has the support of leading figures in the arts, entrepreneurs, politicians from across the political spectrum and policy makers. All of us recognise the urgency of protecting, nurturing and investing in the arts if we are to prevent a generation of creative talent being lost to the recession.

NDotM grew from an article written in the New Statesman in January by Martin Bright, the magazine's former political editor. Martin suggested that cultural elements of the Works Progress Administration (WPA), which was introduced by US President Franklin D Roosevelt's during the 1930's Depression, could be adapted for the UK today. Martin's article struck a chord and he was inundated with offers of support from prominent people in the arts and politicians from all parties. Within weeks, NDotM was officially launched at Number 11 Downing St and Jude Kelly had offered us space at London's Southbank Centre.





Sponsors, partners and exhibitors

Towards Maturity

TOWARDS MATURITY

Towards Maturity supports those who are responsible for delivering effective learning in the workplace, at whatever stage of your journey.

Our best practice benchmarking activities have shown that organisations mature in the use of technology perform better in the areas of business impact, staff impact and increased takeup of e-learning.

Our aim is to help organisations grow and learn from the results of our formal benchmarking activity and to benchmark informally through our wide selection of case studies and employer stories

W2W Solutions



Meeting individual needs of service users, while balancing contractual requirements, achieving performance targets and meeting Ofsted standards, is a challenge for all organisations delivering the employability and skills agenda. So where do you turn when you need help from knowledgeable and experienced professionals who understand these challenges?

As a consultancy company with an unrivalled reputation for delivering exceptionally high standards of service, W2W Solutions has recently supported providers with:

- Policy development eg Sustainability, Equality
 & Diversity, Safeguarding
- Staff training Planning of Learning, Jobsearch, CVs, Safeguarding
- Development of Quality Management Systems
- Development and implementation of client management systems
- Process mapping
- Quality and process audits
- Self assessment and Ofsted inspection
- Bid writing and programme development

Our vision is for all providers to deliver a high quality service that meets the individual needs of customers, improving their economic and social wellbeing and benefiting the wider community. We want all customers to have a positive experience and for organisations to continually raise the standard of service they deliver.

Whether you are delivering DWP, SFA, ESF or other government funded provision, W2W Solutions can support you in achieving excellence, either within existing provision or as you embark into the Work Programme or other new initiatives.

MegaNexus Ltd



Delivering secure web-based case tracking & management solutions for ESF, ERDF, LDA, FND, MOJ and LSC initiatives across the UK, MegaNexus are proving that partnerships work best when they have the right tools to work in collaboration.

Our NEO 3D platform is a web based infrastructure which helps organisations working on different projects and multiple funding to work together and provide coordinated provision of support services to those who need it most.

MegaNexus work with a wide range of organisations including local authorities, charities, probation, prison, police and colleges by providing the tools needed to capture data, refer clients and produce live reports. This means that organisations spend less time on administration and more time concentrating on producing positive outcomes for their projects.

CogniSoft Ltd



Established in 1984, we are specialists in the design, development and implementation of web based information systems to providers of learning, guidance, support and employment services.

With a wealth of product and industry knowledge, our technology supports some of the largest employment and skills contracts in the UK.

Our Understanding

CogniSoft's core business for over two decades has been to support organisations in tracking and monitoring individual client journeys to final outcomes.

Whilst this is difficult enough in it's own right, our experience over this time has taught us that this is only half the story. Managing constantly changing contracts and increasingly complex claims processes make the job of delivering effective (and profitable) contracts all the more difficult.

We have worked with all the main statutory organisations, developing tracking systems to meet government requirements since 1987. We have a wealth of experience in working to the latest DWP, ESF, SFA, DCELLS and Scottish requirements.

Our Software

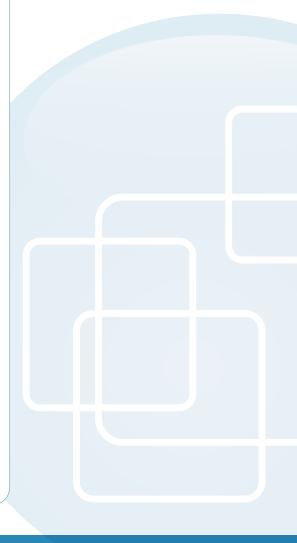
All of this experience over the years has been continually poured back into our learning and skills system YETI which has resulted in it becoming arguably the most flexible and powerful system available today:

- All of the main funded contracts with a wide range of forms included in the system
- Flexibility to create custom forms for other contracts
- · Limitless reporting capabilities.
- A comprehensive suite of reports to manage your contracts
- Totally flexible accessibility to the system, all you need is a web browser

Training Journal



Training Journal is the community for workplace learning and development practitioners. Comprising a monthly magazine, containing a mix of news, opinion and articles written by practitioners about all aspects of L&D, a website offering more exclusive content as well as opportunities for visitors to comment, share resources and connect with colleagues, the L&D 2020 research project examining the future of L&D, an annual one-day conference, an awards programme and various events throughout the year, TJ aims to provide its members with a range of practical tools to support them in their jobs.





09:00 Registration and Morning Refreshments

09:45 Chair's Opening Remarks

Adrian Bailey MP - Chair, Business, Innovation and Skills Select Committee

09:55 The Challenge – Integrating Employment and Skills Policy and Delivery

Outlining the strategic goals for integrated employment and skills provision — creating an efficient labour market, building a 21st Century economy, tackling poverty

The impact of recession on unemployment and skill provision

The challenges of recent reform by the new Coalition Government

What framework can we use to measure success?

Jim Hillage - Director of Research, Institute of Employment Studies

Joel Featherman – Assistant Director, UK Commission for Employment and Skills

10:25 A Streamlined Skills Delivery System – Considering Recent Changes

The role of the new Skills Funding Agency – quicker and more efficient funding deployment

SFA Gateways - National Apprenticeship Service, Employer Skills Services and Learner Skills Services

The future for Regional Skills Strategies

The role of Sector Skills Councils

Skills accounts

Geoff Russell – Chief Executive, Skills Funding Agency

John McNamara — Chief Executive. Alliance of Sector Skills Councils

Oona Muirhead - Group Executive Director, Strategy & Resources, SEEDA

11:10 Workforce Development in the USA – Lessons for the UK

Ron Painter - Chief Executive of the National Association of Workforce Boards America

11:25 Refreshment break

11:40 Making Integration a Reality – Local Delivery of Responsive Employment and Skills Services

What characterises integration of employment and skills at the local level?

Engaging employers locally to define skills requirements - fully utilising "Train to Gain" and "Local Employer Partnerships"

Ensuring easy access to and between employment and skills services - interlinking the roles of local authorities, service providers and employers

Developing the flexibility to respond to diverse individual needs

Carmel Millar – Head of HR and Organisational Development, Surrey C.C

Mandie Stravino – Group Director, Corporate College, Derby

12:30 Interactive Voting Session

In this session delegates will have an opportunity to take part in an interactive voting session, answering questions submitted by speakers, delegates and relevant organisations. Each participant will get a voting pad and the results will appear in real time.

12:40 Lunch

13:30 The Policy – Investigating the Legislative Climate Around Employment and Skills under a New Government

How will the integration of employment and skills policy and programmes be developed?

The Initiatives introduced by the new Coalition Government to tackle unemployment – reassessing claimants work capabilities, increasing work incentives, and payment by results for providers

Looking beyond Flexible New Deal – What impact on existing contracts and bids and for future cash flows?

Greater autonomy and lighter regulation for successful providers

Plans for future skills policy — 'Skills for Sustainable Growth'

Alan Cave - Delivery director, Department for Work and Pensions

14:00 Breakout Sessions

Delegates are invited to attend three of the following selection of workshops investigating specific areas of employment and skills provision.

Breakout A

How the European Social Fund Contributes to Employment and Skills Priorities

Hosted By: ESF

Location: South Rotunda

Speaker:

Ken Lambert – Head of England ESF Managing Authority, Department for Work And Pensions

The purpose of the seminar is to give delegates an understanding of what the European Social Fund is, and also what it is not, as there are misconceptions and misunderstanding about ESF.

The objectives are to present:-

- A brief history of ESF
- Comparison of funding between EU member states
- Alignment with national employment and skills priorities
- The priorities and targets of the 2007-2013 England ESF programme
- · Achievements to date
- How to access ESF funding
- The ESF post 2013

The key points are:-

- What ESF is and what it is not
- The amount of funding available and how it compares with other member states
- The key priorities for ESF
- How ESF is managed
- How funding can be accessed
- Possible scenarios for ESF post 2013 and the links with "Europe 2020"

Breakout B

Ensuring Effective Workplace Learning, Development and Guidance

Hosted By: Life Long Learning UK

Location: North Rotunda

Speakers:

Ian Homard – Director, Workforce Strategy, Lifelong Learning UK

Liz Bevins – Sector Manager (England), Lifelong Learning UK

Training in the workplace has never been more important. Budget cuts across both the public and private sectors have significantly affected available training resources for all types of organisations. How can employers ensure the development of their workforce in the current economic climate?

Now, more than ever, there is an increased demand for the lifelong learning sector to support the rest of the UK workforce with its training and development needs. It is our role to ensure that learning professionals have the right skills and knowledge to meet this demand.

This seminar will focus on effective workplace learning and how Lifelong Learning UK, as the Sector Skills Council for lifelong learning, supports both employers and training providers to ensure effective workplace learning across all sectors.

Breakout C

Employer Engagement – Examples of Successful Local Employer Input

Hosted By: Reed in Partnership

Location: Great Hall

Speakers:

Chris Melvin — Chief Executive, Reed in Partnership

- How will the Work Programme impact on skills policy?
- How can radical changes in employment and skills support be integrated to ensure that we deliver more for less?
- The challenges we expect to face in the coming months as a result of these reforms.





14:45 Breakout Sessions

Delegates are invited to attend three of the following selection of workshops investigating specific areas of employment and skills provision.

Breakout D

Local Job Creation – Examples of Successful Programmes

Hosted By: Groundwork UK

Location: North Rotunda

Speakers:

Graham Duxbury – Director of Development, Groundwork UK

Gordon Keenan – Funding & Partnerships Manager, National Housing Federation

- Experience of the Future Jobs Fund
- Routes to Green Jobs and apprenticeships
- Job creation as part of the Work Programme

Breakout E

Regulating Qualifications to Add Value for Employers and the Wider Economy

Hosted By: Ofqual

Location: South Rotunda

Speakers:

Julie Swan - Head of Regulatory Policy, Ofqual

- The responsibilities of the regulator
- Ofqual's objectives
- Why regulate qualifications?
- How can regulation add value?

Breakout F Improving Adult Basic Skills: What the

Hosted By: CfBT Education Trust

Location: Great Hall

Evidence Tells Us

Speakers:

Richard Goss - Head of Learning

and Skills CfBT

In 2009, CfBT Education Trust commissioned the International Review Programme of Adult Basic Skills. The International Review Programme comprised six literature reviews which were undertaken by the National Foundation for Educational Research (NFER) between September 2009 and May 2010, with the purpose of informing continuous improvements in the teaching and learning of adult basic skills.

The evidence from these reviews is now available in a new book published by CfBT and launched at the Employment and Skills Summit. The book covers five key areas of adult basic skills: financial competency; employability; family learning; flexible learning; work-based learning. CfBT's Principal Consultant for Post 14 Education, Richard Goss, will be joined by the books authors to discuss these important issues.

15:30 Refreshments

15:45 Breakout Sessions

Delegates are invited to attend three of the following selection of workshops investigating specific areas of employment and skills provision.

Breakout G

Delivering More for Less – Meeting Business Demands for Skills

Hosted By: Towards Maturity

Location: South Rotunda

Speakers:

Laura Overton – Managing Director, Towards Maturity

Debbie Carter — Director of Research, Training Journal

This session will look at how employers are using learning innovations to address increasing skills demands with dwindling resources. It will draw on the latest research with over 400 organisations in the UK from the private, public and not for profit sectors and will consider the impact of the recession on learning provision, the changing role of technology in learning and expectations of providers.

Breakout H

Comprehensive Spending Review – Decimation or Innovation?

Hosted By: Learndirect

Location: Great Hall

Speakers:

Pablo Lloyd – Deputy Chief Exercutive, learndirect **Donald Clark** – Board Member, learndirect **Kayte Lawton** – Research Fellow, IPPR

In this session the panel will take a brief look at the headlines coming out of the Comprehensive Spending Review. They will discuss the implications of the review and what the decisions might mean for the skills and employment sectors as well as how innovation and technology might play roles in the future delivery of services. There will be a chance to debate with the panel some of the implications of the CSR announcements.

Breakout I

Opening up Employment and Skills Opportunities for Younger People

Hosted By: New Deal of the Mind

Location: North Rotunda

Speakers:

Martin Bright — Founder and Chief Executive, New Deal of the Mind

- Why the arts and creative sector matter socially, culturally and economically
- Drawing on past experience how Roosevelt and Thatcher helped artists and creative entrepreneurs through the Works Progress Administration in USA during the 1930's and the Enterprise Allowance Scheme introduced in the UK in the 1980's
- The obstacles facing people starting out in the arts
- Why a hand up is more valuable than a hand out
- New Deal of the Mind's aims, achievements and experience
- What next and how to make it happen

16:30 Beyond Recession: Skills and Work Programmes to Match the Needs of the Future UK Economy

What will the post recession economy look like?

Taking advantage of this opportunity to adapt and change provision for the future of the British economy

Focusing on skills needed in likely areas of high economic growth

Creating a system which encourages aspiration and ambition

Working under the new welfare to work system of the Coalition Government

John Philpott - Chief Economist, CIPD

Rob Murdoch - Executive Director, A4E

16:55 Chair's Closing Remarks

17:00 Conference Close



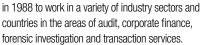
Speakers

Geoff Russell

Chief Executive, Skills Funding Agency

Geoff Russell, Chief Executive of the Learning and Skills Council, aged 52, was born in Canada and has been a British resident for over 20 years.

Geoff joined KPMG in Toronto in 1982, moving to the UK



In 1994, he was appointed a partner in KPMG London's Financial Services practice. Geoff became Executive Partner Global Banking in 1998 and two years later Geoff began working for the EMA Chairman in assembling KPMG's 86 EMA practices into a more integrated region and in 2002, transferred to KPMG International, working for the Global Chairman as the Head of Practice Development.

Geoff accepted a two year secondment to HM Treasury in 2005 as Director of Financial Management Change, responsible for developing and implementing financial management policy across Whitehall. Following Geoff's time at HMT, he helped develop financial management solutions for KPMG's Government Advisory Practice, before retiring to offer his private and public sector experience to government. He took up his role at the LSC in March 2009, with the task of stabilising what is the largest quango in the UK and managing its orderly wind down into two successor bodies. In December, he was appointed as the Chief Executive of one of these successors, the Skills Funding Agency.

Alan CaveDelivery director, Department for Work and Pension

Alan took up the post of Delivery Director for the Department for Work and Pensions, Employment Group in 2007. The Delivery Directorate has responsibility for the system of Contracted Employment Provision through which the



Department supports Welfare to Work Programmes. Alan joined DWP from the Work Foundation — the not for profit research-based consultancy group — where he had been leading the consultancy practice. In that role he led major change programmes in organisations as diverse as banks, trade unions, charities, and government departments including the Department of Health, the Home Office and the Ministry of Defence.

In his earlier career Alan worked for the TUC and the GMB general trade union. He is the author of numerous articles and a book: "Managing Change in the Workplace".

John Philpott Chief Economic Adviser, CIPE

John Philpott is Chief Economic Adviser at the Chartered Institute of Personnel and Development (CIPD). He has a Doctorate from the University of Oxford (completed in 1984) and is Visiting Professor of Economics at the University of



From 1987- 2000 John was Director of the Employment Policy Institute (EPI), an independent policy think-tank. During the last recession in 1991-92 he was also acting director of The Campaign for Work. He joined the CIPD as Chief Economist in November 2000 before taking up his current expanded appointment in December 2008.

John's research and publications have covered labour market trends, long-term unemployment, welfare-to-work, full employment, employability, productivity, minimum wage setting, migration, the euro and Social Europe. He is a regular media commentator and platform speaker on these issues, and writes related articles for the national press. John also writes a blog for the CIPD website and the People Management magazine website.

John is a former Specialist Adviser to the House of Commons Select Committee on Employment (from 1993-1996) and (in 2007) the House of Lords EU Select Committee. He has also advised numerous other UK and international bodies, including several UK government departments, the United Nations, the European Commission, the IMF and the OECD.

John is a Fellow of the RSA and a member of the Society of Business Economists.

Rob MurdochExecutive Director, A4e

Rob Murdoch is Executive
Director of A4e, responsible for
leading the development of new
products and services, driving
the reform of service delivery
and advising public sector
partners on perspectives for
policy and procurement reform.



Specifically, Rob leads on growth and policy for A4e in welfare and skills and is Chair of ERSA (Employment Related Services Association) at a transformational point in UK Welfare market. Rob is also involved in A4e's wider work on value and productivity savings.

Rob has over ten years experience in business development, successfully leading diversification through assessing new markets and exploiting opportunities. Since joining A4e in 2004, Rob has been at the forefront of the company's expansion into new markets, ensuring that A4e remains dynamic and responsive when tackling economic and social exclusion.

Rob has had an exciting and varied career from starting his own window cleaning round, being an operator in a chicken factory, teaching and teacher trainer and as an equity analyst in the investment community. His background ensures that policy developments and commercial considerations are firmly grounded in the "improving people's lives" approach of A4e.

Rob is non-executive Director of Centra, an educational charity, is a volunteer rugby coach for Waterloo RFC, has 3 primary school aged children and lives in Liverpool.

Carmel Millar

Head of HR and Organisational Developmer Surrey County Council

Carmel has played a huge part in the refocus of the Council's HR & OD function. Leading on shaping top leadership programmes and introducing new safer recruitment systems, Carmel has been at the forefront of driving strategic and organisational change.



Carmel has a proven track record of leading HR departments within local government and health services. Her career has included working for

Nottingham City Council, The Local Government
Association, The British Library, London Borough of
Hackney, Department of Health, CAFCASS and Brighton
& Hove Council.

Oona Muirhead CBE

Group Executive Director Strategy and Resources, SEEDA

Oona Muirhead joined SEEDA on 1st August 2007 as Executive Director to deliver for the South East the economic benefits from Low Carbon, 2012 and cultural regeneration. In 2008 her portfolio expanded to cover skills and employment.



In November 2009 Oona was promoted to SEEDA's Group Executive Director Strategy and Resources. She is now SEEDA's Chief Operating Officer. In addition she is responsible for all policy and strategy including innovation and skills to drive growth sectors; and continues to lead SEEDA's Low Carbon economy work to bring in innovative funding that will support the environmental technology sector through projects at scale to deliver retrofit and renewable energy. Oona also remains the focal point on SEEDA's Executive Board for Oxfordshire, Buckinghamshire, Milton Keynes and the Isle of Wight.

Prior to working at SEEDA Oona held senior positions in central and local government, in roles ranging from strategic policy development and running operations; leading and implementing change; media and communications work; and lobbying and influencing key decision-makers. This includes many years in the Ministry of Defence, during which time she was honoured with first an OBE then CBE; and the Department for the Environment, Food & Rural Affairs.

In 2005 Oona was appointed to Director of Strategy and Communications at the Local Government Association (LGA). During this time she devised and negotiated cross-party agreement to a new vision for local government. Set out in the LGA's publication 'Closer to People and Places', this saw local authorities taking on a new role: the 'leadership of place' - a concept taken up in the Local Government White Paper in 2006.

Pablo Lloyd Deputy Chief Executive, learndirect

As Deputy Chief Executive, Pablo is responsible for strategic planning, stakeholder relations and Human Resources. He is also on the board of UK Skills and the Association of Learning Providers. Pablo has been with



Ufi since the company was formed in 1999, having joined as Finance Director to set up the group structure and finance & HR. He was previously Finance Director at the MCPS-PRS Alliance, a merger of the UK's two largest organisations managing music royalties for songwriters and publishers. He spent his early career in retail financial services, heading up savings products at Nationwide Group, being Finance Director of Nationwide's property services subsidiary and as a programme manager at Lloyds TSB. He has a degree in Mathematics and Computer Science from Cambridge University and qualified as a Chartered Accountant at Arthur Andersen & Co.

Ken Lambert

Head of England European Social Fund Managing Authority, Department for Work and Pensions

Ken is responsible for the 2007-2013 England and Gibraltar European Social Fund (ESF) Programme, which is worth about £365m a year, and which contributes to sustainable economic growth and social inclusion by



extending employment opportunities, and by developing a skilled and adaptable workforce.

During 2003-5, he was the project manager for twinning projects in the Czech Republic and Slovakia, helping these new Member States get to grips with the complexities of ESF funding. He started work relating to ESF in 2001, when he was responsible for introducing the simplified co-financing system of delivery into mainstream ESF programmes.

Before that he worked for ten years on management and performance information and systems relating to Training & Enterprise Councils (TECs) and Careers Services, and was responsible for the development and publication of annual Performance Indicators for TECs and Careers Services and for the annual Careers

Service post 16 Destinations Survey.

His long career in the civil service started in 1973 as an Employment Adviser in various Jobcentres in Edinburgh.

The Scottish connection began as a student at the University of St Andrews, where Ken gained a Master of Arts degree in Russian language and literature.

Martin Bright Founder and Chief Executive, New Deal of the Mine

Martin is the award-winning former Political Editor of the New Statesman. His idea for a New Deal of the Mind organisation has captured the imagination of the cultural world since its inception earlier this year and attracted the support



of politicians from across the political spectrum.

Martin is Founder and Chief Executive of NDotM. Since March he has been working closely with ministers, officials and arts organisations to deliver jobs in the creative industries.

Richard GossHead of Learning and Skills, CfBT Education Trus

Richard Goss was a teacher and manager in schools and voluntary sector work-based learning providers in inner London for 20 years before becoming a full-time inspector with the Training Standards Council and then the Adult



Learning Inspectorate where he had special responsibility for basic skills, as it was then known. He sat on a number of national advisory groups, including the implementation groups of the Moser report, and led the ALI and Ofsted's influential 2003 review of post-16 literacy, language and numeracy provision. In 2005, he re-joined the not-for-profit sector as the Head of Learning and Skills at CfBT Education Trust. He led the successful and national Skills for Life Improvement Programme from 2006 to 2009, still seen as the Learning and Skills Improvement Service's most successful programme, and has helped steer the largest Skills for Life at work programme in the country, which in two years has supported over 6000 people in low-skilled employment across the south east. He continues to inspect for Ofsted.



Speakers

Gordon Keenan

Gordon Keenan commenced employment with the National Housing Federation in Feb 2009. Prior to joining the Federation his career spanned several local authorities and senior roles within the third sector. His primary areas of



activity have included worklessness, enterprise, regeneration, the green economy and financial inclusion. In 2006 Gordon was the recipient of a bursary from the CDFA which funded a study trip, backed by the Federal Reserve to view at first hand the operation & financing of Credit Unions and CDFI's in New York.

As Funding & Partnerships Manager, at the Nat Fed, Gordon's key responsibilities include income generation, programme management and relationship building with a view to promoting collaborative working within and across the sectors key areas of interest. Priority areas of activity currently include the identification of resources to support apprenticeship & pre-apprenticeship training as well as funding to support the financial capability objects of the Federation and the sector as a whole. Gordon currently leads the Federation team within the National FJF Consortium created in 2009 with Groundwork UK & representing over 150+ HA's and Groundwork Trusts.

Graham Duxbury

Graham Duxbury has more than 15 years experience of helping public and voluntary sector organisations reach new audiences and deliver strategic communications and development campaigns. He is currently Director of

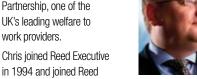


Development at Groundwork UK, the national centre for the Groundwork movement in the UK. His responsibilities include building national relationships and partnerships, generating income, developing national programmes and leading on policy, strategic communications and organisational development.

Graham joined Groundwork UK in 1998, prior to which he undertook a number of communications roles in a national visual impairment charity and for local authorities in East Lancashire and West Yorkshire.

Chris Melvin

Chris Melvin is the Chief Executive of Reed in Partnership, one of the UK's leading welfare to work providers.



in Partnership when it began in 1998. With over 12 years of welfare to work executive experience, Chris is responsible for the performance and strategic development of the company.

During his 14 years with the company Chris has been at the forefront of the group's achievements, which includes supporting over 100,000 people from benefits into work. He has overseen the delivery of all major UK Government welfare to work contracts during his time with Reed in Partnership, including New Deal, Employment Zones and Pathways to Work.

Chris also takes the lead in Reed in Partnership's businesses outside the UK welfare to work arena. He sits on the board for the Business Link contract delivering business support across Yorkshire & the Humber and is Chair of London Brokerage Limited, delivering Train to Gain brokerage across London. Chris also heads up Reed in Partnership's international welfare to work contracts in Australia and Poland.

As a board member of ERSA and of the London Employment and Skills Board, Chris is keen to contribute to policy and industry development.

Debbie Carter

Debbie Carter is a coach, writer and speaker and as director of research at TJ (formerly Training Journal) she initiated the L&D 2020 research project; an on-going project exploring the future of workplace learning with the aim of providing L&D



specialists with insight into their future skill set.

As editor of TJ magazine for nine years between 2000 and 2009 Carter developed and strengthened the magazine's brand through the introduction of workshops aimed at providing valuable CPD for the readership; a successful awards programme and a yearly conference celebrating best practice.

Carter is a member of the Association for Coaching and the European Coaching and Mentoring Council and she believes ardently in the power of the individual. Drawing on over ten years of experience in the learning and development field she uses coaching to improve personal and professional life and has featured in print and on radio.

You can find out more about the L&D 2020 project at www.trainingjournal.com and her approach to coaching at www.debbiecartercoaching.co.uk

Ian Homard

lan Homard is the Director, Workforce Strategy at Lifelong Learning UK (LLUK), the independent employer-led Sector Skills Council responsible for the professional development of those working in career guidance, community



learning and development, further education, higher education. libraries. archives and information services. and work based learning across the UK. LLUK represents the interests of the 1 million+ individuals working in the sector and is the voice of sector employers on skills issues.

Specifically lan leads on the development and delivery of workforce development strategies for the lifelong learning sector in England working with employers, partners and policy makers to improve the skills, performance and professional development of the UK's lifelong learning workforce.

lan has a wide range of senior management experience, including Director of Northwood SRB Regeneration Partnership, Deputy Chief Executive of Steps to Work, a work based learning organisation, and worked as a management consultant with the Qualifications and Curriculum Authority, supporting the development of the 14-19 Diploma Programme. Ian is a Member of the Institution of Economic Development.

Jim Hillage MBE
Director of Research, Institute for
Employment Studies

Jim Hillage, MBE, BA (Cantab.), MSc (LSE), is Director of Research at the Institute for Employment Studies, the independent research centre based in Sussex and London, where he leads the Institute's work on education and training



which includes work-based training and skill development, vocational, further and higher education.

He is able to draw on 30 years' experience of researching into labour market and employment issues from an individual and an employer perspective and evaluating the direct and indirect effect and impact of a range of policy interventions on employers, individuals and intermediaries. In 2007 Birthday Honours he was awarded the MBE for services to skills and training.

He recently led the national evaluation of the Activity and Learning Agreement pilots for the then Department for Children, Schools and Families and worked with the UK Commission for Employment and Skills on the first national strategic skills assessment. His other interests include: employability; the labour market for young people; information advice and guidance; and vocational training.

John McNamara Chief Executive Alliance of Sector Skills Councils

John McNamara joined the Alliance of Sector Skills Councils in January 2009. John was the Chairman of the Federation of Awarding Bodies (FAB), the trade association for vocational awarding bodies, and also sits on the UK



Vocational Qualifications Reform Board formed by the Department for Business Innovation and Skills (BIS).

John has over 20 years of strategic management expertise gained within the financial services sector and holds graduate and post graduate qualifications from the University of Wales, the University of Aston in Birmingham and Ashridge Management College.

Before joining the Alliance John was Chief Executive of the British Institute of Innkeeping (BII), the professional member's organisation for licensed retailers, and the BIIAB, its wholly owned awarding body for licensed retail qualifications. In his role John was a member on the Department for Culture, Media & Sport Industry Advisory Group for Licensing Law and worked closely with other industry groups on a number of projects including the Alcohol Harm Reduction Strategy, and several projects with the Home Office including the Best Bar None initiative.

As Chief Executive, of the Alliance, McNamara, his key role is to ensure that the Alliance is the voice of the UK Sector Skills Councils, promoting the vital point SSCs play across all four nations of the UK.

McNamara says: "My prime aim is to make sure that the Alliance represents its members effectively with UK and the Nations Governments and agencies and the whole range of stakeholders who are involved in the UK skills system. Our members represent the nation's employers in skills matters and, consequently, have unrivalled knowledge of what skills are needed now and in the future. At a time of uncertain recovery skills are at the heart of solving the UK's problems and the Alliance's membership has many of the solutions."

Kayte Lawton
Research Fellow, IPPR

Prior to joining ippr, Kayte worked in research administration at World Cancer Research Fund and Liverpool John Moores University. Kayte has a degree in Geography and a masters in Latin American Studies from the University of Liverpool.



Donald ClarkBoard Member, learndirect

Donald Clark was CEO and one of the original founders of Epic Group plc, which established itself as the leading company in the UK e-learning market, floated on the Stock Market in 1996 and sold in 2005. Describing himself as



'free from the tyranny of employment', he is now a board member of learndirect, Caspian Learning (learning games tool provider), LearningPool (content provider), Brighton Arts Festival, and a school governor.

Liz Bevins Sector Manager (Fngland) Lifelong Learning LII

Liz Bevins joined Lifelong
Learning UK in 2005, working
with employers from the lifelong
learning sector in the north
west and helping to raise
awareness of their critical
importance to the local
economy and social well-being.



Liz now has strategic, England-wide responsibilities for building and maintaining effective relationships and working in partnership with representatives from the lifelong learning sector to maintain an understanding of policy and skills issues across the country.

With a professional background in Careers Guidance at local and national levels, Liz maintains a strong commitment to working with public, private, community and voluntary sector organisations to achieve results and reach out to those who most need and can benefit from that help.

Ron Painter Chief Executive Officer, National Association of Workforce Roards

Ron Painter is the Chief Executive Officer of the National Association of Workforce Boards, assuming his role in July of 2009. Ron was the founding CEO of the Three Rivers Workforce Investment Board in Pittsburgh, where



under his leadership the organization focused on producing labor market research, working with public educators on improved student career information, supporting community leaders in the development of regional benchmarks, and establishing the Regional Workforce Collaborative whose membership includes community colleges, WIBs, employers, labor, and economic development professionals. Before joining the Three Rivers Workforce Board, he worked in Washington, DC, first on loan to the U.S. Department of Labor for the Enterprise Project, and then for the National Alliance of Business. Mr. Painter holds an undergraduate degree in Political Science from Grove City College in Pennsylvania and a Master's in Public





Speakers

Administration and advanced graduate coursework from the University of Pittsburgh's Graduate School of Public & International Affairs, where he served as Adjunct Faculty.

Julie Swan Head of Regulatory Policy, Ofqua

Julie is Ofqual's Head of Regulatory Policy and heads up a team which leads on a wide range of policy developments, including the Qualifications and Credit Framework and access to qualifications.



Her previous roles have included Director of Development with the Quality Assurance Agency for higher education. In this role she led the work to develop the academic infrastructure for higher education, including responsibility for a code of practice for assuring quality and standards, subject benchmarks and the framework for higher education qualifications for England, Wales and Northern Ireland. More recently Julie was head of education for the Law Society of England and Wales where she was responsible for the regulation of solicitors' education and training both before and after qualification.

Laura Overton Managing Director, Towards Maturity

Laura Overton is the Managing Director of Towards Maturity – a not for profit organisation that provides research and online resources to help organisations deliver effective learning interventions at work. Her work is based on 20+ years of



practical experience in implementation and strategy is backed by her independent research over the past 6 years with over 700 organisations and 3000 learners.

Laura is the co- author of 'The Towards Maturity Impact indicator' (2010), 'Driving Business Benefits' (09) and 'Towards Maturity' (07) — three independent studies looking at the effective e-learning practices in the workplace. She is also the author of 'Linking Learning To Business' — one of the first studies with both organisations and learners looking at good practice of successful implementations (Jan 04).

With over 2 decades of experience of implementing learning technologies in the workplace, she works with government policy makers representing employer interests and has contributed to initiatives associated with the UK's Sector Skills Councils, the European Commission and the Becta Harnessing Technology strategy both in her current role and as a member the original advisory board to the Learning and Skills Council

Laura is a Fellow of the Institute of IT training and of the British Institute of Learning and Development and is a popular industry commentator having published over 70 articles and case studies. She sits on the steering committee of Online Educa Berlin and advisory board of ELIG . In February 2010, she was awarded the Institute of IT Training's prestigious Colin Corder Award for services to IT training.

http://www.linkedin.com/in/lauraoverton www.towardsmaturity.org

Mandie Stravino

Strategy and Commercial Director and Deputy Chief Executive, Derby College

Mandie Stravino is the Strategy and Commercial Director and Deputy Chief Executive at Derby College. Mandie has accountability for strategically leading the Learner Journey/ Enrichment, Sales and Marketing, Inclusion and



Business Ventures. Mandie also heads the Strategic Planning function of the organisation, circulating the college's vision and corporate objectives, driving the cross-college, sector and intervention objectives.

Initially joining the Derby College management team in 1998, Mandie progressed through a variety of roles before her recent promotion to Deputy Chief Executive.

Mandie has been dedicated to the education/training sector for the last 17 years, commencing as a lecturer within further education with subsequent experience of both practitioner and management in both the college and the private sector.

Prior to entering the education Sector, Mandie had a successful career in hotel management. Mandie also partners the roles of Director at the Derbyshire training provider Network and governor at her local school.

Joel Featherman Assistant Director, UK Commission for Employment and Skills

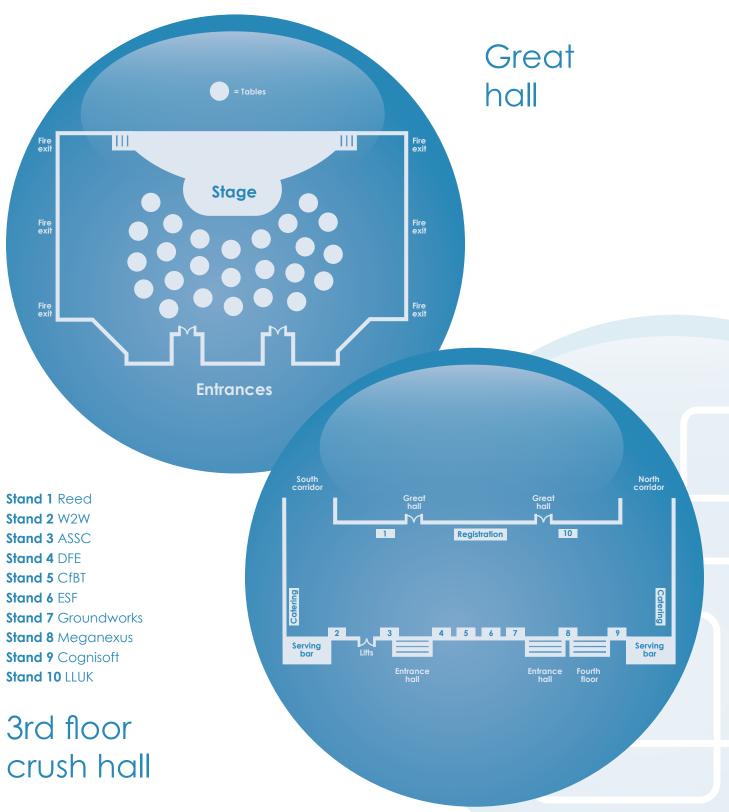
Joel Featherman is an Assistant Director in the Strategy and Performance team at the UK Commission for Employment and Skills, leading the UK Commission's work on the 2010 Review of employment and skills. The 2010 Review



presents an opportunity, particularly in a period of change, to consider what more needs to be done by Governments in partnership with the private sector to ensure that existing local employment and skills services are effective and mutually supportive. Joel joined the UK Commission from KPMG where he trained and qualified as a Chartered Accountant and has significant experience of undertaking financial and commercial assessments and performance improvement reviews. While at KPMG, Joel was seconded to the Prime Minister's Delivery Unit, where he worked extensively with DWP and Jobcentre Plus. Joel has led a number of reviews on the delivery of government's employment policies and programmes including Employment and Support Allowance, Lone Parent Obligations (Income Support) and additional support for jobseekers through the Six Month Offer and Young Persons' Guarantee reporting directly to No 10. Throughout these reviews, Joel has worked with key delivery partners to broker practical solutions to improve the performance of these programmes and increase the number of customers receiving and benefitting from the support available.



Floorplans





Notes



Breaking Work Barriers: Providing Disabled People with Employment Support to Find and Keep Jobs

Date: 11th November 2010

Time: 10.40am-3.15pm (including networking lunch)

Venue: The Commonwealth Club, Westminster

Cost: £225 per place, £175 for two or more places

In July the Coalition Government set out plans to reform the disability employment support sector, launching the Work Choice Programme, set to be implemented alongside the Work Programme in the autumn. With aims to reshape the structure of support for disabled people who work or want to work, the Work Choice Programme will replace current support programmes such as Work Step, Work Preparation, and the Job Introduction Scheme, to provide aid for people with disabilities, enabling them to overcome employment barriers and to find and keep jobs. With the new system set to commence in October, the coming months will be a key time for all stakeholders to react and prepare for the coming changes.

Welfare to Work Reform: Investigating the Implications for All Stakeholders

Date: Thursday, 18th November 2010

Time: 10.00am-4.30pm (including networking lunch)

Venue: Westminster, London

Cost: £225-£395 for one place, dependent on sector (discounts for more than one place)

Recent announcements by the Coalition Government outlining benefit and work programme policy have shown that over the coming year this will be a major area of public service reform and upheaval. Plans to simplify the benefit system and create one universal work programme will have a profound effect on service providers, advisors, and users. The end of Flexible New Deal will mean new contracts, and payment by results will require smarter, more personalised services. With the Government aiming to have the new system in place by next summer, the coming months will be a key time for all stakeholders in reacting and adapting to the coming changes.

Towards Life-Long Skills Development: Reforming Vocational & Work-Based Learning

Date: 8th December 2010

Time: 10.40am-3.15pm (including networking lunch)
Venue: The Commonwealth Club, Westminster
Cost: £225 per place, £175 for two or more places

In July of this year the Coalition Government published "Skills for Sustainable Growth" and professed the aim of putting 'informed and empowered learners and employers at the heart of a responsive and flexible skills system' whilst also announcing that a full strategy would follow in the autumn. But whilst we wait for the coming strategy it is already evident that reform will focus on producing a vocational and work based skills system more centred around learners, and with a greater awareness of the skills needs of employers. This will require strong partnership working and engagement on the part of service providers, employers, and statutory bodies, in terms of information sharing, service design, and funding models.

To view further details on any of these events please visit www.westminster-briefing.com

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