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THE 14 - 19 REFORM CONFERENCE SERIES 2009

SECOND ANNUAL CONFERENCE

Mainstreaming Apprenticeships

BUILDING A NATIONAL SERVICE

Delegate Guide

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BUILDING A NATIONAL SERVICE

Foreword

Dear Delegate,

It gives me great pleasure to welcome you today to the **Mainstreaming Apprenticeships** conference.

One in five young people will undertake an apprenticeship in the next decade. Apprenticeships, involving the private and public sector, are a key component of the government response to developing skills for the future. With employers, colleges, independent providers and funding bodies working successfully together the apprenticeships landscape will be changed dramatically.

At this timely conference you will have the opportunity to network with college leaders, employers, training and senior managers from key stakeholder organisations and consider the latest policy developments, guidance and best practice, funding streams and access to resources.

We are delighted to bring together a number of highly influential speakers including:

Mark Andrews, Chief Executive. NG Bailey and Member of the Apprenticeship Ambassadors Network (AAN)
Vivienne Brown, President, Institute of Career Guidance (ICG)
John Hayes MP, Shadow Minister for Lifelong Learning Further and Higher Education
Graham Hoyle OBE, Chief Executive, Association of Learning Providers (ALP)
Fiona Murray, Senior Policy Adviser, CBI
Raj Patel, Associate Director of Research and Policy, Learning and Skills Network (LSN)
David Way, National Director for Apprenticeships, Learning and Skills Council (LSC)

I trust that you enjoy all of today's contributions and look forward to hearing the discussion.

Yours sincerely,

Marie Clark
Head of Education and Skills Policy
Policy Review

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SECOND ANNUAL CONFERENCE

Mainstreaming Apprenticeships

BUILDING A NATIONAL SERVICE

Agenda

(Subject to change)

09:00 Registration, refreshments and networking

SESSION ONE: SETTING THE SCENE

10:00 **Welcome and introduction from conference chair**
Steve McCormack, Education Journalist

10:10 **KEYNOTE ADDRESS**
John Hayes MP, Shadow Minister for Lifelong Learning Further and Higher Education

10:30 Questions and discussion

10:40 **The context for enhancing apprenticeships**
David Way, National Director for Apprenticeships, Learning and Skills Council (LSC)

11:00 **Panel Discussion: Why apprenticeships matter**
Fiona Murray, Senior Policy Adviser, CBI
Mark Andrews, Chief Executive, NG Bailey and Member of the Apprenticeship Ambassadors Network (AAN)

11:30 Refreshments, networking and exhibition

SESSION TWO: CHALLENGES AND SOLUTIONS – MAKING APPRENTICESHIPS WORK

12:00 **Enhancing employer engagement**
Graham Hoyle OBE, Chief Executive, Association of Learning Providers (ALP)

12:20 **Challenges and opportunities for the apprenticeship system in a downturn**
Raj Patel, Assistant Director of Research and Policy, Learning and Skills Network (LSN)

12:40 Questions and discussion

13:00 Buffet lunch, refreshments and networking

SESSION THREE: MEETING THE NEEDS OF LEARNERS

14:00 **Enhancing the role of guidance**
Vivienne Brown, President, Institute of Career Guidance (ICG)

14:20 **Case Study: Focus on science, engineering and manufacturing**
Neil Smith, Managing Director, Metskill

14:35 **Ensuring capacity and response**
Adrian Holmes, Group Chief Executive Officer, esg. and Director, Association of Learning Providers (ALP)

14:55 Questions and discussion

15:05 Refreshments, exhibition and networking

SESSION FOUR: KEY ISSUES SEMINARS

15:20 Delegates should choose to attend one seminar from the list below. Seminars are designed to be interactive and participatory in nature. Places are allocated on a first-come, first-served basis and are subject to maximum capacities.

1. **Effective delivery and maintaining apprenticeships - hiding the wiring**
   Mark Wood, National Business Development Manager, Edexcel **GRAND HALL – MAIN AUDITORIUM**

2. **Engaging employers - how apprentices can benefit businesses**
   Jon Winter, Chief Executive, S&B Automotive Academy **EMPIRE SUITE - UPPER GROUND FLOOR**
   Paul O'Cain, General Manager, Bus & Coach Service, MAN Truck & Bus UK Ltd

16:20 Close of Conference

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Speaker Biographies

Biographies are shown in the order they appear in the agenda

Steve McCormack, Education Journalist

Steve McCormack, a former BBC News Correspondent, is an education journalist, conference moderator and qualified secondary teacher. He is Consultant Editor of *Teachers* magazine, the DCSF's bi-monthly channel of written communication with its teaching workforce, and he also writes frequently on education and training matters—on the schools, further and higher education landscape - for the *Independent*, the *Guardian* and the *Times Educational Supplement*.

In the past two years, in his writing and conference chairing, he has been particularly engaged with all aspects of the 14-19 agenda, with apprenticeships taking their place as one of the three prongs of the new education and training framework offered to young people.

He retains his contact with the classroom, the teaching profession and the realities of young people's lives by working as an occasional supply teacher in several London boroughs.

David Way, National Director for Apprenticeships, Learning and Skills Council (LSC)

David is currently the National Director for Apprenticeships at the Learning and Skills Council (LSC). In this role he has been overseeing the creation of the National Apprenticeship Service while a permanent Chief Executive has been recruited. Previous to this position David spent nearly four years heading up the Skills Group at the LSC as their National Director of Skills. His focus was solely on delivering the Government's skills strategy. This included the flagship service for employers Train to Gain, Apprenticeships, the introduction of Skills Academies and developing city strategies for employment and skills.

David has considerable regional experience, having worked in London, the South East, South West and West Midlands. He was the LSC's Executive Director in the Black Country, a member of the Regional Assembly and a member of the West Midlands Business Council. His experiences within the education sector are not limited to skills though. He has also been a Governor of both the University of Wolverhampton and a Warwickshire primary school.

Raj Patel MBE, Assistant Director of Research and Policy, Learning and Skills Network (LSN)

Raj Patel MBE is the Assistant Director of Research and Policy at the Learning and Skills Network (LSN). LSN is an independent not-for-profit organisation engaged in delivering improvement and development programmes, research and consultancy in the field of education and skills. Prior to joining LSN he was Director of Policy at Enterprise Insight which ran UK's national enterprise campaign designed to stimulate enterprise culture and entrepreneurial behaviour. His career includes heading up Research and Development at the Neighbourhood Renewal Unit in the Office of the Deputy Prime Minister (now the Department of Communities and Local Government), which was responsible for spear-heading the Government's National Strategy for Neighbourhood Renewal. He has also worked at local and regional level, spending four years at Greater London Enterprise.

Raj is a trustee of the Black Training and Enterprise Group, a Governor at London Metropolitan University and an editorial board member of the Local Economy Journal.

Fiona Murray, Senior Policy Adviser, CBI

Fiona is a Senior Policy Adviser and her areas of responsibility include 14-19 Education, including Apprenticeships and Diplomas. Following her history degree at Cambridge University, Fiona taught history for four years in two 11-18 comprehensives in Northamptonshire and South Oxfordshire, in the latter she was the school's Gifted and Talented Co-ordinator. Prior to joining the CBI, she completed a Masters in Public Service Management specialising in Education at King's College London. In her spare time she is a governor for an inner city primary school in London.

Mark Andrews, Chief Executive. NG Bailey and Member of the Apprenticeship Ambassadors Network (AAN)

Mark Andrews has been Chief Executive of NG Bailey Ltd. since 2004. NG Bailey is one of the UK's largest private businesses with sales of £525m and 4,000 people. It offers a comprehensive range of services to the construction industry and its clients; mechanical and electrical design, prefabrication, installation and ICT solutions – all with lifetime maintenance.

Mark was previously President and CEO of Pirelli Cables & Systems North America, based in Columbia, South Carolina. Prior to that he ran the power construction subsidiary of Balfour Beatty and held senior positions at BOC Gases and Chicago Bridge & Iron Company.

He has a degree in Engineering from Imperial College and an MBA from Cranfield. He is a Chartered Engineer and a Fellow of the Institution of Engineering & Technology, the Chartered Management Institute and the Chartered Institute of Marketing. He is Chairman of the Regional Skills Partnership Board (Yorkshire and Humber) and a member of the Apprenticeship Ambassadors Network, the Advisory Board of Bradford University School of Management and the CBI Construction Council.

Graham Hoyle OBE, Chief Executive, Association of Learning Providers (ALP)

Following an early career working for the Employment Service for over 20 years, (9 years as a full-time trainer), Graham transferred in 1986 to the Training Agency firstly as Area Manager for Devon and Cornwall, then for Gloucestershire and Wiltshire.

Throughout the '90s he was Chief Executive of the Gloucestershire TEC, into which he merged the Gloucestershire Enterprise Agency and Business Link (Gloucestershire) to form The Link Group. He also was creator of the Gloucestershire Development Agency and the 5 County West of England Development Agency, the fore runner of the SW RDA. He was Chair of the TEC National Council's Education and Training Committee, which amongst much else was responsible for the creation of Modern Apprenticeships and what was to become the Adult Learning Inspectorate. He was also a founder of the Guidance Council.

Since 2002 Graham has been Chief Executive of the Association of Learning Providers, representing 450 members, primarily involved with Work Based Learning. In this capacity he is a member of the Skills Delivery Partners, and a whole range of National Steering Groups (eg Train to Gain). Recently he has been taking a close interest in the plans to move to self regulation and is on the Implementation Group set up by Sir George Sweeney, which reported to the DfES Secretary of State in March 2007. He is regularly called on to give evidence at Parliamentary Select Committees. Graham's contribution to skills sector was recognised when he was awarded an OBE for services to training in the Queen's Birthday Honours in June 2008.

John Hayes MP, Shadow Minister for Lifelong Learning Further and Higher Education

John Hayes was educated at Colfe's Grammar School and University of Nottingham, where he graduated with a BA Hons Politics and a PGCE in History/English.

John was elected as Member of Parliament for South Holland and The Deepings in 1997, following 12 years as a Conservative Councillor in Nottinghamshire.

Following his election he was appointed Secretary of the Agriculture Select Committee and Vice-Chairman of the Conservative Backbench Education Committee before becoming a Vice Chairman of the Conservative Party until July 2000. Since then John has been appointed an Opposition Whip, Shadow Minister for Agriculture, Shadow Minister for Local & Devolved Government, with particular responsibility for Housing and Planning and Shadow Minister for Transport. Since December 2007, he has served as the Shadow Minister for Lifelong Learning, Further and Higher Education, and has developed a reputation for assiduously progressing the skills and widening participation agenda.

John is also the chairman of the all party group on disability and secretary of the all party group on brain injury.

Vivienne Brown, President, Institute of Career Guidance (ICG)

In her role as Head of Policy and Strategy, and member of the senior management team, Vivienne has responsibility for developing and "positioning" Careers Scotland's strategies through engaging in policy discussions with Scottish Government and relationship building with prominent national stakeholders. This involves making key connections for Careers Scotland work, knowledge management and commissioning research. She is also responsible for international connections and is a contributor to career guidance developments throughout the world.

Prior to Careers Scotland, Vivienne was Chief Executive of Lanarkshire careers company, and has over 20 years experience in a senior management and leadership role.

A short secondment to the Scottish Government in 2000 enabled Vivienne to contribute to the "shape" of Careers Scotland. A further secondment to Scottish Government in 2005/06 provided the opportunity to contribute to enterprise, social inclusion and educational policies.

Vivienne is currently President of the UK Institute of Career Guidance and is a Fellow of the Royal Society of the Arts. She also chairs the Scottish Guidance Network.

Neil Smith, Managing Director, Metskill

Neil Smith joined Metskill as Managing Director in April 2008. Neil has a wealth of knowledge and experience having come from a broad background in industry including construction services, manufacturing, retailing, and branded consumer products. He also has skills in leading business improvement projects and major change initiatives within complex multi-site organisations.

Prior to arriving at Metskill Neil spent five years working as General Manager at Carillion Training Services – providing training services for mainly the construction industry. During his time at this company he tackled business issues and implemented quality improvements increasing turnover by 75%.

Neil has a solid history of working as a Training & Development Manager for both Scottish & Newcastle and IDV Europe. He was involved in designing and implementing training and development programmes for employees.

As Managing Director of Metskill, Neil's role now involves integrating Metskill into Semta's core operations and developing the newly defined role for Metskill as 'activation' of training and apprenticeships.

Neil Smith graduated from Aberdeen University with a degree in Geography followed by a Postgraduate Diploma in Personnel Management. Neil is also a Chartered CIPD member.

Adrian Holmes, Group Chief Executive Officer, Employability and Skills Group (esg) and Director, Association of Learning Providers (ALP)

Adrian Holmes is a founder of **esg**, a leading supplier of Welfare to Work and vocational skills services. The esg group is a £45m group based in Sheffield with offices across the UK. The workforce of 800+ delivers skills to over 10,000 learners and 5,000 employers, whilst supporting the long-term unemployed into sustainable jobs.

esg is the result of a merger and acquisition strategy born of Adrian's vision to create a new and responsive organisation delivering pre and post employment solutions to meet the needs of the Government, individuals and employers. Adrian has grown the business from £250k turnover and six staff when he joined Sheffield Trainers Limited in 1994 to the national provider that **esg** is today.

Adrian left school aged 16 with few academic qualifications, learning his skills through hands on experience in the retail sector. He is passionate about providing opportunities to young people to access meaningful employment by gaining the skills employers want.

Mark Wood, National Business Development Manager, Edexcel

Mark joined BTEC in 1992 (now part of Edexcel) and has worked in a number of areas including GNVQ Implementation, Finance, Marketing and International.

For the past 8 years, Mark has worked in the Work Based Learning Team developing Edexcel's business with Training Providers and Employers and has been a National Business Development Manager since 2006 with particular responsibility for the development of Edexcel's Apprenticeship offer.

Jon Winter, Chief Executive of S&B Automotive Academy

Jon Winter is Chief Executive of S&B Automotive Academy, a private not for profit Automotive Work based training provider based in Bristol. Jon has been in further education since 1982, he started as a lecturer in light vehicle studies at Soundwell College Bristol.

Jon as an Operations Manager, left teaching in 1997 to become a product development manager for automotive training systems, he worked all over the world, developing training solutions for Industry and further education.

In 2005, Jon became Chief Executive of S&B Automotive Academy, during his time as CEO; the Academy has achieved the much accredited Training Quality Standard. Jon said “The achievement of TQS is an endorsement of the Academy’s dedication to employers, stakeholders and the sector it serves”.

Paul O’Cain, General Manager, Bus & Coach Service, MAN Truck and Bus UK Ltd

Paul O’Cain started his working life as an Apprentice PSV Mechanic with United Automobile Services in Darlington Co Durham, under the National Bus Apprentice Scheme, completing his apprenticeship in 1984 to City Guilds Technician standard. He continued to work at a large central engineering workshop which carried out general repairs and complete overhauls, as was the trend in National Bus at the time. This included full engine rebuilds, along with gearbox, axle and other components on the vehicle's, ultimately presenting them to the Department of Transport for testing prior to re-entering service on the road.

After 5 years experience he was promoted to Technical Advisor for the company which introduced him to the major vehicle and component manufacturers that supplied the bus company at the time, he was also involved with road traffic accident investigation when any of the vehicle's where involved in such an event or near miss, additional responsibilities where added in 1992 when he became responsible for the Health & Safety standards implementation across the company's 12 sites, gaining a diploma in health and safety with NEBOSH.
Paul remained in this position for a further 2 years then he took up the role of Depot Manager, responsible for the maintenance and delivery of service to 103 buses operating out of 2 sites.

In 1996 joined MAN Truck & Bus as a field engineer responsible for customer & product support on buses & coaches in the North of the UK. During that time he undertook manufacturer training courses at the company HQ in Swindon Wiltshire continuing his personal development with additional external training in excel, word and powerpoint, along with company systems training.

In 2001 Paul O’Cain transferred to Regional Manager for Truck and Bus support in the North of the UK, a very similar role but with heavy commercials under his responsibility, an area he was unfamiliar with but gained a vast amount of experience very quickly. From November 2005 he was made responsible for the whole of the UK After Sales Service for the bus division and enrolled on HNC in Business Management, which I successfully achieved followed by HND in the same subject, this has allowed me to further my career to my present position as General Manager for UK Bus Service responsible for customer, technical and product support for MAN Bus & Coach customers in the UK, a roll that also has allowed him to be involved with dealer development in the UK, including training and apprenticeship schemes. Currently he is learning German, the native language of the parent company and shortly will be seconded to the German factory for a short period of time for emersion training.

End

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