



**do you
want more?**

www.gatwickdiamond.co.uk



**welcomes
you to. . .**



**THE BIG
SKILLS
BREAKFAST**

**Address your
skills gaps today
to compete tomorrow**

“Welcome to the Big Skills Breakfast. People are a key asset of any business and their skills are critical to its success and to the growth of the Diamond.

What we ask is that delegates leave committed to play their part in developing higher skills and encouraging enterprise. Inside this booklet, you can read about the organisations which can help you find the training to meet your needs. Make the most of them!”

David Butcher, Gatwick Diamond Chairman

Simon Woodroffe

Simon left school at the age of 16 and spent 30 years in the entertainment business. In the 90s, Simon went into television. He spearheaded the development of television deals to show huge international rock concerts worldwide, including the Nelson Mandela concerts.

In 1997, Simon founded YO! Sushi, a conveyor belt sushi bar. The concept was to make eating a complete entertainment experience and featured call buttons, robot drinks trolleys and Japanese TV.

Simon has most recently appeared on the BBC 2 produced worldwide hit programme Dragons’ Den as one of the formidable panelists, who make and break the dreams of would-be entrepreneurs as they pitch their business ideas for financing.

As a result of being asked to share the story of his entrepreneurial success, Simon has developed a strong reputation on the UK and international public speaking circuit. Simon speaks openly avoiding business cliché and audiences find his story extremely inspiring and a catalyst for their own endeavours, be they in a large corporate setting or working at a start-up level.

Simon is developing new YO! brands including the YOTEL.



Professor Mike Campbell

Mike is responsible for championing and leading the Skills for Business network’s thinking and evidence based on the skills and productivity agenda. He also worked as the adviser to the Leitch Review of UK Skill Needs.

A Fellow of the Royal Society of Arts and an Investors in People Ambassador, he holds a Visiting Professorship of Economics at Durham Business School and was awarded the OBE for services to economic development in the 2004 New Years Honours List.

Prior to joining the SSDA he was Director of the Policy Research Institute, which he founded in 1988, where he specialised in skills and employment issues. He has undertaken work for the European Commission, the OECD, World Bank, DfES, Regional Development Agencies, Learning and Skills Councils and Local Authorities. He is a designated EU and OECD expert.

Mike has published widely in academic journals and professional publications; author of over 100 research reports, he has also written many books – the most recent of which are Learn to Succeed, and Skills and Economic Performance.



Case Study: Rose Homes Group

Rose Homes Group, based at Banstead in Surrey, has found Train to Gain funded training, delivered by East Surrey College, essential in meeting patient care standards and sector legal requirements.

“Very effective and flexible” is how manager Sandy Parr describes the Health and Social Care NVQ levels 2 and 3 programme for fourteen of her staff. The training programme has helped Rose Homes Group maintain high quality standards for care in line with Commission for Social Care Inspection regulatory requirements. The training is also very easy to arrange, “I just need to pick up the phone” says Sandy. “It has helped build up the home’s reputation, and the fact that it is free has been very significant: as a charity, the more we save, the better.”

For East Surrey College NVQ assessor, Chris Robinson, the aim is to deliver high quality training with no disruption to the business. With 16 years of care experience, Chris knows the practicalities and challenges of running a care business: “Training is done through mutual agreement, and to fit in with working shifts, so it is totally flexible.”

Rosemary Price, who works at one of Rose Homes Group’s care homes, has found the Train to Gain programme an excellent experience. “It’s very helpful, I understand more.” Having worked in care homes for many years, she says “It’s a brilliant idea – everything is there to learn. I’ve really enjoyed it – it’s so worthwhile.”



Central Sussex College

Training programmes that can be delivered flexibly to cope with business demands are essential if you are to maintain a strong commitment to staff development.

Employers can access a complete range of training solutions through Central Sussex College, whose Skills Advisers can help to identify the areas where skills deficiencies exist and develop job-specific programmes to address gaps and help drive business improvements.

The College can provide or create the training solution to meet your need.

For more information: go to www.centralsussex.ac.uk or call 0845 1550043



East Surrey College

We have developed our unique Focus to Work programme to help employers get the most out of their staff.

- Provide your employees with the skills they need
- Create new ideas for your business
- Help you get the most from your staff
- Improve customer relations
- Maximise your business systems
- Reduce staff turnover
- Improve your efficiency levels

To book a visit from a Skills Adviser or for more information: call 01737 788316 or email employerservices@esc.ac.uk





Crawley Borough Council makes the Pledge

Crawley, at the “heart of the Gatwick Diamond”, is one of the South East region’s major economic hubs and a driver of the West Sussex economy.

Investing in a well-trained and skilled workforce is vital to the continued success of individual businesses in Crawley and across the Diamond as a whole. In recognition of this Crawley Borough Council, a major local employer will reinforce its commitment to staff development by signing the Skills Pledge at today’s event. As well as a public declaration of the investment the council is prepared to make to their staff, signing the Skills Pledge will help secure the advice and support available to all employers who know that any business is only as good as the people they have.

To find out more about making a Skills Pledge visit the Train to Gain stand.

There are eight local authorities that support the work across the Gatwick Diamond area, to get in touch with your local council and find out what they are doing to support your business and the economy in your area visit the Gatwick Diamond website for contact details.

www.gatwickdiamond.co.uk



Case Study: Parafix Tapes & Conversions Ltd



Parafix Tapes & Conversions Ltd – the Lancing-based self-adhesive materials converter – recently scooped two top awards at the Sussex Business Awards including the Learning Pays! title which is awarded to the business with the most outstanding people development achievement in Sussex.

A family oriented company with a turnover of £10 million, Parafix has an 80-strong team and an important objective to continue to upskill its workforce. The company has benefited from the Train to Gain service with many of its employees undergoing training with local colleges.

Michael Punter, managing director at Parafix, explains: “We are totally committed to our team acquiring the skills to be the very best they can be at their profession, and this goal is something we support wholeheartedly, assisting them through mentoring, training courses and funding.

“We have been delighted by the service Train to Gain has provided. Skills brokers have helped us recognise our skills gaps and produce a training needs analysis. From this they have helped us find the very best value-for-money training providers. As a result we have enjoyed real process improvements in both manufacturing and customer service.”



Gatwick Diamond: Surrey Economic Partnership

As Surrey Economic Partnership (SEP), our primary role is to provide strategic leadership for the county in driving forward sustainable economic growth and bringing about changes where necessary to overcome the obstacles to success.

The overwhelming expectation of all our partner organisations is that SEP will work on the side of business to help align public policy, services and activities with the needs of the economy. We want to contribute to develop Surrey's successful economy in a sustainable way, through smart growth, innovation and investment.

**For more information: go to
www.surreyeconomicpartnership.org**



surrey economic partnership



Gatwick Diamond: West Sussex Economic Partnership

West Sussex Economic Partnership (WSEP) is a business led partnership bringing together private, public and voluntary sectors to speak as the voice of the economy and act as a bridge between policy development and the business community.

WSEP is one of 13 recognised Partnerships across the South East working closely with SEEDA, GOSE, West Sussex County Council (WSCC) and the seven local district and borough councils to improve the economic performance of the area whilst preserving and improving the quality of life across the county.

A key aspect of the work of the Partnership is to engage the business community across the Gatwick Diamond and influence key policy and investment decisions that will make a real difference to the local community. To support this work WSEP has an active communications and events programme.

**To find out about becoming involved: go to
www.wsep.org.uk or call 01243 382255**



**WEST SUSSEX
ECONOMIC
PARTNERSHIP**

CADIA

CADIA has been representing companies and organisations in the Gatwick Diamond for 50 years, helping to influence local and central government; it is run by its members for the members and is financially and politically independent. Lobbying is carried out at national, regional, county and borough/district level; recent issues have included transport, the proposed university campus, National Identity cards and the future of Manor Royal. Furthermore, if members have a specific issue we will look to see how we can support them.

As well as being the voice of the local business community, CADIA promotes development opportunities for members, helps retain the area's skilled workforce and encourages inward investment. It also acts as a source of information and advice on local and national issues and to make representations on behalf of the membership.

Events and networking opportunities include monthly members meetings, SPEED Networking, Learning Events, 'Key Issue' meetings and MD Lunches. CADIA's 'Update' magazine is published bi-monthly and its Business Directory annually.

**For more information: call 01293 440088
or email info@cadia.org.uk
www.cadia.org.uk**



Train to Gain

**Independent, impartial advice on skills
needs and training**

Train to Gain provides impartial, independent advice on training to businesses; helping to improve your business productivity and competitiveness by ensuring that employees have the right skills to do the best job. Qualified and experienced Skills Brokers provide a free Organisational Needs Analysis to help you identify what skills your business needs to succeed, the training solutions available and what funding you can access.

Visit the Train to Gain stand to meet Skills Brokers for advice on training and funding and collect your money-off training voucher.

Train to Gain can advise on:

- Training and development
- Leadership and management
- Skills Pledge
- Apprenticeships
- Basic literacy and numeracy
- English for Speakers of Other Languages (ESOL)
- Recruitment and selection

**For more information: call 0845 751 2288
or email info@traintogainse.co.uk**



Business Link

Got a great idea for starting a business? Maybe you've just started one? Or have you been going for a while but need some help with a challenging business issue? Whatever your business stage, whatever the issue, Business Link can help.

We provide the information, advice and support you need to start a new business or maintain and grow an existing business. Rather than providing all the advice and help ourselves, we put you in touch with a range of experts from across the private, public and voluntary business support sectors.

How Business Link can help:

- We have business advisers on hand to help you identify your key business needs and issues, and recommend a solution
- Face-to-face – Take the opportunity to set up a free face-to-face consultation with an adviser
- Over the phone – Our Business Advisers are ready to answer your business questions
- On the web – Our website offers a wealth of free information and advice 24/7
- By email – Keep up-to-date with the latest issues affecting your business by subscribing to our Information Service

If you'd like to know how we can help you:
call 0845 600 9006 or visit
www.businesslink.gov.uk/southeast



Sussex Newspapers

Business Matters is a monthly publication which aims to engage with the region's business community with an audience reach of more than 70,000. The paper is published monthly in the Crawley Observer, West Sussex County Times, Mid Sussex Times and made available at key business locations.

Business Matters focuses on both local and national business news, and has a number of well-respected columnists who give advice, comment and provide a unique insight into the region's economy. We have a passionate team of journalists who work hard to provide quality editorial. We are now the first port of call for local firms with a story to tell. It's great to feature local success stories and we do all we can to promote innovation and boost the local economy.

Business Matters is a way to promote and get your business message or event across to a large business audience within the region.

For more information:
call 01293 845075

Business
MATTERS



Case Study: Sussex Sign Company

When Sussex Sign Company boss Norman Mayhew needed NVQ training for his apprentice sign makers, he soon realised there was a gap in the market for this type of specialist training provision. After failing to find a college which offered such a qualification, he began to give up – until a chance meeting with someone from Central Sussex College who was more than happy to help.

Norman said: "I spent eight years trying to locate specialist formal training for my apprentice sign makers, mostly through my local providers, and drew a complete blank. Meeting Gill Timlett from Central Sussex College at a Sussex Enterprise event changed everything - she had a 'can do' attitude and straight away asked me how the College could help."

In total, seven of the company's employees are undertaking a work-based Level 2 NVQ in Sign Making, with funding provided by the Train to Gain service. Employer Services team member Joanne Fowler said: "Through Train to Gain Norman's company has been able to access the exact training his employees need. It's a valuable addition to the range of products and services we already offer, and the free training needs analysis carried out at the start of the process gives the employer the ability to see exactly what training is needed to prevent their competitors from moving ahead."

After an initial meeting with the company, which employs 15 people, Joanne sourced an appropriate assessor who could visit Norman's employees in the workplace on a flexible basis, so that training would have little impact on the company's staffing levels. The course covers various aspects of sign making and is delivered solely in the workplace, with the assessor visiting every six weeks. All seven candidates, who are based at the Newhaven office, are on target to complete their NVQs within a year and Norman hopes to roll out the scheme to the company's second premises in Hove. Norman said: "This makes us the only company in the South East to offer our employees NVQs in sign making and this will not only be of massive benefit to the individuals undertaking the course, but also to the company as a whole."

