



London East
2003-2005

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Workforce Development Action Plan
Retail



Learning+Skills Council
London East

Action to 2003

We have:

- invited proposals for providing a pilot mentoring service to retailers in one of our boroughs, and
- asked Redbridge College to develop a management skills programme attracting 20 to 30 SME retailers, with the college and learndirect responding to any extra needs.

We are working:

- jointly with Skillsmart to produce a set of guidance notes designed to help small and medium-sized businesses develop. We will produce each set of notes in five minority languages.

Action for 2003-2005

<p>Increase understanding of the labour market and employers' needs and increase partnership working</p>	<p>Partner organisations</p>
<p>We will:</p> <ul style="list-style-type: none"> • begin consulting with town centre managers in the London East boroughs to make sure that London East's plans are linked with their own. 	<ul style="list-style-type: none"> • Business Link for London • Chambers of Commerce • Town Centre Managers
<p>Raise the profile of the sector and the learning opportunities available</p>	<p>Partner organisations</p>
<p>We will:</p> <ul style="list-style-type: none"> • work closely with the Connexions Service, IAG¹⁸ Partnerships and all learning providers to show clear entry routes and career paths for school leavers. 	<ul style="list-style-type: none"> • Schools • Further education colleges • Higher education institutions • Connexions Service • IAG Partnerships
<p>Develop accreditation and benchmarking opportunities</p>	<p>Partner organisations</p>
<p>We will:</p> <ul style="list-style-type: none"> • consult with the QCA and the awarding bodies to develop further workplace assessed qualifications which are relevant to industry needs. <p>Specific action includes:</p> <ul style="list-style-type: none"> • Benchmarking against retail occupational standards – in our funding prospectus we have invited bids for "a project to develop a sustainable template for training and development requirements to enable SME retailers to benchmark current skills and knowledge against the retail occupational standards". A budget of £75,000 has been set aside for applicants to deliver an employer-based network, carry out 50 training needs analyses and make sure 10 learners have training plans leading to NVQ achievements. 	<ul style="list-style-type: none"> • Skillsmart • Qualifications and Curriculum Authority (QCA) • Awarding bodies • SME networks

<p>Increase the capability of staff and prospective staff in the sector</p>	<p>Partner organisations</p>
<p>We will:</p> <ul style="list-style-type: none"> • use the Small Firms Initiative to accelerate the take-up of Investors in People (IiP) in the sector • work towards a target of 10% more employers achieving IiP by 2005 • encourage the use of Training Needs Analysis to identify specific staff needs in the sector, and • support post-16 and workplace learning by encouraging the take-up of 50 MAs and 150 NVQs at level 2 or equivalent. 	<ul style="list-style-type: none"> • Business Link for London
<p>Increase the employment capacity of the sector</p>	<p>Partner organisations</p>
<p>We will:</p> <ul style="list-style-type: none"> • identify and promote 'good practice' ambassadors in the sector to encourage improved career guidance, and • develop and circulate a series of 'good-practice' case studies to stimulate recruitment and business start-ups. 	<ul style="list-style-type: none"> • Skillsmart • IAG Providers • Connexions Service • Skillsmart • Business Link for London
<p>Improve participation in learning. Encourage greater diversity in the sector's workforce</p>	<p>Partner organisations</p>
<p>We will:</p> <ul style="list-style-type: none"> • support employers in their efforts to give their staff the basic business skills needed to develop their businesses and the careers of individuals. <p>Specific action includes:</p> <ul style="list-style-type: none"> • Basic Skills and ESOL in the workplace – in our funding prospectus we have invited bids for a project to provide support to improve the skills of people in key sectors including retail. A budget of £750,000 has been set aside for applicants to deliver capacity-building support to clusters of training and assessment providers. We expect this to lead to employees achieving either NVQ 2 or 3 qualifications or other QCA recognised awards. We also expect to support 50 organisations through capacity-building. 	<ul style="list-style-type: none"> • Schools • Further education colleges • Higher education institutions • Basic Skills Agency • London Development Agency



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