E3
WORKSPACE GROUP
COMMUNITY INVESTMENT STRATEGY

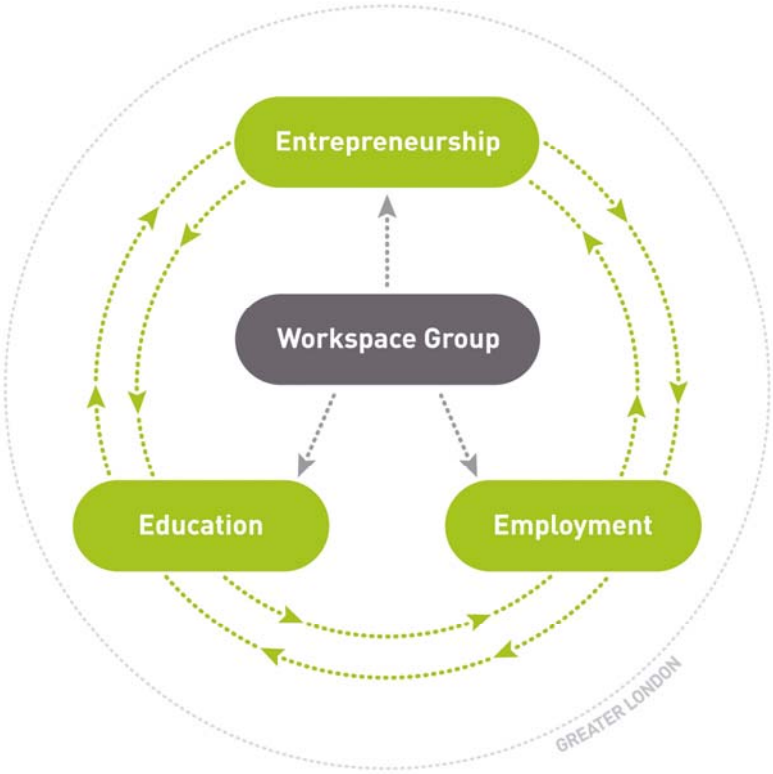
E3 is Workspace Group's community investment strategy enabling engagement between:
education, employment and entrepreneurship

Workspace Group

WORKSPACE GROUP'S E3 STRATEGY

1. Introduction

- E3 is Workspace Group's community investment strategy.
- By engaging with its customers, local communities, and young people, Workspace enables employment, education and entrepreneurship, all of which contribute to a healthier London.
- A healthy entrepreneurial London of the future is a healthy Workspace Group.
- Indeed, by rooting our community investment strategy within education and the career development of tomorrow's entrepreneurs, the fostering nature of our service is highlighted.
- Fundamentally, E3 underpins Workspace Group's position as the home to the entrepreneur.



2. Rationale

- To contribute towards the strengthening of links between education and employment.
- To enable a larger contribution of our individual business centres towards their local communities.
- To create E3 as a point of focus for Workspace's community investment strategy.
- To enforce our positioning as the home to the entrepreneur.
- To deliver numerous business benefits – see page 4 for more detail on this.
- To package up all these activities and apply for BITC's new award, 'The Community Mark' which recognises excellence in community investment.

3. Tactics

- By partnering with the following organisations and by opening up the channels between them and our customers we can engage and help a variety of age groups and educational levels.

	Organisation / Initiative	Length of Activity	Target Demographic
CORE ACTIVITY PARTNERS	Cricket Foundation – Street League Tournament	tbc	Under 14s
	GLA – Work Inspiration (Entrepreneur Shadowing)	1 wk	Year 10 Pupils
	STEP – Summer Placements	3 mths	Under-graduates
	Training For Life – Future Jobs Fund	6 mths	18 – 25 yr olds
	London South Bank Univ. – KTPs	24 mths	Graduates
TRIAL PARTNERS	Business In The Community – Their 'Mayday Campaign' encourages pro-action on sustainability.		
	Design London – Think Tank aimed at supporting innovative, young entrepreneurs.		
	Business Growth Partnership – 'helping ambitious owner managers to create the future they want for their businesses and themselves'		
	SLIP (Connect London) – Supporting business development, growth and innovation.		
	Hoxton Apprentice – Catering / training college for the unemployed		

4. Costs

- For every new letting during the financial year Workspace Group will donate £5 towards E3 which will facilitate various promotional and catering costs for co-hosted events.
- This structure means that E3 is a focused, self-financing community investment strategy.
- E3 also gives the following in kind: space, manpower, and nurtured alliances with appropriate organisations.

5. Activity Detail / Business Benefits / Next Steps

Organisation / Target Demographic & Activity Description	Rationale	Business Benefits	Status Quo / Next Steps	Supporting Docs
Work Inspiration / BT / GLA Year 10 / 14yrs+ • Entrepreneurs within Workspace centres are shadowed by year ten pupils from local schools.	• 62% young people in UK aspire to running their own business • Today's employment opportunities today not covered by conventional education • By shadowing entrepreneurs students gain invaluable insight into what it takes and experience a work inspiration rather than work experience.	• Increased profile within local communities • Workspace customers assisted in achieving their own CSR objectives • Workspace customers enjoy networking and promotional opportunities • Generates positive press coverage • Creates awareness of Workspace among entrepreneurs of tomorrow	• Ran successful pilot with BT in April 2010 • Have submitted proposal to GLA for larger annual roll-out	• Appendix 1: key statistics • Appendix 2: pilot review • Appendix 3: partnership proposal
London South Bank Univ. KTPs Undergraduates / post-graduates • LSBU perform road shows in WSG centres promoting benefits of the KTP scheme.	• The govt offers businesses grants to facilitate a knowledge transfer partnership • Under / post grads are placed in work whilst allowing the company taking part access to the university's knowledge and expertise.	• KTPs can help WSG customers to grow and prosper • Augments our overall CSR performance • Increases WSG's profile within public sector and university's contacts	• LSBU have performed 7 road shows in 7 centres this FY. • There are 8 more scheduled before the end of March 2011 • 3 KTPs currently running in WSG centres	• Appendix 4: promotional poster • Appendix 5: bill run flyer (includes case studies)
Training For Life Long-term unemployed young **people** • Training For Life perform road shows similar to LSBU promoting benefits of the 'Future Jobs Fund'	• FJF is a £1 billion government fund for creating sustainable jobs for long-term unemployed young people.	• WSG customers can receive invaluable help at little cost • Opens up dialogue on collaborative café projects in Workspace centres • Augments our overall CSR performance	• 'TFL' have completed 2 road shows already this year • Scheduled to visit 1 centre a month until March 2011. • Continue discussions on catering college / café idea.	• Appendix 6: promotional poster • Appendix 7: promotional flyer
STEP Programme **Under-graduates** • Summer placements	• STEP offer companies subsidised placements for summer cover. • Students gain invaluable experience and companies receive assistance during the summer without having to employ any full or part-time staff.	• Summer placements can help our customers through difficult times of being on leave • Augments our overall CSR performance	• Previous years have seen Shell STEP visit numerous WSG centres. • After re-branding STEP plan to visit numerous WSG centres during 2nd half FY2010-11	• n/a
The Cricket Foundation Under 14s • Cricket tournament for local kids co-hosted by Cricket Foundation and Workspace Group	• Involvement with cricket encourages key life skills and builds confidence. • Enjoyment and discipline encourages positive behavioural changes in young people. • Schools in areas of this level can't finance projects like this.	• Increases company profile within new business and media sectors • Enhances Workspace's profile within key local communities • Generates positive press coverage	• Cricket Foundation have submitted proposal • Next steps are to review proposal, and construct a plan / timescale for running the tournaments.	• Appendix 8: project proposal

APPENDICES

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Appendix 1: Key Statistics - The World is Changing (available from BITC)
http://www.youtube.com/watch?v=Gqw-n0uAOpA

Our world is changing fast.

- **By 2020 there will be 3 million fewer low skilled jobs in Britain than there are today.**
- **Over 40% of all jobs in 2020 will require a graduate level qualification.**
- **The top 10 jobs that will be in demand in 2010 did not exist in 2004.**
- **Today's learners will have more than 10 jobs…by age 38.**
- **We are currently preparing students for jobs that don't yet exist.**
- **According to the BBC, a blog is created every second.**
- **1.4 million UK pupils have their own web page.**
- **9 out of 10 teenagers have a home computer, a mobile phone and a console.**
- **Less than half of the teachers in the country have ever played a computer game.**

Meanwhile…

- **In the new global economies skills are rising, aspirations are rising, competitiveness is rising**
- **Today more than 220 of the world's biggest companies have their IT operations based in India.**
- **China's high tech exports grew from $10bn in 1996 to over $200bn in 2006**
- **And their 5 year plan is to move from a 'Made in China' to a 'Designed in China' economy.**
- **From 2001 to 2020 China's postgraduate population will increase x 3**

So where does Britain stand today?

- **Half of our workforce today is not qualified beyond level 2, the equivalent of five good GCSEs**
- **1 in 6 adults lack the literacy to look up a plumber in the Yellow Pages.**
- **Almost 16% of 18 year olds are NEET – Not in Education, Employment or Training**
- **1.8 million children live in workless households.**
- **Britain has slipped to 17th for reading and 24th for maths at secondary school level, among OECD (Organisation for Economic Co-operation and Development) countries**
- **Over 70% of post-graduate students studying STEM (science, technology, engineering and mathematics) subjects in the UK are from overseas**
- **Running a business is the top career choice for 62% of young people.**
- **64 per cent of young people said they learn best outside the classroom**

So where's the opportunity for Britain?

- **We have the largest creative sector in the EU with 2 million people's livelihoods coming from the creation of ideas, images, symbols, design and cultural expression.**
- **We file more trademarks per capita than any other G8 country**
- **UK has a 12% share of citations in leading scientific journals, 2nd in the world after the US**
- **We have 4 of the world's top 10 universities.**
- **New manufacturing is on the rise... we'll need 324,000 more scientists and engineers by 2014.**
- **Maths A-level entries are up 15% since 2007**
- **Many of today's graduate courses did not exist 10 years ago…e-business, nanotechnology, supply chain management, 3D design, recycling technology, new media, geomatics**
- **Apprenticeship numbers have more than trebled in 10 years to over 100,000 with plans to almost double again by 2020**
- **Talent, skills and creativity were once a key lever for prosperity ...they are now the key lever**
- **Nearly 500,000 young people will be entitled to a work experience this year. For many it's the first experience of the world of work they'll have....**
- **We're preparing students for a world that is changing fast…**

Turn Work Experience into Work Inspiration!

Appendix 2: Work Inspiration Pilot Review

Work Inspiration Federated Pilot

Harry Platt, Chief Executive of the very successful **Workspace Group** was so inspired at The Big Conversation when he heard that 62% of young people want to one day run a small business that he immediately teamed up with **BT plc** to Pilot a **Federated Model** for Work Inspiration. This trialled how smaller organisations could be supported by a large one to jointly offer a higher quality, more inspirational work experience for young people. Workspace brought together 20 different small innovative entrepreneurs that operate within Workspace Group's business centres. Workspace has over 100 centres providing accommodation for 4,000 small and medium sized enterprises in and around London.

BT acted as the Host and organiser to recruit and brief the 20 young people who spent the opening and closing days in **BT** Before sending them out to for a few days working with the different Entrepreneurs.

The BT days were used to go through the 3 Work Inspiration Insights as well as doing various fun employability exercises with BT graduates and other employee volunteers.

After the week, 75% of the students felt more confident and motivated in school as a result of the Work Inspiration activities. 75% of the Employee volunteers also felt it was a good use of their time and were able to have meaningful conversations with the students about the workplace.

> ***"I know from talking to the students how much they appreciated the opportunity to work with real employers to carry out real tasks. Our students felt they were being treated as equals and that this motivated them to work as hard as possible to repay the trust that the employers showed in them."***
>
> ***Headmaster***

Enthusiastic to inspire more young people and to ensure a truly motivational Work Experience **BT plc** has pledged 3000 work inspiration places for young people and following the successful Pilot is using the material to roll out a nation wide programme to deliver this.

What made work experience Inspirational?

What young people really valued from work experience was:-

- Getting to know themselves better and discovering where their natural talents and skills lie,
- Finding out more about roles available in the workplace and how people build their careers, and
- Doing some real work in a proper working environment

Why it needed to be more inspirational than traditional work experience

For Yr10 pupils (aged 14/15) this will be their first experience of the world of work and it is a critical age to inspire them and increase levels of attainment and participation rates. It helps bring the curriculum to life by showing how subjects are applied and valued in the workplace.

Feedback from students was that they got nothing from a traditional placement where they had to merely watch an adult working or do menial tasks.

The Business community need to do more to motivate young people to do well and stay committed to their studies and change these statistics.

- Half of our workforce today is not qualified beyond level 2, the equivalent of five good GCSEs
- 64 per cent of young people said they learn best outside the classroom.
- Almost 16% of 18 year olds are NEET – Not in Education, Employment or Training.
- Over 70% of post-graduate students studying STEM (science, technology, engineering and mathematics) subjects in the UK are from overseas.

The materials and model are available for anyone wanting to replicate this model.

Appendix 2 (contd): Work Inspiration Pilot Review

The Federated Model

What makes a good Federated organisation?

1. Any organisation which is a leader in its industry or is an aggregator organisation,
2. With access to, or representing a community of smaller ones or even a large organisation with a number of smaller internal divisions, and
3. Willing to organise Work Inspiration to include smaller companies to reduce the burden on them so they can participate.

What makes a good community of smaller organisations?

1. Being in the same location or in close proximity – e.g. a Business Park/ a retail centre/
2. Having enough resources to include a student even if the unexpected happens.

How BITC can help?

Use the templates on the BITC Website http://www.workinspiration.com/ including

- Federated Framework and checklist
- a customisable Student Handbook which incorporates the 3 Insights,
- Opening and Closing presentations and video
- Briefs and flyers for schools and Small businesses.

(Due to be placed on the site shortly)

Business in the Community

Appendix 3: Work Inspiration Annual Roll-out Proposal (with the GLA)

1. Background – The Issue

- A large gap currently exists in the UK between education and employment.
- Despite the lack of preparation young people experience for the modern world of work, **62%** aspire to running their own business.
- The education available today does not fully apply to the reality of the job market.
- See p.2 for key statistics relating to this situation (also available on Youtube).

2. How the GLA and Workspace Group's 'Work Inspiration Week' Responds

- Work experience currently is considered to be both a chore for the organisation involved and at the same time is unexciting for the student (e.g. six weeks of photocopying or data entry for a large corporate).
- Work Inspiration aims to make work experience exciting and genuinely beneficial.
- Workspace Group houses 4,000+ entrepreneurs throughout London, many of whom are at the forefront of innovation.
- By placing year 10 students with real-life entrepreneurs, shadowing them for a week, we can offer young people in London an invaluable insight into what it takes to run your own business.

3. Who

- Trial run will incorporate 3 Workspace business centres in Lambeth, Islington and Kensington & Chelsea – these being Canterbury Court, Leroy House, and Westbourne Studios.
- Each business centre will be partnered with a respective school local to that community.
- Workspace will secure 10 placements at each centre (30 Work Inspirations in total).

4. When

- First practical opportunity is the October half-term.
- Summer holidays present more time slots, as do the spring and summer academic half-terms.

5. Schedule for the week

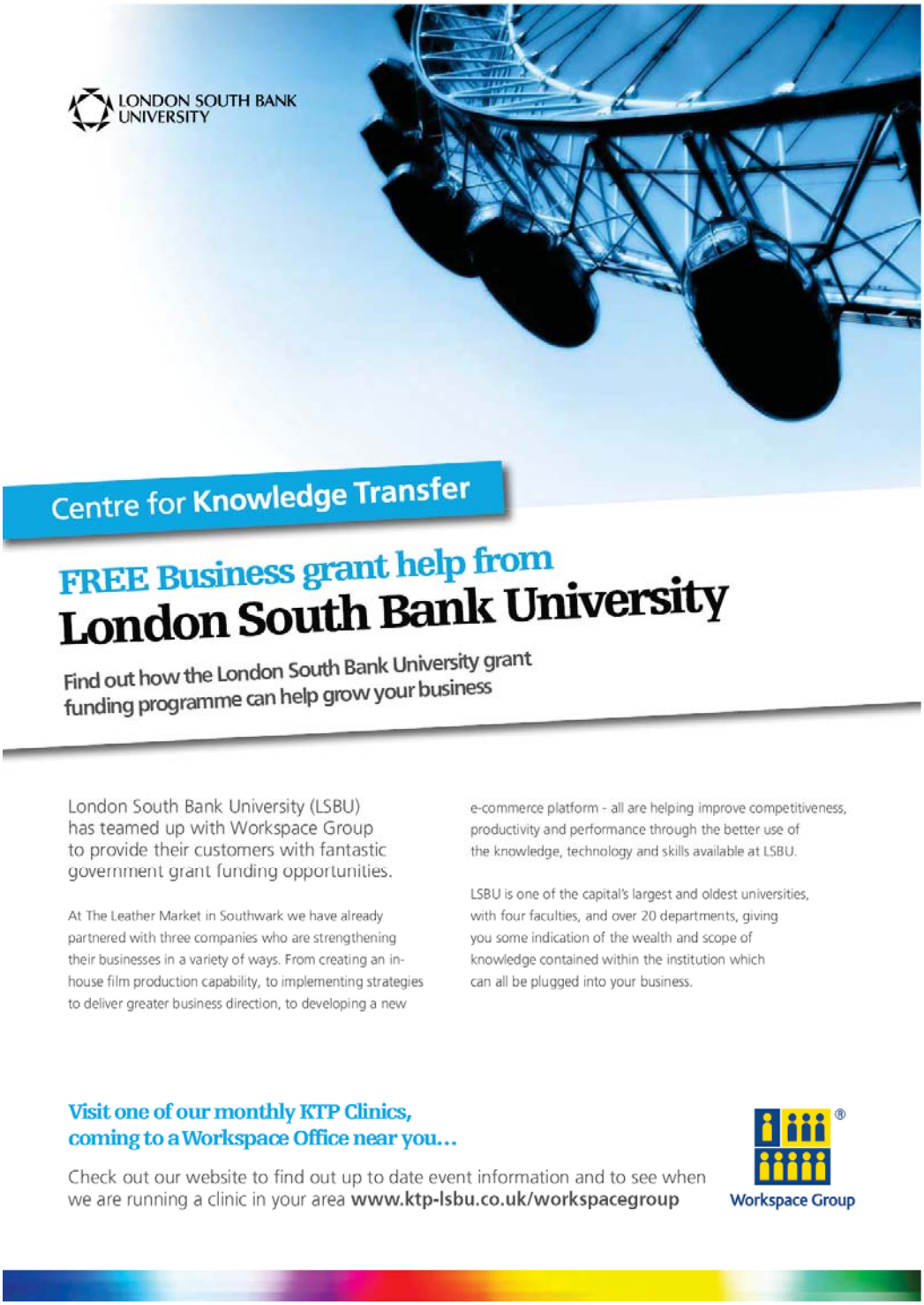
Day 1 (Monday pm)	'Welcome To Work Inspiration' All participating companies and people to attend welcome presentation at Westbourne Studios (GLA / Workspace & BITC to attend)
Day 2 (Tuesday all day)	Students with entrepreneurs
Day 3 (Wednesday all day)	Students with entrepreneurs
Day 4 (Thursday all day)	Students with entrepreneurs
Day 5 (Friday pm)	Wrap-up event hosted by the GLA at city hall – (involves far wider invitation list than Day 1)

6. Annual Opportunity

- Based on success of the trial, we would look to run this annually with the number of schools, businesses and students growing incrementally.

<u>Appendix 4:</u> London South Bank University KTPs promotional poster example

Appendix 5: London South Bank University KTPs bill run flyer



LONDON SOUTH BANK UNIVERSITY

Centre for **Knowledge Transfer**

FREE Business grant help from London South Bank University

Find out how the London South Bank University grant funding programme can help grow your business

London South Bank University (LSBU) has teamed up with Workspace Group to provide their customers with fantastic government grant funding opportunities.

At The Leather Market in Southwark we have already partnered with three companies who are strengthening their businesses in a variety of ways. From creating an in-house film production capability, to implementing strategies to deliver greater business direction, to developing a new e-commerce platform - all are helping improve competitiveness, productivity and performance through the better use of the knowledge, technology and skills available at LSBU.

LSBU is one of the capital's largest and oldest universities, with four faculties, and over 20 departments, giving you some indication of the wealth and scope of knowledge contained within the institution which can all be plugged into your business.

Visit one of our monthly KTP Clinics, coming to a Workspace Office near you…

Check out our website to find out up to date event information and to see when we are running a clinic in your area **www.ktp-lsbu.co.uk/workspacegroup**

Workspace Group

Appendix 5 (contd): London South Bank University KTPs bill run flyer

Knowledge Transfer Partnerships (KTP) are government funded programmes designed to help businesses, charities, not-for-profit organisations and the public sector maintain competitive edge, inspire innovation and improve growth. LSBU has developed an impressive KTP portfolio and have collaborated with over 100 companies, from a variety of sectors and industries, helping these organisations develop comprehensive technology and business solutions, and to propel themselves towards new levels of success. Today LSBU is the leading KTP Knowledge base partner in Greater London and ranks in the top 3 UK wide.

Case studies from KTP Projects with Key 20 and Tangram Architects from The Leather Market

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Tangram Architects

Shaking the foundations of success

Whilst having a reputation as a "safe pair of hands" is an honourable and respected quality to have when you run a successful architectural firm it can also mean a reluctance to push the boundaries and shake up the competition. The attitude at Tangram Architects is set to change as they embark upon a new era with a KTP project at LSBU.

After 20 triumphant years in trading, Tangram recognizes the need to review its current market position and long-term business plan. To date the healthcare industry accounts for more than 95% of the company's income and although Tangram has now developed a more than comprehensive knowledge of the healthcare sector they now need to focus on seeking out new commissions. The desire to grow the business and evolve from their current position has led to Tangram looking to their local University for help!

"The practice is ready and willing to explore and embrace new visions inspired by the expertise at LSBU. We expect the legacy of this project to set the framework for a business plan that will be replicable in years to come," says Paul Mercer, company Director at Tangram.

LSBU Marketing and Strategy academic, Mikko says "this is a very exciting time for both Tangram and the University; we can exchange good practice in both industry and academia to produce a great project with outstanding results."

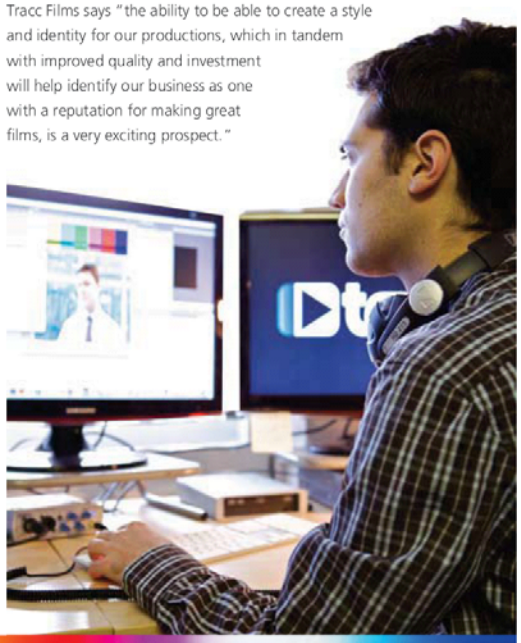
Key 20

Love Film... Love Business

Considerable demand for web-hosted video has presented Key20 Media with a need for a new business strategy. To develop a corporate film production capability that is set to be the biggest income generator for the entire business.

The KTP project has enabled the company to significantly reduce costs through less reliance on 3rd party suppliers, increasing investment in the business, ensuring better quality control and giving them the opportunity to become even more competitive. "Key20 used to outsource all post production which meant we had less creative control and were not as flexible as we would have liked. We wouldn't have had the knowledge, money or facilities to bring this all in house without the mechanism of the KTP," comments Philipp Figueroa, KTP Associate.

Jacqueline Yenko, Head of Events and Film Production at Tracc Films says "the ability to be able to create a style and identity for our productions, which in tandem with improved quality and investment will help identify our business as one with a reputation for making great films, is a very exciting prospect."



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Centre for Knowledge Transfer

LONDON SOUTH BANK UNIVERSITY

<u>Appendix 6:</u> Training For Life promotional poster

CAN THE FUTURE JOBS FUND HELP GROW YOUR BUSINESS?

Did you know that the Government will part fund a six month work placement in your company?

Training for Life in conjunction with the Department for Work and Pensions has created a comprehensive and simple work placement opportunity that will manage the process from start to finish, sourcing the right candidate, managing payrolls and providing training and mentoring.

Workspace will be hosting Training for Life at Canterbury Court on Thursday, 12th August 2010 in order to tell you more about The Future Jobs Fund.

In the meantime, if you have any questions please do not hesitate to contact Alex on **alex@trainingforlife.org**.

Working in partnership with Workspace Group

TRAINING FOR LIFE

DWP Department for Work and Pensions

Workspace Group

<u>Appendix 7:</u> Training For Life promotional flyer

Appendix 7 (contd): **Training For Life promotional flyer**

jobcentreplus DWP Department for Work and Pensions

FUTURE JOBS FUND

What is it?

Future Jobs Fund is a £1billion government fund aimed at creating sustainable jobs for long term unemployed young people that deliver real benefits to communities.

It is:

An opportunity to add valuable resource to your employee base whilst working in partnership with Training for Life (www.trainingforlife-city.org), an established charity with 15 years experience. Together we can create sustainable jobs for those who need them most

The Training for Life commitment is to provide:

- Job-ready candidates through Job Centre Plus
- Six-month placements with guaranteed part funding from DWP
- Personal and professional training for candidates
- Mentoring and job coaching to support sustainable employment
- HR services for candidates, including payroll (you receive the benefits only)

What do we ask of you?

- To create a new working opportunity for talented young unemployed candidates
- To part-fund candidate costs
- To provide a supportive environment for candidates to develop and achieve their potential

What are the benefits for you?

- Providing working opportunities for young people
- Enhancing your workforce resource
- Tailoring talent for your organisation
- Gaining recognition as a socially inclusive employer

Get in touch with **Ben Anderson** at Training for Life to find out more and make a difference!

Call: **(020) 7749 2820** or **07825 985 873**
Email: **ben@trainingforlife.org**

Workspace Group

Working in partnership with Workspace Group

Appendix 8: **Cricket Foundation tournament proposal**

Business Partnership Proposal

Prepared by The Cricket Foundation for Workspace Group

Introduction

Following an initial discussion with Workspace Group, the following proposal has been designed to offer a business partnership arrangement, which would see a two-year continuation of the charity's residency at Lincoln House, Canterbury Court, post September 2010.

PART 1

COMMUNITY ENGAGEMENT PROGRAMME

- Launch a brand new community competition entitled 'Workspace Street Cricket Championships 2010' or similar derivation
- Two events in 2010/11 - first in November 2010 and second in June 2011 to enable an all year round engagement opportunity
- Working with each of the four County Cricket Boards in London (Surrey, Middlesex, Essex, Kent) dynamic street cricket coaching sessions will be delivered in Sept/Oct and April/ May to promote the championship events
- Each championship will feature six teams with squads of 10 (60 children in total)
- The competition would target young people from the hard to reach inner city communities; existing Workspace facilities could provide the venues for activity
- A Cricket Foundation Ambassador will attend each event to help media profile
- There will be the opportunity for Workspace employees or clients to volunteer and get involved in the coaching sessions or the championship events themselves
- Branding & marketing opportunities will be made available to Workspace, namely:

Appendix 8 (contd): **Cricket Foundation tournament proposal**

Title rights

- Overall championship naming rights
- Creation of bespoke logo

Branding:

- Ambassador apparel (media spokespeople)
- Dedicated Cricket Foundation web page
- School posters + other promotional material
- Certificates & trophies
- Signage at each festival

PR & media:

- Provision of PR support from The Cricket Foundation
- Access to CF Ambassadors
- Spokesperson opportunities

PART 2 NETWORKING & HOSPITALITY PROGRAMME

- The Cricket Foundation will provide Workspace with *five* Brit Insurance Oval International Season Tickets for the 2011
- Attendance at every international match, including:

  - access to an exclusive *al fresco* bar
  - luxury food hamper with breakfast, lunch and traditional 'cricket tea'
  - complimentary match programmes
  - free daily newspapers

- Also, included would be attendance at **all** Surrey CCC home game
- Plus, invitations to other Cricket Foundation networking events during the year, including its Annual Achievement Awards, which will be held at Lord's Cricket Ground in 2010

Appendix 8 (contd): **Cricket Foundation tournament proposal**

High Quality Delivery

The Cricket Foundation has a proven track record of coordinating and delivering high profile, large scale cricket/educational events. The content and format of the sessions and events can be designed in consultation with Workspace to ensure that any marketing or social responsibility objectives are met.

Next Steps

Workspace to provide response to this proposition and if necessary work with The Cricket Foundation to refine its core elements.

-End-

Key contact:

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