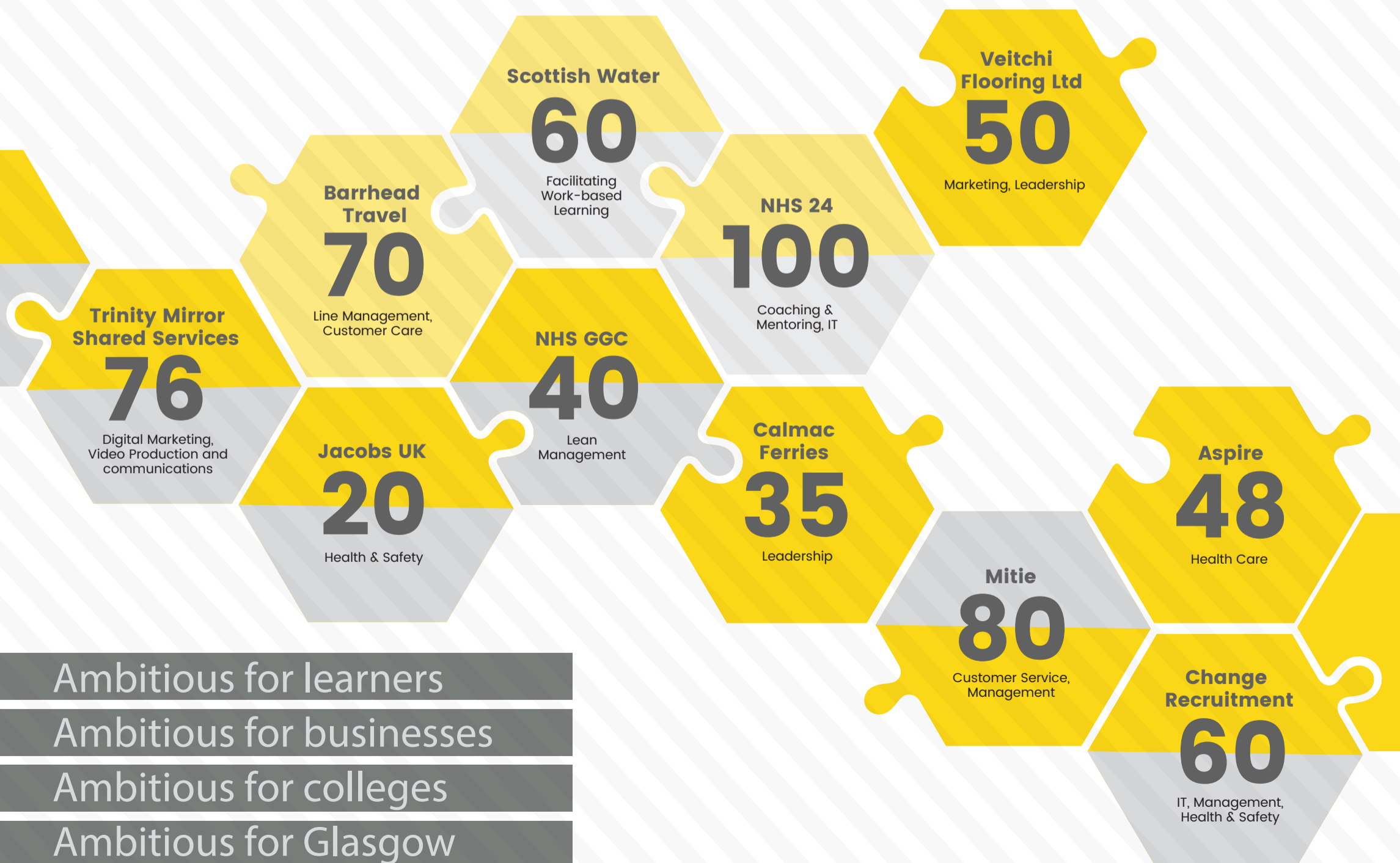


Glasgow College Region

September
18/

People, Productivity, and the
Flexible Workforce Development Fund



Ambitious for learners

Ambitious for businesses

Ambitious for colleges

Ambitious for Glasgow

Inclusive, responsive and effective

The Glasgow College Region has welcomed the Flexible Workforce Development Fund (FWDF) and taken an enterprising collaborative approach to its implementation and development. The Fund shares our values of being:

ambitious for learners at all stages of their careers;

ambitious for businesses' efficiency, flexibility and growth;

ambitious for colleges and their links to industry and;

ambitious for Glasgow and its economic success.

Employees who increase and update their skills through FWDF training, improve their job security, their career prospects, and their productivity. They are also part of a culture of lifelong learning. In work training will add value to their lives.

Employers reap all the benefits of investing in their staff. They gain from the efficiencies of a better-skilled workforce and more committed employees. They also gain an enhanced ability to respond to opportunities and changes in their markets, technology and the economy.

In developing their FWDF programmes, Glasgow's colleges have developed new links with businesses and extended their training offers to new sectors. This has afforded staff the opportunity to develop new knowledge, courses and flexible learning options.

Glasgow's Economic Strategy aims to make this the most productive major city economy in the UK by 2023. A skilled, flexible workforce is a key part of this plan and is vital to the region's capacity, creativity and potential for growth.

It is GCRB's mission to build Scotland's most inclusive, responsive and effective regional college system and the FWDF's aims dovetail successfully with this vision. It supports training that builds careers, it responds directly to employers' skills needs, and it drives innovation and enterprise within our college sector.

This magazine has been produced to illustrate the success of the FWDF in the Glasgow College Region. I'd like to thank the colleges, employers, employees and partners who contributed to this publication and to applaud their commitment to Glasgow's social and economic success. As the programme enters its second year, we look forward to working closely with them all to increase the impact of workforce training.



Janie McCusker,
Chair of Glasgow Colleges' Regional Board



Intensifying impact

In its first year, the FWDF has made an increasing impact on the Glasgow College Region's responsive, effective and career-building training provision.

To date and together, Glasgow's City, Clyde and Kelvin Colleges are delivering over £1million worth of training to 113 businesses.

Our colleges have developed and delivered courses in subjects and skills whose variety reflects the diversity of Glasgow's economy. Many of these skills are broadly transferable, such as: management; IT; customer service; human resources, accounts and; training. Others are more industry-specific and will build careers and capacity in our engineering, health and social care, education, and hospitality sectors. Because our colleges are equipped and willing to develop bespoke courses, the region has also delivered specialist training in skills as varied as life drawing, fish mongering, and newsroom leadership.

More than 5,000 Glasgow employees are taking part in training that strengthens their skills, productivity and potential.

Employers from industry sectors identified as key to the region's growth have signed up to FWDF training: Administration; Financial & Business Services; Creative and Cultural Industries; Engineering; Construction & Manufacturing; Food, Drink, Tourism, Hospitality and Leisure; Health, Care and Education; Land-Based Industries and; Life and Chemical Sciences. The FWDF is, therefore, already making a positive contribution to Glasgow's economic success.

The FWDF is helping to build both the broad and specific skills that a vibrant city economy needs.

The colleges have taken an enterprising and commercial approach to connect with levy-paying businesses in Glasgow. This, together with the increased funding available to individual employers, is expected to result in an expansion of FWDF training in the Fund's second year.

Upskilling Glasgow's workforce



Filling skills gaps at the G1 Group

The G1 group is Scotland's largest and most diversified hospitality group, with more than 50 venues that include fine dining restaurants, boutique hotels, state-of-the-art nightclubs, cinemas and casinos.

To address skills gaps in butchery, fishmongery, patisserie, cultural food and gluten free food preparation, G1 worked with City of Glasgow College to develop a training solution.

By up-skilling its staff, G1 has been able to meet current business needs and also to plan for succession amongst its chefs. The college and client worked together to develop a training programme that was delivered at the college's catering training facilities at its City Campus. G1 staff learned from college experts with many years of catering experience. Their courses were certificated by the Faculty of Lifestyle and Leisure.

Fiona Armour, G1 Group's Head of HR and Reward, said that the pilot programme "...was a great success and the feedback from candidates on the training courses was positive throughout." The Group has expressed an interest in undertaking further FWDF training in the Fund's second year.

Glasgow's people deserve to live in a city whose economy is growing, and which offers work and real opportunities to people from all our communities.

It is our aim to make Glasgow the most productive major city in the UK by 2023. Our productivity matters because it determines our city's and our citizens' wealth; it means a stronger, more successful economy and better prospects for all our people.

“ A Glasgow which works for only some of its citizens is not a successful one. Economic growth is a fundamental priority for the city, but only if that growth is shared with all. ”

Glasgow Economic Strategy
2016-2023



People make Glasgow more productive

The Scottish Government's Flexible Workforce Development Fund is helping to increase our productivity by improving skills, supporting businesses and building careers.

The Fund is helping to upskill and reskill Glasgow's workforce. It now pays for up to £15,000 of first class college training for each organisation's employees. This can be used to fill skills gaps or develop new expertise that helps businesses to strengthen, grow and contribute to our regional economy.

As Glasgow's workforce becomes better skilled, we will be able to respond to economic and industrial change and to become more innovative and enterprising. All this will support sustainable growth and create even more jobs. The FWDF offers employees - of all ages and in all sorts of jobs - an opportunity to develop skills that will help to secure employment and progress their careers. This will help to improve their own, and their families' circumstances and link their lives to that of a prospering city. In-work training also supports the benefits that lifelong and continued learning brings to individuals and those around them.

Glasgow's colleges play a huge part in improving social mobility and building careers. They are determinedly inclusive and committed to offering what can be a life-changing

education to people from all our communities. The colleges' delivery of responsive current in-work training helps employees in all sectors of our economy to further their careers and improve their prospects.

Our colleges have seized the opportunities that the FWDF has created. They have engaged with employers in all industry sectors. They have listened to their needs and developed new and often bespoke training solutions and opportunities that upskill employees and strengthen businesses. They have boosted Glasgow's skills with more than £1million worth of vocational training.

We also recognise the enterprise and commitment of employers who have used the FWDF to train their staff and develop their organisations. By investing in their workers, they are investing in Glasgow's future.

Glasgow's economic strategy emphasises the importance of a cohesive approach to improving productivity. The colleges' delivery of the FWDF illustrates how collaboration and connections can lead to success. The shared vision and commitment of Glasgow's partners will continue to help improve the region's productivity and create more opportunities for Glasgow's people.



Councillor Susan Aitken,
Leader of
Glasgow City Council

A flexible workforce for an agile economy



Sound service at Specsavers

Glasgow Clyde College is delivering six bespoke courses in Customer Excellence to around 60 staff from Specsavers branches throughout Scotland. The frontline staff's ability to offer great customer service is crucial to the business, its brand values, and its growth potential.

To improve their service and care for customers who have hearing difficulties, employees from 10 of the optical chain's branches are also developing basic proficiency in British Sign Language (BSL) through the SQA-certified level three course.

As many as 945,000 people in Scotland are deaf or have hearing loss and, last year, the Scottish Government launched a plan to encourage more people to learn and use BSL.

Specsavers offers audiology services and is proactively helping people with hearing difficulties. The company's commitment to learning BSL will help its customers to have a positive experience in its stores and to receive the best of care.

British Sign Language specialist Kyle Bettley, senior lecturer at Glasgow Clyde College, said: "I've been blown away with the enthusiasm of the Specsavers staff and how quickly they're developing their signing skills."

One of the main aims of the FWDF is that it further strengthens colleges' engagement with industry. In Glasgow, we aim to build a truly responsive college system; delivering training that meets employers' needs, develops people's skills careers and leads to inclusive economic growth.

The Glasgow colleges' regional curriculum hubs were established as part of GCRB's strategy. They are developing connections with, and responsive curricula for, key industry sectors: Administration, Financial & Business Services; Creative and Cultural Industries; Engineering, Construction & Manufacturing; Food, Drink, Tourism, Hospitality and Leisure Health; Care and Education and; the Land-Based Industries.

The region's work in delivering the FWDF has already expanded and intensified our colleges' connections with industry and this is creating new opportunities, flexibility and expertise.



Increasing Glasgow's productivity

Responsive and enterprising

Strengthening links between colleges and employers

New connections

Glasgow's colleges have taken an enterprising approach to promoting the fund. This has increased the number and broadened the nature of the employers with whom they engage. These new relationships are already bearing fruit in the form of discussions about further training opportunities such as Modern Apprenticeships.

New curriculum

Engagement with employers has identified needs for training in skills and subjects that are new to the colleges. Responsively, they have broadened their offer, engaging new lecturers – often on a sessional basis – to deliver training in new areas.

New understanding

As technological and economic changes affect businesses and their work, staff in all three colleges report that the FWDF is helping to update their understanding of the imperatives of the current workplace. This means that their teaching is more relevant and that learners are better-prepared for employment.

New flexibility

Colleges are experts in delivering in-work training as part of apprenticeships and as part of employers' continuing training needs. The FWDF has increased the number and variety of employers that the colleges engage with and, consequently, increased the need for flexible and blended learning options. This increased agility will allow the colleges to respond quickly and effectively to the needs of even more employers and learners.

"We're already finding that employers we work with on FWDF programmes are ready to talk to us about apprenticeships and other in-work training. It's good news for us, learners, employees and businesses."

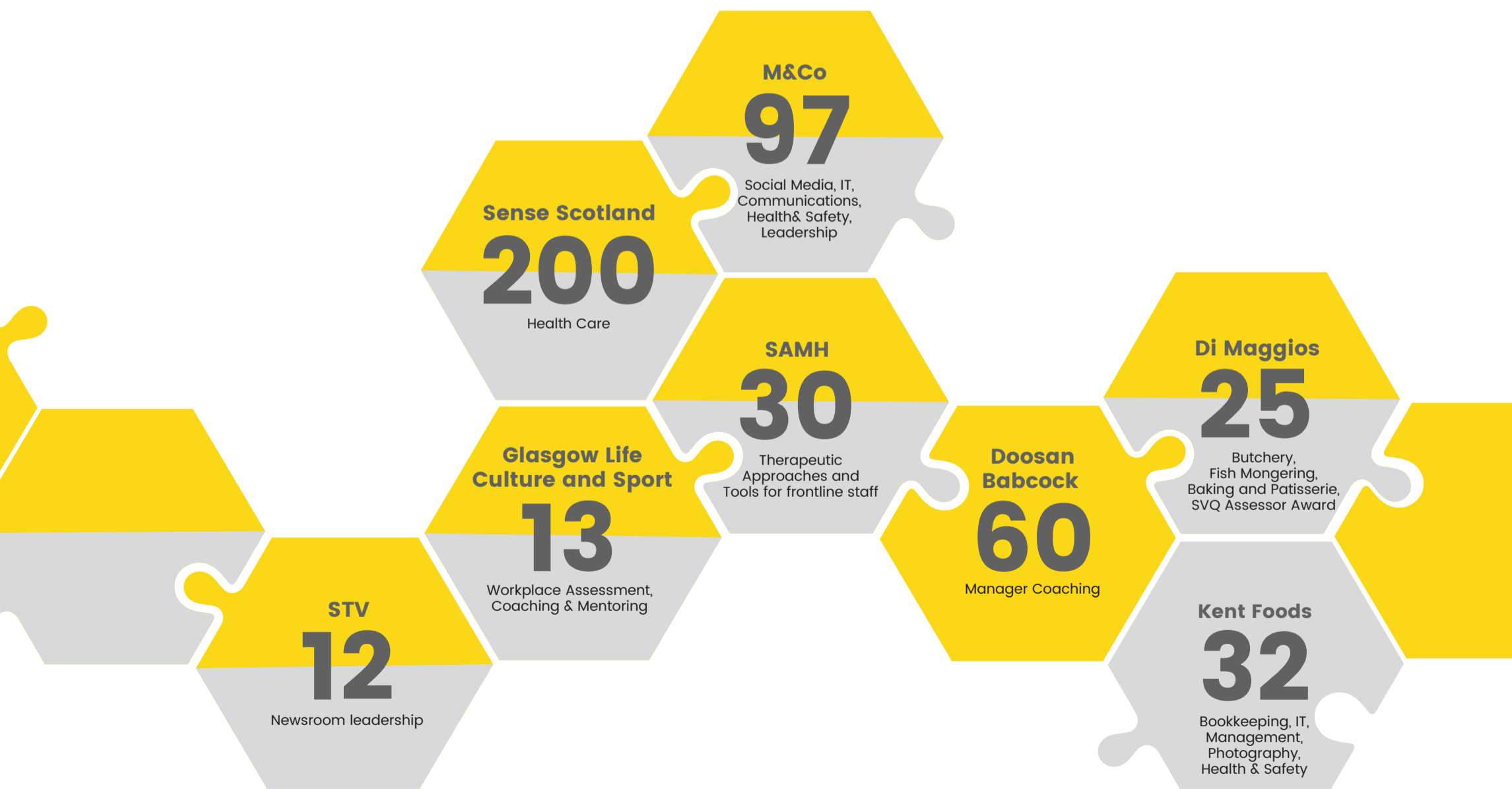
Liz Breckenridge
Head of Commercial,
Glasgow Kelvin College

"While much of the Fund's training is at a technical level, we can offer a much broader range of learning and skills development opportunities. Our Academy approach means that employers can develop their staff at all stages of their careers."

Carla Murray
Head of Business
Development and
Industry Academies,
City of Glasgow College

"Our lecturers are getting a lot out of the training they deliver under the FWDF. By engaging with employers, they're getting a fresh insight into their industries. They can bring this new awareness into the classroom so that all our learners benefit."

John Canning
Head of Business
Development,
Glasgow Clyde College



“The Scottish Government has been clear in our opposition to the UK Government’s Apprenticeship Levy. To help employers with the impact of this unwelcome UK tax on Scottish levy payers, the extension of our £10 million Flexible Workforce Development Fund will continue to support investment in workforce skills and training opportunities.

“Available to support all employees of all ages and across the private, public and third sectors, I would encourage all those who are subject to the apprenticeship levy in Scotland to get in touch with our colleges to learn more about the opportunities available to them to improve and diversify their skillset and benefit from new training opportunities.

“The Scottish Government will continue to support investment in skills and training to meet the changing needs of employers, the workforce, young people and Scotland’s economy.”

Minister for Business, Fair Work and Skills Jamie Hepburn



To find out more about GCRB and our work, you can visit our website, gcrb.ac.uk

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To access £15,000 of investment in your business, its skills and its people, please contact:

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