



This is
BASE

STRATEGIC REVIEW
ISSUE 01 - OCTOBER 2017


BASE

BATTERSEA ACADEMY FOR SKILLS & EMPLOYMENT



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Sharing SUCCESS AT BASE

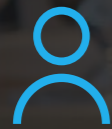
WELCOME TO THE FIRST ISSUE OF THIS IS BASE, OUR QUARTERLY STRATEGY REVIEW AND YOUR SOURCE OF INFORMATION ON HOW WE'RE PERFORMING AGAINST OUR GOAL OF COMBATTING LONDON'S SKILLS SHORTAGE BY EMPOWERING EXCEPTIONAL PEOPLE.

The last few months have seen us launch our first job fair attracting over 160 attendees, deliver a successful Foundation Programme at South Thames College and reach over 100 employees within Battersea Power Station Estate & Asset Management Company. Over the coming months, we'll be working actively with new employers as they come on board, matching their businesses with passionate and dedicated job seekers. And we'll be engaging even more closely with our partners like JobCentrePlus, Wandsworth Council and local FE colleges to increase the number of events we launch and further expand their scope.

WHY *choose* US?

AS THE ONLY ON-SITE BPS RECRUITER, BASE IS PERFECTLY POSITIONED AND WHOLEHEARTEDLY DETERMINED TO MATCH EXCEPTIONAL TALENT WITH EXCEPTIONAL BUSINESS IN BATTERSEA - SOON TO BE THE GREATEST NEIGHBOURHOOD IN THE WORLD.

When you recruit through BASE you're accessing a pre-screened local talent pool of job seekers who share our dedication to excellence and have an ambition to be an integral part of your business.



DESIGNED FOR YOU

Our model is specifically designed with the high turnover rates in hospitality and retail in mind, with the aim of helping you save both time and money. Recruitment agencies aren't always equipped to help you deal with these challenges efficiently, but our talent pool is on hand to get involved immediately and begin driving your success.



DEDICATED TO YOUR TEAM

If you're looking to develop the quality of your existing talent, our world-class Service Excellence Programme is specifically designed to instil and increase commitment to the highest standard of customer care. The programme teaches participants how to create the best possible experience for people in Battersea by carrying out their work with confidence, passion and dedication.



164

ATTENDEES AT
THE AUGUST
BASE JOB FAIR

20%

**OF INTERVIEWS MADE
DIRECTLY FROM THE
JOB FAIR RESULTED
IN TRIAL SHIFTS**

100

**CANDIDATES ARE
CURRENTLY EMPLOYED
VIA BATTERSEA POWER
STATION ESTATE & ASSET
MANAGEMENT COMPANY**

24%

**OF THESE CANDIDATES
ARE LOCAL RESIDENTS**

COMBATTING UN(DER) EMPLOYMENT

IN *Lambeth & Wandsworth*

THE EMPLOYMENT RATES IN LAMBETH AND WANDSWORTH ARE GETTING BETTER AND BETTER, YET THERE'S STILL MORE WORK TO DO: THERE REMAINS OVER 42,000 ECONOMICALLY INACTIVE PEOPLE IN WANDSWORTH AND MORE THAN 13,600 WORKLESS HOUSEHOLDS IN LAMBETH.*

The ongoing development of BPS and the surrounding area is a golden opportunity to provide job seekers with attractive and fulfilling employment prospects. Too often there's a disconnect between employees and their jobs - a lot of the time they're simply not the right fit. BASE is committed to changing that.

Here's an example of how we're doing...

"I was looking for work for three months. BASE helped me find the perfect role in less than two weeks."

After three months of job searching, Orsolya Szabados met our BASE Programme Manager at a job fair and was encouraged to join our talent pool. Just a week and a half after attending the job fair she'd found the perfect position for her skill set and was ready to embark on a brand new career.

"I now work in an amazing location with really interesting people - I'm really pleased to be embracing this new challenge."

DID YOU KNOW?

IN LAMBETH

88.1% are in employment**

IN WANDSWORTH

81.9% are in employment**

* Information correct at time of publication. **Of those aged 16-64.
Source: Nomis, Office for National Statistics

CHAMPIONING *excellence*

WITH A SUCCESS RATE OF ALMOST 100%, OUR SERVICE EXCELLENCE PROGRAMME IS GOING FROM STRENGTH TO STRENGTH - AND WE PLAN TO SEE MANY MORE FULFILLED GRADUATES IN THE FUTURE. WE STARTED THE PROGRAMME AS A WAY OF DEVELOPING EXISTING ON-SITE EMPLOYEES AND HELPING THEM REACH THE HIGHEST POSSIBLE STANDARD OF CUSTOMER CARE.

With each intake, we train 100 of these 'Placemakers' in the art of excellent service, whilst immersing them in Battersea Power Station's heritage and connecting them to the ethos behind BASE. Whether it's estate management, hospitality, retail or any other industry we work with, quality customer service is absolutely key and we take great care in cultivating a dedication to maintaining this in the programme's participants. By the end of their time on the programme, every graduate is empowered and ready to serve the Battersea neighbourhood with pride and a commitment to creating the very best experience for each resident and every visitor.

DID YOU KNOW?

- 55%** of businesses are not confident there will be enough people available in the future with the skills to fill their jobs
- 68%** of employers are expecting to need more staff with higher skills in the next three to five years
- 60%** of employers fund or arrange staff training at a cost to UK businesses of more than £40bn a year
- 130%** rise in vacant positions since 2011 because employers cannot find people with the skills or knowledge to fill them

112

COMPLETED THE
**SERVICE EXCELLENCE
PROGRAMME IN
QUARTER 1**

93%

SAID IT'S '**EXTREMELY
USEFUL FOR THEIR ROLE**'

95%

FEEL THE TRAINING
HAS '**REALLY WORKED**'

95%

SAID THE **TRAINING STYLE
IS EFFECTIVE**

EVERY QUARTER, WE'LL BE SHOWCASING THE PERSON WHO MOST EPITOMISES OUR MISSION: **THE #FACEOFBASE**

Meet ARUNE POVILONYTE

I've had plenty of experience working in hospitality but wanted to be part of something bigger.

For Arune, BASE proved the perfect fit. She was attracted to our locational focus and the positive impact we're making in the community as a whole. We saw the potential in Arune to be a valuable member of our initiative and we knew we could help her fulfill her ambitions.

Following an in-depth interview process where she was able to meet various members of the management team and learn more about the values, ideas and drive behind BASE, Arune was hired as a Welcome Host for Battersea Power Station. We sat down with her to find out what she had to say about the BASE experience:



WHAT DOES YOUR NEW ROLE AS A WELCOME HOST INVOLVE?

'It's full on - a real challenge but certainly a fun one. It's a social role and I get to speak to all kinds of people everyday - and everyday is completely different from the last. Right from the off I was given a fair amount of responsibility, providing visitors with information, handling queries and working closely with the concierge team at the residential building, but it's only pushed me to improve and fulfill my potential.'

HOW HAVE YOUR PROFESSIONAL SKILLS DEVELOPED SINCE YOU STARTED THIS ROLE?

'I've learnt so much, but the biggest development has been with my communication skills. I'm working in a large team and communicating quickly and clearly is absolutely critical to make sure we can provide the best possible service for customers. Also, I attended the Base Service Excellence Programme so I could better my customer service skills even further - it's intense

and jam-packed with valuable information but, thankfully, it's run really well and I was able to get the most out of it.'

AND WHAT ABOUT YOUR PERSONAL DEVELOPMENT?

'Well, the first change I noticed was after I completed the interview process. I was asked things I'd never really thought about much before, and I ended up learning quite a bit about myself, my personality and my strengths. Since I started the role, I've been way happier and more relaxed. Best of all, I'm more confident and sure of myself.'

SO, WHAT DOES THE FUTURE LOOK LIKE FOR ARUNE?

'It could be anything. There are so many opportunities to branch out and try new things. It gets me really excited thinking about how far I could go with BASE, and what I could end up doing long-term. There's a load of events coming up soon at Battersea Power Station - I'm going to throw myself into as many as I can, get involved and see where it takes me!'

#faceof

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DID YOU KNOW?

22% of hospitality and retail job applicants don't have the required attitude or motivation, according to employers

43% of CEOs say creating a skilled workforce is a priority for their organisation over the next three years

56% of hospitality and retail employer's stated 'not enough people interested in doing this type of work' as the primary reason for difficulty retaining staff

43% of hospitality and retail employers reported losing business or orders to competitors as a direct result of skills shortage vacancies



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