



*This is*  
**BASE**

—  
**THE DESTINATION FOR JOBS**

**REVIEW ISSUE 04**  
QUARTER ONE 2019

  
**BASE**

BATTERSEA ACADEMY FOR SKILLS & EMPLOYMENT





# CONTENTS

ISSUE 04 - QUARTER ONE 2019

- 3 SHARING SUCCESS AT BASE
- 4 WHY CHOOSE US?
- 6 THE BIGGER PICTURE
- 8 MEET TONKOTSU
- 10 #FACEOFBASE
- 12 INTERVIEW WITH JOHN MONTAGUE

# sharing success AT BASE

Welcome to the fourth edition of This is Base, our quarterly review sharing how BASE continues to empower people while combatting London's skills shortage by working actively with all service contractors and commercial tenants at Battersea Power Station. We're proud that we've recruited over 95 staff so far to fill these roles, 22 who are local residents.

BASE launched Pre-Employment Training Programmes on site last year with an emphasis on hospitality and customer service. This is a partnership programme with Southgate and Barnet College who have been running similar programmes for commercial tenants based at King's Cross and Brent Park/Cross for the last two years.

The programme runs for 10 days concluding with an assessment day, which includes menu design, food preparation and serving. Commercial tenants/service contractors; Baxter Storey, Brindisa, and Tonkotsu were invited to take part in the programme. Baxter Storey provided additional support for the programme by supplying use of their Barista Academy. Brindisa and Tonkotsu have delivered company presentations and offered guaranteed interviews to candidates on the course.

In addition, 237 new and existing staff working at Battersea Power Station have been through the BASE Service Excellence training programme, a customer service qualification developed by BASE.



# WHY *choose* US?

## WHAT IS BASE

We are a jobs brokerage and training service handling the long-term job opportunities created at Battersea Power Station. Our goal is to bridge the gap between education and the workplace to provide high-quality training and work experience for local people, while improving the skills and standard of the workforce Battersea Power Station employers require.

## WHAT WE DO

BASE works in partnership with employers who are locating to Battersea Power Station to fill their vacancies and to train their workforce. Our focus is on providing opportunities for local people and delivering pre-employment training to help people access these roles. This means that they too can benefit from the regeneration of the Power Station and gain the skills that employers seek.

But BASE doesn't stop there, we want to train people who can grow with the development, and benefit from career advancement. To make this a reality, BASE is incorporated as a Community Interest Company, allowing us to apply for grants and funding to sustain the service and ensure the inclusion of marginalised communities.



# 95

NUMBER OF JOBS FILLED BY BASE SO FAR AT CIRCUS WEST VILLAGE

# 237

MEMBERS OF STAFF EMPLOYED ON SITE HAVE BEEN THROUGH THE SERVICE EXCELLENCE PROGRAMME

# >55%

OF PEOPLE ENGAGING WITH THE SERVICE HEARD ABOUT US ONLINE

OUT OF THE

# 2468

APPLICATIONS RECEIVED IN THE LAST 12 MONTHS

# 1300

APPLIED FOR JOBS VIA A FREE WEBSITE CAREER BOARD I.E. INDEED, MONSTER, JOBSITE.



# THE BIGGER *Picture*

We are firmly focused on creating opportunities in a sustainable way that can impact the lives of residents and their communities for the long term, improving lives and adding potential for future attainment.

Our aim is that 70% of all people who complete BASE programmes secure sustainable employment and develop their careers through ongoing upskilling. BASE maximises the sum of all parts, for the collective success of Battersea Power Station commercial tenants, workers and the community.

*Brayan Clavijo, Night Concierge for BPS Estate Management, placed into work by BASE in 2017.*



## **OBJECTIVE ONE** INSPIRING AMBITION, PROMOTING CAREERS, SUPPORTING TRANSITIONS

**IMPACT** - Young people and residents are making good and appropriate career decisions for their future and accessing the right skills and work experience to develop their careers.



## **OBJECTIVE TWO** CREATING OPPORTUNITIES FOR ALL SO NO ONE IS LEFT BEHIND

**IMPACT** - Job seekers who are vulnerable and suffering disadvantage are accessing relevant and timely support so that they are able to enter and remain in sustainable employment.



## **OBJECTIVE THREE** BUILDING BETTER RELATIONSHIPS WITH OUR BUSINESSES

**IMPACT** - Employers that are choosing to move to Battersea Power Station, know that local people have the skills and experience businesses need in the twenty first century.



## **OBJECTIVE FOUR** IMPROVING SERVICES TO MAXIMISE TAKE UP/REFERRAL

**IMPACT** - BASE has created a network of 79 strong and trusted providers. These include other brokerage services and community and voluntary services that work with the same disadvantaged groups in our society that feed into our talent pool of vetted candidates.



MEET

# Tonkotsu



Before Tonkotsu opened its first restaurant in Soho, 2012, ramen was confined to Wagamama and a few specialist shops. Tonkotsu opened with the aim of making its own noodles and broths and combine contemporary ingredients and innovative cooking methods to create the best, most affordable ramen in London (and Birmingham). Since then the restaurant has been on a mission to bring modern ramen to the heart and soul of every British city.

Operations Manager Rob Williams shares what's in store for the new Battersea restaurant.

## WE'VE HEARD A LOT ABOUT YOUR BROTH - WHAT MAKES IT DIFFERENT FROM YOUR COMPETITORS?

We slow cook red tractor pork for over 12hrs to create a creamy, consistent broth which has both depth of flavour and a lightness on the palate. This balance is very difficult to achieve and Ken, our founder, has worked hard over the last 5 years to perfect the secret recipe and continues to refine as the business

grows, maintaining the consistency we are renowned for.

## WHAT DREW YOU TO BATTERSEA POWER STATION?

We had been looking for a site in the Borough of Wandsworth for a while and when the opportunity came up to be part of the Power Station development, we jumped at the chance. We knew the landlords were looking to create something special, something which breaks the traditional mould and to be selected to open alongside such a dynamic line up is an honour.

## HOW DOES IT FEEL TO BE ASSOCIATED WITH ONE OF LONDON'S MOST ICONIC BUILDINGS, BATTERSEA POWER STATION?

I have lived and worked in London for over 15 years and as a Wandsworth resident, admired the Power Station from afar. Having been untouched for over 30yrs, I often wondered



if it would be restored during my time and to now have a professional association with the building is humbling.

## HOW DOES THE SPACE COMPARE TO YOUR OTHER LOCATIONS?

Very similar insomuch as we have a number of other railway arches, but very different in terms of its size and location. Being so close to the river brings a diversity of customer we don't see in many of our other sites and the tenant line up now, and when the additional arches open, is truly unique.

## ARE YOU PLANNING ANYTHING DIFFERENT FOR YOUR MENU AT BATTERSEA POWER STATION?

To ensure quality and consistency, our menu is the same across all Tonkotsu sites. Each restaurant is designed to the individuality and uniqueness of the location.

## WHAT FEEDBACK ARE YOU GETTING FROM YOUR DINERS WHO ARE LOCAL RESIDENTS?

We are the only ramen bar in the area and the feedback from the local residents has been fantastic. We are a frequent, but transient spend and perfectly placed to complement the tenant mix in the development.

## WHAT'S YOUR MOST POPULAR DISH ON THE MENU?

Our signature dish, Tonkotsu. It's a pork broth and sea salt base ramen with thinner cut noodles topped with roast pork belly, bamboo shoots, bean sprouts, spring onions, burnt garlic oil and seasoned egg.



## WHAT'S YOUR TEAM LIKE?

John has a fantastic team in Battersea, most of whom have been with us since we opened in February.

## HOW WAS THE HIRING AND TRAINING PROCESS FOR YOUR TEAM?

The opening team came from other restaurants with the Tonkotsu estate, most of which have been with us for many years. We recruited a number of front and back of house roles from BASE and from other channels operating in the locality. Each team member goes through a thorough training and development programme and encouraged to progress their career with Tonkotsu.

## WHAT ARE YOUR HOPES FOR THE FUTURE AT BATTERSEA?

We are hoping to continue growing sales into 2019 and are hoping that when the additional arches open, it will bring more customers to the western part of the scheme. Beyond this, we would love to open a second site within the Food Hall in the main Power Station building. We deliberately chose a smaller first site to allow us to maximise sales in the early years then open a second as phase 2 unfolds. For me, this would be a dream come true.





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

# Meet SAMANTHA BETHON

**“I have attended BASE's Service Excellence course which was amazing. I am one of the Food Allergy Champions within the Baxter Storey branch at Battersea.”**

This issue we talk to Bethon Samuels, Lounge Host for Baxter Storey.

**WHAT DID YOU DO BEFORE STARTING YOUR ROLE HERE AT BATTERSEA POWER STATION?**  
I worked in conferencing for 10 years.

**WHERE DID YOU FIND OUT ABOUT THE ROLE?**  
I was looking for a job and signed up with Wandsworth Workmatch. They suggested I look onto the BASE website. I found the role at Baxter Storey and Wandsworth Workmatch recommended me.

**WHAT MADE YOU APPLY FOR THIS ROLE?**  
My background in catering was relevant so I thought I'd be a good fit. I was interested on building on my experience with a role that added more varied opportunities.

**CAN YOU OUTLINE THE RECRUITMENT PROCESS THAT YOU WENT THROUGH?**  
I applied for the job on BASE's website. I was screened by BASE, then the account manager for Baxter Storey arranged an interview with Doni, the Manager. Following the interview, I was offered the position, which I accepted. Due to a change in the structure of the team, I didn't start work straight away but Doni kept me informed, which helped me to feel that they were committed to hiring me.

**WHAT DOES YOUR ROLE INVOLVE?**  
My first duty is to provide outstanding customer service, to ensure the residents are kept happy. My day-to-day activities include taking food and drink orders, taking bookings for the other residential areas like cinema and event rooms, hosting residential events and banquets and setting up event rooms. I enjoy working as part of the team, making cocktails and filling in Barista duties, as needed.

And, of course, I always promote Battersea Power Station in a positive manner.

**HAVE YOU LEARNT ANY NEW SKILLS?**  
I've learnt a lot of new skills, including coffee making, presentation and the Baxter Storey way to serve and present food and drinks. I've also learnt more personal skills, such as how to remain positive and calm, even when things aren't going to plan. I have received training in coffee making, food allergies and wine. In addition, I am now one of the Food Allergy Champions within the branch at Battersea. I have also been attending BASE's Service Excellence course, which was amazing.

**WHAT 3 WORDS WOULD YOU USE TO DESCRIBE YOUR ROLE?**  
\*Exciting \*Adventurous \*A journey

**HOW DO YOU SEE YOUR CAREER DEVELOPING?**  
In my team it seems that it is possible to learn new skills and move to different positions. It seems that anything is possible, so I am open to ideas. Given the opportunity I would like to progress within Baxter Storey if I can stay at Battersea Power Station.

**HOW HAS YOUR LIFE CHANGED SINCE STARTING WORK HERE AT BATTERSEA POWER STATION?**  
So far it has made a positive impact on my life. I have made some good friends with my colleagues and I feel more positive and confident. It's good to be earning again. Having a job has given me more freedom and independence.

#faceof  
**BASE**



# Meet

## JOHN MONTAGUE

**J**ohn Montague, Director of The Big Issue Group and chair of the BASE advisory board has been involved in an advisory capacity since BASE first formed. His experience, ensuring that developers engage with local communities to create opportunity has been invaluable.

### CAN YOU SHARE HOW YOU BECAME INVOLVED WITH BASE?

I'm director of the Big Issue Group, which consists of the magazine and our Big Investment arm.

Our simple mission is tackling poverty and giving people opportunities through business solutions and aligns well with what BASE hopes to achieve.

A critical thing for me about BASE is that it will ensure that Battersea Power Station is not a community isolating development but instead a community engaging opportunity and aspirational to provide opportunity for all local residents.

### WHAT DOES YOUR ROLE AS CHAIR OF THE BASE ADVISORY BOARD INVOLVE?

If you look at the advisory board, it's people who are engaged in training and developing people. They are community focused so can ensure that there is the knowledge base and the skill base from the social and community sector.

We are interested in delivering real impact. Communicating and delivering to the community and others the opportunity that exists, ensuring they've got the aspirations to take that opportunity and then giving them the skills and support to actually get there.

It's about making sure that this isn't just a flashy front to say: "Aren't we good". But actually, there is conviction and reason behind it.

### WHY IS THIS IMPORTANT?

One of the things that is important is if you are going to develop and give credibility to something like BASE you've got to demonstrate that this is more than a tick in the box of the developer but, actually, you've engaged people in the area that have sector expertise in community engagement. BASE does this.

The other really important thing is that it's a true value add to the future employers at Battersea Power Station.

One of the challenges you have as a retailer or an office is that recruitment in London is liable to get harder. With numerous developments wanting staff, how do you ensure that you can engage and hire quality staff?.

100% employment in Wandsworth provides a challenge and a real opportunity for the



**“Our simple mission is tackling poverty and giving people opportunities through business solutions.”**

future of employment. We can look at providing employment that gives people a better quality of life and an opportunity for people to add value to themselves and society.

### WHAT ROLE IS BASE PLAYING THAT IS MISSING IN MANY EMPLOYMENT PROGRAMMES?

This isn't just about getting people into a job. It's about supporting them in that job and giving them the skills to move forward in their careers.

**“A lot of employment programmes focus on helping people prepare for employment and then helping them find a job.”**

### BASE HAS REAL JOBS TO OFFER NOT “MAYBE JOBS” BUT REAL JOBS THAT NEED FILLING. THERE'S A CLEAR OBJECTIVE FOR SOMEONE ENGAGING WITH BASE: HOW CAN WE GET YOU TO THE BEST PLACE TO GET THAT JOB?

This is a job-led programme. The jobs defining their needs and impact so BASE can design any given programme around the individual's needs to suit the job that's there on paper.

### WHAT ROLE DO YOU SEE BASE, AND TRAINING PROJECTS OF THIS NATURE, HAVING IN THE FUTURE OF EMPLOYMENT FOR LONDON?

Where Battersea has the advantage over others it that it's such a big scheme so it will always have a requirement and the opportunity for jobs.

As such a large employment hub – it will have enough of a churn to offer sustainable employment as people advance and new people take their place.



### WHAT DOES THIS MEAN TO THE FUTURE OF EMPLOYMENT IN LONDON?

There are challenges for employers to fill vacancies, particularly in the service industries. Employers will need to offer what I call “additionality.” This is onsite development, opportunities for employees to continue to improve themselves. BASE brings this to Battersea Power Station. We want to make sure it will continue to create opportunities within that environment.

It's about how can you create attitudinal change and show value. No one likes churn in staff. It's a pain and it's costly. If employers treat people well they get payback. BASE provides that support for employers and employees at Battersea Power Station.

### WHAT DO YOU THINK THE FUTURE HOLDS FOR BASE?

At the moment you're promoting Battersea as a destination as a great place to live and come for entertainment. We want to also promote it as a good employment destination, a great place to work.

To me, it's important to make it clear that, as a development, Battersea Power Station can create fantastic opportunities for individuals and BASE is there to make sure people are supported to take advantage of that.





BASE

BATTERSEA ACADEMY FOR SKILLS & EMPLOYMENT

**E** [hello@baseskillsacademy.co.uk](mailto:hello@baseskillsacademy.co.uk)

**W** [www.baseskillsacademy.co.uk](http://www.baseskillsacademy.co.uk)

**T** [@ThisIsBASE](https://twitter.com/ThisIsBASE)

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**I** [@baseskillsacademy](https://www.instagram.com/baseskillsacademy)