

FE Week

THE SOUVENIR EDITION

2011/12





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...and more!	Graham Hasting-Evans
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Welcome to the FE Week 1st year Souvenir Edition

It's been an incredible 36 editions for *FE Week*. From a standing start the team has launched a brand new publication tasked with covering the further education sector in the most investigative, analytical and accurate way possible. It's succeeded on all counts.

I created the newspaper because no other outlet was covering the sector sufficiently. *FE* is one of the biggest parts of the education system, and it's therefore right that the public should be informed not only of where the money is coming from, but how it's being used. The future skill levels of our society, as well the fate of our most well-loved colleges and training providers is too important to be tucked away in the back of a magazine, or brushed over once every few months in a national newspaper.

In your hands is the souvenir edition of *FE Week*. It's a chance to look back at some of our biggest campaigns and issues we've been reporting on, but also reflect on the subsequent changes in government policy. On page 4 you'll find a breakdown of our extensive coverage on apprenticeships, which includes our impact on short duration programmes and analysis of the growth in new adult learners.

FE loans is an untested and uncertain area of funding reform due to be implemented next year for all learners aged 24 and above studying at level 3 or higher. It's been met with fierce resistance from some key stakeholders in the sector, both during and after the consultation process. On page 5 you can see how we've followed the policy and listened to the sector's concerns during our roundtable discussion.

Further education is, above all else, about learning. That's why I continue to provide resources through the "*FE Week* gets technical" pages. I appreciate that not everyone has the time to trawl through the latest spreadsheets and funding documents published by the Skills Funding Agency or Education Funding Agency. With this handy pull-out you can stay up to date with all the latest developments, conveyed in a simple and visual way. Be sure to look at pages 6 & 7 to see our work on Ofsted inspection grades, as well as an insight into what we'll be analysing next year.

At a time when further education is struggling to get exposure in national newspapers, it's important to be relentless in promoting the best parts of our sector. WorldSkills London 2011 was one of, if not the best showcase of vocational learning that we've seen in the UK.

Back in October the *FE Week* team was



Nick Linford, *FE Week*'s managing editor, celebrates at the launch in September 2011

at ExCel London in full force, speaking to competitors, attendees and event organisers.

It was a fantastic experience which we plan to replicate at 'The Skills Show', the UK's biggest skills and careers event later this year. On pages 8 & 9 you'll see a glimpse of our reportage and on-going commitment to following Team UK.

"A huge thank you to my talented and dedicated team and the support from across the FE sector"

At *FE Week* we think it's crucial that our journalists have the chance to get out of the office and experience the sector for themselves. Whether it is attending conferences, visiting colleges or interviewing key stakeholders, it means we can be there to listen to the sector when it most wants to be heard. On pages 10 & 11 you can see us going the extra mile for *FE*, includ-

ing our celebrity charity auction for the Helena Kennedy Foundation.

Supplements give us a chance to look at specific parts of the sector in much greater detail. Whether it's the countless reforms to apprenticeship provision, or the most pressing issues facing the University and College Union, the added space means we can investigate and reflect on *FE* in a different way. On pages 12 & 13 you can see some of our previous supplements, as well as information on how you can get involved next term.

In this souvenir edition you can also find details on how to contribute to *FE Week* in the new academic year, be it as a columnist or a submission to our news pages. On page 17 you can find our printing schedule for the next 12 months, followed by all the information you need relating to advertising opportunities.

I would like to say a huge thank you to my dedicated team and the constant support from across the sector. Without the help of subscriptions, advertising and reader feedback we wouldn't be half the publication we are today.

From all the team have a fantastic summer - we'll see you in September for our next printed edition. In the meantime keep up to date using our website and social media channels - as well as this special souvenir edition.



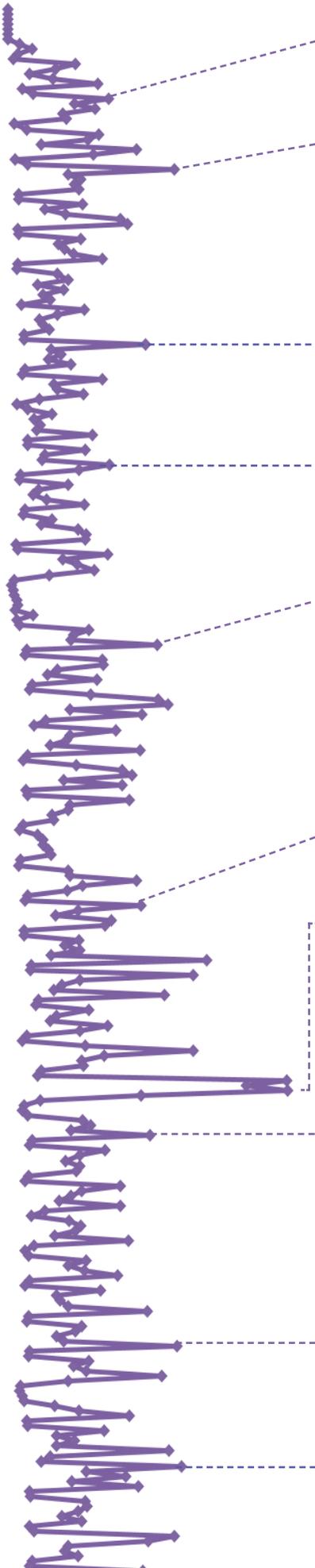
700,000 WEBSITE VIEWS

Below is a chronological selection of the biggest news stories published on www.feweek.co.uk

SEPTEMBER 2011

THIS GRAPH, TAKEN FROM GOOGLE ANALYTICS, SHOWS THE NUMBER OF READERS OUR WEBSITE HAS RECEIVED EACH DAY

JULY 2012



UNEMPLOYMENT FREE FOR ALL (29 SEPTEMBER - 3,042 HITS)

"...colleges will for the first time be able to claim full funding for unemployed learners not on a state benefit."

SFA DELAYS IMPLEMENTATION OF SIMPLIFIED FUNDING SYSTEM (13 OCTOBER - 2,188 HITS)

"...colleges and training organisations will have to use the current methodology in 2012/13, but are advised to plan for the upcoming changes."

LSN IN ADMINISTRATION (4 NOVEMBER - 3,487 HITS)

"...a charity with more than 25 years' experience in the education sector has been placed into administration."

ALL 16-18 APPRENTICESHIPS TO LAST AT LEAST ONE YEAR (19 DECEMBER - 1,988 HITS)

"...NAS, among a number of new measures confirmed by BIS, will look at extending the new length to older learners."

GEOFF RUSSELL TO RETIRE FROM SKILLS FUNDING AGENCY (17 JANUARY - 3,003 HITS)

"...it comes on the same day that Simon Waugh, chief executive of NAS, announced he will leave the organisation at the end of March."

MORE THAN 14M LEARNER ACCOUNTS UNUSED (3 FEBRUARY - 1,750 HITS)

"...less than 0.01 per cent of more than 14 million learning accounts have been accessed directly by learners."

PANORAMA TAKES A LOOK AT THE GREAT APPRENTICE SCANDAL (26 MARCH - 3,280 HITS)

"...the reporter behind the investigative look at apprenticeships has lifted the lid on what viewers can expect when tuning into the show next week."

CALL FOR RE-EVALUATION OF APPRENTICESHIPS (3 APRIL - 3,995 HITS)

"...the largest independent group of people engaged in apprenticeships has called for a "root and branch re-evaluation" into how apprenticeships are regulated and administered by government."

SFA PUBLISH RULES FOR 2013/14 (4 APRIL - 3,853 HITS)

"...the SFA have published version one of Funding Rules 2012/13, replacing the various Funding Requirements documents that currently exist."

CHEATED COLLEGES SECRET AUDIT (24 MAY - 3,084 HITS)

"...a report commissioned by a secret group of FE colleges has accused other institutions of manipulating data in order to boost success rates."

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Annual subscribers will receive:

- ~ FE Week newspaper sent each week to a UK address (36 editions in term-time)
- ~ Online access to the current and archive newspapers (in hi and low res PDF format)
- ~ Special editions of FE Week at the end of each term
- ~ Regular sector relevant supplements
- ~ Email updates with the latest news, analysis, events, jobs and fun





FE WEEK CAMPAIGN: SHORT DURATION AND POOR QUALITY APPRENTICESHIPS

The government's move from 12 weeks to 12 months as the minimum duration for apprenticeships is by far the most significant change in apprenticeship policy in the past year.

Six months before the change was announced, in early June last year, *FE Week* drew attention to the problem in its first pilot edition.

"Concern at 12 week apprenticeships" was the headline of the front page story, which discussed the call from training providers for the government to take a closer look at fast-track apprenticeships. The article focused on the 12 week call centre apprenticeships delivered by Synapse (owned by Elmfield Training). A short time later the Synapse website simply stated: "we no longer deliver apprenticeships".

Shortly afterwards Simon Waugh, the chief executive of the National Apprenticeship Service, presented a slide at Association of Employment and Learning Providers' annual conference that said: "we still need to eradicate 'low train' and 'hot-house' delivery models."

More stories questioning the quality of apprenticeships quickly followed in the paper and it sparked debate across the sector with headlines such as: "Will 12 week apprenticeships ever be derailed?"

FE Week also drew attention to the rapid increase in the number of people over 25 undertaking apprenticeships. Analysing provisional data published by the Department for Business Innovation and Skills, it found that apprenticeship starts for the 25+ age group increased from 17 to 37 per cent over the same period in the previous year.

Figures obtained by the paper from the Skills Funding Agency (SFA) additionally showed that in 2010/11 there were nearly 18,000 apprenticeship starts at Morrison's in Level 2 Retail, making up for 15 per cent of all 25+ apprentice starts in England in 2010/11 up to that point.

The SFA confirmed that despite Elmfield Training planning for Morrison's apprenticeship programmes to take just over a year, the average duration was 28 weeks.

Two months later the Guardian picked up on the dramatic increase in apprentices aged above 25.

In November 2011 the National Apprenticeship Service revealed to *FE Week* that a review was underway into short apprenticeships. On December 19 Skills Minister John Hayes announced that all apprenticeships for 16 to 18 year-olds must last a minimum of 12 months from August 2012.



Adrian Bailey, chair of the BIS Select Committee, reads *FE Week* outside Westminster. He chaired the evidence sessions for the apprenticeships inquiry earlier this year.



The first pilot edition of *FE Week* looked at apprenticeships delivered in three months

"FE Week is a very lively read and is taken very seriously by both government and parliamentarians"
- Adrian Bailey MP

FE Week at the apprenticeships inquiry

The Business, Innovation and Skills Select Committee held an inquiry into apprenticeships earlier this year.

It was tasked with looking at how successful the National Apprenticeship Service (NAS) had been since its creation in 2009, the benefit of high quality apprenticeships to employers, as well as how effective the current funding levels were for different age groups.

FE Week covered all of the evidence sessions, analysing their responses and interviewing speakers where appropriate. The managing editor of *FE Week*, Nick Linford, was even called in to give evidence both privately and in public!



Geoff Russell, former CEO of the SFA points to David Way, interim CEO of NAS



Nick Linford gives evidence about the rebadging of Train2Gain qualifications



FE Week held a roundtable debate with key figures from the sector to discuss FE loans

“FE Week is a campaigning and a very relevant journal for all those in the sector.”

- Gordon Marsden MP

Gordon Marsden talks to FE Week about FE loans



FE Week spoke to Gordon Marsden last month about the impact of FE loans on adult apprenticeships. See the full interview, and more over on www.youtube.com/feweekpodcast.

“There are real concerns about the impact of the new loans system on adult apprenticeships,” Mr Marsden said. “The reality of the situation is, at the moment, that many people who are doing adult apprenticeships post-24 are on salaries, sums of money, call them what you like - which are pretty modest anyway.” He added: “The idea that they are all automatically going to throw

their caps in the air to take out a loan in order to pay more money for their courses is, I think, rather a bold one and not one that so far is sustainable by the evidence.

“There is a real risk that unless the policy is looked at again and reviewed, possibly looking at corporate things that might be done with employers, there is a real risk that the increase in adult apprenticeships which have come through may begin to fall back. If that’s the situation, I think the government could find itself in a very dire situation in terms of their overall apprenticeship numbers.”

FE Week campaign: 24+ Advanced Learning Loans

A loans system in FE was always going to be a difficult sell. For so long further education has been seen not as a privilege but a right, accessible to all regardless of age or background.

The current proposals will affect everyone aged 24 and above studying a course at level 3 or higher. Those who take out a loan will have up to £4,000 in tuition fees covered by the state, and be required to make repayments once they’re earning above £21,000.

It’s far removed from the current system, which asks that learners pay half of the tuition fees up front in order to receive the other half for free.

Skills minister John Hayes said earlier this year that the policy was vital in order to protect the offer available to young people. Meanwhile the Department for Business, Innovation and Skills (BIS) argues that it will remove all upfront costs for adult learners.

FE Week has been following the policy since the consultation was launched by BIS, and has reported on the growing concerns and unrest emerging from the sector. Back in October FE Week held a debate in the House of Commons with, among others, Adrian Bailey, chair of the BIS Select Committee, Gordon Marsden, shadow minister for FE, and Denise Brown-Sackey, principal of Newham College.

FE loans was also one of the most prominent debates at the EMFEC Centenary Conference, featuring Martin Doel, chief executive of the Association of Colleges (AoC), Paul Warner, director of employment and skills at the Association of Employment and Learning Providers (AELP), and David Hughes, chief executive of the National Institute of Adult Continuing Education (NIACE).

Mr Warner said: “It almost feels like the sector is sleepwalking into FE loans. I do not really understand why we’re doing it beyond the view at a fairly shallow level that it’s where we are at, there is no money, we’ve got to get money somewhere, and that’s the way we can get out of it for the moment.

As the policy has crept forward, more questions have been raised. Will the Student Loans Company (SLC) be able to manage a sector where different types of learners often enrol at different times? We’ve all read the horror stories about learners in HE trying to receive their first

loan instalment in September.

Four of the largest organisations representing colleges, students and staff united in April to call on the government to delay the implementation of FE loans. The Association of Colleges (AoC), National Union of Students (NUS), University and College Union (UCU) and Unison wrote to ministers suggesting a “pause” between the publication of the impact assessment and the issuing of regulations.

FE Week attended the AoC Annual HE in FE Conference in late March to hear Business Secretary Vince Cable and Caroline Neville, senior policy adviser at BIS, talk about how the system will be implemented.

“We don’t know how it’s going to work,” Dr Cable said.

“But I think it’s important in principle to recognise that people doing vocational training at that level should be treated in the same way as those doing an academic degree and that will evolve over the next couple of years.”

FE Week then held a roundtable debate in May with a representative from BIS, UCU and the NUS, as well as Mr Marsden - among others - to discuss the sector’s growing concerns with the scheme.

Research into the potential attitudes of learners about FE loans - published by BIS later that month - found that only one in ten adults said they would definitely take out a loan.

“It almost feels like the sector is sleepwalking into FE loans”

Meanwhile the final impact assessment reports, released in June, were further criticised by those calling for a “pause” in the policy.

Changes could still be made to the FE loans scheme before its introduction next year.

However, the time available for consultation is disappearing fast. FE Week will continue to cover the policy as it develops into the next academic year.



FE WEEK GETS TECHNICAL EVERY WEEK

To help you navigate the minefield of policy updates and government data, in every edition of *FE Week* there are technical pages filled with exclusive Lsect resources and analysis.

We've worked hard to develop a visual style that is clear and easy to digest. Our managing editor, Nick Linford, has produced an unprecedented number of guides to numerous rule changes and sector-wide trends, from

Ofsted inspection grades to the eligibility and contribution rules for 2011/12.

The technical pages are also the only place to find exclusive research conducted by Lsect. We've asked the sector about the most pressing issues, including college recruitment of learners aged 16 to 18, and the attitudes towards a minimum contribution from employers for apprenticeships.

The *FE Week* technical pages are at the centre of the newspaper, making them an ideal pull-out for anyone working in the further education sector. You can put them on your wall, store them in a binder or share them among colleagues in the office - the possibilities are endless.

This well-loved section of the newspaper will continue in the next academic year, and we look forward to providing you with more essential resources.

FE Week gets technical ~ funding reform

It is not uncommon for the technical pages to include slides from an Lsect workshop or webinar. The small selection of slides below are from a recent webinar, which is sponsored by Tribal. At present they often include summaries and analysis of the latest Skills Funding Agency and Education Funding Agency plans for funding reform in 2013/14. These slides are also made available in a digital format to Lsect Gold Members, which includes a subscription to *FE Week*. In this way the newspaper becomes an invaluable learning resource, in addition to being full of breaking FE news.

SFA funding formula reform - a progress update

2nd July 2012
Nick Linford

In partnership with **TRIBAL**

Lsect
Learning & skills ~ events, consultancy and training

New 19+ 'simple' and 'streamlined' funding

Skills Funding Agency

- First edition published in October
- Second edition published February
- Third edition published June
- Lots of 'modelling' still to do
- Final decision deadline Jan 2013
- Implementation from Aug 2013

In partnership with **TRIBAL**

Return of bands, but funding by QCF credit

Programme Weighting Factor

- 1.72
- 1.6
- 1.3
- 1.12
- 1.0

Funding Rate in the learning aim rates matrix

Award credits (1-4, 5-12), Certificate credits (13-24, 25-36, 37-48, 49-72), Diploma Credits (73-132), 133+

In partnership with **TRIBAL**

Five areas still being tackled...

Funding per credit

Average of £44 per credit

Funding per credit (from learning rates matrix)

Award credits (1-4, 5-12), Certificate credits (13-24, 25-36, 37-48, 49-72), Diploma Credits (73-132), 133+

In partnership with **TRIBAL**

Five areas (+2) still being tackled...



FE Week gets technical ~ Ofsted grades

Ofsted has been under close scrutiny this past year, with a significant rise in the number of providers' seeing their grades drop, colleges appealing inspections and the publication of its new Common Inspection Framework.

Declining Ofsted grades have been a recurrent theme of stories and at the forefront of events in the sector. They have also been the focus of some of our technical spreads, which give a detailed insight into the statistics discussed in stories. Tables such as the one below sharply illustrate issues.

In November last year Ofsted stated that there is "too little outstanding teaching in learning and skills providers" inspected in 2010/11. As the academic year progressed, there was a notable increase in the number of providers seeing a drop in their grade. Recent statistics show a fall of one or more grades at 65 per cent of colleges inspected since January this year.

Gateshead College announced in June that it was appealing against a "satisfactory" inspection grade awarded by Ofsted, and Stafford College and Franklin College said they were also considering appealing.

College	Inspection Grade	Inspection date	Previous inspection grade	Inspection date	Total increase or decrease
Bracknell and Wokingham College	3	11-Jun-12	2	08-Oct-07	-1
Worcester College of Technology	3	11-May-12	2	01-Jun-09	-1
Northbrook College, Sussex	3	28-May-12	3	23-Feb-09	0
Stoke-on-Trent College	3	28-May-12	2	04-Jun-07	-1
West Nottinghamshire College	2	28-May-12	1	19-May-08	-1
Eastleigh College	1	21-May-12	2	15-May-06	1
Gateshead College	3	14-May-12	1	10-Nov-08	-2
Hereford College of Arts	3	14-May-12	4	28-Mar-11	1
South Thames College	2	14-May-12	2	01-Jun-09	0
Leeds City College	2	14-May-12	n/a	n/a	n/a
Tower Hamlets College	3	30-Apr-12	3	09-Mar-09	0
Barnfield College	3	23-Apr-12	1	04-Jun-12	-2
Stafford College	4	16-Apr-12	2	09-Nov-09	-2
Yeovil College	2	16-Apr-12	3	03-Nov-08	1
Derby College	3	30-Mar-12	2	16-Nov-07	-1
Petroc	2	19-Mar-12	1	09-Oct-07	-1
Derwenside College	2	19-Mar-12	2	22-Sep-08	0
Great Yarmouth College	3	16-Mar-12	4	12-Nov-10	1
North Warwickshire & Hinckley College	2	16-Mar-12	1	29-Oct-07	-1
Kensington & Chelsea College	3	09-Mar-12	2	26-Feb-07	-1
Stratford-upon-Avon College	3	02-Mar-12	2	05-Mar-07	-1
Lewisham College	3	02-Mar-12	1	24-Apr-06	-2
City of Wolverhampton College	4	20-Feb-12	2	10-Dec-07	-2
Lambeth College	4	20-Feb-12	2	25-Feb-08	-2
Macclesfield College	4	20-Feb-12	1	25-Sep-06	-3
Knowsley Community College	4	06-Feb-12	2	25-Feb-08	-2
Brooklands College	3	06-Feb-12	3	05-Oct-09	0
Canterbury College	3	30-Jan-12	3	01-Oct-07	0
South Essex College of Further and Higher Education	3	30-Jan-12	2	12-May-08	-1
Wiltshire College	3	16-Jan-12	3	08-Oct-07	0

	Now		Before	
Grade 1	1	3%	7	24%
Grade 2	7	23%	14	48%
Grade 3	17	57%	6	21%
Grade 4	5	17%	2	7%
	30		29	



FE WEEK SUPPORTS TEAM UK FOR WORLDSKILLS & SQUAD SELECTION

Everyone asks how the FE sector could do more to promote vocational training. On numerous occasions Skills Minister John Hayes has said that he wants vocational learning to be perceived with the same level of prestige as academic learning. Exactly how that will happen, however, is less than clear.

One solution is WorldSkills. When the international skills competition arrived in London last October, it had a phenomenal impact both on its audience and participants. Young people from 51 different countries and regions travelled to the capital to prove they were the best at their chosen skill or craft. The sheer variety on display at WorldSkills London 2011, including welding, stonemasonry, hairdressing and floristry, was astounding.

FE Week covered the event extensively over its three day run. The editorial team followed all of the major skills competitions, keeping readers informed both online and in two printed editions of the newspaper.

It also attracted some key political figures, including London Mayor Boris Johnson, who had a go at changing the tyre on a Honda motorcycle, and David Cameron, who tried his hand at mobile robotics with Middlesex University. *FE Week* tweeted during the event using the official hashtag, and helped produce video interviews with a number of high profile ambassadors for the competition, including Eddie "The Eagle" Edwards and former British sprinter Jason Gardener.

The coverage accumulated in an exclusive souvenir supplement, produced by *FE Week* to mark the success and impact of WorldSkills London 2011. It also helped pave the way for "The Skills Show", a new event tailored specifically for the UK.



London mayor Boris Johnson has a go at changing the tyre of a Honda motorcycle at WorldSkills London 2011, held in ExCel London



Some of the world's best young carpenters compete for the gold medal. Judges awarded Joe Price (centre) a 'Medallion for Excellence'



Simon Bartley, president of WorldSkills International (above left) holds up an FE Week branded t-shirt while Team UK joiner Adam Bushnell (above right) picks up a bronze medal at the closing ceremony, held at the O2 Arena.

Opening ceremony

The managing editor and head designer of *FE Week* were invited to attend the opening and closing ceremonies of WorldSkills London 2011. They were a fantastic spectacle, and recognition of those pursuing a vocational trade.

FE Week congratulated some of the winners at the closing ceremony, before becoming one of the first news outlets to publish the final medal table. Oh, and we had t-shirts made (see left) which we wore at the event and gave to Simon Bartley, president of WorldSkills International and chief executive of UK Skills, to show our appreciation.

FE Week has-a-go!

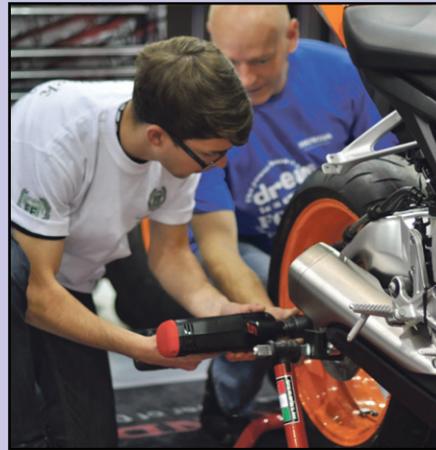
WorldSkills London 2011 was cleverly dubbed the 'skills Olympics' - but to think of it merely as a tournament would be short-sighted.

The aim of the event was not only to inspire visitors through the competition, but to encourage them to try some of the professions for themselves.

FE Week reporter Nick Summers got involved with the 'Have a Go' activity booths dotted around ExCel London. These exciting, fresh and hands-on workshops were open plan and designed to represent the surrounding trades. The resulting pictures (see right) were then published in the FE Week newspaper.

The activities, to name just a few, included plastering, carpentry, airbrushing and virtual car painting, hair styling, making wooden rocking horses and chocolate welding.

It was brilliant fun, but also a great way of promoting a the vocational pathway.



Confectionary cooks work with precision as they compete for a place in Squad UK



FOLLOW TEAM UK

WorldSkills London 2011 wasn't the last time that FE Week reported on Team UK. With the announcement of WorldSkills Leipzig 2013, as well as 'The Skills Show', work was quickly underway to build a new squad.

FE Week will be following every stage of the selection process. The editorial team has already been to Westminster College in London, to see learners, apprentices and employees compete for a place in the cooking competitions.

Confectionery and pastry cooks created dizzying array of delicious dishes, from decorated cakes, pastries, biscuits and chocolates, to modelled marzipan and edible table centrepieces.

We've also seen Stephenson College and North Hinckley and Warwickshire College be transformed into testing and examination centres by the WorldSkills UK team. Towards the end of June the two institutions were used for trades such as stonemasonry and hairdressing.

Rest assured FE Week will be following the journey of the UK competitors from selection to the grand finale at the Leipzig WorldSkills Show in 2013. Make sure to follow our coverage both in the printed editions of the newspaper, and on the FE Week website next term.



OUT AND ABOUT WITH FE WEEK

The team has travelled across Europe to bring you the latest news in the further education sector. Here we look back at some of our favourite moments



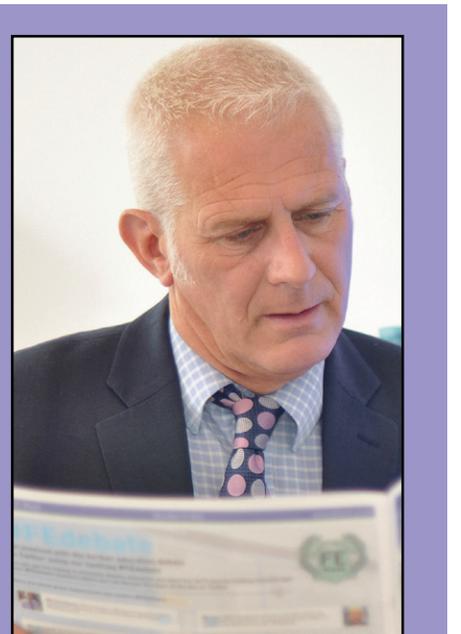
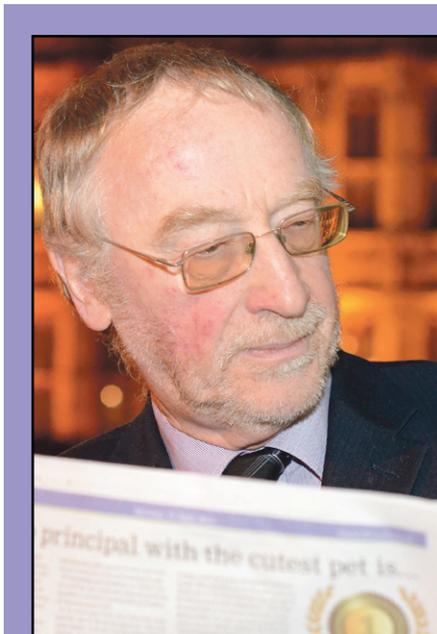
Daniel Duke and Janet Murray (left) perform for the guests at the FE Week celebrity charity auction, held at Birmingham Town Hall (centre) last October. The event, held on the first night of AoC Conference 2011, raised a colossal £10,000 for the Helena Kennedy Foundation. Nick Linford (right) helped auction the items, which included a holiday to Thailand.



Nick Linford and Dan Duke setup camp in Birmingham for AoC Conference 2011

Shane Mann takes part in a televised debate at the Labour Party Annual Conference

Nick Reinis interviews Graham Hoyle, chief executive of the Association of Employment and Learning Providers at their annual 'in-tray' conference in Leeds



Adrian Bailey, chair of the Business, Innovation and Skills Select Committee

Andy Burnham, shadow secretary of state for health and former education secretary

Theo Paphitis, British entrepreneur and star of BBC programme Dragons' Den

Gordon Marsden, shadow minister for FE, skills and regional growth



Nick Summers interviews a lecturer from GCC during a day of protests over pensions



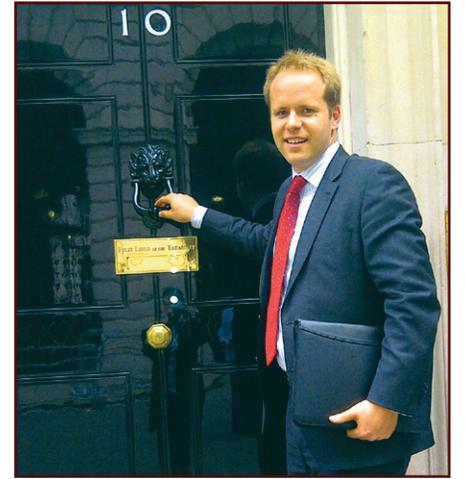
Jan Murray and Shane Chownen visit Switzerland to look at their apprenticeship scheme



Nick Summers visits Lewisham College to have a go at welding during Colleges Week



Nick Linford and Ruth Sparkes head into Central London to document the protests over cuts to pensions in further education.



Nick Linford visits Number 10 Downing Street to discuss apprenticeships policy



Nick Summers and Nick Linford cycle to support Mike Hopkins, principal of South Birmingham College and Dave Heeley during the Top2Toe charity fundraiser



Nick Linford gives evidence for the Business, Innovation and Skills Select Committee's inquiry into apprenticeships



Lindsay McCurdy and Peter Cobrin, founders of the Apprenticeships England CIC and LinkedIn group.



John Denham, at the time Shadow Secretary of State for Business, Innovation and Skills

FE Week heroes!

On our travels we like to photograph our famous (and sometimes infamous) friends with a copy of the newspaper. Here are some of our favorites!



FE WEEK PRODUCED SEVEN SUPPLEMENTS IN 2011/2012

A step-by-step guide to Twitter

Twitter has exploded in the last few years, revolutionising the way millions of people market themselves. With colleges, sixth-forms, training providers and FE professionals increasingly setting up accounts, the guide gave tips for how to take advantage of the service, as well as helping those who were new to the social media tool.

Topics covered included how to create a new account, use hashtags, send direct messages and create lists. Marketing manager Tim Dawkins from NCFE, one of the UK's largest qualification providers, explained how his organisation was challenging the education sector to think about how social media and digital tools



can benefit them. The supplement also launched a competition challenging college principals to gain as many followers as possible. The principal whose following increased the most by the deadline received £500 for their hardship fund (or equivalent).

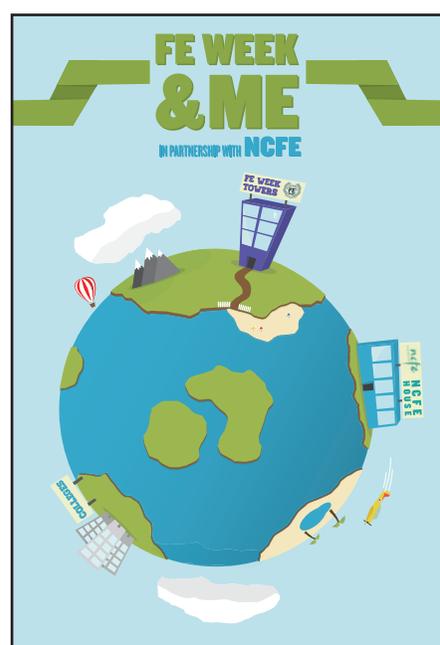
The FE Week & Me shortlist

In September last year the newspaper launched the FE Week and Me competition. Students were asked to send in a 500-word article explaining what brought them to college, along with their hopes, fears and aspirations. It was a creative way for students to express their feelings about the courses they'd enrolled in and explain how their college was helping them meet their goals for the future.

We received more than 2,000 entries, and after an intense round of judging and discussion, managed to whittle them down to just five remarkable stories.

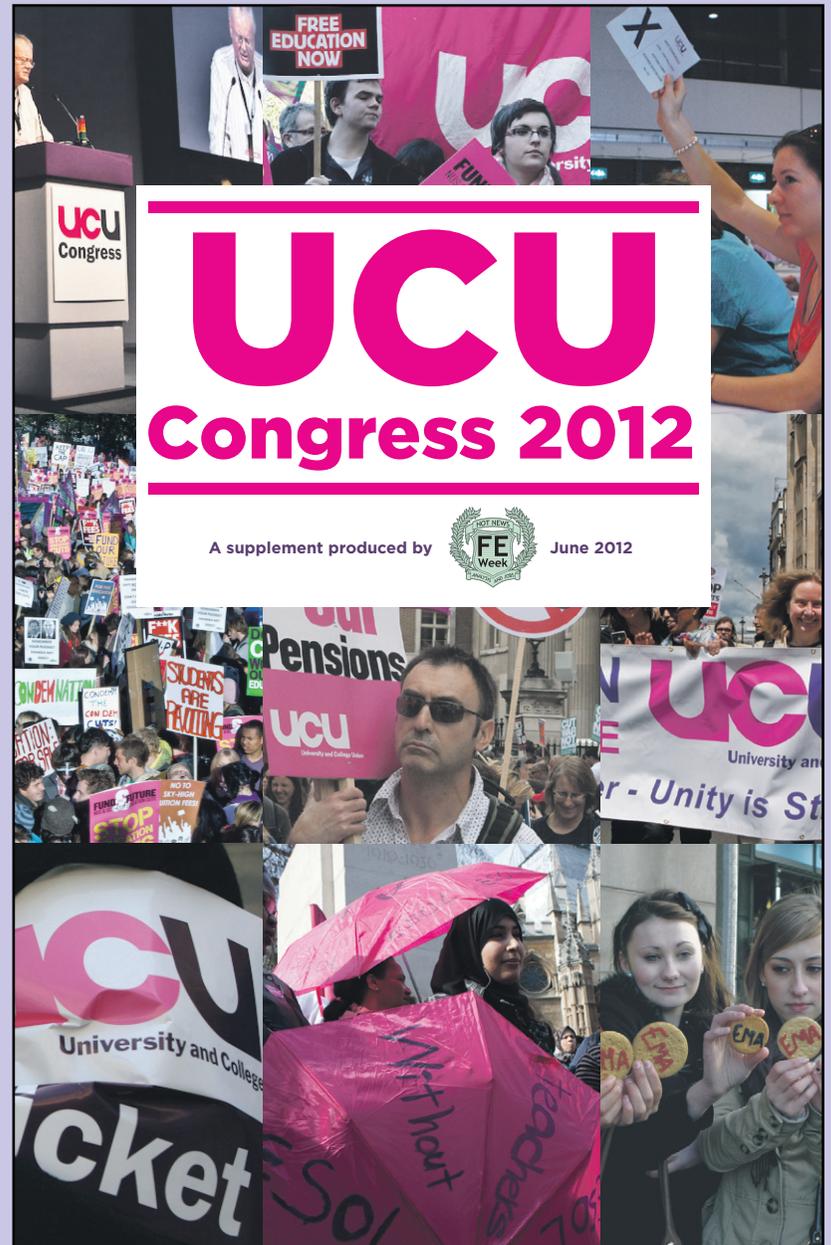
We published the final five in the supplement and asked readers to vote for their favourite.

We ran the competition because we



wanted to hear more from students. FE changes lives, and we wanted to bring the amazing stories to a wider audience.

You can read winner Jayde Kirkup's submission online at: <http://feweek.co.uk/2012/02/06/fe-week-me-competition-winner/>



Coinciding with the University and College Union's annual congress, the supplement looked at the key issues being raised at the event, such as pay and pensions, as well as more sector-specific issues like the prospect of loans in further education and the impact of the government's funding reforms in higher education.

It also gave an in-depth analysis of the problems facing further education staff, both in the UK and abroad including workloads and the erosion of staff professionalism.

A number of 'FE Week Experts' tackled a wide range of areas affecting the sector, with Barry Lovejoy, UCU's head of FE, giving a damning critique of government plans to introduce loans for college learners over the age of 24.

The problems caused by privatisation and re-tendering in offender learning were considered, focusing in particular on the heavily criticised training provider A4e. The lessons learnt from for-profit companies' involvement in higher education were also discussed.



WorldSkills London 2011 Supplement

It was a tremendous record-breaking WorldSkills London 2011 for Team UK and *FE Week* was there to cover every second of the exciting competition.

Over the four days we tweeted live from the event to keep readers up to date with Team UK's progress and the supplement provided full coverage of the event, from the opening ceremony to the dramatic finale.

The paper heard from winners and high profile ambassadors, such as former Olympian Jason Gardener and former ski-jumper Eddie 'The Eagle'



Edwards. The digital souvenir edition is available to download at: <http://feweek.co.uk/2011/10/17/worldskills-2011-souvenir-supplement>

The AELP Conference 2012 special

As delegates tucked into their evening meal on the first day of the Association of Employment and Learning Providers' annual conference, *FE week* was already distributing a supplement with its initial coverage.

The lead story discussed AELP's concern regarding a potential 20 per cent VAT on FE loans for those studying with an independent training provider.

An in-depth feature covered the day's lead debate, focusing on the promise from Skills Minister John Hayes of a pre-apprenticeship product.



It also had an exclusive interview with entrepreneur Doug Richard, who is leading an independent review into the future of apprenticeships in England.

In the months leading up to National Apprenticeship Week 2011 the programme was under close scrutiny, with concerns raised about the quality and rapid growth in adult apprenticeships

The supplement was a chance to remember and celebrate the value of the programme, giving recognition to the providers that were offering good opportunities to learners in a challenging economic climate. Experts voiced their views on a range of issues, from

safeguarding the definition of apprenticeships to how to incentivise employers.

There was a profile interview with David Way, former chief operating officer of the National Apprenticeship Service, and the paper talked to Ross Varnam, Autobody repair apprentice and WorldSkills silver medalist.

The supplement can be downloaded at: feweek.co.uk/2012/01/31/apprenticeship-week-supplement

Apprenticeships: Where should the programme go next?

Following critical changes in apprenticeship policy - most significantly the government's move from 12 weeks to 12 months as the minimum duration for apprenticeships - the supplement looked in detail at how the sector would be affected.

It asked questions such as, how will the sector react to the new minimum durations? What will change once the BIS Select Committee submit their final report for their

inquiry into apprenticeships? How will the National Apprenticeship Service and Skills Funding Agency implement a Quality Action Plan?

It included extensive coverage of the Apprenticeships Quality Conference and an exclusive column from Barry Brooks, group strategy director at Tribal.

A technical feature explained apprenticeship funding and took a closer look at the number of apprenticeship starts by age and level.

COMMISSION A SUPPLEMENT!

If you would like to pitch a supplement to *FE Week*, or find out more about advertising opportunities please email Nick Linford, the managing editor via: nick.linford@lsect.com

CELEBRATING 36 ISSUES WITH THE FE SECTOR

The FE and skills sector has always needed a voice. Somewhere to analyse the latest policy proposals, and ask the difficult questions when high quality teaching and learning is threatened. That's why last summer I decided to launch a weekly newspaper and online website dedicated to covering the FE sector.

Over the last ten months the team at *FE Week* has investigated the most pressing issues, and the results have been overwhelming. The government has made countless U-turns on what we thought were immovable policies and consulted with the sector like never before.

But there's still more work to be done. FE loans are on the horizon and the new simplified funding system for adult skills is being hotly debated. The newspaper will be taking a break over the summer, but rest assured the team



will still be hard at work. We'll be looking to see where we can refocus our efforts and expand coverage like never before. Thank you to everyone who has supported the newspaper throughout this academic year. Onwards and upwards!

Nick Linford
managing editor of *FE Week*



“HAS TRANSFORMED MEDIA COVERAGE OF FE”

FE Week has transformed media coverage of FE by creating an outlet for detailed information and real investigative analysis of what's going on under the surface of the sector. A sector champion such as *FE Week* has the capacity to build effective cross-sector campaigns.

The pressure it has built up around apprenticeship quality has been fantastic; this power can be carried across other education policy areas such as the introduction of FE fees and loans, and to celebrate the huge impact that student voice has on quality, retention and student experience in those providers that do it best.

Policymaking does not end and that a busy summer is often the rug that policy changes are swept under. NUS will be spending the summer building towards a national demonstration against the bleak future faced by students of all ages and levels, and I'd hope that *FE Week* readers will be joining us on November 21. Tweet your support using hash-tag #demo2012



Toni Pearce
VP (FE) at the National Union of Students

“IT HAS CREATED A REAL BUZZ AND FILLED A VOID”

Well done to *FE Week* on completing its first academic year. Set against a backdrop of dwindling coverage of FE issues in the wider media, it has created a real buzz and filled a void for news specifically for our sector. I hope it will continue to be a voice for the FE community and to report on the good news and success stories, as well as outlining the challenges and changes ahead.

These have been manifold over the past 12 months and show no signs of abating in 2012-13. The sector will need to respond to the impact of planned changes to 16-19 funding and programmes of study, FE loans, and changes to the CIF, not to mention planned curriculum changes in A-levels and functional skills. Despite this sometimes overwhelming agenda and reductions in public funds, the FE sector is rising to the challenge of developing the nation's skills base to support the economic recovery. We hope colleges' efforts will be aided by a better dialogue with policymakers and fewer distractions from ministers.



Brian Lightman
general secretary of ASCL



“DETAILED COVERAGE OF THE SECTOR”

With national media coverage of our sector becoming a distant memory, except when there is a scandal to report, *FE Week* has been a welcome addition to the debate surrounding FE and skills reform over the past 12 months. To borrow school governor parlance, it might be described as a “critical friend”, although it has arguably stretched the friendship a little too far on occasion!

But it is important to recognise the positive things about *FE Week*'s arrival, starting with the fact that it is filling a huge gap in providing detailed coverage of the sector and that launching a print publication of any kind in the current economic climate is brave.

The “*FE Week Gets Technical*” charts are an excellent innovation for those of us who sometimes only have a few minutes on a train to catch up on certain developments, while it is encouraging to see the space given over to stakeholders to offer their views on current issues.

Independent providers are also welcoming that their part of the sector is receiving



regular coverage and, surprise, surprise, this means that they have started advertising in *FE Week*.

I would like to see the paper develop more of its analytical side over the coming months, yet overall AELP is very happy to work with *FE Week* to see it grow and contribute to ongoing debates in the sector.

Graham Hoyle
chief executive of AELP

“JOURNALISM FOCUSED ON THE CRITICAL ISSUES”

It's been a busy year for the FE and Skills sector, but then which year hasn't been busy? There are many contentious issues facing FE, but we need to remember we are also presented with opportunities to work together.

One of the differences this year is that we have had *FE Week* accompanying us on every step of the journey. It is not often that a publication makes its mark as quickly as *FE Week* has, but the sector has welcomed having its own expert journal and powerful investigative journalism focused on the critical issues, however uncomfortable that may be at times.

The focus for the next academic year has to be on teaching and learning – improving and maintaining the quality of what our learners experience, particularly in the classroom or work environment, and demonstrating the really innovative ways in which the sector gets the best out of people.

I hope that *FE Week* will help provide a platform for highlighting and debating evidence about effective practice which



will inform the new Commission on Adult Vocational Pedagogy. The challenge of youth unemployment will continue to be a major concern during 2012/13 – watch out for our new policy paper out shortly.

I wish all your readers a well-earned summer break, and hope they return fresh and energetic for a new academic year.

Lynne Sedgmore
executive director of the 157 Group

“UNDOUBTEDLY, FE WEEK HAS FILLED A GAP”

For working people who care about learning and training, there are big issues looming. The move to FE Loans is a great worry. Surely it is inconceivable that employers will start asking their over-24 level 3 apprentices to fund their own apprenticeship, out of a loan. But what about others? The BIS research shows a very mixed and uncertain picture.

The likely appetite for learning among older workers could plummet. Women and BME working people are more likely to be put off. Of course there are also upsides too, such as the opportunity to borrow to pursue long-cherished ambitions, just like HE students. But there must be a major communications drive and a readiness to tackle emerging problem areas with additional help and to think again.

Undoubtedly *FE week* has filled a gap. But one aspect of the paper is slightly depressing. The focus on technical issues, including micro adjustments to meet the funding formulae reflects, of course, the reality for Colleges and other providers.

But I look forward to the day when *FE*



Week carries just as many stories of imaginative, new provision; geared to meeting employment needs - enthusiastically supported by a new and more liberal funding regime with the active involvement of all social partners.

Tom Wilson
director of Unionlearn

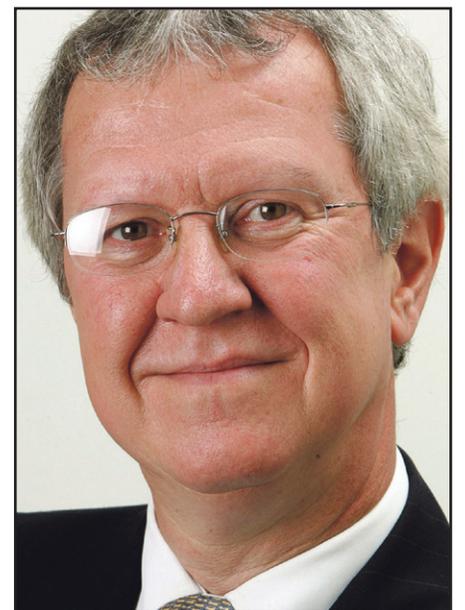
“HAS THE FEEL OF A WELL ESTABLISHED NEWSPAPER”

FE Week has the feel of a well-established newspaper that makes waves. It revealed inadequacies in apprenticeships that were firstly denied by ministers and then, when the excuses ran out, acted on with moves to ban inadequate and unjustifiably short courses.

FE Week has its detractors as well as its admirers, but sets a high benchmark that it must maintain. I suggest three inter-related areas for critical attention in the coming year: leadership and governance, deregulation and financial survival – what people will do to keep their institutions going when faced with reduced funding.

Deregulation is sweeping through FE just when the full extent of damage from the failure to regulate banks and markets adequately is being exposed. Effective regulation should not be overbearing but supportive, nurturing effective leadership and governance at all levels.

We've been here before. Almost 20 years ago, after college incorporation, politicians started with denials and were then forced to act on growing scandals that



gave FE such a lasting bad reputation and led to the very regulations the Coalition Government is busy dismantling. With less regulation, we need a vigilant fourth estate (*FE Week*) to keep close scrutiny on what institutions are doing to survive.

Ian Nash
former editor of *FE Focus*



YOU CAN CONTRIBUTE TO FE WEEK NEXT YEAR

Write us an FE Week expert piece

It's vital to us that *FE Week* is not only a place where journalists report on the latest news, but also a forum for discussion and debate.

As a result we're keen to hear from those who know FE best; you, the sector. It doesn't matter what your department is, or how long you've been working in FE for, if you have an opinion or pressing issue you think should be heard *FE Week* is the place to do it.

The rules are simple. We ask for your piece to be between 500 and 750 words, with an accompanying head and shoulders photograph. Submissions should be made to our news desk (news@feweek.co.uk) and where

possible, photographs should be of a high quality/file format.

Opinion pieces can be on any topic, provided you feel that it's a current or recurring issue, as well as being of interest to others. Don't hesitate to give suggestions on how a problem could be improved, or how your organisation is tackling a particular issue.

FE Week also retains the right to sub-edit or amend opinion pieces. It doesn't happen very often, but occasionally we need to fix spelling mistakes or tweak a submission so that it fits a given space in the newspaper.

Opinion pieces are also not the place for your company to sell a product or service. If you're interested in writing about either of these on behalf of your employer or client, please contact our sales department (chardelle.mason@feweek.co.uk) and an advertorial opportunity can be arranged.

Expert pieces that we receive before Tuesday will be in the newspaper the following week, or in the edition thereafter if we're running low on space.



Let us know about a news story

Do you know of a learning provider that isn't playing by the rules? Or a learner that has overcome the odds in order to achieve success? *FE Week* is always on the lookout for new and original news stories.

It could be a particular government policy which has been introduced without anyone knowing, or a data management system which has gone a little bit awry.

Whatever the issue, *FE Week* is the place to make sure it's known by the wider public, debated and resolved.

If you feel strongly about the issue, or have a particular area of expertise, we may ask to interview you.

It's standard practice, but of course being used for comment is always



your choice; the editorial team is happy to discuss the protection of sources and anonymity it's appropriate.

If you wish to submit a news story, e-mail the editorial team at *FE Week* using news@feweek.co.uk, or call the news desk on 020 8123 4778.



BECOME A PART OF CAMPUS ROUNDUP

Are you a college press officer, or do you work with an education provider where a fantastic learner experience is being delivered? Then Campus Roundup is the place for you.

It's designed to be a showcase of all the great work happening around the country, and a reminder of the effects FE policy is having on the ground.

It might be that you have a new campus opening next term, or staff and students have raised an unprecedented amount of money

for charity. Whatever the story, we want to hear from you.

Submit a story to Campus Roundup by emailing the editorial team at news@feweek.co.uk.

We're looking for at least a few punchy paragraphs explaining the story, as well as a high-resolution image (no cameraphone or thumbnail photographs please!) and details on how we can get in touch for further information.

Throw in a few quotes for good measure, and you're almost guaranteed a slot in the newspaper.



FE Week publication schedule for 2012/13

Below you can see the full timetable of when FE Week will be delivered to subscribers.

FE Week will be printing 36 editions in 2012/13. Edition 37 in September 2012 through to edition 72 in July 2013

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M							
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Oct	1 40	2	3	4	5	6	7	8 41	9	10	11	12	13	14	15 42	16	17	18	19	20	21	22 43	23	24	25	26	27	28	29	30	31					
Nov				1	2	3	4	5 44	6	7	8	9	10	11	12 45	13	14	15	16	17	18	19 46	20	21	22	23	24	25	26 47	27	28	29	30			
Dec						1	2	3 48	4	5	6	7	8	9	10 49	11	12	13	14	15	16	17 50	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Jan		1	2	3	4	5	6	7 51	8	9	10	11	12	13	14 52	15	16	17	18	19	20	21 53	22	23	24	25	26	27	28 54	29	30	31				
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FE WEEK IS A GREAT PLACE TO ADVERTISE

FE Week advertising in print

It has been an amazing year for *FE Week* and our advertisers.

We helped over 89 Colleges and Companies fill their recruitment needs. Plus, we hosted advertising campaigns for the likes of Pearson, NCFE, SQA and Tribal.

We started off with humble beginning by having just 2 pages of recruitment adverts and only 11 jobs online. However, by April 2012 we were printing 4 pages of recruitment adverts and had over 45 FE jobs online!

The logic behind *FE Week's* success is simple: we offer targeted, direct and relevant advertising to advertisers seeking to communicate with the FE Sector. We minimise the risk of wastage as all of our subscribers work within or provide a service to the FE Sector. Plus we take extra care insure that each advert is right for both our readers and advertisers.

FE Week aim to have an ever bigger year for advertising in 2012/13, so get in touch to take advantage.

Effective advertising at effective rates



£205CC for colour & mono adverts

Quarter page for just £1280

Half page for just £2560

Please contact:
Chardelle.mason@feweek.co.uk
or call **0208 1234 891**

PLUS Free featured job package with each print booking!

FE Week advertising online

A small selection of FE Week job advertising online between January and March 2011

Role	Vice Principal	Director Planning and Data	Head of Skills Centre
Active days	10	25	16
Page views	412	270	483
Unique views	374	222	369

Role	Vice Principal Engagement	ILR Data Officer	Funding Consultants
Active days	25	14	21
Page views	246	261	542
Unique views	214	222	442

Role	Head of Operations	Director of Info Systems	Interim Manages
Active days	30	20	17
Page views	265	262	241
Unique views	231	206	199



FE Week recognised in the national media

Below are some examples of where FE Week has been mentioned in other national publications



A BIG THANK YOU TO OUR ADVERTISERS!

While there are too many to list here, below is a small selection. We would like to thank all them all for their ongoing support



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