

Release embargo until 11 November, 2010

media release

New employment charter brings local jobs for local people

On **Thursday 11th November 2010** the Victoria Business Improvement District (Victoria BID), Land Securities, The Deputy Mayor of London and The London Employer Accord launched the **Victoria Employment Charter**, an innovative partnership between the public and private sector that will generate employment and training opportunities for local residents in Victoria and South London.

The charter launches as the regeneration of Victoria gathers apace. With construction under way on the next phase of new developments, Victoria is set to become the definitive destination for leisure and business with premium office, retail, leisure and residential accommodation. The Victoria Employment Charter will play a key role in providing the local workforce with the required skills to meet the growing employment demands in the area, with a focus on hospitality, construction, retail and apprenticeships.

Delivered by The London Employer Accord, the Victoria Employment Charter will work with local employers including Marks & Spencer, Rubens Hotel, Sir Robert McAlpine, Land Securities and others, to provide an efficient and cost effective recruitment and training strategy. Working with the Victoria BID, the London Employer Accord will match skills to job opportunities and implement targeted training and development plans. Opportunities will be channelled via funded/government backed employment schemes, harnessing relationships with public, third sector and wider stakeholder groups to build a cohesive, community led recruitment strategy.

The charter will ensure that:

- employers have free access to recruitment facilities for job interviews and the assessment of prospective employees
- there is a central point for all new employment opportunities within the Victoria area
- a maximum circulation of all job details throughout local communities

As a major transport hub, the job opportunities created in Victoria will benefit job seekers from across the whole of south west London and Victoria in particular. The Victoria BID is calling on all retailers and employers in the local area to take advantage of this unique service.

Press Contacts

- Victoria BID: Scott Nixon, BID Manager, on **020 3004 0787**
 - Victoria BID: Paul Vater at Sugarfree, Press Liaison on **020 7619 7430** or **07976 662378**
 - London Employer Accord: Mark Hudson on **020 7593 8573** or **08989 175288**
 - Land Securities: Victoria Willis at Blue Rubicon on **0207 260 2700** or **07876 214356**
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Quotes from key partners establishing the Charter

Mike Noakes – Chair of the Victoria BID:

“London Victoria, more than ever before, is becoming a centre for economic vibrancy. With many new businesses moving into the area and large scale construction developments on the horizon, Victoria must ensure that the opportunity is seized to support its local businesses and provide them, through the Victoria Employment Charter, an easy and effective means of recruiting experienced, adequately trained and high quality staff.”

Andrew Halford of Marks & Spencer:

“Signing up to the Victoria Employment Charter will allow us to quickly and easily source staff that can match the exacting standards of M&S. Our staff at Marks & Spencer are proud of the fact they work for us, and of the products they work with. They take pride in everything they do. The organisation now employs 68,000 employees in 30 countries, have more than 500 stores and serve tens of millions of customers each and every week.”

Deputy Mayor of London, Richard Barnes:

“This landmark employment charter will provide a great boost to Victoria and generate much needed jobs for the hospitality, construction and retail sectors. One of the Mayor’s key goals is to encourage thousands of new apprenticeships, so it is very exciting to see that the Victoria Employment Charter will also focus on developing opportunities for apprentices. Businesses in the area will now benefit from a more coordinated approach to recruitment and training that will match the right skills sets to the right jobs.”

Colette O’Shea Land Securities’ London Portfolio, says:

“Land Securities has a long track record of investing in London and Victoria. From our landmark retail and office development Cardinal Place, to affordable private and student accommodation at Wilton Plaza, we are already delivering a regeneration plan which will see Victoria transformed into a distinct and vibrant business and leisure destination. The realisation of our vision isn’t just about transforming spaces and attracting new companies to the area, it’s also about bringing new jobs to local people. We’re delighted to be able to play an important role in the creation of the Victoria Employment Charter which will provide real benefits to local employers and help realise the full potential of the diverse employment opportunities that are being created for local residents.”

Thanks to Heron for providing The Peak for this Launch

Congratulations to Heron, developers of The Peak which has been awarded **West End Development of the Year** at the Property Week Offices 2010 Awards on 19 October, 2010

<http://www.thepeaklondon.com/>

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Notes to Editor

Victoria Business Improvement District (Victoria BID)

Victoria BID provides a platform for businesses to work together to improve and enhance the urban context of Victoria. Guided by businesses and organisations based within the SW1 area, the Victoria BID team help shape Victoria's future development. We are establishing a full programme of initiatives, services and events to deliver during the first term of the BID. These will be further complemented by new proposals for regeneration of the area that will help reposition and strengthen Victoria's offer as a central business district over the next decade.

As the collective voice of local businesses, both large and small and across all sectors, we are now underway with a range of activities. Drawing on Victoria's rich and diverse cultural mix, delivering services and opportunities to businesses and organisations, helping to make it not only a better place to work and play but to enhance the SW1 area as a primary destination for visitors to London and as a location with everything needed to encourage growth of the local economy. Further information can be found at www.inSW1.com

The London Employer Accord

The London Employer Accord is an employer-facing Government initiative of the Mayor's London Skills and Employment Board which was set up as part of the Government's drive to help employers gain easy access to the employment and skills provision, whilst at the same time assisting unemployed London residents back into work.

It aims to simplify the way that employers access public sector funding and training provision by providing a fully funded single point of contact service to ensure that employers are able to easily access suitably screened candidates, pre- and post- employment training and also public funding. It is a co-financed joint venture of the London Development Agency, the Department for Work and Pensions and Jobcentre Plus. It also has the support of the Skills Funding Agency.

The London Employer Accord will be working directly with the retailers to help them access publicly funded recruitment and training services. The programme provides a tailored service to enable businesses to recruit long term unemployed people living within the seven central London boroughs.

Further information about the work of the Accord can be found at www.londonemployeraccord.com

Land Securities Group PLC

Land Securities rejuvenating Victoria:

Land Securities' plans for Victoria Transport Interchange (VTI2) incorporate over 138,000 square metres of new development stretching from Bressenden Place to the north and east, Victoria Street to the south and Buckingham Palace Road to the west. Land Securities wider plans for the area also include:

- 62 Buckingham Gate - one of the next big steps in the regeneration of Victoria providing 23,500 square metres of prime office space with high-profile retail units at ground level
- Wellington House - bringing over 5,904 square metres of prime residential accommodation to the heart of the city

Land Securities:

Land Securities is the UK's leading Real Estate Investment Trust with a national portfolio of commercial property. Our investment portfolio also has 50 retail parks, shopping centres and designer outlet centres, including Bristol's Cabot Circus and Exeter's quadruple award-winning Princesshay site. Half of the Land Securities' portfolio is in London, where it owns landmark buildings such as the Piccadilly Lights and Westminster City Hall, and is developing some of the capital's most innovative mixed-use schemes, such as One New Change in Cheapside and Park House on Oxford Street. www.landsecurities.com/

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The Victoria Employment Charter is the second instalment of a blueprint designed to help employers gain easy access to employment and skills provision, whilst at the same time assisting unemployed London residents back into work. The concept began with the Cheapside Initiative which was launched in the Summer of 2010. One employer who has benefitted from this offer is the strategic outsourcing and asset management company, MITIE, which is providing facilities management services for the City's landmark new shopping destination, One New Change. Dev Kanagarajah, Account Director at MITIE commented **"I have been extremely impressed with the support I have received through working with the Cheapside Employment Charter. I have found it a useful, cost effective service that I can rely on to recruit high calibre candidates for our business"**

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