



This is
BASE

STRATEGIC REVIEW
ISSUE 03 - JULY 2018


BASE

BATTERSEA ACADEMY FOR SKILLS & EMPLOYMENT



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Sharing Success AT BASE

Welcome to the third edition of our quarterly strategy review as we continue to empower exceptional people while combating London's skills shortage. BASE is now working actively with all service contractors and commercial tenants of Battersea Power Station to recruit staff.

We're proud to share that over 187 staff have been through the BASE Service Excellence programme, with an additional 34 attending our refresher programme. BASE jobs platform has now received 2,746 applications, 669 of which are local residents of Wandsworth or Lambeth.

BASE have advertised 205 vacancies to date and filled 68 of those roles with 25% being local people. Most of the vacancies are across the hospitality and catering industry, 34%, followed by security, 14%, and property management 12%.



OUR PROGRESS SO FAR

2746

unique applications received

24%

of applications received were from local residents

472

people registered on BASE Talent Pool

>55%

of Talent Pool registrants are local residents

257

staff are now employed via BPSDC, EAM & our service contractors

57

new EMPLOYEES are local residents, just over our target of 20%

WE'VE UPDATED OUR

Website & Branding

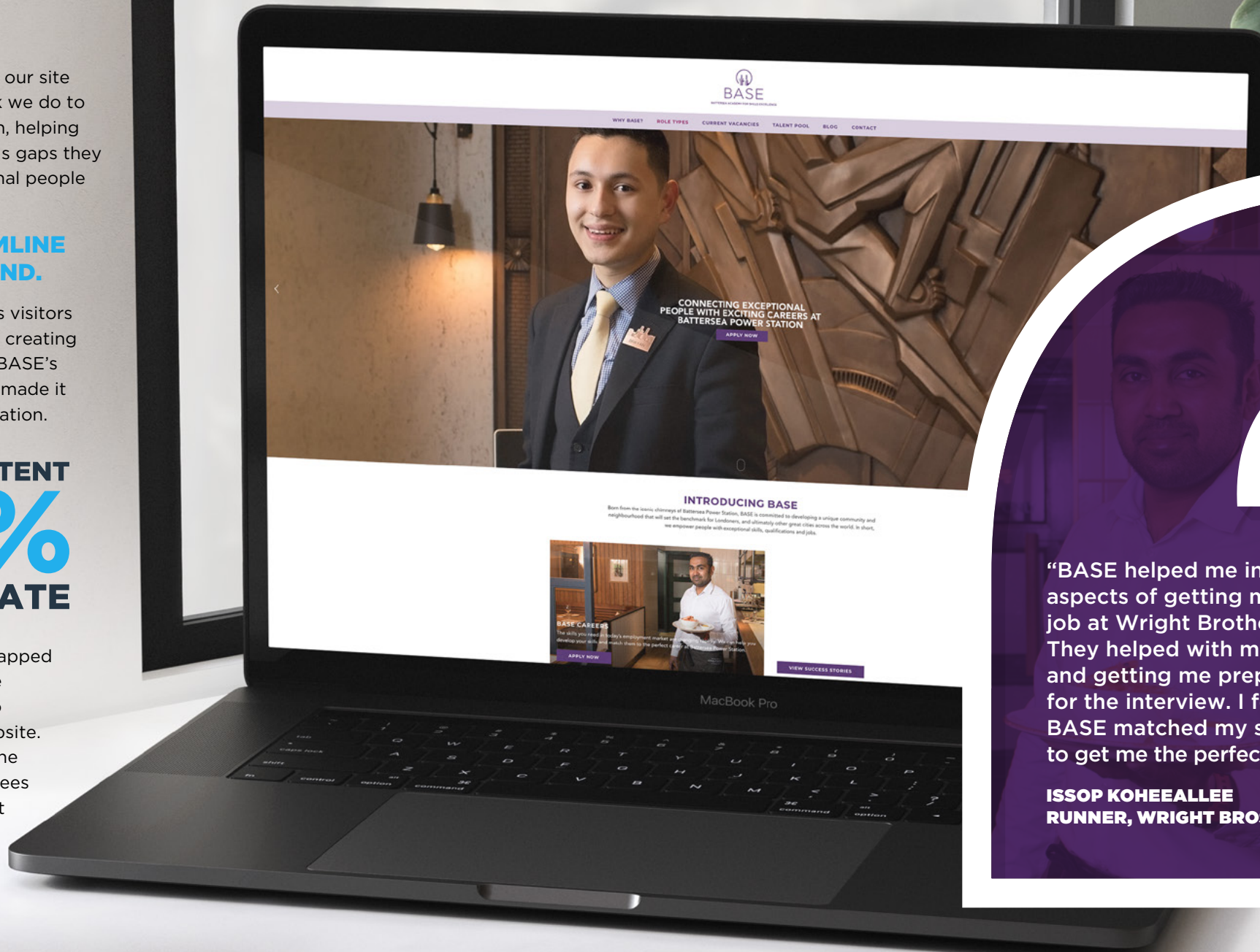
Our stakeholders told us that that our site did not clearly showcase the work we do to power up Battersea Power Station, helping our candidates overcome any skills gaps they may have and matching exceptional people with exceptional jobs.

IT WAS TIME TO STREAMLINE OUR SITE AND OUR BRAND.

We focused on the core messages visitors coming to the site are looking for, creating branding that works across all of BASE's marketing and publicity. Then we made it easy to find by streamlining navigation.

VIDEOS WITHIN CONTENT DRIVE A **35%** INTERACTION RATE

By highlighting testimonials, we tapped into trustworthy, credible, real life scenarios that encourage users to apply for careers through the website. We created videos, highlighting the success stories of current employees and updated imagery and content to make it easier for visitors to find vacancies and success stories. Images on the site were updated to showcase current businesses and staff at Battersea Power Station to help the site feel more familiar to users who have visited.



OUR SOCIAL MEDIA CAMPAIGN HAS RESULTED IN:

1078 TWEETS
WITH **21393**
IMPRESSIONS

ENGAGEMENT RATES OR RETWEETS OF
385
IN THE LAST **90**
DAYS



"BASE helped me in all aspects of getting me the job at Wright Brothers. They helped with my CV and getting me prepared for the interview. I felt BASE matched my skills to get me the perfect job."

ISSOP KOHEALLEE
RUNNER, WRIGHT BROS

"BASE matched my skills perfectly and the job role is suited to me. BASE provided Service Excellence training which is based on customer service."

BRAYAN CLAVIJO, NIGHT CONCIERGE, PORTICO, BPSE MANAGEMENT



ACTIVITY AT *Base*

PRE-EMPLOYMENT TRAINING

We launched the first of our pre-employment training programmes on site this quarter with emphasis on hospitality and customer service.

The programme runs for 10 days, in partnership with Southgate and Barnet College. Commercial tenants/service contractors Wright Brothers, Coffeeworks Project, Baxter Storey, Fiume, Cinnamon Kitchen and Paul Edmonds were invited for the final assessment, which included menu design, food preparation and serving.

This month we are preparing for the third in our series of these BASE pre-employment programmes. To date we have had 20 people through the programme and several have had interviews, job trials and work placements with restaurants and bars open at Battersea Power Station and companies looking after the Estate.

ENGLISH FOR SPEAKERS OF OTHER LANGUAGES

Research has shown that one in three Londoners were born outside the UK, and more than 300 languages are spoken at a community level.

The Mayor of London, Sadiq Khan, has emphasised the importance of English and the need for government and cities to improve the support we provide to learners, because a common language is necessary for a common life.

BASE has been shortlisted for a Greater London Authority (GLA) bid for an English for Speakers of other Languages (ESOL) initiative launched in March 2018. The ESOL programme piloted with High Trees Trust, a BPS Foundation grant recipient, formed the basis of our bid. We have now been invited to the GLA for an exploratory conversation about the potential scope of our programme.



MEET Cinnamon Kitchen

Could you tell us a little bit about Cinnamon Kitchen? How did you develop the concept of a modern Indian menu with British influences?

Starting with Cinnamon Collection which opened in the old Westminster Library in 2001, we celebrate the best of both worlds, combining the vibrancy, colour and spice of India with the best local produce Britain has to offer. This approach has been instrumental in changing perception of Indian food in this country.

We'll be showcasing this when we celebrate our anniversary in October, hosting master classes and celebratory dinners, including a one-night event with six chefs who have shaped Indian food in this country in the past 10 years.

What drew you to Battersea as a location for your 3rd restaurant?

This year marks the tenth anniversary of Cinnamon Kitchen serving Londoners its unique take on modern Indian dining. We spoke to executive chef & CEO Vivek Singh about the restaurant's latest move, as it joins the growing food scene at Battersea Power Station.

There is an essential magic that comes from a setting. A setting is so difficult to copy or take away. In that context, the location of the iconic Battersea Park is going to be hard to beat ever.

I am a firm believer that a restaurant experience is so much more than good food and service and good drinks. We bring an element of theatre, interaction, openness and relaxed surrounding where diners welcomed. Battersea Power Station represents all of those things for us.

What do you think about the emerging food scene in Battersea?

The restaurants already at Battersea Power Station are great company to be in. Battersea in general has a great selection of restaurants and good community spirit. It's a great place to be right now.



How does it feel to be associated with one of London's most recognisable buildings - Battersea Power Station?

It's huge. One of the most exciting parts of the project are the proximity and association with what certainly must be one of the most of the iconic spaces in London and one of the most recognisable buildings in the world. We are very excited. It's a fantastic feeling.

What feedback are you getting from your diners who are local residents?

The thing that stood out, even before we opened, was the incredible sense of community already at Battersea Power Station, with the operators who were already here and the Battersea Power Station team itself. After opening, I have been absolutely taken aback by the sense of ownership the residents feel for the restaurant.



They also feel a sense of responsibility to support these new businesses, which is incredible.

Are you adding anything special to the menu in Battersea that will be different from your other locations?

We have three or four signature dishes especially for Battersea. They don't feature on any other of our menus. Our Keema Litti - lamb and mint-filled dough balls - is proving very popular. We're beginning to see it on Instagram quite a bit. We are also currently working on a weekend brunch exclusively for Battersea Power Station.

What's your team like?

Both front of house and back of house have some Cinnamon stars. Head chef Rajeev Kumar has been with us for 11 years. He's worked his way up from commis chef to head chef - one of our finest chefs and a home-grown talent to boot.

Front of house, our general manager Harsh Joshi comes with an exceptional pedigree. He's run multiple restaurants in Dubai and worked at the Ritz, and at Michelin star restaurants. He's a true professional host.

What's your most popular dish on the menu?

Keema Litti a big hit, as is our bar food menu, which draws inspiration from the journey from Mumbai to Jaipur. It's a tribute and homage to the six cities on the route. The dishes are extracted from some of the prominent stops on the Mumbai--Jaipur route, one of the very best train routes from any foodie's point of view.

What are your hopes for the future at Battersea?

I see tremendous potential in the development itself and the promise of future tenants, including Apple making Battersea Power Station its UK headquarters.

@cinnamonrestaurants
@cinnamonkitchen
@cinnamonkitchen



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

Meet JAMES MORAN

Before starting his current role as Aftercare Manager at Battersea Power Station, James spent 10 years as a self-employed property landlord, managing 17 units in Cheshire. After relocation to London, he decided to apply for jobs in a similar field.

He was keen to get a job using the skills honed as a landlord but wasn't quite sure how to go about it after being self-employed. When he saw his job listed on the BASE website he decided to apply.

WHAT DOES YOUR JOB INVOLVE?

"I respond to resident queries regarding any issues or concerns they may have in their apartments. This could be a small issue, such as a light bulb not working to a large issue, such as a burst pipe. It requires a high level of customer service and a knowledge and understanding of construction and new developments."

"I made an application via the BASE website, had a screening interview followed by a full interview, and within three days I was employed!"

WHAT MADE YOU APPLY FOR YOUR ROLE?

"I was excited to come to Battersea because I used to see the Power Station in the 1980s when I lived in London before. I always thought it was an iconic building and when I heard that it was being redeveloped I wanted to try and be a part of it, so I applied."

OUTLINE THE APPLICATION PROCESS THAT YOU WENT THROUGH

"The Aftercare Manager job description was very good and I felt that it fitted me perfectly, so I

made an application via the BASE website, had a screening interview followed by a full interview, and within three days I was employed!"

WHAT 3 WORDS WOULD YOU USE TO DESCRIBE YOUR ROLE?

Challenging, Difficult, Rewarding.

DO YOU SEE YOUR CAREER DEVELOPING AT BATTERSEA POWER STATION?

"I see myself developing here because the opportunity is huge. I imagine in a couple of years' time if I want to move on from what I'm doing, as the development phases are released I will be able to slot myself into different roles."

WOULD YOU RECOMMEND BASE TO OTHER JOBSEEKERS?

"I would recommend applying for a job through BASE because it's a simple process. Although I was self-employed I decided I would job hunt, but found it difficult because I was a little bit older and had been out of the workplace for a while. I found the BASE application process quite simple in comparison, and I would recommend anybody that's looking for work to apply through the BASE website."

#faceof

BASE

DELICATESSEN



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