

**FINANCIAL  
SERVICES**

**Sponsored by**



**Business Link**

Train to Gain, as part of the Government's portfolio of Solutions for Business, offers independent skills advice at no cost to your business. In the South West, Business Link advisers provide this service, offering employers real help in finding the right solution to deliver the skills that can boost your business.



**Cornwall College**

Cornwall College is a further education college with seven main campuses across Cornwall including Saltash, St Austell, Newquay, Camborne, Falmouth Marine School and Duchy College Rosewarne and Stoke Climsland. Cornwall College is part of the NSAFS' training provider network in the South West.



**Babington Business College**

Babington Business College is a private training provider for the NSAFS in the South West region. It has been delivering training in financial services for over 30 years.



**New College Swindon**

New College Swindon is currently in the development stage of becoming a training provider for the NSAFS in the South West region. The college offers academic and vocational courses for 16-19 year olds as well as in house training for employees in several sectors and apprenticeships.



**Cirencester College**

Cirencester College is a tertiary college that serves the needs of 16-19 year old students in Gloucestershire, Wiltshire and Swindon as well as the local business community. The college is a training provider for the NSAFS in the South West.



**The Bournemouth and Poole College**

The Bournemouth and Poole College is one of the UK's largest colleges enjoying a reputation for excellence in further education and training. It is part of the NSAFS' training provider network in the South West.



**City of Bristol College**

As the largest training provider in the South West and the lead training provider for the NSAFS, City of Bristol College is well placed to serve the needs of financial services employers with sites across the city of Bristol.



**DAS**

DAS has been a pioneer of the legal expenses insurance market since 1975. DAS is proud to support the National Skills Academy for Financial Services and appreciates the great work that they do for companies and people in our industry. The company has recently introduced the Apprenticeship Scheme for Financial Services for its staff. DAS is a member of the Regional Employer Board for the South West.



**Nationwide**

Nationwide is the world's largest building society with more than 16 million members. Their commitment to mutuality puts them in a unique position in the UK's financial services marketplace. Nationwide's headquarters are based in Swindon. They are a member of the Regional Employer Board for the South West.



**Investors in People**

Investors in People is a flexible and easy to use standard which helps organisations transform their business performance. It is a leading people management benchmark of business improvement and excellence.

National Skills Academy for Financial Services

# South West Employer Conference 2010

## Recession, Recovery and Regulation - Working together for Success

### PROGRAMME



Thursday, 11th February  
The Exchange, Bridgwater

## Programme

9.30 am	Arrival, registration and coffee
10.00 am	Chairperson's opening remarks - Paul Beesley, Regional Chair
10.05 am	'Your People Determine your Success: Business Excellence through Staff Investment', Sylvia Perrins, CEO, NSAFS
10.15 am	'Get Britain Working', John Penrose MP, Shadow Minister for Business
10.45 am	'The State of UK PLC', Alun Powell, Senior Economist at HSBC
11.30 am	Coffee break (kindly sponsored by Nationwide)
11.45 am	Workshops
12.45 pm	'Raising Standards in Investment Advice in the context of the Retail Distribution Review (RDR)', Jonathan Bundy, Financial Services Authority (FSA)
1.20 pm	Chairperson's closing remarks
1.30 pm	Networking lunch (kindly sponsored by DAS)
2.30 pm	Depart

## Workshops

Each delegate will have the opportunity to attend one of the four workshops the NSAFS is offering on the day.

### **Business Consultancy: Diagnose your Business Needs with Navigator** run by the **NSAFS**

The NSAFS has developed a new business diagnostic paradigm. Find out how it can inform business planning and strategic thinking for your company.



### **Investment Advice: Attracting and developing new talent in the challenge of RDR** run by the **FSA**

As RDR nears implementation learn how this might affect your business.



### **Accessing Training Support across the South West – who does what and where and how to access funding** run by **City of Bristol College**

The world of training and qualifications can be a maze. This session will demystify and point you in the right direction.



### **Leadership and Management for Financial Services** run by the **NSAFS**

Learn more about the NSAFS' leadership and management programme which combines flexible e-learning with face to face workshops.



## Speakers



### **John Penrose MP, Shadow Minister for Business**

John was elected as MP for Weston-super-Mare in 2005. He was appointed as Shadow Business Minister in January 2009 and is responsible for regulatory reform, consumers and company law. He is also Joint Chairman of the All-Party Parliamentary Group (APPG) on Further Education & Lifelong Learning, which aims to promote and develop the interests of further education, adult learning and skills sectors. Before being elected to Parliament, John was Chairman of Logotron Ltd, a small independent company creating educational software for schools, and used to be Managing Director of Longman, publishing school textbooks for the UK and parts of Africa. Earlier in his career, John worked in publishing for Thomson, in management consulting for McKinsey, and in banking for JPMorgan.



### **Nigel Benton, Regional Director for the National Skills Academy for Financial Services (NSAFS)**

Nigel Benton is the Regional Director for the National Skills Academy for Financial Services in the South West, and as such is the central point of engagement for employers operating in the region. Nigel is the compere for today's conference.



### **Paul Beesley, Senior Manager, Operational Support, HR Resourcing & Engagement, Nationwide Building Society**

Paul Beesley is the chairman of the South West Regional Employer Board for the NSAFS and is a Senior Manager at Nationwide. Before joining Nationwide in 2000, Paul Beesley worked in both the public and retail sectors, moving from operational management into learning and development specialist roles. Since then he has delivered in a number of roles to support Nationwide's business success, currently leading the Operational Support team in HR Resourcing and Engagement.



### **Sylvia Perrins, CEO, National Skills Academy for Financial Services**

Sylvia Perrins was appointed National Director of the National Skills Academy for Financial Services in 2006 and took up her post in January 2007. In 2009, Sylvia became CEO of the NSAFS. Sylvia started her career as a financial and business analyst with British Petroleum plc, and went on to work at a senior level for Orpington College and Westminster Kingsway College of Further Education.



### **Alun Powell, Senior Economist at HSBC**

Alun joined Midland, as an economist, in 1972 upon leaving University College of Wales, Aberystwyth with an MSc (Econ), in Economics and Statistics. He has spent his career in various economics functions within Midland/HSBC. Alun is now a senior economist within HSBC's Business Economics Unit, which specializes in industrial, regional and market analyses to support credit, marketing and planning policies. His principal area of activity is to monitor trends in the key business segments of personal sector savings, the mortgage and consumer credit markets and business lending. In addition he tracks developments in financial services as well as giving presentations to Bank training courses and to customers.



### **Jonathan Bundy, Senior Associate, Professional Standards Policy, Financial Services Authority**

Jonathan joined the FSA in May 2009 to help implement the professional standards elements of the Retail Distribution Review. This includes creating a framework for governance of professional standards, mandating higher-level qualifications, introducing consistent levels of CPD and standards of ethical behaviour. Jonathan previously worked on secondment at the FSA helping to shape policy on Treating Customers Fairly and Outcomes Testing. Prior to joining the FSA, he worked in strategy and regulatory consulting for a major professional services firm and in insurance and investment marketing at a retail bank.