



## New Diplomas from September 2008



The Diploma is a new qualification for 14-19 year-olds that will combine theoretical study with practical experience. Developed with employers, it will ensure that young people are better prepared for work.

Students can learn in school, college or the workplace. It will include study in their chosen discipline - for example construction or engineering; together with work in the core areas of English, Maths and ICT; completion of a project; and undertaking a minimum of 10 days work experience.

From September 2008, five Diplomas will be available at selected schools and colleges across the country, with a further five in 2009 and more in following years. By 2013 there will be 17 Diplomas including Languages; Science; Retail; Manufacturing and Product Design and Business, Administration and Finance.

There are three levels of Diploma - Foundation, Higher and Advanced. These will be graded in a similar way to GCSEs and A-levels.

The University and Colleges Admission Service (UCAS) has confirmed that an advanced Diploma could attract up to 420 points, equivalent to top marks in 3.5 A-levels. Most universities use these points to determine admission to degree courses.

Employers can get involved by:

- Offering work experience or workplace visits;
- Sending staff into schools & colleges to talk about their jobs;
- Producing case-studies that can be used in class.

Those wanting to support work experience in schools and colleges should contact their local Education Business Partnership. Go to [www.nebpn.org](http://www.nebpn.org)

For more details about the Diploma visit [www.businesslink.gov.uk/diplomas](http://www.businesslink.gov.uk/diplomas)

For information about the skills to be learnt go to [www.ndaq.org.uk](http://www.ndaq.org.uk)

## The world is shrinking

At the globalisation event in Bristol on March 18th I learned a number of things. There is both good and bad news for the region.

Manufacturing, for instance, is doing well in the region. Some companies have closed, others have moved production overseas and many are employing fewer people, but for many of them sales are buoyant.

People still believe that everyone in business overseas speaks English. They don't - and many who can speak simple English, like bus and taxi drivers on Mallorca, cannot read or write it.

In 2000 75% of all web sites were in English. By 2007 37% of all web sites were in English. And the percentages of English language sites continue to fall.

And why does that matter?

Well, people are four times more likely to do business using an own-language site. For example, Germans are 15 times more likely to book a holiday to the UK using an own-language website.



*The Met. Office in Exeter, providing services globally*

Is the SW ready for globalisation and what it means for us all? No, and there is a lot of work to do and not very long in which to do it.

At the RLN SW we want to work with you all to play our part to meet the challenges ahead.

*Gwyneth Leonard*

## Calling language volunteers in Dorset!



James Piriou, right, with Dorset language volunteers in 2007

In 2007, RLN SW ran a successful pilot project for the Learning & Skills Council (LSC) in Dorset. This aimed to show how language skills and cultural awareness could support workforce development, preparing for the London 2012 Olympic & Paralympic Games events in the county. Follow-up work and events include:

**“Volunteers Without Frontiers”** - a newsletter for volunteers about opportunities in Dorset.

**Supporting Vocational Learning** - a LSC-funded project working with Dorset Adult Learning and Paragon Training Group to pilot new supported opportunities for volunteers to use their language and cultural skills.

**Tour guide training** - a free short course to learn about comfortably managing groups of foreign tourists visiting Dorset. Initially fluent German guides are needed but other languages may be requested in the future.

**International language and culture showcase**  
In April volunteers will meet to explain more about their culture, and to develop new ways to use language skills in the area.

**Special interest groups** are being formed around the 40 languages anticipated among competitors and visitors in the years leading up to 2012.

**For more details contact James Piriou.**

Email: [jamespiriou@yahoo.com](mailto:jamespiriou@yahoo.com)

Tel. 07747 148594

## Contacting RLN SW

**Gwyneth Leonard:**

[gwyneth.leonard@rln-southwest.com](mailto:gwyneth.leonard@rln-southwest.com)

**Heike Sprunk:**

[heike.sprunk@rln-southwest.com](mailto:heike.sprunk@rln-southwest.com)

Tel. 01392 264374

**Website: [www.rln-southwest.com](http://www.rln-southwest.com)**

The RLN SW is financially supported by the South West RDA



## Europe to Asia

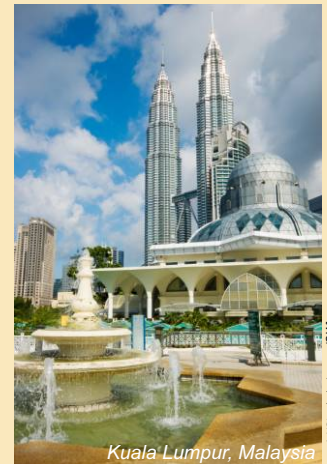
Working in partnership with Bristol International Airport and UK Trade & Investment (UKTI), RLN SW is holding two free events in April aimed at businesses wanting to trade overseas.

The first looks at nearby South West Europe, focussing on France, Spain and Portugal, whilst the second event heads further afield to consider the emerging markets of Singapore and Malaysia.

The sessions will include language tasters and use case studies to show delegates how a little language and business culture knowledge can go a long way to overcoming barriers to trade.

Bristol International Airport now serves 21 cities across France, Spain and Portugal, opening up new opportunities for regional businesses.

For further details, visit the events section of our website: [www.rln-southwest.com/events](http://www.rln-southwest.com/events)



Kuala Lumpur, Malaysia

(c) Stockphoto.com/CVL Lawrence

## Forthcoming Events

**Wed 9 April 2008, 8.30 am - 1.30 pm**  
**Doing Business with South West Europe**  
Bristol International Airport. See details above.

**Tues 15 April 2008, all day**  
**China and UK: Partners in Sustainability**  
Central London. Business-to-business conference organised by the China-Britain Business Council.

**Tues 15 April 2008, 5.30pm - 8.30pm**  
**International language and culture showcase**  
Weymouth Arts Centre.  
Looking at new ways to use language and culture skills in the Dorset area.

**Fri 18 - Mon 28 April 2008**  
**Trade mission to Saudi Arabia**  
Multi-sector trade and investment mission to Saudi Arabia organised by The Middle East Association.

**Thurs 24 April 2008, 8.30 am - 2.00 pm**  
**Doing business in Singapore and Malaysia**  
University of the West of England, Bristol.  
See details above.

**For full details of these and other events, visit the Events page on our website: [www.rln-southwest.com/Events/](http://www.rln-southwest.com/Events/)**