

London Leadership & Management Advisory Service

The Leadership and Management Advisory Service (LMAS) is funded by the Skills Funding Agency (in England only) to support senior leaders to enhance their business-building and leadership skills with the aim of fostering business growth.

Eligibility

- Businesses must be able to demonstrate the potential for high or fast growth. This is defined as:
 - An existing private sector business that can be expected to increase turnover or employment by 60% or more over the next 3 years
 - A new business (trading, but for less than 1 year) that can be expected to reach a turnover of £500,000 or more in three year's time
 - An existing Social Enterprise that can be expected to increase turnover or employment by 30% or more over the next 3 years

The Government estimates that around 10% of all businesses can meet these criteria.

- The beneficiaries of the Service should be businesses/organisations employing between 2 and 249 full-time equivalent employees in the Greater London region (i.e. the 33 London boroughs). Businesses from outside the region will be referred to the appropriate regional contractor.
- For organisations employing less than 10 staff, only the owner, CEO or equivalent can access the funding. For organisations employing 10-249 staff, key directors/key managers who report directly to the most senior person and have strategic responsibility for the business are also eligible.

Ineligible

- Businesses/organisations that have previously been supported through LMAS since 1st April 2011
- Public Sector organisations (including Local Authority controlled schools)
- Individuals from outside the EU who have not lived in the EU for the last 3 years.
- Businesses employing less than 2 or more than 250 people
- Businesses that cannot demonstrate high or fast growth potential
- Employees of businesses with less than 10 staff who are not the owner, MD, CEO or equivalent.

Grant funding

Successful applicants can claim up to a maximum of £1,000 from the LMAS. This must be fully matched £ for £. Organisations will not be able to reclaim VAT from the LMAS.

For example:

- If the training programme costs £1,000 + VAT, the client may claim back £500
- If the training programme costs £2,500 + VAT, the client may claim back £1,000

How it Works

- Intermediary organisations (NOT training providers) may suggest employers to us by sending a referral form available from our website www.exemplas.com/LMAS. We will then send a weblink to the named employer.
- Alternatively employers can complete an on-line Application Form at our website www.exemplas.com/LMAS. It includes measures we use to assess high or fast growth potential. If this self-assessment suggests the employer is likely to be eligible, we will e-mail them with the contact details for one of our advisers. The adviser will attempt to make contact within 5 working days. If we have made three unsuccessful attempts we will send an email asking the employer to contact us directly if still interested.
- The adviser will visit potentially eligible clients and, once eligibility is confirmed, help them to identify their development needs around leadership and management, which forms the basis of the Personal Development Plan (PDP). The adviser then suggests providers who can help meet the needs of the client. If the client has a particular

training provider they wish to work with, this will always be one of the suggestions shown on the PDP, and the client's choice of provider is final.

- Having agreed areas of interest the adviser uses their expertise to suggest approaches and solutions designed to suit the client's personal learning style, time and financial constraints, and any other relevant circumstances. The proposed solutions could include training consultancies, coaches, networking organisations, professional organisations and colleges. When a client has been visited and their eligibility confirmed, the chosen provider is copied into the email sent to the client.
- The applicant is sent an Agreement Letter confirming the course (or courses) and grant payment. Training must commence and completed claim paperwork received within 90 days of the date on the PDP, or by 15/03/2012, whichever is the earliest. We cannot guarantee payment for any training started/paid for by the applicant before the Agreement Letter is sent.
- Having chosen training activities the client books and pays the chosen training provider in full.
- The client invoices the L&M Service with proof of payment and a completed template to request reimbursement of costs up to a maximum of £1000.

Eligible Training

This can include formal training (e.g. qualification based) or informal training (e.g. coaching or mentoring). Only the person named on the PDP can benefit from the grant. Training/development should aim to optimise the contribution of the client's staff to the growth of the business, and must fall into one of the following categories:

- **Developing an effective personal leadership and management style** (e.g. strategic thinking; effective communication)
- **Creating a joint enterprise culture with the workforce** (e.g. working culture; relationships; managing conflict)
- **Planning and developing an effective organisation and teams** (e.g. recruitment/selection; team building; conveying vision; objective setting)
- **Leading and managing high employee performance** (e.g. employee motivation; delivering value; learning & development).

In addition, LMAS can support training/development which impacts directly on the performance of the whole organisation and its capacity to grow (e.g. Financial Planning, Business Strategy)

Ineligible Training

The Service will not pay for training, coaching or mentoring activities unless they are identified on the PDP. The following are specifically excluded:

- Training that commences before the client has completed and signed a PDP
- Mandatory training e.g. Health & Safety, Alcohol Licensing
- Technical training or training with little or no leadership/management content e.g. IT software training, PRINCE 2
- Marketing or Sales training of any sort (including Search Engine Optimisation/Management)
- Incidental costs e.g. accommodation, travel, exam fees, membership fees.

Training provision identified by the Adviser can be provided by a Skills Funding Agency quality assured provider, but the final choice of provider always rests with the employer. Should the client choose a non Skills Funding Agency accredited provider the Adviser can undertake to obtain references, but the Service cannot accept liability if the quality of training delivered is unsatisfactory.

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