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DEVELOP: THE HARPERCOLLINS LEARNING & DEVELOPMENT PROGRAMME FOR FISCAL 15

# A NEW APPROACH TO LEARNING & DEVELOPMENT AT HCUK



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## iDevelop

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levels of support. Career doesn't  
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ce with your manager before you decide.

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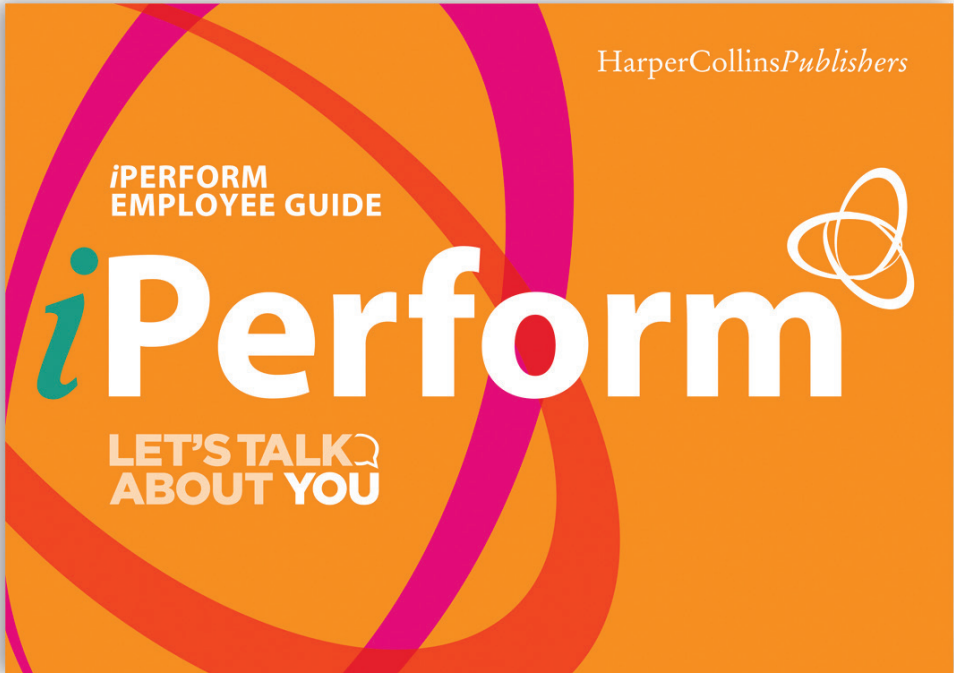
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HarperCollins. Promotional material for online training programme.



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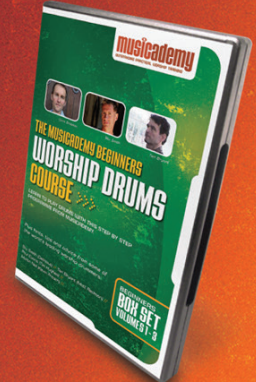
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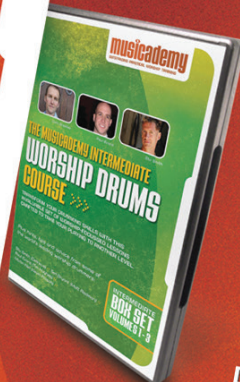
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# GENETIC BRITAIN

Mapping the country's genes with the help of mathematics

genetic marker chromosome

Punnett Square frequency probability

Hardy-Weinberg Law statistical

Scientists at the University of Oxford have constructed a map of the UK showing different patterns in the country's genetic make up. This will help reveal the likelihood of different populations being at risk from certain genetic diseases, along with tracing back ancient migration into the country.

To make the map, researchers collected 4500 blood samples from across the nation and recorded genetic markers at 600,000 different positions along participants' chromosomes - our DNA is constructed from 23 pairs of these chromosomes. One person's markers can then be compared to another's.

However, analysis of 600,000 markers for each of the 4500 participants is a big undertaking. Scientists have to be confident they've correctly measured the markers and that's where mathematics comes in.

We inherit our genetic information from our parents - half from our mother, half from our father. If Mum and Dad both have the genetic marker AB, you can inherit one of A or B from each parent, each with a probability of  $\frac{1}{2}$  just like heads or tails when tossing a coin. A table called a Punnett Square can be drawn to show the four possible outcomes, which each occur with the same probability of  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$ .

	Mum	
	A	B
Dad	A AA	B AB
	B BA	BB

So, you can either be AA, AB, BA, or BB. But not everyone's parents have the same combination of markers. If both parents are BB then their child can't inherit an A. If A appears in the blood samples with a frequency of P, and B with a frequency Q (where  $P + Q = 1$ ), the probability of the participants of the study having inherited AA is  $P \times P$ . The table below shows the frequency samples assuming the As and the Bs combine at random.

Combination	Frequency
AA	$P^2$ (since $P \times P = P^2$ )
AB/BA (the same)	$2PQ$ (since $PQ + QP = 2PQ$ )
BB	$Q^2$ (since $Q \times Q = Q^2$ )

This illustrates the Hardy-Weinberg Law, which says that, if you assume mating happens at random, the proportions of the different combinations in the blood samples should be as above. The researchers can check, using some simple statistical tests, to see whether the relative frequencies of the combinations of each marker match this law. If a particular marker doesn't then they know that...

...used for...  
...are unreliable and that it should not be...  
...map researchers ended up rejecting...  
...didn't follow the Hardy-Weinberg...  
...struction of the map uses sophisticated...  
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## Medicine

When we are ill the correct diagnosis is vital in planning the medical treatment needed to cure us.

Clinical biologists work in hospitals helping to find out what is wrong. They:

- analyse blood, DNA, tissue or bodily fluids
- interpret test results
- diagnose diseases
- advise on treatments

Research biologists also play a vital role in medicine. They study how our bodies work and what happens when things go wrong. Understanding what causes diseases allows them to develop new treatments and diagnostic techniques.



# Make a difference with a career in biology



## The Future

Biologists have a vital role to play in exciting developments of the future. Many revolutionary new technologies are closer than you think.

These include:

- analysing your genome and developing personalised medicines
- developing biofuel technologies to help replace fossil fuels
- growing organs from stem cells for transplantation
- finding new ways to clean up pollution

Biologists work at the cutting edge, to produce new and innovative technologies.

Follow a career in biology and you can make a difference.

You could tackle some of the big problems facing our society and help to improve our quality of life for the future.

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PROMOS





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- Health & Safety
- Community
- Social Accountability
- Employees
- Environment
- Food Safety & Security
- Food Quality
- Benchmarking



### Community

Engaging positively with the local communities in which we operate is a key aspect of our commitment to CSR. Whilst fully recognising that, at times, our business can have a negative impact through issues such as traffic volume, we focus on giving something back to these communities and reminding people that we genuinely care.



### Student Placements

Keystone Distribution UK experiences peak trading periods that generally coincide with school and university holidays. New legislation has increased the number of days annual holiday that an employee must take each year, whilst local education authorities continue to place strict restrictions on taking children out of school during term time. The operational issue of maintaining an appropriate calibre of additional labour during school holiday periods has been addressed by the

formal development and implementation of a Student Placement Scheme at our Heywood Distribution Centre. We have now built up a bank of locally-based students – eager to top-up their bank accounts before returning to study – that the Heywood Distribution Centre can rely on during school holidays. Once trained in Keystone Distribution UK processes and procedures, these students can return to the business at short notice, hit the ground running

and provide support to our permanent employee base, enabling those employees with younger families to take annual leave during the popular summer months. The affiliation that these students build with Keystone Distribution UK is rapidly becoming known throughout the local community with the potential to result in some students returning to work for our business full time after completion of their studies in the years ahead.

### Apprenticeship Programme

Heywood Distribution Centre has developed a good relationship with the local Rochdale Borough Council Learning Partnership and has introduced an initiative to assist local people with learning disabilities to experience working life and improve their self-esteem and knowledge whilst not affecting their benefits. In September 2009 we recruited our first Learning Development Initiative Associate (LDIA), Marc Barrow. Marc works for four hours one day per week and is mentored by a Keystone Distribution UK colleague at Heywood. Marc has taken great pride in helping various teams with tasks such as data input and filing and has proved a real pleasure to have around. Our employees who work with Marc take real pride in helping him gain a sense of purpose from a job well done, whilst also helping him develop his social skills.

Asked about working for Keystone Distribution UK they commented: "It is has been really convenient to work here at Keystone Distribution UK. This opportunity to work through the summer has given us peace of mind knowing that we both have a permanent job in between university."





Magazine.

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**Mention the Reference Code "A+ Certified" to receive training and two exams for £999.00.**

### Why CompTIA A+?

CompTIA A+ certification validates foundation-level knowledge and skills necessary for a career in IT support. It is the starting point for a career. The International, vendor-neutral certification proves competence in areas such as installation, preventative maintenance, networking, security and troubleshooting.

### New Horizons Certification

All students will receive a certificate of completion from New Horizons at the end of the course.

### eCourseware

Classroom and Online LIVE students receive an electronic version of the complete courseware containing the most current version of the content. It is available online for six months and students may print or download the eCourseware for later use.

### Virtual Labs

Our vLab technology feature live, hands-on experience with real equipment - not a simulation or a computer-based training program. These provide additional real-world experience similar to working with networking technologies, such as a Cisco-powered production network, or a Microsoft network infrastructure. The vLabs are extremely valuable in reinforcing learning in all methods of delivery.

### Exam Preparation

New Horizons exam preparation provides a simulation environment to effectively assess test readiness and prepare learners to pass their exam the first time. Exam preparation may also be used as a learning aide.

### Learning Labs

Within each of our physical locations is a learning lab for students to study, practice for exams using exam preparation software, access their Online ANYTIME tutorials or participate in an Online LIVE session.

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# Spectroscopy in a Suitcase

## Teachers' resource

incorporating all student materials  
and teachers' notes

# Spectroscopy in a Suitcase

Wel  
to th

# Introduction to Spectroscopy

## What is spectroscopy?

One of the frustrations of being a chemist is the fact that no matter how hard you stare at your test tube or round-bottomed flask you can't actually see the individual molecules you have made! Even though your product looks the right colour and seems to give sensible results when you carry out chemical tests, can you be really sure of its precise structure?

Fortunately, help is at hand. Although you might not be able to 'see' molecules, they do respond when light shines through them, and if you can observe that response, then maybe you can get some information about that molecule. This is where spectroscopy comes in.

Spectroscopy is the study of the way light (electromagnetic radiation) and matter interact. There are a number of different types of spectroscopic techniques and the basic principle shared by all is to shine a beam of a particular electromagnetic radiation onto a sample and observe how it responds to such a stimulus; allowing scientists to obtain information about the structure and properties of matter.

## What is light?

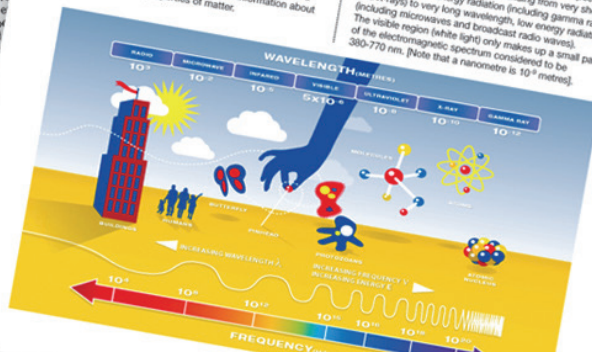
Light carries energy in the form of tiny particles known as photons. Each photon has a discrete amount of energy, called a quantum. Light has wave properties with characteristic wavelengths and frequency (see the diagram below).

The energy of the photons is related to the frequency ( $\nu$ ) and wavelength ( $\lambda$ ) of the light through the two equations:

$$E = h\nu \quad \text{and} \quad \nu = c/\lambda$$

(where  $h$  is Planck's constant and  $c$  is the speed of light). Therefore, high energy radiation (light) will have high frequencies and short wavelengths.

The range of wavelengths and frequencies in light is known as the electromagnetic spectrum. This spectrum is divided into various regions extending from very short wavelength, high energy radiation (including gamma rays and X-rays) to very long wavelengths, low energy radiation (including microwaves and broadcast radio waves). The visible region (white light) only makes up a small part of the electromagnetic spectrum considered to be 380-770 nm. [Note that a nanometre is  $10^{-9}$  metres].



# Spectroscopy in a Suitcase

Instrumental techniques are a core part of post-16 curricula in chemistry and many schools visit universities to see scientific equipment.

*Spectroscopy in a Suitcase* provides schools and colleges with access to robust, portable, state-of-the-art spectroscopic equipment, contextualising the subject, bringing it to life and engaging students.

## ACKNOWLEDGEMENTS

The Royal Society of Chemistry (RSC) thanks all contributors to this resource, especially the Co-ordinators: David Brentnall, Cheryl Bacon, Anna Wilks, Tracy MacDine and Jayne Spence, and Regional Coordinators David Brentnall, Cheryl Bacon, Anna Wilks, Tracy MacDine and Jayne Spence, and Regional Coordinators for their generous contributions to the Spectroscopy in a Suitcase project. Sigma Awards, funded by the RSC, supported the project. The project is also supported by the RSC's Science Education Programme (SEP), the University of Leicester and University College London (UCL).

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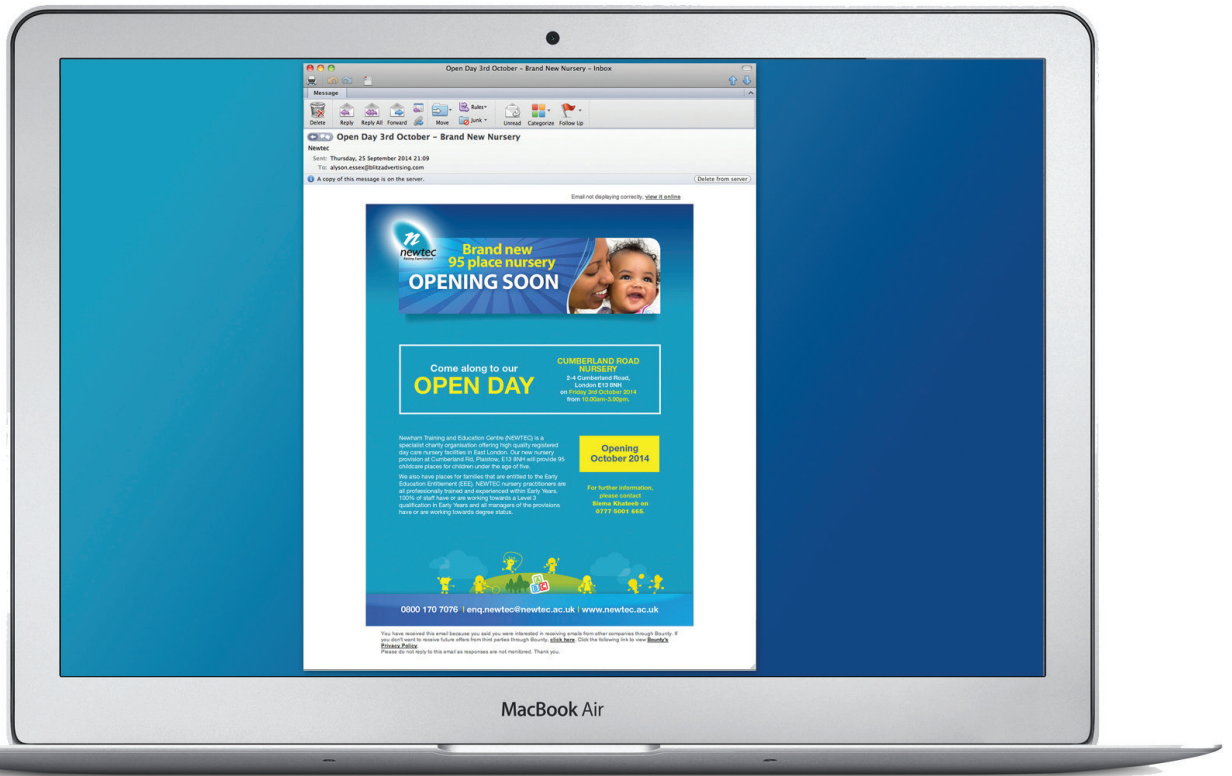
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## The Management Map



Your guide to what we expect of our managers

NEWHAM  
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LONDON

## B: Leadership

### Summary

Providing leadership and direction to your team. Planning, setting objectives and managing risks.

## Effective Behaviour

You will develop clear operational plans with an eye on the bigger strategic picture, creating a sense of common purpose in your team. It's important that you show integrity, fairness and consistency in your decision-making and provide the kind of leadership which generates the momentum for high performance.

We'll also expect you to:

- empower your team and encourage people to take ownership and responsibility for their work
- enable people to contribute ideas and suggestions
- develop a forward-thinking, results-focused culture which embraces change to minimise potential problems
- manage risk by anticipating and working to minimise potential problems
- promote and exemplify College values including equality of opportunity and respect for diversity

You will ensure that the team always adheres to legal and ethical standards and be available to answer any queries about the responsibilities of your team. If you are in a senior management role, you will also be expected to develop strategic plans which will help shape the organisation for the future.

## Welcome

We've created this guide to help you get the most out of your managerial career at Newham College and to help us plan for continuous improvement in the way we operate.

It may be that you're already a manager at the College, but the content is just as relevant if you aspire to move into management in the future. It is also relevant for more senior members of staff who have line management responsibilities and for other managerial colleagues.

For each of the principles, you'll be given the following background information:

**Summary** – an outline of the principle and what it covers

**Effective Behaviours** – indicators of effective performance and our expectations of managers

**Skill Areas** – the discrete skills which underpin your effective performance

**Knowledge Areas** – the things you need to know and understand to perform effectively

**Policy and Procedure** – the policies we have in place to ensure effective performance

# The Studio

School of Performing Arts at  
Newham College of Further Education



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...sical instrument, as well as  
...out a vocal performance.  
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...st be willing to pass down their  
...nance and singing to students in  
...the way.



## Diploma in Performing Arts

### Dance

As Professional Performers you will be required to teach a range of both contemporary and classical dance as well as international dances such as African Dancing as well urban street dance. Ideally, applicants would need to be trained in any of these techniques.

### Acting

You will be required to work with students on a number of Performing Arts techniques, based upon carrying out a performance. This will include acting, different techniques and different forms of theatre including stylistic and realistic drama as well as opportunities to experience musical theatre.

### Creative Music

You will have the opportunity to work with students on a number of Creative Music assessments based around playing a musical instrument, and carrying out a musical performance. Therefore, applicants for this position would ideally be qualified by ABRSM in a musical instrument or other qualifications of the same standard. The Creative Music Diploma will also feature Composing and Writing Skills, so these would be excellent to possess as a Performance teacher.

The Studio 5

4 The Studio

# Engineering

It's in everything



**Engineering. A career that's made for you**  
 Engineering is all around us. It's in the phone in your hand and the shoes on your feet. It's in sub-sea pipelines and supersonic planes, towering skyscrapers and nano-technologies. It's even in the perfectly-baked cupcake (ovens don't heat themselves). And it's engineers who make it all possible – just try imagining a world without them. Find out more about engineering and engineering careers at <http://engineergirl.wes.org.uk>



Josie Mechanical Engineer

"My Physics and Drama A Level always got the benefit of cool and preferred choice for a teacher was always telling me the job his friends were doing. I also saw a ladder and a scissor lift which made me think 'Wow!' and shifted my perspective on what I could do. I also saw a ladder and a scissor lift which made me think 'Wow!' and shifted my perspective on what I could do. I also saw a ladder and a scissor lift which made me think 'Wow!' and shifted my perspective on what I could do."



Izzie Mechanical Engineer

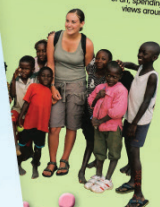
"I'm an artist at heart. My parents work in the NHS and always wanted to be doctors - I know what I wanted to do. A friend didn't suggest engineering, but I wanted to do. On results day I got great grades in Maths and Physics and suddenly realised that's what I do. Engineering is Maths and Art is perfect. I balance my course with my love of art, spending my spare time capturing the views around Cardiff and sociology."

## Meet the Students



Kashaf Chemical Engineer

"I was inspired to study Chemical Engineering because I had a discussion with a lecturer at Aston University who told me about the designed just for boys and that there is so much potential with a Chemical Engineering degree. After graduation you can go into almost any field. On my course we work together as a big group, there's no division within the people on the course, you can turn to anyone for help. Students on the course are always helpful and the lecturers are always available. I'd really love to work in the energy industry when I graduate."



## Engineering Girls

<http://engineergirl.wes.org.uk>

Like Emily Carranza who with practical thinking and a sustainable lifestyle and a made from old materials in the big world



"The beauty of engineering is that its basic principles span across many different areas: communications, structures etc. The variety has helped me stay interested."

"I'm proud of my contribution to the sustainable regeneration of Central Saint Giles, London, one of the first city centre projects with a site-wide biomass heating system, extensive green roofs, and recycling of rainwater and grey water."

"I'm really interested in water and sanitation for underdeveloped and developing countries. I travelled to Ghana to look into developing 'smart' systems, and recently went over to Mozambique to work with Water Aid."

"I'm a degree in Engineering Design and appropriate technology and a Master's in Innovation and Design for Sustainability."

"My work is investigating how movement and forces in joints are affected by osteoarthritis. I've always loved to find out how things work, even while at school I was designing and making things and thinking of ways to improve them. I see working with surgeons and physiotherapists to help understand more about the impact of surgery on a patient."

"Patients that I see are analysed using Three Dimensional Motion Analysis, Dynamic Fluoroscopy which is like video X-ray, and image registration, to measure how joints are performing."

"In my spare time I volunteer for the Discover Club for girls, sharing my passion for medical engineering. We set problems like creating a device for a person with no fingers to enable them to write and put up a cup and crisps, all of which requires very different movements. It's lots of fun and gives great insights into what you can do with an engineering degree."



Neruja Lead Process Engineer



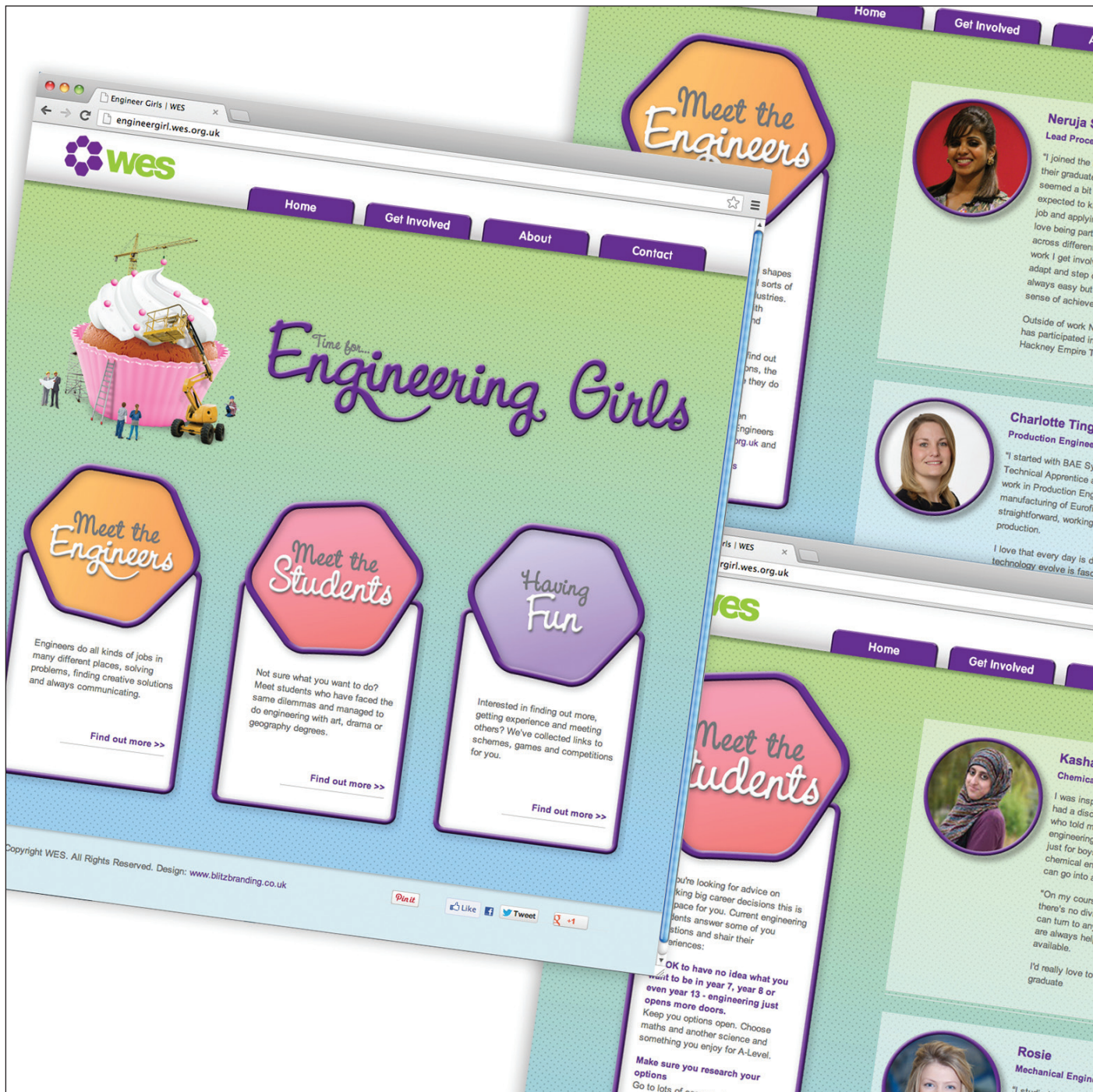
Yewande Akinola Environmental Services Engineer



Gemma Whitting Medical Engineer, Cardiff University

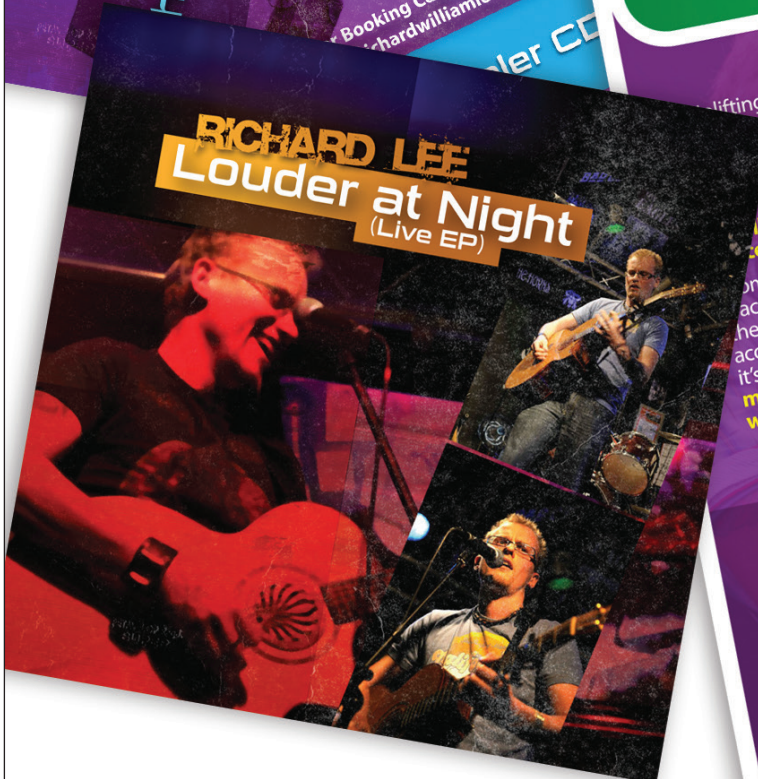
## Meet the Engineers





Microsite.





...lifting, upbeat  
...with infectious  
...s, covering  
...e, and divine  
...ention.

**Album that goes  
...es we've all been.**

...om full band epic  
...acks through to  
...he quietest heartfelt  
...acoustic tracks,  
...it's **destined to  
...make an impact  
...wherever heard.**

"time flew by, his songs are instantly accessible (and people were singing them long after he left the stage) and he really looks like he is having the best time, which rubs off on the crowd. Currently there are 5 CD's in my car - 2 of them are by Rich Lee. Go see!"

Clive Wallace - Baldock Beer Festival

"Richard Lee is one of those musicians who has a great presence on stage."

Shane Lamont - The Horns, Watford

[www.richardleemusic.com](http://www.richardleemusic.com)

CD covers & flyer

