

# London Evening Standard

Thursday 21 March 2013

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## Confessions of an online adulteress

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became addicted  
to cybersex

**LondonLife**  
Pages 39-41



■ CRISIS 'IS CRUSHING ASPIRATION'

# RENTERS WITH NO HOPE OF BUYING A HOME

**Jonathan Pryn** Consumer Business Editor

MORE than half of "generation rent" have given up all hope of ever buying a home in London, an alarming new survey reveals today.

Housing charities said the findings show how the homes crisis is "crushing aspiration" by pricing young Londoners off the property ladder for good. They come the day after Chancellor George

Osborne unveiled a raft of emergency Budget measures to help first-time buyers, including state guarantees of up to £130 billion of mortgages.

The research by the campaigning group Shelter found that 55 per cent of private renters do not believe they will ever own the roof over their heads because of soaring property prices and the

Continued on Page 5



**Denim chic:** model of the moment Cara Delevingne on a photoshoot in New York, where the 20-year-old Londoner was filming a campaign for DKNY

## CARA'S NEW YORK LOOK

### LADDER FOR LONDON



Standard's apprentices campaign is rolled out across London to get 1,000 into work

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**Evening  
Standard  
Campaign**

**Warning of  
more tax  
raises as  
Osborne  
says: I'm  
staying**

PAGES 6 & 7



**Welby: A  
woman will  
be made  
archbishop  
one day**

PAGE 4

**TIGER**  
TERRITORY  
OPENS TOMORROW



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**NEW  
FOR 2013**



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## News

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Inside today **21.03.13****Goodbye winter, hello spring**

12-page guide to holiday ideas, from classic European city breaks to Caribbean island trips  
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**Business****Standard Chartered forced to apologise**

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**Next warns of tough times ahead**

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**Today on standard.co.uk**

**Going Out:** Tea is the new coffee, the top 10 bars for a cuppa

**Showbiz:** 1D panic and call 999 – but they've been pranked

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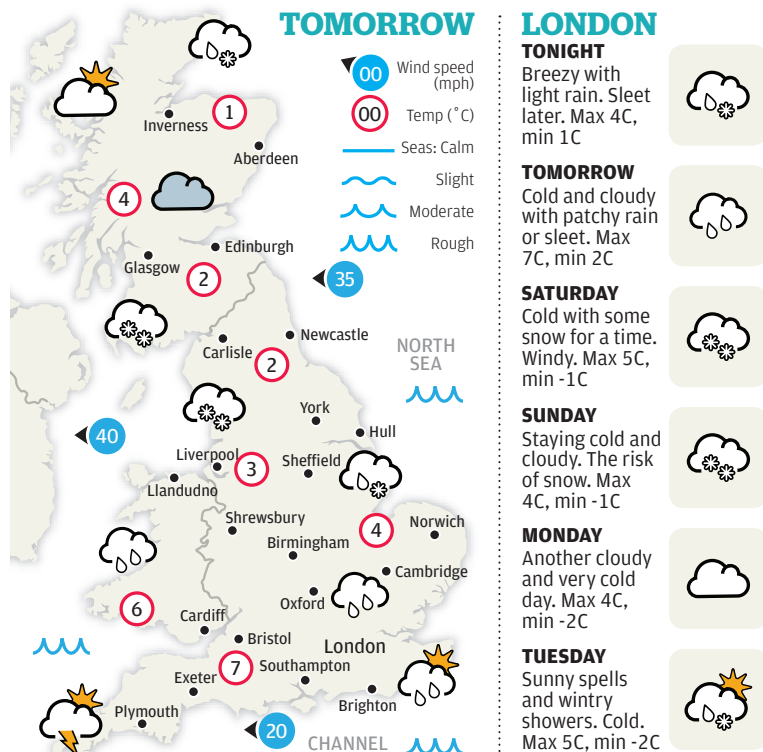
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1.62 million readers figure source: National Readership Survey, July to December 2012

**ESWEATHER****LIGHTS**

Sunset & lighting-up: 6.15pm, rises 5.58am  
Moon rise: 11.57am, sets 2.48am  
High water: London Bridge 7.51am (5.7m), 8.17pm (5.4m). Dover 5.51am (4.9m), 6.36pm (5.0m).

**AIR QUALITY**

Nitrogen Dioxide: Yesterday: 50 ppb. Forecast: Low. (Calculated on parts per billion. Less than 150 = Low; 150-299 = Moderate; 300+ = High)  
Air Pollution: Yesterday: 2. Forecast: Low. (1-3 = Low; 4-6 =

Moderate; 7-9 = High; 10 = Very High)  
Fine Particles: Yesterday: 38ug/m3. Forecast: Low. (Calculated on micrograms per cubic metre. Less than 50 = Low; 50-74 = Moderate; 75+ = High)

**WORLD**

Alicante	19 s	Helsinki	-4 s	Nicosia	23 s
Athens	20 f	Hong Kong	23 c	Paris	11 c
Bangkok	37 s	Ibiza	17 s	Prague	3 c
Barbados	30 f	Istanbul	19 f	Reykjavik	6 s
Barcelona	16 s	Jerusalem	24 s	Rio de Janeiro	30 f
Berlin	2 c	Kuala Lumpur	33 sh	Rome	16 s
Buenos Aires	26 s	Los Angeles	21 s	San Francisco	15 s
Cape Town	25 s	Luxor	34 s	Singapore	33 f
Corfu	17 c	Majorca	17 s	St Petersburg	-9 f
Delhi	33 s	Malaga	19 s	Stockholm	-3 c
Dubai	28 sh	Mexico City	26 s	Sydney	28 s
Dublin	5 sl	Moscow	-4 c	Tel Aviv	26 s
Faro	18 s	Mumbai	32 s	Tokyo	13 s
Geneva	10 f	New York	5 c	Vancouver	7 f

**SKI RESORTS**

	(C) Temp (F)	Lower	Upper	Piste	Off Piste	Weather
Alpe d'Huez	-6 21	213	420	Excellent	Powder	Cloud
Aspen	0 32	97	152	Excellent	Varied	Sun/cloud
Banff	-2 28	135	213	Powder	Powder	Sun/cloud
Jackson Hole	-2 28	150	198	Excellent	Varied	Sun/cloud
Kitzbuhel	3 37	60	160	Excellent	Powder	Cloud
Klosters	-3 27	55	170	Excellent	Powder	Sun/cloud
La Plagne	-6 21	195	295	Excellent	Powder	Light snow
Les Arcs	-7 19	135	300	Powder	Powder	Cloud
Mayrhofen	2 36	0	120	Excellent	Powder	Cloud
Meribel	-5 23	130	240	Excellent	Powder	Cloud
Soldeu	-3 27	150	220	Excellent	Fresh	Cloud
Val d'Isere	-8 18	148	310	Excellent	Powder	Sun/cloud
Verbier	-7 19	95	255	Excellent	Powder	Cloud
Zermatt	-8 18	35	245	Good	Powder	Snow

## YOUNG LONDONER INSPIRES COMPANIES TO OFFER EVEN

# From run-down council estate to Palace, how apprenticeship changed my life

David Cohen  
Campaigns Editor



## LADDER FOR LONDON Evening Standard Campaign

A YOUNG apprentice with a lifelong phobia about public speaking fronted an inspirational "call to action" at a Buckingham Palace reception hosted by Ladder for London patron Prince Andrew – and brought the house down.

Chad Webb, 20, looked out over the sumptuous Picture Gallery, packed with 200 of London's top business leaders, and spoke poignantly and passionately about how his apprenticeship had changed not just his career prospects but his family life.

"I was raised in a run-down council estate and, although I had parental support in my early years, by the time I got to university I was without financial and emotional support and I left," he said. "Me and my family never spoke."

"However, within weeks of starting my apprenticeship at Goldman Sachs, it gave me the maturity and confidence to extend an olive branch. I now have a new-found, beautiful relationship with my family."

Chad's heart-warming story is just one of several generated by Ladder for London, the Evening Standard's campaign to give the capital's 120,000 jobless young people a start in work.

He was among 40 of the scheme's apprentices invited by the Duke of York to encourage London's bosses – from Google, Facebook, Apple and Barclays among others – to hire yet more and help tackle the root of the issue.

Prince Andrew said: "In my office, I work on a simple premise – what are the problems worth solving? This, no mistake, is a problem worth solving and this campaign is a very, very good start at answering that problem."

As to the Standard's central role, he added wryly: "Newspapers – not our favourite topic of conversation. However, if there is one thing I've learned it is that newspapers are good catalysts."

"The Standard's campaign is a very good catalyst, changing people's ideas, ways of doing things and thinking."

He appealed to bosses to add "something diverse and interesting" to their businesses, saying: "There are occa-

sions when management can learn one or two things from young people".

Richard Holmes, chief executive Europe of Standard Chartered Bank, which has taken five Ladder for London apprentices, gave the employer perspective when he said: "We have these meetings of our apprentices and senior management, which I often think are more enriching for management than the apprentices."

"Youth unemployment is a huge issue and no one company can solve it. It needs all of us. Maybe you can hire one, maybe five, maybe more, but whatever you do makes a real difference."

The reception heralded the start of the second phase of our campaign to become truly pan-London by incorporating five college apprentice providers, headed up by Hackney Community College, in addition to our original campaign partner City Gateway.

The new target is 1,000 apprenticeships, up from the 650 already pledged by more than 200 organisations.

Ian Ashman, principal of Hackney

**"The whole process has been enlightening and humbling and I'd definitely encourage other companies to do this"**

Frank Villaz, partner at Brunswick

Community College, paid tribute to the "visionary" work of the Standard and said: "We have put together a consortium of five colleges from across London to cover the entire geography of the capital and almost every area of work, from engineering to building services, extending and complementing the work done by City Gateway. We look forward to transforming the lives of 1,000 young people in London."

After the speeches, which included a tribute to City Gateway founder Eddie Stride for "helping so many young people realise their dreams", the apprentices "worked the room" – to instant effect.

David Casterton, managing director of brokers ICAP, agreed to take five apprentices and said: "If Ladder for London is good enough for Goldman's, PwC and Standard Chartered, it's good enough for ICAP."

Srikanth Iyengar, sales head at IT services firm Infosys, was so moved by what he heard from people like Chad he vowed to take 10 apprentices – as did Jessica Tucker, head of human resources at Euro Car Parks, who also said they



would hire 10. James Henderson, chief executive of PR firm Bell Pottinger, pledged to take on two apprentices on the back of the evening's event.

He said: "I was inspired by the young people I met. I thought they were more eloquent than many people who've had





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News

## MORE PLACES DURING RECEPTION HOSTED BY PRINCE ANDREW TO BOOST OUR SCHEME'S SUCCESS



### How the Standard's campaign works

**Where are we with Ladder for London?** With Prince Andrew as our patron, we have already secured pledges for 650 apprenticeships and placed more than 100 people in companies in the first 100 working days of the campaign.

**What is happening today?** We are moving to the next phase of our campaign, expanding our team of apprentice providers from one to six to offer a pan-London reach and vastly increasing the range of apprenticeships on offer. We are targeting more than 1,000 apprenticeships this year.

**What do we want from you?** We want companies – large, medium or small – to take apprentices. Many apprentices will have completed pre-apprenticeship training, including skills in English and maths to GCSE level.

**Who are our apprentice providers?** Our consortium includes: City Gateway; Hackney Community College; Barking & Dagenham College; City & Islington College; Uxbridge College and Westminster Kingsway College. Apprenticeships are offered in every area, including business & administration, customer service, IT, hospitality and catering, sports coaching and fitness, engineering and construction. All our providers are rated "outstanding" or "good" by Ofsted.

**How does it work?** Taking on apprentices is simple. You will: be allocated an apprentice provider; be given a shortlist of candidates to interview; take on each apprentice for one year; have them work at least 30 hours a week; release them one day a week to complete their NVQ training; and be provided with on-going support by the apprentice provider.

**Is there a sweetener?** For every apprentice you take up to 10, the Government may give you a £1,500 grant, provided that you have 1,000 employees or fewer and have not taken an apprentice in the last year.

**What will it cost you?** You are required to pay the national apprentice wage of £2.65 an hour, although we encourage the London living wage of £8.55 or the national minimum wage of £6.19. The annual pre-tax wage cost per apprentice, if you are eligible for the £1,500 grant, is: £2,630 at pay of £2.65/hr; £8,150 at pay of £6.19/hr; £11,840 at pay of £8.55/hr. If you take an apprentice aged 19-plus, a contribution to training cost may be required.

### How you can get an apprentice

**Website:** [standard.co.uk/ladderforlondon](http://standard.co.uk/ladderforlondon)

**Email:** [ladderforlondon@standard.co.uk](mailto:ladderforlondon@standard.co.uk)



**Call to action:** Chad Webb delivers his speech at the Palace, watched by a beaming Prince Andrew. From far left, City Gateway founder Eddie Stride, apprentices Kushnara Begum and Shazna Begum and, right, Hackney College principal Ian Ashman



an easier ride. Everyone has a responsibility to give back and if you are a successful London organisation you should give back to London."

Frank Villaz, a managing partner at communications firm Brunswick, marvelled that his apprentice Musa Adamu

was already better at networking than most of his colleagues.

He said: "Without Ladder for London and the support from City Gateway, he would never have had a chance with us. I would never have looked at his CV because he had no qualifications. The

whole process has been enlightening and humbling. I would definitely encourage other firms to do it."

Among the thrilled young people at the Palace was Kushnara Begum, 19, of Camden, an apprentice with Standard Chartered. "A few months ago I was

unemployed and on the verge of giving up," she said. "Now here I am, inside Buckingham Palace. I can't quite believe it. Tonight I spoke to employers from JP Morgan and RBS. I told them, "Take a chance on people like me'."

■ Additional reporting: Lindsay Watling