



world**skills**
London 2011

England, Scotland, Wales
and Northern Ireland

WorldSkills London 2011

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"Developing the right skills is fundamental to achieving our ambitions as individuals, for our families and for our communities. I want to build a dynamic economy where businesses grow more productive through high skilled, well-rewarded employees and a fair society where people can get on in life through acquiring the skills they need to succeed.

Hosting the 2011 WorldSkills Competition in London, just one year before the 2012 Olympics, offers the UK a unique opportunity to associate world class achievement in skills with world class achievement in sport and change public perceptions of vocational education and training - positively and permanently."

Tony Blair, Prime Minister

UK Bid Presentation video, May 2006,
Melbourne

This document is not intended to suggest any official connection between the London 2012 Olympics and WorldSkills 2011.

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Welcome to the WorldSkills Competition

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The WorldSkills Competition is the biggest skills competition in the world and is held every two years in one of its member countries. It sets world class standards in over 40 skill categories ranging from cabinet making to web design. Over four days of tough competition, young people drawn from 48 member nations test themselves against tough international standards. The ultimate prizes are gold, silver and bronze medals. The scale of the event is unrivalled. Over 800 competitors take part. Their progress is keenly watched by thousands of visitors who include young people, policy makers, government representatives, employers, teachers, trainers and experts from around the world.

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For all the young people who take part it is an invaluable, unique learning experience. Many of the competitors go on to act as ambassadors for their skills and promote excellence in vocational education and training in their own countries. Competing at the highest level in a WorldSkills competition builds the skills and confidence of competitors, leading to better career prospects and personal development. For employers of a competitor, their support for the competition is proven to attract an increased number of highly skilled job applicants to the business.

In the UK, short-listed competitors are drawn over several years from a series of national skills competitions coordinated by UK Skills. They are then invited to take part in a series of 'play off' events. These events are designed to simulate the WorldSkills Competition, so judges can observe how well competitors perform under pressure and in the public eye, during 18 hours of intense competition.

Once selected the competitors attend generic training events throughout the year to prepare for the rigours of the WorldSkills Competition as well as training and competitions to further develop their technical skills.



In May 2006 the UK bid team beat fierce competition in Melbourne to host WorldSkills 2011 in London. The successful UK bid represents the strong collaboration between the four Administrations of the UK Government: England; Scotland; Northern Ireland; and Wales, and won with an outright majority over the other bidding nations, Australia and Sweden.

Whilst the UK has a strong economy and world-leading employment levels, to maintain this position, the UK recognises that the development of skills is fundamental. The 2011 event will be a key tool in promoting skills and up-skilling the nation. This was highlighted in the Leitch Review of Skills, published in December 2006.

WorldSkills London 2011 is now an integral part of the government's National Skills Strategy providing a catalyst for change and creating a high profile demonstration of the levels of excellence that can be achieved in vocational skills. Other WorldSkills member countries are now looking to raise the sights of their own governments to match those of the UK.

Staged a year before the 2012 Olympics, from 6th to 9th October, the WorldSkills London 2011 Competition provides an unparalleled opportunity to focus world attention on events in London, and create a synergy of excellence in sport and vocational skills.



London as Host City

The 'power of London' will play an important part in extending the reach of WorldSkills, and the UK is set to play a leading role in international developments as we move towards 2011. The world's leading media centre, London, offers an exceptional promotional opportunity for the competition.

ExCeL London, in the capital's vibrant Docklands, will be the host venue of WorldSkills London 2011.

A Culture of Competitions

UK Skills manages Skills Challenge Competitions, a framework of regional and national competitions in over 70 skill areas designed to raise standards in vocational education and training by encouraging students to strive for excellence. It is these and other national competitions that provide a pool of competitors, the best of whom will be selected to represent the UK at the WorldSkills Competition, in their respective trades.

UK Skills works with schools, colleges and universities to promote competitions as a way of engaging and capturing the interest of all ages in the value of excellence. Promoting new school-based competitions which are designed to target ages 14 and upwards, create unique ways to increase the participation in vocational skills.

Competitions capture the essence of skills at work, not just technical skills but also the wider communication, planning and time management skills so crucial in the modern workplace. By testing individuals against their peers, competitions encourage employees to pursue excellence, enriching both their professional and personal lives. Competitions do not just offer professional growth, competitors also develop personally, they acquire greater self-belief and the inspiration necessary to overcome challenges to become the best in their field.

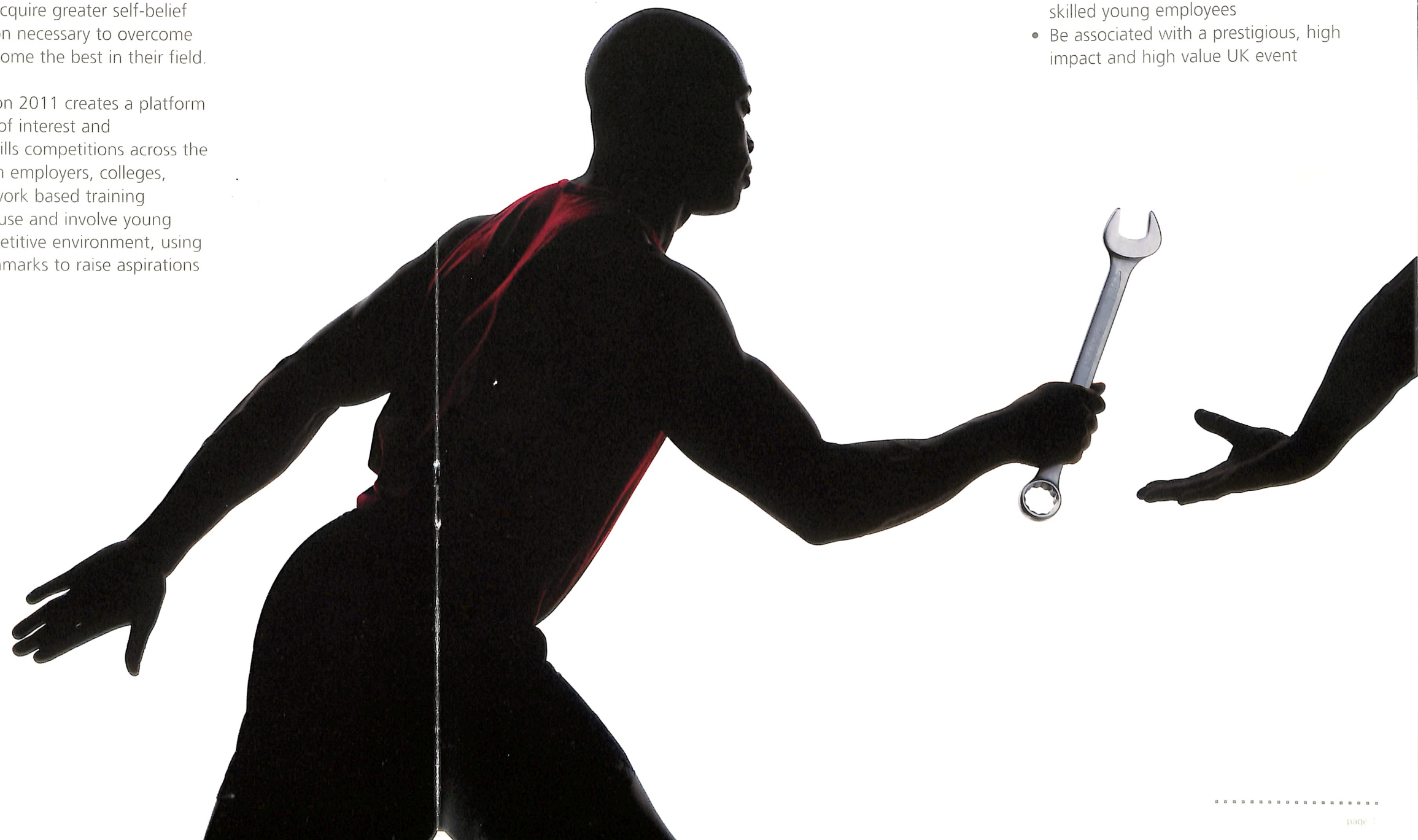
WorldSkills London 2011 creates a platform for a resurgence of interest and involvement in skills competitions across the UK. It will draw in employers, colleges, universities and work based training providers to enthuse and involve young people in a competitive environment, using WorldSkills benchmarks to raise aspirations and skills.

A Culture of Competitions

Employers and providers will play an essential part in supporting the event and delivering the UK team that take part in the 2011 competition. Specifically, employers will be engaged to participate in and champion skills competitions and to identify the best of their employees as potential competitors for WorldSkills London 2011.

In return, the WorldSkills Competition provides employers and providers with an unprecedented opportunity to:

- Help up-skill the UK workforce leading to long term prosperity for their industry
- Showcase the best of British industry to an international audience and high level decision makers in the UK
- Promote their industry and attract highly skilled young employees
- Be associated with a prestigious, high impact and high value UK event



In hosting WorldSkills 2011, the UK will showcase innovation, industry and skills, and create an enduring legacy of exceptional skills for the nation and the WorldSkills international community.

The UK legacy effects of WorldSkills London 2011 are:

- Changing positively and permanently public attitudes towards skills
- Using skills competitions to enhance business performance in each sector of the economy
- Using skills competitions to deliver teaching and learning excellence

The International legacy effects of WorldSkills London 2011 are:

- Bringing under-developed countries into the WorldSkills family
- Exporting UK skills expertise globally



How can you get involved?

Supporting the WorldSkills London 2011 event:

- **Financially** - by sponsoring all or part of the competition
- **Donating** - equipment, raw materials and consumables needed to run the competition
- **Exhibiting** - WorldSkills London 2011 is expected to attract an audience of hundreds of thousands. This audience will include school children, college students, lecturers, teachers and parents. Exhibiting at this unique event will give businesses the opportunity to raise their profile amongst potential employees, from the UK and beyond.

Supporting the four years leading to WorldSkills London 2011 (i.e. legacy):

- **Donating** equipment, raw materials and consumables needed to train competitors in skills competitions leading up to and including WorldSkills London 2011.
- **Providing staff time/expertise** – to work with UK Skills and partners to provide intelligence (both economic and industrial) to ensure our skills competitions remain relevant. These staff could also become future training managers.
- **Fielding competitors** – employers can encourage their employees to take part in competitions, because competitions provide a benchmark for their skills and reinforce feelings of success.
- **Identifying and supporting 'gifted and talented' youth** – employers can identify those young people with the most potential on their Apprenticeship programmes, ensuring they are given time off and bursaries for training.

Should you wish to register your interest in getting involved, please contact UK Skills on 020 7612 9255 or visit www.worldskillslondon2011.com

Our supporters and funding

Our supporters

We have been overwhelmed with gestures of goodwill and support leading up to and since the success of the UK bid. A host of partners from the business community, volunteers, and material supporters are all equally enthusiastic about holding the competition in the UK, and recognise its unique value and potential.

The support from all governments across the UK was instrumental in raising the profile of the bid for WorldSkills London 2011. The bid enjoyed exceptional assistance from Alan Johnson MP, Secretary of State for Education and Skills and Phil Hope MP, Parliamentary Under Secretary of State for Skills and the invaluable support of the Mayor and the Lord Mayor of London, both of whom hosted promotional events for the WorldSkills London 2011 bid.

Funding

The UK Government has given the competition its unequivocal support by agreeing to match external sponsors pound for pound for their contributions up to the estimated £22 million cost of running the competition. City & Guilds has already committed to becoming a Premier Partner of the event.

Sponsors and Supporters of WorldSkills London 2011 include:

Our supporters include: Department for Education and Skills, Department for Employment and Learning Northern Ireland, The Scottish Executive, Welsh Assembly Government, City & Guilds, FESTO, Edge, Claridge's Hotel, BBC, Confederation of British Industry, Corporation of London, Honda (UK), Investors in People, Learning and Skills Council, London First, London Mayor's Office, L'Oréal Professionnel, Newham Volunteers, Sector Skills Development Agency, Trades Union Congress, UK Skills, VisitBritain, VisitLondon



Skill categories and WorldSkills member countries

Current list of skills areas represented at the WorldSkills Competition

Autobody Repair	Graphic Design Technology	Mould Making
Automobile Technology	Industrial Control	Painting & Decorating
Bakery	Industrial Electronics	Pattern Making
Beauty Therapy	IT PC/Network Support	Plastering
Bricklaying	IT/Software Applications	Plumbing
Cabinetmaking	Jewellery	Polymechanics/Automation
Car Painting	Joinery	Printing
Caring	Ladies Dressmaking	Refrigeration
Carpentry	Ladies/Mens Hairdressing	Restaurant Service
CNC Milling	Landscape Gardening	Sheet Metal Technology
CNC Turning	Manufacturing Team Challenge	Stonemasonry
Confectioner/Pastry Cook	Mech. Eng. CADD	Telecommunication
Construction Metal Works	Mechanical Device Control	Distribution Technology
Cooking	Mechatronics	Wall & Floor Tiling
Electrical Installations	Metal Roofing	Web Design
Floristry	Mobile Robotics	Welding

List of Member Countries

AE United Arab Emirates	HR Croatia	NL Netherlands
AT Austria	HU Hungary	NO Norway
AU Australia	ID Indonesia	NZ New Zealand
BE Belgium	IE Ireland	PH Philippines
BN Brunei Darussalam	IN India	PT Portugal
BR Brazil	IR Iran	SA Saudi Arabia
CA Canada	IT South Tyrol, Italy	SE Sweden
CH Switzerland	JM Jamaica	SG Singapore
DE Germany	JP Japan	TH Thailand
DK Denmark	KR Korea	TN Tunisia
EC Ecuador	LI Principality of Liechtenstein	TW Chinese Taipei
EE Estonia	LU Luxembourg	UK United Kingdom
ES Spain	MA Morocco	US United States of America
FI Finland	MO Macau SAR	VE Venezuela
FR France	MX Mexico	VN Vietnam
HK Hong Kong SAR	MY Malaysia	ZA South Africa



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