



world **skills**
London 2011

England, Scotland, Wales
and Northern Ireland



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'We are lucky to have
the chance to be involved
in something so special,
that it has the potential to
change the way we train;
that it will touch and
change the lives of
many people, forever.'



Phil Hope MP

Parliamentary Under Secretary of State for
Skills, Department for Education and Skills

Comment made to the UK team
at WorldSkills Helsinki 2005
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Back the bid – become part of a winning team

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Hot on the heels of our successful proposal to host the 2012 Olympic Games, comes London's bid to host WorldSkills 2011 – a world class showcase for vocational excellence that leaves a lasting legacy for all those involved.

WorldSkills is an international not-for-profit association, comprising 42 member countries. The organisation is committed to promoting a worldwide awareness of the essential contribution that skills and high standards of competence make, to the achievement of economic success and individual fulfilment.

The WorldSkills Competition brings together teams of highly skilled young people to showcase their skills in a wide range of vocational areas, and compete for that prestigious gold medal that shows that they really are world champions in their field. All member countries can bid to host this international skills competition, and with this honour comes real benefits for participants, sponsors and an enduring legacy for the nation.

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**The UK Bid team is now in place,
and we aim to inspire a nation.**

We believe that, with your help and support, we will be able to organise the best competition ever for competitors, visitors, sponsors and partners alike. The event demonstrates practically, how investing in excellence is investing in the future of this country and its young people.



Promoting excellence

WorldSkills is a unique, international membership organisation dedicated to raising the status and standards of vocational education and training worldwide.

Established in 1950, WorldSkills has come to symbolise excellence in skills development and delivery. An organisation whose international influence continues to grow, WorldSkills provides an excellent networking resource for agencies with national responsibility for promoting vocational education and training.

Enjoying a growing membership of more than 40 nations, WorldSkills uses leading-edge web and software technologies to provide its members and global audience with easy access to current information on skills standards and discussion forums. Its flagship programme is the biennial WorldSkills Competition.

The Competition is hosted by a different member country each time, with Helsinki playing host in 2005, Japan in 2007 and Canada in 2009.

Our aim is to host the 2011 Competition.

Going for gold

WorldSkills is the largest event of its type in the world. Held every two years, the Competition brings hundreds of young people from across the globe to compete in a wide range of skill areas.

Over four days and 22 hours of competition, these young people test themselves against demanding world class standards vying for the ultimate prizes of gold, silver and bronze medals.

The scale of the event is unrivalled with the more than 700 competitors competing in 40 skill areas ranging from engineering to IT, from auto body repair to beauty therapy and from carpentry to cooking.

Their progress is keenly watched throughout not only by the experts that assess their every move, but by the hundreds of thousands of visitors that come to see the best in the business. Visitors include schools, colleges and training providers as well as policy makers, government representatives, employers and teachers all keen to learn and to find out more about the skills on display.

For all the talented individuals who take part it is an invaluable, unique learning experience. For the visitor it provides the motivation and inspiration to achieve higher standards. WorldSkills also provides benchmarks of excellence for the national vocational curricula of participating nations.





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Changing lives – from competence to excellence

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Bringing WorldSkills to the UK provides us with a unique opportunity to permanently change national attitudes towards vocational skills and to combat the skills shortages facing many industries.

Highly stimulating, the Competition has the ability to inspire young people to stay on in learning and to aim higher. It provides the motivation that many young people need to consider the opportunities that vocational education and training offers. The examples set by competitors send a powerful message to all young people that they too have what it takes to be successful.

And of course, there are the Olympics in 2012. All the skills needed to prepare for and to run the Olympics to the high standards required, will be on display at WorldSkills – from cooks to bricklayers and from restaurateurs to steelworkers.



The power of London

London is the UK's choice to host the Competition. Its influence as a financial and business centre typifies the pursuit of excellence that is at the heart of WorldSkills. Easily accessible and proud of its cultural diversity, with over 300 languages spoken in the capital – it's no wonder London is the world's communication hub.

The city lives in every young person's heart, a cultural icon, a place where dreams are made. With its reputation as a centre of excellence for training, London has become a destination for students from all over the world who return home to propagate the skills they have developed. It is also a city that has strong education, business and communication links with the rest of the UK. Northern Ireland, Scotland and Wales are key partners in the bid and are all planning their own skills events to coincide with the Competition.

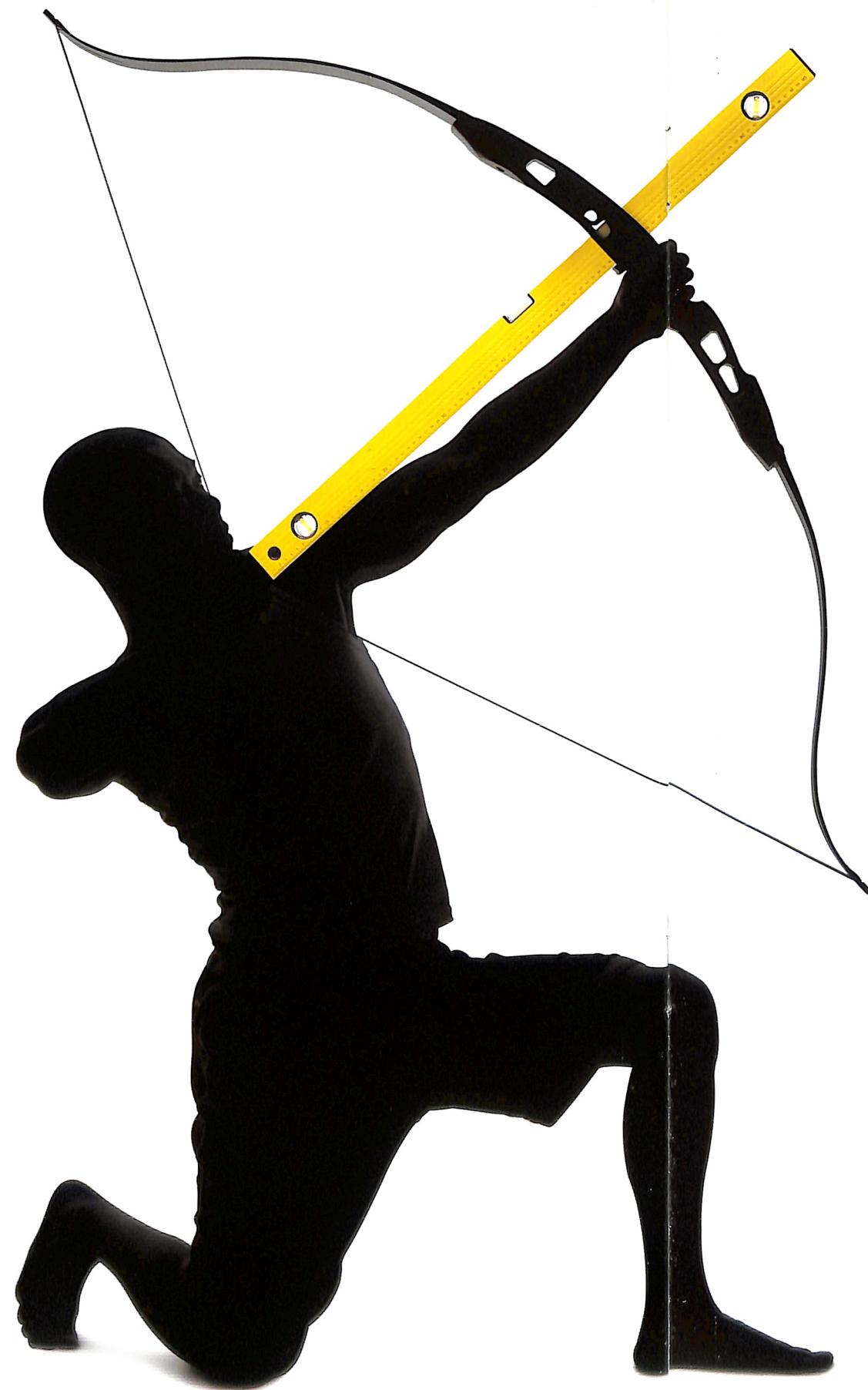
What's more the city's recent success in bidding for the 2012 Olympic Games shows that we have the resources, infrastructure and commitment to hold a highly prestigious, large scale international event.

A world class venue

ExCel in London's vibrant Docklands will host the competition if the UK bid is successful. Located on the south bank of the Thames amidst the largest regeneration project in Europe, ExCel welcomes over 1 million visitors each year.

Voted Venue of the Year 2004, this purpose built state of the art building offers over 66,000 m² exhibition, conference and catering facilities – all under one roof. It has already been identified as one of London's venues for the Olympic Games in 2012.

It's easy to reach by road, rail and river and Docklands' own City Airport. There is ample parking and competitor accommodation on site. Competitors and delegates alike can enjoy the buzz that comes from being at the heart of a thriving centre of commerce with its wealth of shops, restaurants and entertainment.



A lasting legacy – supporting the bid

Hosting WorldSkills 2011 is a fantastic opportunity to showcase British innovation, industry and skills, and our ability to organise a truly successful international event. Perhaps, most importantly, it will capture the imagination of UK employers by showing how serious investment in high quality training and development is directly related to excellence in the workplace.

WorldSkills 2011 is an excellent opportunity for organisations to raise awareness of their brand through their involvement with a high profile event with an established international reputation. Through promoting excellence in skills and skills development, sponsors and partners will be changing lives by helping young people to achieve their goals and aspirations.

WorldSkills can help us to change perceptions of vocational education and training.

You can make a difference, by joining other leading organisations and invest in the Competition. How can you help?

Financially by sponsoring all or part of the Competition

Donating the equipment, raw materials and consumables needed to run the competition

Identifying, supporting and training the technical experts required to manage individual competitions

Facilitating contact with people and businesses locally and internationally, who can help

Promoting the bid by using the logo at every opportunity

We need your support now – the bid has to be submitted by the 31st of March with the decision being made in Melbourne on the 10th of May.

Please contact us on 08700 427 042



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Organisations represented on
the Project Steering Group are:

The CBI

City & Guilds

The Department for Education
and Skills

Department for Employment
and Learning Northern Ireland

Department for Trade and Industry
Edge

Greater London Authority
(Mayor of London)

Investors in People (IiP)

The Learning and Skills Council (LSC)

National Assembly for Wales

Sector Skills Development Agency

Scottish Executive

Trades Union Congress (TUC)

UK Skills

