



worldskills London 2011

England, Scotland, Wales
and Northern Ireland



WorldSkills 2011
Welcome to London

Foreword

Tony Blair

I am delighted to offer my support, and the wholehearted support of the British Government, to our bid to bring WorldSkills to the UK in 2011.

Ensuring we have the right skills is fundamental to achieving our ambitions, as individuals, for our families and for our communities. Skills help businesses create wealth, and they help people realise their potential. They serve the twin goals of social justice and economic success. Today, more than ever, we all need to pursue these goals at a global level – and I am convinced we cannot do that alone. We need to help each other to do that.

These goals are at the heart of my Government's vision for the future. We want to see a dynamic economy where our productivity is enhanced through high skilled, well-rewarded employees, working in companies leading the world in their business sectors. We also want to see a fair society where people can get on in life through acquiring the skills they need to succeed.

To underpin both goals we are investing heavily in the skills for young people and adults. That is why we want to invest in WorldSkills – not just for what it will do for skills in the UK, but for the opportunity it offers to learn from others and to share our skills with the world.



Foreword

Tony Blair

London would be the ideal place for WorldSkills to hold its 2011 event. As one of the most culturally diverse cities in the world, with over 300 languages spoken, London offers a world stage to spread the WorldSkills message, reaching out to communities and developing countries across the world.

As a truly international city, London already enjoys the highest levels of media presence and influence. This will increase dramatically as we move closer to the 2012 Olympics, being held only months after WorldSkills 2011. This offers us a once-in-a-lifetime opportunity to mount a world wide campaign associating excellence in skills with excellence in sport. We intend to use that opportunity to change public perceptions of vocational education and training positively and permanently. Harnessing the power of global media and the 2012 Olympics would help link WorldSkills with global competitiveness and cooperation.

London's fine traditions in sport, fashion and music are a natural magnet for young people of all nationalities. The city's outstanding business, leisure and cultural facilities attract visitors from every country. Our extensive transport infrastructure allows easy access to the rest of the world and to other places of beauty and interest across the country. All this will contribute to an unparalleled experience for the young people involved, which I can guarantee they will never forget.

Harnessing the power of London will also help us to reach out to bring more young people and new member countries to WorldSkills. I believe our bid offers the WorldSkills organisation, its member countries and the individuals who benefit from its work a wonderful opportunity to put WorldSkills on a world stage.

I hope that you will be as enthused by our bid as we are and use your vote to make sure that WorldSkills comes to London.



6 Top Facts About London

1. Multicultural

The 7.2 million inhabitants of London come from all across the world and speak some 300 different languages. Around a quarter of people working in London were born overseas.

2. Accessible

London has five international airports that handle more than 120 million people every year – with Heathrow the busiest. Millions more arrive via the Eurostar at Waterloo Station. The capital has an integrated transport network and rail links reach out from London to the corners of England, Scotland and Wales.

3. Powerful

London has the fourth largest economy in the world. For the 15th consecutive year the European Cities Monitor has named London as Europe's Best City for Business. Three-quarters of business visitors make a return trip to the capital.

4. Entertaining

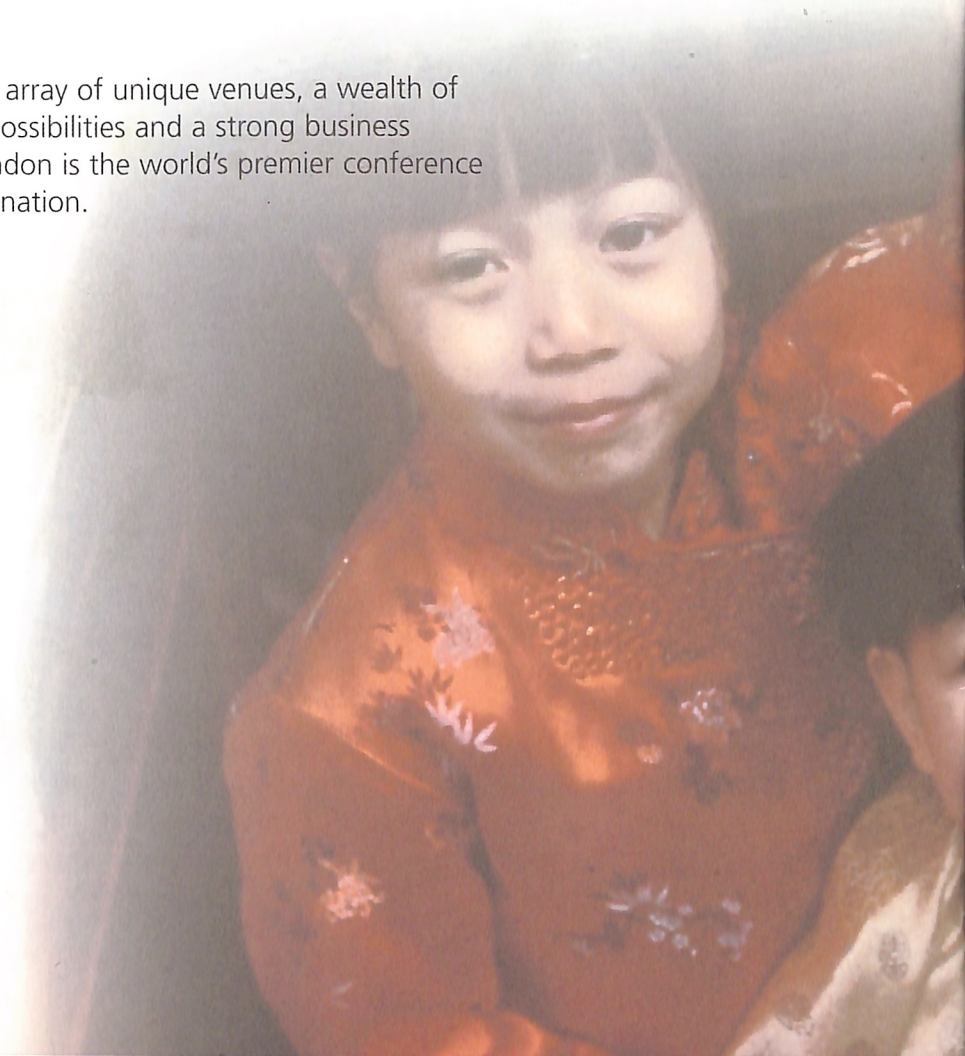
London is the tastiest place on the planet to eat, according to Gourmet magazine of the US, coming in ahead of Paris, Rome and New York. In 2005, London has 36 Michelin star-rated restaurants. In total there are more than 6,000 restaurants in the capital and 3,800 pubs. And with 150 theatres, there's bound to be something for everyone.

5. Talented

Greater London has an estimated total labour pool of 3.5m, supplemented by a further 4m in the region around London.

6. Unique

With such a huge array of unique venues, a wealth of accommodation possibilities and a strong business infrastructure, London is the world's premier conference and meeting destination.





Right Venue, Right City, Right Choice

England, Northern Ireland, Scotland and Wales are proud to offer WorldSkills a unique opportunity to stage an unforgettable event which will leave a lasting legacy.

London will welcome the competitors, experts and delegates in a way no other city can – and, with 300 languages spoken in its 200 communities, literally make them feel at home.

WorldSkills London 2011 will be a memorable event, concentrated at one world-class and self-contained 'campus' venue, located just 20 minutes from the heart of one of the world's most vibrant cities.

WorldSkills London 2011 will evolve and develop the WorldSkills competition by deploying new initiatives and technologies, while also respecting the long and successful WorldSkills tradition.

And it will do all this as the focus of the world moves on to London in the run-up to the 2012 Olympic Games and Paralympic Games – an event which offers a unique opportunity to unite sporting and vocational skills.

WorldSkills London 2011 will provide an incomparable and unforgettable experience for all competitors, experts and delegates, VIP guests, visitors, and WorldSkills member countries.

Competitors

Putting Competitors First

Welcome to London!

We have designed an event that will give competitors a fun, safe, and memorable experience. Each competitor group will be allocated a Support Team, dedicated to making their stay as comfortable as possible.

FACTS

All Competitor hotels located at ExCeL London

Specialised menus for all

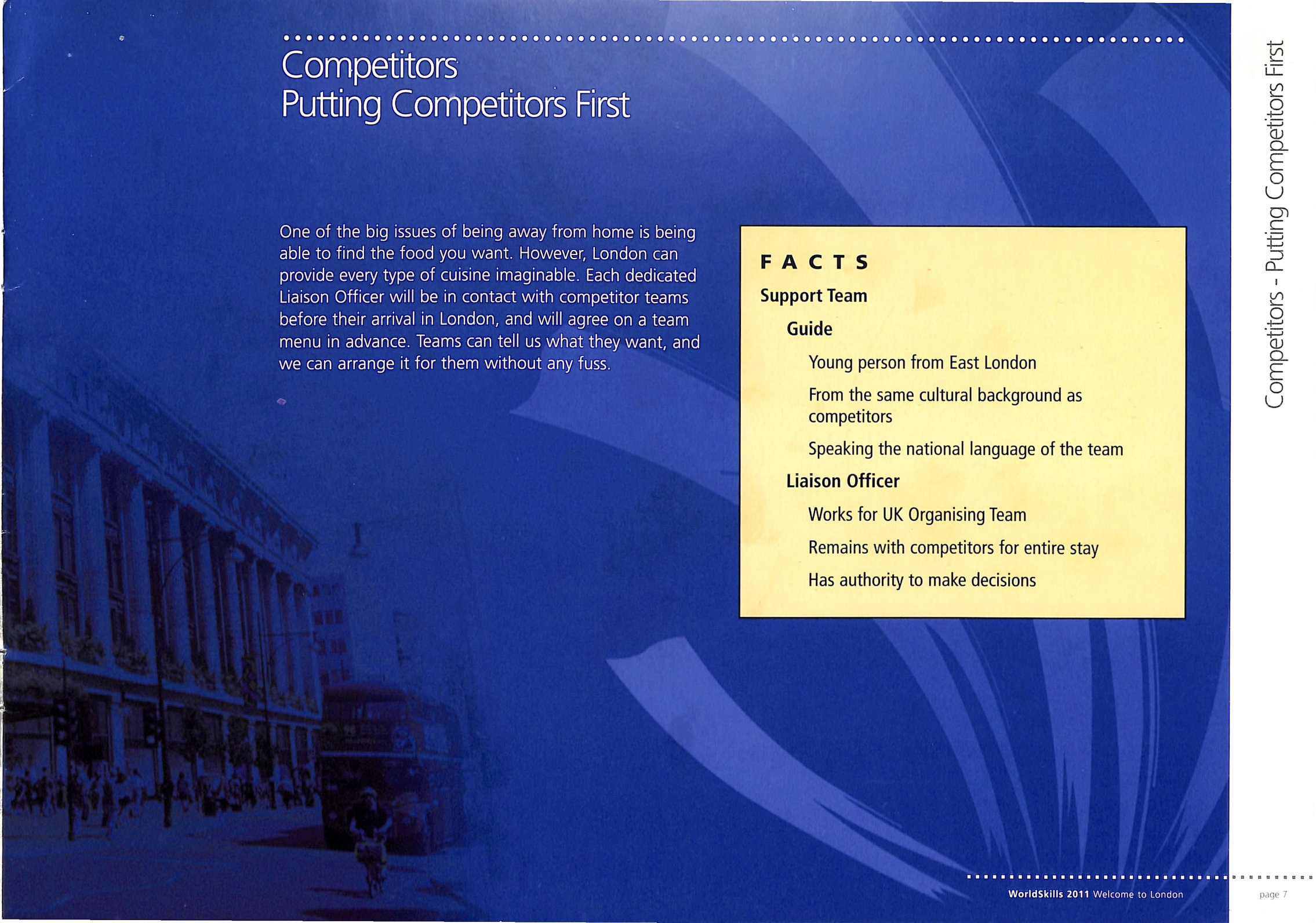
Dedicated Support Teams

Accommodating Every Need

We want to provide a home away from home for competitors during their stay in London, and have chosen a range of accommodation that is modern, comfortable and accessible. All hotel rooms have private en suite bathrooms and are located within easy walking distance of ExCeL London, where the WorldSkills London 2011 Competition will be held.

All competitors will have access to internet facilities and will be able to keep in touch with family and friends at home with a complimentary international calling card. Each hotel room will have cable television, with programmes available from different regions of the world. For relaxation and training purposes, competitors will have access to the hotel gymnasium facilities. All hotels will have a 'common room' for each team to debrief and relax, and a room set aside for religious observance.





Competitors

Putting Competitors First

One of the big issues of being away from home is being able to find the food you want. However, London can provide every type of cuisine imaginable. Each dedicated Liaison Officer will be in contact with competitor teams before their arrival in London, and will agree on a team menu in advance. Teams can tell us what they want, and we can arrange it for them without any fuss.

F A C T S

Support Team

Guide

Young person from East London

From the same cultural background as competitors

Speaking the national language of the team

Liaison Officer

Works for UK Organising Team

Remains with competitors for entire stay

Has authority to make decisions

Competitors

Putting Competitors First

A Vibrant Competition

Each competition day teams can walk to the ExCeL venue, accompanied by their Support Team. Competition days will be exciting and vibrant, with over 200,000 visitors expected. We will encourage all visitors to 'have a go' at some skills. This will give the public a better appreciation of the talent and the excellence of each WorldSkills competitor. The competition will also be webcast in real time, which means that people right across the globe, including family and friends at home, can watch competitors excel in their chosen skill area.

FACTS

Common Rooms' for debriefs in all hotels

Complimentary internet access and phonecards

Custom-made London tours

Experiencing the Real London

The 2011 Competition will be celebrated in style with amazing Opening and Closing Ceremonies at London's most stunning venue, the O2 Dome. Spectacular entertainment programmes will ensure that competitors will never forget these festivities.

Because we understand that competition days are physically and mentally tiring, we will give competitors every opportunity to relax and unwind. The ExCeL campus will come alive in the evenings, with competitor activity programmes including organised sport. Screenings of the latest 'blockbuster' movies will also be held within easy distance of each hotel.



Competitors Putting Competitors First

Around the competition teams will have the chance to explore London and all it offers, including culture, art, history, music, theatre and festivals. We will also give each competitor a travel card which can be used on all London city public transport systems.

DID YOU KNOW ?

London has over 200 attractions with free entry



The half-day excursion is designed give competitors a breathtaking introduction to the best of London. After a leisurely cruise down the Thames from the ExCeL venue campus, competitors will experience an unforgettable flight on the British Airways London Eye.

After the Competition, the full-day tour will be made to order so that competitors can see all the sights they want to see. An open-top bus tour will introduce competitors to all the major London sights, such as Buckingham Palace, the Houses of Parliament, and Big Ben. In the afternoon, tour groups will be taken to the attraction of their choice, for example Madame Tussauds, the 2012 Olympic sites, Chinatown, Wembley Stadium, and Shakespeare's Globe, and given the opportunity to explore.

Experts, Officials & Delegates Tradition and Innovation

Welcome to WorldSkills London 2011

Experts, Officials and Delegates will be welcomed to London by the UK Team and transported to their accommodation. The hotels that will host Experts, Officials and Delegates at WorldSkills 2011 London are all within an easy 20 minutes of the ExCeL venue, and have been chosen for their high level of comfort, service, and convenience.

FACTS

Technologically Innovative

A Safe Competition

Best Practice Forum

Each competition group will be officially welcomed at a function to be held at ExCeL London. At the welcome party each competition group will be allocated a dedicated meeting area with UK Liaison Officers, ensuring that introductions and any special requirements are properly and speedily attended to.

Innovative and Interactive

WorldSkills London 2011 will be a highly innovative, interactive experience that will take the competition to every corner of the globe. Real-time webcasting will allow viewers across the world to share the excitement and atmosphere of a WorldSkills Competition, from the comfort of their own homes.

Viewers internationally and visitors to the ExCeL venue will experience 'masterclasses', which provide information on all skills being performed during the WorldSkills London 2011 Competition. Information will be available in the national language of WorldSkills member countries, to enable widespread accessibility. Visitors to the ExCeL London venue will also be encouraged to 'have a go' at each of the skills on display during the Competition.

DID YOU KNOW ?

ExCeL is the largest column-free hall in Europe



Experts, Officials & Delegates Tradition and Innovation

A Safe Competition

Health and Safety is taken very seriously in the UK, and WorldSkills London 2011 will be no exception. Each competition area will have a dedicated Health and Safety officer reporting to the UK Health and Safety Executive. All Health and Safety guidelines and competition rules will be provided in every WorldSkills member language, to ensure that each nation is as fully informed as possible.

DID YOU KNOW?

London has over 6000 licensed restaurants with menus from 53 countries



FACTS

Masterclasses

High-level Seminars

Provide information on:

Skills being performed

Assessment criteria

Example of finished product

Available at venue and on webcast

Spreading Best Practice

WorldSkills London 2011 will introduce a Best Practice Forum, which will run for three days towards the end of the competition period. This will involve presentations from WorldSkills member nation practitioners and will encourage the sharing of best practice information and techniques. Each attendee will be given a special three day package, which will include an invitation to final day of competition and the Closing Ceremony.

A Global Skills Summit will also be held in conjunction with the 2011 Competition and the WorldSkills Leaders Forum. The Global Skills Summit will be forward-thinking and innovative, discussing solutions to vocational skills issues worldwide.

The VIP Experience - In the Heart of Westminster

A VIP Welcome

VIP guests will be greeted by an official UK delegation upon arrival, and will be escorted swiftly through Customs and transported to their hotel. VIP guests will be chauffeured around London during their stay, and will have 24 hour access to a dedicated Liaison Officer. As with all VIP guests travelling internationally, security considerations are of paramount importance.

FACTS

Fast-track airport arrival service

Mayor of London welcome reception

UK Government business networking event

Experience London in Style

With partners such as Claridge's and the Radisson Edwardian hotels supporting the WorldSkills London 2011 Competition, the world's finest accommodation is on offer. Superb comfort and outstanding levels of service make London's hotels a popular residence for international heads of state, celebrities, and industry leaders alike.

London is unparalleled for providing the finest in culture and entertainment. During the WorldSkills London 2011 Competition, VIP guests can choose to experience West End theatre performances, explore world-class museums and galleries, or indulge in some truly remarkable cuisine.

DID YOU KNOW?

London has 238 major museums and galleries



The VIP Experience - In the Heart of Westminster

Networking Opportunities

London has a long heritage of receiving dignitaries, and looks forward to officially hosting VIP guests at WorldSkills London 2011. During the UK Pre-Qualification Visit in January 2006, WorldSkills delegates were welcomed at functions in the Greater London Authority by Mayor Ken Livingstone, and at 11 Downing Street by Secretary of State Ruth Kelly. Similarly, a number of UK Government departments including the Foreign and Commonwealth Office, will host official events to welcome VIP guests and celebrate the international nature of WorldSkills.

VIP guests will have the opportunity to network with key government Ministers, senior government officials, leading industry and business figures, and potential WorldSkills sponsors from the United Kingdom.

VIP Facilities

WorldSkills London 2011 will provide a truly enjoyable experience for VIP guests. An extensive range of cuisine options will be available in our VIP private dining facilities. The Competition can either be observed at close range or on large viewing screens in the private VIP lounges.

DID YOU KNOW ?

*Of Europe's top 500 companies,
100 have their HQ's in London*



The Visitor Experience - Be Part of Something Exciting

An Unforgettable Experience

Visitors to WorldSkills London 2011 will enjoy a unique opportunity to observe the world's best competitors in action, 'have a go' for themselves, and enjoy an unforgettable and fun day out.

FACTS

Highly interactive

200,000 visitors expected

A buzzing festival atmosphere

A Unique Venue

ExCeL London is the largest and most versatile exhibition space in London, and will give all visitors freedom of movement to explore the Competition and view the competitors at work. ExCeL is twenty minutes from central London, and is accessible by road, rail, river and air.

DID YOU KNOW ?

By 2007, the journey from Paris to London will take 2¼ hours



The Visitor Experience - Be Part of Something Exciting

Have a Go!

The venue's flexibility will not only let visitors get physically closer to the experience, but also allow them to discover first-hand the skills on display. Interactive programs will tell visitors everything they want to know about the skills involved, and understand the world class standards the competitors are aiming for.

DID YOU KNOW?

*Over 100,000 hotel rooms are
available in London*



Something for Everyone

ExCeL London is an exceptional venue that stands out from the crowd. With 30 onsite cafés, bars, and restaurants catering to tastes from all over the globe, shops and entertainment venues, there is truly something for everyone. WorldSkills London 2011 will celebrate the international and multicultural flavour of the competition by creating a vibrant carnival atmosphere with music, fashion, marketplaces and stalls.

Making Skills Accessible

To allow international visitors to fully experience the Competition, information on all skills will be available in WorldSkills member country languages. By involving all visitors in the Competition, we aim to make vocational skills accessible, engaging, and fun.

WorldSkills Nations Experience - A Truly Global Competition

Dedicated to the Competitor

The UK is committed to providing a safe and comfortable environment for all competitors at WorldSkills 2011. The dedicated Support Team will ensure that each competitor can communicate in their own language, and receive all the assistance they require.

FACTS

Real-time webcasting

Simultaneous skills festivals around the world

Promoting skills in every nation

Broadcasting to the world

A major innovation at the 2011 Competition will be the shift from a city focus to an international focus. Through real-time webcasts of the event, audiences globally will be able to experience the excitement of a WorldSkills Competition. Viewers around the world can also participate in regional skills festivals, which will be linked to WorldSkills London 2011 by webcast.

DID YOU KNOW ?

*The BBC broadcasts in
33 languages*



WorldSkills Nations Experience - A Truly Global Competition

Promoting vocational skills worldwide

A lasting legacy of WorldSkills 2011 is the international promotion of vocational skills as a valuable career option. To engage national and global audiences, the UK is developing 'masterclasses'. Visitors to the WorldSkills London 2011 Competition have direct access to these 'masterclasses' via interactive screens at each skill competition point.

'Masterclasses' will also be a feature of the WorldSkills London 2011 Competition webcast, which will reach audiences worldwide. To make this information accessible, the programs will be available in WorldSkills member country languages, and provide information on skills worldwide.

DID YOU KNOW ?

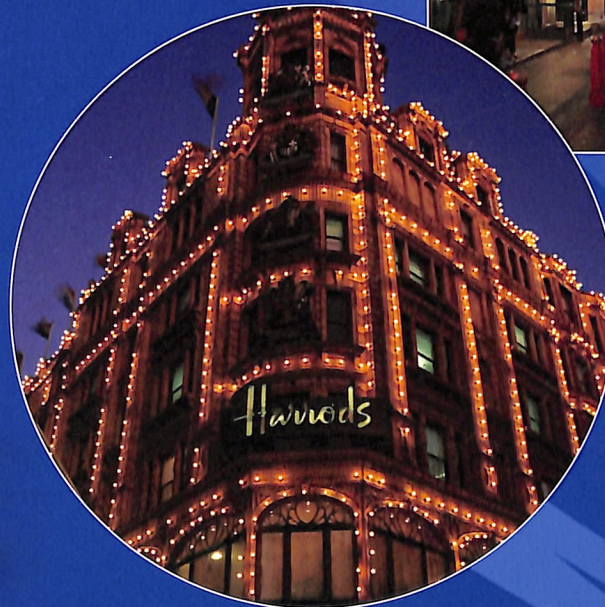
*Over 300 languages spoken
in 200 communities*



WorldSkills London 2011 - UK Backs the Bid



WorldSkills London 2011 - UK Backs the Bid



“There is no city like London. It is wonderfully diverse and open. I can’t think of a better place to hold an event that unites the world.”

Nelson Mandela

WorldSkills London 2011

18 Park Square East

London NW1 4LH

enquiries@worldskillslondon2011.com

www.worldskillslondon2011.com

The contents of this brochure were correct at the time of going to press.



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