



ukskills

Team UK



## A message from Adam Smith, Team UK 2009

WorldSkills Gold Medallist (Cooking) and Premier Sous-Chef,  
The Ritz, London, age 23

I understand that in order for a set of commemorative stamps to be commissioned, we need to highlight to the Royal Mail why the UK's involvement in WorldSkills warrants such an honour. As a former member of Team UK and a Gold Medallist, I hope you find this booklet informative and that the information it contains answers that question.

WorldSkills is a unique global competition where young people from across the world compete to become the best of the best at their chosen skill. Over 45 skills are represented from Mobile Robotics, Electrical Installation and Welding through to Hairdressing, Landscape Gardening and Floristry to name a few. What's more its being hosted in London from the 5 - 8 October, 2011 after the UK successfully bid to host the event in 2006 with backing from the then Prime Minister Tony Blair.

So often, in this country young people are portrayed negatively in the media. WorldSkills offers the opportunity for us to show this country and the rest of the world how talented our young people really are.

Being part of Team UK was an amazing opportunity both personally and professionally. It never really sank in that I was representing my country until I walked onto the stage during the opening ceremony of WorldSkills Calgary 2009. Experiencing the crowd cheering for the team gave me an enormous sense of pride and honour. It was then I realised how lucky I was to be there.

Training for Team UK certainly wasn't an easy journey. It took a huge amount of time, effort and determination. All the preparation I had to undertake to ensure I could compete on a global stage had to be done around work, which meant I had to give up my weekends and take holiday to complete training exercises. Without

the support of UK Skills, the organisation responsible for selecting and training members of Team UK, I would not have been able to compete on a global stage. However my determination paid off and after four years of training, I secured the Gold Medal in Cooking. It was an amazing feeling!

During WorldSkills Calgary 2009 I spent 22 hours cooking in a packed exhibition hall alongside 34 other hopefuls from around the UK. I competed over two days working from 8:00 in the morning until 22:30 at night. There were thousands of visitors, cameras flashing and people constantly trying to talk to you. But you have to keep focussed.

Competing at WorldSkills has benefited my career tremendously and allowed me to develop the skills needed to take on more responsibility at work in my role as Sous Chef at The Ritz. As a result of the training I received I am at least five years ahead of my peers. However for WorldSkills to reach its full potential, we need to ensure that young people, their parents, colleges and employers up and down the country are aware it's coming to the UK next year. We believe a set of commemorative stamps provides the perfect opportunity to help us do this.

WorldSkills London 2011 will amaze and inspire. It will be the catalyst that sparks the ambitions of young people across the country and will be a once in a lifetime opportunity to increase respect for and shine a spotlight on vocational education and training.

We get behind our sporting heroes in this country, now lets show our support for the skilled people that make this country great.

Adam Smith

## The Skills that are building the UK...

**A huge 89% of the working population in the UK have a skill and the Royal Mail has the opportunity to appeal to all**

We are a nation that has historically grown in power and stature because of the skills that have been developed over many centuries in our workforce. Today the UK's skills base has broadened out to include both necessary traditional skills and also many new ones designed for our modern world. All of these touch and inspire the 60+ million people who live here.

"In the most technologically sophisticated era in which we have ever lived we have relearned that it is the skilled worker who has built our modern society, both literally and metaphorically and whose talents will continue to impact on every aspect of our daily lives."

Dr. Peter Marsh S.I.R.C (Social Issues Research Centre, Oxford)

**Vince Cable, Secretary of State for Business, Innovation and Skills and President of the Board of Trade identified his vision of Britain as " ...a place where enterprise and innovation are made easier and can succeed. Where ideas are generated and turned into jobs. Where people have the skills we need."**

Team UK's performance and WorldSkills London 2011 will make a real contribution to this vision. Tomorrow's workforce will be inspired and it will lead to more enterprising people who understand how skills can shape their world. Royal Mail has the opportunity to speak to all of them through a set of commemorative stamps.

In 2009 the Office for National Statistics stated that 89% of the working population was classed as having a skill. This means that just under four million UK workers have and accept 'skills' of some sort as part of their daily working life. Now add in those UK citizens who are aware of skilled professions because those tradesmen and women are friends, family, employers and colleagues. Then include those that teach these skills and those that are in education and training to be the new skilled professionals and their parents and you will see just how important the promotion of skills and training really is. Indeed, training of the highest quality is needed in order to grow individuals, careers and develop and sustain businesses.



**Did you know that in the UK there are:**

**146,000 bricklayers**

**240,000 carpenters and joiners**

**350,000 people working in the electrical industry**

**34,000 heating and ventilation engineers**

**20,000 plumbing businesses**

**520,000 people working in the restaurant industry**

**31,000 hair salons employing 180,000 people**

**120,000 people working in the furniture manufacturing industry**

**6,700 florists employing 28,700 people**

**250,000 people working in the aerospace industry with 85,000 working in engineering occupations and 40,000 in technical roles**

**All the skills above will be present at WorldSkills London 2011 and will showcase our country's most talented young professionals in each skill.**

## Why Skills Matter...

**So skills touch and inspire the 60+ million people who live in the UK but why do skills deserve a higher level of recognition?**

Government figures revealed that at the end of 2009 nearly 15% of 16-24 year olds were classed as NEETs (not in Employment, Education or Training) and indicators are showing that the UK will miss the target to reduce this figure in 2010. However despite this significant issue, vocational skills have simply not been given the respect they deserve. For far too long, the work-based route has been the poor relation in the post -16 educational landscape in the UK.

This must change. Vocational skills and careers are vital in building and maintaining a strong economy. Without the right skills, inward investment will dwindle and based on recent performance it has been predicted that the UK is likely to slip from 18th to 21st in OECD rankings for intermediate level by 2020 and in 10 years time the UK will not be in the top eight countries of the world in any skill level (Ambition 2020, UKCES, 2009).

Attracting over 150,000 visitors over four days of competition and reaching many more people throughout the UK, WorldSkills will be the inspiration thousands of people need to explore how education and training could help them achieve their dreams and build their expertise. For employers the event will offer the chance to join leading employers in celebrating the depth and breadth of skills in this country while inspiring the workforce of the future.

The work of the WorldSkills London 2011 legacy group will bring together senior business leaders, policy makers and education professionals to ensure the event acts as a catalyst for positive change across the education and skills system.

**"BT Apprenticeship Scheme gets more applications than Oxford. BT announced it received 100 applications for each of the 221 places on its apprenticeship scheme this year"**

Management Today, August 2010

Jade Kidd

Team UK, WorldSkills 2007



# WorldSkills London 2011

Daniel Cain  
Team UK, WorldSkills 2009

**"London is consistently voted the best city in the world to do business in and our strong skills base is a key factor behind this. In 2011 it will be our honour to host WorldSkills, when we will not only show the world our brilliance in staging events, but also the great pool of talent in our country and in our capital."**

**Boris Johnson**  
Mayor of London

WorldSkills is a unique global competition where young people from across the world compete to become the best of the best in their chosen skill.

From 5 – 8 October 2011, London will play host to the 41st WorldSkills Competition at ExCeL, London and at The O2. So what can visitors expect at WorldSkills we hear you ask? Well, here are the facts:

- Over 1,000 competitors will compete in over 45 skills ranging from Hairdressing, Cooking and Carpentry to Mobile Robotics, Electronics and Mechanical Engineering Design. For a full list please visit [www.worldskillslondon2011.com](http://www.worldskillslondon2011.com)
- Competitors from 50 countries will compete over four days (yes this isn't one race and it's over) completing 22 hours of intense competition for the ultimate prize – Gold, Silver and Bronze.
- The scale of the event is unrivalled and 150,000 visitors including dignitaries, employers, students, government representatives, policy makers, teachers and experts from around the world will visit WorldSkills London 2011.
- Visitors will be able to learn more about the job opportunities available to young people.
- An extensive PR campaign will be launched to promote Team UK and WorldSkills London 2011.
- The event is being delivered by a mix of public and private sector support. For more information please visit: [www.worldskillslondon2011.com](http://www.worldskillslondon2011.com)



# Team UK, WorldSkills London 2011

One year before London hosts the Olympics; an equally talented group of unknown individuals, aged 18-23, from all over the country will step up and take their place in Team UK. They will be competing at WorldSkills London 2011. For Team UK there is the honour of being the greatest in the world at their chosen skill.

## At the last WorldSkills, the UK won:

**3 Gold Medals**  
Cooking, Electrical Industry and Painting and Decorating

**6 Bronze Medals**  
Floristry, Autobody Repair, Joinery, Beauty Therapy, Restaurant Service and Aircraft Maintenance

The UK is now ranked sixth in the world based on total medal points. Team UK at WorldSkills London 2011 is tasked with beating this position and finishing in the top five.

## The countdown begins... training commences

Like top athletes, Team UK members spend years training for the event. Of the 200 or so young people who make the initial shortlist, around 60 young people are invited to train as Squad UK.

Undergoing a gruelling programme involving bespoke training in their chosen skill, competitions and performance coaching, those that show they have what it takes to compete on a global stage are invited to compete for a place in Team UK.

The members of Team UK will be unveiled at a special event in June 2011. The team will consist of around 30 young people who will each compete in a different skill. These skills will be

determined when the team is picked.

## Team UK – an inspiration to young people in the UK

Former members of Team UK are an inspiration to young people up and down the country. Their achievements show what can be achieved. Past medal winners have:

**Launched a floristry business**  
**Prepared a meal for Her Majesty The Queen at Buckingham Palace**

**Won a Silver Gilt at the RHS Chelsea Flower Show 2010 for Garden Design**

**Served their country as part of the Armed Forces**

**Cooked for dignitaries at The Ritz**

**Assisted Chef James Martin on his TV show 'Sweet Baby James'**

**Refurbished the St Lawrence fountain at St Pauls Cathedral**

**Won second place at Eurofleurs, the highest place ever achieved by a British competitor**

**Gone back into education and training to pass on their skills and knowledge to the future generations**

# A Snapshot of Team UK in the Press... the interest is growing...

## The Daily Telegraph

The Daily Telegraph reported on the success of past Team UK members who won a Silver Gilt at The RHS Chelsea Flower Show 2010.

## Young talent get chance to show off at Chelsea

They were all the better for it. The UK's skills team members have plenty of gardening experience and are used to the show. **Max Davidson**



## the guardian

The Education Guardian wrote about the intense training programme undertaken by Team UK.

## Skilled Britannia

A new way of quality assurance... to create world class skills. Britain and beyond.



## THE Sun

The Sun celebrated Team UK's entry to WorldSkills 2009 with a double page feature on team members.



# Why the Royal Mail should support WorldSkills through a set of commemorative stamps

I hope that I have shown you the sheer numbers of people to whom these stamps would be relevant.

At UK Skills, the organisation responsible for selecting and training members of Team UK, we believe that this is a chance for The Royal Mail to celebrate the depth and breadth of skills in this country while inspiring the workforce of the future. We celebrate our sports heroes, so why not our skills heroes?

We do really all believe that Team UK deserve the right to be showcased on stamps, something which is always seen as a mark of respect and an honour.

The Royal Mail stamps could recognise:

- The number of skilled professionals in this country.
- The range of skills on display at WorldSkills London 2011 from Hairdressing through to Aircraft Maintenance.
- New and emerging skills that will help our industries become greener and more sustainable
- The history of skills in this country from Shipbuilding through to the skills needed to maintain the UK's position as having the second largest Aerospace industry in the World after the USA.

Having the stamps will help us position the event as one that is as important to our economy as the Olympics. Visit London has identified the event itself will generate an additional £29 million to London's economy.

Thank you for your time,  
**Adam Smith**

Mark Nevin  
Team UK, WorldSkills 2009



For further copies of this brochure or for more information about UK Skills please contact Kate Moloughney, UK Skills PR Manager:

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UK Skills champions high standards of training and development, helping to equip UK industry with the skills it needs to thrive in the 21<sup>st</sup> century. Through the running of Awards and Competitions, UK Skills enables individuals to develop and companies to grow.

Designed by Harry Smith, Team UK 2007,  
Silver Medalist, Graphic Design

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