

# *Handbook*

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*for selection,  
preparation and entry of the  
UK SKILLS team to the*

## *World Skills Competition (Skill Olympics)*



# **UK•SKILLS**

UK SKILLS is committed to supporting the development of world-class standards of vocational skills in the United Kingdom, its central contribution being to enter highly competitive teams for the World Skills Competition (Skill Olympics). This involves developing the part played by skills competitions in the United Kingdom and promoting as wide an understanding as possible of the key importance of vocational skills to national prosperity.

Set up in 1990, UK SKILLS is an independent company with charitable status. It aims to help British industry and commerce by promoting world-class standards of vocational skills through the medium of competitions. Its funding comes from membership subscriptions from businesses and other organisations concerned with vocational education and training, from government and from charitable donations and sponsorship. UK SKILLS' policies and strategies are determined by its membership through its Board and Annual General Meeting.

UK SKILLS' aims are to

- encourage and promote the development of skills competitions as an effective means of raising and maintaining standards of vocational skills and contributing to the achievement of national education and training targets
- set standards for national skills competitions
- act as the official UK representative on World Skills (formerly the International Vocational Training Organisation (IVTO))
- select and co-ordinate the entry of UK teams to the biennial World Skills Competition (Skill Olympics).

# **Handbook for selection, preparation and entry of the UK SKILLS team to the World Skills Competition (Skill Olympics)**

**For use by skills competition organisers, technical experts,  
team leaders, official and technical delegates  
and official observers**

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# 1 UK SKILLS organisation and committee structure

Overall responsibility for the policy and operation of the company rests with the Chairman and a Board of 14 directors drawn from major industrial sectors, the Department for Education and Employment (DfEE), The Prince's Trust and the City and Guilds of London Institute.

The Chief Executive, supported by eight full-time members of staff, is accountable to the Board for the efficient and effective operation of the business, for initiating and developing policies to achieve company objectives, and for securing the necessary funding to enable those policies to be implemented. Specialist part-time staff are appointed when necessary for specific activities.

The Competitions Policy Committee (CPC), chaired by a director with members drawn from industry, National Training Organisations and competition organisers, advises on policy issues and the development of the national framework of skills competitions.

The World Skill National Committee (WSNC), chaired by the UK Technical Delegate with members with extensive experience of skills competitions, advises on technical issues relating to the UK involvement in the World Skills Competition including the selection and preparatory training for the team.

## 2 World Skills

World Skills, formerly International Vocational Training Organisation (IVTO), was established in 1950 to promote vocational training and education. It is responsible for organising the World Skills Competition (Skill Olympics) which is held every two years in one of the 35 member countries and covers up to 40 skilled occupations. The competition is open to young people below the age of 23 who compete over four days for gold, silver and bronze medals. All competitors receive a certificate of participation and those achieving the recognised international standard in their skill are awarded a diploma of excellence.

## 3 National competitions in the UK

There are at present some 50 trades covered by national sector competitions and many others are under development.

The national skills competitions from which the UK competitors to the World Skills Competition will be selected must have met the standards laid down in the code of practice and been awarded the seal of approval (see below). The duration, content, standards and marking schemes of the test projects set should reflect those of the World Skills Competition.

The finals should be held within the period laid down by UK SKILLS so that the selected competitors will have sufficient time for the necessary preparatory training.

In order to provide DfEE with complete information on the competitions from which the UK team is selected competition organisers are required to provide the following details to UK SKILLS as soon as possible after the completion of their national final:

- details (dates and venues) of all selection heats (local, regional and national) and/or feeder competitions
- an estimate of the costs (including sponsorship both in cash and in kind) to the industry sector of running all rounds of the national competition and training the nominated competitor(s) for the World Skills Competition
- details of all competition supporters and sponsors so that they can be given full credit in national publicity material
- minimum details, as specified by UK SKILLS, of every competitor at every level (local, regional and national) who took part in the competition.

## 4 Code of practice

UK SKILLS, as the recognised standard-setting body for skills competitions, has developed criteria for ensuring quality and has issued a code of practice to provide guidance for skills competition organisers, including recommendations on implementing equal opportunities (Appendix 1). Competitions which meet standards of good practice contained in the code are eligible for a UK SKILLS national seal of approval (Appendix 2).

Possession of the seal is a necessary condition of recognition for the purpose of nominating competitors for selection to the UK team.

## 5 Team selection

When the results of the finals are available the competition organisers may nominate one or more competitors for selection for inclusion in the team. Acceptance of any nomination to the team is at the ultimate discretion of UK SKILLS.

The age limit for competitors is 22 (ie, the 23rd birthday must be after the end of the calendar year in which the World Skills Competition takes place). Exceptionally, World Skills may extend this limit for certain trades (eg, Mechatronics, where the age limit is 24). All team members must be eligible to hold a valid British passport.

When nominating individuals for selection, organisers should bear in mind that UK SKILLS policy is that every competitor in the team should be capable (with training) of reaching the standard required for the international diploma of excellence at the World Skills Competition. Skills competition organisers nominating competitors for the team have to confirm this potential and the technical expert appointed by UK SKILLS must monitor the competitor's training and ensure that progress is maintained to meet the standard.

Selection for the team will depend upon

- (a) technical expertise and breadth of experience
- (b) health and general physical stamina
- (c) employer/college/family support and (non-financial) encouragement
- (d) character, personality, motivation and mental stamina.

The organisers of national finals are primarily responsible for seeing that potential competitors meet (a).

Competition organisers are asked to arrange for all finalists to be interviewed by a panel to ensure that anyone nominated for inclusion in the UK team is suitable in terms of (b), (c) and (d). The panel will comprise a UK SKILLS representative, the international technical expert and nominees of the competition organiser as required. Additionally, competition organisers and judges have an important role in observing all competitors over the whole period of the finals to identify any particular weaknesses and areas for particular preparatory training and bring them to the attention of the competition organiser who is responsible for making any nomination to UK SKILLS.

## 6 Announcement of the team

Once UK SKILLS has selected the team, a press release will be issued, announcing the names of the selected competitors for the various trades, the competitions from which they were selected, their nationally recognised qualifications, their employers, local TEC/LEC or successor bodies and, where applicable, the colleges attended.

## 7 Team leaders

Each country entering a team for the World Skills Competition appoints a team leader and is entitled to two team leaders if the team consists of more than 15 competitors. The team leaders will be appointed by UK SKILLS for a minimum of 18 months before the World Skills Competition and for a period up to six months after the competition or until any events or meetings connected with feedback or with the current team have taken place.

The role of the team leaders, who will be expected to perform the following tasks, is vital to the success and welfare of the competitors:

- (a) carry out selection interviews of all finalists in national competitions whose organisers intend to nominate competitors for the World Skills Competition and advise UK SKILLS
- (b) assist in the briefing and preparation of technical experts and competitors and assist UK SKILLS in monitoring the progress of preparation and training

- (c) attend the World Skills Competition and oversee the welfare, administration, behaviour, dress and health of competitors throughout in conjunction with the international competition organisers and UK SKILLS
- (d) after the World Skills Competition, provide a report on the preparation of the UK team, its subsequent performance at the World Skills Competition, related matters and a summary of competitors' reports.

## 8 Technical experts

Technical experts for each trade are appointed by UK SKILLS on the recommendation of its World Skills National Committee for a period of up to two years. They must meet a number of criteria including active involvement in their trade, experience of training and of competitions at all levels.

Each competitor in the UK team has his/her own technical expert. Technical experts are selected, appointed and trained by UK SKILLS and are required to undertake three main duties:

- responsibility for the training and preparation of the competitor from his/her selection for the UK team until the World Skills Competition - usually a period of between six months and a year.
- preparation of a competition test project for the skill according to the international technical description and the rules of the competition.
- attendance at the World Skills Competition to form an international panel of technical experts for the skill responsible for selecting the competition test projects, overseeing the conduct of the competition and judging the competition.

### Duties of a technical expert

On a more detailed level, the technical expert will be expected to perform the following tasks:

- (a) provide expert technical advice on the relevant international trade and identify the standards required from the UK competitor
- (b) assist with the national selection process of competitors
- (c) draw up a suitable training programme, including work planning, for the relevant competitor in consultation with the employer, college and competitor
- (d) keep in close touch with the competitor, employer, college and family
- (e) oversee the delivery of the training programme, including psychological preparation and fitness, and monitor progress

- (f) prepare an appropriate test project for use at the World Skills Competition
- (g) liaise with UK SKILLS, its training advisors and consultants or, where applicable, the appointed mentor to ensure a two-way flow of information between the competitor, employer, college, family and UK SKILLS
- (h) advise on tools and equipment
- (i) attend meetings arranged by UK SKILLS
- (j) attend briefing session(s) for the UK team before the World Skills Competition
- (k) attend training and briefing sessions arranged for technical experts and become fully conversant with the relevant international regulations for the World Skills Competition
- (l) attend the World Skills Competition as a designated UK technical expert and member of the relevant international jury panel for the full specified period and to stay in the accommodation allocated to experts by the organisers
- (m) provide two reports, one before the competition on the competitor's preparation and the other immediately following the competition on the competitor's subsequent performance at the World Skills Competition
- (n) work with the international jury panel during the competition to update and amend the technical description as necessary and inform UK SKILLS of any changes
- (o) carry out any other duties concerning technical advice or selection and training of the team as may be requested throughout the year by the UK Technical Delegate, UK SKILLS and its appointed advisors and consultants.

The jury panel of technical experts for each competition trade elects the chief expert for the next international competition, plus two reserves. The duties of these chief experts include acting as managers for overseeing and directing the activities of the jury panels. They must be able to communicate in English or German and have experience as an expert of at least two previous World Skills Competitions.

## 9 Preparatory training

Competitors selected for the UK SKILLS team will be required to undertake a rigorous programme of preparatory training, which will be drawn up by their technical experts and put into effect from the point of nomination. Each expert must produce a written *Preparation programme for international competitors*, in conjunction and in accordance with the guidance document issued by UK SKILLS.



UK SKILLS reserves the right to withdraw a competitor from the team if he/she fails for any reason to follow the programme of preparatory training or is otherwise considered no longer to be suitable to compete at the World Skills Competition.

## 10 Team briefing and team-building events

A residential team briefing lasting three days will be organised about four months before the international event. This is the first opportunity for all the competitors and technical experts to meet as a team and it is essential that everyone should attend. The UK team of competitors will also take part in an outdoor team-building weekend within three months of the World Skills Competition which all competitors must attend.

## 11 Funding the team

UK SKILLS provides and funds the following (either directly or via sponsorship) in support of the team and the industry sectors from which it is selected:

- payment of annual membership fees to World Skills on behalf of the UK
- liaison with World Skills on all policy and technical matters and the maintenance of an extensive library of technical information from previous competitions
- selection, preparation and training of international technical experts
- travel expenses for technical experts to UK SKILLS events and to train their competitors
- team briefing and team-building events for experts and competitors
- uniform for experts and competitors
- a programme of national publicity and promotion for the team
- co-ordination of travel and accommodation for experts and competitors to the World Skills Competition
- co-ordination of the transport of toolkits to the World Skills Competition
- a send-off reception in London for the team before their departure
- on-the-spot support at the World Skills Competition
- information and guidance to UK visitors to the World Skills Competition

- production and circulation of an official report to the Department for Education and Employment
- ongoing liaison with government departments, NTOs, TECs/LECs, trade bodies, FE colleges, etc.

Skills competition organisers (as required by the code of practice) are responsible for:

- meeting the full cost of travel, accommodation, transport of toolkits, etc, for the competitors and accompanying technical experts to the World Skills Competition.

The competition organiser must secure this finance, from the industry sector represented, well in advance of the national final from which the competitor will be selected. Under no account must competitors and their employers/colleges have to fund themselves. UK SKILLS cannot accept responsibility for any failure to find the necessary funds and, in the event of non-payment before the date specified by UK SKILLS, the relevant competitor(s) may have to be withdrawn.

UK SKILLS will endeavour to provide skills competition organisers with an estimate of the costs at least 12 months in advance of the international competition and will require an undertaking from competition organisers that payment will be made on the due dates. One-third of the total amount will normally be required some nine months before the competition with the balance of the costs for accommodation, travel, etc, six months later. The actual cost of transporting toolkits will be invoiced as soon as known. All costs will incur VAT.

- funding the preparatory training of the competitor.

This is the responsibility of the competition organiser, except in the case of travel undertaken by the technical expert to meetings arranged by UK SKILLS or for the purposes of training the competitor (which will be funded by UK SKILLS).

## 12 Entry procedures

Preliminary registration of competitors and technical experts with the host country is made at least nine months before the World Skills Competition and numbers are finally confirmed three months before the start of the event. After this, no refunds can be made under any circumstances as full payment (which is non-returnable) will have been made to the host country.

## 13 Travel arrangements

UK SKILLS will make all necessary arrangements for travel to the competition and arrange suitable insurance.

The technical experts need to arrive a few days before the competitors in order to finalise the test projects and confirm the adequacy of the equipment provided.

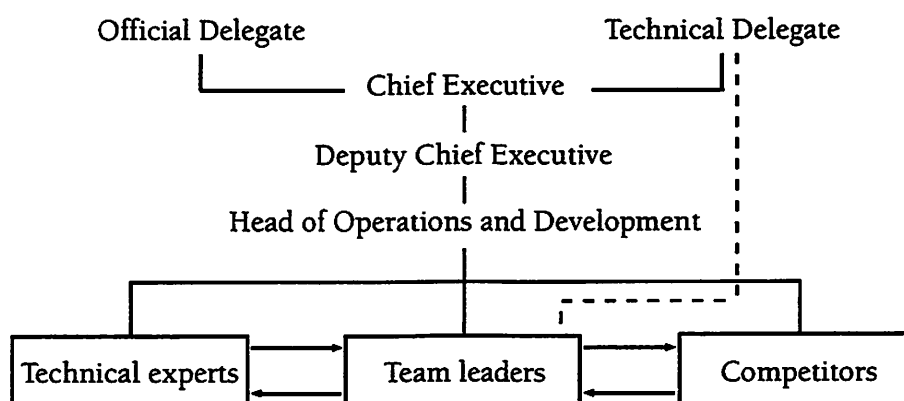
The competitors and team leaders normally assemble in London the day before their departure for an official send-off reception.

## 14 Responsibilities at the World Skills Competition

The UK technical delegate, has final responsibility for the overall performance of the UK SKILLS team.

Overall responsibility for the UK SKILLS team of competitors and technical experts attending the World Skills Competition, and for ensuring compliance with the regulations of World Skills and the host country's organising committee, rests with the Chief Executive, who devolves responsibility for decisions and action on administrative/executive and technical matters to particular individuals. All concerned have a responsibility to keep the Chief Executive fully informed and daily meetings will be held with the official delegate, the technical delegate, the team co-ordinating officers and the team leaders so that this may be done.

Day-to-day responsibility for specific performance is delegated as follows:



The full UK SKILLS party will consist of the

- official delegate
- technical delegate
- official observers
- team leader(s)
- technical experts
- competitors
- relevant UK SKILLS staff members and observers.

The **official delegate** represents the United Kingdom at the World Skills General Assembly - the governing body - and on the Administrative Committee.

The **technical delegate** represents the UK on the World Skills Technical Committee, attends the General Assembly and safeguards the interests of UK competitors and technical experts on all technical issues connected with the competition, including technical descriptions and test specifications. He maintains general liaison with the experts on technical matters and must hold regular daily meetings with them. He also has a range of duties on behalf of World Skills and chairs the jury panels for one or more trades.

The **official observers** have certain privileges during the competition under World Skills regulations.

The **team leaders**, in addition to the specific responsibilities detailed in the World Skills regulations, have a particular responsibility for competitors' welfare.

The roles of the competitors, the team leaders and the technical experts are detailed in separate World Skills competition regulations.

The individual responsibilities of UK SKILLS staff are allocated by the Chief Executive as necessary.

## 15 Reports

Confidential reports are required from the technical experts, the team leader(s), the competitors, the technical delegate and the official observers. These will be collated and edited to produce the official UK report which, once approved by the Board, is submitted to the DfEE.

The confidential reports, in addition to comments on individual performance, should address wider issues such as the relevance of the technical descriptions and the test projects; comparisons with the performance of competitors from other countries; benefits obtained from participation; and recommendations for any desirable improvements in the preparation of the UK competitors or the arrangements for the competition.

## 16 Promotion and publicity

UK SKILLS, as part of its overall aim of increasing general awareness of the value of skills competitions for improving the quality of training and raising standards of vocational skills, will promote and publicise the whole series of UK national finals from which the team for the World Skills Competition is selected. This will be done through its own publications and press releases as well as by means of articles successfully placed in other journals. Every effort will be made to secure the attendance of government ministers and other important guests at team-related events and photocalls.

Once the competitors have been selected and announced, press releases and news stories of sectoral or local interest will be fed through to appropriate trade and relevant business/training/education journals as well as to national and regional media. In order to co-ordinate the publicity effort, UK SKILLS will liaise closely with competition organisers during the build-up to the event. Employers, colleges and other training providers may be approached to provide suitable statements of support. An overall list of sponsors will be published acknowledging their support. Organisers will be informed of the final results at the earliest possible opportunity after they have been officially released.

The organisers of specific industry sector skills competitions are responsible for publicising their own national finals. It is a requirement of the code of practice that they should include in their competition stationery and all promotional material the standard information about the national framework and the World Skills Competition, as provided in the explanatory information sheet (Appendix 3), which has been distributed to competition organisers. Additional copies are available from UK SKILLS.

For details of videos and other publications promoting the benefits of skills competitions (see 18 below), please contact Jonathan Freeman at UK SKILLS.

## 17 World Skills Competitions

- 2001 Seoul, South Korea 13 - 16 September
- 2003 Dubai, UAE April - dates tbc

## 18 Relevant UK SKILLS publications

- UK SKILLS – promoting world-class standards
- Skills competitions – purpose and benefits
- Code of practice for skills competition organisers
- Celebrating achievement - guidance on skills competitions
- World Skills
- World Skills Competition - summary of World Skills rules and regulations (2001)
- Achieving S/NVQ through skills competitions
- UK SKILLS' annual report(s)
- International brochure
- World Skills Competition results (1991, 1993, 1995, 1997 and 1999)

## Further information

For further information on the selection, preparation and entry of the UK team, please contact Charles Turner, Operations Manager at

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18 Park Square East  
London NW1 4LH

Tel: 020 7543 7437  
Fax: 020 7543 7489

e-mail: [charlest@princes-trust.org.uk](mailto:charlest@princes-trust.org.uk)

### websites

[www.ukskills.org.uk](http://www.ukskills.org.uk) – information about UK SKILLS  
[www.worldskills.com](http://www.worldskills.com) – information about World Skills  
[www.36seoul.kmanet.or.kr](http://www.36seoul.kmanet.or.kr) – information about Seoul 2001



INVESTOR IN PEOPLE

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## Appendix 1

### CODE OF PRACTICE

This code of practice has been developed by UK SKILLS to establish standards of **good practice** for skills competitions at various levels and to provide the basis for national recognition through the award of UK SKILLS national seal of approval. Organisers of skills competitions complying with the relevant parts of the code may apply to UK SKILLS for the competitions to be recognised as meeting the required national standards.

To qualify for the seal of approval **all skills competition organisers** are required to:

- 1 establish effective liaison with UK SKILLS and, where relevant, with the focus for skills competitions in their sector
- 2 operate an equal opportunities policy for entries in line with UK SKILLS guidelines (see attached)
- 3 **ensure commitment of - and relevance to - industry** by
  - (a) securing and demonstrating support from employers within the industry
  - (b) working with relevant industry organisations as appropriate
  - (c) establishing links with and encouraging support from colleges, schools, training providers and TECs/LECs as appropriate
  - (d) using skills competitions to raise skill standards through methods such as the feedback of performance to individuals and industry
  - (e) encouraging competitors to obtain recognition for their competence by securing recognised national qualifications
  - (f) ensuring that the competitions are based on the appropriate level of recognised and relevant national occupational standards required by industry
  - (g) providing, where possible, opportunities for the verification and accreditation of competences demonstrated through the competition
- 4 **administer the competitions** by
  - (a) ensuring that the competitions have adequate financial support and administrative arrangements
  - (b) establishing an organising committee comprising representatives of industry and other interested participants
  - (c) inviting UK SKILLS and, where applicable, the focus for skills competitions in the sector, to appoint a representative

- (d) publicising the competition's position in the national and international framework of skills competitions at every opportunity and in all promotional material (including the use of standard information and logos provided by UK SKILLS)
- (e) assisting UK SKILLS in monitoring and promoting the national framework by the provision of such administrative information as shall be required (including details of selection procedures, entrants, funding and so on).

**Organisers of UK-wide skills competitions** are required also to

- A.1 establish links with, and secure the support of, National Training Organisations (NTOs), other key industry organisations and employers within the industry
- A.2 support and encourage local and/or regional competitions
- A.3 accept qualified and eligible entrants for national finals from any relevant local and/or regional competition recognised by UK SKILLS and from all parts of the United Kingdom.

**Skills competition organisers nominating competitors for the World Skills Competition (Skill Olympics)** are required also to

- B.1 adopt international standards on duration, level of difficulty and marking schemes for test projects in the national finals
- B.2 agree to verification of these standards by verifiers approved by UK SKILLS
- B.3 accept and follow the procedures devised by UK SKILLS for the selection and entry of the UK team to the World Skills Competition (as laid out in the Handbook for selection, preparation and entry of the UK SKILLS team to the World Skills Competition (Skill Olympics))
- B.4 co-ordinate publicity for their competition(s) with UK SKILLS to increase public visibility for the World Skills Competition and skills competitions in general
- B.5 assist UK SKILLS in the dissemination of information relating to performance in the World Skills Competition as an aid to employers wishing to evaluate their training programmes.



## Equal opportunities guidelines for skills competition managers

### Objectives

UK SKILLS supports the principle of equality of opportunity for all groups including women, ethnic minorities and those with disabilities. It aims to promote practices and procedures which ensure equality of opportunity in all aspects of skills competitions.

The following guidelines detail ideas/practices which could be adopted by skills competition managers who are considering ways of improving the accessibility of competitions to a variety of groups and to ensure that competitions reflect and celebrate the diversity of British society and talents of its entire people.

### Competition management

- **Content and assessment** - this should allow for the widest diversity of candidates, including those with disabilities. The content and demands should be non-discriminatory and appropriate to knowledge and skills being tested.
- **Equal opportunity policy and appeals procedure** - candidates should be made aware of the existence of the policy and an effective appeals procedure should be in place.
- **Examiners/verifiers** - all of those associated with the assessment must apply a fair, open and just process.
- **Monitoring and evaluation** - gather statistics about entrants on the basis of race, gender, and disability at all stages of the competition. These can then be analysed and used to identify specific areas of under-representation, targets and schemes can then be set. Consistent monitoring will ensure that the policy is being adhered to and progress of the scheme can then be measured.
- **Publicity and marketing** - a clear statement of commitment to equal opportunities must be included in all publications/marketing materials. Where and how are details of the competition publicised - should new methods be explored/links forged with alternative organisations? Consider other networks and/or publications.
- **Style/language/imagery** - publicity materials should be easily understood and should not reflect stereotypes or biased attitudes. Any publicity should attempt to reflect the diversity of participants to encourage applications from under-represented groups - use appropriate language/imagery.
- **Promoting accessibility** - should fresh activity be undertaken to stimulate interest and generate involvement from people not currently entering competitions? Take an active role and target colleges/organisations with a percentage of under-represented groups. This could help to widen the pool from which participants are drawn.
- **Targeting under-represented groups** - consider whether material aimed at ethnic minorities should be written in relevant community languages and/or advertised in ethnic minority press.
- **Role models** - could you involve or use publicity about people from under-represented groups who have been successful within the industry to heighten the appeal of entering competitions?

## Appendix 2 THE NATIONAL SEAL OF APPROVAL

**UK SKILLS awards a national seal of approval to competitions which comply with the code of practice. The seal is an endorsement of quality awarded by the recognised standard-setting body.**



**T**he award of the seal shows that the competition is meeting the standards laid down in the code and entitles competition organisers to reproduce a 'kitemark' - Targeting Excellence - on their promotional material. This will enhance the credibility of the competition by showing that the industry is offering a high-quality skills contest run in accordance with national standards. The award should also highlight the role that competitions can play in benchmarking industrial standards.

The national seal can only maintain its credibility if the standards are strictly monitored. UK SKILLS therefore grants the award for a fixed period - two years in the first instance - after which it is subject to review.

In order to meet the costs of monitoring adherence to the code and the administration of the award, a fee will be charged to all competitions which set out to meet the standard.

## Appendix 3

*For competitions holding the national seal of approval*

### THE NATIONAL FRAMEWORK OF SKILLS COMPETITIONS

..... Working together to get the message across

Now that the national seal of approval is widely recognised as the 'kitemark' for quality skills competitions, we believe we should increase our efforts to reach those who do not already know us. For this reason we have set out below (in the panel) basic information about the national framework of skills competitions and the Skill Olympics – now designated *World Skills Competition*. Please take every opportunity to use the text and the logo. By using in promotional literature, you are

- showing potential partners that your competition is part of a much-prized, government-backed nationwide framework. We all gain from increased credibility: entrants, employers, colleges and, not least, sponsors. We want it to be known that as a team we've really got something to give!
- explaining the context of the individual competitions which provide the route to selection for the World Skills Competition (Skill Olympics)
- outlining what the international event entails for competitors and the industries they represent
- Describing UK SKILLS' role, nationally and internationally, so everyone can be clear that your competition is an important part of a high-profile initiative that is dedicated to celebrate, support and improve the country's skills.

**THE BASIC FACTS ..... PLEASE USE ..... AND RE-USE .....**

#### **NATIONAL FRAMEWORK OF SKILLS COMPETITIONS**

This competition is recognised by UK SKILLS as part of the national framework of skills competitions covering every industry sector. UK SKILLS, the government-recognised national standard-setting body for skills competitions, is affiliated to the World Skills and organises the British entry to the World Skills Competition (Skill Olympics).

#### **WORLD SKILLS COMPETITION**

The World Skills Competition (Skill Olympics) is held every two years in one of the 35 World Skills member countries. Competitions held over four days in 40 occupational skills are open to contestants up to the age of 22. Future events will be in Seoul, South Korea, in 2001, and in Dubai, UAE, in 2003.

Publicity and promotional material relating to individual competitions and results provide an important opening for telling our story and attracting new support. That is why one of the conditions of the award of the UK SKILLS seal of approval is that basic information should be included in all literature put out by skill competitions organisers.

*Competitions not nominating candidates for the World Skills Competition should omit the second paragraph.*

Please take every opportunity to use the logo and the preceding summaries and make sure that your press and PR colleagues have them. The text provides a very useful and concise précis of what the national framework of skills competitions and the World Skills Competition are all about.

### Logo

The *Targeting excellence* logo is for the exclusive use of competitions that have been awarded the national seal of approval. (The years of the award's validity are included within the logo.)



Organisers of approved competitions receive specimen logos and specifications.

### References to UK SKILLS

Sometimes there has been some confusion between UK SKILLS - the organisation - and UK skills, ie, skills in the UK. At a glance, 'UK Skills' could be interpreted as either and so to avoid any ambiguity, could you please write our name in upper case letters (UK SKILLS).

### Further information

For further guidance on the use of the logo or other promotional matters, please contact Jonathan Freeman, Head of Communications, on 020 7543 7495.  
E-mail: [johnfree@princes-trust.org.uk](mailto:johnfree@princes-trust.org.uk)