

WORLD SKILLS UK LIVE

OVERVIEW DATA 2018

PARTICIPATION AT WORLD SKILLS UK LIVE



Thursday	27730
Friday	28037
Saturday	14238
Total	70005

VISITOR GENDER SPLIT



Female	45.51%
Male	54.49%

WORLD SKILLS UK NATIONAL FINAL



Skills Competitions	56
Inclusive Skills Competitions	9
Demonstration Skills Competitions	6
Competitors	489

TOTAL VISITOR BY REGION



East Midlands	16.69%
Eastern Regions	3.23%
London	1.75%
North East	0.81%
North West	4.88%
Northern Ireland	0.08%
Scotland	0.27%
South East	4.59%
South West	1.98%
Wales	3.54%
West Midlands	57.85%
Yorkshire & Humberside	4.33%

BREAKDOWN OF AGE GROUP BOOKINGS



Accompanying Adult	0.80%
Age 10-11 (UK Y6)	0.86%
Age 11-12 (UK Year 7)	1.11%
Age 12-13 (UK Year 8)	4.43%
Age 13-14 (UK Year 9)	11.72%
Age 14-15 (UK Year 10)	24.51%
Age 15-16 (UK Year 11)	14.05%
Age 16-17 (UK Year 12)	15.09%
Age 17-18 (UK Year 13)	10.70%
Age 19-24	4.64%
Age 25+	2.39%
Age under 10	0.18%
Teacher/ Advisor/ Parent	9.51%

SCHOOL & COLLEGE BY REGION



East Midlands	17.34%
Eastern Regions	3.23%
London	1.47%
North East	0.81%
North West	4.76%
Northern Ireland	0.01%
Scotland	0.13%
South East	4.64%
South West	1.96%
Wales	3.38%
West Midlands	57.84%
Yorkshire & Humberside	4.44%

SOCIAL MEDIA



Twitter	1.2m - Trended 2 nd in the UK
Facebook	586K
Instagram	28.2K
LinkedIn	17.2K
Radio Heart FM	5.5m

TYPES OF SCHOOL AND COLLEGE



Academy	277
Other education	40
Faith School	12
FE college	143
Free School	14
Independent school	84
Sixth form college	29
State school (other)	141
University	5

CORPORATE SUPPORTERS



Exhibitors & Sponsors	107
Competition Supporters (VIK)	124

VISITOR EXPERIENCE



Spotlight Talks	94
Staff Room Talks	21
Have a Go experiences	23
Showcase demonstrations	29

VOLUNTEERING



Registered volunteers	592
Number of volunteers	426