



worldskillsuk
GO FURTHER, FASTER

RE WIND



*12 months
in review
2016–17*

Forewords



In the past year, WorldSkills UK has more firmly established itself as a vital contributor to the UK's skills and education agenda, delivering to young people, business and governments.

We have raised technical and employability skills standards through skills competitions, achieving our best ever result at European level, and inspired tens of thousands of young people to find and achieve their ambitions through our careers advice and experiences, including at the unique Skills Show. Like many organisations in the skills sector, we are achieving our goals during a period of economic and political change and we couldn't do this without the immense expertise and support of a huge network of businesses, colleges, training providers, individual experts and skills organisations. We look forward to working together on the next steps of our journey – accelerating the careers and lives of more and more young people.

Chair of WorldSkills UK

Carole Stott



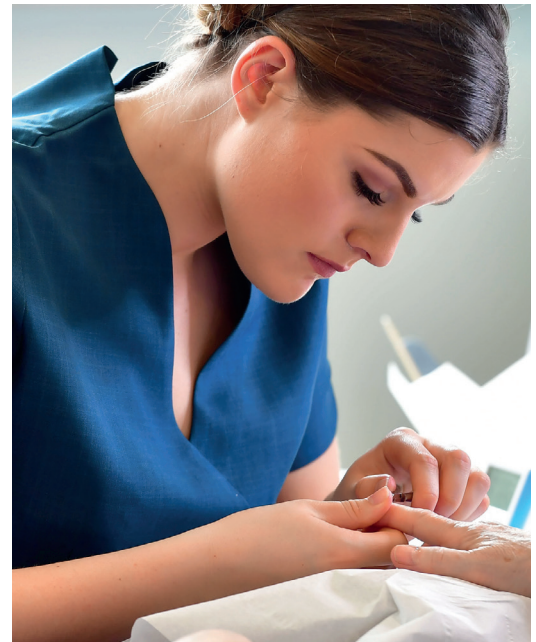
2016–17 has been a highly successful year for our work. Working with the skills sector, we have helped over 100,000 young people to raise standards and prepare for skilled careers and hundreds of businesses to improve their talent development.

We have confirmed our reputation for delivering high quality and strong outcomes and have done so with more efficiency and improved value for money than in previous years, delivering greater benefits to young people, business and governments. We have driven significant change through repositioning ourselves, with a greater focus on developing commercial partnerships, investing in new product development and putting young people more at the heart of our work. We are well set for future growth and development, for providing even more value for partners and funders, increasing our diversity and achieving even greater impact for young people, employers and the skills sector in the years ahead.

CEO of WorldSkills UK

Dr Neil Bentley

WorldSkills UK (WSUK) is a partnership between businesses, education and governments that accelerates young people's careers through three core programmes:



1

Directions

Delivering inspiring careers advice through events and role models.

2

Champions

Driving up technical and employability standards – and showcasing these at regional, national and international levels through skills competitions.

3

Accelerate

Developing new commercial products to enhance young people's skills and career development.

This review shows how we have worked and what we have achieved in the 2016–17 year.

Achieving results through our network

WSUK works with a growing network of over 1,600 partner organisations whose expertise, support and commitment has been critical to delivering our programmes and achieving strong outcomes. We are very grateful to the wide range of organisations which form the foundation of our work.

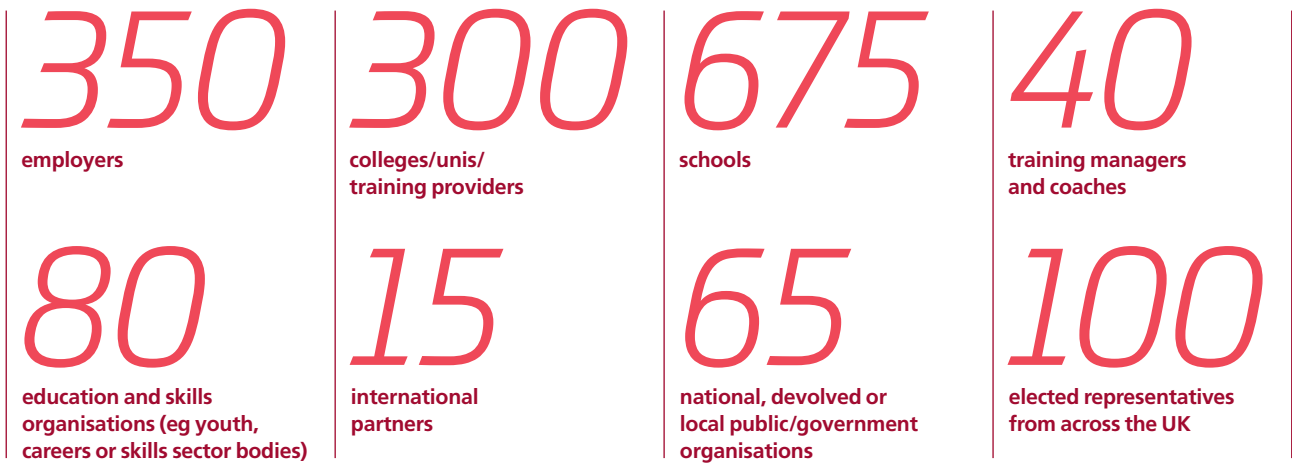
Through this network, our activities have supported:

- 100,000 young people to make more informed careers choices and improve career prospects;
- 3,300 young people to achieve their best in national competitions and 100 to strive to achieve international standards of excellence;
- 350 businesses, of all sizes, to build their talent pipelines, prepare young people for skilled careers and increase their brand profile with young people and education;
- 300 colleges and training providers to improve student and apprentice recruitment, performance and progression; enhance careers advice; and raise standards in learning and apprenticeships. We work with 90% of UK colleges;
- Government agencies in England to deliver and develop policies on apprenticeships, careers advice, employment programmes and regional opportunities;



- Governments in Northern Ireland, Scotland and Wales to deliver on skills policies and meet skills and economic priorities;
- The UK to profile skills internationally, showcasing and sharing the UK's good practice and learning from global peers and experts.

Our partnership network is made up of:



Our core funders and delivery partners are:



Milestones

D Direction **C** Champions **A** Accelerate



April – June

- D** Launch of programme of professional and engaging peer role models to inspire and inform young people, especially in technical skills and apprenticeships.
- D** Our role models contribute to policy development in England, including on careers advice.
- C** Registration for the 2016–17 competition cycle by over 3,000 young people and 370 heat events (up by 17% on 2015) covering 60 skill areas.
- C** 100 young people start training for international competition.
- C** Over 75 election candidates in the devolved nations and London sign our skills pledge, supporting skills competitions' contributions to the skills agenda.

July – September

- D** Exam results campaign includes interview on BBC Breakfast with WorldSkills UK CEO and one of our role model competitors.
- C** Exchange of good practice in skills competitions and skills shows as part of a partnership with India.
- C** Case study of Toyota's business benefits through skills competitions disseminated.
- C** Over half of the team preparing to compete in European competition finals meet their MPs.

October – December

- C** UK National Competition Finals at the Skills Show involve over 500 young people in three days of intense competition in 59 skills. Medals awarded to young people from more than 100 different organisations.
- C** Medallists challenge stereotypes, females win in CNC Turning, Industrial Electronics and Plastering; a male wins in Floristry.
- C** National competitions for young people with special educational needs and disabilities involve 35 young people in five competitions, including catering, ICT and health and social care.

2016

2017

- C** The UK's competition team achieve the best ever result at European level, with medals in skills including landscape gardening, welding, cooking, floristry and mechatronics. The team features on BBC Breakfast, reaching audience of 6.5 million.
- D** Over 72,000 visitors explore career and skills options at The Skills Show 2016; over 800 schools and colleges across UK participate alongside visitors from 22 countries. Over 130 employers, colleges and providers take part.
- D** 470 volunteers at the event give over 10,000 hours of time.
- D** The UK Skills Minister, the Shadow Minister and the Welsh Skills Minister attend the show and commend it for its contribution to career decision making and raising the prestige of technical education and skills.
- D** For the second year running, #SkillsShow trends on Twitter as the fifth most popular topic in the UK on 17 November.
- D** 3,500 visitors experience activities and advice from over 80 employers, colleges and universities at a key careers and skills event in Cornwall, supported by The Careers & Enterprise Company.

January – March

- C** 3,300 young people from more than 460 different organisations register for the 2017–18 cycle of 54 WSUK competitions – a 7.5% increase on 2016. 42% are or have been apprentices, the highest proportion yet recorded.
- C** Selection takes place in North West England for the team to represent the UK at global competition and 34 young people start preparing to compete against over 70 countries in Abu Dhabi in October 2017.
- C** WSUK's annual CPD programme enables 750 trainers and tutors to use competition methodology as part of apprenticeships and technical education delivery.
- D** 10,000 people visit Choices, an interactive careers and skills event in Greater Manchester co-funded by CEC. Over 250 employers, colleges, schools and providers take part.
- D** WSUK launches an interactive careers education toolkit, focussed on technical skills and apprenticeships; over 100 schools and colleges become involved.
- D** WSUK's role model programme, involving over 60 ex skills competitors, inspires over 4,500 young people in more than 115 schools and colleges in England over the year.
- A** Projects are underway with skills organisations to develop new ways to embed competitions into apprenticeships and increase engagement with employers and providers.
- A** Works starts on key product developments based on WSUK programmes; a mindset and productivity training programme and digital careers advice.
- A** A set of case studies featuring key employers such as Toyota, Gleneagles and Electroimpact, demonstrates the benefits gained by businesses from working with WSUK.

Outcome and impacts

Young people gained a range of skills and career advantages from **skills competition** experience.

72%

gained higher technical skills

79%

said competing helped their employment and career prospects

87%

found competing had made them want to train further in their skill

Parents' and educators' views and understanding were changed through attending **The Skills Show**.

62%

of parents had improved their knowledge of technical and vocational education and skills

73%

of educators felt more able to advise young people

Young people's understanding of options and ability to make careers choices were positively impacted by **The Skills Show 2016**, the UK's largest skills and careers events hosting the UK National Finals of skills competitions. The activities showcased create a real bias to action among visitors.

Post show

69%

were likely to consider a technical or vocational education or career

3 months later

75%

of young people felt better able to make decisions about their education and careers options

90%

would recommend our activity to others

75%

understood more about apprenticeships

Across WSUK activities we have made a tangible difference to the careers and employment prospects of young people.



We reached over 100,000 young people in the year.



Our media communications reached 30 million in the year.



Social media reached over 2m (Twitter) and 800k (Facebook).



Business and education invests in us – £5.7m through sponsorship and VIK in 2016–17.

73%

of young people are inspired and motivated by meeting a Skills Champion

74%

of young people understand more about the skills needed for employment or skills training as a result of interacting with a Skills Champion

75%

The UK achieved its best result in EuroSkills with 16 medals or Medallions of Excellence – a 75% success rate

80%

of young people visiting local and regional events gained knowledge about technical education and careers and apprenticeships from the events

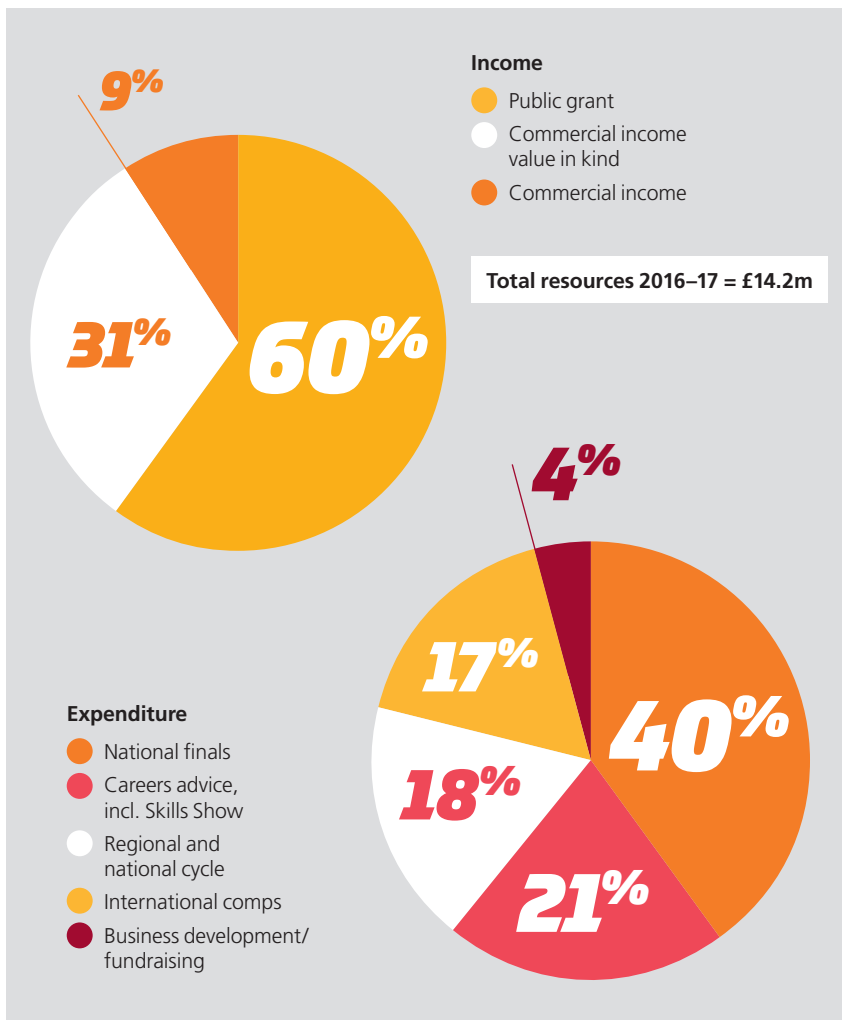
83%

Volunteers gain from working with us and would recommend the experience to others



Resources

We are maintaining the highest quality of delivery, whilst moving to a resource portfolio with less reliance on a core public funding grant and a greater focus on commercial income.



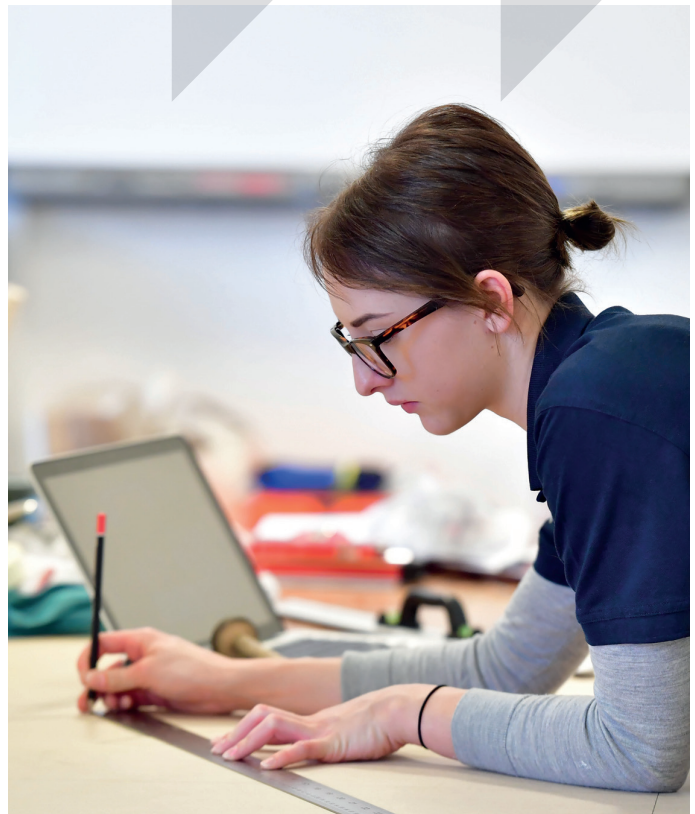
- We delivered against a public grant that reduced by 13% between 2015–16 and 2016–17.
- We spent 96p in every £1 of core grant funding on delivery of charitable objectives and made £2.1m in efficiency savings.
- We leveraged additional funds, both public, including from ESFD and CEC, and commercial, including a variety of new private sector funders.
- Our focus on commercial investments resulted in £1.35m of direct sponsorship income in the year.
- We secured £4.4m¹ of value in kind from commercial partners in resources, materials, high-tech equipment and time to support the national skills competitions cycle.
- Significant further financial and resource contributions towards competition activity were made at local level across the UK by colleges and employers and by governments through projects in N Ireland, Scotland and Wales.
- Our volunteering programmes, expressed as a value from the hours worked, exceed £100k pa.
- WSUK has a firm foundation for a growth in commercial income over the coming years in line with a new five-year business plan.

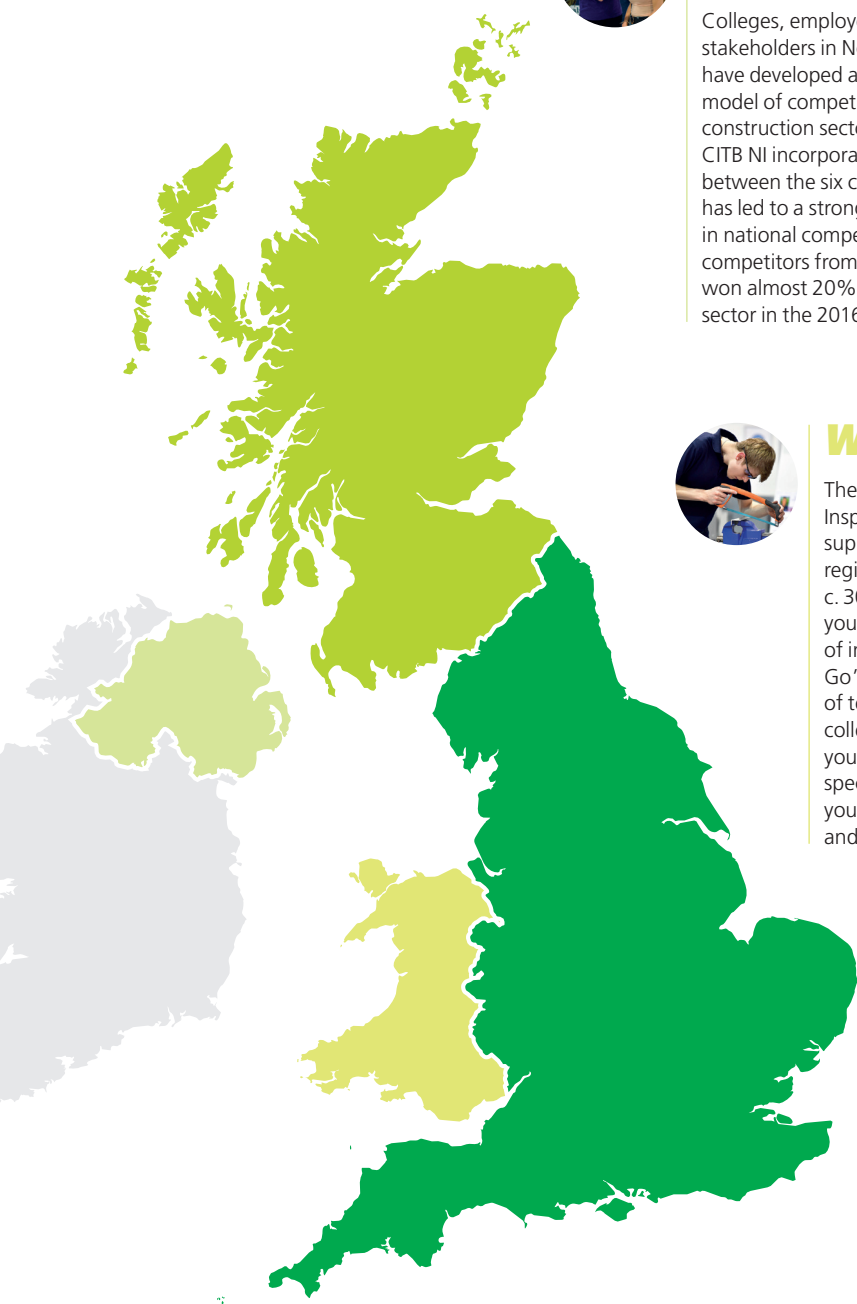
¹ An estimation of the financial value of these contributions

Next steps

Building on the successes and progress made in the past year, in the year ahead we will scale up our work, increase our reach and grow our impact through:

- ▶ Extending further into the business community by developing commercial products as part of our Accelerate programme that address employers' recruitment, skills and productivity challenges.
 - ▶ Building new models of skills competitions so they are a stronger element of apprenticeships, technical education and world class standards and reach more young people and organisations.
 - ▶ Enhancing our experiential and inspiring careers advice programme, Directions, by exploring innovative digital careers advice solutions and developing new strands of role modelling.
 - ▶ Growing initiatives that enable us to accelerate the careers and skills of a more diverse and inclusive range of young people and impact social mobility.
- ▶ Increasing our brand recognition to improve the prestige of technical routes.
 - ▶ Improving our impact measurements so that our network and we can better assess our value and improve our services.
 - ▶ Growing our strong partner foundations, strengthening our work with businesses, education and governments, ensuring young people are at the heart of our work and developing new strategic and investment relations to grow and diversify our revenue streams.





Scotland

Many of Scotland's colleges use competitions widely within their curricula. Specialist and practical work relevant skills models have been developed in partnership with industry and employers to enhance expertise, career development and continuous quality improvement. This has led to great success; two of Scotland's colleges, New College Lanarkshire and City of Glasgow, held the top two places on the 2016 National Final medal table.



Northern Ireland

Colleges, employers and stakeholders in Northern Ireland have developed a regionalised model of competitions in the construction sector organised by CITB NI incorporating competitions between the six colleges in NI. This has led to a strong performance in national competitions – competitors from Northern Ireland won almost 20% of medals in the sector in the 2016 National Finals.



England: Greater Manchester

Colleges across Greater Manchester ran their 2017 inter-college competitions in conjunction with the Choices careers and skills selection event at the same time as hosting selection events for the team to represent the UK in international competitions. Managed by Trafford College and involving all 10 colleges, more than 500 students took part in 30 competitions, with those being held at the show giving the 10,000 visitors the chance to see live competitions between skilled young people.



Wales

The Welsh Government backed Inspiring Skills Excellence Project supports pan Wales local and regional skills competitions in c. 30 skill areas engaging over 600 young people each year; two sets of inspiring and interactive "Have a Go" resource kits for the promotion of technical skills in schools and colleges, that reached over 38,000 young people in one year; and specialised, additional training for young people preparing for UK and international competitions.

If you are interested in finding out how partnering with WorldSkills UK could help achieve your objectives for skills development, improved quality or reaching young people, please contact accelerate@worldskillsuk.org

We would like to take this opportunity to thank the organisations who have supported WorldSkills UK. We would also like to offer special recognition to the competitors' employers and training providers, Training Managers and Performance Coaches.

Supported by



Department
for Education