

Winning for employers

Take part in skills competitions and your company will reap the benefits...



skillELECTRIC
Electrical Installation Skills Competition



skillFRIDGE
Refrigeration & Air Conditioning Skills Competition



skillPIPE
Commercial Heating Pipework Skills Competition



skillPLUMB
Plumbing Skills Competition

“Since participating in SkillELECTRIC and winning gold in Canada, Richard has developed both technically and personally, bringing huge advantages to all those involved. Competitions like these encourage ambition and excellence and Richard’s success had proved that vocational training can help deliver that excellence. There’s a great sense of satisfaction for us all and we would not hesitate to offer opportunities to other young people to participate in vocational training and to strive for excellence.”

Jim Muir, Eden Electrics

“There’s amazing value for us in skills competitions. To do well is a big thing for us, it means we can promote to clients that we are a good trainer and a good employer. We take pride in who we employ and we’ll give every opportunity to those who want to take part.”

Steve Bradshaw, SES

“We would certainly encourage other employers to take part in skills competitions. Stuart already had a high quality of work, but taking part in SkillFRIDGE has enhanced him even more and now he’s committed to take his learning on further. It’s beneficial to both the competitor and their employer.”

Peter O’Prey, Shilliday Refrigeration

“We’re a small company, but entering skills competitions allows our trainees to look at what other apprentices are doing around Wales. It gives them the chance to interact with other people in different sized companies and see how the industry works elsewhere. It’s a great development opportunity.”

Kelvin Johns, KC Johns

What exactly do skills competitions achieve for employers?

1 THEY DELIVER REAL, MEASURABLE BUSINESS OPPORTUNITIES:

Entering and winning skills competitions provides PR and publicity opportunities which in turn leads to business opportunities. It's the skills competition circle of success.

You could get coverage and credits in trade magazines, newsletters, local press and radio and even maybe national press. This leads to:

- Higher company profile and visibility
- Introductions and contacts
- Opportunities and tenders
- Potential new revenue and profits
- Investment and growth.

2 THEY DELIVER REAL BENEFITS INSIDE YOUR BUSINESS:

- It demonstrates confidence in your staff and their quality, and enables benchmarking against others.
- Increased staff involvement and motivation, pride in both their job and their company.
- Success leads to success: this injects ambition and aspiration, fuelling company progress and innovation.
- Competitors return with new skills – including time management and the ability to work under pressure – valuable assets in a busy workplace.
- Competitors become more confident and dynamic, driving company growth.
- Competitors can help the workforce develop skills, contributing to higher quality work, improved products and processes, and new business opportunities.



3 THEN THERE'S THE WIDER PICTURE:

- It highlights the support you give to your staff and also showcases the quality of their work: to the local community, to your business competitors, and to your industry.
- It shows your commitment to competence and to excellence: of employees, and of the service you provide.
- You can attract new trainees and build connections with local colleges and training providers.
- Your reputation as a business and an employer is enhanced and demonstrates commitment to corporate social responsibility.
- The success of your employee raises the profile of the industry itself, helping to attract new talent at the same time as raising standards.

4 AND DON'T FORGET THAT:

If your employee wins the UK final they could go on to compete at WorldSkills – the largest and most prestigious international skills competition. The next WorldSkills will be held in London in 2011.



There are plenty of business benefits...

“Having Ian do so well in a skills competition is not only a brilliant testament to his own character, it’s a great pat on the back for the way he’s been taught, both for his college and us as an employer.

For the rest of the company, it encourages others to step up to the mark if they realise these opportunities are available to them. Since the competition, other employees have been spurred on, it’s had a knock-on effect because younger apprentices have seen what can be achieved if they work hard.

It does mean releasing employees for time away, but you have to see it as an investment in people. We wouldn’t stand in the way of anyone who has the potential to go far.”

Neil McGrath, *Thermal Transfer*



“Most employees carry out their work each day but don’t realise how well they’re doing. Taking part in competitions is a great morale boost for the employee, a good promotional opportunity for the company and a fantastic incentive to other staff to demonstrate that success is attainable. It proves the investment we’ve made has been worthwhile.”

Steve Marshall, *Total Environmental Network*

“Nathan being named winner of SkillPLUMB was the end result of all his dedication to achieving excellence in his chosen field and shows the superiority of the instructions he received at Moray College and in the family firm. His confidence in his own abilities has certainly increased as a result of all the recognition he’s received and the experience he has gained. Our company will certainly benefit from the publicity this has engendered locally.”

David Cumming, *David Cumming & Sons Ltd.*

“The fact that our high standards of work have been beneficial to Chris while he’s learned his trade here validates what we do and how we work. Chris has worked hard to reach this level and we’ve been the beneficiaries of this hard work through his extra hours and study to improve himself. It’s also great exposure for us. By investing time in him, he’s working harder than ever to keep up the standards.”

Mike Rogers, *Rogers Restorations*

“The benefits have been superb. We’ve been able to tell all our clients about Matt’s success, which reflects on us extremely well, particularly with our partner, Nottingham City Council. Also, following a visit to 10 Downing Street by our Chief Executive, this award showed the Government how committed we are to training and the real benefits of working with apprentices. We’ll continue to take part in Skill M&E for years to come.”

Ian Richardson, *Nottingham City Homes*

Across the whole of the UK...

Wherever you are in the UK there's a skills competition near you. SummitSkills operates a number of competition heats across the UK, and also works with partners across all four countries whose events feed into the UK-wide final organised by SummitSkills.

NORTHERN IRELAND

ETT:

SkillELECTRIC

all Skillbuild NI:

Industrial heating

Plumbing

Refrigeration

SCOTLAND

SECTT (E-Mac):

Electrical installation

SNIEPF:

Plumbing

SummitSkills:

SkillFRIDGE

SkillPIPE

ENGLAND AND WALES

All four competitions run at regional/ semi-final level by SummitSkills before the UK-wide finals:

SkillELECTRIC

SkillFRIDGE

SkillPIPE

SkillPLUMB



You can take part whatever your company size – our research into recent competitions shows that over 40% of Skill M&E competitors work for companies that have 2-15 employees; 26% have over 250, with the rest distributed among medium firms.

THE COMPETITION PROCESS

- Skill M&E runs across a number of events, from heats and semi-finals through to UK-wide finals.
- Nominations open in winter each year and close in March. At this stage colleges and employers should identify potential competitors and, if necessary, run in-house competitions to select their best candidate.
- UK heats are then held across England, Scotland, Northern Ireland and Wales – at this stage your employee could become a regional or national champion!
- The highest scoring competitors from the heats and semi-finals will be invited to the UK final, where one talented finalist from each competition will be named the best of the best in their trade.
- Skill M&E competitions are part of the WorldSkills UK portfolio where outstanding national competitors may have the chance to be shortlisted for the team that go on to represent the UK at a WorldSkills competition. The next WorldSkills competition is taking place in London 2011.

YOUR NEXT STEP?

Visit www.skillMandE.org.uk or call **01908 303960** for the full background on Skill M&E and the four skills competitions:

SkillELECTRIC / **SkillFRIDGE** / **SkillPIPE** / **SkillPLUMB**

Each competition takes place every year – so if you've missed this cycle there's still plenty of opportunities to get involved in the future.

There are also competitions that cover other industries such as construction and engineering – visit www.worldskillsuk.org.uk for more details.

SO – WILL YOU SUPPORT A WINNER?