

Yarmouth Borough Council passes on the Skills Pledge baton to boost workplace learning in the East

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Great Yarmouth Borough Council passed the Skills Pledge baton onto other local businesses at an event on Wednesday 16 July at the Learning & Skills Council in Norwich. It was all part of a bid to spread the message that workplace learning can have huge benefits for employees and the success of local business.

Great Yarmouth Borough Council signed up to the Skills Pledge last year, a Learning and Skills Council (LSC) initiative which encourages businesses to make a public commitment to workplace learning and skills development for their staff.

At Wednesday's event, Yarmouth Borough Council agreed to pass the baton on to other businesses yet to sign up, in a bid to spread the message that staff development and encouraging learning at work can have a huge impact on the success of the business and local economy. They also received a certificate in recognition of the investment made to help employees gain new skills and qualifications to do their jobs and meet the needs of local business.

Now one year old, the Skills Pledge was launched in 2007 by the Learning and Skills Council to encourage employers to make a public and voluntary commitment to actively support employees in learning and developing their skills.

Graham Brough, Area Director for the Learning and Skills Council Norfolk thanked the employers for making the Skills Pledge, a public commitment to actively supporting

employees in gaining valuable skills. And explained: "The Skills Pledge baton is about passing the message on to others to show how important it is to make the commitment to training your staff. I would like to encourage other businesses to make the same commitment to their staff, make the pledge and in doing so help raise skills across the county."

"Local Government is a challenging working environment" added Great Yarmouth Borough Council's managing director, Richard Packham. "The best way we can offer our staff a secure and rewarding future is by equipping them with the skills that will allow them to reach their full potential."

The race is now on for other organisations in Norfolk to make the commitment and release the potential within their business as The Skills Pledge baton continues to make its way around the region.

Also attending Wednesday's event was Norfolk County Services from Norwich, a facilities management and contract services company who also signed up to the Skills Pledge last year and were encouraging other local businesses to do the same.

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For more media information please call Dawn Humphreys or Hannah White at Tribe on 01603 417722 or email hannah@tribepr.com

Notes to editors

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

The Skills Pledge:

The Skills Pledge is a voluntary, public commitment by the leadership of a company or organisation to support all its employees to develop their basic skills, including literacy and numeracy, and work towards relevant, valuable qualifications to at least Level 2 (equivalent to 5 good GCSEs). The purpose is to ensure that all staff are skilled, competent and able to make a full contribution to the success of the company/organisation.

The Pledge can be given by the Chief Executive, Chief Operating Officer, owner/manager or other Board member, on behalf of the organisation. It is a corporate commitment covering the whole company/organisation. For those employees who do not already have full Level 2 qualification, the Government will provide funding to help them gain basic literacy and numeracy skills as well as their first full Level 2 qualification.

The Skills Pledge is open to all employers of all sizes in the private, public and voluntary sectors.