

MERSEYSIDE BUSINESSES ON THE RIGHT TRACK WITH TRAINING

Local employers follow Merseytravel's lead and look to training to boost their prospects.

Date of issue 04 December 2008

Publication number NWR - 431

Thirty businesses which operate in Merseyside have made a commitment to train their staff. Merseylearn, the training and development initiative for Merseytravel, held an event yesterday to encourage its suppliers, partners and local companies to follow its lead and publicly commit to developing their workforces by making the Learning and Skills Council's (LSC) Skills Pledge.

The organisations making the Skills Pledge at the event came from a wide range of backgrounds. They included Merseyside Fire and Rescue Service, Northern, Hayes Electrical & Building Services, The Beatles Story and Liverpool Institute of Performing Arts.

The Skills Pledge is a public commitment made by an employer to increasing the skills of their workforce. It is a promise that, through training, they'll work to boost the productivity of their business or organisation and realise the potential of their employees.

Merseytravel was one of the first employers in the North West to make the Skills Pledge. Since then the transport company's staff have been joined by almost a quarter of a million other private, public, and third sector employees across the region.

Having made the Skills Pledge in 2007, Chief Executive & Director General of Merseytravel, Neil Scales, spoke about the positive business benefits that Merseytravel has experienced as a result of the Skills Pledge and Apprenticeships, and urged other employers to follow his lead.

Neil said: "We recognise that involving employees and boosting their skills through training can encourage greater levels of motivation and staff retention and offer better service to our customers. We made the pledge to underline our continuing commitment to investing in skills, and whole heartedly encourage others to do so."

In a recent survey of employers that have made the Skills Pledge 63% are now providing more training opportunities than ever before and over 80% would recommend the Skills Pledge to other employers.

Simon Pierce, Acting Director of Area for Greater Merseyside for the LSC said: "The event was a tremendous demonstration of Merseyside's business community coming together and recognising just what training can do for them.

"Investing in the skills of a workforce can improve performance, employees' motivation and staff retention. As the economic climate grows tougher more businesses across the region are recognising that training could be the key to business success."

For more information, visit www.lsc.gov.uk/skillspledge

Ends

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.

Making the Skills Pledge:

Christopher Swann Recruitment & Professional Development
Everyman Liverpool Playhouse
Eazibus
Davy Liver Group
Effective Training and Development
A2B Travel
A1A Travel
The Beatles Story
AQR
Formby Village Cabs and Key Travel
CPD Opportunities
Supertravel
GMPTE
Merseyside Fire and Rescue Service
HTL Buses
Jefferson Sheard Architects
Western Cheshire NHS
Rawlings Consultancy Services
Partnership for Learning
Kaid Consulting
Sefton PCT
NHS Knowsley
Northern
Punchline
LIPA (Liverpool Institute for Performing Arts)
Carlisle Security
Hayes Electrical & Building Services
Halton and St Helens NHS
Maghull Coaches Liverpool
Delta Taxi

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