

# The Skills Pledge



Leading learning and skills

**Paul Ashcroft – 3<sup>rd</sup> July 2007**

# What is the Skills Pledge?

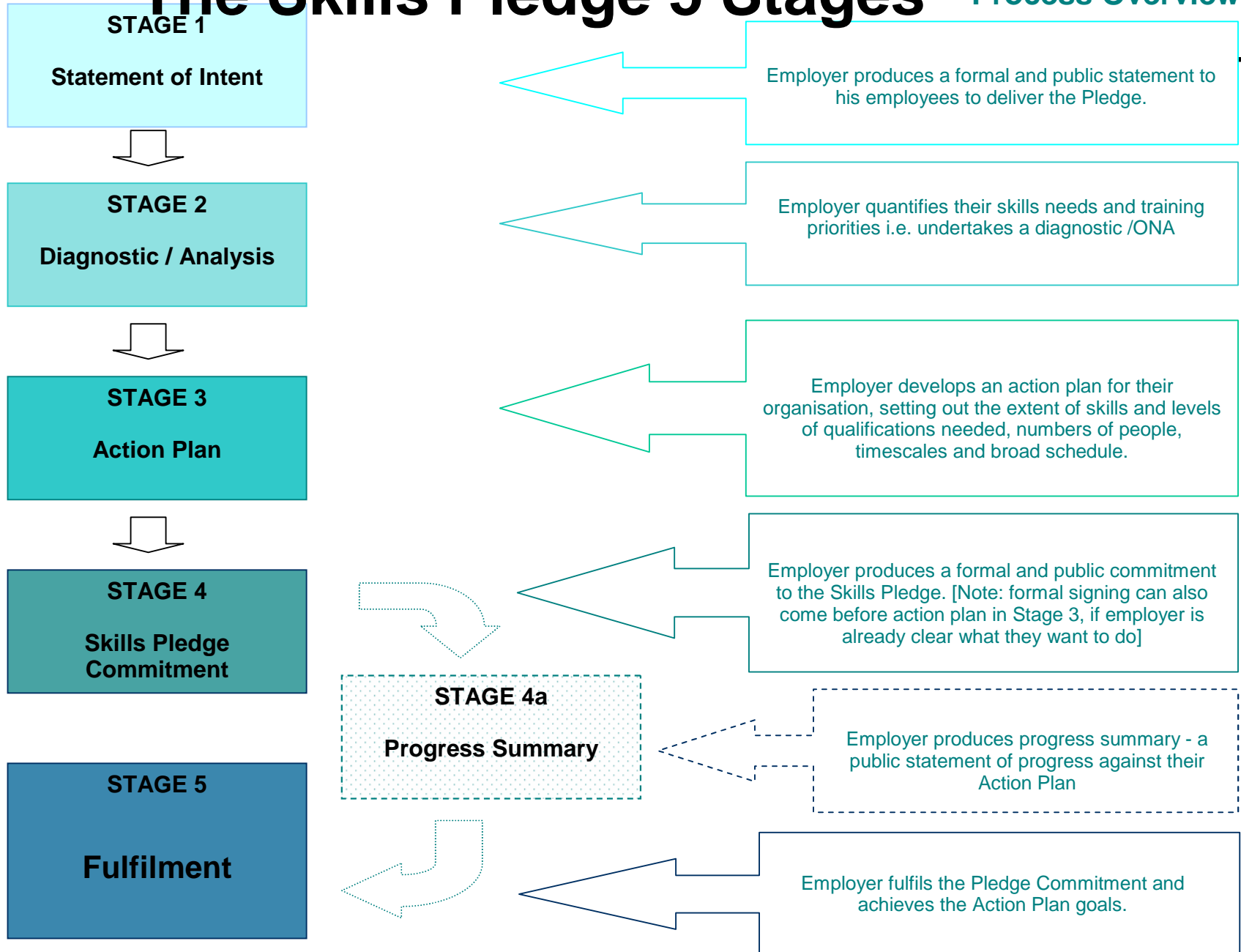


The Skills Pledge is:

- 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 achieve 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 Skills Pledge 5 Stages

## Process Overview



# The Skills Pledge Words



On behalf of [company/organisation name], I, as Chief Executive/Chief Operating Officer [or other board member], make a commitment that we shall:

- **actively encourage and support our employees to gain the skills and qualifications that will support their future employability and meet the needs of our business/organisation;**
- **actively encourage and support all our employees to acquire basic literacy and numeracy skills, and with Government support work towards their first Level 2 qualification in an area that is relevant to our business/organisation;**
- **demonstrably raise our employees' skills and competencies to improve company/organisation performance through investing in economically valuable training and development.**

**Signed...**

# What are the Benefits ?



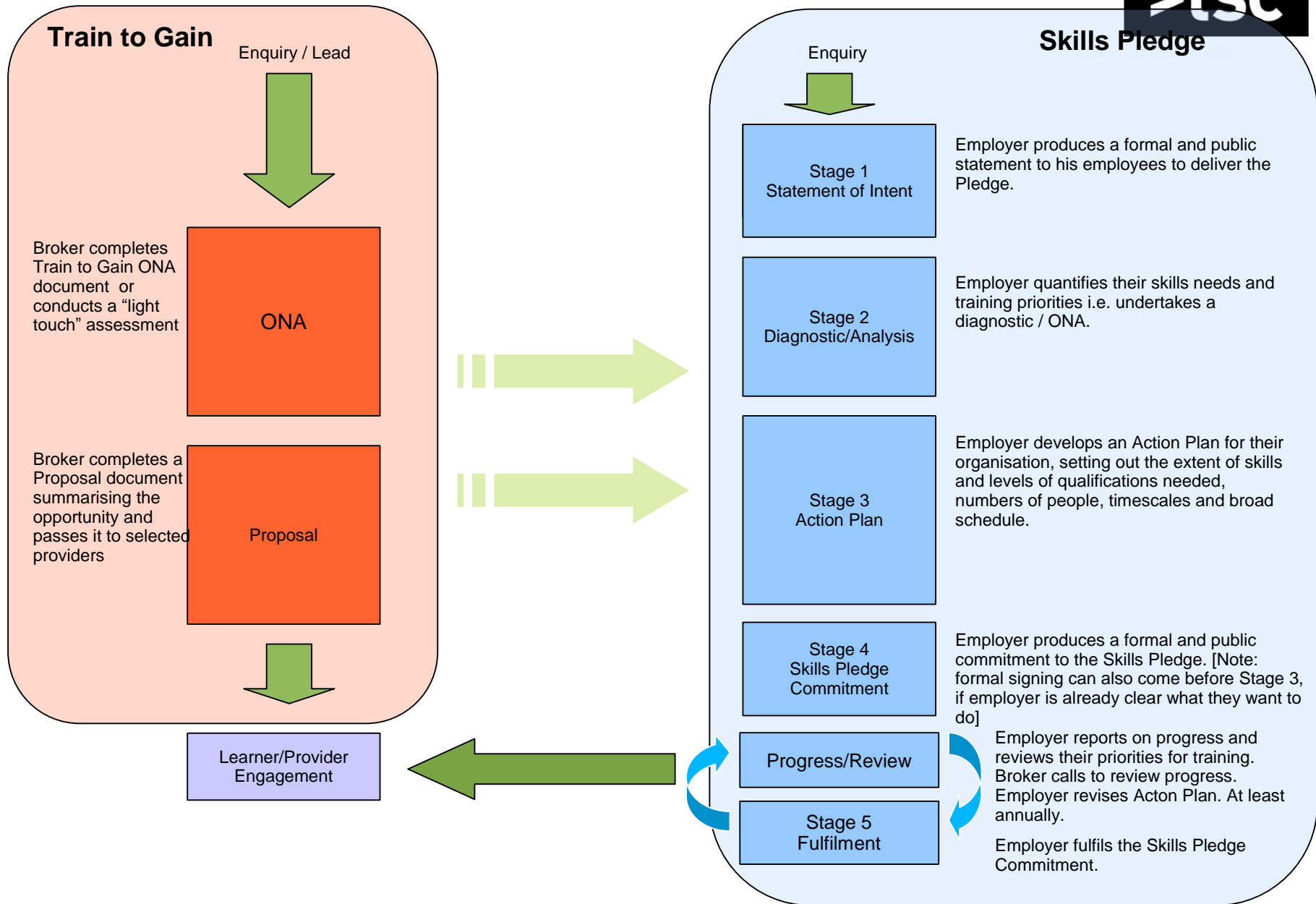
## For the Employer

- Organisation wide skills needs / training plan to improve productivity or meet objectives – transaction to strategic
- Organisation wide delivery plan and commitment from LSC to support over the life of the action plan
- Advice of broker to streamline the process of sourcing providers
- Publicity and recognition
- Complementary to liP – mechanism for delivering a whole organisation training plan

## For the LSC

- Increase in employers investing time and money into skills
- New route to employers and additional leads to help meet our targets
- Better intelligence on what employers want to buy, and from whom
- Route to more employers for other skills services e.g. apprenticeships –
- Publicity and recognition

# Pledge and Train To Gain Mapping



# The Launch and Beyond



**A communication strategy is currently being developed. This includes:**

- **Launch on 14 June**
  - national, regional and local press
  - National press call to action
  - The new 'Skills' advertising campaign scheduled for July 2007.
- **Employer Bodies:**
  - The Sector Skills Councils and other employer groups
- **Other key partners and stakeholders:**
  - CBI, TUC, Jobcentre Plus
  - Sir Digby Jones in his role as skills envoy
  - SSDA

# Further information



- **Train to Gain website**
- **Case Studies**
- **FAQ Paper**
- **Employer Leaflet**