A Competitive Edge
The Case for Skills Competitions: Employers
Sharpening your competitive edge

The UK is facing an ever-growing challenge to stay competitive and increase productivity in light of significant skills shortages, changing industry needs and the challenges of Brexit.

Employers are crying out not only for technically gifted workforces, but for young people, who are resilient and who can bring real value and innovation to meet these new and growing challenges.

The businesses we work with get this. That’s why together we are pioneering a new way to upskill Generation Z, leveraging learning from the training and performance methodology from Team GB’s Olympic success. We can prove our work drives the world-class skills set and mindset businesses need.

As these case studies demonstrate, entering WorldSkills UK Competitions is critical not only in the development of technical excellence and employability skills, but also improving productivity, enhancing customer service, boosting brand profile and demonstrating commitment to developing young people. There are clear business benefits to working together.

That’s why we are calling on more businesses from across the UK to get in touch to find out how working in partnership with us will help improve your business performance.

Dr Neil Bentley
CEO, WorldSkills UK
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Increasing the STEM Pipeline

“Alignment with WorldSkills UK broadens our inclusion agenda to encourage young people from under-represented backgrounds to consider a career in STEM...” Martin Brown, Product Manager

Siemens is a leading global engineering and technology services company, active in the United Kingdom for over 170 years. It provides innovative solutions to help tackle the UK’s major challenges and employs around 14,000 people in the UK, including about 5,000 in the manufacturing sector.

Siemens and WorldSkills UK share a desire to continuously improve the quality of technical training for young people, so they become competent young professionals. To achieve this goal, Siemens has supported the WorldSkills UK Competition in Industrial Control since 2011. As an innovative, globally-active technology company, Siemens wants to inspire people to have an interest in technology, and improve the quality of technical training.

KEY POINTS

- WorldSkills UK can act as a vehicle in helping to improve a company’s approach to inclusion – by broadening its reach to the talent pipeline coming through.

- Partnering with WorldSkills UK produces business to business collaboration on technical skills and training development.

- The relationship with WorldSkills UK also leads to improved brand recognition and aligning the Siemens brand with the excellence and quality associated with Competitions.

A focused approach

The main driver for Siemens in working with WorldSkills UK on the Industrial Control Competition is to demonstrate the quality of its products, associating the brand with excellence and the quality of work that is found in WorldSkills UK Competitions. It also offers the organisation business to business opportunities, as the partners they engage with develop greater awareness through exposure from the National Finals. Finally, WorldSkills UK Competitions provide the opportunity to act as a route into the organisation’s apprenticeship and education programmes.

Widening the talent pool

This is increasingly important with an ongoing national need to encourage more young people to take up science, technology, engineering and mathematics (STEM) careers, in particular women. For Martin Brown, Product Manager, a particular standout moment with his involvement in competitions was seeing the journey of the all-female Industrial Control Competition team at The Skills Show in 2015.
Throughout the competition cycle they undertook a rigorous training regime, which developed their skills in communication, team-work, leadership, problem solving, time management and planning. Martin Brown highlighted:

“The all-female Industrial Control team took Silver in the National Finals at The Skills Show in 2015. This was particularly significant given the shortage of young women in engineering. The team of young women saw their confidence boosted over the competition cycle and have since played an important role in promoting women in STEM careers in their area and acting as role models.”

It follows Siemens’ decision to invest long-term in a pipeline of UK talent where both academic achievement and practical application such as skills competitions are required. The 2016 UK finalists hailed from varying educational backgrounds such as universities, colleges and university technical colleges, as well as those currently undertaking apprenticeships. Martin Hottass, General Manager at Siemens Professional Education, commented:

“Alignment with WorldSkills UK Competitions gives us access to broaden our inclusion agenda to encourage as many young people from under-represented backgrounds to consider a career in STEM and at Siemens.”

This has helped Siemens to become a recognised National Apprenticeship Awards Top 100 employer, underscoring the importance of inclusion. Martin Hottass added,

“Our organisation’s tagline is ‘Ingenuity for Life’. Competitions embody this with the excellence and innovation they demonstrate.”

Creating new business networks

Siemens provide value-in-kind equipment for the Industrial Control Competition, which enables competitors to become familiar with the software and equipment which, in the long term helps to support the use of Siemens equipment. This is both from the perspective of those who will be working in the sector in the future and the colleges taking up the use of this equipment within their facilities. Siemens’ involvement in skills competitions helps to facilitate business-to-business collaboration, where organisations are able to benchmark and share best practice with one another.

For Siemens, this has focused on supporting partners from smaller companies with shared interests in their challenges around attracting and training new talent in their respective industries. The organisation is interested in seeing these businesses grow, as they provide the customer solutions Siemens use and they also use Siemens products. Siemens supports these organisations to do both of these things for free, offering training that makes apprentices more productive and produces a higher quality of work.

The future

Siemens is always evolving as an organisation in terms of the technology and products it develops. As such it is important that the format and delivery of skills competitions are flexible enough to demonstrate the ability to adapt to this change of pace. The future development of skills competitions will need to deal with the digitalisation and automation taking place in society, considering more agile and flexible formats for competitions.
Worth the investment

“For any business the rewards are fantastic...” Alan Hill, Food Retail Director

The Gleneagles Hotel, a member of The Leading Hotels of the World, first opened in 1924. The five-star luxury hotel is home to three championship golf courses, an award-winning spa, and the only restaurant in Scotland to hold two Michelin stars. Gleneagles has supported WorldSkills UK Competitions for several years, with the current Team UK member in Restaurant Service visiting the hotel for expert training. A number of staff have competed, with one going all the way to be selected for Team UK, winning a Bronze Medal at WorldSkills Calgary in 2009, and later training other Team UK members.

KEY POINTS

- **WorldSkills UK Competitions boost individuals’ confidence, giving them a route to develop their skills.**

- **The business benefits hugely from being part of the WorldSkills UK network, in terms of publicity, training opportunities, and raising industry standards.**

- **Shared learning has contributed to entire workforce growth.**

Training is part of their DNA

The Gleneagles Hotel believes strongly in the power of competitions to grow their staff, both collectively and as individuals, helping them to reach a world-class standard. Food Retail Director, Alan Hill, explains that the investment in staff to take part in competitions brings returns in so many ways:

“*For a business like ours it’s not an obligation, but it’s in our DNA to want to train individuals. We do the same for our customers; we have guests that want to be better golfers etc, so we have teaching professionals to help them. It’s the same for a member of staff; as a business we are committed to an individual’s development*.”

The hotel has seen how competition activity has convinced individuals who lack confidence that they actually do have skills and can grow beyond what they believe:

“*It gives them a roadmap; to see opportunity to improve and develop; a route for them to further their skills and their work within the business.*”

International success

Having competed for many years in multiple different competitions, The Gleneagles Hotel was signposted towards WorldSkills UK Competitions by a member of the Royal Academy of Culinary Art. One staff member they entered into the Restaurant Service Competition, Katie Kyrousis, was successful in being selected for Team UK, representing...
the UK at WorldSkills Calgary 2009 and securing a Bronze Medal. Katie worked full-time operationally in the hotel's restaurants, and went on to become a Food and Beverage Trainer.

Following Katie's competition, Alan learnt that WorldSkills UK was seeking a new organisation to support the training of the Team UK member in Restaurant Service, so he placed Katie into a role where she would mentor future students:

“This whole period of time was while she was doing her own training and training other candidates post-involvement in WorldSkills UK Competitions. It amounted to probably about six months in total, but we felt it was imperative that a vocational skill such as our own was to be well supported and represented.”

One of Katie's mentees followed in her footsteps and represented Team UK at WorldSkills São Paulo 2015.

**Investment in reputation**

Alan Hill recognises that there are financial commitments in taking part in competitions but asserts:

“For any business, the rewards are fantastic. Where you have an individual who can go out and network with like-minded people and go and see how other businesses are doing things. There's a reward in that itself. It opens up a network of people to know about our company, the individuals go away to talk about us.”

Being part of the WorldSkills UK network has put Alan Hill and his staff in contact with other professionals who are also able to pass on their skills. The network around his team has helped with retention, and proved to them – and those outside the business – that they invest in their staff. He added:

“The WorldSkills UK Competitions allow the hotel to position itself as a business that supports young people as well as raising standards across the industry.”

Alan Hill has found that the publicity from being part of WorldSkills UK has been very positive. By both entering competitors and supporting the training of Team UK, the national and international recognition that Gleneagles receives has added to its prestigious reputation.

“The more your name is seen around doing these things, the more people want to work with you.”

**Sharing the learning: Excellence and confidence in all staff**

On top of the medal-winning success by Katie, the hotel has seen all their staff who have entered competitions benefit:

“Their confidence is totally different from before they set foot in the WorldSkills UK Competitions. They grow as individuals; they grow their learning and skill base.”

He notes that their technical skills develop hugely, and also their maturity, interpersonal
skills, and ability to problem solve increases.

Alan Hill is very proud of the success that his staff have achieved in competitions, and is grateful for the opportunity to boost their confidence and enable them to blossom as individuals.

“We all need two or three key people to say something at the right time, to signpost you for the next opportunity. WorldSkills UK Competitions help do that.”

But perhaps most importantly, he has seen his entire workforce impacted by those who have competed:

“They’ve all grown as individuals, and all returned and been able to pass on the skills to others here. You can’t put everyone through the process, or enter every competition, but you can share the skills they learn.”
Creating a national profile

“We’ve had great coverage, and so much praise for the scheme itself. It’s given us a good marketing opportunity and increased our profile...”

David Dunn, Director

Toshiba’s air conditioning division develops market-leading products suitable for residential and commercial applications. Toshiba is now one of the largest providers of air conditioning training in the UK, with nearly 5,000 attending its courses over the past three years.

As lead partner for SkillFRIDGE – the WorldSkills UK Competition for Refrigeration and Air Conditioning, the company is pioneering progress in a number of vital areas.

KEY POINTS

- WorldSkills UK Competitions align with Toshiba’s core values in up-skilling young people and protecting the environment.
- Its involvement has allowed it to work with the up-and-coming engineers in the industry and put its products in their hands.
- Exposure for Toshiba has been very positive, helping boost its own profile as well as the industry in general.
- WorldSkills UK Competitions have helped Toshiba re-evaluate its internal processes and training.

Helping to upskill people in the industry

As a key player in the air conditioning industry, Toshiba decided to officially support the WorldSkills UK Competition in 2015. Director David Dunn explains how it first became involved in the competitions when an apprentice, Chris Bailie, at a partner organisation won Gold at the WorldSkills UK Competitions National Finals. Toshiba supported Chris with training on his road to being selected for Team UK and winning Silver at WorldSkills São Paulo 2015.

After talking with Chris about the impact the competitions had on him, the skills he developed, and how it had raised both his personal profile and also the profile of the industry and sector in general, Toshiba wanted to support SkillFRIDGE (part of the WorldSkills UK Competitions) further.

“It fits with our strategy of helping to up-skill people in this industry. We like the grassroots involvement of WorldSkills UK: we believe young apprentices have the potential to grow better and be the best if they’ve got the right support. The WorldSkills UK Competitions are a fantastic initiative that incentivises and rewards aspiring apprentices and trainees – the industry’s standard bearers and potential leaders of tomorrow – in pursuit of excellence.”
Toshiba recognises that as a global leader in industry, it can play a key part in improving the level of technical knowledge and skills and is committed to this. The investment in a national network of air conditioning training centres, and support for WorldSkills UK Competitions is demonstrative of the importance Toshiba attaches to raising competence standards. David Dunn explains:

“It is obviously in everyone’s interests to raise the bar, from the quality of design and installation through to commissioning and ongoing servicing throughout the equipment life-cycle.”

This line of thinking also supports Toshiba’s strong commitment to safeguarding the environment, as the first UK air conditioning supplier to be certified as Carbon Neutral®.

“It’s a key thing as a business and a manufacturer to have people in the industry working on equipment to the best of their ability, so it fits with our strategy with helping to up-skill people in this industry. Getting involved in WorldSkills UK Competitions fits with how we see ourselves and how we want to help the environment.”

**A commitment to bespoke training**

Ahead of the National Final, the shortlisted competitors were each visited by Toshiba, who took training rigs and offered one-to-one training. This gave the competitors the chance to familiarise themselves with the equipment ahead of the competition, and to ask questions of the people who know the equipment best, said David Dunn:

“It covered everything they need to know in order to install, commission and service the equipment, including safe operation in terms of the environment and health and safety.”

Toshiba worked with the competitors and their employers to maximise their time out of work, by taking the mobile rigs to them. The competitors reported that the one-on-one training in their own environment made it far easier for them to absorb information.

It also gave Toshiba staff the opportunity to interact with and work with them. He added:

“It’s not just about flying the flag of our business, it’s about supporting them and improving standards in the industry. It’s not just about sticking a logo on things. We even went across to Northern Ireland to work with one of the competitors there. WorldSkills UK puts us, and the sector on a platform.”

According to David Dunn, the need to a boost knowledge and reputation of their industry was another incentive for Toshiba to support the competition.

“It’s important that we raise our profile within construction otherwise we’ll be left behind. We need to be more glitzy to attract engineers. If we go to a school or college and ask them about careers in construction, they’ll talk about building, electricians etc, how many say air conditioning? – It is because we don’t promote ourselves very well as an industry.”

Following the international success of Chris Bailie in Team UK, Toshiba sees WorldSkills UK as an opportunity to attract attention to the sector, to demonstrate that air conditioning is a wide-reaching, interesting and diverse career.
Already Toshiba has enjoyed significant exposure from its support of the competitions, ranging from published articles, to after dinner speeches.

“We’ve had great coverage, and so much praise for the scheme itself. It’s given us a good marketing opportunity and increased our profile. We’ve proved that we’re doing what we preach; we’re involved, we’re supporting.”

David Dunn also cites the National Finals of the WorldSkills UK Competitions at The Skills Show, the nation’s largest careers and skills event, as another major positive. Toshiba utilised the event as an opportunity to promote the industry and to talk to young people about their apprenticeship programme.

“It was the first time we’d been to an event like that. We got a lot of attention. It opened up the scale of reach and impact of what we do massively – over 72,000 people came to the event and left with more information about our industry.”

Maintaining staff excellence

An interesting, and somewhat unintentional, consequence of Toshiba’s involvement in WorldSkills UK has been the impact on their own staff and internal processes. By analysing and helping improve the training programme for competitors, Toshiba has also been able to reflect on how it can improve training for its own teams.

“We need to make sure our tech team are the best in the industry. Getting some of them to attend The Skills Show was interesting – they went and spoke to visitors, and we could see that they have other skills. We’ve since started to consider whether these people should move to the sales team, for example, after seeing first-hand that some of them are exceptionally good with customers.”

Toshiba is now setting up a transformation programme to enable staff to trial different departments and help them move into roles internally that are best for their skill sets.

Future involvement with WorldSkills UK

Convinced by the returns, Toshiba is keen to maintain its support for and involvement in WorldSkills UK. It is working with Datateam, the WorldSkills UK Competition Organising Partner, on making the competition more challenging, and is looking at ways to improve the hands-on testing for competitors. With plans to continue supporting training, Toshiba is looking at other ways it can expand its involvement through mentoring and guidance, in order to maximise the skill development of the next generation.

David Dunn explains that attending the National Finals further cemented their conviction in supporting WorldSkills UK Competitions:

“Looking at the young people who had committed themselves to it; the dedication; and how seriously they took it – they weren’t just there because they’d been asked to; they had really bought into it. The passion was evident. I was there offering any advice I could, and it made it all feel very real - they really want to progress their career in any way possible.”
The awards ceremony at the end of the WorldSkills UK Competitions was a pinnacle moment:

“It was absolutely superb. You could see the pride of all of the people going up to collect their awards – it felt like the BAFTAs – it was excellent. If you’re looking to encourage young people to work hard and find inspiration, then showcase that event; it will really motivate people. The whole National Final, the set-up, the positive feel of it all, re-affirms why you’re working as part of it.

“It’s a key thing as a business and a manufacturer to have people in the industry working on equipment to the best of their ability, so it fits with our strategy with helping to up-skill people. Getting involved in WorldSkills UK Competitions fits with how we see ourselves and how we want to help the environment.”
Productivity is king

“...ahead of the National Final they came back to the job they were working on, applied the training and knocked 20 minutes off a two-hour machine cycle time...” Matt Booth, UK Manufacturing Lead

Electroimpact designs and manufactures aerospace tooling and automation, and is the largest integrator of aircraft assembly lines in the world. Its customer base includes Airbus; Boeing; Kawasaki; Mitsubishi; Vought; Northrop-Grumman and Bombardier among others.

Electroimpact’s headquarters is in Washington USA. It has a significant presence in the UK with over 100 engineers, and employs 600 degree-qualified engineers worldwide.


KEY POINTS

■ WorldSkills UK Competitions allow companies to benchmark against others, both on an individual and a company-wide level.

■ WorldSkills UK Competitions boost skills in different ways – pressured environment, speed, accuracy – and are now embedded into Electroimpact’s internal training. The apprentices thrive on it.

■ All apprentices have surpassed their own expectations and had a huge boost in confidence.

■ A significant increase in publicity for Electroimpact has snowballed out of involvement in WorldSkills UK Competitions.

Benchmarking

In early 2015 one of Electroimpact’s apprentices asked if he could enter the WorldSkills UK Competition in CNC Milling after he attended The Skills Show and was inspired by the National Finals. Matt Booth, Electroimpact’s UK Manufacturing Lead, decided it was a good idea to enter him:

“We knew our apprentices were good at their jobs but we wanted to see how good they were compared with the rest of the country; to use it as an opportunity to benchmark against others – to see how their training’s going, how we’re doing.
“You’re always competing to be the best regardless, but the fact that it is a UK-wide competition and we got a clean sweep of medals in 2016, means we can say that our apprentices are officially the best in the UK at CNC milling. It’s also a great chance for a company in rural North Wales to show that we (Electroimpact, Wales and the UK) have a massive influence on skills development in this sector.”

Skills development

In an industry where production time is vital, Matt Booth saw the pressure testing environment of the competitions as a way to push his apprentices to hone their skills and improve efficiency.

“WorldSkills UK Competitions hold [the apprentices’] focus on the job and they get their lead times down. They have learnt to cope with time pressures more efficiently, do machine set ups and programme them, and to complete the jobs in the quickest time.”

Return on investment

The skill-specific training the apprentices have received throughout the WorldSkills UK programme has led to innovation and process optimisation internally, saving the company time and money:

“I’ve always said there’s many ways to approach a task; I would machine something different to someone else. Through WorldSkills UK Competitions, the competitors are exposed to different ideas and different ways to do the same job. After attending the Mastercam training course ahead of the National Finals they came back to the job they were working on, applied the training and knocked 20 minutes off a two-hour machine cycle time. This meant savings in production time and manufacturing costs – reducing the cost of our products and getting better quality.”

Boosting confidence

Matt Booth has also noticed that those who have competed increase in confidence and have a greater sense of responsibility:

“You can’t go to the competitions and hold their hand; they have to do it themselves. All our apprentices were surprised with what they could achieve and it gives them such a boost of confidence… the pride that they got that far, that they went somewhere and represented the company and that they got to showcase their skills.”

Publicity

Involvement in WorldSkills UK Competitions has brought increasing levels of publicity for Electroimpact, from national awards, to visits from Lord Barry Jones and the Welsh Assembly Minister for Skills and Science to congratulate them on their success:

“It has definitely had a positive impact on getting our name out there to suppliers and making us more recognisable and given our company excellent publicity nationally. We wouldn’t get that recognition otherwise. It’s all stemmed from WorldSkills UK Competitions; it’s all directly come from that.”
Electroimpact has won national awards, including Higher Apprentice of the Year award going to WorldSkills UK Team UK member Ethan Davies in 2016.

**Future involvement with WorldSkills UK**

With a small workforce Electroimpact carefully consider their continued involvement in WorldSkills UK Competitions, but they have seen the benefits, know the commitment is worthwhile and strongly encourage other companies to take part:

“We’d never say no to doing other competitions, but I haven’t seen many that are on such a national standing with so much publicity.”

Having seen the impact of competition activity, they have instilled WorldSkills UK methodology into the workplace:

“We look more rigorously at our timescales, at how our competitors did it in time-frames at The Skills Show and ask them to repeat it.”

They have also run their own surprise skills tests for staff internally to test their abilities and keep pushing them to develop:

“It’s really beneficial. The apprentices love doing the tests; it keeps Ethan on his toes and continually developing. He’s leading by example – when he gets better the others are nipping at his heels to keep up and develop their skills too. It acts as an incentive for all the apprentices across the board.”
A reputation for excellence

“WorldSkills UK Competitions provide a platform to encourage increased performance within the workforce.” Pete Curtis, Labour Manager

Briggs & Forrester has been at the forefront of the building services engineering market for over 70 years and is one of the industry's largest independent contractors with an annual turnover of more than £180m.

The company prides itself that each employee has the opportunity to make the most of their skills and abilities, supported through a mentoring scheme and full on-the-job coaching and training.

Central to the success of its four-year apprenticeships programme is developing the capacity of apprentices to produce a high standard of work under specified conditions. The business uses skills competitions to develop the mindset of apprentices to meet these challenges and the standards set at national and international competitions to produce high quality work.

KEY POINTS

■ The attitudes and behaviours developed through skills competitions are important to the development of an apprentice’s career.

■ Apprentices that have been through the WorldSkills UK Competition experience show greater productivity and quality of work.

■ The standards and method assessment from national and international competitions can be used to support the development of apprenticeship standards.

■ Those who have been a part of skills competitions can act as role models for fellow apprentices and new recruits.

Developing apprentices

For Briggs & Forrester the opportunity to have its apprentices compete in WorldSkills UK Competitions was an exciting proposition; to encourage and support them to be the best in their skills category and increase professional recognition for them as a business. The organisation was experiencing geographical growth and the competitions provided a firm foundation for existing and potential clients to recognise that Briggs & Forrester is an established business, which provides personal development opportunities to its staff and is raising installation standards in the process.

As Briggs & Forrester’s engagement with WorldSkills UK grew, so did its understanding of the level of investment and the excellence in standards that is found in WorldSkills UK
Competitions. Over time, employee engagement and interest in skills competitions grew, along with the business's ambitions for how they could be used as tool to support its training and development offer.

**A competition mindset**

As an employer, Briggs & Forrester needs to always make the business case for the investment in skills competitions. One of the strongest factors in doing this is the positive attitudes, behaviours and competencies that employees develop through their competition experience and the support it provides their career development. As Labour Manager, Pete Curtis' role is to manage the hourly paid resources department, from recruitment and selection to development and supervision of apprentices. He was able to visit EuroSkills 2016 in Gothenburg to develop an understanding of the competition experience, standards and assessments that his apprentice Dan Martin was going through:

> “WorldSkills UK Competitions have demonstrated the high levels of commitment and skills required to compete along with an appreciation of pressure the apprentices are under, this is not as daunting as it may seem due to the support of the WorldSkills UK Experts and Performance Coaches. The stress of challenges are effectively turned into positive outcomes”.

Briggs & Forrester is developing a way that it can adopt the behaviour, attitudes and communication skills competitors develop into the business's training programmes.

**Productivity and quality**

Working closely with WorldSkills UK Experts to develop an understanding of the standards and methods of assessment used for national and international competitions, is an important factor for Briggs & Forrester which is involved in developing the apprenticeship standards for building services engineering. It has a found a noticeable increase in the standard and quality of work developed by apprentices that have participated in national and international competitions:

> “Having apprentices that have competed in skills competitions, increases their ability to understand the requirements and expectations of management, developing strong business acumen and the initiative to take action in the right moments. Naturally through competing in pressured conditions we see an improvement in productivity and quality of their work, which raises the bar among fellow apprentices on what can be achieved. This develops greater employee engagement all around, with a raised level of ambition and enthusiasm among apprentices - resulting in a high performance culture.”

Briggs & Forrester is so convinced of the impact and effectiveness of the competition methodology that they are working with WorldSkills UK to look at ways of embedding the training and development into the wider organisation. In particular how to transfer the conditions undertaken in a competition in terms of time, finite equipment, quality and marking schemes into this system. With the goal being that apprentices are able to complete a task with greater speed and accuracy. Pete Curtis added:

> “The environmental (external) pressures drive us to seek competitive advantages over others in order to compete and survive, WorldSkills UK Competitions provide a platform to encourage increased performance within the workforce.”
Being known for the right things

Dan Martin’s presence on BBC Breakfast news talking about his experience as an apprentice acted as a strong piece of exposure for Briggs & Forrester across their organisation and externally. Pete Curtis felt it increased the awareness of the brand among customers and suppliers, demonstrating in a very tangible way their commitment to quality. It also supported the organisation’s recruitment efforts with new applicants for their apprenticeship scheme.

Dan was seen by new recruits as a role model in terms of what could be achieved and how far a young person can go during an apprenticeship. According to Pete Curtis he has also been able to go on and share his knowledge and skill with fellow apprentices:

“Dan’s confidence notably developed as he progressed through his competition journey, where he has developed a desire to mentor new recruits to share the benefits of what he has learnt from both a skills perspective and to encourage others to maximise their potential.”

Knowledge transfer

Briggs & Forrester is involved in developing the apprenticeship standards for building services engineering craftspersons, with several other organisations. They are working with WorldSkills UK to explore using the competition methodology for assessment and standards as an aspirational benchmark for apprentices to work towards. This allows them to develop apprentices who are exceeding the required level of skills needed for the current apprenticeship standards.

Pete Curtis also commented that his involvement in WorldSkills UK has allowed him to enhance his own skills which has helped him in his role with the company:

“I was able to develop my understanding of the coaching methodology used by WorldSkills UK and think about different ways this could be used in the business to support and motivate our apprentices. Also the networking opportunities and exposure to standards across different industries has aided me in my role in developing the apprenticeship standards.”
Find out more

If you need any further help or assistance please contact us:

E: accelerate@worldskillsuk
W: worldskillsuk.org

WorldSkills UK is a member of The 5% Club, targeted at employers who want to rebalance the economy and build the UK’s long term prosperity through a focus on technical skills to drive innovation.

We would like to take this opportunity to thank the organisations which support WorldSkills UK. We would also like to offer special recognition to the competitors’ Employers, Colleges and Training Providers, Experts and Performance Coaches.

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