



world **skills**  
London 2011

England, Scotland, Wales  
and Northern Ireland



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'We are lucky to have the chance to be involved in something special, that has the potential to change the way we train; that will touch and change the lives of many people forever.'

Phil Hope MP  
Parliamentary Under Secretary of State for Skills, Department for Education and Skills

Comment made to the UK team at WorldSkills Helsinki 2005

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## Foreword

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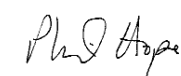
As Parliamentary Under Secretary of State for Skills it gives me great pleasure to introduce you, on behalf of the UK Government and the devolved nations of Scotland, Wales and Northern Ireland, to London's bid for the WorldSkills 2011 Competition.

We are delighted to have the opportunity to demonstrate why London is the ideal host for the competition. A truly global city, London is easily accessible and has the capacity and facilities to deliver an event surpassing the high standards sought by WorldSkills. The preparation work for the bid is already well advanced, and is being shared between the four Administrations of the UK government and skills partners in the business, voluntary and public sectors. I am sure that you will agree this is a clear indication of the substantial regional and national support we have received for the bid, and our determination to host the Competition.

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Hosting the event will have a major impact on our vocational education and training systems. One important legacy will be a sustainable social partnership to promote nation-wide skills investment and meet the distinctive skills needs of each region. We want to consider the importance of 'diversity' and 'inclusion' as we build a sustainable skills competitions infrastructure. That is what will make the UK bid distinctive and, I hope, successful. Our event will also create an enduring legacy for other member countries and their young people. The sharing of our good practice and expertise will ensure that WorldSkills will make a greater impact on vocational education and training worldwide.

We look forward to working with you.



**Phil Hope MP**  
*Parliamentary Under Secretary of State for Skills*



# Introduction

In hosting WorldSkills 2011, the United Kingdom will showcase British innovation, industry and skills, and will create an enduring legacy for the nation and for the wider WorldSkills community.

The United Kingdom has a strong economy and world-leading employment levels. To maintain this position, the UK recognises that the development of skills is fundamental. Through recent reforms to the Skills agenda, the UK Government seeks to create the best educated, best trained, and best skilled country in the world.<sup>1</sup>

Through the collaboration of all four Administrations of the UK Government, the five years leading up to the 2011 event will be focused upon raising the profile of skills nationally through a series of related events and an intensive marketing campaign.

WorldSkills UK 2011 will form an integral part of national skills development and promotion, by providing a practical demonstration of the levels of excellence that can be achieved in vocational skills.

Hosting the 2011 Competition will also boost the profile of WorldSkills internationally. As a global platform, London is poised to deliver unique promotional opportunities for the WorldSkills organisation. Through the extensive network of the British Commonwealth and British Councils worldwide, the UK will actively encourage and assist membership of WorldSkills.

The 2012 Olympics provides an unparalleled opportunity to focus world attention on events held in London, particularly those which will utilise much of the same infrastructure and services. As proven by the success of the London 2012 Olympic bid, the UK has a strong 'event culture', and is capable of delivering large and logistically complex competitions.

Significantly for the WorldSkills Competition and the competitors of 2011, London offers incomparable flexibility of choice. The resources of London and the venue facilities at ExCeL London will combine to create the most competitor and visitor friendly WorldSkills Competition yet. The UK's commitment to fairness and quality of Competition will ensure that WorldSkills 2011 is held at the highest possible level, and will set a standard of excellence for all Competitions in the future.

<sup>1</sup> Department for Education and Skills 'White Paper on Skills', Part 1, p1

# Why UK?

As one of the most popular visitor destinations worldwide, the UK provides access to an assortment of diverse opportunities, unparalleled experiences and exceptional services. The UK offers the best of both worlds with regard to heritage, history and traditions being complimented by contemporary and multicultural influences.

The UK Bid to host WorldSkills in 2011 is a joint collaboration between the four Administrations of the UK Government: England; Scotland; Northern Ireland; and Wales. By granting the UK the opportunity to host the 2011 Competition, WorldSkills is effectively creating an unprecedented event hosted by four distinct nations.

The enthusiastic and wholehearted national and regional support behind the UK Bid is underpinned by the founding belief that skills are for everyone. The four administrations of the UK Government share this commitment to skills and training and are united in their aims to promote vocational skills. WorldSkills, including the associated events it will generate in the coming five years throughout the UK, is recognised as the most effective promotional tool available.

The UK is ambitious for its young people. There is no superior focus for these ambitions than hosting the WorldSkills competitions in 2011. Beyond London as the competition hub for WorldSkills, the various regions of the UK are dedicated to maximising the benefits of hosting this event on a global scale. WorldSkills presents a prime opportunity for the four UK nations to stimulate greater interest in vocational training, to improve the networks for sharing skills and knowledge, and to raise the profile of vocational skills on a global scale.

Holding WorldSkills 2011 in London will weave a cohesive event from the distinctive threads of England, Northern Ireland, Scotland and Wales, which will deliver an exceptional experience for competitors, officials and visitors. This is a new vision for WorldSkills, deliverable as a five year event with a global profile.

The UK regional dimension is at the heart of plans for the delivery of London 2011 – a host city with a unique ability to offer a platform in four different national regions.



## Why London?

### A World Leader

A world-class city, a leader of world economy, a centre for international trade, and a global media hub. In every way, London typifies the pursuit of excellence that is at the heart of WorldSkills.

One of the world's four major global cities, Europe's richest city and a key financial centre, London enjoys a vibrant and wealthy economy that has seen more than 550,000 new jobs created over the last 12 years. 75% of the world's top 500 companies have an office in London and 20% of Europe's largest companies are located in the city.

However, London is also a city divided between the extremes of wealth creation and success, and deprivation and social exclusion. Hosting WorldSkills in the UK will benefit the community significantly, by encouraging excellence in vocational skills and combating skills shortages in the future.

### 26.3 Million People Can't Be Wrong

London is one of the most popular destinations in the world for leisure and business travellers alike. Figures for 2005 are expected to reveal that over 26 million people visited London last year, with record numbers of overseas visitors recorded. Forecasts for 2006 estimate a 1.2% rise on 2005 including a further increase in inbound visits.

If the visitor numbers don't speak for themselves, the awards will. London won numerous international awards last year alone, including 'World's Leading Destination' at the 2005 World Travel Awards, 'Best European City for Business' in the Travel Weekly 2005 Readers Choice Awards, 'Best UK City' at the Group Leisure Industry Awards 2005 and 'Gourmet Capital of the World' in Gourmet Magazine 2005. With awards of this calibre, and skyrocketing numbers of international visitors, London offers an unrivalled level of hospitality, flexibility, and choice for each guest.

## Why London?

### A Global Platform

One of the largest cities in the developed world and the most populated city in the European Union, London has 7.2 million residents. As the best-connected international city in the world, London is where the world meets: up to 2 million people travel into London daily for business or leisure. It is a city where everyone feels at home and where everyone can find something of interest, from the traditional to the contemporary, the nightlife, history, restaurants, theatres or shopping.

London is a cultural icon, a place where dreams are made, that draws young people from all over the world. London has become a destination for international students who return home to propagate the skills they have developed. It is also a gateway city that has strong education, business and communication links with the rest of the UK.

For many, London is the news and media capital of the world and home to many of the leading and most respected news houses and broadcast networks. Every country in the world is covered, whether it is through the world services of Sky or the BBC, or the online networks of Channel 4, the Times newspaper and others, making London arguably the best place in the world from which to spread news or messages.

### A World in One City

London is a vibrant metropolis that embraces the diverse cultures of its population, which are reflected through its cuisine, shops, music and colourful festivals. London is proud of its rich cultural mix and diverse population, speaking approximately 300 different languages. More than a quarter of the city's population is from an alternative ethnic background and some areas have particularly strong cultural identities and associations, making London a world in one city.

London is truly a city of opportunities with an unrivalled breadth and diversity of options for the 2011 WorldSkills competition. Choosing London as the host will allow WorldSkills the opportunity to leverage the city's soaring international profile and lift the competition towards the global platform achieved by events held in this world-class city.

## Transport

London benefits from one of the most geographically extensive and comprehensive public transport networks in the world. ExCeL London alone has 3 onsite Docklands Light Railway stations, easy access to the London Underground's Jubilee Line and London City airport, five local bus routes, plus facilities for pedestrians and cyclists and onsite parking for 4,000 cars. Committed investment in London's public transport has increased by over 50% in recent years and over \$30 billion is scheduled to be spent on London's public transport between now and 2012.

With four international airports London is the world's best connected city for international travel. During the bid process for the 2012 Olympics, it was discovered that the capacity of London's international airports in 2005 already exceeded Olympic requirements. Additionally, the planned completion of Terminal 5 at Heathrow in 2008 will provide even more capacity and resilience. London Heathrow, Gatwick and Stansted all offer express shuttle services into central London, and London City airport has direct links with the proposed venue.

There are more than 400 rail stations in London and over 1,500km of track. ExCeL London is perfectly situated for easy access for visitors from Continental Europe who travel by train, with the International Terminal at Waterloo taking passengers through to the venue within 20 minutes.

London's Underground Railway records three million passenger journeys every day, through 275 stations on 408 kilometres of track. There is easy access from ExCeL London to the Jubilee Line, the only Underground Line which has connections to each of the other 14 Lines. The Jubilee Line has recently been upgraded and extended with extra carriages added to the trains, allowing for the transportation of an extra 200 passengers per train. The London Underground regularly manages up to an additional one million people through key central London stations for major events such as the Notting Hill Carnival, Europe's largest open air event.

## Transport

London enjoys a public transport culture and over 44% of motorised journeys into London are made on the buses, trains or underground (for central London the figure is 87%). Although the familiar red buses of London are a traditional emblem of the city the service is constantly undergoing modernisation and the average age of vehicles is now just under five years. Each weekday some four million journeys are made on London's 649 bus routes and the fleet size is expected to increase by up to 15% by 2011 taking the total number of vehicles to nearly 9,000.

Visitors can also hail one of London's 21,000 famous black cabs. The licensed drivers have an intimate knowledge of the city and know the quickest way to get anywhere. All black taxis are fitted with disabled access and other aids, and the cost of the journey is metered and displayed inside the cab.



# Hospitality

London is a world city with unrivalled appeal. With its unique blend of attractions and vibrant social scene it draws an estimated 30 million tourists each year, making it the number one tourist destination in Europe.

The landscape of London is instantly recognisable with world-famous historic landmarks such as Buckingham Palace and the Houses of Parliament. More than 8,000 acres of parkland add a green heart to the city, and modern icons such as the London Eye bring a 21st century twist, highlighting London's continual evolution.

London's lively population draws from a wide range of cultures, faiths and languages, which have given an international depth to the capital as well as raising the standards of the capital's culinary offerings. With more than 6,000 restaurants representing the cuisines of more than 60 countries, London has more Michelin-starred restaurants than any city but Paris.

The city is packed full of accommodation options. Visitors can stay in a five star hotel or an intimate boutique, B&B, self-catering apartment or a quality hostel. There are currently over 100,000 hotel rooms available in and around London catering to a range of budgets, with a further 17,000 rooms scheduled for completion by 2011. In addition to these there are over 5,000 Bed and Breakfast and hostel rooms available.

The ExCeL London site itself has seven hotels, providing over 1,500 bedrooms. The hotels range from budget to luxury and all are within a few minutes walking distance of the ExCeL London venue. These hotels include the Ibis, the Ramada Hotel, the Crowne Plaza, the Novotel, the Sunborn Yacht Hotel, Premier Travel Inn and Custom House.

Additionally, there are over 7,500 hotel rooms within 20 minutes of ExCeL London, including the Four Seasons, the Marriott, the Holiday Inn, the Etap Hotel, the Hilton and the Thistle. Furthermore, 27 new developments have been proposed as part of the regeneration of 'New London' between now and 2008, in preparation for the 2012 Olympics.

Choice is the keyword of accommodation in London – from the volume of accommodation available, to the location and the budget. Each of the hotels situated on the ExCeL London campus are enthusiastic about the possibility of accommodating WorldSkills visitors, competitors and officials in 2011, and are aware of the cultural differences inherent in such a wide range of guests. Each hotel involved in WorldSkills London 2011 will endeavour to accommodate these differences, and provide flexible, comfortable and affordable packages for each guest.

# Venue

ExCeL London in London's vibrant Docklands will be the host venue of WorldSkills London 2011. Located on the south bank of the Thames amidst the largest regeneration project in Europe, ExCeL London welcomes over 1 million visitors each year.

Voted Venue of the Year 2004, and Exhibition Venue of the Year 2005, this purpose built state of the art building offers exhibition, conference and catering facilities - all under one roof. It has already been identified as the host venue for six events in the London 2012 Olympic Games.

## Location

ExCeL London is ideally situated for direct access into Central London, with excellent transport links by road, rail, air and the river. Located in the heart of New London, ExCeL London is perfectly placed to benefit from the expected population boom over the next ten years. ExCeL London offers huge potential for attracting local audiences, with over 12 million people currently living within 90 minutes of the site.

By road ExCeL London can be reached via easy access from the M25, M11, A406 and A13. At present there are 4,000 onsite parking spaces, with plans in place for an additional 1600 underground parking spaces.

Four main airports are located within the Greater London area, all with easy access of Central London and ExCeL London. The venue is 75 minutes from Heathrow Airport, 60 minutes from Gatwick Airport, 35 minutes from Stansted Airport, and 5 minutes from London City Airport.

A direct rail link to London City Airport was opened in December 2005. The City Airport services 200 flights a day to 23 European/ UK destinations and has been voted the UK's Most Punctual Airport and the Regional Airport of the Year.

ExCeL London has a national rail link via Silverlink trains, and is 20 minutes from Waterloo International train station. There are 3 onsite Docklands Light Railway (DLR) stations, which typically move 12,000 visitors per hour, and 60 million passengers a year. Passenger numbers are predicted to grow to 80 million by 2009. The DLR is the most reliable railway in the United Kingdom, running at 98% efficiency, and links directly to the Jubilee Line in the London Underground.

## Venue

### Visitor Facilities

The emphasis at ExCeL London is flexibility of choice for the visitor, and the venue provides an exceptional array of options in a range of service areas. With over 30 cafés, bars and restaurants within a five-minute walk of the venue, and over 200 bars and restaurants in nearby Canary Wharf, visitors to ExCeL London enjoy an unparalleled selection of onsite entertainment. The ExCeL London campus also contains a large range of shopping options, with stores such as Body Shop, Reebok, and French Connection within walking distance.

ExCeL London caters for the business needs of visitors, with a first-class business centre within the venue. There are also world class facilities for the press and the media, as well as state of the art IT facilities. First aid, security, disabled access, and cloakroom facilities are also available at ExCeL London.

Visitors to ExCeL London can choose to stay at one of the seven hotels onsite, or at one of the 27 new developments which will be completed in the area by 2008.

Alternatively, visitors can stay at one of the countless hotels within Central London, and can still be transported to the venue in as little as twenty minutes by public transport. The cultural requirements of visitors are also easily accommodated, with a prayer room available onsite, and temples, mosques, churches, and religious spaces of all faiths within a comfortable distance. Cultural dietary requirements are also accommodated through a wide variety of food outlets, and there is the option in most hotels onsite for guests to prepare their own meals if necessary.

ExCeL London is more than a venue; it is a fully functioning campus with facilities, accommodation and entertainment to interest and service thousands of guests at any one time. The range of options and choice available ensure that all visitor requirements and requests are easily achievable, and that no guest will be disadvantaged by their cultural needs.

### Competition Facilities

For the purposes of a WorldSkills Competition, ExCeL London exceeds all requirements. The £300 million venue infrastructure is built on a 100 acre waterfront campus and has 90,000m<sup>2</sup> of space. Two rectangular halls offer 65,000m<sup>2</sup> of column free space for exhibitions and events and are divided in the middle by a central boulevard of meeting rooms, offices, shops, cafés and bars. ExCeL London also has world-class conference suites for up to 1,100 delegates, 45 meeting rooms and 40 bespoke organiser's offices.



## Venue

ExCeL London is not restricted to the permanent exhibition halls, with the capacity to construct temporary structures over the parking area at the east end of the venue. There is also potential to utilise the underground parking area beneath the exhibition halls if necessary. Both of these areas together would offer an additional 30,000m<sup>2</sup> in temporary structures. It is likely that by 2011 ExCeL London will have completed construction of the second phase of the venue, which will increase the available permanent space by an additional 30,000m<sup>2</sup> to 95,000m<sup>2</sup>.

The permanent structures have multiple visitor entry points, with capacity for over 42,000 visitors at any one time. The two halls have heavy weight floor and rigging points, and 7.2m wide drive-in doorways enabling heavy vehicle access. The halls contain permanent under-floor cabling and facilities for electricity, water, gas, compressed air and waste disposal, which are serviced by under-floor service ducts. There are over 100 wireless access points throughout the venue providing complete wireless internet coverage in the venue.

ExCeL London is well versed in holding world-class events. The venue opened in December 2000 and has hosted 1500 events to date, welcoming over 3 million visitors from 193 different countries. It is London's International Exhibition and Conference Centre. Many large scale events are already regularly held at ExCeL London, including some of the UK's leading consumer and trade exhibitions such as The Schroders London Boat Show, The London Golf Show, London Triathlon, World Travel Market, Hotelympia, and the London Book Fair. In addition, ExCeL London annually hosts 9 out of 10 of London's top trade shows.

### The Venue of Choice

In every respect, ExCeL London is the ideal venue for WorldSkills 2011. It's easy to reach by road, rail and river and Docklands' own City Airport. There is ample parking and competitor accommodation on site. Competitors and delegates alike can enjoy the buzz that comes from being at the heart of a thriving centre of commerce with its wealth of shops, restaurants and entertainment.

## Venue

### ExCel

Location	ExCeL is 15 minutes on train from the city centre, and is in the heart of 'New London'.
Space - Venue	The venue campus is 90,000m <sup>2</sup> ; 7,500m <sup>2</sup> central boulevard.
Space - Event Halls	The two halls cover 65,000m <sup>2</sup> column free exhibition space with all necessary permanent under-floor cabling (including IT, electric, water, waste, gas). Ability to partition halls into 2,000m <sup>2</sup> sections. 7.2m wide/ 10m high drive-in doorways. 3 lane lorry way. Marshalling area of up to 800 commercial vehicles. Temporary space of up to 30,000 m <sup>2</sup> available. Phase Two of construction to deliver permanent additional space of 30,000m <sup>2</sup> by 2011.
Platinum Suite	1482m <sup>2</sup> of space. Rooms acoustically sealed. Projector Screens. Air conditioning. Maximum capacity of 1125 people. Height of room – 4.6m.
Meeting Rooms	2875m <sup>2</sup> of space. 90 Single rooms. 200 Double Rooms. Height of 3.25m. All suite acoustically sound. Permanently installed projection screen.
Visitor Capacity	Capacity at any one time for 42,750 visitors.
Meeting Rooms	45 bespoke meeting rooms for up to 1,500 delegates.
Offices	40 organisers offices.
Media Access	World-class facilities for press and media, including ISDN, wireless internet, telephones and PCs, Radio broadcast facilities.
Facilities	First-aid room. Shops. IT facilities. Cloakrooms. Toilets. Public internet access.
Catering	Central boulevard with 30 on-site bars and cafés. Bespoke hospitality catering with an extensive range of menus.
Transport – Train	Link to mainline services, 3 DLR stations on-site. 2 stops from the Jubilee Line – the only line on the underground to have connections to all other lines. DLR direct link to London City Airport.
Transport – Coach	Drop off points at the east and west ends of the venue. Capacity to accommodate 512 coaches to park onsite.
Transport – Car/ Vehicle	Easy access from London's major road connections. 4,000 outdoors parking spaces (with additional 1,600 spaces from July 2006).
Transport – Air	Adjacent to London City Airport, easy access to Gatwick, Stansted and London Heathrow.

### Accommodation

Accessibility & quantity	7 onsite hotels. 1500 rooms within a five minute walk. 7,500 additional rooms within 20 minutes.
Quality	A range of three star to five star hotels on site. 33,000 accommodation rooms at 3 star within a 50km radius of London city centre.
Cost	Accommodation options will be provided to suit the budgets of competitors, officials and visitors.

## The O2

The O2, formerly known as the Millennium Dome, is the venue in which the UK proposes to host Opening and Closing ceremonies for the WorldSkills Competition 2011. It is situated in Greenwich, fifteen minutes on foot from the ExCeL London venue, 14 minutes from Waterloo and City Airport, and 2 minutes from Canary Wharf.

The O2 is proposed to open in 2007, with the centre piece being a 23,000 capacity arena with six floors; each floor equipped with comfortable seats, flawless sightlines and perfect acoustics. The arena will exceed the highest international standards for a range of sports and indoor events, including boxing, gymnastics and tennis.

The O2 will include an O2 Exhibition Centre, extending over two levels of the building and covering 6,500 square metres, and a theatre with capacity for 1,800 people. Alongside these there will also be an O2 Music Club, the British Music Experience and a two-level cinema in the Entertainment District. The O2 will be interspersed with a range of shops and restaurants.

The competitor experience is crucial to the success of WorldSkills London 2011, and we will provide entertainment that is fun and exciting for all young people in attendance. The O2 will supply a secure venue in which to host evening events for the competitors, including live music, games, and fairground attractions. The competitors will be able to socialise and associate with each other outside the competitive arena in a safe environment, whilst enjoying the best entertainment London can offer.

Upon completion, the O2 will be world class entertainment and exhibition centre. The venue provides the perfect location for WorldSkills London 2011 to host the best Opening and Closing Ceremonies yet, and to stage a unique Vocational Skills exhibition. Most importantly, the O2 will give the WorldSkills competitors a secure and fun environment to socialise and be entertained by the best that London has to offer.



# Logistical Expertise

The United Kingdom is a modern and progressive country, with a history of staging high-profile events at international standards. The UK is renowned internationally for the quantity and quality of its events, which range from sport to culture to outdoor music festivals. The secrets of the UK's success are logistical strength and familiarity with delivering events, and the ability to learn from previous experiences. The United Kingdom understands that logistical strategy is a fundamental aspect of planning and delivering a successful event. All preparations for WorldSkills London 2011 will be overseen by a logistics steering group chaired and sponsored by Honda UK, whose vast experience of delivering on-time, every-time will ensure a successful event.

## A Culture of Events

London's recent success in bidding for, and winning, the 2012 Olympic and Paralympic Games and the 2007 Grand Départ of the Tour de France shows that the city has the resources, infrastructure and commitment to hold the ultimate in prestigious, large scale, world-class events.

Annually, London hosts the FA Cup Final, London International Boat Show (at ExCeL London), Wimbledon Tennis Championships, the London Marathon, Notting Hill Carnival, and Six Nations Rugby matches amongst many others. There are numerous World Class sporting and exhibition facilities within London, including Twickenham, Wembley, the proposed 500-acre Olympic Park, Lords, the home of cricket, and of course ExCeL London.

ExCeL London, the venue chosen to host the WorldSkills Competition 2011, has been nominated as an Olympic Venue for 2012. It will host six Olympic events: wrestling, table tennis, judo, weight lifting, boxing and tae-kwon-do. ExCeL London is well versed in hosting world class events, as demonstrated by the London Boat Show, which welcomed 213, 801 visitors in its first year, and the annual staging of nine out of ten of London's top trade shows.

## A Culture of Competitions

UK Skills manages *Skills Challenge Competitions*, a framework of regional and national competitions in over 70 skill areas designed to raise standards in vocational education and training by encouraging students to strive for excellence.

*SkillCity*, the UK's largest Vocational Education and Training event occurs annually. In 2005 UK Skills had responsibility for the marketing and publicity of the event, reaching an audience of 120,000.

UK Skills works with schools, colleges and universities to promote competitions as a way of engaging and capturing the interest of all ages in the value of excellence. New school-based competitions in London are designed to target ages 14 and upwards, and are a unique attempt to increase the participation in skills competitions. Over 1000 young people in London are expected to take part in the first set of school based competitions set for Summer 2006.

# Logistical Strategy

## The Supply Chain – Making Logistics Work

To deliver the WorldSkills Competitions in 2011, we will partner with a supply-chain specialist company. This partner organisation will provide expert advice on the management of logistics. Our challenge is to ensure that requirements, whether related to the Venue (space requirement); the Equipment (tool / material requirement); or the Resource (people / skills requirement) are met and all events are delivered on time, within specification and within budget.

### WorldSkills Competitions Key Logistical Challenges

#### The venue

- Transporting materials to ExCel
- Storing materials at ExCel
- Setting up skill-areas on time and within specification
- Delivering materials on time and as required
- Dismantling competition sites

#### The Equipment

- Defining requirement
- Validating requirement
- Ordering/Tracking stock (in transit)
- Distributing stock (right place; right time; first time)
- Storing stock (Just-in-time access)
- Monitoring (Ongoing risk assessment)

#### The People

(for Project delivery Purposes)

- Defining resource requirement
- Defining skill requirement
- Recruiting accordingly

## Our Delivery Process – A Strategic Approach

In 2011 we will:

- Assign an Operations Manager to oversee all functions related to logistics.
- Establish an on-line system to monitor capacity; adjust scheduling; control inventory management; and allow for instant access to information.
- Utilise technology (i.e. radio frequency identification devices - RFID) to ensure fast and safe delivery of materials required.
- Apply stringent controls and procedures to guarantee an easy path flow with no obstructions and no failures.
- Put into place a total quality management (TQM).
- Work closely with the 25 Sector Skills Councils which are independent, employer-led, UK-wide organisations, to inform; guide and support the delivery of logistics for each skill tested at the WorldSkills Competitions.
- Exceed WorldSkills expectations and meet all required standards by delivering a problem-free competition.

## Summary of UK bid

The United Kingdom is strongly committed to the WorldSkills ethos, and is capable of delivering the most innovative and successful Competition to date in 2011.

### Venue

The ExCeL London venue is the premier exhibition and show venue in the United Kingdom, hosting nine out of the ten top trade events each year. The vast capabilities of this venue are demonstrated by the effortless presentation of the annual Boat Show, the most technically complex show in the world. ExCeL London can easily accommodate over 42,000 visitors at any one time, and has demonstrated the capacity to meet all technical and logistical requirements of a WorldSkills Competition. Significantly for WorldSkills, the timing of the event will enable the use of the transport infrastructure constructed for the Olympics the following year, where ExCeL London is a major venue.

### Finances

The UK Bid for the 2011 WorldSkills Competition has been widely publicised and has secured significant levels of financial support since the Expression of Interest was submitted in September 2005. The Bid has the personal support of the Secretary of State, is backed by Treasury, and has enjoyed exceptional assistance from Phil Hope MP, Parliamentary Under Secretary of State for Skills, and the Department for Education and Skills. Financial and logistical support has also been generously granted to the Bid by major sponsors such as the Edge Foundation, City & Guilds, Honda, and FESTO.

The UK Bid is pleased to confirm that the €100,000 hosting fee will be paid to WorldSkills, and that the minimum assured percentage of cash will be presented by the due date of the formal bid.



## Summary of UK bid

### Competitor Experience

Accommodation for the visitors and competitors will be priced according to WorldSkills guidelines, and will be located within the prescribed distance of the venue. Transport will be provided free of charge for competitors and officials before, during and after the event, and will be underwritten by UK Skills. Passes for gymnasiums and other relaxation and sport facilities will also be provided free of charge for competitors and officials.

Meal tickets will be provided for competitors and officials onsite during the day, with breakfast and the evening meal provided at the hotel. Onsite catering will also be provided for training managers and WorldSkills Secretariat who work late during the Competition. The available food options cover all dietary requirements from Halal and Kosher to vegetarian, catering for a truly international audience. Accommodation venues have also been notified of the need for certain cultures to prepare their own meals, and will accommodate these requirements.

WorldSkills London 2011 is dedicated to providing the most enjoyable and flexible experience possible for the competitors and officials, and will endeavour to accommodate every request. The volunteer network in the United Kingdom is well established, and reflects the diversity and multiculturalism of the nation. Competitor nations at WorldSkills 2011 will be met by a group of volunteers from the same cultural background, speaking the native language of the member nation concerned. These volunteers will accompany the competitors throughout the four days of competition, and will also share the same accommodation facilities. This will ensure that no competitor is disadvantaged by a language or cultural barrier, and that the experience of London can be shared by each and every visitor equally.

Similarly, the events scheduled for the O2 venue will allow competitors to socialise and share experiences during the competition, and to have fun in a safe and secure environment. Shops, restaurants and cafes are also available on the ExCeL London site for competitors wanting to take advantage of free time, and onsite entertainment such as popular box office films will also be provided.

At WorldSkills London 2011, we will provide each competitor with a truly exceptional and unforgettable experience. We will honour the cultural requirements of each visiting nation, and will ensure that each competitor is greeted and guided in their native tongue. The competitors of WorldSkills 2011 will experience London, and the United Kingdom, at its finest.

## Summary of UK bid

### Logistical strength

The value of logistical preparation and forward planning is fully realised, and the United Kingdom has presented a large number of well-run, successful events such as SkillCity, Skillbuild, and Hotel Olympia. Each of these events attracted a similar audience to that of WorldSkills.

As a major sponsor, Honda has agreed to bring their exceptional logistical expertise to the WorldSkills 2011 Competitions. We are also working in close partnership with Live, who delivered an extremely successful SkillCity event in 2005 at ExCeL London with a visitor satisfaction rate of 90%.

The United Kingdom has a distinctive network of skill support, and as such the 2011 UK WorldSkills Competitions will be efficiently run and logistically strong.

The technical leads for each skill area will be managed by the Sector Skills Councils, a unique consortium of employers and trainers. The relevant Skills Academies and COVES will be coordinated by the Sector Skills Council for that particular skill area.

### Relationship with WorldSkills and WorldSkills requirements

The United Kingdom is prepared to enter into a Memorandum of Agreement with WorldSkills, which will be developed from the agreement submitted by Japan 2007 and the agreement to be submitted by Canada 2009.

The United Kingdom acknowledges that the 2011 WorldSkills Competition will be held in accordance with all WorldSkills guidelines and regulations, and will liaise closely with WorldSkills with regard to the event.

The United Kingdom recognises that the Official Bid Proposal is due by March 31st 2006, and will submit all documentation to WorldSkills on or before this date.

## Summary of UK bid

### Legacy

By hosting the WorldSkills Competitions in 2011, the United Kingdom seeks to create an enduring legacy both for itself and for all member countries of WorldSkills. The UK would provide a global platform for promoting WorldSkills, and capitalise on all opportunities to promote vocational skills.

London is uniquely placed to enable and deliver promotional opportunities both as a global media centre and the host city of the 2012 Olympics. The international attention focused upon London in the lead-up to the Olympics will provide wide exposure for other events staged in the capital, such as the WorldSkills Competition.

The United Kingdom also seeks to encourage new members of WorldSkills by utilising the wealth of contacts established through the British Commonwealth and the British Councils worldwide. We will seek in particular to bring new memberships from Africa, and the Asian sub-continent, and will assist new members by every means at our disposal.

We will further create a legacy by enhancing fixtures such as the Global Skills Village and the Leaders Forum, as per the United Kingdom's presentation to the WorldSkills Executive Board in January 2004.

The 2011 WorldSkills Competition will be highly innovative, advancing web-based coverage of the skills competitions for all member countries.

We are delighted to have the opportunity to showcase the best of London on behalf of the four Administrations: England, Northern Ireland, Scotland and Wales. We believe that we will deliver a truly exceptional event in 2011, and will create a lasting legacy that will positively impact all WorldSkills members and future Competitions.



**Wales backing UK bid for WorldSkills competition**

It may not be quite as glamorous as the real Olympics (coming to London in 2012), but the organisers emphasise that it serves a noble purpose. It is not every day that your hairdresser can claim that he or she is a gold medal winner and, while it is unlikely you will need the services of a javelin thrower or a sprint relay team in your home, the chances are that you will one day need a plumber. What better than to have one that you know is a world champion.

**UK bids to host world skills event**

**Builders and beauticians on their marks as London goes for gold**

Hope, who attended this year's event in Helsinki, says, it is an inspiring and moving experience for the hundreds of thousands who do visit it.

Britain's success in getting London to host some athletics in 2012 has emboldened another bid – this time for the real Olympics.



“a fantastic opportunity for the UK”, says Phil Hope, the Skills Minister. As well as being a competitive event, there is strong emphasis on attracting the public — and schoolchildren and students in particular.

**Government backs bid to host World Skills Competition**

Ms Kelly added: “I don't think there is anyone in Government who does not take skills seriously. Our entire future and economic prosperity and our ability to achieve social justice are dependent on a bid to stage the World Skills Competition in London got Olympian-style support from the Government this week. Government ministers were out in force to welcome the delegation which will decide where the 2011 competition, dubbed the Skills Olympics, will be held. Education Secretary Ruth Kelly, financial secretary John Healey, and skills minister Phil Hope all attended a champagne reception at 11 Downing Street on Monday to boost the bid's prospects.”

One of the special features of the British bid will be opportunities for young spectators to try out similar equipment to that being used by the competitors.

**London in bid for business Olympics**

**Media Support for the WorldSkills 2011 UK Bid**

The PR Campaign for the WorldSkills 2011 UK Bid was launched in December 2005 with the announcement to the press of the UK's Bid. Through December 2005 and January 2006 the UK media has demonstrated significant support and the story has generated over 40 pieces of coverage (including print, broadcast and internet).

The coverage has reached an audience of over 8 million people. The media interest has been considerable across the UK with coverage appearing in a wide range of media from regional to trade press, internet to national press and radio to television.

The support of high profile media titles including the *BBC*, *ITN*, *The Times*, *The Guardian*, *The Sun* and *The Financial Times* demonstrates the extent of UK media interest in the WorldSkills Competition. This backing indicates that 2011 WorldSkills Competition in London, will derive significant benefits from the city's global media centre.

Supporting the bid

The 2011 WorldSkills UK Bid has been overwhelmed with gestures of goodwill and support. Sponsors from the business community, volunteers, and material supporters are all equally enthusiastic about bringing this event to the United Kingdom, and recognise its unique value and potential.

The support from all governments across the United Kingdom has been instrumental in raising the profile of the bid for WorldSkills 2011. Prime Minister Tony Blair has recently confirmed that skills reform and promotion is at the top of the governmental agenda, and this attitude is reflected in the public support the UK bid has received. Ruth Kelly MP, Secretary of State for Education and Skills, and John Healey MP, Financial Secretary of the

Treasury, have both publicly pledged their support for the London 2011 bid.

Phil Hope MP, Under Secretary of the State for Skills, has become an avid champion of WorldSkills since his visit to Helsinki in 2005. His tireless efforts to promote London's bid have attracted widespread attention and publicity, and hosting WorldSkills in 2011 is now firmly at the top of his agenda.

Strong support has also been received from the Mayor and the Lord Mayor of London, who both have hosted promotional events for the WorldSkills London 2011 bid. This unprecedented level of support demonstrates the enthusiasm with which the bid for London 2011 has been met, and indicates the strength of commitment to the event from all UK governments.

**Organisations represented on WorldSkills 2011 UK Bid Steering Group:**

- Department for Education and Skills
- City and Guilds
- Edge
- Enterprise, Transport and Lifelong Learning Department, The Scottish Executive
- Skills and Careers Policy Division, National Assembly for Wales
- Department for Employment and Learning, Northern Ireland
- Learning and Skills Council
- Sector Skills Development Agency
- Department of Trade and Industry
- London Mayor's Office
- Investors in People
- Confederation of British Industry
- Trades Union Congress
- UK Skills

**Sponsors and Supporters of the WorldSkills 2011 UK Bid:**

- British Hotels Association
- City & Guilds
- Claridge's Hotel
- Corporation of London
- DfES
- Edge
- FESTO Didactic GmbH
- FESTO Limited (Great Britain)
- Great 12 Livery Companies
- Harcourt Publishing
- L'Oreal
- London First
- Pearson Communication
- Radisson Edwardian Mayfair
- The Honda Institute
- VisitLondon



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