

*****Press Release*****

CfA LAUNCHES BUSINESS SKILLS ACADEMY FOR THE SOUTH WEST

In response to the rapid expansion of the Government's National Skills Academy network, the Council for Administration (CfA), has signed a contract with seven approved learning providers and is working with five partner organisations in the South West to launch the first regional Business Skills Academy this month.

The Academy operates through a network of quality approved training providers that have to meet a tough set of selection criteria. It is designed to offer first-class, employer-led business training and development solutions to organisations and individuals. The innovative and value for money business model will help improve productivity and competitiveness for the South West by driving up skills in the areas of Business & Administration, Customer Service, Leadership & Management.

To date, seven providers are working with South West employers to identify training needs and create bespoke solutions for business development. They are Bridgwater College, City of Bristol College, Education Training Skills, Richard Huish College, Strode College, Somerset Skills and Truro and Penwith College.

Each provider has been selected for their excellent learning provision and ability to give employers, employees and those planning to enter the workforce, access to the highest quality regional training and development options.

Jenny Hewell, Chief Executive of the CfA commented: "The CfA is delighted to support the creation and launch of the first regional Business Skills Academy here in the South West. The Academy is backed by a wide range of employers and key stakeholders including Constellation Europe Ltd, Devon and Cornwall Business Council, Met Office, TUC Unionlearn and Wessex Chamber of Commerce. Each of these organisations is totally committed to the basic tenets of the Business Skills Academy: innovation, quality and value."

Nick Heard, Organisational Development Officer at the Met Office, one of the founding Business Skills Academy employers said: "The Met Office is pleased to support the launch of the Business Skills Academy. It is important that the skills agenda is employer-led, so we welcome the opportunity to contribute to workforce development in the South West."

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About CfA:

CfA is the UK's leading body for Vocational Education in Business, Administration and Governance, responsible for developing standards and endorsing vocational qualifications to increase productivity in the workplace. www.cfa.uk.com

Note to editor:

1. For more information on how to improve your business skills and behaviours, increase your performance and contribute to the competitiveness of the South West, visit the South West Business Skills Academy website at www.businessskillsacademy.co.uk

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