

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

SUCCESSFUL LAUNCH OF BUSINESS SKILLS ACADEMY

The Council for Administration (CfA) launch event for the Business Skills Academy was a resounding success. Over fifty major players from local and regional businesses and selected learning providers met together at the Royal Clarence Hotel, Exeter on Thursday evening. Messages of support came from Colin Breed MP and Graham Watson MEP.

The Business Skills Academy has four main differentiators that make it unique: Genuinely led and supported by a wide range of employers in the region, it is the only scheme to have full support of three major sector bodies - CfA, the Institute of Customer Service and the Management Standards Centre at the Chartered Management Institute.

Each of the eight learning providers so far selected to join the Academy have met the high standard required. Working together rather than in competition, learning providers will ensure that learning and development needs across the region are met in the skills areas of Business & Administration, Customer Service and Leadership & Management.

Diana Chaloner, Director of Human Resources at Met Office said: "I'm very excited about what this Academy can deliver in terms of basic skills for our staff, enabling local people to stay in our region, and to be able to work for big organisations, giving them careers where they can develop with our help. Without the providers that we have, with guaranteed quality and guaranteed success, organisations like us would find it very difficult to recruit to our basic manager level and then develop our basic managers into what we would like to see as future leaders."

The Academy offers a one-stop shop for business skills development. The carefully selected providers can supply training needs analyses, bespoke development solutions and a wide range of off the shelf programmes to meet employment needs.

Jenny Hewell, CfA Chief Executive said of the Business Skills Academy: "We all know that choosing a training provider can be something of a leap of faith: there is always a risk. Well, quite simply, we have taken that risk away."

Following this successful launch, the Academy plans to roll out its business model to other UK regions in 2009. It will also be represented at other key meetings across the area. To find out how it can do more to help build high quality business skills in the South West visit www.businessskillsacademy.co.uk

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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 Business Skills Academy website at www.businessskillsacademy.co.uk

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