

**\*\*\*PRESS RELEASE\*\*\***



**BUILDING FOR THE FUTURE  
ANNOUNCING THE LAUNCH OF THE SKILLSACTIVE SKILLS FUND**

The new Sector Skills Council for the active leisure and learning sector, SkillsActive, has today received its full licence from Secretary of State for Education, Charles Clarke.

The first act of the new organisation was to launch its employer Skills Fund.

Speaking at the Launch, the SkillsActive chairman Douglas Forman said: 'we are an employer led organisation. Our drive is to challenge employers to take the lead in a new approach to tackling the industry's skill needs.'

The fund was initiated by leading employers from the active leisure and learning sector who are representative of the small and large organisations that provide sport and recreation, health and fitness, playwork, outdoor activities and caravanning in the UK.

Stephen Studd, CEO of SkillsActive said: 'Our initial target is to raise £½ Million and with these leading employer contributions now in place we have been able to set the ball rolling.'

'The Skills Fund will be used to promote new initiatives to develop the skills of our 2.38 million paid & voluntary workforce, in partnership with Government funding. This is a major statement from the sector of its commitment to take a fresh approach to skills development in the industry. The Skill Fund will be central to the Sector's drive for a competent and qualified workforce that can fully capitalise upon the potential impact we can make to the social and economic agenda of the UK.'

- Ends -

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## About SkillsActive

1. SkillsActive is the Sector Skills Council (SSC) for sport & recreation, playwork, health and fitness, outdoor education/training and adventure and caravan industries.
2. SkillsActive's mission statement is "To ensure best quality, best business and best value within the Sector through improvement of personal and corporate skills thereby enabling the Sector to achieve its economic and social potential."
3. SSCs are employer led organisations that aim to tackle the skills and productivity needs of their sector throughout the UK. SSCs provide employers with the opportunity to provide leadership to meet their sector's skills and business needs. In return they receive substantial public investment and greater dialogue with government departments across the UK.
4. The fund will be used to:
  - match the investment of public money in the work of the SSC
    - (if we hit our target for the fund the SSC will be able to unlock £4 for every £1 in the fund)
  - promote and provide careers advice and guidance to those seeking employment, or access to appropriate qualifications and training
  - recognise and reward achievement by individuals and organisations
  - promote development opportunities for Volunteers
  - support innovation by investing in new ways to support learning and development in the sector
5. Patrons of the Skills Fund are:
  - David Lloyd Leisure
  - Cannons Group Limited
  - CCL Leisure
  - The FA Premier League
  - LA Fitness
  - Fitness First
6. Founders Members of the Skills Fund are:
  - West Lothian Leisure Limited
  - The Dog and Duck Leisure Park
  - Hertsmere Leisure
  - The Football Foundation
  - LivingWell
  - PGL Travel Limited