

Sector Skills Council: Skillsmart Retail

Website	www.skillsmartretail.com
Footprint – areas of responsibility	Retail- representing all businesses that sell products to the public.
Key Drivers and/or SSC priorities	<p>To deliver a skills and qualifications framework, in consultation with retailers, that convinces recruits and those who influence them that the retail sector is capable of offering high-quality learning and qualifications, as well as exciting career opportunities.</p> <p>To deliver on a sector-wide strategy to promote retail career opportunities to change current negative perceptions.</p> <p>To ensure government recognition of what retailers are achieving and that future initiatives to tackle skills needs are both fit for purpose and funded appropriately.</p> <p>To gain support for smaller retailers by influencing local funding agencies and bringing together trade associations, colleges and training providers to deliver cost-effective business support.</p>
Key Drivers for Skills for Life	<ul style="list-style-type: none"> • Apprenticeships as a way of raising skills levels in young people. • Employability skills • Support to achieve Level 2 qualifications • Embedding with e.g. Customer Service skills programmes and retail NVQs • Those employed in retail are generally less skilled than those employed in the economy at large
Key contact for Skills for Life	<p>Jayne Norman 020 7399 3469</p> <p>jayne.norman@skillsmartretail.com</p>
Main programmes offered in sector	<p>The retail sector has 5 NVQ programmes</p> <ul style="list-style-type: none"> • NVQ Level 1 - Distributive Operations • NVQ Level 2 - Retail Operations • NVQ Level 2 - Customer Service • NVQ Level 2 - Team Leading • NVQ Level 3 - Retail Operations <p>There are a variety of other programmes offered in the sector including foundation degrees, apprenticeships young apprenticeships, as well as bite sized programmes. Details of all of these can be found on the Skillsmart Retail website.</p>
Key	None currently

statutory and/or legislative influences in sector	
SSC agreement completed	Not completed
Labour Market Information available	Available on website
Delivery issues for providers	<ul style="list-style-type: none"> • High number of SMEs within the sector. 95% of Retailers employ less than 10 staff. • Shift working patterns • High staff turnover of staff- 40% average yearly turnover across the sector.
Embedded learning materials available	Available from the DfES http://www.dfes.gov.uk/readwriteplus/embeddedlearning/
Case studies	Contacts available on website Case Studies on Foundation degrees on website.
National Skills Academy established?	<p>A Fashion Retail Academy has been established by Arcadia and the DfES. It offers two qualifications.</p> <ul style="list-style-type: none"> • Year 1 – Diploma level 2 of Fashion Retail (Equivalent to GCSE) • Year 2 – Diploma level 3 of Fashion Retail (Equivalent to A Level) <p>For more information go to http://www.arcadiagroup.co.uk/promostores/arcadia/flash/fashion_academy/</p>
Skills for Life projects running	Project with London Central Learning and Skills Council Pilot project embedding Skills for Life in National Occupational Standards. Contextualising Screening and Initial Assessment tools
Newsletters available	