

## LET'S TALK REAL SKILLS PROJECT

My name is Cameron O'Donnell and I am a Business Development Coordinator at Shipley College.

I am contacting you today in regards to the Let's Talk Real Skills project; Funded by the West Yorkshire Consortium of Colleges (WYCC), this project aims to facilitate better collaborations between educators and businesses, so together we can tackle skills gaps across West Yorkshire.

We are currently liaising with employers as part of the project's ongoing research with the aim of transforming the skills system to work for organisations like yourself. We would like to engage with local businesses in regards to their Learning and Development plans. Focusing on employers' priorities in order to help us improve and develop our current offering, our aim is to increase our curriculum to benefit organisations within the local area. For this project to be successful, collaboration with local businesses is pivotal to us building an honest picture of the skills shortages in today's economy and to enable us to better support future training needs.

The project is designed for employers like yourselves and provides us with some information about your current training requirements and any skills shortages you are experiencing. The data you provide us with will be invaluable to the future work this project will facilitate and will allow us to really tackle the skills problems businesses are facing today, ultimately impacting the success of the local economy. I am dedicating the next couple of months to meet with employers and build a picture of the local economy so we can better understand, more directly, where the skills shortages are for businesses in the West Yorkshire area. I think it's really important to include as many businesses as possible during the research stage of this project and having you involved would really be invaluable to both this project and yourselves.

If you would like to be involved in this research, please give me a call on 07891809923 or please email ([codonnell@shingley.ac.uk](mailto:codonnell@shingley.ac.uk)) and we can arrange a meeting. Alternatively, if you can provide me with a contact number, I will happily give you a call when convenient to explain this project in more detail.

Thank you for taking the time to read this and I look forward to hearing from you soon.

Cameron O'Donnell  
Business Development Coordinator

