

I'm delighted to be writing to you as the Employer Champion for England's new 14-19 Diploma. The Diploma is a ground breaking new qualification for young people and a flagship qualification that is part of the biggest reform ever seen in education.

Every employer, from small to medium sized enterprises to large corporations, is now able to help shape young people's education and develop a workforce that has a grounding in the specific skills needed for your world of work.

The first five diplomas, with specialised areas covering Construction & the Built Environment, Creative & Media, Engineering, Society, Health & Development and Information Technology, will be launched next year – with more to follow.

Employers such as Vodafone, Amec Group, Rolls Royce, the North East Strategic Health Authority and Illumina Digital have already contributed to the initial development of the Diploma. To secure the skills you need for the future, you now have the opportunity to contribute to ensure a successful partnership with our schools and a truly positive outcome.

Each Diploma 'line' is supported by the relevant Sector Skills Council, and your SSC can help you find out more about that opportunity.

The next key step is for you and your SSC to consider the most appropriate way forward. In the meantime for more information and contact details please visit www.ssda.org.uk.

The DfES website www.dfes.gov.uk/14-19 has some more detailed information.

This is your opportunity to help equip young people with the 'core business skills for life in your business'.

Every success,

Sir Alan Jones
Employers Diploma Champion