



PUTTING IT ALL IN PERSPECTIVE

THE VALUE OF THE DUKE OF EDINBURGH'S AWARD TO EMPLOYERS

The United Learning Trust (ULT) recently published the results of a major survey, undertaken by them in association with Ratcliffe Hall Ltd, focusing on the methods major employers used for selection of new employees. It was primarily about graduate recruitment and asked for the employers' views on the attributes that were most attractive in candidates.

The organisations interviewed were all major employers, representing 12% of all UK employers, 3.6% of the private workforce and 47.5% of the public sector and included:

- Alliance & Leicester plc
- Boots plc
- British Energy Group plc
- British Nuclear Fuels plc
- BT Group plc
- Centrica plc
- Civil Service
- Coors Brewing company
- Corus Group
- Diageo plc
- Eurotunnel plc
- Herbert Smith LLP
- Honda (UK) Ltd
- Morrison's plc
- Michael Page International plc
- Nabarro Nathanson
- Northern Rock plc
- Newcastle Chronicle & journal Ltd
- AGN Shipleys
- Tesco Plc
- 3i Group plc
- Vauxhall Motors Ltd

The organisations were asked what attributes and characteristics they valued as key determinants in the selection of employees. The following were rated the highest: **leadership, teamwork, self-motivation, communication, confidence, consideration and the ability to learn.**

From the sample 76% of the organisations emphasised how important it is for schools to enable 'life skills' to be developed, with 64% of the sample indicating that a specifically designed and packaged course of 'life skills' development

activities, pursued by an applicant, might make a positive difference in selecting the applicant for interview.

The sample was asked what they considered to be the most important activities undertaken at school and were asked to rate them from 1-5, with 1 being the highest:

RANK		Average Ratings in order of importance
1	The Duke of Edinburgh's Award	1.96
2	Work experience	2.00
3	Community activities	2.04
4	World Challenge	2.16
5	Young Enterprise	2.20
6	Team Sporting activities	2.28
7	Youth Awards	2.28
8	Public Speaking/Debating	2.32
9	County/National teamsports	2.36
10	Interview skills	2.44
11	School Council	2.48
12	School Prefect	2.48
13	Individual Sporting achievements	2.48
15	Financial awareness courses	2.52
16	Work Shadowing	2.60
17	Industry days	2.60
18	School Newspapers	2.64
19	Plays/drama	2.68
20	Investment Clubs	2.68
21	Outside speakers	2.76
22	School Radio	2.76
23	The House/prefect system	2.76
24	Solo musical ability	2.84
25	Orchestral participation	2.84
26	Artistic skills	2.88
27	British Schools Exploring Society	3.00
28	School trips	3.08
29	Take your daughter to work	3.28

These results are obviously a great endorsement of the benefits that participating in the Award can provide for a person's employability prospects.

www.theaward.org

THE DUKE OF EDINBURGH'S AWARD IS A REGISTERED CHARITY