

# Torque

the Motor Industry Newsletter - September 2009

Welcome to Torque, the monthly newsletter from the IMI for Motor Industry employers.

As the professional association and Sector Skills Council for the automotive retail industry we would like to keep you up to date with news, views and information from our sector.

If you have any comments, or if you know anyone who may like to receive this newsletter, please email [marianne@motor.org.uk](mailto:marianne@motor.org.uk). We will not pass your details on to any other organisation.

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## Yellow Pages help show 'You're OK with ATA'

The Automotive Technician Accreditation (ATA) scheme, in partnership with the Yell Group, has announced the introduction of a new Yellow Pages Corporate Advertising Scheme (CAS) for businesses that employ ATA registered technicians.



Businesses that employ technicians who have achieved the ATA standard can attract new business and highlight the competency of their staff by including their business details within an ATA 'advertising box' in the garage services section of the Yellow Pages. Advertisers will benefit by being associated with a credible and trusted accreditation scheme and be offered the chance to appear in an ATA display advert and only pay lineage rates for it. The listing will show the ATA logo along with the caption "We employ ATA registered technicians".

The Yellow Pages is the leading business directory in the UK, and 94% of Yellow Pages directory users say CAS adverts help them to locate an accredited supplier. To benefit from the Corporate Advertising Scheme, businesses that employ ATA technicians should call the Yellow Pages on 0808 100 7890.

If you would like to out more about the ATA scheme [click here](#)

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## IMI increases ATA network with City & Guilds



The Institute of the Motor Industry (IMI) has announced an agreement with City & Guilds to further extend the network of centres offering Automotive Technician Accreditation (ATA).

ATA is a national, voluntary accreditation scheme designed to test the current competency of individuals working in the automotive sector and is regulated by the IMI, the industry Sector Skills Council and professional association. The new alliance with City & Guilds now means that two of the major awarding bodies in the automotive sector can offer ATA, with IMI Awards Limited already having a network of approved centres running assessments.

[Read more ...](#)

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## Business Interchange - work placement & exchange programme

Business Interchange is part of Catalyst, a Government-funded programme which helps learning and skills providers increase vocational expertise through structured vocational placements. Business Interchange placements aim to improve the relevance of the curriculum, build links with local and national businesses and help teachers, tutors and trainers deliver effectively to the learners they serve.

The IMI and Lifelong Learning UK are working together to help automotive teachers, tutors and trainers keep their skills up to date to meet the needs of employers and learners.

To find out more about how Business Interchange works, [click here](#) to read the case study of **Richard Pearson, Paint and Body Trainer for Manchester College of Arts and Technology** who has taken part in the programme.

If you work for a business in England that would be interested in taking part in the programme, by hosting a placement, please contact Caroline Harris at the IMI, via [carolineh@motor.org.uk](mailto:carolineh@motor.org.uk)

[Click here for more information](#)

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## Funding Advice

The IMI Funding Advice Service has been developed to assist employers and training providers to find out more about the Government funding available across all four nations and to provide guidance on how it can be accessed.

[Click here for information](#)

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## Modern Apprenticeship Awards 2009

Apprentices, learning providers, colleges and employers have contributed significantly to the development of the Modern Apprenticeship programme in Scotland. The 2009 MA Awards will

showcase those who have, through their involvement in Modern Apprenticeships, demonstrated initiative, enterprise and outstanding commitment to the improvement of skills development for the Scottish economy. Now in its 8th year, the Scottish Modern Apprenticeship Awards are a celebration of the high standards being reached by many employees, employers and learning providers involved in Modern Apprenticeships.

Entry is by online submission only and the closing date is noon on Friday 2 October. The automotive sector has seen success in these awards in the past so if you feel your organisation, an employee or one of your apprentices deserves recognition then visit the [Skills Development Scotland website](#) to register your entry.

This year, the ceremony will take place on Wednesday 9 December at the Radisson Hotel Glasgow. Each finalist will be a VIP guest at the Awards Dinner and the winner in each of the nine categories will receive a specially designed awards trophy. The Awards will be profiled in national and local press and promoted through Skills Development Scotland.

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The Scottish  
**MODERN**  
APPRENTICESHIPS  
**AWARDS**  
2009



## UK automotive team success at WorldSkills Calgary

The UK's automotive team achieved success at the 2009 WorldSkills competition in Canada, the biggest skills competition in the world.



Twenty two year old Daniel Cain from Grimsby won a bronze medal in the autobody repair category (pictured) and there were also Medallions of Excellence awarded to Dean Jones and Zak McLaughlan in automobile technology and car painting respectively. To qualify, Dean, Daniel and Zak competed in Skillauto, find out more about this competition [here.](#)

WorldSkills 2009 was a successful competition for the whole team, with the UK winning three gold and six bronze medals in total and in addition, the UK was also awarded 14 Medallions for Excellence given to competitors who achieve at least 500 points, deemed the world class standard.

[Read more on WorldSkills 2009 ....](#)

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## IMI website - Employers' area

There is an area for **Employers** on the IMI website, [www.motor.org.uk](http://www.motor.org.uk). The IMI works with employers to develop the skills of individuals employed in the motor industry and recognise their achievements.



To find out how employers can benefit, browse the information available in the employers' area [here.](#)

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## Latest Motor Industry News

### SMMT urges scrappage scheme extension

The Society of Motor Manufacturers and Traders (SMMT) has joined a chorus of calls from automotive industry bodies to extend the successful Government scrappage scheme...

[\[ Full Story \]](#)

### First loan granted from Automotive Assistance Programme

Nearly nine months after the introduction of the Government Automotive Assistance Programme (AAP)...

[\[ Full Story \]](#)

**Government 'to make £100 million profit from scrappage'**

Estimates within the automotive industry say that the Government could be set to make £100 million profit as a result of its car scrappage scheme...

[\[ Full Story \]](#)

[For more of the latest Motor Industry News click here ...](#)

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Regards

Sarah Sillars OBE FIMI

Chief Executive

The Institute of the Motor Industry

Tel: 01992 511 521

Email: [info@motor.org.uk](mailto:info@motor.org.uk)

<http://www.motor.org.uk>

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