



Mike Dale
Managing Director
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Dear Mike

The 5% Club – Investing In A Generation

I am delighted to welcome Crown Highways to **The 5% Club**.

This industry led campaign aims to transform the fortunes of young people in this country. It will also have considerable impact on the UK's ability to compete in increasingly tough global markets. Developing our young people is both a business and a social imperative, but we can go beyond inspiring a generation. What gets measured gets done, and we on the demand side can use our investments both to build Britain a greater competitive edge globally and to offer those who will follow us, a lifeline to a strong future.

Since its launch in 2013, **The 5% Club** has received widespread support:

- Membership is growing not just in size but in diversity, with representation including both large and small businesses in engineering, law, IT, construction, PR, marketing, retail and accountancy. We now have more than 330 members.
- The 5% Club has been referenced in Matthew Taylor's Review: *Good Work-The Taylor Review of Modern Working Practices* as a good example of employers providing skills development opportunities for its employees.
- There is no question the issue of youth unemployment is high up the political agenda and we have received positive public support from No 10 and skills and employment ministers.
- Following the initial launch coverage on BBC Breakfast and Sky News, momentum has been maintained with regular features in the mainstream media and with significant coverage each year during National Apprenticeship Week.

We continue to strive to grow the membership, promoting The Club in the media and building on our vibrant People Network.

Thank you for your support and commitment to **The 5% Club**.

Yours sincerely,

Lady Cobham CBE
Director General, The 5% Club