

Terry Musson  
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9 October 2020

Dear Terry,

### **The 5% Club – Investing In A Generation**

I am delighted to welcome Amberon Traffic Management to **The 5% Club**.

This industry led campaigning charity 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, healthcare and accountancy. We now have nearly 500 members.
- There is no question the issue of skills and apprenticeships are high up the political agenda and we have received positive public support from the Minister of State for Apprenticeships and Skills, Gillian Keegan MP and Rt Hon Robert Halfon MP, Chair of the Education Committee.
- 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.
- 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.

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,

**Gill Cronin**  
**Director of Operations**

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