

This is the Skills Campaign update - the 28th in a series which aims to ensure that you have the all latest information on the LSC's marketing programmes and projects; from Skills for Life to Apprenticeships, and advertising to Ministerial events.

We are, as always, very keen to hear from you so if you have a story to tell please call us on 020 7413 3400 or email [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk). And don't forget to visit the [Campaign Resources Site \(CRS\)](#) for all the latest materials.

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## Apprenticeships

Alan Sugar has been announced as the new 'face of Apprenticeships'! As a supporter of the programme and a high profile employer of apprentices himself, Alan Sugar will be featured in the advertising campaign for Apprenticeships which will aim to encourage more employers to offer Apprenticeships across all sectors.

The countdown to the launch of the National Apprenticeship Awards 2009 has begun! Preparations have started in earnest for the Awards launch that will take place in December. Following on from last year's unprecedented application levels, we are hoping to see high numbers of quality entries from across 21 industry sectors, as well as from the nine LSC regions. The Apprenticeship Awards will showcase talent amongst apprentices and the best apprentice employers across a range of sizes. This year will see the launch of a new sub-category for macro businesses employing more than 5,000 staff which will encourage entries from a broader spectrum of apprentices and employers.

We are also looking forward to the upcoming launch of the Apprenticeship Expansion Programme Trial Prospectus which will see the government commit to additional funding to support further development of the Apprenticeships programme.

November has been quite a month for Apprenticeships! On 12 November Ministry of Defence apprentices met with Prince Charles for the 'British Army Antarctic Expedition and Leadership Through The Atlantic' reception at the Painted Hall, Greenwich Naval College. Apprentices had the opportunity to share their experiences of the Antarctic expedition with Prince Charles and hear of his own personal stories of the Army.

Another development to mention is that earlier this month 1,000 apprentices started at Whitehall highlighting the rise in public sector Apprenticeships. This is a story that will grow and grow, so watch this space!

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## Skills Campaign

Following the hugely successful 'Summer of Skills', this autumn we wrapped up our activity by working on a piece of coverage encouraging people to update their skills to 'beat the September blues' and lift their spirits by working with Anjula Mutanda as a spokesperson. The LSC also engaged spokesperson Neil Oliver and representatives from the University of London for the 'History of Modern Learning' story, which examined the changes in learning over the last 40 years.

On Thursday 6 November at Westminster Kingsway College, stakeholders and partners gathered to reflect and celebrate the lessons learnt during the 'Summer of Skills' and look forward to raising aspirations and skill levels in 2009 across the various LSC campaigns. The event was a great success with Minister for Skills and Apprenticeships, Lord Young, delivering the key note speech alongside Chris Banks (LSC Chairman), Tony Thompson (Director of Regency Lodge, whose organisation has benefitted from Train to Gain), and Andy Wilson (Principal, Westminster Kingsway College).

During the event three videos were shown: a case study of Gen II - a work-based learning provider which has incorporated the Skills Campaign imagery into its own marketing; a "Coming Soon" video; and a preview of the new

Train to Gain advert. To view these videos please visit the Campaign Resource Site ([www.lsc.gov.uk/campaignresources](http://www.lsc.gov.uk/campaignresources)).

As 2008 comes to an end, the Skills Campaign will be launching a television advertising campaign for 3 weeks starting on 29 December. This will be supported by radio, PR and online activity in early January. The Careers Advice Service (CAS), formerly provided by learndirect, is now a part of the LSC and will form part of the overarching Skills Campaign. CAS will be advertising on TV for 3 weeks, starting from 12 January and will be promoting the impartial information, advice and guidance service provided over the phone and web. Both campaigns will be using existing creative concepts which will become more integrated as the two campaigns work more in partnership, creating the desire and providing the direction for individuals to take up learning new skills, particularly in the current economic climate.

#### **Stakeholder feedback from the Skills Event, 6 November**

"The event was a stunning success, highlighting the great work that the LSC is doing for the Summer of Skills. There was plenty of skill on show, both on stage and off it, with the first class food prepared by college students. The range of speakers was inspirational, and it was excellent to have the attendance of the Minister, Lord Young, who made the event feel much more significant. The LSC were right to celebrate the campaign. Enrolments, certainly at Leeds Thomas Danby, have been sky high. At this time of economic problems, the demand for skills cannot be allowed to drop. The Skills Campaign is more vital than ever, and I look forward to toasting its continued success."

*Michael Bennett, Leeds Thomas Danby College*

"I thought it was a really good event, good in the sense that we had different speakers, and overall it was very informative. It was interesting to see how an organisation had been creative with their marketing. It was also fascinating to see Lord Young speak as he will be very involved with the national training awards which I'm very involved in."

*Nancy Bell, UK Skills*

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## Train to Gain

On 10 November the new high-profile TV ad for Train to Gain aired for the first time and runs for three weeks during major TV shows. The purpose of the ad is to reveal the practical help Train to Gain can offer businesses to assist them in continuing to train their staff during tougher economic times. It outlines how it is now easier to use the Train to Gain service.

To complement the TV campaign, two new radio ads which focus on the new additions to the service for small and medium-sized enterprises (SMEs) went live on Monday 17 November. These additions include funding for "bite-sized chunks" - modules of qualifications in subjects known to be important to SMEs - as well as extending the successful leadership and management programme so that more SMEs can benefit from it, including companies with just 5-10 workers.

Supplementing this activity, a press release was distributed with supporting quotes from Skills Secretary, John Denham and LSC Chairman, Chris Banks. The announcement about the extension of Train to Gain was also highlighted in the eighth edition of Train to Gain News.

Additional proactive campaigns are underway to encourage employers to take advantage of the new flexibilities available through Train to Gain. A Train to Gain press release will be going out shortly with top tips from key business leaders on how to survive the credit crunch.

To find out more about the new opportunities available through Train to Gain, please visit: [http://www.traintogain.gov.uk/Helping\\_Your\\_Business/extrasupport](http://www.traintogain.gov.uk/Helping_Your_Business/extrasupport).

Finally, Train to Gain messaging and college case studies were woven into materials that were made available to promote Colleges Week, which took place between 9 and 16 November.

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## Skills for Life

Christmas is fast approaching and we are putting the finishing touches to a story focusing on all the high-street hazards we face over the festive season. Street teams will be hitting busy shopping centres in Bristol, Birmingham, London and Manchester on

29 November to hand out our 'Get On Festive Planners'. They will provide advice on cooking the Christmas turkey, writing Christmas cards and budgeting for gifts for those who might struggle with their maths and reading skills this Christmas.

Looking to the New Year, Get On is renewing its successful partnership with the British Darts Organisation. The aim of the partnership is to inspire darts fans to brush up on their maths skills through darts. The launch will take place at the Lakeside BDO World Professional Darts Championship (3-11 January) on 7 January 2009, and is being supported by maths whizz Johnny Ball and darts legends Bobby George, Martin 'Wolfie' Adams and Trina Gulliver.

The campaign office is brimming with new materials including football scratchcards, sashes and darts calculators for use at your next event or in class. They are all free so call the campaign office on 020 7544 3130 to order yours.

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## Adult Learning Grant

Identifying and placing case study opportunities across national and lifestyle media remains a high priority for ALG as we use a variety of different case studies and media angles to secure coverage for the campaign. Most recently, coverage has appeared in national supplement publications such as *Take it Easy* and quarterly regional publication *Family Magazine*.

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## Skills Accounts

Skills Accounts are in the first wave of the trial process and are designed to provide a gateway through which learners can access personalised careers advice including details of courses in their area, and their eligibility for Government funding to meet the costs of learning. Skills Accounts will give learners more choice and support and a greater sense of ownership over their own future.

A monthly e-bulletin is being distributed to key stakeholders and partners in order to keep them up to speed on all of the trials developments. If you would like to receive the e-bulletin, please email [sally.askew@lsc.gov.uk](mailto:sally.askew@lsc.gov.uk).

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## National Skills Academy Network

The past month has seen new skills academies in the network push their development forward. For example, the National Skills Academy for Sport and Active Leisure had its official launch at Lord's Cricket Ground on Wednesday 19 November. The launch was attended by several high profile spokespeople including Minister for Skills and Apprenticeships, Lord Young.

Elsewhere in the network a good number of the skills academies have been developing their online learning offers. The Skills Academy for Manufacturing is set to launch its online learning tool, the Learning Engine, in the New Year which will further improve the flexibility and accessibility of its services to employers.

The online element of the campaign has begun with Google keyword search activity. This resulted in an increase in traffic to the NSA website of over 100% in the first week. Planning for the press and online advertising, due to appear from January, is progressing well.

The 7 October event at which John Denham announced four new skills academies going into business planning was featured on BBC 2 recently during a programme about Peter Jones from the Dragon's Den. This exposure resulted in a large surge of hits on the website.

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## Training Quality Standard

The number of training providers that have achieved the Training Quality Standard continues to rise whilst more and more businesses have begun to recognise its benefits. The most recent awards take the total number of Training Quality Standard certificated providers to 83, which currently includes 4 in-house employer training schemes.

The Training Quality Standard sponsored the Learning Provider of the Year Award at the World of Learning Awards during November. These are the learning industry's most prestigious awards. At the event, hosted by comedian Marcus Brigstocke, Reed Learning were given the award which is decided on by an online vote.

The online element of the marketing campaign has begun with Google keyword search activity. Traffic to the Training Quality Standard website increased by 25% in the first week! Planning for press and radio advertising, due to go live from January, is progressing well.

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## Skills Pledge

A DHL parcel courier, James Ford, became the five millionth employee to benefit from the Skills Pledge. This occasion was celebrated in a press release, targeting national, regional and trade press, as well as a photo call at DHL's Wapping site in East London on Monday 24 November. Key national and trade media were invited to the photo call where DHL's CEO Ken McCall and James Ford talked to the Minister for Skills and Apprenticeships, Lord Young, about the importance of training.

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## EMA

Mark Haysom, LSC Chief Executive made a statement on Wednesday 19 November announcing that the Learning & Skills Council (LSC) has discontinued its contract with Liberata and appointed Capita to take on its full range of learner support services - including Education Maintenance Allowance (EMA) and the Adult Learning Grant (ALG).

To view the full transcript of the announcement please [click here](#).

The New Year will see the launch of a targeted marketing campaign directed at those youngsters who are not in education or training. The campaign begins with a burst of national radio advertising, featuring testimonials from relevant case studies and culminates in a fantastic touring EMA bus that will travel around the country demonstrating the benefits of EMA.

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## Keep in Touch

If you have any questions or would like to speak to somebody about how your organisation can get involved in the campaign, please call the Skills Campaign helpline on 020 7413 3400 or email us at [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk). We are always keen to hear from you and share your experiences and case studies (of around 200 words).

This email has been sent by the LSCs Marketing and Communications team. If you have any comments, would like to get further involved or would prefer not to receive emails such as this, please let us know [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk) and we will do everything we can to facilitate your request.