

LSC West Midlands Provider Bulletin



Leading learning and skills

Issue 1

Wednesday 27 February 2008

Welcome to the first issue of the provider e-bulletin. The aim of the e-bulletin is to keep you updated on LSC news at a national, regional and local level. We will provide you with information about the work we do, more specifically with marketing and communication updates. We don't want it to be a lengthy and boring communication so aim to keep it to a page or two, sending it out every month.

The e-bulletin is produced by the LSC communications team and welcomes any feedback you may have westmidsmarcomms@lsc.gov.uk

Entries needed for the 2008 national Apprenticeship Awards

Help us to spread the word about the LSC forthcoming National Apprenticeship Awards and nominate apprentices that have shown commitment and determination. As well as dynamic employers that are committed to training through apprenticeships now and in the future.

The awards will be held on Thursday 10 July at Lawrence Hall, Royal Horticultural Halls London SW1 and this year we are looking to encourage a maximum number of entries across the West Midlands.

The deadline for entries is Friday 29 February 2008.

Forms can be downloaded from <http://www.apprenticeships.org.uk/awards> and further information on the awards can also be found here.

*Judging will also take place at a regional level on 10 April.

Apprenticeship Review will see LSC playing key role in future growth of Apprenticeship programme

The *Apprenticeship Review*, carried out by the Prime Minister's Strategy Unit, the Department for Innovation, Universities and Skills (DIUS), the Department for Children, Schools and Families (DCSF) and the LSC announced important plans to extend the availability of Apprenticeships. The plans will be delivered through a new *National Apprenticeship Service* which will be formed as a separate and distinct function within the LSC and will have end-to-end accountability for the Apprenticeship programme. It will launch in April 2009.

The report of the *Review* explains how the Government will extend Apprenticeships so that many more employers and apprentices will benefit from the training and development that they bring. The LSC, in delivering Apprenticeships, will continue to play its full role to strike the best deal for employers, young people and adults across the country – reaching out to those who haven't considered it before and those who need it most to get in and on at work.

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Some of the key recommendations from the *Review* are:

- the National Vacancy Matching Service, which the LSC has been piloting, and will roll out later this year
- new incentives for employers to take on apprentices
- additional mentoring to ensure apprentices are supported through their training
- broadening of training to include workplace skills

The challenge for the LSC is to determine how we can achieve a stronger organisational focus on Apprenticeships, ensuring that these remain key within our single offer to employers.

Skills for Life

There will be a new Skills for Life awareness raising campaign beginning on 17 March. The Gremlins will no longer be a part of Skills for Life marketing. The main messages will be around numeracy, although both literacy and numeracy will be pushed through PR. The campaign will use the line 'get maths confident.' Research shows one of the barriers to improving numeracy skills is a fear of failing and that individuals adopt coping strategies. The campaign is designed to reduce this fear and anxiety.

Education Maintenance Allowance

Students, Teachers and Parents are being targeted between February and April. The emphasis will be on encouraging people to apply for EMA if they are eligible and also highlight the fact that EMA can be used towards a range of courses, academic and non-academic. The campaign will stress the fact that there are many different course options for young people, and they have control over what they want to do. It will also include the message that the money they receive from EMA will be theirs to support them through their studies. A range of activity has been booked to target young people including 'My Choice and My Money' press ads, a TV commercial, online advertising and poster and post cards for schools. Teachers and Parents will be targeting using PR, national press education pages, online and through direct communications.

Apprenticeship Week

Apprenticeship runs from 25 – 29 February, with activity continuing in to the following week. It is targeted at both employers and young people. Various national PR activity has/will be taking place such as radio phone-ins and employer and consumer targeted press releases. Bill boards will be in place from w/c 3 March and these stress the benefits of Apprenticeships to employers and incorporate phrases such as 'Loyalty,' 'Quality' and 'Productivity.' Trade and national press advertising will also take place, as well as radio advertising featuring employers who have taken on Apprentices.

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From Competence to Excellence

This project is designed to offer young people already engaged in skills training the opportunity to learn from the best skills coaches, inspiring them to develop their skills from Competence to Excellence. If you would like to become involved in any capacity such as delivering expert classes, acting as a venue or putting forward your best apprentices, please visit: www.fcte.co.uk

Please see separate handout for further information.

Train to Gain

Various Train to Gain events are taking place throughout the region in April, both sector focused and generic for all employers. Further details will be available for Train to Gain providers.

We do not have detailed information on Train to Gain national plans as yet, but please see the LSC Messaging Calendar which illustrates when marketing and communications activities will take place.

Public Relations

- **HCL** – managing all Train to Gain PR for LSC/Business Link West Midlands
- **150th Anniversary Birmingham Post**
- **Learning Tags** – unique number given to each learner at the 14 that will help track them through their education/learning to track their achievements (14 Feb 2008).

Events

- West Midlands Skills Action Plan, 3 March, Wolverhampton Racecourse
- Stars for Skills Awards (LSC/ESF) – 12 March, Molineux Stadium, Wolverhampton
- ITT provider event, 4 April, National Motorcycle Museum

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