

## Summer of Skills update

We're now half way through the second 'Summer of Skills', a nationwide campaign to promote the value of skills, break down the barriers to learning and help people move their working life forward.

Providers and partners are busy planning marketing activity for the new enrolment season so to help, we've **updated** the Five Step Guide to the Summer of Skills to highlight how you can get involved. It contains details of all new national consumer-facing activity taking place in coming months and provides basic marketing materials which communicate the benefits of skills.

Download your **free** updated Five Step Guide from the Campaign Resources Site (CRS) [www.lsc.gov.uk/campaignresources](http://www.lsc.gov.uk/campaignresources).

Don't forget that the CRS is your one-stop shop for all national LSC marketing and PR activities. Whether you're putting together a prospectus or poster, running taster courses, open days or recruitment events, the CRS will help you link your campaign to nationwide activity, to make maximum impact. You can adopt materials – such as radio scripts and advertising posters – and download template materials such as press releases to help promote activity.

Not only is the CRS free; it will save you valuable time. Keep up-to-date with the latest campaign developments by subscribing to the Skills Update monthly e-Newsletter – email [skillscampaign@lsc.gov.uk](mailto:skillscampaign@lsc.gov.uk) or call 020 7419 7335.

(Initial registration is required to access the CRS – visit [www.lsc.gov.uk/campaignresources](http://www.lsc.gov.uk/campaignresources) to register your details and gain access)