

Train to Gain Overview and Looking Forward

Introduction

Our Position at Period 16 - Performance

- Third consecutive month where we have shown improvements – most improved region
- Disappointing performance of Skills for Life

- 18,270 Level 2 starts - target 23020 (79%) 4th
- 4040 Level 2 achievements – target 5860 (69%) 5th
- 1250 Skills for Life starts – target 3790 (33%) 6th
- 320 SfL achievements – target 1430 (31%) 5th



Introduction

Our Position at Period 16 – Employer Information

- 6100 leads generated
- Actual engagements to date 3,720 target 2950 (105%)
- 90% are 'Hard to Reach' – 1st in the country target 60%
- Broker satisfaction maintained at 80%, 5th in the country



TRAIN TO GAIN ACTION PLAN

Brokerage

- To meet the EM regional TtG skills brokerage delivery targets for 2007/08
- To improve the proportion of Level 2 starts secured through the skills brokerage service (30%)
- To improve the quality and capacity of the skills brokerage service
- To meet the EM regional Leadership and Management delivery targets agreed with emda
- To maximise the take up of the skills pledge by employers – particularly those employing more than 1000 employees and less than 5000 employees
- To ensure the smooth integration of the TtG skills brokerage service within the development and roll out of RBSIS



TRAIN TO GAIN ACTION PLAN

Provision

- To meet the EM regional TtG provision delivery targets for 2007/08 be in the top 3 regions
- To improve the quality and capacity of TtG providers
- To roll out the Level 3 TtG pilot across the EM
- To extend the current TtG offer through the utilisation of ESF funds
- To make all outstanding ETP wage compensation claims to employers and where appropriate to effect recovery action to secure overpayments from those identified by LSC National Office



TRAIN TO GAIN ACTION PLAN

General

- To conduct an independent review of the East Midlands TtG delivery model
- To fully utilise the TtG infrastructure budget



WHAT'S NEW IN 2007 - 08

- Stand alone Level 2 qualifications
- ESOL changes in line with national policy
- Level 3 funding
- Additional infrastructure budget
- ESF funding opportunities
- Your relationship with the LSC – “single conversation”



WORKING IN PARTNERSHIP

- Any questions?



Refreshment Break

Andrew Barlow

Skills Development Manager

Brokerage Performance



Headline Employer Engagement Activity

**East Midlands - Employer Engagement Target
April 07 to August 07 – 1537**

**East Midlands - Number of Employers Engaged
April 07 to August 07 – 1727**

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Breakdown by Region



Location	Target	Actual	Diff
Derby	349	395	46
Leicestershire	366	384	18
Lincolnshire	206	220	14
Northamptonshire	222	231	4
Nottinghamshire	394	497	103
Totals	1537	1727	185



Train to Gain Action Plan



Contains Thirteen Objectives

Objectives 1 – 6 Apply to Brokerage

Objectives 7 – 12 Apply to Provision

Objective 13 is Generic

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Objective Titles



Brokerage

1. Meet the EM Brokerage Targets
2. Improve the Proportion of L2 Start Secure through the Brokerage Service
3. Improve the Quality and Capacity of the Skills Brokerage Service
4. To Meet the EM Regional Leadership & Management Delivery
5. To Maximise the Take up of the Skills Pledge by Employers 1000-5000
6. Ensure Smooth Integration of Brokerage Service in RBSIS

Provision

7. Meet the EM TtG Provision Delivery
8. Improve the Quality and Capacity of Providers
9. Roll out the L3 Pilot Across the EM
10. Extend the Current TtG Offer via Utilisation of ESF Funds
11. Address Outstanding ETP Wage Compensation Issues
12. Conduct an Independent Review of the EM TtG Model
13. Fully Utilise the TtG Infrastructure Budget



Developed to Identify Reasons
for seemingly Low Number of
Skills for Life and First Level
Two Starts through Brokerage
Activity



Five Key areas for Investigation



- Recognition of Broker Activity on ILR
- Ability of Broker to Articulate LSCs Employer Offer
- The Appropriateness of Employer Journey – Engagement to Start
- Contents of Proposals – Broker and Provider
- Appropriate and Reliable Management Information



Protocols In Development For:



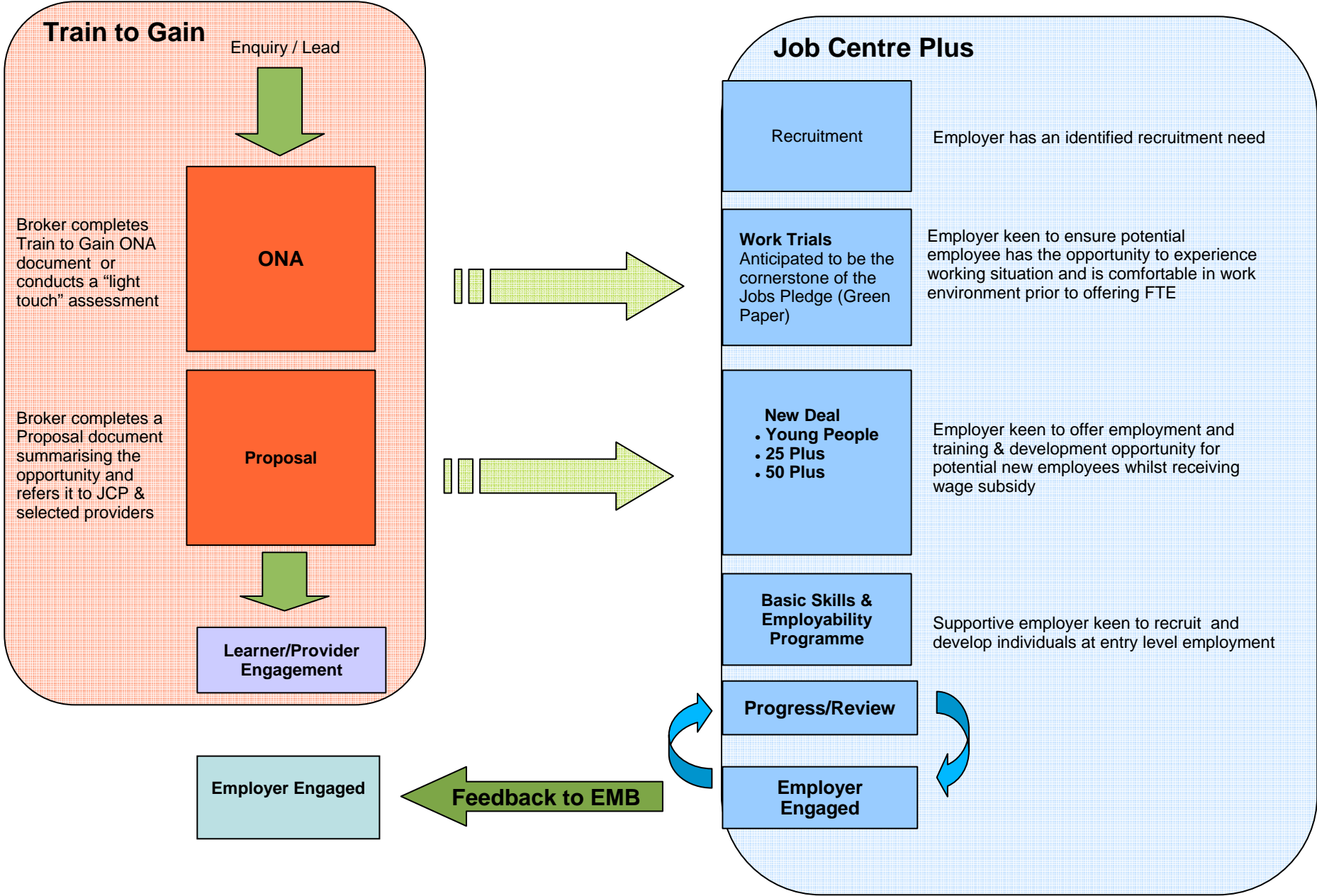
- Jobcentre Plus
- Sector Skills Councils
- CBI
- EMQC
- Remploy and other organisations keen to engage with EMB



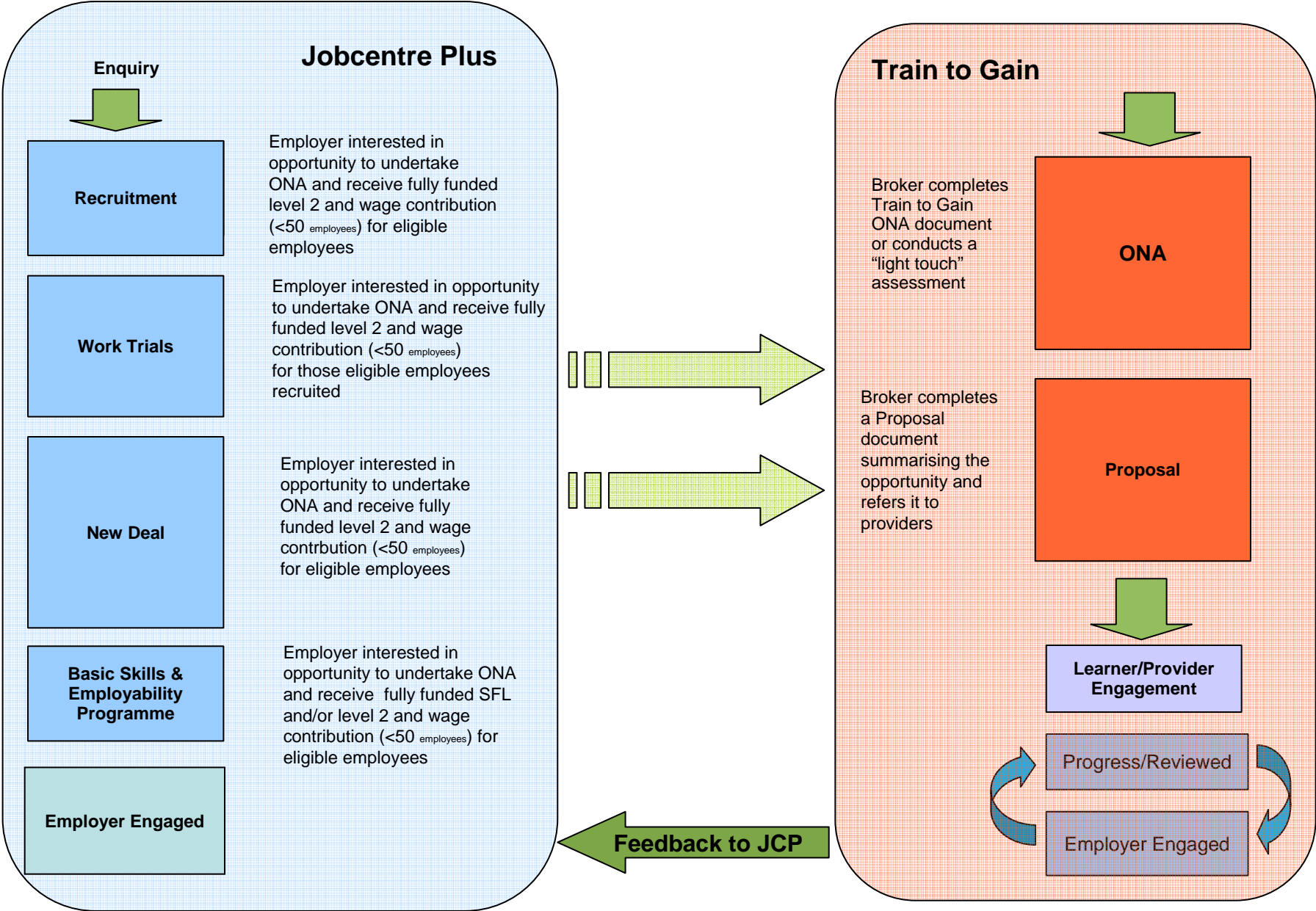
Example of how this will work with JCP



Train to Gain (EMB) to JCP



Train to Gain (EMB) to JCP



Programme Mapping

Recruitment

Employer can be offered the opportunity of fully funded training and development to level 2 for all eligible new and existing employees plus can take advantage of wage contribution if employing less than 50 – subject to ONA being completed by Brokerage organisation

Work Trials

Employer can be offered the opportunity of fully funded training and development to level 2 for all eligible new and existing employees plus can take advantage of wage contribution if employing less than 50 – subject to ONA being completed by Brokerage organisation

New Deal

Employer can be offered the opportunity of continued support to enable any eligible existing employee (already engaged in learning (via ND) to continue in training to gain a level 2 qualification and support for any other eligible employees to gain a level 2 plus take advantage of wage contribution if employing less than 50

Basic Skills & Employability Programme

Employer can be offered the opportunity of continued support to enable any eligible new employee who commenced their learning whilst on the Basic Skills & Employability Programme to continue in training to gain Basic Skills and or a level 2 qualification and support for any other eligible employees to gain a level 2 plus take advantage of wage contribution if employing < 50

Fulfilment Options

Employers can take advantage of a range of LSC provision including Train to Gain – Apprenticeships – Further Education – ESF – IAG etc EMB Business Brokers will support the employer to identify the most appropriate provision for them NB Wage contributions are only available via the Train to Gain Programme

R.B.S.I.S.

- At present in Pilot Mode
- All Brokers now using Brokerage Platform
- Not all Providers Responding to Proposals
- Joint EMB/Provider User Group Set up
- Currently have 19 Change Requests in System
- Report Writing Tool being Developed



Leadership & Management



Combined LSC and *emda* Funding for Level 3 Type Activity and Above

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Funding/Eligibility

Money (Maximum 1K) is Channelled to Employer through EMB For:

- Full Qualifications
- Units Towards
- Bespoke Courses – (short courses a minimum of 6 Guided Learning Hours)
- consultancy (with a little c)
- Eligible Companies – 2 to 4999
- From Team Leaders to Senior Managers
- 50% Cash Match Funded



Process -

- Funding dependent on full Organisation Needs Analysis (ONA) – carried out by EMB
- Employer Needs Posted to Broker Platform
- Secondary call to Hot Courses Website
- 3 Providers put Forward to Employer
- Leadership and Management is part of the overall Train to Gain service



The Skills Pledge



What is the
Skills Pledge?



What is the Skills Pledge?

- The Skills Pledge is:
 - a voluntary, public commitment
 - by the leadership of a company or organisation
 - to support all its employees,
 - to develop their basic skills, including literacy and numeracy, -
 - and achieve relevant, valuable qualifications to at least Level 2
- (equivalent to 5 good GCSES).

The Skills Pledge Words



- On behalf of [company/organisation name], I, as Chief Executive/Chief Operating Officer [or other board member], make a commitment that we shall:
 - actively encourage and support our employees to gain the skills and qualifications that will support their future employability and meet the needs of our business/organisation;
 - actively encourage and support all our employees to acquire basic literacy and numeracy skills, and with Government support work towards their first Level 2 qualification in an area that is relevant to our business/organisation;
 - demonstrably raise our employees' skills and competencies to improve company/organisation performance through investing in economically valuable training and development.



Why is the Skills Pledge important?



Employers, employees and government need to invest more for UK business to succeed in the global marketplace.

The Skills Pledge offers:

- The opportunity to demonstrate that the employer understands the importance of upskilling their workforce and is committed to action
- access to advice and support on how organisations can develop their workforce, and where relevant, enable access to funding



Skills Pledge and Train to Gain



- The Skills Pledge is a key mechanism for engaging employers in Train to Gain
- Train to Gain is the key mechanism for delivery of the Skills Pledge for most employers



How The Skills Pledge differs from Train to Gain



The Skills Pledge differs from Train to Gain because

- It is a single whole workforce strategy for skills - not a transaction by transaction approach as now in Train to Gain
- with joint commitment to delivery from public purse and employer investment
- to deliver a specific action plan for this organisation
- over a longer term timeframe set by the employer.

The Skills Pledge is a joint whole organisation solution for skills - delivered through Train to Gain



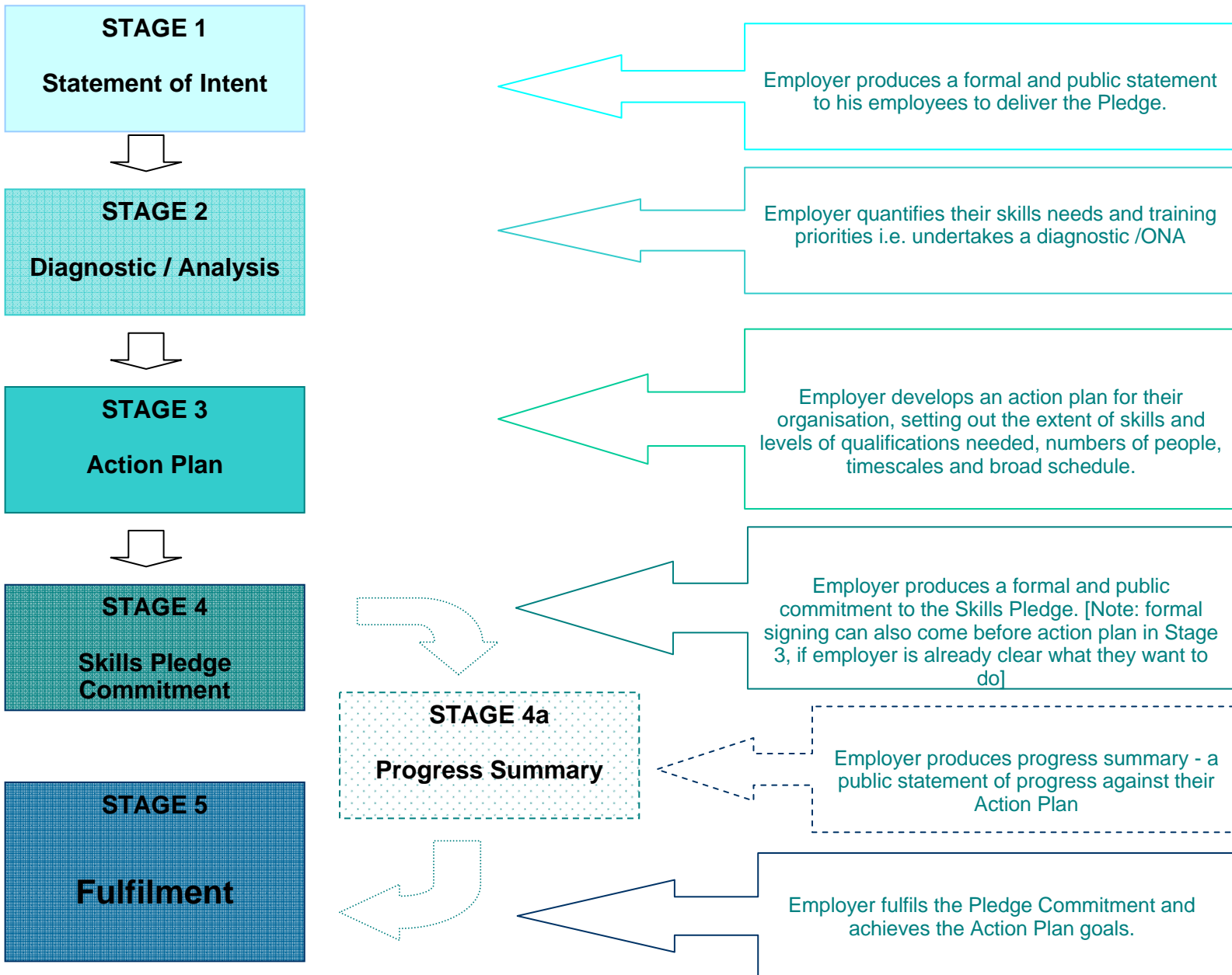
The Skills Pledge



What is the Employer Journey?



The Skills Pledge 5 Stages - Process Overview







Quality
Improvement
Agency

**The Development Programme
for Train to Gain**

The Development Programme for Train to Gain – Year 2

Tim Etherton

LSN Development Advisor

October 2007



Quality
Improvement
Agency

The Development Programme for Train to Gain

Aim

Explain what the Train to Gain Programme is offering to providers in Year 2

Make you aware of the current invitation to apply for consultancy support to improve employer responsiveness

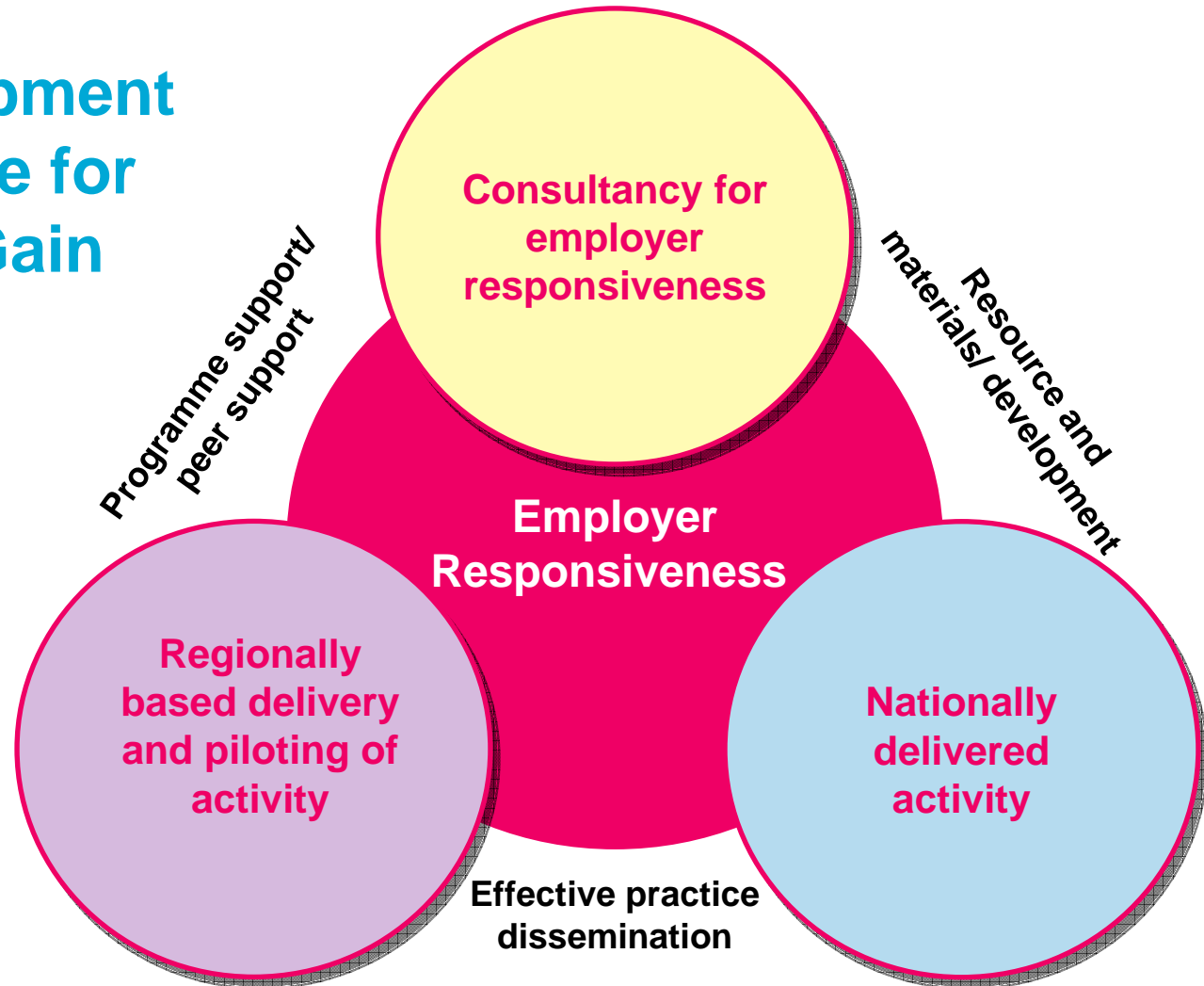
Help you to know where to get further information on the Programme activities, materials and resources.



Quality Improvement Agency

The Development Programme for Train to Gain


The Development Programme for Train to Gain Year 2



Consultancy support to work with you to review your current employer responsiveness, and address training and organisational development needs.

This could include:

- **Increasing understanding of the business implications across the whole organisation of key policy drivers**
- **Assisting Leadership and Management to effect a coherent approach to employer responsiveness**
- **Providing support to prepare for the New Standard**
- **Supporting improvement in sales skills, marketing, Skills for Life.**



**Consultancy for
employer
responsiveness**

Whole Organisational Consultancy for employer responsiveness

National selection process to support at least 90 providers

Application form on Programme website

E-mailed submissions only, which will be acknowledged

Closing date for applications Friday 5 October

Aim to let providers know outcome Friday 19 October

Briefing events for successful applicants in November

Working with LSC



Quality
Improvement
Agency

The Development Programme for Train to Gain

Regional pilots

Aim to develop coherent support for provider capacity building with LSC

These could include:

- **Improvement Projects developing responsive provision**
- **Integrating Information, Advice and Guidance into Train to Gain**
- **Strategic Marketing and Sales**
- **Provider/Broker Partnerships**
- **Provider Consortium working**

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**Regionally
based delivery
and piloting of
activity**

National open access events include

- **Sales skills workshops**
- **Account Management**
- **Sector specific employer responsiveness**
- **Using Labour Market information**
- **Managing and delivering Skills for Life in employer-led provision**
- **Promoting embedded Skills for Life to employers**
- **Materials development for workplace delivery**
- **Training Needs Analysis**
- **Preparing for the New Standard**



**Nationally
delivered activity**



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The Development Programme for Train to Gain

Information, materials and resources

Have a look and Register on the website to receive news, updates and information on programme

Look at the '2007/2008 National event prospectus' (A4 booklet)

Look at 'Your journey to employer responsiveness' (A5 brochure)

Read 'Whole Organisational consultancy for employer responsiveness An invitation' A4 leaflet and access application form from the website if you want to apply



Quality
Improvement
Agency

The Development Programme for Train to Gain

Further Information

Visit the Website

www.QIAemployerled.org.uk

E-mail: traintogain@lsneducation.org.uk

LSN Helpline: 0845 071 0800

From Monday 15 October LSN's new Address is:

LSN

Fifth Floor

Holborn Centre

120 Holborn

London

EC1N 2AD

TRAIN TO GAIN
MARKETING AND COMMUNICATIONS 07-
08



Margaret Warren / Jane Peel

Marketing & Communications
LSC East Midlands
October 2007

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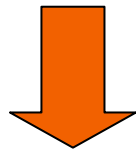
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Skills Council

BACKGROUND TO THE SKILLS CAMPAIGN

- **Key objectives**

- Bring about a sea change in the nation's attitude to learning and skills by creating awareness of and desire for the benefits of increased learning
- Align and amplify existing campaigns – provide a focus to the sector's activity



- Delivered through an integrated campaign launch spanning employers and individual learners

Our future. It's in our hands



SKILLS CAMPAIGN – KEY COVERAGE TO DATE

Nationals: 10
 Trade: 52
 Newswires: 8
 Podcast: 1
 Regional: 18
 Broadcast: 25

To date, there have been 105 pieces of generated coverage



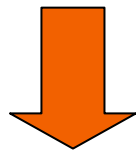
SKILLS CAMPAIGN RESPONSES

	Phone calls	Web-Unique visitors	Web Forms
Skills Campaign Individuals	9,092	79,296	-
Skills Campaign Stakeholders	395	-	-
Train to Gain	2,975	37,850	543



NEXT STEPS FOR THE SKILLS CAMPAIGN

- Awaiting final response data and analysis (web and phone line)
- Tracking debrief
- Prioritise key audiences for Jan phase
 - Identify key barriers and develop communications e.g. investing in learning, lack of confidence, perception of old learning
- Develop ongoing PR proposal
- Potential merger of all LSC newsletters
- Anticipated distribution of Issue 2: October/November 2007



- **Incorporate feedback and learning from partners and stakeholders into phase 2**



SCHEDULE OF WORK

17-Sep	24-Sep	01-Oct	08-Oct	15-Oct	22-Oct	29-Oct	05-Nov	12-Nov	19-Nov	26-Nov	03-Dec	10-Dec	17-Dec	24-Dec	31-Dec	07-Jan	14-Jan
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Wave 1 Tracking data – 19 Sep

Data analysis – 19 Sep

Review communications strategy

Review Creative and PR ideas

Brief buying agencies and book media

Execution of revised creative/PR ideas

31 Dec

Skills Campaign Live

Skills

Tracking debrief & Data analysis– 17 Oct

Review communications strategy

Review Creative and PR ideas

Brief buying agencies and book media

Execution of revised creative/PR ideas

TTG Campaign Live

7 Jan

Train to Gain



EAST MIDLANDS REGIONAL CAMPAIGN

- **Telemarketing – generating 100 leads per week**
Most effective method of generating leads
- **Purchased new data**
27, 000 new records for the region
- **Mini telemarketing pilots -**
Castle College and Tresham Institute
- **Building 1,000+ data**
HR / Training Managers / Operations Managers and Team Leaders contacts details within large organisations
- **Inbound Calls / leads**
To be transferred to EMB in near future



EAST MIDLANDS REGIONAL CAMPAIGN



Our future.
It's in
our hands.

If **training** isn't **top** of your
agenda, who's really **driving**
your **business**?

To find out more information visit traintogain.gov.uk

- 150+ buses across the region supporting 2 phases of the national campaign
- City and cross regional routes
- First region to utilise the national campaign creative



EAST MIDLANDS REGIONAL CAMPAIGN

- 1st Anniversary Communications



- PR and press coverage
- Case studies
- Cake mailing to 250 semi-warm leads to convert to Broker appointments



EAST MIDLANDS REGIONAL CAMPAIGN

- **Sector Activity**

 - Construction template

 - Retail voucher

 - Logistic and Distribution Event

- **Banner stands**

 - Generic and sector specific linked to regional priorities

- **Ongoing PR & communications**

- **Provider direct mailer available**

 - Template with area to add provider's own details



WORKING IN PARTNERSHIP

- **Campaign Resources & Brand Guideline support:**

www.lsc.gov.uk/campaignresources

designtraintogain@lsc.gov.uk

- **Provider Bulletins**

Are you receiving them?

- **LSC Marketing News**

Register to get your email – em.marcomms@lsc.gov.uk

- **Any questions?**



TRAIN TO GAIN ROADSHOWS

